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IN THIS ISSUE: TEXT OF NEW FM RULES

BROADCASTING

Broadcast Advertising

Vol. 18 • No. 13

JULY 1, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

50 YEARS AHEAD--

—but actually old-fashioned!

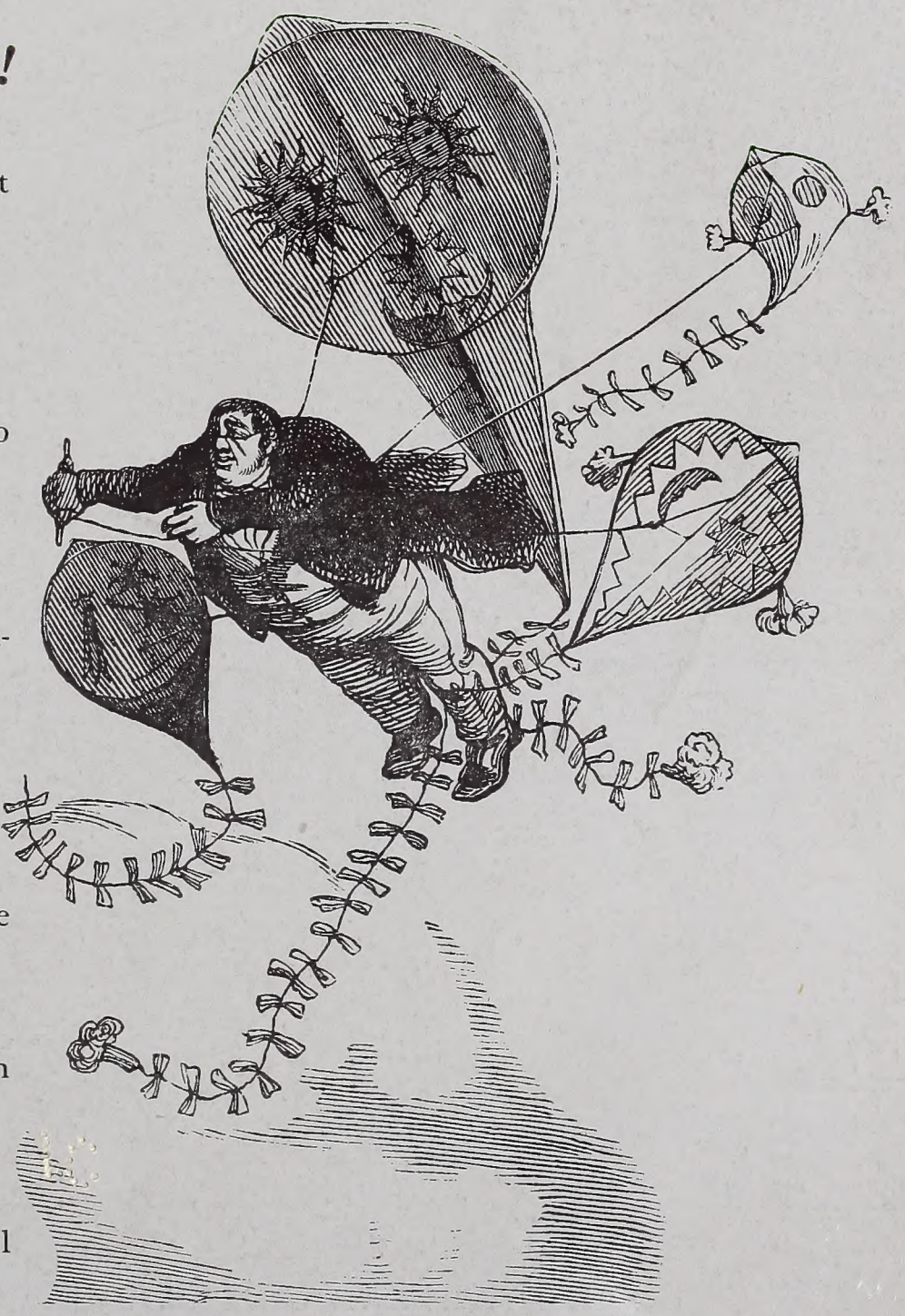
Progress is not merely indicated by change, but the simplification and improvement of existing conditions and things.

This is equally true of radio.

Compare WOR's method of handling its 50,000 watts with that of any station of equal power and coverage. It will be readily obvious that WOR differs from all others by its unique method of directing, multiplying and concentrating power.

WOR's directive-array system rivets its power on cities where people live, not dead-space. It tucks its power away from the ocean on the East and the sparsely populated portions of those states on the West. WOR's 50,000 watts are multiplied more than two times. They are specifically designed to reach more homes with radios—more powerfully—than those of any station anywhere!

We are now demonstrating this to more national advertisers than we did a year ago.





TK 6540
.B85

632,515 Letters-from January 2 to May 31

632,515 letters have been received at WLS so far this year—from January 2 to May 31. That's an average of 4,161 letters a day, including Sundays and Holidays.

We're mighty proud of such listener response, just as we are that WLS has averaged over a million letters a year for ten years. It proves that WLS gets results . . . year after year . . . from morning to signing-off time.

Pardon us if we repeat what we have said before: "It is more important to know where a station is *listened to* than to know where it merely can be heard." The WLS mail count is a definite answer to three important questions: Is the station listened to? Where are the listeners? And do they respond?

We'll be happy to send or show such a count to you . . . or you can get it from any John Blair man.

50,000 Watts
Clear Channel

870 Kilocycles
NBC Affiliate

THE PRAIRIE FARMER STATION, Prairie Farmer Building, Chicago

BURRIDGE D. BUTLER, *President* GLENN SNYDER, *Manager*

JOHN BLAIR AND COMPANY, *National Representatives*

GIFT OF PUBLISHER
FEB 3 1941

Supplement to

JULY 1, 1940, ISSUE

BROADCASTING
and
Broadcast Advertising

Vol. 18 No. 13 WASHINGTON, D. C., JULY 1, 1940 **SUPPLEMENT**

Standards of Good Engineering Practice

Governing High Frequency (FM) Broadcast Stations: 43-50 Mc.

(Adopted by the FCC, June 28, 1940)

1. Engineering Standards of Allocation.

(a) Section 3.225 prescribes three groups of channels for the use of high frequency broadcast stations. The stations within each group of channels have a specific purpose in the plan of allocation and provide a service to a particular type of area. Section 3.222 of the rules requires that high-frequency broadcast stations be licensed on the basis of an area in square miles in the service area and that the contour bounding the service area and the radii of this contour shall be determined in accordance with these standards. A high-frequency broadcast station has but one service, that which corresponds to primary service of standard broadcast stations. No service from sky waves or secondary service is obtainable. No intermittant service is recognized. Therefore, the extent of the service is determined by the point at which the primary service signal is no longer of sufficient intensity to provide broadcast service. The field intensity necessary for service is given:

* * *

TABLE I, Service—(median field intensity)—City areas near factories, car lines, or busy streets, 1 mv/m; rural areas away from highways, 0.05 mv/m. The above figures are based on the absence of objectionable fading and the usual noise levels encountered in the two areas and also predicated upon the absence of interference from other high-frequency broadcast stations.

* * *

(b) The service area is established as follows: On a topographic map of the proposed service area of the station at least 8 radials separated by approximately 45° are drawn in the several directions from the proposed location of the transmitter. From these radials there should then be plotted profile graphs of each radial. An appropriate scale should be used with distance in miles from the antenna plotted as abscissa and the elevation as ordinate in feet plotted by 40 to 100-foot contour intervals. The profile graphs should then be divided into sectors with respect to the distance in miles, each sector being not more than approximately one-tenth of the roughly estimated distance to the desired service contour, and from these sectors the average elevation for each sector or several sectors may be readily determined. This map and the profile graphs are then used in the determination of the radii of the service area of high-frequency broadcast stations as set out below.

(c) To determine the radii of the service contour the graph [Figure 1, see next page] and description [Annex I, see third page] concerning the range of high-frequency broadcast stations should be used. The method of use and an example are contained in Annex I. The height of the transmitting antenna used in connection with Figure 1 should be the proposed height of the antenna above the average elevation between the antenna and the 1 mv/m or 0.05 mv/m contour, whichever is under investigation. This determination, of course, involves the assumption of the antenna height above the average elevation and from this assumption a determination is made of the distance to the desired contour. The average elevation over the distance just found to the desired contour may then be determined and checked with the assumed height. If the assumption was in error, it may then be modified and the problem repeated to reduce the error in the distance to the desired contour. This cut and try process must be repeated until the error is negligible.

The foregoing process of determining the extent of the 1 mv/m or 0.05 mv/m contours shall be followed in determining the boundary of the station's predicted service area. The boundaries of the service area of both the 1 mv/m and the 0.05 mv/m contour must be established and submitted with each application for a high frequency broadcast station.

(d) The distances along each radial to the 0.05 and/or the 1 mv/m contours should then be plotted on the topographic map required by (c) above or polar coordinate paper. The area within each contour should then be measured (by planimeter or other approximate means) to determine the area which the proposed station will serve. The station is rated on basis of the area within the 0.05 mv/m contour or the contour free of interference if greater than the 0.05 mv/m contour.

2. Objectionable interference.

(a) Section 3.225 (f) requires that the proposed station shall not suffer interference to such an extent that its service will be reduced to an unsatisfactory degree. Objectionable interference will be considered to exist when the signal for 50% of the distance in any sector on a radial as determined from Section 1 (d) of these standards exceeds 0.005 mv/m at the 0.05 mv/m contour of the desired station. In the case of a station protected to the 1 mv/m contour, objectionable interference occurs when the signal for 50% of the distance in any sector exceeds 0.1 mv/m. At the other field intensities the following ratios of the desired to undesired signals shall govern.

* * *

TABLE II, channel separation and ratio of desired to undesired signals—Same channel, 10:1 median field intensity; adjacent channel (200 kc), 2:1 median field intensity.

In the absence of measurements to determine the extent of the service contours of the desired station and the interference contours of the undesired station, the signals shall be determined by use of the Graph I in the manner heretofore described. Measurements to determine the extent of one or both of the signals involved are preferable. Measurements should be made in accordance with Annex II associated herewith.

* * *

(b) The signal intensity for 0.05 mv/m 50% distance is interpreted to mean the contour bounded by the sector on a radial on the map of 1(c) above wherein the signal of the station for 50% of the distance represented by the sector on the radial is equal to 0.05 mv/m. The boundary of the service area shall be taken as the outer edge of the sector nearest the transmitter wherein the signal is the desired value for 50% of the distance. For the methods of measurement of this signal see Annex II, *"Field Intensity Measurements of High-frequency Broadcast Stations."*

3. Transmitter location.

(a) The transmitter location should be as near the center of the proposed service area as possible consistent with the applicant's ability to find a site with sufficient elevation to provide service throughout the area. Location of the transmitter at a point of high elevation is necessary to reduce to a minimum the shadow effect on propagation due to built-up city areas, hills, and other obstructions which may reduce materially the intensity of the station's signals in a particular direction. The transmitter site should be selected consistent with the purpose of the station, i.e., whether it is intended to serve a small city, a metropolitan area or a large region. Inasmuch as service may be provided by signals of 1 mv/m or greater field intensities in built-up urban areas, and inasmuch as signals in excess of 0.05 mv/m will provide service in rural areas away from highways, considerably more latitude in the exact geographical location of the transmitter is permitted for a high frequency broadcast station than for a standard broadcast station; however, the necessity for a high elevation for the antenna may render this problem more difficult. In general, the transmitting antenna of a station should be located at the most central point at the highest elevation available. Where a directive antenna is used, a central location may not be desirable and, in fact, the availability of suitable sites may make necessary the use of directive antennas. The antenna height above the average elevation of the service area is the most important factor in obtaining coverage with a high frequency broadcast station. Doubling the height of the antenna is equivalent to increasing the power by four times. The power is only one of several important factors (See Annex I and Fig. 1).

(b) The transmitter site should be selected such that the 1.0 mv/m contour encompasses all the urban population within the area proposed to be served and the 0.05 mv/m contour provides the maximum obtainable service consistent with the area desired to be served. While no standards with respect to blanket area are established, every precaution must be taken not to locate a station in a residential area.

4. Operating Power; Determination and Maintenance.

(a) Section 3.251 requires that the operating power and the requirements for maintenance thereof of each high-frequency broadcast station shall be determined in accordance with the *Standards of Good Engineering Practice.* The operating power must be determined by one of two methods:

(1)[1] Indirect measurement, by means of the plate input power to the last radio stage in accordance with (b) below, or;

(2) By measurement of the antenna or transmission line current required to produce the service area set out in (e) below.

(b) The operating power determined by indirect measurement of the plate input power of the last radio stage is the product of the plate voltage (Ep), the total plate current of the last radio stage (Ip) and the factor of 0.60, that is

Operating power = Ep x Ip x 0.60

(c) The operating power maintained by the antenna or transmission line current, required to obtain the service area as proposed in the application and specified in the station license shall be the direct method. The proof of performance from continuous field intensity recordings shall be used to establish the service area. These data shall be submitted to and approved by the Commission before any licensee will be authorized to operate with the power indicated by this method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

(d) The licensee of a broadcast station shall maintain the antenna or transmission line current of the station within the prescribed limits of the authorization at all times except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to operate with full licensed power, the station may be operated at reduced power for a period of not to exceed ten days, provided that the Commission and the Inspector in Charge shall be notified in writing immediately after the emergency develops.

5. Proof of Performance of High-frequency Broadcast Stations.

(a) Section 3.227 requires that within one year from the date of the first regular operation of a high-frequency broadcast station a survey to determine the performance of the station shall be made and submitted to the Commission to establish the actual field intensity contours from which the operating constants required to deliver service to the entire area specified in the license can be determined. This proof of performance shall be established by continuous field intensity records generally along the several radials shown on the topographic map submitted with the application for construction permit. The measured radials shall be carried to a point sufficiently beyond the locations of the predicted service contours to arrive at an accurate determination of the boundary of the service area of the station as predicted in the original application. The field intensities for the several sectors along each radial shall be determined as outlined in Annex II, *Field Intensity Measurements of High-frequency Broadcast Stations.*

The survey data submitted shall include a topographic map similar to that submitted with the application with the original ra-

[1] Until Jan. 1, 1941, high-frequency broadcast stations will be permitted to determine the operating power by the indirect method for a period of one year after the beginning of regular operation.

This Supplement

BECAUSE this issue had practically been put to press when the FCC on June 28 gave its approval to the *Standards of Good Engineering Practice,* governing FM, BROADCASTING publishes this supplement to include the full text and coverage schematic. This, taken together with the full text of the earlier-issued rules [pages 70-72], and explanatory story on page 13, provides the first complete and official data from the FCC covering the technical regulation of the new FM art.

TIME-BUYER *eyes* STATION *(yours, maybe)*

EVER wonder what the time-buyer thinks as he eyes your market, your station? Is the picture clear and compelling? Does he see your market in true perspective and your station as a good advertising buy? Or is the impression blurred and distorted? Maybe (sad thought) he doesn't even know you're there.

Time-buyers are human. Their impressions of your station are the ones you give them. Maybe they're the ones you fail to give them.

BROADCASTING's business is giving time-buyers the right slant on your station. To determine how well we do it, ask any of the scores of stations that have used our advertising columns three years or more. Or, on your next business trip, ask any national or regional time-buyer.

BROADCASTING
Broadcast Advertising

BROADCASTING *Blankets* TIME-BUYERS



New England Offers Not Merely 3 Rings — But 18 . . . .

EACH of these 18 rings represents a sales area giving a complete performance sure to satisfy any audience of time buyers.

The 18 stations of The Yankee Network give advertisers front row seats at these sales shows, which play the year 'round.

You get your money's worth and MORE — every day — rain or shine in the "big top" New England market — where normal population concentration of 131.8 per square mile (U. S. average 41.3) is augmented by 3,000,000 or more summer visitors, spending half a billion dollars, or 11% of the estimated annual recreational expenditures of the United States.

— where per capita food expenditure is 58% greater than the United States average.

— where retail sales per square mile are 3.99 times larger than the rest of the United States average.

Why be satisfied with one ring acts when your price of admission, a Yankee Network ticket, gives you 18-ring performance, covering EVERY important New England population and sales center EVERY show?

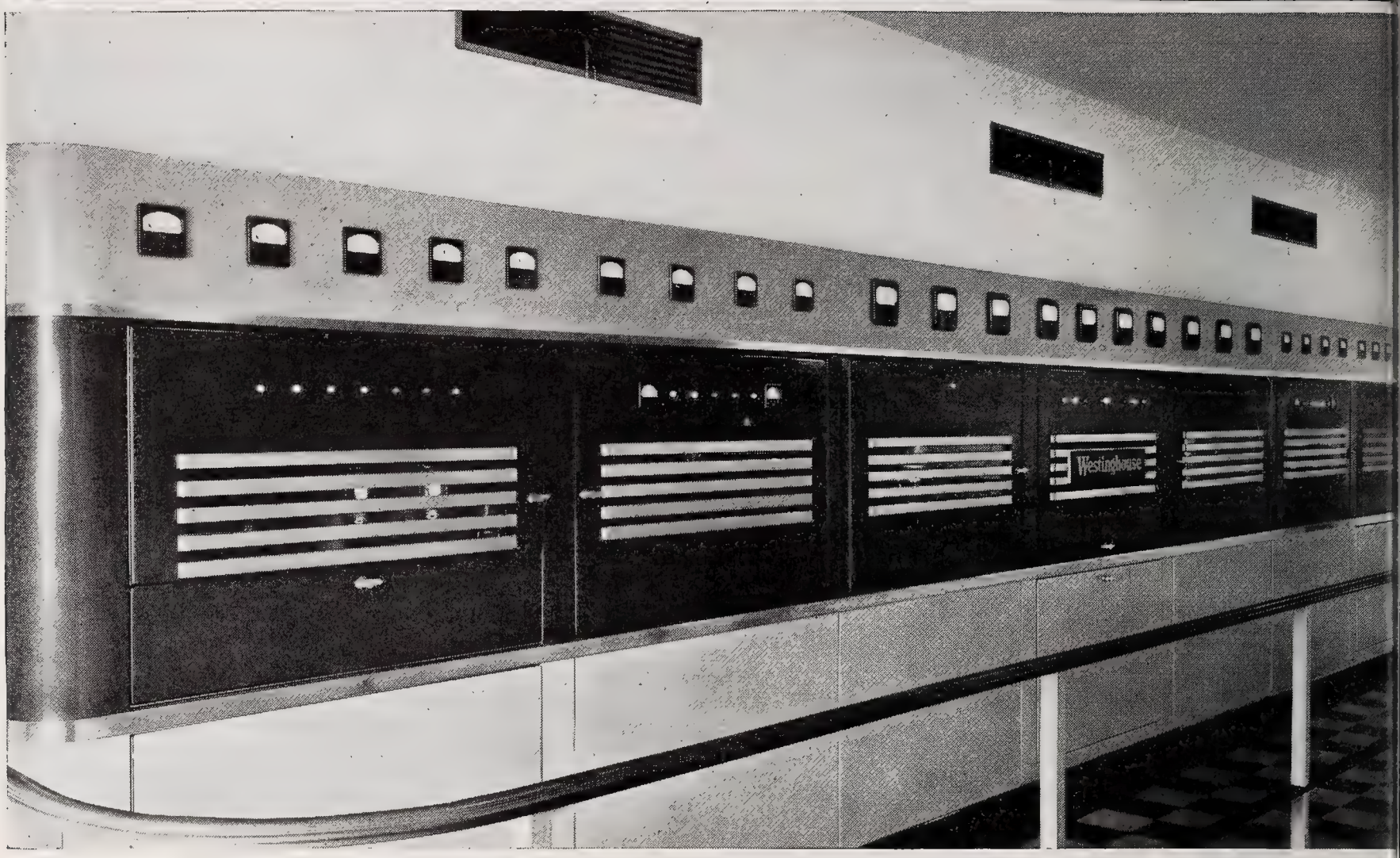
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★
WTIC
Hartford
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WEAN
Providence
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WTAG
Worcester
★
WICC
Bridgeport
New Haven
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WNLC
New London
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WCSH
Portland
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Bangor
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WFEA
Manchester
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Fall River
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New Bedford
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WHAI
Greenfield
★
WBRK
Pittsfield
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WLLH
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Lawrence
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WLNH
Laconia
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WRDO
Augusta
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WCOU
Lewiston
Auburn
★
WSYB
Rutland

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

A new Transmitter!



Here is the new 50 kw transmitter of WBZ. It is a duplicate of the unit which attracted nationwide attention when it was installed at KDKA in Pittsburgh.

WITH THESE OPERATING ADVANTAGES:

- Air-cooled tubes in all stages.
- Extremely low operating costs.
- Metal rectifiers throughout, except main high voltage rectifier.
- Inductive neutralization of the power amplifier.
- Equalized feedback.
- Compressed gas condensers.
- Complete elimination of fuses.
- Spare rectifier tube at operating temperature.
- Ease of adjustment.
- Unit construction throughout.
- Full automatic control.
- Relatively low plate voltages.
- Conservative operation of all tubes.

W WESTINGHOUSE ELECTRIC

Westinghouse

a new WBZ!

New 50 kw high-efficiency set now does for the Boston area what KDKA did for Pittsburgh!

Station WBZ, now wholly owned and operated by Westinghouse, establishes a new standard of service for listeners and advertisers in the Boston area.

1 The new 50-HG transmitter provides the advantages which attracted nationwide attention when this new high-efficiency equipment went on the air for KDKA in Pittsburgh.

2 The new location, at Hull, provides improved reception throughout the city of Boston and vicinity.

This is a 100% Westinghouse station. All the broadcast equipment and the auxiliary apparatus are of Westinghouse design and manufacture.

As a radio pioneer in the establishment of Station KDKA, and as owner and operator of radio stations throughout the entire history of commercial broadcasting, Westinghouse is in a position to render an outstanding service to station operators interested in superior transmission at moderate cost. For detailed information call your nearest Westinghouse office.

WESTINGHOUSE RADIO TRANSMITTING TUBES

The development of the new air-cooled WL 893R Transmitting Tube which made possible the construction of 50 KW air-cooled transmitters such as KDKA and the new WBZ, is typical of the many Westinghouse contributions to the radio industry.

J-08021

Broadcast Equipment



Pick the VITAL Spots!

Hang your Sales-Picture where it will get a REAL AUDIENCE!

Don't take our word for it. Proof is in performance. And one example of the way these 15 vital stations perform for advertisers is this:

A clothier in Troy, New York, recently used WGY to help "up" his sales. Result—men from 238 communities throughout WGY's vast territory traveled to Troy for clothing. The man's business was *quadrupled!* Profit for advertisers is the reason these 15 vital-to-sales spots have been used by advertisers more extensively this year than ever before.

Completely represented by NBC, these stations offer you a ready-made spending audience—one you can reach at low cost! One, or all, of these stations are available to you.

WEAF	50,000 Watts—660 kc. . . . . New York
WJZ	50,000 Watts—760 kc. . . . . New York
WMAQ	50,000 Watts—670 kc. . . . . Chicago
WENR	50,000 Watts—870 kc. . . . . Chicago
KGO	7,500 Watts—790 kc. . . San Francisco
KPO	50,000 Watts—680 kc. . . San Francisco
*WRC	5,000-1,000 Watts—950 kc. Washington
*WMAL	500-250 Watts—630 kc. . . Washington
WGY	50,000 Watts—790 kc. . . . Schenectady
KOA	50,000 Watts—830 kc. . . . . Denver
WTAM	50,000 Watts—1070 kc. . . . Cleveland
	WESTINGHOUSE STATIONS
WBZ	50,000 Watts—990 kc. . . . Boston
WBZA	1,000 Watts—990 kc. . . . Springfield
KYW	10,000 Watts—1020 kc. . . Philadelphia
KDKA	50,000 Watts—980 kc. . . . Pittsburgh

The NBC Spot Specialist in New York, Chicago, San Francisco, Boston, Cleveland, Washington or Hollywood, will give you full information on any or all of these NBC Represented Stations.

*WRC and WMAL will soon be operating with 5,000 watts day and night

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

Synchronized FM

FREQUENCY STABILITY: Western Electric now makes another great contribution to the radio art—***synchronized*** frequency modulation. This new system of carrier wave frequency stabilization is unique—gives the 503A-1 (1KW) Transmitter a stability of better than .0025%.

FREQUENCY RESPONSE: Flat within ± 1 db from 30 to 15,000 cycles per second.

NOISE LEVEL: Phase noise carried by transmitted wave is 70 db down unweighted from ± 100 KC swing.

DISTORTION: Typical measurements of r. m. s. audio frequency harmonic distortion with a distortionless F M audio monitor in the frequency range of 30 to 15,000 c. p. s. show less than 2% at a modulation corresponding to ± 100 K C swing. Distortion measurements include all audio frequency harmonics up to 30,000 c. p. s.

COMPACT UNIT: All apparatus is contained in a single, beautifully styled cabinet measuring only 44″ wide x 39″ deep x 78″ high. In construction and arrangement, it is similar to the now famous 443A-1, which set a new high in accessibility and simplicity of control.

POWER OUTPUT: The 503A-1 is designed to serve perfectly for powers of 1 KW or less, or as an exciter for amplifiers for higher power. Its superior characteristics will carry through when you step-up—that's mighty important to remember!

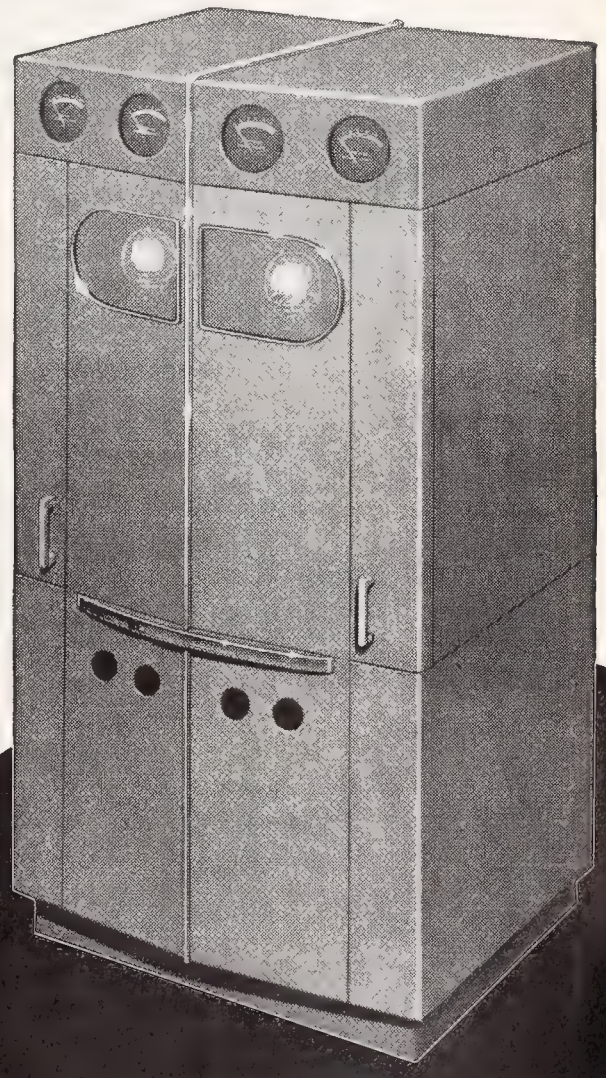
FOR FULL TECHNICAL DETAILS, write to Graybar.

DELIVERY: Orders now being accepted for Fall delivery.

Ask your Engineer!

FM

Synchronized



BY

Western Electric

Graybar Distributed by Graybar Electric Company

"See where Forbes agrees with our agency boys"

"Smart Suggestion, that plan of our advertising agency to put on pressure in Detroit and Cleveland. Forbes Magazine rates those two cities among the nation's sales high spots."

"Yes, but smarter still that recommendation to use WJR and WGAR. Sales results show we're hitting hard in Michigan and northern Ohio—getting bonus coverage in Indiana and Pennsylvania."



Things are Booming in the great industrial empire of the "Golden Horseshoe." Men, machines, money—all move at accelerated pace. Like to make *your* sales boom here too? Easy! Reach the eight million prosperous prospects within our borders through WJR and WGAR, the Great Stations of the Great Lakes.



"HORSESHOE" DWELLERS HAVE A SWEET TOOTH
Tip to makers of sweets who may wonder where to launch tests on new yummy-yummies: "Golden Horseshoe" folks in one year consume as much candy and confections as the combined sweets lovers of Chicago, Philadelphia, Boston and Los Angeles.

Something to sell motorists? Here's your spot. Seven out of ten "Golden Horseshoe" families own autos, burn nearly as much gas as all New York state, buy more than three hundred million dollars annually in petroleum products.





HERE'S TODAY'S NUMBER ONE MARKET—Business analysts in mid-June tabbed the territory along the south of Lake Erie as part of the country's best sales area; that between the lower reaches of Lake Huron and Lake Michigan as second best. Heart of this preferred selling region is the "Golden Horseshoe," the super market blanketed by WJR and WGAR.

WJR
THE GOODWILL STATION
Detroit
WGAR
THE FRIENDLY STATION
Cleveland
Basic Stations . . . Columbia Broadcasting System
Edward Petry & Co., Inc., Nat'l Representatives

BROADCASTING
and
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Vol. 18. No. 13 WASHINGTON, D. C., JULY 1, 1940 $3.00 A YEAR—15c A COPY

Communications Defense Board Projected

By SOL TAISHOFF

President Is Expected to Name Coordinating Committee; No Change in Industry Operations Anticipated

RECOGNIZING communications as a key factor in war defense planning, President Roosevelt is expected to name a Defense Communications Committee of top Government officials to pilot and coordinate policy planning with private entities in broadcasting and common carrier pursuits during the current emergency.

Spearhead of the move to have the President name the committee by Executive order is Chairman James Lawrence Fly of the FCC. The move came coincident with activity on other fronts, including an already authorized $1,600,000 FCC expansion program under which it will hire a staff of 500 to 600 additional radio inspectors to man new monitoring equipment of sufficient scope to maintain a 24-hour air-watch against espionage and other possible anti-American radio or communications activity.

While loathe to talk about the precise plans, Chairman Fly has assured broadcasting industry leaders that the Defense Committee project does not contemplate any change in the operating functions of the industry. Rather, it would coordinate future planning with the military and naval needs and with what he describes as impacts upon civil life in the event of war. State, War, Navy, Treasury (Coast Guard) and the FCC, it is expected, would be represented on the committee, with subcommittees representative of the affected to be named.

Possible Setup

Though speculation as to the committee's personnel may be premature, particularly since the proposed executive order drafted by Chairman Fly is still running the gauntlet of various Government departments, it is thought the line-up might be:

1. Assistant Secretary of State Adolf A. Berle Jr., or Breckinridge Long, special assistant to Secretary of State Cordell Hull, as chairman.
2. FCC Chairman Fly as a member, or chairman, if a "junior cabinet" member is not selected. In that event, it is presumed that Thomas Burke, chief of division of international communications, will be the State Department member.
3. Major Gen. Joseph O. Mauborgne, Army chief signal officer.
4. Rear Admiral Leigh Noyes, director of naval communications.
5. Commander Joseph F. Farley, chief communications officer of the U. S. Coast Guard (Treasury Dept.)

Subcommittees would be named by the Defense Committee chairman, but with the advice and counsel of the industries involved. For broadcasting, it is apparent that NAB President Neville Miller will serve. As a matter of fact preliminary phases of the proposal already have been discussed with him and with other broadcasters. Mr. Miller, F. M. Russell, NBC Washington vice-president, and T. C. Streibert, MBS-WOR vice-president, conferred with Chairman Fly June 26—the day following the FCC chairman's visit to the White House—while Harry C. Butcher talked with him June 24. It is understood the committee plan was fully discussed.

In addition to a broadcasting subcommittee, which apparently was not contemplated in the original Executive Order draft, there would be committees for telephone, telegraph and cables, as well as a Government technical subcommittee comprising officials of Government agencies identified with any phase of communications operations. Members of the present Interdepartment Radio Advisory Committee, made up of representatives of 13 Government departments, might constitute this committee.

Survey Planned

These spectacular new moves do not constitute any fundamental change in the predetermined plans of the military establishments, it is apparent, insofar as communications are concerned. Rather, the functioning of the committee would tend to formalize what has been going on since World War II took its serious turn last fall. Representatives of the various industries have been conferring with key communication officials since that time. Under the new plan, there would be established an emergency policy board, with the FCC officially pegged as a part of the coordinating operation.

Chairman Fly, it is reliably learned, discussed the whole project with President Roosevelt June 25, at which time he handed him a three-page draft of the proposed Executive order which would create the board. He also apparently procured clearance on the plan, now authorized, for the monitoring expansion program designed to rout "unlicensed stations" and uncover subsersive or "Fifth Column" activities via communications.

There is no imminent danger of curtailment of any essential service in which category broadcasting definitely falls. The committee, if and when appointed, will essay a comprehensive survey of the broadcasting and communications fields and, in conjunction with the advisory subcommittees, determine the most efficient means of coordinating all operation facilities from the standpoints of military, public and industry needs.

Present Army and Navy war plans as they affect communications (and these deal largely with point-to-point, international, telephone and ship, rather than broadcasting) would be revised to fit into the defense pattern as the events abroad dictate. Broadcasting's main niche is that of maintaining public morale, and it has been agreed that retention of the status quo is most desirable.

Geared for the Worst

All of the planning is geared toward actual war involvement and in correlating private services with that eventuality. So far as civilian operations are concerned, including broadcasting and non-military communications, the FCC would function as the directing agency. Obviously, however, close liaison would have to be maintained with the military departments, both by the FCC and the private industries themselves. The bulk of this work, particularly in materiel and filling communications gaps, would be in the common carrier fields.

Aside from standard broadcast operations, such new services as FM and television also will be considered in the defense preparations. International stations already have been factors in the Governmental councils and are expected to figure in Western hemisphere solidarity plans of the Administration.

Chairman Fly had expected speedy action on his board proposal, but White House and departmental routine have delayed action. Moreover, there has been some tugging and hauling on the

(*Continued on page 80*)

Freedom of Radio in GOP Platform

FOR THE FIRST TIME in the history of national political conventions, a radio plank, endorsing the principles of free radio on a parity with the press, was adopted unanimously June 19 by the Republican National Convention in Philadelphia. Espoused by the NAB Legislative Committee and long urged editorially in BROADCASTING, the plank decries radio censorship and holds that licenses should be revocable only after public hearing and for due cause.

Indications have been given in Democratic Committee circles that a "free radio" plank also will be contained in its platform, to come before its national convention in Chicago July 15. The Republican plank reads:

"The principles of a free press and free speech, as established by the Constitution, should apply to the radio. Federal regulation of radio is necessary in view of the natural limitations of wave lengths, but this gives no excuse for censorship. We oppose the use of licensing to establish arbitrary controls. Licenses should be revocable only when, after public hearings, due cause for cancellation is shown."

Convention Shift Refused by Board

Program Plans Progressing; Membership Hits Record

A MOVEMENT, supported mainly by Walter J. Damm, managing director of WTMJ, Milwaukee, for shifting of the NAB convention from San Francisco to Detroit or some other midwestern city, was rejected by unanimous action of the NAB board of directors at a special meeting in New York June 21. The convention will be held as scheduled Ang. 4-7 at the St. Francis Hotel in San Francisco.

Mr. Damm, it was reported, had circularized a substantial number of station operators suggesting the transfer, in the light of the current unsettled situation and because it was thought the attendance would be larger in a more central point. All told, it was reported at NAB, some 42 suggestions for transfer to Detroit had been received, with about 10 expressions favoring retention of the San Francisco location.

Meanwhile, NAB reported that the program for the convention rapidly is approaching final form [BROADCASTING June 15]. A feature of the meeting will be the observance of "Broadcasting Day" Aug. 3 at both the New York and San Francisco Fairs, at which time plaques symbolic of radio will be dedicated as part of a celebration in which all networks and many independent stations will participate. William S. Rainey, former production manager of NBC, is directing production of the observance.

With a score of new members acquired during the last few weeks, the NAB has a total membership of 447 stations—the largest in its history. Stations admitted to membership by the NAB board at its meeting June 21 included KCRC, Enid, Okla.; KIDO, Boise; KRIC, Beaumont; WBNY, Buffalo; WJHP, Jacksonville; WKPT, Kingsport, Tenn.; WMAN, Mansfield, O.; WMBC, Detroit; WMFF, Plattsburg, N. Y.; WOLF, Syracuse; WPRP, Ponce, P. R.; WSKB, McComb, Miss.; WSLB, Ogdensburg, N. Y.; WTRY, Troy, N. Y.; WTSP, St. Petersburg.

Other membership applications filed as part of the NAB pre-convention membership drive include those of WESG, Elmira; WTNJ, Trenton; KUJ, Walla Walla; KRLC, Lewiston, Idaho; WCOS, Columbia, S. C., and KVOE, Santa Ana.

Florida Fruit Plans

RADIO will again be a major part of the 1940-41 fall campaign conducted annually by the Florida Citrus Commission, Lakeland, Fla., to promote the sale of oranges and grapefruit. This year's drive will start about Oct. 1, but no details have been released by Arthur Kudner, New York, the agency. Last year the Commission used two and three participations weekly on women's programs on the Yankee Network and WCAU, Philadelphia.

HEALTHAIDS Inc., Jersey City (proprietary) will substitute during the summer two quarter-hour discs a week on the 10 stations now carrying its *Victor H. Lindlahr* program three half-hours weekly. Programs will consist of a quarter-hour question-and-answer program by Dale Kennedy and Jeff Sparks and a quarter-hour featuring Norman Brokenshire. Agency is Raymond R. Spector Co., New York.



Drawn for BROADCASTING by Sid Hix

"And Now We Present Mrs. Plushbustle, Who Will Speak on the Success of the Safe and Sane Fourth."

Columbia Recording Planning Debut In Transcription Field on Large Scale

COLUMBIA Recording Corp., CBS subsidiary will enter the transcription field on a large scale about Sept. 1, according to William A. Schudt Jr., general manager of CRC's transcription division. Completion of recording studios and installation of the new custom-built transcription recording machines will permit the start of experimental operations in Chicago and Hollywood early in August, while additional New York studios will be ready by September.

Present New York studios are already recording the NAB-Lang-Worth tax-free library service, but lack of space has prevented CRC from undertaking additional contracts, the announcement stated. Processing and pressing plants for the manufacture of 16-inch transcriptions are virtually completed in Bridgeport, Conn. and Hollywood.

Promotion Drive

Sample transcriptions, with constant frequency cuts ranging from 50 to 10,000 cycles on one side and on the other three musical selections, will be sent to stations in the near future. Accompanying the discs will be a letter from Mr. Schudt advising stations how to adjust their equipment to get maximum quality from the records. A technical bulletin prepared by I. P. Rodman, director of research and development for CRC, will give station engineers details for constructing equalizers for faithful reproduction of the recordings. The new transcription will also be demonstrated to the broadcasting industry at the NAB convention.

An advertising campaign for the CRC transcriptions will be launched early in August, Mr. Schudt stated, with leading radio and advertising publications being used to inform advertisers and advertising agencies that CRC facilities will be available for their use about Sept. 1. CRC studios are located at 799 Seventh Ave., New York; the Wrigley Bldg., Chicago, and adjoining KNX in Columbia Square, Hollywood. Chester Boggs of the company's New York technical staff has been transferred to Hollywood, where he is supervising the installation of the recording equipment and general studio construction work.

Regional Sponsor Group Signs Dorothy Thompson

REGIONAL BROADCASTERS Assn., New York, in the interest of a cooperative group of sponsors, has signed Dorothy Thompson, journalist and author of the syndicated column "On the Record" for a 39-week series of news commentaries to start Sept. 29 on NBC-Blue, Sundays, 7:30-7:45 p. m. (EST).

Frederick Meyer, independent New York agent, arranged the contract in cooperation with Stockton, West & Burkhart, Cincinnati, agency which will represent the various firms sponsoring the programs in the interest of Associated Produtcs, handling nationally-known merchandise. Miss Thompson was last heard as a commentator during the crisis of August, 1939.

New Lever Series

LEVER BROS. Co., Cambridge, Mass., on July 10 starts a comedy series titled *The Adventures of Mr. Meek* on CBS in the interests of Lifebuoy soap. The program, featuring dramatizations of the life of a humble, self-effacing hero, will be heard Wednesdays, 7:30-8 p. m. Agency is William Esty & Co., New York.

Lux Off for Summer

AFTER the broadcast of July 8, Lever Bros. Co., Cambridge, Mass., will discontinue the *Lux Radio Theatre*, currently on 63 CBS stations, Mondays, 9-10 p. m., resuming the program on CBS Sept. 9 after an eight-week vacation. Agency is J. Walter Thompson Co., New York.

CBS Rate Card Lists 119 Stations

Six Additions, Many Increases In Power Are Indicated

CBS Rate Card 27, dated July 15, 1940, just released by the network, shows 119 stations in 118 cities to be affiliated with CBS, a net gain of two stations since the last rate card, dated Sept. 15, 1939. Six stations have been added to the CBS roster: KMPC, Beverly Hills; KROD, El Paso; KVSF, Santa Fe; WBAB, Atlantic City; WCAX, Burlington, Vt., and WCSC, Charleston, S. C., while four stations have been dropped: WPG, Atlantic City; WKBB, Dubuque; WSJS, Winston-Salem, and KOH, Reno.

Power increases have been granted to 31 stations since the last CBS card, as follows: From 100 watts nights and 250 watts day to 250 watts day and night, WRDW, WABI, WNBF, WCAX, WRBL, WOC, KDAL, WDNC, WMFG, WMBR, KGLO, WMAS, KTUC, WIBX, WHLB, WJNO and KARM; from 1 kw day and night to 1 kw night and 5 kw day, KGMB; from 1 kw night and 5 kw day to 5 kw fulltime, WEEI, WDRC, WPRO, WDAE, KTUL, KFPY and KVI, with construction permits for such increase to WADC, KMBC, WFBL, KLZ, WTAQ and KOIN.

Some Down, None Up

Card shows few rate changes, except in the case of new stations not on the previous card, and all changes are reductions. WESG, Elmira, which was $125 per evening hour, has moved to Ithaca and is now sold at $50, in conjunction with WNBF, Binghamton. KVOR, Colorado Springs, which formerly had a base rate of $125, is now sold in conjunction with KLZ, Denver, for $50. KGGM, Albuquerque, was formerly $140; now it is $100, with KVSF, Santa Fe, thrown in as a bonus station. The station at San Juan now has a base rate of $125 instead of its previous $195.

New card for the first time includes a statement that "CBS endeavors to maintain a separation of 15 minutes or more between programs for competing products, but reserves the right to place such programs adjacent to each other."

Florida Group to Blue

FOUR Florida stations—WMFJ, Daytona Beach; WJHP, Jacksonville; WKAT, Miami Beach; WTMC, Ocala—will join the NBC Blue Network July 15, marking the first extension of NBC of double network service into this state. Present Florida Group—WJAX, Jacksonville; WFLA-WSUN, Tampa; WLAK, Lakeland; WIOD, Miami—is now available only as a group with either Red or Blue networks, but will become exclusive Red outlets when the new Blue stations are added. It is learned that there may be further Blue incursions into Florida in the fall.

Sinclair Drops News

SINCLAIR REFINING Co., New York, is not renewing its daily sponsorship of the CBS European news roundup *The World Today* after the July 1 broadcast because of current unsettled conditions in the oil industry. The company has sponsored the series, heard 6:45-7 p.m., since April 3, and may resume sponsorship later this year, according to Federal Adv. Agency, New York.

NAB, IRNA Give BMI a 'Blank Check'

Boards Authorize Wide Catalog Purchases

GIVING Broadcast Music Inc. a virtual blank check with which to build up an industry-owned reservoir of music sufficiently formidable to permit stations and networks to forget ASCAP when current contracts expire at the end of the year, an extraordinary joint session of the boards of NAB, Independent Radio Network Affiliates and BMI in New York June 21 approved large scale plans which may see the acquisition of important catalogs now in the ASCAP fold.

The vote of confidence in BMI, now boasting a 300-station membership, and the decision to raise new funds came after the joint boards had unanimously condemned the proposed new form of five-year ASCAP contracts for stations and networks which would raise the ante from the industry by about 70% from the present round $5,000,000 figure: [See text on pages 34-37]. These contracts were mailed to stations June 18 to become effective Jan. 1, 1941, when existing 5% horizontal contracts for stations expire.

Network Interest

Signs were clear, however, that the trade group boards were determined to throw their lot with BMI and eschew the ASCAP propositions. This was particularly true with NBC and CBS, which tacitly agreed to substantial contributions to BMI, probably exceeding their present payments to ASCAP. Mutual Broadcasting System, however, remained a question mark, since its operating structure is such that it does not regard itself as a network in the sense of the older established units and feels that no one at MBS is in authority to sign contracts such as that proposed by ASCAP for network operation, which would exact a 7½% toll on gross.

Possible acquisition by BMI of the music catalogs of Robbins Music Corp., Leo Feist Inc. and Miller Music Inc., usually referred to as the M-G-M catalogs since the publishers are subsidiary companies of the motion picture concern, was one of the primary topics of the joint sessions attended by 35 broadcasters representing practically all segments of the industry. Only directors absent were E. W. Craig, WSM, because of a previous business commitment, and E. C. Craney, KGIR, due to the death of a close friend.

National Independent Broadcasters Inc., representing non-network stations, had been invited to the conference through its president, Harold A. Lafount, but arrival of the latter's daughter and family from England on June 21 prevented his attendance. He conferred with NAB President Neville Miller, however, following the sessions and was declared by Mr. Miller to be in sympathy with the conclusions reached.

Negotiations for acquisition of the M-G-M catalogs have been going on for some months, with many high industry officials, including CBS President William S. Paley, in the thick of the conversations. While no official statement was issued, it was indicated an option has been obtained to purchase these catalogs for about $4,350,000. Neither BMI nor M-G-M would admit that negotiations are in progress. The M-G-M catalogs would provide a solid source of music of proven merit, said to account for about 15% of all radio performances of ASCAP made during 1939 which earned the M-G-M concerns more than $400,000 in ASCAP royalties.

Two Courses Authorized

Despite the absence of formal word from the joint sessions, which were preceded and succeeded by four other meetings on the subject, it was understood a resolution was adopted authorizing the BMI board to take either one of two outlined plans of action, pledging the united moral and financial support of all organizations represented to whichever course BMI decides to pursue. Immediately following the sessions, the BMI board, headed by NAB President Neville Miller, immediately plunged into work on a new assessment plan which Mr. Miller indicated would relieve the inequalities brought about under the original BMI plan. Smaller stations would be benefited by paying on a sliding scale, over a three-year period, while the networks would pay an additional amount. Average station payments, it was held, would be considerably smaller.

Full text of ASCAP's new station contract will be found on pages 34-37. NAB analysis of contract on page 77.

With all parties in agreement, save for the undetermined position of MBS, it was thought a large-scale project would be carried to swift fruition. It is understood also that MBS might have a duly accredited official elected to the BMI board—probably W. E. Macfarlane, business manager of the *Chicago Tribune* and president of MBS.

Financing the Plan

The alternate plans, while not clearly defined, were said to encompass (1) acquisition of the M-G-M catalogs, or (2) speeding up of the present BMI operation of acquiring writers and independent publishers in its own right. To finance the M-G-M expenditure, industry representatives approved a three-year plan of assessment under which stations would pay to BMI an amount equal to from 2½ to 5% of its net time sales for 1939, with the networks paying 5% for each owned or operated station and in addition 1% on all network time sales for 1939, exclusive of their payments to the networks. Roughly, it was estimated that this probably would total some $150,000 more than NBC and CBS are now paying.

If, however, BMI should not take up the M-G-M deal but should decide to proceed on its previous course of building more slowly by acquiring smaller catalogs, a second plan of financing is understood to have been authorized. This alternative plan calls for each member station, including the network M & O stations, to pay to BMI for the year following the expiration of their present license term, a sum equivalent to 2½% (probably less for small stations) of their 1939 net time sales, with the networks paying an additional one-half of 1% of their net incomes from the sale of network time.

Change of Formula

Present BMI licensees call for subscriptions from members totaling 50% of their ASCAP payments for 1937, one-fifth of which was to be paid in cash at the time of joining BMI, the remainder to be paid upon demand in installments of not more than 15% of the total amount during any one month. The ASCAP payment basis is discarded in the two financing plans for future periods, following the termination of present BMI licenses next April. To eliminate favoritism to certain stations, such as newspaper-owned stations in the ASCAP license, which were continued by BMI when it adopted the ASCAP payment basis, the BMI board recommended the changed formula.

The resolution is understood to state that the alternative plans are approved in general and not in detail and that the BMI board may modify them as it sees fit so long as the essential plans are not altered with the express suggestion that if they are modified the changes include a classification of stations with a sliding scale of assessments, arranged to benefit the stations in the lower income groups.

The joint boards had opportunity to analyze the ASCAP contracts made public only a few days before the meeting. President Miller has prepared a detailed analysis of the contracts, to show each broadcaster precisely what privileges he would receive from the ASCAP proposals and what charges and obligations he will be obliged to assume in ac-

(Continued on page 76)



BROADCASTING'S BIGWIGS gathered in New York June 21 for a joint meeting of the boards of NAB, BMI and IRNA. Photo, taken just before the session got under way, shows (seated, l to r): John J. Gillin Jr., WOW; L. B. Wilson, WCKY; Samuel R. Rosenbaum, WFIL; John E. Fetzer, WKZO; Neville Miller, NAB president; Edgar Bill, WMBD; Lenox R. Lohr, NBC; John Shepard 3d, Yankee Network; William S. Paley, CBS; Niles Trammell, NBC; Paul Morency, WTIC. Standing (l to r): Donald W. Thornburgh, CBS Pacific vice-president; Earl H. Gammons, WCCO; O. L. Taylor, KGNC; Frank M. Russell, NBC; Clifford M. Chafey, WEEU; John A. Kennedy, WCHS; H. K. Carpenter, WHK; Eugene O'Fallon, KFEL; Harry C. Wilder, WSYR; Harry R. Spence, KXRO; J. H. Ryan, WSPD; Herb Hollister, KANS; Howard Lane, KFBK; M. E. Tompkins, BMI; Sydney Kaye, BMI; Mefford Runyon, CBS; Ed Kirby, NAB; W. Walter Tison, WFLA; C. W. Myers, KOIN; Carl Haverlin, BMI; C. E. Arney Jr., NAB; R. P. Myers, NBC; John Elmer, WCBM; Walter J. Damm, WTMJ. Attending but not in picture were: William H. West, WTMV; Harold Hough, WBAP; George W. Norton Jr., WAVE; Don S. Elias, WWNC; Mark Ethridge, WHAS.

Independently-Owned FM Net Covering 40 Markets Planned

Group of FM Broadcasters Inc. Members Launch Project, with Possible Start by Fall of 1941

PLANS to form an independently-owned network of FM stations, covering 40 major markets, were launched June 20 at a meeting in Chicago of a group of members of FM Broadcasters Inc.

Called by John Shepard 3d, president of Yankee and Colonial Networks and FM Broadcasters, to consider the advisability of forming such a network, ostensibly to get started in the fall of 1941, the group of some 15 prominent broadcasters agreed to the appointment of several exploratory committees to study thoroughly the entire project. It was felt that in the light of the FCC Network Monopoly Committee's report, encouragement would be given formation of an independently and cooperatively-owned network, rather than establishment of nationwide FM chains by existing network companies.

Wire or Relay?

Preliminary plans, discussed informally, contemplated covering all major markets of 250,000 or over with about 40 stations, strategically located. It was concluded that two-score stations could serve the first 96 markets in the country, embracing a population of approximately 55,000,000. This was on the basis of existence of contiguous markets which might be covered by FM stations of substantial coverage.

Whether the network operation should be wire relay or radio relay, or a combination of the two, was discussed, with no conclusions reached. The FM engineering committee was delegated this question, while another committee, probably to be headed by T. C. Streibert, vice-president of WOR and MBS, was assigned the task of working out the economics of such a network operation, including rates, attractiveness of an FM network to advertisers and other business considerations.

Programming of FM stations was a main topic, particularly since it has been indicated that the major networks may not be disposed to permit simultaneous transmission of commercial programs over FM outlets operated by regularly affiliated stations. William J. Scripps, general manager of WWJ, Detroit, and H. K. Carpenter, general manager of WHK-WCLE, Cleveland, were designated to serve as a committee to report on the program question, with additional members likely to be named later.

In connection with network programming, such questions as the desirability of setting up a central point of program distribution or two or three distributing points were raised. An alternative suggestion was that of setting up a "round robin" under which stations on the projected network would cooperatively supply the programs, with each originating a fixed quota.

Discussion centered around launching of the projected network by September, 1941. As things stand now, however, the FCC has authorized commercial FM by Jan. 1, 1941. Such preliminaries as the issuance of rules and regulations governing FM and the actual allocation of facilities to these areas sufficiently in advance of September, 1941, to permit actual operation must be considered.

It was indicated, based on conversations with FCC officials, that at least a majority of that agency would be disposed to favor ownership of an FM network by stations rather than by existing networks. Conferees apparently were agreed that operation of such a project would not prove profitable for several years and would have to be maintained in conjunction with standard broadcast operation.

Since only about a score of prospective FM stations were represented at the meeting, it was decided to invite other prospective licensees in essential markets to participate in the projected network venture. Both existing standard station licensees and newspapers, it was thought, might be contacted.

40 Stations, 96 Markets

In analyzing the projected network structure, the conferees took into account the existence of seven metropolitan districts having populations of 2,000,000 or over, 39 with populations of some 250,000 to 2,000,000 and 50 with populations ranging from 100,000 to 250,000. It was concluded approximately 40 FM stations could cover these 96 markets.

After the preliminary exploratory studies are made by the three committees, it was indicated another meeting might be held in Chicago or some central point prior to the NAB convention scheduled for Aug. 4-7. Practically all of the broadcasters present urged that the NAB convention be shifted from San Francisco to Detroit or Chicago, in view of the importance of the agenda and the possibility that attendance at San Francisco might be small compared to a central location.

Among those present at the session in addition to Messrs. Shepard, Streibert, Scripps and Carpenter, were W. E. Macfarlane, WGN-MBS; Lewis Allen Weiss, Don Lee; Roger W. Clipp, WFIL; Elzey Roberts, KXOK-KFRU; A. H. Kirchhofer and Ed Twamley, WBEN-WEBR; Walter J. Damm, WTMJ; E. A. Hanover, WHAM, Stromberg-Carlson; Don Davis, WHB; Eugene Pulliam, WIRE; Hulbert Taft Jr., WKRC.



NOT TOYS but real working microphones are these latest products of MBS engineers—excepting pretty Elaine Bassett, of course, The GOP elephant and Democratic donkey, each wearing an MBS blanket, were to be used during broadcasts from both parties' conventions and then presented to the National Chairmen John D. M. Hamilton and James A. Farley for subsequent election campaigning. The camouflaged mikes are non-directional, 15 inches high and 14 inches wide.



ALL EYES were these technical experts as General Electric transmitted facsimile photos by frequency modulation waves, with a Soundphoto receiver coupled to a GE broadcast receiver at Massachusetts Institute of Technology. Watching are John Hancock (below), of International News Photo; and (l to r) Harold Sampson, GE Supply Corp.; Paul DeMars, Yankee Network vice-president, and Walter Howey, editorial director of Hearst Boston newspapers, who aided in the project.

GE Sends Photos With FM Signal

Armstrong Staticless Waves Are Used in Experiment

TRANSMISSION of photos via staticless radio—using regular FM facilities—was demonstrated early in June during commencement exercises at Massachusetts Institute of Technology in Boston. The photos were made by *Boston Record-American* photographers and transmitted by Editor Walter Howey's Soundphoto system. Received on a General Electric FM home broadcast receiver at MIT, after being broadcast 87 miles through space from Boston to Paxton, Mass., and back again, the photograph reproductions were described as almost duplicates of the originals.

For the demonstration, photos of Wendell Willkie and Dr. Karl T. Compton, MIT president, were snapped, developed, and then phoned from the *Record-American* to WEOD, Yankee Network FM relay station, four miles away. At WEOD, the Soundphoto receiver took the photos from the telephone wires and radioed them 43 miles to the Yankee FM station, W1XOJ, at Paxton. The picture impulses were received at W1XOJ and then rebroadcast to the MIT receiver, where a group of technical experts observed the transmission.

The Soundphoto system utilizes apparatus which scans a photograph with an electric eye, unwinds the impulses in the form of a "thread" of 1800-beat pitch per second, which varies in loudness to correspond with variations of light and shade of the picture, then ordinarily sends the impulse over a wire and rewinds the "thread" at the receiver to get a reproduction of the original photograph. In the demonstration shortwave transmission was substituted for part of the ordinary wire transmission.

"Thus, the demonstration proved that FM transmission, one of Maj. Edward Armstrong's many contributions to radio science, makes possible the dispatch and reception via air waves of photos almost as clear as the originals," commented GE. "Largely eliminating static, and man-made as well as natural interference, frequency modulation cuts out the static distortion that has heretofore attended radio photo transmission."

Film Debut of 'Opry'

STARS of the *Grand Ole Opry* program, sponsored on NBC-Red by R. J. Reynolds Tobacco Co. for Prince Albert tobacco, took part in a special program June 28 on NBC-Red when the world premiere of the new Republic Pictures film "Grand Ole Opry" was broadcast from the stage of the Paramount Theatre in Nashville. The regular Saturday program was also presented from Nashville's Memorial Square as part of the week-end celebration. WSM, Nashville, originator of the program, used gingham-patterned note stationery for its invitations to the premiere.

FIRST broadcast from the first studio to be completed in the new CBS Studio Bldg. in New York, which has been undergoing extensive and elaborate remodeling, is scheduled for 8 p. m. of July 1.

Swarm of FM Applications Is Expected

11 Stations Likely Maximum in Any One Market

A COUNTRY-WIDE stampede of applicants for radio's new bonanza —FM—is foreseen with the promulgation June 22 by the FCC of new rules and allocations lifting the barrier for this new "staticless" commercial broadcast service on the high frequencies.

Along with the new rules—more rigid than those governing standard commercial broadcasting—the FCC also has promulgated engineering standards and a new form of application. There is practically no limit as to the number of stations which can be allocated, because of the qualities peculiar to wide-band FM. There appears to be a top limitation of 11 stations in any single major market however, under the allocations.

Many to Apply

Preliminary soundings made at the FCC indicate that perhaps 300 applicants will apply for FM stations within a short time. Nearly 200 such applications were pending prior to the revised allocations [BROADCASTING, June 1] under which television channel No. 1 was diverted for FM through a swap in frequencies. All told 35 channels of 200 kc. width each have been allocated for commercial FM in three separate categories.

These classifications are for what might be described as local, with six frequencies designated for towns of less than 25,000 with coverage radii of about 12½ miles; 22 channels for metropolitan areas of more than 25,000 with coverage radii of about 31 miles; and the remaining seven channels for big coverage stations comprising two or more large cities or metropolitan areas with a substantial adjacent rural area or in exceptional cases one metropolitan district and a large adjacent rural area. In this latter category presumably would fall such stations as the Mt. Washington outlet of John Shepard 3d, serving Boston, Worcester and other surrounding areas, and perhaps the Alpine, N. J. station of Maj. E. H. Armstrong, father of wide-band FM. Such stations probably will cover areas 70 to 100 miles.

Because of the broad allocations, with 22 channels assigned in the Class B or the 31-mile metropolitan area category, it is indicated that not more than 11 FM stations can be allotted to any one city. That is because the rules specify that, for interference reasons, only alternate channels will be assigned in the same general area. Moreover, this number might be reduced by one or two since stations in Class A or Class C might be assigned nearby in contiguous areas meeting those classifications.

Significant in the rules is the requirement that FM stations must devote at least one hour each day and one night to programs not duplicated in the same area and of a high-fidelity character. This means that during other hours of operation (minimum of three hours during the day and three hours at night) stations can transmit programs broadcast over their regular standard broadcast transmitters (if any) or duplicate network programs.

There will be "horizontal competition" among FM stations, unlike the situation existing in standard broadcasting. Moreover, there will be no part-time, limited-time, or time-sharing stations; all will be licensed fulltime on a parity-of-service basis. In other words, the first station granted in a particular area will in a sense set the standard for all new stations in that area since all will be licensed to cover the same geographical contour as nearly as technically possible.

Stiff Requirements

Stringent technical and licensing requirements may force many groups, particularly outside the industry, to forsake their FM plans, it is thought. The new application form, in general, follows closely the drastic Form 301 for standard broadcast stations, which requires infinite detail as to financial qualification, character, background and reputation of applicants. The technical aspects, however, are radically changed to meet the requirements peculiar to FM.

Striking at multiple ownership and trends toward monopoly, evidenced also in other recent actions of the FCC, the FM rules prescribe that no person shall own or control more than one such station serving substantially the same area. To avoid "concentration of control", the rules prescribe that the Commission will consider the ownership operation or control of more than six FM stations to be "inconsistent with public interest." As in the case of standard broadcast stations, all FM applications will run for one year from the date first licensed.

Full text of the new rules governing FM will be found on pages 70-72. Text of Standards of Good Engineering Practice, with coverage chart, is carried in supplement to this issue.

Multiplex Facsimile

A by-product of the wide-band FM allocations is the immediate commercialization of facsimile, to be multiplexed on the same channels. The rules specify that authority to transmit facsimile incident to the regular broadcast shall be accomplished without interference to the aural program or to stations operating on adjacent channels. Other multiplexed signals also can be authorized experimentally under the rules.

While a top limit of 11 stations in a metropolitan area appears to be provided for in the rules, it is possible that several additional stations in a different classification may be authorized in a particular metropolitan area. For example, there might be 11 Class B stations or those serving 500 square miles and also one or more of the "super" stations licensed to serve several cities or large adjacent rural areas, or even Class A stations serving a suburban area only.

While power allocations are not clearly delineated in the rules, since power-plus-antenna-height-plus-antenna-gain constitute the three factors making for coverage of a given area, the engineering standards indicate a power range of from 50 to 50,000 watts. For example, it is expected that a station in the Class A category, serving a radius of 12½ miles, probably would use a transmitter of 50 watts with an antenna height of about 100 feet above the surrounding territory. In the case of Class B stations, covering a 31-mile average radius, the power with an antenna 250 feet above the surrounding territory would be about 1,000 watts. Such stations, however, depending on the "radiating index" might use power up to 5,000 or 10,000 watts.

In the "super" classification, it is expected that generally the power will not be less than 50,000 watts with the antenna located atop a mountain or some high elevation of perhaps 1,000 feet or more, to give wide coverage.

Performance Data

In promulgating the new rules, which incorporate all of the basic rules governing standard broadcast operations, the FCC said that practical operation and progress of FM probably will bring about changes in rules and standards from time to time. Proof of performance by FM stations will be required under a provision specifying that within one year of the date of first regular operation continuous field intensity records along several radials must be submitted to establish actual field contours.

To insure maximum development of high-fidelity transmission, the rules specify that stations must devote a minimum of one hour each day and one hour each night to programs "utilizing the full fidelity capability of the system." That is interpreted to mean that stations during such periods must transmit signals with quality range up to 15,000 cycles. The average network program, because of the limitations of the intercity telephone lines, usually cuts off at about 5,000 cycles. Direct local broadcasts, in many instances, reach to 10,000 cycles.

Under the rules and standards, FM stations must be located at a point best suited to provide service in the specified area. This will mean that many broadcast station applicants will find it necessary to locate their FM stations at new sites other than those used for their standard operations.

While the Commission's action of May 20 provides for full commercial FM not later than Jan. 1, it is expected that a considerable number of grants will be made prior to that date. The Commission already has asked licensees on the former television channel No. 1 (44-50 mc.) to prepare to vacate present assignments in order to facilitate allocations for commercial FM. Grants, so far as possible, will be made without hearings upon

(*Continued on page 84*)

FCC Application Form Covering FM Includes Extensive List of Questions

CALL FOR FCC Form 319 if you want to file an application for a High-frequency (FM) Broadcast Station. The new form embodies all of the questions contained in Form 301 (which has been described as impossible to answer without benefit of counsel, engineer, accountant, etc.) along with questions which tighten requirements all down the line. The form, approved by the FCC June 28, covers two-dozen pages, without map exhibits, etc.

Inquires Into Control

To ferret out any possibility of hidden control in corporations holding other station licenses, provisions of the standard form have been expanded considerably, going into such things as voting rights, proxies, etc. Only the engineering requirements are shortened, and that is largely because there will be no time-sharing, power differential or directional operations. Applicants must specify channel sought and coverage.

In the program field, because of the peculiar requirements of FM allocations, there are questions that will cause eyebrow raising. Applicants must describe fully the "cultural, economic and other characteristics" of the community in the area to be served which establish it as an appropriate service area for the proposed station. Use of transcriptions is permitted during the one-hour day and night periods during which full fidelity capability of FM must be demonstrated, provided the recordings will give 15,000-cycle quality. Such recordings do not exist today. In the case of live talent, remote control or network broadcasts really are barred, since line limitations will not pass 15,000-cycle quality. Applicants must show how they can compete effectively (economically) with other FM stations which may exist in the same community. The forms probably will be available within a week.

THE *Hastings* (Neb.) *Tribune*, whose publisher, Fred A. Seaton, is chief stockholder in the company holding a construction permit for the new KHAS there, was cited last month by the National Editorial Assn. as the outstanding small daily newspaper in the country, winning four first, one second and one third place awards in the association's 1940 newspaper excellence contests. The paper has a circulation of 10,000 in a city of 15,000 population.

Campaign Started To Revive Index

Sales Managers Urge Trade Date at AFA Convention

STEPS toward reinstatement of a broadcasting business index, based on a unit plan of volume measurement of time sales in all categories, were authorized June 23 by the Sales Managers' Division of the NAB at a session held in conjunction with the annual convention of the Advertising Federation of America in Chicago.

Long espoused by Paul F. Peter, NAB research director, the revised business index is slated for action at the NAB convention in San Francisco Aug. 4-7. The Sales Managers' Division will work in collaboration with the NAB Research Comcommittee in headed by William R. Scripps, general manager of WWJ, Detroit.

Methods and costs will be studied exhaustively by the Scripps committee, of which Mr. Peter is secretary, and the data submitted to the Sales Managers' Steering Committee prior to the convention. The latter committe is headed by William R. Cline, WLS, Chicago, and comprises Owen Uridge, WJR, Detroit; Craig Lawrence, Cowles Stations; Charles C. Caley, WMBD, Peoria, Ill.; Barney Lavin, WDAY, Fargo, and Ellis Atteberry, KCKN, Kansas City, Kan. The final draft will be submitted to the NAB board at its pre-convention meeting in San Francisco for consideration at the convention.

Political Discussion

In a discussion of political broadcasts, the sales managers agreed that elimination of dramatizations was desirable. Political broadcasts, they concluded, should be confined to speakers, announcements and bona fide political rallies. The dangers of selling time on election days was broached and while no formal action was taken, it was agreed that the wise course would be to forego such time sales. [For NAB board action see page 36.]

The session was addressed by Ed Kirby, NAB public relations director; Carl Haverlin, station relations director of Broadcast Music Inc., and Samuel J. Henry Jr., of the NAB staff. Mr. Kirby discussed the self-regulation code of the industry while Mr. Henry outlined radio advertising problems of department stores as developed at the recent convention of the National Retail Dry Goods Assn. Mr. Haverlin reviewed progress of BMI in developing a wholly-owned music supply for the industry.

Attending the meeting were Chairman Cline; John M. Outler, WSB; Bob Thomas, WBNS; Karl Koerper, KMBC; W. F. Dittman, WTMJ; Barney Lavin, WDAY; Charles C. Caley, WMBD; Willare D. Egolf, KVOO; William Malo, WDRC; L. C. Wheeler, WHEC; Charles F. Phillips, WFBL; Howard O. Peterson, WOW; J. Buryl Lottridge, WOC; Ralph N. Weil, WISN; V. E. Carmichael, KWK; Hale Bondurant, WHO; Carl Haverlin, BMI; Ed Kirby and Samuel Henry Jr., NAB.

Radio Party

A broadcasters' cabaret party was presented under the auspices of the Sales Managers' Division at the Sherman June 25 in cooperation with NBC, CBS, MBS and WBBM, WENR, WGN, WLS and WMAQ. Twenty nationally-known radio stage acts were presented and a 20-piece orchestra conducted by Harry Kogan furnished music for dancing. All members of AFA were invited.

Emmons C. Carlson, advertising and sales promotion manager of the NBC Central Division, delivered a talk titled "So Built We the Wall" at the noon meeting of AFA on June 25. He discussed the value of direct mail campaigns in the promotion scheme of radio, pointing out that it is through this method the prospect forms a picture of the atmosphere of the station, the quality of its service, the efficiency of its personnel, and its ability to command the attention of the radio set owners within its listening area.

Federal Interference

Elisha Hanson, general counsel of the American Newspaper Publishers Assn., warned against Government attempts to "shackle" newspaper information, including advertising, through the Federal Trade Commission, the National Labor Relations Board or any other agency.

Col. Willard T. Chevalier, publisher of *Business Week*, reminded that advertising aids production and purchasing by breeding new wants. Industrial advertising, he said, sells management on improved practices, creating higher industrial efficiency reflected in generally higher purchasing power. Advertising reduces distribution costs and thus increases purchasing power, he added.

A resolution was adopted by the AFA offering its services to the Government in connection with the defense program.

Paul Garrett, vice-president and public relations director of General Motors, was elected AFA chairman. Elon G. Borton, advertising director of LaSalle Extension University, was elected president. Alan Taylor, of WGY, Schenectady, was elected a vice-president. The 1941 convention will be held in Boston.

Brown Left Without Portfolio As Confirmation Is Deferred

Senate Committee Fails to Act on Renomination; FCC Gets Spanking at Hands of Committee

DUE TO failure of the Senate Interstate Commerce Committee to act on his renomination for a seven-year term to start July 1, the tenure of FCC Commissioner Thad H. Brown, as of July 1, was in a state of official "suspended animation". With his term expiring June 30, the postponement of action on his nomination until early July brought about the unique situation where an incumbent FCC member is temporarily without authority to participate in any official FCC activities. Technically, his peculiar position will prevail until the Senate confirms his nomination, which is predicted soon.

The Senate committee on June 21 held a second hearing on the renomination, continuing its indirect attack on the FCC through castigation of Commissioner Brown. After the hearing, it was decided to put off a committee vote until Congress reconvened following a one-week recess for the Republican National Convention. Although the hearings proper have been closed, CBS has indicated that it will, with permission of the committee, file an official statement rebutting certain allegations made at the hearings concerning the network's officers. Conceivably the delay in Senate action could cause a "suspended animation" status for Commissioner Brown for some time during which he apparently cannot draw pay.

Charging Commissioner Brown with playing "ducks and drakes", Sen. Tobey (R-N.H.) resumed his role as committee prosecutor at the June 21 hearing. He delved into the official and personal life of the FCC member, and demanded that committee approval of the nomination be refused, a request he had made at the initial hearing June 12 [BROADCASTING, June 15]. The proceedings climaxed with an appearance by Commission T. A. M. Craven, at the call of Chairman Wheeler (D-Mont.), to testify in regard to an alleged "wild party" attended by several FCC members.

Although the more personal issues evolved by Sen. Tobey appeared to carry little weight with committee members, Chairman Wheeler and other members of the committee showed concern with several specific phases of FCC actions.

Reprimand for FCC

The purported lackadaisical attitude of the FCC in taking precautions against stockholding in radio companies by foreign interests through "dummy stockholders", and an alleged "stock-rigging steal" among CBS officials that netted these officers "huge profits" at the expense of minority stockholders drew considerable committee interest, reprimands for letting such things go on, and recommendations that something be done about it promptly.

Immediately following the attack on CBS officers, Ralph F. Colin, CBS general counsel, issued a statement branding the Tobey allegations as "false" and declaring that they "result either from the deliberate and malicious intent to injure Mr. Paley [William S. Paley, CBS president] and his associates and CBS, or from ignorance of the facts and rash statements despite such ignorance".

From the start of the June 21 hearing, Chairman Wheeler turned the questioning over to Senator Tobey. Again using a long list of prepared questions, Mr. Tobey handled the bulk of the examination, supported by supplementary queries from three or four committee members, chiefly Senators White (R-Me.), Bone (D-Wash.), and Neely (D-W. Va.).

Referred to the FCC's report on its chain-monopoly investigation, one of the chief sore spots in Mr. Tobey's opposition, Commissioner Brown was asked why the FCC had not done something about it if, as was stated in the report, there has been an increasing control of radio in the hands of a few since as far back as 1928, which constituted a "threat to democracy". Countering, Mr. Brown pointed to the section in the letter of transmittal containing a recommendation that there should be a re-examination of the clear channel setup in the interests of public service, designed to prevent domination of Class I-A facilities by any small group.

Commenting on the monopoly report recommendation, Mr. Tobey said: "Now the child is born, after two years of labor, although all these things have been going on for the last six or eight years without anything being done about it." Commissioner Brown answered that on the whole "we think we have been doing a pretty good job" of setting up broadcasting service for the country.

From this Mr. Tobey went into what he termed "looting the treasury" by CBS officials. He referred to a section of the digest of evidence issued in conjunction with the monopoly report stating: "Columbia (in 1932) paid $82.21 per share for its own stock in order to complete a private transaction between its shareholders and to which it was not a party." He then explained that six of the 10 CBS directors at the time were beneficiaries of a Paramount deal growing out of this transaction—Isaac D. Levy, Leon Levy, Jerome H. Louchheim, Jacob Paley, Samuel Paley and William S. Paley, CBS president.

Giving his version of the "stock market rigging operation", Mr. Tobey said CBS had paid $82.21 per share for its own stock, which immediately before the transaction had a book value of $35.79 per share and immediately afterward $29.95, a reduction of $5.84 per share for 12 minority stockholders of CBS, or a total loss in book value to them of $43,706, he continued. Observing that President Paley had made "a cool million" from the transaction, Mr. Tobey characterized the transaction as "a pretty good Exhibit A of high finance".

In the Public Interest

Questioned on the FCC's attitude on the matter, Commissioner Brown explained that the FCC has continued to grant facilities to CBS because it believed CBS was operating in the public interest.

Entering the controversy, Chairman Wheeler asked if the CBS "Paramount steal" did not amount to a matter of the directors "gypping" the minority stockholders. After Commissioner Brown had answered, "It would appear so," he showed increasing interest, although he expressed uncertainty as to whether such transactions alone "would let you refuse to grant them facilities". Commissioner Brown declared, "There isn't the slightest question in the eyes of the Commission that CBS is financially able to operate in the public interest."

Chairman Wheeler observed that stock ownership is one thing the FCC should watch closely, to see that none gets into the hands of any foreign group. Sen. Neely (D-W. Va.) emphasized the point by declaring "there should be a law that no percentage of stock can be held by foreign groups".

Harking back to the CBS case, Senator Tobey declared it was "infamous" to allow such "ducks and drakes" transactions, letting certain operators make profits—"and what profits"—at the expense of others. "Don't you think as real

(*Continued on page 78*)

Views on Foreign Language Sought

Miller Says Stations Should Check Scripts Carefully

A QUESTIONNAIRE survey of stations broadcasting foreign language programs designed to devise methods of effecting self-regulation and thereby forestalling possible Government intervention during the war emergency, was begun June 27 by NAB President Miller upon authorization of the board of directors. Originally it had been planned to call a meeting of such stations but Mr. Miller decided upon the preliminary questionnaire because of the large number of stations carrying such programs.

At a meeting of the NAB board in New York June 22, a resolution was adopted urging stations to take all precautions against use of their facilities wittingly or unwittingly to promote propaganda inimical to the interests of the country. It was agreed that foreign language stations should not summarily throw off all such programs and that exercise of caution probably would accomplish the desired result.

As a result of the activities undertaken by President Miller, it is expected that a voluntarily imposed code will be drafted to govern such broadcasts. The resolution adopted at the board meeting follows in full text:

"Resolved, that the board of directors of the NAB recognizes the importance of preserving freedom of speech and radio and the necessity of serving the interests of that segment of the listening public which is most effectively reached by broadcasts in foreign languages. During the present period of emergency, stations carrying foreign language broadcasts are urged to exercise extreme precautions against the use of their facilities wittingly or unwittingly to promote propaganda inimical to the interests of the United States. Scripts should be carefully scrutinized in advance by station managers and appropriate measures should be taken to guard against deviation from approved scripts."

Miller's Statement

Following the board's action, Mr. Miller stated:

The board, mindful of the traditions of free speech and free radio, and of the value of foreign language broadcasting to reach important groups of citizens, urgently recommends to all stations carrying foreign languages that in advance of their presentation,

1. All scripts in foreign languages be carefully read and appraised in the light of American national defense;

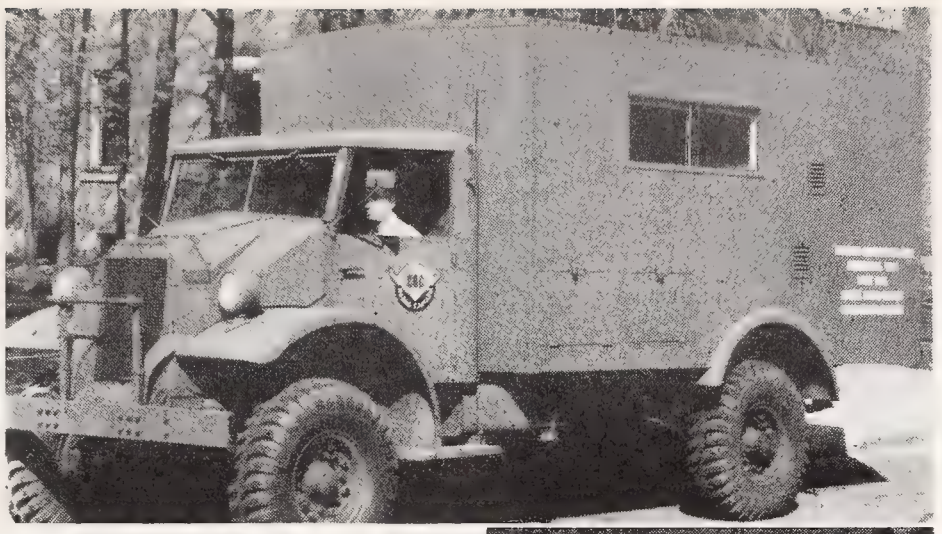
2. After the station's approval of such scripts, adequate and capable linguists in whom complete confidence may be reposed, shall be utilized to supervise active presentation on the air to prevent possible ad lib insertions or deviations from the scripts;

3. A complete file of continuity and script of all foreign language broadcasts should be kept.

The board further is of the opinion that the licensees of broadcasting stations operating in the foreign language field are capable of handling this problem intelligently and voluntarily and their service to national defense, both potential and actual, in maintaining intimate contact and understanding with foreign language groups should be maintained.

DuPont's 'Prof. Quiz' Film

AUDIO PRODUCTIONS, Long Island City, N. Y., is producing a 30-minute commercial film for E. I. duPont de Nemours & Co., which will feature *Professor Quiz* and will simulate his program, sponsored on CBS by Procter & Gamble Co. for Teel. The film, which will promote duPont's new anti-freeze products, Zerex and Zerone, shows as contestants professional artists representing typical consumer and distributor types. Bob Trout, CBS reporter, does the "announcing."



WARTIME RADIO VAN

CBC Sends Military Unit for Service Overseas

A STURDY Army-type truck, equipped by Canadian Broadcasting Corp. and known as CBC Mobile Unit No. 3, has left Canada for duty overseas with the CBC overseas program staff. It is described as the first such unit ever constructed by any broadcasting organization for wartime broadcasting, and is equipped with recording apparatus to transcribe happenings with Canadian troops. These will be shortwaved to Canada via British Broadcasting Corp.

In charge of Arthur W. Holmes, CBC engineer (shown at wheel), the truck was built in Canada and outfitted by the CBC engineering department. It is of standard army construction, designed to operate in the war zone under severe conditions. Special tires and chains permit travel over war-torn roads or fields. The interior is lined with sound-absorbing and insulating material. A crew of five can be accommodated in addition to equipment.



Mr. Holmes



Mr. Arthur

Mr. Holmes accompanied the first Canadian contingent overseas last December, and his experience while operating with the Canadian Active Service Force has been of great value to CBC engineers responsible for development of the recording van in cooperation with the Department of National Defense. Accompanying him overseas with the new mobile unit are Gerry Wilmot, engineer, and Albert Altherr, commentator (l and r in photo at right) and Gerard Arthur, another CBC commentator.

Mr. Holmes was born at Aurora, Ont. At 19 he became a wireless operator on Great Lakes and trans-Atlantic boats. Between 1930 and 1933 he was sound man with Fox Movietone News and wireless operator in the Arctic in the service of the Canadian Government. He joined CBC at the Toronto studios in 1935. During the 1939 Royal Tour he was one of a picked crew for special engineering duties. He also has been a private plane pilot since 1937.



Pawtucket Gets Station

THE FCC June 26 ordered adoption of its proposed findings of fact and conclusions, issued May 28, granting the Pawtucket Broadcasting Co. a construction permit for a new regional outlet in Pawtucket, R. I. The new station, to operate with 1,000 watts fulltime on 1390 kc., is the fourth station in the State, the other three being located in Providence. The company's stockholders are Frank F. Crook, auto dealer, and Howard W. Thornley, now chief engineer of WPRO, Providence. One-third of the stock was previously held by Paul Oury, one-time manager of WPRO, but he withdrew from the company.

Gen. Foods Buys Roundup

GENERAL FOODS Corp., New York, on July 1 will start thrice-weekly sponsorship of the daily CBS *Elmer Davis & the News* on 87 stations for its Post Toasties. Mr. Davis, who became a CBS news analyst last September, is heard on CBS sustaining Saturdays and Tuesdays, is sponsored Fridays and Sundays by Gillette Safety Razor Co., and Mondays, Wednesdays and Thursdays by General Foods. Agency handling the Post Toasties account is Benton & Bowles, New York.

GE Spot Drive

GENERAL ELECTRIC Co., Cleveland, ran a campaign of 13 spot announcements on 54 stations thoughout the country during the week of June 3 as promotional tie-in for the week sale of GE incandescent lamps at a reduced price. Agency is BBDO, New York.

New Skelly Program

SKELLY OIL Co., Kansas City, which has named Henri, Hurst & McDonald, Chicago, as agency, plans to start a network program in late July on NBC-Red or CBS. The program will feature Capt. E. D. C. Hearne, news commentator. Details had not been completed as BROADCASTING went to press.

District 2 Names Wheeler Director

Craig Reelected at Meeting Held by 6th NAB District

CLARENCE WHEELER, general manager of WHEC, Rochester, was elected to a two-year term as NAB director for District 2 (New York State) at a meeting June 27 at Rochester. He succeeds Col. Harry C. Wilder, president of WSYR, who was not a candidate for reelection. Mr. Wilder also is a member of the executive committee and his successor will be selected following the NAB convention in San Francisco Aug. 4-7.

At the District 6 meeting (Tennessee, Arkansas, Alabama, Louisiana, Mississippi) held June 20 in Memphis, Edwin W. Craig, executive head of WSM, Nashville, and executive committee member, was reelected director by unanimous vote. Joseph L. Miller, NAB labor relations director, and Carl Haverlin, BMI station relations director, were speakers at the Memphis session. Unanimously adopted was a resolution offered by H. W. Slavick, WMC, Memphis, and seconded by H. Wheelahan, WSMB, New Orleans, giving BMI a vote of confidence.

At the New York session, Ed Kirby, NAB public relations director, discussed current industry problems, including political broadcasting, the war situation as it may affect broadcasting, and other activities of the NAB. Mr. Haverlin outlined the progress of BMI.

At Memphis Meeting

Attending the District 6 meeting were: W. H. Summerville, Louis Read, WWL; F. C. Sowell, F. D. Binns, WLAC; Storm Whaley, KVOA; Ralph Wentworth, Lang-Worth; Harold Wheelahan, T. J. Fontelieu, H. G. Nebe, WSMB; John C. McCormack, KWKH and KTBS; Ed Zimmerman, C. K. Beaver, KARK; H. R. Krelstein, WMPS; Carl Haverlin, BMI; H. W. Slavick, E. Brom Jr., John Cleghorn, WMC; E. A. Alburty, WHBQ; Wiley P. Harris, WJDX; Joe Eggleston, WMC; Raymond F. Hufft, WNOE; O. W. Jones, WQBC; F. A. Cavey, WWL; George Blumenstock, WSKB; Hollis R. Wooten, WREC; J. H. DeWitt Jr., WSM; Hoyt B. Wooten, WREC; Jack M. Draughon, WSIX; Edwin W. Craig, WSM; Harry Stone, WSM; Gustavus Reiniger, REL.

At Rochester Meeting

Present at the Rochester session were: Samuel Woodward, WFBL; E. K. Johnson, WIBX; Kolin Hager, WGY; S. D. Gregory, WJZ; J. G. Gude, WABC; F. S. Brauner, WABC; John T. Calkins, WENY; H. T. Woodman, WEAF; Clarence Wheeler, WHEC; E. M. Stoer, Hearst; Jack Kennedy, WHAM; Roy L. Albertson, WBNY; Ed Kirby, NAB; Harold E. Smith, WOKO; Harry L. Goldman, WABY; Simon Goldman, WJTN; G. O. Wiig, WHEC; William Fay, WHAM; E. H. Twamley, WBEN; E. A. Hanover, WHAM; Frank A. Seitz, WFAS; Mary A. Seitz, WFAS; Thomas L. Brown, WHDL; William I. Moore, WBNX; W. G. Eckman, WJTN; Harry C. Wilder, WSYR, WTRY; H. J. Frank, WSLB; Gene Thomas, WOR; Frederick L. Keesee, WMBO; Cecil Mastin, WNBF.

Agency Questionnaire

BUCHANAN & Co., New York, agency in charge of the Texas Co. account, during the week of June 13 sent out questionnaires to stations throughout the country requesting information on local and national oil company sponsors and their programs. The agency reports almost 100% response to the survey, which included questions on the type of program used and for how long a period of time, and will use the study for future radio programs.

Johnstone Plans Radio Setup for Democrat Session

Pre-Convention Pickups and Special Discs Included

DESPITE monopolization of broadcasters' attention since mid-June by the Republican National Convention in Philadelphia, plans for radio coverage of the Democratic National Convention, to be held in Chicago starting July 15, are reaching their final stage, according to G. W. (Johnny) Johnstone, radio director of the National Democratic Committee. In general, the same network staffs and the same coverage technique will be employed at Chicago as at Philadelphia, he indicated June 28 to BROADCASTING.

Preliminary plans for radio's coverage of the Democratic convention were set several weeks ago when Charles Michelson, publicity director, and Oliver A. Quayle Jr., treasurer of the National Democratic Committee, met in Chicago with network representatives. The general features of network participation were decided upon at that time, and subsequently Mr. Johnstone has been developing specific operations. Under present arrangements the networks will carry the major addresses and developments of the convention in full, in addition to commentary and news programs.

Pre-Convention Activity

Present plans call for pre-convention programs to start immediately after adjournment of the Republican convention, presenting Democratic party leaders and convention figures. As BROADCASTING went to press, CBS and MBS had definitely arranged a series of these pre-convention broadcasts. In addition, Mr. Johnstone distributed 100 transcriptions of quarter-hour talks by Secretary of Agriculture Wallace and John M. Carmody, administrator of the Federal Works Agency, to Midwest stations, for broadcast during the last week in June.

The Democratic convention will be held in the Chicago Stadium, 1932 convention site. Party headquarters and broadcasters headquarters have been located at the Stevens Hotel. Mr. Johnstone plans to move the radio division to Chicago headquarters by July 8 to superintend preparations. Networks also will set up studios in the hotel for interviews with convention leaders and other special features outside the convention hall.

Although the smaller Chicago Stadium forces a reduction in space for working radio news staffs, compared with the large staffs accommodated in Philadelphia's Convention Hall, facilities for actual broadcasting staffs will be as full as at Philadelphia, Mr. Johnstone explained. Robert Menaugh, superintendent of the House radio press gallery, will work with the standing committee in Chicago on seating arrangements for the working radio press. D. Harold McGrath, superintendent of the Senate gallery, handled this assignment at the GOP convention.

Network staffs at Chicago will be essentially the same as those covering the Philadelphia conclave, augmented by Chicago network personnel [BROADCASTING, June 15].

WILLKIE ON WLW

Station Claims Scoop With Nominee's Talk

BREAKING through a schedule that had excluded even network appearances, WLW, Cincinnati, on June 26 claimed a clean scoop in its independent coverage of the Republican Convention in Philadelphia when it carried an interview with GOP Nominee Wendell Willkie, just before his name was placed in nomination at Convention Hall. This was claimed to be Mr. Willkie's only microphone appearance during the convention until his actual nomination the night of June 27.

The program had been arranged June 23, upon arrival of the six-man WLW-WSAI crew, headed by Cecil Carmichael, covering the convention via direct wires to Cincinnati. Although the Willkie managers subsequently barred broadcast appearances because of his intensive schedule of delegate meetings, the WLW commitment was kept since it was set before the Willkie boom showed its full force. He participated in a 12-minute interview on Peter Grant's convention news pickup. On each of the networks, after his nomination, he spoke much more briefly.

REGAL SHOE Co., Whitman, Mass., has appointed N. W. Ayer & Son, Philadelphia, as agency. Radio will be considered.

'To Hell With It'

NONE too fond recollections of the Mae West citations must have come to the mind of every station operator whose outlet was linked to the networks (and there were nearly 400 of them) for the GOP balloting the night of June 27. When Wisconsin's delegation was called upon to vote on one of the ballots, it was apparently not ready and the microphone clearly picked up the exclamation of a delegate, "No, to hell with it!" Not once but three times did this "profane" remark go out over all networks. Though utterly beyond the radio men's control, such an episode might give any broadcast executive the jitters were it not for the certainty that public opinion, as evidenced by reaction to the Mae West citations, would not for a moment permit the FCC to use this situation for any possible punitive action.

KSFO to Petry

KSFO, San Francisco, has signed an exclusive representation contract with Edward Petry & Co., it was announced June 24 by Lincoln Dellar, station manager, who negotiated the contract in New York with Petry officials.





TELEVISION AUDIENCES for the first time in history viewed a national political convention on their receivers when NBC and Philco sent television crews and equipment to the Republican National Convention in Philadelphia. Philco served the Philadelphia territory, while NBC used coaxial cable facilities to pipe its pickups to New York for transmission in that area via W2XBS, atop the Empire State Bldg., and relay to the upstate Schenectady-Albany area via GE's television facilities. At top, NBC's television staff, headed by Alfred H. Morton, vice-president in charge of television, gathered for this pose before the television cameras swung into action. Seated at the table are Thomas H. Hutchinson, television program manager (left), and Mr. Morton. Standing in back of Mr. Hutchinson is Burke Crotty, who presided at the program director's desk for relays from Convention Hall. Cooperating with MBS, Philco also televised the convention via its experimental television station, W3XE. At bottom is part of the Philco crew on one of the video gondolas in the Hall. Convention-goers showed great interest in getting televised, as well as in viewing activities on receivers which were installed in the hall itself and at the Union League Club.

Commercials Lost In GOP Coverage

Networks Bring Convention at Cost Exceeding $250,000

IT COST the broadcasting networks well over $250,000, and their affiliate stations perhaps an equivalent amount, to bring complete coverage of the Republican National Convention to their listeners during the week of June 24. Commercial time cancellations, payments to contract artists and additional staff costs were the major items of expense.

Only preliminary cost estimates were available from the networks as BROADCASTING went to press June 28, while the balloting for Vice-President was still unfinished, and it was impossible to calculate with any degree of certainty what the individual stations lost in commercial cancellations. All station affiliates had full network coverage available to them but were under no requirement to link into the networks at any particular time.

Mutual officials estimated that through Thursday night, June 27, when Mr. Willkie was nominated, MBS was on the air 30 hours, including 1¼ hours of cancelled commercials. CBS estimated 17 hours for the same period, including six hours of commercials. NBC-Red estimated 11¼ hours, including 6¼ hours of commercials. NBC-Blue estimated 18 hours, including 1¼ commercial hours.

Thursday the Worst

The network executives would make no estimates of Friday hours devoted to the convention since it was still in progress. Thursday was the heaviest period for commercial cancellations, both day and night. Mutual estimated $1,500 lost in commercial time and talent; CBS, between $100,000 and $150,000, due chiefly to 21 Thursday programs cancelled; NBC's networks, $130,000 to $150,000, including 23 Thursday programs cancelled.

Staff and equipment overhead, in addition to routine costs, were estimated by CBS at about $25,000, by NBC at about $15,000 and by MBS at about $8,000.

No estimates if costs were forthcoming from the independent stations which covered the conventions via their own lines from Convention Hall in Philadelphia. These include WLW-WSAI, Cincinnati, WIP and WPEN, Philadelphia, with WFIL's facilities made available to Mutual in addition to its own local coverage.

RCA-NBC reported 30¼ hours devoted to televising the convention, mainly focused on the speakers' rostrum and piped via coaxial cable to the Empire State transmitter for televiewers in the New York area. Nine hours 23 minutes of the Thursday balloting alone were included, marking the longest consecutive television program in history.

Scribner Joins WKRC

JIMMY SCRIBNER, one-man performer of the 22-voice *Johnson Family* feature, on July 1 joins the staff of WKRC, Cincinnati. He is guaranteed to Mutual for a year, with WOR retaining New York rights. Mutual carries his program five mornings a week, 10:45-11. Scribner has bought a farm at Amelia, O. about 25 miles from Cincinnati.

Canada Lifts Ban From Transradio

CBC Acts to Start a Joint Station-Financed Service

By JAMES MONTAGNES

THE BAN on Transradio Press Service in Canada was lifted June 27 when the Canadian Broadcasting Corp. ruled in Ottawa that Transradio may continue to service its Canadian clients as heretofore. The decision had brought a protest from Transradio [BROADCASTING, June 15], which serves about 30 Canadian stations, and from the Canadian Assn. of Broadcasters.

In a move to appease Canadian Press, the CBC resolved to arrange for a unified news service based on reports from all press services, to be available for non-sponsored use by all Canadian broadcasters. Cost would be apportioned among private stations.

Canadian Assn. of Broadcasters was given to understand there will be no cessation in commercial newscasts despite this apparent move under Canadian Press pressure to stop all sponsored news broadcasting in Canada. CBC and CAB committees are to report Aug. 27 to the CBC board at Ottawa on the proposed joint non-sponsored service.

The rulings on Canadian news came following emergency sessions held by Canadian Press in Toronto June 25-26, and by CBC and CAB in Ottawa June 27. Banning of Transradio Press service in the Dominion had been protested by Herbert Moore, Transradio president, who had demanded a hearing.

It is understood the CBC board of governors asked Mr. Moore to explain the actual sources of his European news. With apparent approval of Transradio's sources, it was indicated Transradio might set up a Canadian bureau to service its clients from Canada via shortwave after its news from New York had passed Canadian censorship. Direct shortwave transmission from New York had been one of the factors leading to the Transradio ban.

[Transradio announced June 28 that it had acquired the worldwide Reuter's news service, British press association; it already has an affiliation with the French agency, Havas.]

Banning of Transradio would have caused marked increase in news costs for smaller Canadian stations, since British United Press, only sponsored service available had the July 1 Transradio ban gone into effect, is not distributed by shortwave. The CAB membership had planned to ask additional time to make other arrangements had not the ban been lifted.

Jergens Substitute

ANDREW JERGENS Co., Cincinnati (soaps), sponsoring the weekly *Woodbury Hollywood Playhouse* with Charles Boyer on 63 NBC-Red stations, Wednesday, 8-8:30 p. m. (EDST), with West Coast repeat, 7-7:30 p. m. (PST), for its summer replacement starting July 3 will abandon complete plays and substitute Bill Sweet's serial, *Promoting Priscilla.* Forrest Barnes will adapt the chapter-plays for Jim Ameche and Gale Page, who are to be featured. Felix Mills will have charge of music and Lou Crosby continues to announce. Production will be handled by William N. Robson and Herb Polesie of Lennen & Mitchell, the agency.







VARIOUS PHASES of radio's technique in covering the Republican National Convention in Philadelphia during the last week in June are evident in these pictures direct from the scene. Members of the special NBC crew and several leading news commentators and correspondents discussed convention problems at a roundtable meeting at NBC headquarters in Philadelphia as the conclave got under way (upper left) in which the principals (l to r) are A. A. Schechter, NBC director of news and special events; Howard L. Nussbaum, production; Baukhage, NBC Washington commentator; George Hicks, special events announcer; Mark Sullivan, syndicate columnist; NBC Engineer Thompson; Earl Godwin, NBC Washington commentator; Raymond Clapper, Scripps-Howard columnist. Watching and listening at upper right is a CBS trio —Engineer Bob Trago; John Fitzgerald, in charge of special events; Pat Lochridge, of the CBS news department. At right Gov. Vanderbilt, of Rhode Island, talks over the situation with Fulton Lewis jr., MBS Washington commentator and one of MBS convention figures.

Petrillo Favors National Music Pact If Present Local Plan Proves Failure

By BRUCE ROBERTSON

"I HAVE no immediate plans concerning radio," James C. Petrillo, newly-elected president of the American Federation of Musicians, stated shortly after his arrival in New York June 24 to assume his new duties at the union's national headquarters. He immediately added, however, that he was maintaining a careful watch over the way in which the contracts negotiated individually between radio stations and local unions were working out.

"Last winter the national body agreed to allow the contracts for the employment of our members in radio to be negotiated locally," he stated, "but if the results do not prove satisfactory the national union can and will step back into the radio picture, reinstating the previous system of a national agreement. If the present plan does work out, however, the locals will be allowed to continue to make their own contracts."

Cooperative Squawk

There are no plans at the moment for calling a special session of the union's executive board before its next regularly scheduled meeting in January, Mr. Petrillo said. Resolutions which the recent AFM convention referred to the board for action are now being considered by the president's office, which has been authorized to handle them, he stated, and action will probably be taken within the next few weeks.

Chief of these resolutions affecting radio is one asking that local stand-by orchestras be required for network programs broadcast under local sponsorship. Stating that network programs are sold to different sponsors in different cities "for less than the same number of local musicians would cost if the program was sold locally" and that this "is the worse kind of unfair competition," the resolution would forbid AFM members "to play network radio programs wherein said program is sold commercially to different sponsors in the various towns and cities covered by said network unless the same number of musicians, exclusive of staff musicians, are employed by and paid the local scale by the radio station in each jurisdiction in which said program is sold."

Broadcasters point out that if the union were to attempt to put such a ruling into effect it could have but one result: The elimination of this type of program, which in turn would curtail the income of the local stations and make them less able to spend money for the employment of local musicians, thus defeating the purpose of the union in adopting the measure. This type of program has been most actively promoted by MBS, which has several successful cooperatively sponsored shows.

A resolution forbidding band leaders to pay for line charges from remotes to stations was also referred to the board, which is expected to reject it in line with arguments presented by former President Joseph N. Weber. He pointed out that while it may be unfair for the leader to pay for wires the assumption of these costs by the places themselves would give them control of the broadcasting privileges and an advantage in bidding for bands that could easily prove more costly to the leader than the line charges.

Wired Services

Also referred to the board were a pair of resolutions prohibiting AFM members from working for companies such as Muzak, which furnish hotels, restaurants, bars, etc., with wired music, on the ground that this curtails opportunities for employment among musicians. The convention accepted the recommendation of the law committee that a survey of the situation, including the legal angles, be made before any action is taken.

In addition to blocking the passage of resolutions to stop making any recordings and to require the discontinuance of recorded programs by the Canadian Broadcasting Corp. [BROADCASTING, June 15], the convention also killed resolutions to ban any musical broadcasts originating outside of a regular studio (said to be unfair as it is playing two jobs for a single wage) and to establish AFM scales for sustaining broadcasts commensurate with the extent of the networks.

Proposal of Mr. Weber that the surcharge for commercial broadcasts performed by traveling bands be reduced from 50% to 15% [BROADCASTING, June 15] was adopted, a reduction that should enable many name orchestras to accept out-of-town engagements which they previously were unable to take because of the boost in costs of their commercial programs this would have entailed. The adjusted price scale for transcriptions was also adopted as read by Mr. Weber.

Despite failure of the convention to adopt measures regulating recorded music, this subject will be carefully considered by the board and the president's office, it is understood, with a view to discovering what methods of control are legal and practicable. Mr. Petrillo, as head of the Chicago AFM local, has long been one of the union's most vociferous agitators against "canned music" and at one time instituted rules in Chicago that would have driven all recording and transcription companies from that city if they had not been amended later in accordance with a national agreement.

Although he will make his permanent headquarters in New York, in accordance with a union law, Mr. Petrillo is retaining his presidency of the Chicago local. His force there is so well trained and experienced, he stated, that they can handle almost any problem that comes up, and he will make frequent flying trips back. His family is remaining in Chicago for the present, he said. As national AFM president, Mr. Petrillo's salary will be $20,000 a year, as against the $26,000 annual wage he is paid for heading the Chicago local.

Net-Monopoly Report Upsets Industry

War Councils Are Held To Chart Procedure; Paley Protests

STAGGERED by the impact of the report of the FCC Network Monopoly Committee, which proposes to remake the whole fabric of commercial broadcasting by practically liquidating network operations as they exist today, groups in the broadcasting industry were still holding war councils a fortnight after release of the revolutionary document [BROADCASTING, June 15] to determine immediate courses of action.

While the committee itself perhaps expected favorable reaction of certain industry groups in the light of the frontal attack against networks, no cheers were heard from any industry quarter, save possibly the transcription companies. Network affiliates reserved judgment and announced through their organization, Independent Radio Network Affiliates, that they would study the report closely. Likewise, independent stations, through National Independent Broadcasters, made no comment.

Save for a statement from William S. Paley, CBS president, branding the report as "manifestly the product of bias and prejudice against network operations", no other comment was forthcoming from network quarters. It was clear, however, that both NBC and CBS proposed to fight the inferred recommendations from every angle.

Contract Regulation

Broadcasters generally, whatever their lot in radio, looked askance upon the suggestion that the FCC, under its existing authorities, can in effect take over contractual relations of stations with networks. They appeared to see in this a move by the FCC (or at least its three-man Network-Monopoly Committee) to control station business and perhaps regulate profits.

Mutual Broadcasting System was the only network of the three nationwide operations spared by the committee, because of its co-operative setup and erstwhile non-exclusive contractual arrangement with affiliates. Certain of the committee recommendations, particularly in connection with guaranteed time and non-exclusivity, coincided with the testimony given at the protracted hearings by MBS witnesses. However, no formal word was forthcoming from MBS as to its reactions to the report.

Procedure to be followed by the Commission has not yet been determined since there is no precedent on proceedings of this nature. It was clear, however, that the FCC would not move summarily, and that oral arguments and opportunity to file briefs would be afforded all parties affected. Whether these will come before or after action by the full Commission on new rules proposed to license networks and accomplish certain other of the inferred recommendations of the committee has not yet been determined.

While there has been little official expression on the report, it is nevertheless known that even the White House has taken cognizance of it. White House Secretary Stephen T. Early indicated June 18 that, while the report had not been seen at the White House at that time, cognizance possibly would be taken of its existence. Mr. Early observed that as he understood it, the report was only that of a "sub-committee".

White House Cognizance

Because the report in effect involves a change in national policy in relation to an important industry, it was taken for granted that before any conclusive action is taken by the FCC as a whole, the entire matter will be fully discussed with President Roosevelt. It was freely predicted that when the proposed rules are promulgated, they will vary greatly from the inferred recommendations of the Brown-Walker-Thompson committee.

The report had repercussions in Congress, too. In hearings before the Senate Interstate Commerce Committee on nomination of Thad H. Brown to serve a seven-year term on the FCC, purported "stock-rigging" operations of CBS, based on disclosures in the report as well as financial transactions of RCA, were questioned. Because of charges leveled against CBS and allegations that President Paley made a million dollars in the Paramount stock transaction of 1932, CBS has asked to have the hearings reopened to offer its own testimony [See page 14].

Paley's Rejoinder

Mr. Paley, in a statement June 20 to all affiliates, declared that a number of inquiries had been received from affiliated stations regarding the committee's report. He stated:

"Perhaps first of all, it should be emphasized that these publications reveal merely the views of a

(*Continued on page 74*)

Monopoly Report Urges FCC Kill Disc Announcement Rule

Transcriptions Draw Strong Praise for Quality; Independents Declared at a Disadvantage

ELIMINATION of the transcription announcement requirement, whereby transcriptions would be classed "alongside with personal presentation programs" was one of the inferred recommendations made by the FCC special committee on network-monopoly broadcasting in its ponderous report, close reading of the document reveals.

Tucked away on page 114 of the basic 138-page tome (the entire report covers 1,300 pages) released June 12 was found strong commendation of electrical transcriptions along with vigorous denunciation of purported efforts of NBC to stifle this competitive medium. Technical perfection of electrical transcriptions was praised by the FCC committee. The full report awaits Commission consideration.

Progress Noted

Apropos announcement of transcriptions, it was explained the Commission now requires that mechanical records be identified as transcriptions or records by appropriate announcements before and after the program, the rule having been adopted in order that listeners may be apprised that mechanical records are being broadcast and that the program is not a personal presentation. The committee continued:

"Many advances have taken place in the electrical transcription industry. At the present time, electrical transcriptions are comparable in fidelity to personal presentations. It should be recognized that even in the case of personal presentation broadcasts, the voices of the artists reach the listening public only as the result of an electrical process. Electrical transcriptions invite careful rehearsing, and permit great perfection of programs. It is worthy of consideration, therefore, whether transcriptions may not have earned for themselves the right to be classed alongside with personal presentation programs.

"The same considerations do not apply in the case of ordinary phonograph records which are not designed especially for broadcasting purposes. With respect to electrical transcriptions, the evidence in the record shows that they are so technically satisfactory that their use should not be discriminated against.

"Transcription is a vital necessity to the small station. However, the public should be protected against deception through practices such as that of inferring that a performer is present in a studio when a broadcast is being made when, in fact, the performer is not present and an electrical transcription is being used."

Sources of Competition

The report stated that because of the high quality of transcriptions they are "actual and potential sources of competition with programs broadcast by personal rendition." It analyzed the 1938 situation pertaining to transcriptions, current at the time the investigation of networks was undertaken. The 327 independently-controlled stations on major networks during that year broadcast approximately half as many hours from commercial transcriptions as they did commercial hours received from the major networks. In the case of non-network stations, use of transcriptions is even more extensive, with 76% as many commercial electrical transcriptions having been transmitted on 310 such stations in 1938 as against personal rendition hours.

Annual Volume

Declaring that the annual volume of business from recorded entertainment and other audio-matter is between 4½ and 5 million dollars, the report stated that practically all of this is done by about 25 companies, including NBC and RCA Mfg. Co. In 1938, RCA-NBC obtained approximately $1,750,000 in sales, leaving only about $3,000,000 to be divided among the more than 20 competing companies.

The report brought out that the largest single competitor of NBC in the transcription field is World Broadcasting System Inc. In 1938 among the 200 stations using its services only 31 were NBC outlets. During the year NBC had 198 stations using its library service. About half of all commercial transcriptions sold by NBC in 1938 were broadcast by stations on its networks while slightly less than one-fifth were on CBS and MBS stations and one-third on other stations. Of these commercial transcriptions, 54% were sold to network advertisers, 91% of which were customers of NBC, and 46% to non-network advertisers.

In citing the "competitive advantage of NBC because of its transcription policy", the committee stated:

"The record discloses many instances where advertisers using the

(*Continued on page 75*)

IRNA Considers Monopoly Report

Proposal for Special Session Before Convention Dropped

CONCLUDING that additional time is needed to study the effects of the report of the FCC special committee on network monopoly upon affiliated stations, the Executive Committee of Independent Radio Network Affiliates at a meeting in New York June 21 decided to drop plans for a special membership meeting prior to the NAB convention in San Francisco in August.

The board held in abeyance a proposal whereby William J. Dempsey, former FCC general counsel, and William C. Koplovitz, former assistant general counsel, would be retained to advise in the formation of standards of practice for network affiliates. It was decided to consider the entire matter at a special IRNA meeting to be held in San Francisco Aug. 3, in advance of the NAB convention Aug. 4-7.

Previously, the board had authorized possible retention of the attorneys with the preliminary job that of establishing whether IRNA could legally engage in bargaining with the networks. Issuance of the far-reaching FCC committee report, it is reported, changed the entire complexion of the matter with the result that it was concluded to give the report further study.

All members of the IRNA board except E. W. Craig, WSM, Nashville, and E. C. Craney, KGIR, Butte, were present at the New York meeting. Samuel R. Rosenbaum, WFIL, Philadelphia, IRNA chairman, presided.

WHO?

WHERE?

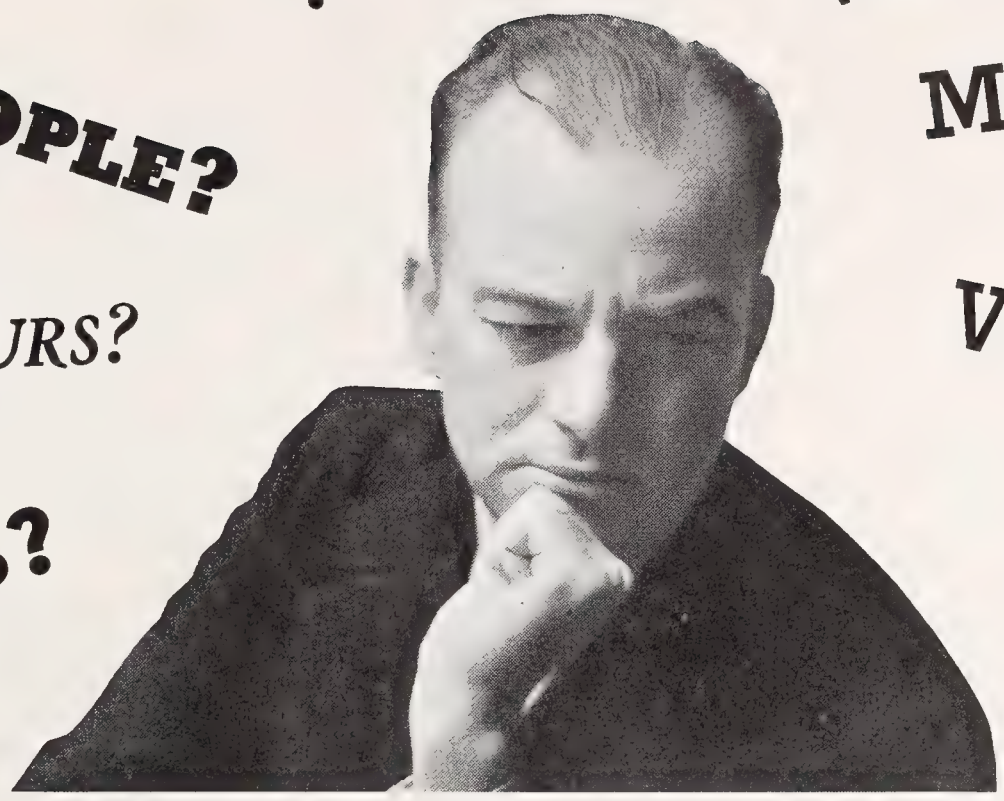
FARM PEOPLE?

Men?

WHAT HOURS?

Women?

INCOMES?



HOW MUCH DO YOU REALLY KNOW ABOUT RADIO AUDIENCES?

1940 Iowa Radio Audience Survey gives you the most complete and authentic analysis of listening habits ever made among Iowa families!

DO YOU *know* what types of programs are preferred by Iowa radio listeners? Do you *know* when and how much they listen? Do you *know* what stations they listen to most . . . to what extent they depend on radio (versus newspapers) as a source for news . . . how well they remember advertisements *heard* on the radio as compared with advertisements *seen* in newspapers and magazines?

These and scores of other important questions are answered in detail in the 1940 Iowa Radio Audience Survey—an indispensable source of facts, figures and percentages compiled by H. B. Summers of Kansas State College from 9,001 personal interviews throughout every county in Iowa. Broken down by sex, age-group, educational status, income, etc., the figures give you the most complete and accurate picture of Iowa's radio families available today!

There's such a wealth of practical, authoritative, up-to-the-minute information packed between the covers of this monumental data book, you'll probably wonder how you ever got along without it. . . . Copies are now available, without cost or obligation. Send for yours, now. You'll pronounce it the most helpful Survey you have ever seen.

COVERS THESE SUBJECTS —AND MORE!

Charts Showing
Stations "Listened to Most"
Stations "Heard Regularly"
(Daytime and Nighttime)

County Maps of Iowa Showing
Stations "Listened to Most"
Stations "Heard Regularly"
(Daytime and Nighttime)

Program Preferences
Of men—of women
By age-group
By place of residence
By educational status

Ability to Recall Advertisements
Seen in newspaper
Seen in magazine
Heard on Radio

Products Used by Brands
Coffee
Cooking oil or fat
Flour
Laundry soap
Tobacco
Work clothing

It's FREE! Send for Your Copy NOW!

WHO for IOWA PLUS!

DES MOINES . . . 50,000 WATTS • J. O. MALAND, Mgr.
FREE & PETERS, INC., National Representatives

Sales Personnel Changed by NBC

Blue Gets Eastern Division Group; Additions to Red

DIVISION of NBC's sales organization into two distinct departments, each headed by its own vice-president and each devoting itself exclusively to the sales of one of NBC's two networks [BROADCASTING, June 15], has caused a rearrangement of sales personnel of the Red and Blue networks. Several members of the eastern division sales staff have been transferred to the new Blue sales force and four new men have been added to the Red sales staff.

Executive set-up of the Red Network sales department is that which formerly headed all NBC sales: Roy C. Witmer, vice-president; Edward R. Hitz, assistant to Witmer; I. E. Showerman, eastern division sales manager, and George H. Frey, sales service manager. John H. McNeil, James Martin, Walter E. Myers and Reynold R. Kraft remain as salesmen, although the creation of separate sales staffs has necessitated a reassignment of accounts among staff.

Red Sales Additions

Additions to the Red sales force include Gordon H. Mills, formerly of the spot and local sales department; William L. Kost, previously with *Life* magazine and recently sales promotion manager for the Lennox Co. of Westchester County; Eugene A. Kraemer, a former newspaper space buyer and for four years Eastern advertising manager of *Scientific American*, and Frederick Horton, who comes to NBC from the Alco-Gravure division of Publication Corp.

Edgar Kobak is vice-president in charge of Blue Network sales. Keith Kiggins, former director of the Blue, is sales manager and Robert Saudek is assistant to Kobak and Kiggins. Blue sales personnel, all transferred from the eastern division staff, are D. R. Buckham, George M. Benson, Paul M. Massman, Charles E. Phelps, Fred M. Thrower Jr., Dudley Rollinson, John G. Hoagland and William Materne. John S. de Russy, formerly in the sales department of KYW, Philadelphia, replaces Gordon Mills in spot and local sales.

Physical separation of the sales force is being completed with the establishment of Blue sales headquarters on the third floor of the RCA Bldg. Red headquarters remain on the fourth floor, with the NBC statistical staff moving from the third to fourth floor into space formerly occupied by the program analysis division, which is now located on the ninth floor.

9 No. Central to MBS

NORTH CENTRAL SYSTEM, regional network made up of nine stations in North and South Dakota and Minnesota, on June 23 joined MBS, bringing the total number of Mutual outlets to 140. North Central stations include KABR, Aberdeen, S. D.; KGCU, Mandan, N. D.; KRMC, Jamestown, N. D.; KDLR, Devils Lake, N. D.; KLPM, Minot, N. D.; KVOX, Moorhead, Minn.; KATE, Albert Lea, Minn.; KWNO, Winona, Minn., and KGDE, Fergus Falls, Minn.

NBC Promotes Roux

PROMOTION of Willan C. Roux NBC assistant manager of promotion for managed and operated stations, to the newly-created post of sales promotion manager of WEAF and WJZ, NBC key stations in New York, was announced June 17. Mr. Roux rejoined NBC several months ago after having served with International Radio Sales as sales promotion manager. In his new capacity he will handle all promotion for the NBC key stations and will also coordinate sales, merchandising and publicity activity.



Mr. Roux

Sunkist Spots

CALIFORNIA Fruit Growers Exchange, Los Angeles (Sunkist lemons), through Lord & Thomas, that city, on June 20 started using six chain break and 100 word spot announcements weekly on 11 stations in a 10-week campaign. Stations are WWNC WBRC WBT WCSC WALA WMAZ WSM WWL WSMB WTOC WIS. Exchange is also currently using an average of 10 spot announcements weekly on 38 stations in 34 markets for both Sunkist and Red Ball oranges. In addition, it continues the thrice-weekly quarter-hour program, *Hedda Hopper's Hollywood*, on 28 CBS stations for both oranges and lemons. The spot campaigns are being concentrated in areas where the network program is not heard.

Liked for Shorts

SHORT subjects department of Warner Bros. First National Studios, Hollywood, will continue to use a heavy proportion of radio performers, with an average of around one-third of the cast, according to Gordon Hollingshead, who heads that division of the film company. He has found by experience that radio talent is well adapted to film shorts because of their style of delivery. Enumerating performers like Ted Osborn, Knox Manning and John Deering, Hollingshead declared that their microphone diction and facility in punching lines gives the radio commentators and actors a clean edge over others for film shorts.

B & W Audition

BROWN & WILLIAMSON TOBACCO Co., Louisville (Kool cigarettes), is considering a new half-hour CBS network variety program, *Hollywood Boarding House*, auditioned June 20 in the latter city. Featuring Tizzie Lish (Bill Comstock) and Phil Ohman's orchestra, the audition program was produced and transcribed under supervision of Jack Smalley, Hollywood manager of BBDO, agency servicing the account.

MRS. HARRY ANDERSEN, mother of Dick Andersen, of WLS, Chicago, died in Omaha June 25 following a lengthy illness.

BALDWIN JOINING FINCH FACSIMILE

JAMES W. BALDWIN, former managing director of the NAB, has been appointed assistant to the president of Finch Telecommunications Inc., manufacturers of facsimile and other equipment, and will take charge of its newly-established offices in the Bowen Bldg., Washington. This was announced June 25 by William G. H. Finch, president, who declared the appointment was part of the expansion program of his firm undertaken in the light of the increased activity in facsimile foreseen as a result of the FCC's new rules governing FM and multiplexed facsimile.



Mr. Baldwin

Mr. Baldwin, a native of Indiana and graduate lawyer, was with the Dept. of Justice until 1930 when he was named secretary of the old Federal Radio Commission. Later he joined the NAB as code advisor during the NRA days, and then became its managing director in succession to Philip G. Loucks. He left that post when Neville Miller was elected paid president, and entered private practice. He formerly owned control of WGH, Newport News, Va., which he sold several years ago to local newspaper interests.

C. S. McCabe Is Named Hearst Radio President

CHARLES S. McCABE, president and publisher of the *New York Daily Mirror*, has been elected president of Hearst Radio Inc., according to an announcement made by the Hearst organization on June 24. Mr. McCabe, who will continue in his previous capacities with the *Mirror*, succeeds John S. Brookes Jr., Washington and New York attorney, who was placed at the head of the Hearst radio and other interests in the spring of 1939 following the resignation of Elliott Roosevelt from that post [BROADCASTING, May 1, 1939].

At the Hearst Radio meeting, held June 19, the directors stated definitely that WINS, New York, and KYA, San Francisco, are not for sale. These stations will be operated by Hearst Radio in conjunction with other Hearst stations, it was stated. These others—WBAL, Baltimore; WISN, Milwaukee, and WCAE, Pittsburgh—were withdrawn from the market some time ago, it was stated.

Westinghouse Takes Over Management And Operation of Four Stations July 1

WITH ITS organization completed after several months of planning, Westinghouse July 1 officially takes over full management and operation of four of its stations heretofore program-managed by NBC. All programming, sales and related activities of KDKA, Pittsburgh, WBZ, Boston, WBZA, Springfield, and KYW, Philadelphia, revert to Westinghouse Radio Stations Inc. after nine years of program-sales direction by NBC.

In addition, WOWO and WGL, Fort Wayne, also owned by Westinghouse, will be directed from the new headquarters organization established in Philadelphia under the executive direction of Walter C. Evans, vice-president of Westinghouse Radio Stations and executive head of its radio division.

Policies Discussed

As a prelude to operations under full Westinghouse auspices, Lee B. Wailes, formerly of NBC, manager of Westinghouse Stations, called a meeting of engineers and press representatives June 28 in Baltimore. After a round-table discussion of policies, objectives and special projects for the balance of the year, the group heard a talk on public relations by G. Edward Pendray, assistant to the president of Westinghouse E & M Co.

Participating in the first headquarters meeting were station managers Leslie W. Joy, KYW; W. C. Swartley, WOWO-WGL; Vincent F. Callahan, WBZ-WBZA, and John A. Holman, KDKA. Press representatives present were James A. Aull, KYW; Jack O'Mara, WOWO-WGL; Charles J. Gilchrest, WBZ-WBZA; James R. Luntzel, KDKA. Members of the headquarters department attending the sessions were James B. Rock, engineering and operations; Frank A. Logue, accounting; Gordon Hawkins, programs; Griffith B. Thompson, sales; F. P. Nelson, international stations, and George Harder, publicity.

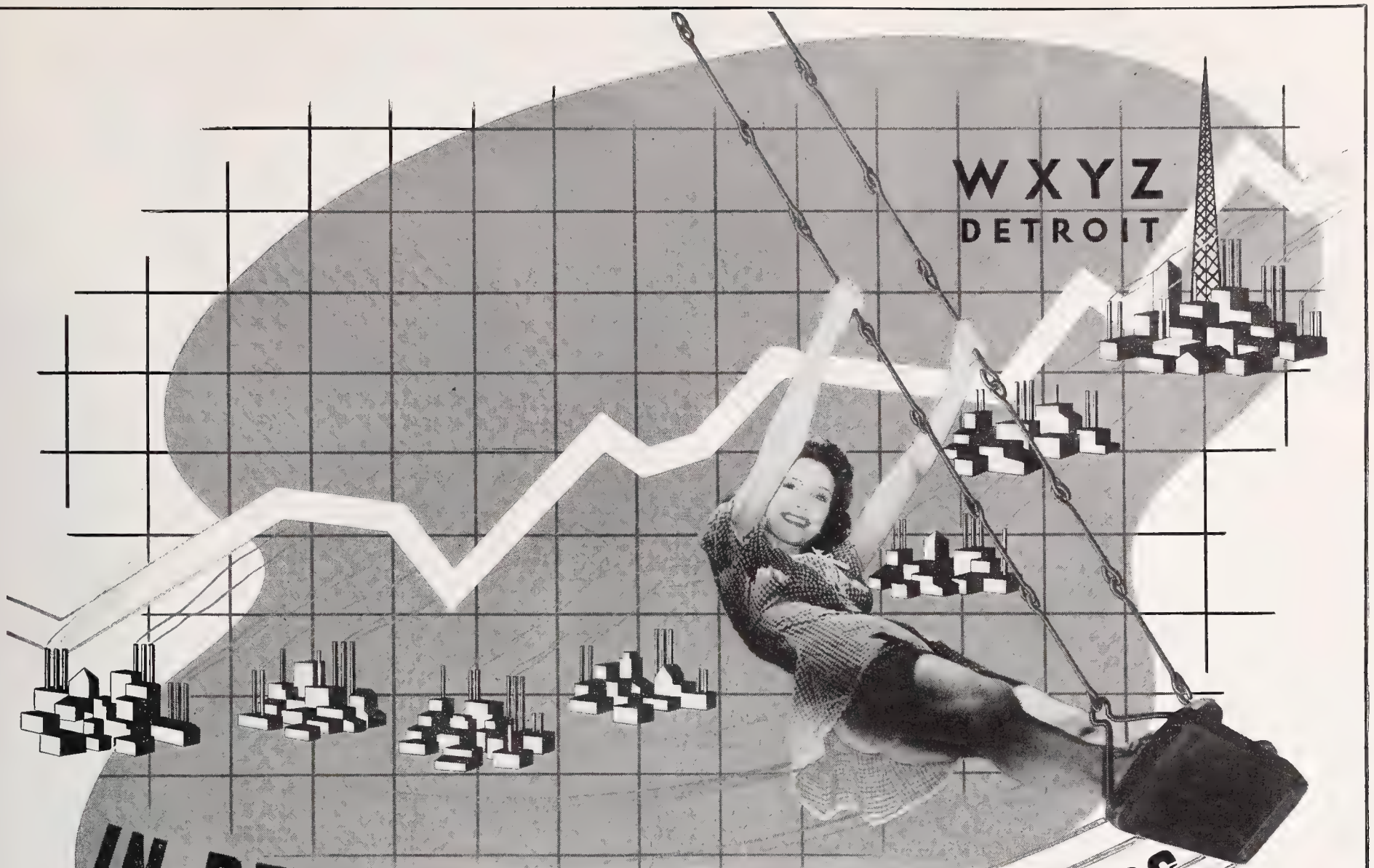
Mr. Evans will divide his time between the radio division, which includes manufacturing, headquartered in Baltimore, and the new broadcasting headquarters in KYW Bldg., Philadelphia. He will maintain offices in both cities. Mr. Wailes and the remainder of the headquarters staff will be located in Philadelphia.

In addition to the six standard broadcast stations, Westinghouse also operates international broadcast stations WPIT, Pittsburgh and WBOS, Boston, which are included in the organization pattern.

KDKA and WBZ are NBC-Blue outlets, while KYW is on the Red. It has been reported that NBC has agreed tentatively with Westinghouse to switch the Pittsburgh and Boston outlets to the Red Network, probably in the fall of 1941 [BROADCASTING, May 15].

Westinghouse Shift

IN ORDER to coordinate its NBC program with its activities at the New York World's Fair, Westinghouse Electric & Mfg. Co. has moved *Musical Americana* from Pittsburgh to NBC's studios in New York for the summer, and has shifted the program to Thursdays, 9-9:30 p. m. The move was made in response to thousands of requests from visitors to the Fair as well as from New York for tickets to the broadcast, which now can be obtained from the Washington exhibit at the Fair. Fuller & Smith & Ross, New York, handles the account.



IN DETROIT—
GET IN THE SWING TO BETTER BUSINESS

With a 37% improvement in business, Detroit's increase is *more than twice* that of eight other leading business centers in the nation.

These facts, coupled with the bonus summer potential, brought into the Detroit and WXYZ market by millions of summer visitors, make *right now* an ideal time for "cashing in"——by taking advantage of WXYZ's dominance at the lowest radio dollar rate.

National Sales
Representative
PAUL H. RAYMER CO.

WXYZ

KEY STATION OF MICHIGAN RADIO NETWORK
5000 WATTS *Daytime* . . . 1000 WATTS *Nighttime*
Basic Detroit Outlet for NBC Blue Network

WILLIS QUITS CBS FOR ARMS FACTORY

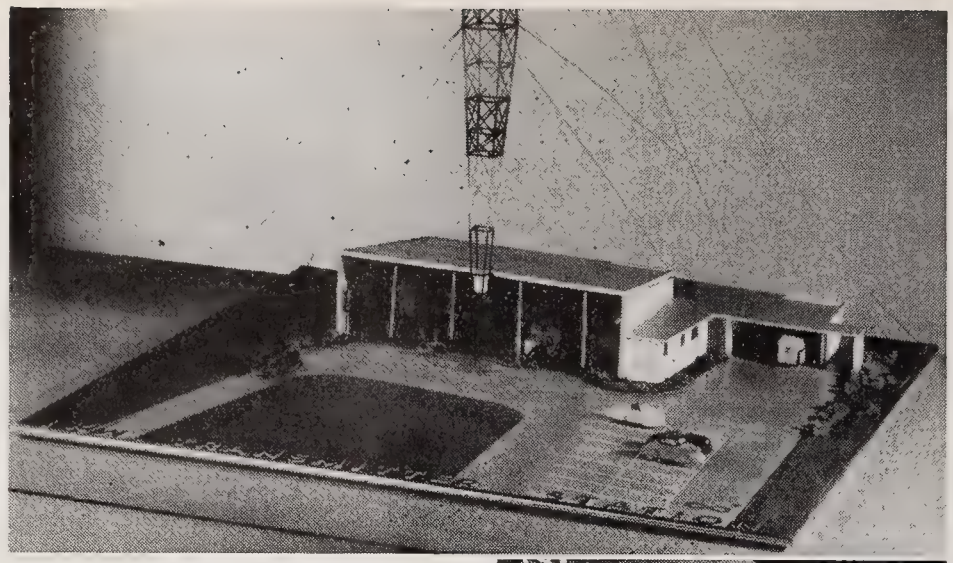
FREDERIC A. WILLIS, assistant to William S. Paley, president of CBS, for ten years, has resigned to accept the vice-presidency of Thompson Automatic Arms Corp., New York, and its subsidiary, the Auto-Ordnance Corp. Mr. Willis, a former Army officer and veteran of the Mexican Border Service and the World War, will become identified with the expansion program of the company, which manufactures the Thompson sub-machine gun and automatic rifle, utilized by England, Canada and America, as well as by the French, Norwegian and Swedish armies.

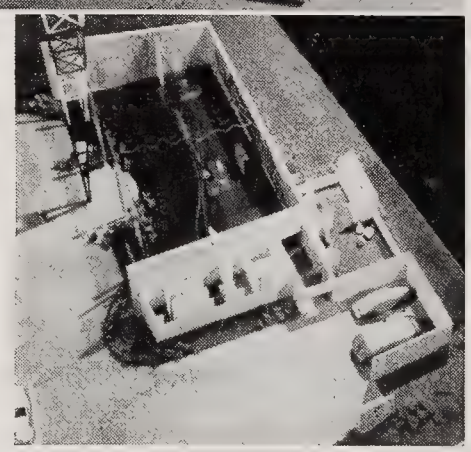
After the war, Mr. Willis joined the banking firm of William Schall & Co. to direct all of its foreign trade with British India and the Far East, later joining Perrin & Marshall, consulting engineers. In 1923, he became director of financial publicity for Tamlyn & Brown, and in 1927 resigned to open his own advertising agency. When Mr. Willis joined CBS in 1930 he was assigned by Mr. Paley to the task of building up CBS' religious and educational programs and of inaugurating the CBS Public Affairs Institute. Besides working as "diplomatic" assistant to Mr. Paley, Mr. Willis has also been a director of CBS' shortwave operations for the past year.

No successor has been named, according to CBS, his duties in connection with shortwave being absorbed by W. B. Lewis, vice-president in charge of broadcasts, and Mr. Lewis' assistant, Douglas Coulter. A new director of shortwave operations may be named this fall when CBS has its new shortwave stations, application for which was filed early in May with the FCC.

Peter Paul News

PETER PAUL Inc., Naugatuck, Conn. (candy, gum), on June 24 started thrice-weekly sponsorship of quarter-hour UP news periods on WMAQ, Chicago, and KOA, Denver; also five-minute news six times weekly on KYW, Philadelphia, and thrice weekly participation on Gene O'Haire's *Musical Clock* program on WGY, Schenectady, 7:45-8 a. m. Agency is Platt-Forbes, New York.





IT MAY be the radio station of tomorrow, this design of a structure to house a 1 kw. station selected from a field of 91 entries in a contest staged by the Beaux-Arts Institute of Design under sponsorship of Western Electric Co. Above is the design. This entry was said by the jury to have "many qualities including simplicity and straightforwardness which are always essential in any good architectural design." A peek inside the model shows a spacious lounge, and utilitarian plan along functional lines for efficient operation.

Contest for Ideal Transmitter House Brings WE 91 Designs From Students

THE first competition for the design of an ideal building in which to house a radio transmitter and its auxiliary equipment, conducted by the Beaux-Arts Institute of Design under the sponsorship of Western Electric Co., ended June 19 when the winners were announced and their designs displayed at the Institute's building in New York. Planned, according to F. R. Lack, WE executive, "to achieve a perfect wedding of radio broadcasting equipment and the building which houses it", the competition called for designs for transmitter buildings and sites appropriate for housing the new WE 1 kw. transmitters. Announced Jan. 8 and closed June 1, the contest attracted 91 entries from 102 individuals representing 19 leading schools and universities. Indicating the widespread interest in the subject is the fact that the two schools sending in the most entries were New York U and U of Southern California.

Some Good Ideas

First prize of $250 went to Louis Shulman; second prize of $100 was won by Roger W. Flood, and Percy C. Ifill took the third award of $50. All three prize winners were entered from New York U, a coincidence somewhat embarrassing to the judges, who, however, rated the entries without knowledge of either the name or school of the designers, each entry being identified solely by number until the winners had been selected. The five-man panel of judges included one practicing radio engineer, J. R. Poppele, chief engineer of WOR, and four prominent architects; Ralph Walker, of Voorhees, Walker, Foley & Smith; Ely Jacques Kahn; Alfred Fellheimer, of Fellheimer & Wagner; J. Andre Fouilhoux, of Harrison & Fouilhoux.

Describing the task of judging the drawings and models submitted as "one of the most stimulating and interesting assignments I have ever had," Mr. Poppele, speaking for the jury as its technical representative, mentioned the many different approaches used by the contestants, with dramatic results. "While it is true," he continued, "that no one solution represents an ideal station judged from the utilitarian standards of broadcasting, it is apparent to anyone that many unique and practical ideas have been evolved by the contestants—many of which might well be incorporated in the design of a station. For an overall appraisal of the competition, the results show much of worth to the industry."

The architect members of the jury likewise expressed satisfaction with the prize winners. Mr. Fouilhoux called attention to the "simplicity and straightforwardness" of the winning design, qualities "essential in any good architectural design", and added that "it should be inexpensive to build, which will certainly appeal to clients. At the same time it will command the attention of the public in a dignified way."

Mr. Walker commended the solutions for their ingenuity and interest in the realm of a new science. Mr. Kahn stated that the more obvious objections were "overbalanced by virtues which were certainly towards the side of interesting effect produced by simple means."

Close Grouping

Concurring with these comments, Mr. Fellheimer added that "the desired dramatic ensemble sought for by the program is obviously best obtained by a close grouping of the relatively small building structure with the tower, well illustrated in the first prize design, which although lacking in some details of plan is specially praiseworthy in this regard.

Expressing the conclusion of the Institute that "it was eminently worthwhile to have given the problem," Otto Teegan, director of the department of architecture for Beaux-Arts, said, "It is hoped that the endeavors of the students may have some influence on better work in radio design and that contact with this type of problem helped the student on his way to clearer thinking." P. L. Thompson, public relations director of Western Electric Co., said the idea of the contest had been inspired by many requests received by his company for transmitter house plans from stations purchasing new transmitters. The winning designs and those receiving honorable mention will be made available to the broadcasting industry.

At present on display at the Rockefeller Home Center in New York, the winning plans and a selection of other entries will also be exhibited in San Francisco in connection with the NAB convention in that city, August 4 to 7.



A RADIO engineer and four architects selected the winning design of a 1 kw. radio station in a contest conducted by Beaux-Arts Institute of Design, under sponsorship of Western Electric Co. The radio judge was Jack R. Poppele, chief engineer of WOR, Newark. Members of the jury were (l to r) Alfred Fellheimer, of Fellheimer & Wagner; Mr. Poppele; J. Andre Fouilhoux, of Harrison & Fouilhoux; Ralph Walker, of Voorhees, Walker, Foley & Smith; Ely Jacques Kahn, all noted architects.

Grove Using 73

GROVE LABS., St. Louis (Chill Tonic—malaria remedy), on June 17 started a varying schedule of two to six-weekly quarter-hour local programs and also daily one-minute announcements in cities south of the Mason-Dixon line. Contracts are for 13 weeks placed by H. W. Kastor & Sons, Chicago. Stations releasing programs consisting of news, hillbilly groups, or musicales, are:

WSFA WJRD KARK WWL WSMB KWKH WTAL WSB KTUL WSM KGKO KTRH WMC. Announcements are being used on WEED WPTF WGNC KWOC WQBC WSKB WTJS WOLS WIS WCSC KRBA KRLD KRIS KRIC WMFD WFTC WSUN WFLA WALA XEAW WTAR KCMC KPLT WSFA WCOC WAML WJDX WJPR WTOC WGRM KMLB WJBO KALB WOMI WPAD WMAZ WMOG WRDW WDLP WDBO WQAM WRUF KOTN KBTM KELD KLCN WAGF WMSL KTUL WTAL WWL KARK WGPC KWKH WMC WAPI WJAX KFVS WFOR WRBL.

ALTHOUGH the FCC recently authorized Gov. E. D. Rivers of Georgia to erect a new local station (WGOV) on 1420 kc. in Valdosta, Ga., an application for another new local on 1500 kc. in the same city has been filed with the FCC by James Freeman Holmes, part owner of the local Coca Cola Bottling Co.



YOU GET *More* FOR LESS!

WENR's new transmitter – 50,000 watts of power – clear channel – and increasingly popular program schedule assure advertisers a potential and profitable listening audience of 3,405,000 radio homes in the great Chicago market, the second largest in the United States. . . . Add to this WENR's new and attractive discounts and you have the best radio opportunity that Chicago has to offer.

WENR

CHICAGO KEY STATION NBC—BLUE NETWORK
870 ON YOUR DIAL

Four New Stations Authorized by FCC

Grants to Omaha, Albany, Ga., Greenville, New Kensington

For full list of new stations authorized since Jan. 1, 1940, see page 32.

FOUR NEW broadcasting stations, all in or near communities already having stations, were authorized by the FCC in its June 25 routine decision day. All were granted without hearings. The new stations will be located in Omaha, Greenville, S. C., Albany, Ga., and New Kensington, Pa., near Pittsburgh.

The Omaha construction permit was issued to MSB Broadcasting Co., and authorizes 250 watts on 1500 kc. Officers and stockholders are C. J. Malmsten, president, cattle rancher of Nebraska and Iowa and owner of citrus farms in Texas and Florida, 33⅓%; John K. Morrison, vice-president, Lincoln insurance man and realtor, who is also part owner of KORN, Fremont, Neb., 28⅓%; Arthur Baldwin, secretary-treasurer, Fremont insurance and real estate man, also part owner of KORN, 28⅓%; Clarence T. Spier, Omaha, 5%; Clark Standiford, chief owner and manager of KORN, 5%.

The Greenville station will be licensed to Textile Broadcasting Co., with 250 watts on 1500 kc. Its president-treasurer and 51% stockholder is Robert A. Jolley, head of the Nehi Bottling Co., of Greenville, and also part owner of the Royal Crown Bottling Co., of Charleston and Orangeburg, S. C. Vice-president-secretary and 49% stockholder is Wayne M. Nelson, who is manager of and owns 60% of WMFR, High Point, N. C. The latter station's sale to J. E. Lambeth, wealthy furniture manufacturer of Thomasville, Ga., pends FCC approval [BROADCASTING, May 1]. A rival application for the same facilities in the same city, that of Greenville Broadcasting Co., was ordered set for hearing by the Commission at the June 25 session.

1 kw. in Albany, Ga.

The station in Albany, Ga. will be licensed to the Herald Publishing Co., publisher of the *Albany Herald*, of which H. T. McIntosh is president, and will operate with 1,000 watts daytime only on 1230 kc.

The station in New Kensington, Pa. will be licensed to Allegheny-Kiski Broadcasting Co., and will secure 250 watts daytime only on 1120 kc. Its officers and stockholders, all residents of New Kensington, are C. Russell Cooper, president, 14.3%; Dick M. Reeser, vice-president, 14.3%; Donald Laird Hanky, treasurer, 14.3%; Frank H. Recco, secretary, 14.3%; J. C. Cooper, 14.2%; W. H. Cooper, 14.3%; Dan J. Zeloyle, 14.3%.

J. C. Cooper heads a local music store, and C. Russell and W. H. Cooper are his sons. Mr. Reeser, a real estate and insurance man, is mayor of the city, and Frank H. Recco is city engineer.

The Commission denied a petition for rehearing by WLEU, Erie, Pa., to oppose the recent grant of a new local station in that city on 1500 kc. to Presque Isle Broadcasting Co.

WILLIAM H. AMESBURY, Minneapolis publisher of shopping and trade papers, has amended and resubmitted his application to the FCC for a new station there, asking for 1,000 watts on 630 kc.



NOTABLES of Nation and State were present June 17 for the inaugural of the new WLOL, Minneapolis, 1,000 watts on 1300 kc., and a one-hour program was piped to MBS with which the station immediately became affiliated. Left to right, at dedication, were: John P. Devaney, former chief justice of the Minnesota State Supreme Court, chief owner of the station; Gov. Stassen of Minnesota; Senator Burton K. Wheeler, chairman of the Interstate Commerce Committee in charge of radio legislation. Besides other public figures, participating in the program were Earl Gammons, manager of WCCO and NAB district director, and Fred Schilplin, owner of KFAM, St. Cloud. Station is managed by Edward P. Shurick, with Jerry Harrington, formerly of WCCO, production manager; Irma Coffron, from KATE, program director; Ogden Prestholdt, technical chief.

SAWYER IS GRANTED SPRINGFIELD LOCAL

CHARLES SAWYER, Democratic National committeeman from Ohio, general counsel of the Crosley Corp., counsel for Procter & Gamble, and owner of a string of small Ohio newspapers, is the controlling stockholder in Radio Voice of Springfield Inc., authorized in a final order of the FCC June 18 to construct a new 100-watt station on 1310 kc. in Springfield, O.

While listed as a director, Mr. Sawyer holds 130 out of 250 shares of capital stock issued. Ronald Woodyard, manager of WING, Dayton, on which Mr. Sawyer has an option to purchase which pends FCC approval [BROADCASTING, June 1], holds 70 shares and is also a director of the corporation. Mr. Sawyer also has applied for a new local station in Lancaster, O., where he owns the *Lancaster Eagle-Gazette*.

Officers of the corporation are Abe Gardner, Springfield attorney, president, 10 shares; John Good, florist, vice-president, 25 shares; Rudolph Klemperer, merchant, treasurer, 3 shares. Other stockholders are Percy Rosenfield, merchant, 5 shares; David Kraus, merchant, 5 shares; Ann Buchfirer, 2 shares.

Besides owning the daily in Lancaster, Mr. Sawyer owns three other papers—the *Port Clinton Ottawa County Democrat* (triweekly), *Mt. Gilead Leader* (weekly) and *Woodsfield Democrat & Republican* (weekly), in addition to which he holds interests in other newspapers of the State.

Selling WMOG Control

CONTROL of the new WMOG, Brunswick, Ga., local outlet which first went on the air June 1, has been sold by Alma King, local theater manager, to Arthur Lucas and William K. Jenkins, subject to FCC approval. Mrs. King proposes to sell 75 out of 100 shares of stock in the licensee corporation for $7,500, retaining the other 25 shares. Messrs. Lucas and Jenkins, chain theater operators, are one-third owners each of WRDW, Augusta, and Mr. Lucas is controlling stockholder of WSAV, Savannah, which first went on the air last December.

Rubin Controls WMAN

MONROE F. RUBIN, Cleveland contractor, who with his wife owns interests in various Ohio stations, on June 18 became controlling stockholder in WMAN, Mansfield, O., with approval by the FCC of his purchase of the 93 shares of stock in Richland Inc., licensee, held by George Satterlee, Mansfield restaurant and market owner. The purchase price was reported as $19,900. Mr. Rubin already held 50 shares, which with the 93 newly acquired gives him control of the station. Other stockholders are John F. Weimer, 51 shares; Clyde Kessel, local auto dealer; Alfred Reeke, Cleveland, 30. Mr. and Mrs. Rubin also hold minority stock in the companies operating WHK and WCLE, Cleveland, and WHKC, Columbus, and between them own 206 out of 448 shares of stock in WJW, Akron.

WJBK Is Reorganized As Booth Sells Interest

WITH the disposal of the 16⅔% interest in WJBK, Detroit, held by John Lord Booth, son of the late head of the Booth Newspapers of Michigan, a reorganization of the stock setup of that station has been disclosed. Mr. Booth, now chief owner of WMBC, Detroit, which he purchased last year, withdraws from the company entirely to devote himself to his own local interests. He does not, however, take any active part in the operation of the eight Booth newspapers, although he is a large stockholder.

James F. Hopkins, remains as president and general manager of WJBK, owning 443⅓ shares of common stock and 329⅓ shares of preferred out of 1,000 shares issued in each class. Arthur Croghan, newly-elected vice-president in charge of sales, was authorized to acquire 55⅓ shares of each. Richard A. Connell Jr., local Chevrolet dealer, former owner of 50% interest in the station, holds 500 shares of common and 170 shares of preferred, and remains as secretary-treasurer. Amy Wilcox, of Ypsilanti, Mich., a teacher, remains as vice-president, owning one share of common and 115 of preferred. Hazel Andrews, Detroit housewife, owns 330 shares of preferred and no common.

NEW POUGHKEEPSIE STATION TAKES AIR

WITHOUT President Roosevelt's originally scheduled speech from his nearby Hyde Park estate, the new WKIP, Poughkeepsie, N. Y., 250 watts on 1420 kc., was formally inaugurated June 5 and as its first remote feature covered the 75th anniversary and commencement exercises of Vassar College. The President, due to the war situation, was unable to leave Washington in time for the dedication. Dr. Henry Noble MacCracken, president of Vassar and a director of the station, was among the notables participating.

The station, whose general manager and chief stockholder is Richard E. Coon, editor of the *Poughkeepsie Eagle-News* and *Star & Enterprise*, morning and evening dailies, is RCA equipped with a Lehigh 150-foot radiator erected by Hartenstine-Zane Co., and Johns Manville acoustical treatment. It is located in the Hudson city's famed Nelson House.

Mr. Coon announced the staff as follows: Frederic W. Ayer, formerly with WFAS, White Plains, and WRAL, Raleigh, commercial manager; William Cope, formerly with WTNJ, Trenton, and KOCY, Oklahoma City, program director; Elizabeth MacLean, formerly with WTIC, Hartford, and WABC, New York, director of women's activities; Chet Santon, formerly with the Yankee Network, chief announcer; Fitzroy Kennedy, formerly of WEVD, New York, chief engineer; S. Hibbard Ayer Jr. and Carleton B. Fitchett, salesmen; Walter H. Covell, Edward C. Fitzpatrick II and Jay Bunten, announcers; Peter J. Prinz, chief operator; Waldo Whitman and Joseph Sanford, operators.

New Local in Cheyenne Is Authorized by FCC

WHILE two other applications for other facilities in the same community are pending, the FCC on June 18 authorized a new 250-watt station on 1370 kc. in Cheyenne, Wyo. Licensee will be Western Broadcasting Co. of Wyoming, in which J. Cecil Bott, manager and half-owner of the local Wyoming Monument Works, is 25% stockholder, his wife Nettie Bott 25%, and Mrs. Matilda Lannen 50%. The latter is the mother-in-law of H. L. McCracken, now with KVRS, Rock Springs, Wyo., who is slated to become manager of the new station. Call letters will be KYAN.

Meanwhile, the Commission ordered a hearing on the application of Ben J. Sallows, of Alliance, Neb., seeking 100 watts night and 250 day on 1210 kc., and ordered that it be heard in conjunction with the rival applications of Paul R. Heitmeyer and Frontier Broadcasting Co. for the same facilities in Cheyenne. Mr. Heitmeyer is at present manager of KLO, Ogden, Utah, and Frontier was formed by local newspaper interests.

Governor Seeks Station

GOV. FRANCIS P. MURPHY, of New Hampshire, is president-treasurer and 90% stockholder in Voice of New Hampshire Inc., which has applied to the FCC for a new station in Manchester to operate with 1,000 watts night and 5,000 day on 610 kc. Dr. James J. Power, of Manchester, and Edward J. Gallagher, publisher of the *Laconia Citizen*, are 5% stockholders.

TOWERING TO ~~NEW~~ *Still Greater* HEIGHTS

Way back in 1933, KMBC's new integral plant-antenna was big news to advertisers! Now KMBC's new 544 foot Blaw-Knox antenna—broadcasting 5,000 Watts Day and Night—is news again! Newsworthy because it is a symbol of KMBC's constantly improved technical perfection . . . of program production showmanship that won Variety's 1939 Plaque . . . of our ability to produce effective results for advertisers in the prosperous Middle West!

National Time Reps:
Free & Peters, Inc.

National Program Reps:

George E. Halley
400 Deming Place
Chicago, Ill.

Columbia Artists, Inc.
485 Madison Ave.
New York City

Columbia Management, Inc.
Columbia Square
Hollywood, Calif.

KMBC Trade Press Announcement, September, 1933

TOWERING TO *New* HEIGHTS

Installing the newest, most advanced transmitting equipment, Kansas City's leading radio station now becomes the most modern in America!

Selected by the Columbia Broadcasting System as a Key Station—originating chain programs broadcast throughout the West, KMBC has built a program and talent staff that is distinguished throughout the United States

There is no guesswork about KMBC's intensive coverage in the Kansas City Market Area KMBC's merchandising service is unique among broadcasting stations. Your distribution methods and problems are of first importance in building a radio program. KMBC realizes this, and its organization—designed solely to function in broadcast advertising—acts on facts gained by actual investigation.

An inquiry about KMBC service entails no obligation.

Midland Broadcasting Company
Hotel Pickwick Kansas City Phone HArrison 2654

KMBC

THE *TESTED* SPOT FOR TEST PROGRAMS

KMBC OF KANSAS CITY

Federal Tribunal Hears Appeals in Recording Ruling

RCA, WNEW and Whiteman Argue Interests of Each

APPEALS of RCA Mfg. Co., Paul Whiteman and WBO Broadcasting Co., operator of WNEW, New York, from the decision of Justice Vincent L. Leibell in the Federal District Court in New York regarding the right of manufacturers and performers to restrict the use of their records on the air, were heard June 17 by the U. S. Circuit Court of Appeals in New York, which reserved decision on the appeals. Justices Learned Hand, Charles E. Clark and Robert P. Patterson heard the more than two hours of argument from attorneys for the three appellants.

Decision of Judge Leibell, issued July 24, 1939 [BROADCASTING, Aug. 1], found that RCA possessed a "civil right of a pecuniary nature" which was violated when its records were broadcast without permission and that Whiteman "because of his unique interpretations of musical selections, had a common law property right in his renditions," which was also violated by unauthorized broadcasting of his records.

Errors Claimed

RCA was granted permanent injunctive relief against WNEW and Whiteman was also granted an injunction against the station for records made by him under one contract in which he had expressly reserved the broadcasting rights. Records made under other contracts, in which Whiteman has not made such reservations, were controllable only by RCA, the court ruled.

David Mackay, representing RCA, stated that while the decision of the lower court was generally correct, it contained two errors: Its failure to allow RCA's claim to a common law property right by virtue of its "intellectual and artistic contribution" to its records, and the injunctive relief granted Whiteman despite the fact that this was not requested in his answer to RCA's suit.

Asked by Judge Hand if there were any legal precedent for the claim that the contribution of the recording company to a record is artistic as well as mechanical, Mackay said that there was no decision on this point, but cited cases concerning the contribution made by a photographer in taking a picture, which he said was comparable to the part played by the recording company in making a record.

On behalf of WNEW, Col. Joseph M. Hartfield of White & Case, charged RCA and Whiteman with attempting to use the courts to secure "eternal monopolies", despite the fact that they had repeatedly failed to get from Congress even the limited monopoly of copyright protection. If this monopoly is granted, he said, many small stations will be driven out of business as "they cannot exist without recorded music." Already, he stated, the radio industry is paying some $4,000,000 a year to ASCAP for the right to broadcast music, and now the recording companies and artists are making further demands which would result in forcing stations to

(*Continued on page 58*)



WHEN Borden's famous bovine, Elsie, made her radio debut recently on WMCA, New York, special planking had to be installed on the platform of the Little Theatre studio at the fair to hold the 1,000-pound beauty. The pail at right turned out to be a good idea.

WNEW Signs Commercial AP Contract For Both Sponsored, Sustaining News

FIRST New York station to sign a full commercial contract for 24-hour service from the Associated Press, with the right to use this news for either sustaining or sponsored programs, is WNEW, in whose newsrooms Class A AP printers were installed June 24.

Contract, negotiated through the *New York Daily News*, an AP member, was signed by Miss Bernice Judis, managing director of WNEW, and W. J. McCambridge, assistant general manager of AP. It runs for one year, with option of renewal, and calls for a specified minimum payment to AP, plus a percentage of the net revenue derived from the sale of news programs to advertisers.

Station will start using AP service following the conclusion of its present contract with International News Service, to which the station has given a 30-day notice.

Double Credits

News broadcast under sponsorship will be credited to both the newspaper and the press association, it is understood under a liberalization of the earlier AP rules, which insisted that news broadcast on a sustaining basis be credited to AP, but denied the use of the AP credit line in connection with sponsored programs. The WNEW contract is also one of the earliest to be based on a percentage of sales. Most of AP's radio contracts, all of which must be placed through member publishers, are based on a percentage of the paper's wire and general charge assessment, a 5% surcharge being made for sustaining radio use of AP news and a 25% surcharge placed on its commercial use on the air.

More than 50 stations are now getting AP news on a commercial basis, it was stated at AP headquarters, about three-fourths of that number being stations owned by member papers and the remainder getting it through members as in the case of WNEW and the *Daily News*. Something over 100 stations have sustaining contracts with AP, most of them being owned by members.

No plan to make AP news available to network sponsors has yet been perfected, it was stated, although the matter is being given given serious attention by AP executives. It is understood that suggested methods for commercial network use include both the exclusive sale of the right to use AP news to one network and the general sale to any network desiring such service. Since the stations owned by AP members are affiliated with all the major networks, it is believed the final decision will be to make the news available on a non-exclusive basis.

The AP management is also considering the problem of processing its news for radio, a step that has been requested by many of its station owning members. While such a move, entailing as it does establishing a special radio wire, would add to AP's expenses, it is believed it will be taken in the near future as a necessary part of the process of developing an AP service for radio that will be properly competitive with services now offered by other news agencies.

With the solution of the commercial sale of news to the networks will probably come a dropping of the sustaining service currently offered by AP on a "public service" basis. Developed by AP with the discontinuance of the service formerly offered cooperatively by all press associations through the medium of the Press Radio Bureau, this service provides for several five-minute news summaries daily (originally two, morning and evening, but recently stepped up to three or four), offered as a public service to broadcasters with no charge except for the actual costs of ticker service.

At present these public service bulletins are being broadcast by NBC and MBS, the latter receiving it from Chicago through an arrangement made by the *Chicago Tribune*, AP member and owner of WGN. In addition to WEAF and WJZ, NBC Red and Blue key stations in New York, and to WOR, MBS key there, New Yorkers may get AP news three times a day from WQXR under the same arrangement. WQXR also broadcasts a nightly news program, *Tomorrow's Headlines*, through an arrangement with the *New York Herald-Tribune*, which supplies the station with ten minutes of news from the front pages of its early editions, including stories collected by its own staff writers and from its press services. This program is currently sponsored by J. B. Williams Co. for its shaving cream.

Oberstein Named In RCA's Reply

Counter-Suit Seeks Damages From Former Employe

DAMAGES of $173,000 plus interest are asked of Eli E. Oberstein, president of United States Record Corp., New York, by RCA Mfg. Co. in its answer to a $400,000 damage suit filed by Oberstein against Glenn Miller, orchestra leader, and RCA in the New York Supreme Court, June 10. Damages are based on charges that Oberstein, while employed by RCA, defrauded the company of more than $23,000.

Oberstein's suit claims that Miller failed to abide by an exclusive agreement to record for Oberstein, made February 27, 1939, and that RCA, knowing of that contract, got Miller to record for them under a contract dated April 3, 1939. Oberstein asks damages of $150,000 from Miller and of $250,000 from RCA.

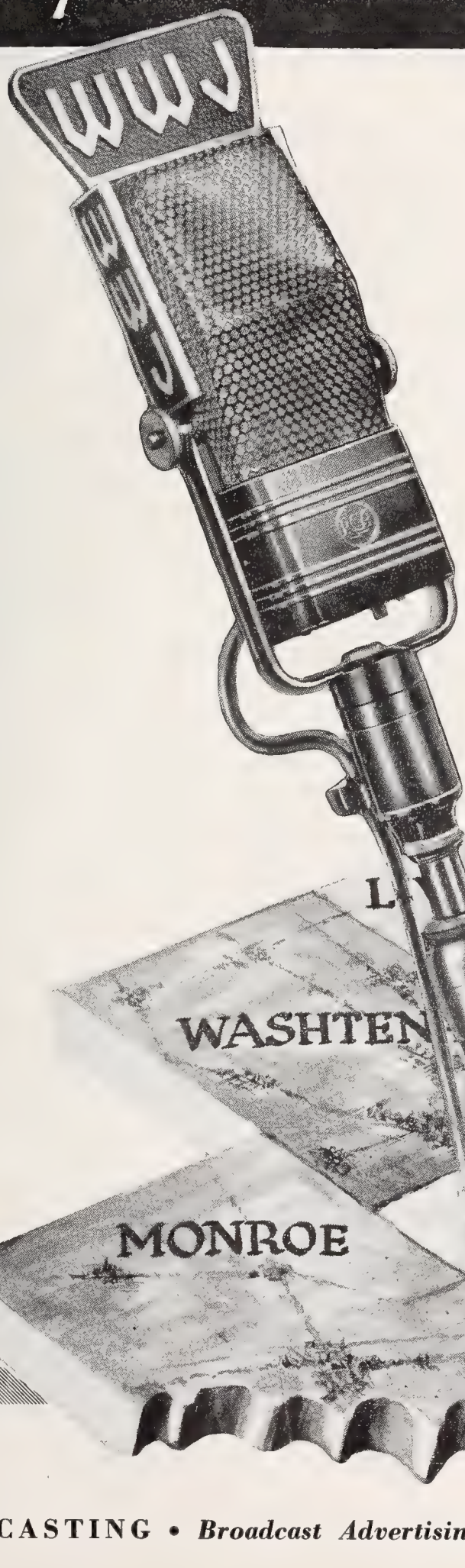
Fraud Claimed

In their answers, filed June 24, Miller and RCA state that "until on or about Feb. 27, 1939, and for many years prior thereto," Oberstein was employed by RCA in charge of securing performing artists to record for this company; that in January of 1939 Miller asked Oberstein to get him a term contract with RCA, but that Oberstein said he was leaving the company and was then forming a new company, tentatively named "Disc Co.," in Chicago which would control 150,000 coin-operated phonographs and if Miller would sign with his company his records would be placed on all of these machines; that Miller signed a contract with blanks left for the name of the company when it was finally decided upon and for a date to be subsequent to the formation of the company; that the company was never formed; that Oberstein "wrongfully and fraudulently" inserted his own name in the blank space and the date of Feb. 27, 1939, and that since the Disc Co. was never formed, the conditions of the agreement were not fulfilled and Miller was under no obligations to perform for Oberstein.

RCA's answer further alleges that while in RCA's employ Oberstein "willfully and wrongfully entered upon a systematic scheme and plan designed to cheat, defraud and deprive" RCA of both the services of artists and its money and property for his own benefit. As proof of this charge, the answer cites Oberstein's attempt to get Miller to work for him rather than for his then employer, RCA, and also that while on recording trips for the company Oberstein purchased recording rights for himself and, through use of ficticious names, resold them to RCA.

RCA asks the court to place in trust for RCA any benefits the court may find the plaintiff to be entitled to; to enjoin the plaintiff from asserting any rights to Miller's services; for actual damages of $23,173.15 and punitive damages of $150,000 plus interest, and to dismiss Oberstein's complaint against RCA. Attorney for Oberstein is Max D. Steuer. RCA is represented by the firm of Diamond, Rabin, Botein & Mackey.

FOR 20 YEARS
A Powerful Voice in a Great Market



DETROIT business and industrial indices have already climbed high this year.

Now, as the United States moves to secure its defenses, more than ever all eyes are turned on America's fourth city where *many additional millions* will be spent in an even greater industrial program.

WWJ time sales are reflecting the improved conditions in this increasingly prosperous area with the highest totals in this station's *20-year history*. For with advertisers, as with radio listeners in Detroit—WWJ gets first call.

Have you made WWJ a *must* on your fall and winter schedules?

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta
San Francisco -:- Los Angeles

Hint of Commercial Television Noted in FCC License Grants

'Monopoly' Would Be Avoided Under New Ruling; Agreement on Engineering Standards Sought

GIVING ONLY a promise of ultimate commercial operation of television, the FCC June 18 announced tentative approval of 23 applications for television stations, distributing them to avoid what it called "monopolistic practices".

Despite the promise of full commercial status when the industry has developed uniform transmission standards, applicants found little solace in the Commission's latest video action. It was another in a series of moves by the Commission cropping from its action of May 23, when it suspended previously adopted rules proposing "limited commercial operation" beginning Sept. 1. The suspension, which brought a deluge of Congressional and press criticism, was based on the contention that RCA was unduly retarding general television development by its intensive merchandising and sales campaign in New York.

Seek an Understanding

Privately, it was predicted in Commission quarters that engineers of the industry would be called together soon in the hope of reaching an amicable understanding on uniform transmission standards, after which the Commission would promptly authorize full commercial television. But, it was pointed out, as things stand now, television is still in the experimental category under the rules.

Some skepticism was expressed in the industry regarding immediate heavy investment by station applicants in line with the Commission's tentative authorizations, particularly in view of world conditions and the possible economic influence of the European war. The general situation, plus the lack of authorization whereby licensed transmitters would be enabled to recapture at least a portion of their investment and costs, was seen as a possible deterrent in any large-scale building operations.

Moreover, engineers have averred that video equipment has not yet been developed for use on the higher channels allotted to television and this likewise might retard prompt building and development of stations assigned to those bands. The new rules parallel closely those originally adopted by the FCC, except for the commercial ban and for the total elimination of the so-called Class II station category, or those transmitting regular programs with authorization to recapture program costs. The rules also are considerably shorter, since all provisions relating to Class II stations have been removed.

To guard against "monopoly", the rules prescribe that no person shall directly or indirectly control or operate more than three stations in the "Group A" allocations, comprising the seven channels regarded as workable today. Moreover, it is specified that no persons shall directly or indirectly control in this group more than one station which will serve the same general service area. These provisions apply only to stations which transmit programs for public reception, since there is also a provision for stations which will be used primarily for laboratory research or training and will not be required to put on a regular program service.

Precedence for FM

In its latest action, the FCC again gave precedence to FM which was accorded the original No. 1 television channel in the allocations of May 20 authorizing full commercial operation of FM. Under the new allocations, former television channel No. 2 (50-56 mc.) becomes television channel No. 1. The new channel No. 2 ranges from 60-66 mc. Channel 3 (66-72 mc.) through channel 7 (102-108 mc.) all remain the same. These seven channels constitute Group A. In Group B there are 11 bands of 6,000 kc. each set aside for television but these are not regarded as presently workable except for relay purposes in view of lack of equipment. In Group C it is provided that any 6,000 kc. band above 300 mc., excluding the band 400-401 mc., may be used for television.

In announcing tentative approval of the 23 applications, the FCC also stated it will consider 19 remaining applications and outstanding licenses "in the immediate future". Of the latter 19, there are 15 new applications and four existing licensees under the old rules and regulations. In each instance, the Commission said, the applicant may supplement his application and make satisfactory showing that a grant will result in engineering work which will tend toward the development of a uniform system of transmission standards of acceptable quality.

Of the 23 stations tentatively granted, all but five are authorized to furnish television programs to the public, with the others to engage in laboratory research. The Commission said that when the industry has developed uniform transmission standards offering a satisfactory level of performance "these standards will be adopted by the Commission as a basis for regular commercial television operation." Meanwhile it added that "every television station licensee will undertake to carry on substantial research and experimentation on the different engineering problems and to assist in the development of television for widespread public service." It observed that with the completion of the projected stations "this country will have far more television broadcast stations than any other nation in the world."

The motion picture theatrical industry was amply provided for in the tentative grants, with a half-dozen authorizations going to interests either directly or indirectly associated with such operations.

The remainder of the authorizations were to established broadcast organizations or manufacturing companies, with two schools among those authorized to engage in laboratory work. In New York, NBC was accorded channel No. 1, CBS No. 2 and Bamberger Broadcasting Service (WOR) No. 6 (96,102 kc.). Allen B. DuMont Laboratories, in which Paramount holds a substantial interest, was accorded No. 4.

In Chicago, Zenith Radio Corp. was given No. 1, Balaban & Katz, theatrical company, No. 2 and NBC No. 5.

Don Lee Broadcasting System was given No. 1 in both Los Angeles and San Francisco. Hughes Tool Co., headed by Howard Hughes, noted aviator and manufacturer, who also is understood to have motion picture connections, was given No. 2 both in Los Angeles and San Francisco. Television Productions Inc., said to be controlled by Paramount, was given No. 4 in Los Angeles.

DuMont was given No. 1 in Washington and NBC No. 2 in the capital city.

In Philadelphia, Philco was given channel No. 3 and WCAU No. 5. However, RCA in Camden, across the river from Philadelphia, was given No. 5 on a laboratory basis.

In Cincinnati Crosley Corp., operating WLW-WSAI, was given the choice No. 1. General Electric Co. was given No. 3 in Albany.

Laboratory research licenses tentatively were awarded to Philo T. Farnsworth for Fort Wayne on channel No. 3; to Purdue U, West Lafayette, Ind., for No. 3; to DuMont at Passaic, N. J., for No. 4, and to Iowa State U, Iowa City, for No. 1 and 12.

Others to Be Considered

Pending applications which the Commisison said it would consider upon satisfactory showings are those of: Boston Edison Co., Boston; R. B. Eaton, Des Moines; Travelers Broadcasting Service Corp. (WTIC) and WDRC, both of Hartford; Midland Broadcasting Co., (KMBC) Kansas City; Earl C. Anthony (KFI-KECA), May Department Stores and LeRoy's Jewelers, Los Angeles; *Milwaukee Journal* (WTMJ); Kansas State College, Manhattan, Kans.; Metropolitan Television Inc., New York; NBC, Philadelphia; Henry Walczak, Springfield, Mass.; Grant Union High School, Sacramento, and KSTP, St. Paul. All of the foregoing are for program transmission.

In addition, the laboratory research applications of General Television Corp., Boston, Iowa State U, Iowa City, First National Television, Kansas City, and Radio Pictures Inc. (WQXR, New York), also await amendment prior to consideration.

FCC's Statement

In its formal announcement accompanying the new rules, the FCC added:

"All licenses will be on a basis of research and experimentation tending to promote the development of television and to assist the engineers of that industry to reach an agreement upon uniform transmission standards which will permit the early and general commercialization of television. Until accord is reached on this vital point, no charges—either direct or indirect—may be made for the transmission of any type of television program.

"In order to put to the fullest possible public use the 18 regular channels (50,000-108,000 and 162,-000-294,000 kc.) plus any 6,000-kc band above 300,000 kc (excluding 400,000-401,000 kc), made available to television under Commission Order No. 67, the Commission will not, except for extraordinary cause, authorize any one television broadcast station to use more than one channel in the main seven channels constituting Group A (50,000-108,000 kilocycles).

"At the same time, the Commission stipulates that no person, directly or indirectly, shall operate or control more than three public programming television stations in this important group of channels, or operate or control more than one such station in the same service area. This, however, does not apply to stations which do not

(*Continued on page 68*)



IN THE first demonstration of the "television-telephone" at the General Motors World's Fair exhibit, Charles F. Kettering, GM vice-president, appears on the screen while talking with Ernest L. Foss, RCA engineer.

Television - Telephone Is Shown by RCA, GM

FIRST public demonstration of "television-telephone" was staged June 17 at the formal opening of the Previews of Progress show at the General Motors New York World's Fair exhibit. Set up by RCA television and GM Research Laboratories engineers, the apparatus consists of a standard portable television transmitter or "jeep" connected by coaxial cable with a 12-inch screen experimental television receiver. A push-button telephone is coordinated with the television circuit so that when the telephone instrument is lifted at the receiving end, the image of the person answering the call flashes on the screen.

According to GM officials, the apparatus could be used to transmit information of a secret nature intended only for the ears of a specific individual, and with the addition of television broadcasting equipment using ultra-shortwave frequencies, the television-telephones could become as widely used in the future as the present-day phone service.

"The present world situation makes men almost seem futile. The Radio Pulpit gives hope and encouragement to those who need it most."

"As faithful listeners to the Catholic Hour... we feel a deep obligation for your generosity... in making this broadcast possible."

"Our sincere appreciation for the exceptionally fine Passover Festival program."

"Thank you for the pleasure you have given me and many other shut-ins."

"Sincere thanks for all the time your corporation gives to religious programs, whether Jewish or Gentile, Catholic or Protestant."

MORE THAN EVER THESE ARE DAYS FOR WORSHIP

AND AS EVER **NBC** SERVES THE PUBLIC INTEREST

With the world in a state of turmoil, new thousands each day are finding solace and peace in worship...Thousands whose circumstances make going to church or temple impossible... Thousands, who, as a result, have turned to NBC's religious broadcasts.

Ever since its inception, NBC has brought to American homes religious services for all faiths. And that this public service has proved beneficial to listeners may be seen from the thousands of letters they send us each week.

Excerpts from some recent mail are provided above. We are proud to be so ably serving so many. For to NBC, religious programs are a public service and we present them with the sincere belief that in this way radio serves the public interest.

NATIONAL BROADCASTING COMPANY

World's Greatest Broadcasting System

A Radio Corporation of America Service

Horizontal Boost To 940 kc. Group

10 Stations Get 5 kw. Night; WAAT Is Awarded Fulltime

HORIZONTAL increases in power for stations on the 940 kc. channel, three of which procure 5,000 watts fulltime and the fourth 1,000 watts fulltime in lieu of a 500-watt daytime assignment, were approved June 25 by the FCC along with six other 5,000-watt authorizations. Cooperative development of directive antenna systems which will enable each station to increase substantially its coverage pattern, particularly at night, while at the same time avoiding interference, made the horizontal boost possible.

Stations benefitting from the 940 boosts are WAVE, Louisville; WDAY, Fargo, N. D., and WCSH, Portland, Me., all of which are authorized to go to 5,000 watts fulltime. WAAT, Jersey City, now operating with 500 watts daytime on 940, was given an increase in power to 1,000 watts with fulltime. All of the stations are represented by Paul M. Segal, Washington attorney.

In a press release June 25 the FCC said that through the medium of the Commission, the stations "worked out a directional antenna that will enable them to cover more territory yet, at the same time, not 'collide' with one another's transmissions."

Other Boosts

At its meeting June 25, the FCC also granted six other stations increases in power to 5,000 watts unlimited time. Those accorded construction permits were WHK, Cleveland, on 1390 kc., with directional antenna; KLRA, Little Rock, on the same frequency and under similar construction; WFBM, Indianapolis, on 1230 kc. with a directional antenna; KGBX, Springfield, Mo., on 1230 kc. with a directional antenna; KABR, Aberdeen, S. D., on 1390 kc., with a directional antenna, and WNEL, San Juan, P. R., on 1290 kc. with antenna changes.

At its meeting June 18, the FCC granted KFH, Wichita, an increase in power from 1,000 to 5,000 watts, on 1300 kc. using a directional antenna. WNLC, New London, Conn., and KDB, Santa Barbara, Cal., were granted increases in night power from 100 to 250 watts on 1500 kc.



IN JUST THREE days, Lieut. James E. Cox, formerly of WKY, Oklahoma City, organized a Recruiting Day Parade in Miami and started a radio recruiting drive that brought high praise from Army authorities. Here Capt. James R. Williams, Miami recruiting officer, describes plans to Southeastern Florida radio executives. Left to right are R. D. Tigert, manager, WFTL, Fort Lauderdale; Capt. Williams; Charles Green, program director, WIOD, Miami; John McCloy, manager, WKAT, Miami Beach; Norman MacKay, manager, WQAM, Miami; Recruiting Sergeant Ozzie Wilson; Lieut. Cox, who brought the operators together.

RECRUITING DRIVE A SUCCESS

Southern Florida Stations Quickly Beat Quota As Campaign Gets Professional Touch

GETTING squarely behind the U. S. Army recruiting drive, Southern Florida radio stations received official plaudits for bringing about the phenomenal success of the campaign for Army recruits in that area. Through unstinting cooperation by five Southern Florida stations, the Miami recruiting station by mid-June had exceeded its quota and was working on an open-quota basis, establishing an example that drew nationwide attention in Army circles and putting the Miami station in front of all other stations in the Fourth Corps Area.

Much of the credit for the successful Miami drive was given to Lieut. James E. Cox, a reserve officer and formerly publicity director of WKY, Oklahoma City, by Capt. James R. Williams, recruiting officer for Southeastern Florida. Lieut. Cox, vacationing in Florida, volunteered his services to Capt. Williams on June 11. Within a three-day period he contacted all station operators in the Miami area and secured virtually carte blanche cooperation, revised and livened up the hackneyed spot announcements supplied by the War Department, and organized a "Recruiting Day Parade" which was held June 14 in conjunction with Flag Day.

Advised that stations would appreciate tips for special events pickups, Capt. Williams and Lieut. Cox arranged several features. WIOD sent its mobile unit to the Union Depot to interview a group of departing recruits. WQAM turned its studios into a recruiting office for one night and broadcast an actual enlistment procedure, ending with applicants taking the oath of enlistment. WFTL, Fort Lauderdale, also carried the program, along with a similar one of its own three days later. WJNO, West Palm Beach, also duplicated the feature. WKAT, Miami Beach, carried a series of interviews with ex-soldiers who were re-enlisting.

The June quota of 28 was filled by the evening of June 14 and 42 other enlistments were taken and held until the following day, when an unlimited quota for the Miami station was announced by the Corps Area commander. At a conference held June 17 officials of the five stations pledged full support and cooperation in the continuing drive and agreed to allow rebroadcasts of each other's programs. Attending the meeting, believed the first of its kind, were Martin Wales and Charles Green, of WIOD; John McCloy and Al Hanlon, WKAT; Norman MacKay, WQAM; R. D. Tigert and Bill Johns, WFTL, and Reginald Martin, WJNO.

Spots Refurbished

On June 1 Capt. Williams was given a quota of 28 recruits by June 30. Instructions sent by the commander of the Fourth Corps Area advocated calls to station managers and cooperation with them, and mimeographed spot announcements prepared by the War Department also were enclosed. Station managers proved anxious to do anything they could to aid the drive, virtually letting him write his own ticket as to time and material.

In addition to the spot announcement campaign, which started immediately, Capt. Williams himself started a series of talks on WQAM and WIOD in Miami. Results were fair, but not up to what was expected, and the recruiting officer was so occupied with sundry duties and public appearances that the radio angle was being only partially developed. At this point Lieut. Cox volunteered, and after analyzing the spot announcements and speeches advised that the old "Earn While You Learn" approach be discarded and a more realistic "face the facts" theme be adopted. This was done.



UNCLE SAM'S armed forces threw up a sandbag barricade in front of the KYW Bldg., Philadelphia, as part of the defense recruiting program. Here Bill Lang, KYW announcer, interviews enlisted men and recruits in a daily five-minuter, with a p. a. system carrying the program nearby.

WARM, SCRANTON, IN JUNE 15 DEBUT

HAVING as its slogan "It's WARM in the Heart of the Anthracite," the new WARM, Scranton, Pa., authorized for construction last January by the FCC, began operating June 15 under the management of Lou Poller, former merchant of Jessup, Pa., who owns the station with Martin F. Memolo, attorney. The station, RCA equipped, operates with 250 watts on 1370 kc., and was erected under the supervision of Frank Marx, chief engineer of WMCA, New York, and Dr. Frank Kear, of the Washington Institute of Technology.

The staff includes Charles R. Capps, formerly of WMCA, program director; Lawrence Menkin, formerly with WLW and WXYZ, production and continuity chief; Hal Barton, formerly of WIP and WTNJ, announcer; Alan Taulbee, formerly of NBC and WDBO, announcer; John L. Sullivan, formerly with NBC, WTAG and WORC, announcer; Robert Shepard, formerly with WHN, WEVD, WCNW and Muzak, announcer; Richard Dunham, formerly of WCNW and Muzak, announcer; Ferdinand Liva, formerly concert master of the Scranton Philharmonic Orchestra, musical director; Maynard Fischer, of Harrisburg, staff organist.

On the sales staff are Al Charles, formerly with United Lacquer Corp. and Fabro Chemical Co.; Joseph Field, formerly with Radio Transcription Co. of America, Langlois & Wentworth and WBTH, Williamson, W. Va.; Emanuel Gelb and Joseph Dobbs. Chief engineer is Adolph Oschmann, until recently chief engineer of WQAN, Scranton, and his staff includes Earl Gress, formerly of WBAX; S. Thomas Percival, formerly of WPG and WCAU; Ross Parker, formerly of WGBI; Francis McKernon, formerly of WGBI, and John Quinn, recent Notre Dame graduate. UP news and NBC Thesaurus library are used.

Certo Spots

GENERAL FOODS Corp., New York, throughout the month of June is conducting a campaign of thrice-daily spot announcements for Certo, bottled fruit pectin, on New York State stations. The campaign ties in with the strawberry season by promoting Certo as an aid in making strawberry jelly. Stations are WIBX, Utica; WSYR, Syracuse; WHEC, Rochester; WGR, Buffalo, WNBF, Binghamton, and WENY, Elmira. Agency is Benton & Bowles, New York.

MBS on June 23 started *American Radio Warblers* as a summer sustaining feature, Sundays at 2 p. m. The program has been sponsored every winter by American Bird Products, Chicago. This fall the company resumes sponsorship of the program Oct. 13 on 11 MBS stations.

The Wrigley Building Grill, and Restaurant, 410 North Michigan, are among the most popular eating places in Chicago for advertising executives.



HARRY L. STONE, Gen'l. Mgr. WSM NASHVILLE, TENN.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Survey's Sample Upheld by Check

Calls Doubled in Confirming Adequacy of Interviews

NINE O'CLOCK was the peak listening hour and *Kate Smith Hour* the favorite program of radio listeners in the New York metropolitan area during the evenings of April 12 and May 10, according to a survey made for WOR, Newark, by C. E. Hooper Inc. Purpose of the study, which covered the second Friday evening of each month, from 6 to 10:30, was to check the adequacy of the sample normally used by the Hooper organization in its WOR studies.

Normally 10 interviewers are used: One in Westchester, two in northern New Jersey, three in Queens and four in Brooklyn, the combination averaging about 150 calls per quarter-hour period per evening, or 300 for the two evenings included in each report. To satisfy themselves and their advertisers that this sample gave a true picture of audience distribution among the major New York stations, WOR's statisticians asked the research organization to use 10 additional interviewers on the two evenings, checking the results obtained by the regular group against the combined reports.

Similar Results

Averaging the sets in use over the entire 6-10:30 period showed the regular interviewers found 34% of all sets were in use, while the combined regular and additional interviewers found 33.2%. Of these, the original interviewers found an average of 21.3% tuned to WOR; the enlarged sample showed 21% tuned to WOR. These results, showing no substantial difference when the sample was doubled, indicates that the original sample is large enough to give a true picture, says WOR, quoting the statistical rule that "a sample is said to be sufficient when by adding to it you do not change the results materially."

Method used, that of coincidental telephone calls, was the same on both evenings, with calls placed through the same exchanges and covering the same time periods of each evening, the second Friday in each month.

While the *Kate Smith Hour* led the field, with an average of 49.9% of the total listening audience from 8 to 9, and such well established programs as the *Lone Ranger* (33.0% of all listeners) and *Amos and Andy* (30.7%) were among the most popular programs, the outstanding classification of program is shown to be the news and news commentary type. Raymond Gram Swing, at 10 p.m., garnered 46% of the listening audience. Lowell Thomas, at 6:45, was tuned in by 42% of all sets in use, while another 17.8% at the same time were listening to reports from Europe on the *World Today* roundup. Edwin C. Hill, at 6, had an audience of 38.4% of sets in use; Transradio news, at 6:30, had 34.8%; Gabriel Heatter, at 9, had 33.8%.

ARTHUR R. BURROWS, since 1925 secretary-general of the International Broadcasting Union at Geneva, Switzerland, has left that post to become temporary director of the British Broadcasting Corp. at Newcastle. The vacancy is to be filled by a Swiss.

39 New Stations Authorized by the FCC

During First Six Months of 1940

* Asterisk indicates station reported on the air.

† Dagger indicates call letters not yet issued.

ALABAMA

*WJHO, Opelika—Licensed to Opelika-Auburn Broadcasting Co.; partnership of Thomas D. Samford Jr., attorney; Yetta G. Samford, insurance man; J. H. Orr, auto dealer; C. S. Shealy, cotton broker. Granted Jan. 10; 100 watts night and 250 day on 1370 kc.

ARIZONA

KPHO, Phoenix—CP issued to M. C. Reese, president, Mutual Benefit Society of Phoenix. Granted Jan. 25; 100 watts night and 250 day on 1200 kc.

CALIFORNIA

KMYC, Marysville—CP issued to Marysville-Yuba City Broadcasters, Inc.; Horace E. Thomas, publisher of *Marysville & Yuba City Appeal-Democrat*, president, 50% stockholder; Hugh McClung, president of the *Merced Sun-Star*, treasurer, 49.5%; Peter McClung, secretary of the *Merced Sun-Star*, vice-president, .5%. Granted Jan. 18; 100 watts on 1420 kc.

DISTRICT OF COLUMBIA

WINX, Washington—CP issued to Lawrence J. Heller, attorney. Granted Feb. 13; 250 watts on 1310 kc.

FLORIDA

WLOF, Orlando—CP issued to Hazelwood Inc.; George B. Hills, civil engineer, secretary-treasurer, 69 shares; George A. Hazelwood, Jacksonville, president, 21 shares; Wm. Joe Sears, Jacksonville, vice-president, 10 shares. Granted Feb. 20; 250 watts on 1200 kc.

GEORGIA

†NEW, Albany—CP issued to Herald Publishing Co., publisher of the *Albany Herald;* H. T. McIntosh, president. Granted June 25; 1,000 watts daytime on 1230 kc.

WGGA, Gainesville—CP issued to Gainesville Broadcasters; partnership of Henry Estes, department store owner; Austin Dean, owner of the *Gainesville Eagle* weekly; L. H. Christian, hardware merchant. Granted May 28; 250 watts on 1210 kc.

WBML, Macon—CP issued to Middle Georgia Bcstg. Co.; E. D. Black, cotton oil manufacturer, president, 50 shares; E. M. Lowe, electrical contractor, vice-president, 50 shares; E. G. McKenzie, cotton oil manufacturer, secretary-treasurer, 50 shares; Mrs. Martha Faulk Lowe, 50 shares. Granted May 21; 250 watts on 1420 kc.

WGOV, Valdosta—CP issued to E. D. Rivers, Governor of Georgia. Granted Feb. 7; 100 watts night and 250 day on 1420 kc.

WDAK, West Point—CP issued to Valley Bcstg. Co.; partnership of L. J. Duncan, Leila A. Duncan, Effie H. Allen, Josephine A. Keith and Aubrey Gay, theatre chain owners. Granted May 16; 250 watts on 1310 kc.

MARYLAND

WBOC, Salisbury—CP issued to the Peninsula Broadcasting Co.; 3,150 shares of stock owned by 29 persons, including John W. Downey, State bank commissioner, president, 350 shares; William F. Allen, banker and nurseryman, vice-president, 250 shares; John T. Holt, local oil company manager, treasurer, 150 shares; Albert W. Ward, attorney and secretary of State tax commissioner, secretary, 100 shares. Granted April 13; 250 watts on 1500 kc.

MICHIGAN

WLAV, Grand Rapids—CP issued to Leonard A. Versluis, commercial photographer and former part owner of WJIM, Lansing. Granted May 28; 250 watts on 1310 kc.

WGRB, Grand Rapids—CP issued to Grand Rapids Bcstg. Corp.; Boyce K. Muir, drug store chain owner, president, 25% stockholder; Harrison L. Goodspeed, amusement and real estate investments, treasurer, 25%; Albert L. Birdsall, stockholder and plant manager of local brass company, 25%; Siegel W. Judd, lawyer, secretary, 25%. Each of the above having agreed to assign 20% of their respective holdings to Angus D. Pfaff, radio engineer, vice-president. Granted June 4; 250 watts on 1200 kc.

MINNESOTA

*WLOL, Minneapolis—Licensed to Independent Merchants Broadcasting Co.; J. P. Devaney, attorney, president, 66.4% stockholder; W. A. Steffes, theatre owner, treasurer, 31.2%; Thomas O. Kachelmacher, attorney, vice-president, 2%; L. B. Schwartz, attorney, secretary, .4%. Granted Jan. 18; 1,000 watts on 1300 kc.

KWLM, Willmar—CP issued to Lakeland Bcstg. Co.; H. W. Linder, investments, president, 76% stockholder; M. R. Johnson, dairy business, vice-president, 10%; L. F. Johnson, dairy business, treasurer, 10%; V. W. Lindquist, lawyer, secretary, 4%. Granted May 8; 100 watts on 1310 kc.

MISSISSIPPI

WCBI, Columbus—CP issued to Birney Imes, publisher of the *Columbus Commercial Dispatch*. Granted May 21; 250 watts on 1370 kc.

NEBRASKA

†NEW, Omaha—CP issued to MSB Bcstg. Co.; C. J. Malmsten, cattle rancher, president, 33 1/3% stockholder; John K. Morrison, insurance man and realtor, part owner of KORN, Fremont, vice-president, 28 1/3%; Arthur Baldwin, insurance and real estate man, part owner of KORN, secretary-treasurer, 28 1/3%; Clark Standiford, chief owner and manager of KORN, 5%; Clarence T. Spier, Omaha, 5%. Granted June 25; 250 watts on 1500 kc.

NEVADA

KENO, Las Vegas—CP issued to Nevada Bcstg. Co.; partnership of George Penn Foster, Maxwell Kelch and Calvert Charles Applegate, all radio engineers and announcers. Granted June 5; 100 watts night and 250 day on 1370 kc.

KFUN, Las Vegas—CP issued to Las Vegas Bcstg. Co., Inc.; Ernest N. Thwaites, production manager of KVSF, Santa Fe, N. M., vice-president and assistant treasurer, 100% stockholder. Granted June 5; 100 watts night and 250 day on 1420 kc.

NEW JERSEY

WFPG, Atlantic City—CP issued to Neptune Bcstg. Corp.; A. Harry Zoog, president, 10 shares; Richard Endicott, manager of Steel Pier, vice-president, 10 shares; Adrian Phillips, hotel owner, vice-president, 10 shares; P. Mortimer Lewis, theatre operator and realtor, vice-president, 10 shares; Ezra Bell, hotel owner, vice-president, 10 shares; Samuel Morris, lawyer, treasurer, 10 shares; Benjamin Chew, radio engineer, secretary, 10 shares; and 13 others, each holding 10 shares. Granted May 24, 1940; 100 watts night and 250 day on 1420 kc.

NORTH CAROLINA

WCBT, Roanoke Rapids—CP issued to J. Winfield Crew Jr., local banker and attorney. Granted Feb. 27; 250 watts on 1200 kc.

OHIO

WAKR, Akron—CP issued to Summit Radio Corp.; 50% of stock owned by Viola G. Berk, wife of S. Bernard Berk, attorney and electrical shop owner, secretary-treasurer; 10% by S. Bernard Berk, president. Granted Jan. 10; 1,000 watts on 1530 kc.

†NEW, Springfield—CP issued to Radio Voice of Springfield Inc.; Charles Sawyer, Cincinnati attorney, director, 130 out of 250 shares; Ronald Woodyard, manager of WING, Dayton, director, 70 shares; Abe Gardner, merchant, president, 10 shares; John Good, florist, vice-president, 25 shares; Rudolph Klemperer, merchant, treasurer, 3 shares; Percy Rosenfield, merchant, 5 shares; David Kraus, merchant, 5 shares; Ann Buchfirer, 2 shares. Granted June 18; 100 watts on 1310 kc.

WSTV, Steubenville—CP issued to Valley Bcstg. Co.; Myer Weisenthal, furniture dealer, president, 5% stockholder; Louis Berkman, iron and steel broker, vice-president, 5%; Richard Teitlebaum, ladies wear, secretary-treasurer, 5%. Company has 48 stockholders, mostly local residents, none having as much as 10% of stock. Granted May 28; 250 watts on 1310 kc.

OREGON

KODL, The Dalles—CP issued to Western Radio Corp.; V. B. Kenworthy, former KSLM, Salem, Ore., salesman, president, 50% stockholder; Eva O. Hicks, vice-president, 25%; T. M. Hicks, insurance and real estate loans, secretary-treasurer, 25%. Granted June 4; 100 watts night and 250 day on 1200 kc.

PENNSYLVANIA

WCED, Du Bois—CP issued to Tri-County Bcstg. Co.; 50 shares of stock held each by H. T. Grey, publisher of the *Du Bois Courier* and *Express*, president; Jason S. Gray, editor of same newspaper, secretary; W. B. Ross, manager of same newspaper, vice-president; L. F. Mohney, general manager of same newspaper, treasurer, 50 shares. Granted May 15; 250 watts on 1200 kc.

WERC, Erie—CP issued to Presque Isle Broadcasting Co.; Jacob A. Young, tailor, president, 40% stockholder; Wm. P. Sengel, printer, secretary, 25%; Gerard P. O'Connor, attorney, director, 25%; B. Walker Sennett, attorney, treasurer, 5%; Joseph V. Agresti, attorney, director, 5%. Granted March 13; 100 watts night and 250 day on 1500 kc.

†NEW, New Kensington—CP issued to Allegheny-Kiski Bcstg. Co.; C. Russell Cooper, president, 14.3% stockholder; Dick M. Reeser, mayor of New Kensington and real estate and insurance man, vice-president, 14.3%; H. Donald Hanky, treasurer, 14.3%; Frank H. Recco, city engineer, secretary, 14.3%; W. H. Cooper, 14.3%; Dan J. Zeloyle, 14.3%; J. C. Cooper, local music store owner, 14.2%. Granted June 25; 250 watts daytime on 1120 kc.

*WARM, Scranton—Licensed to Union Broadcasting Co.; Martin F. Memlo, farm manager, president, 49.6% stockholder; Lou Poller, retail dry goods merchant, treasurer, 49.6%; James S. Scandale, .8%. Granted Jan. 25; 250 watts on 1370 kc.

RHODE ISLAND

†NEW, Pawtucket—CP issued to the Pawtucket Bcstg. Co.; Howard W. Thornley, chief engineer of WPRO, Providence, president, 50% stockholder; Frank F. Crook, auto dealer, treasurer, 50%. Granted June 26; 1,000 watts on 1390 kc.

SOUTH CAROLINA

†NEW, Greenville—CP issued to Textile Bcstg. Co.; Robert A. Jolley, head of Nehi Bottling Co. of Greenville, president-treasurer, 51% stockholder; Wayne M. Nelson, manager and chief owner of WMFR, High Point, N. C., vice-president-secretary, 49%. Granted June 25; 250 watts on 1500 kc.

TENNESSEE

WKPT, Kingsport—CP issued to Kingsport Broadcasting Co.; partnership of C. P. Edwards, Jr., publisher of *Kingsport Times*, and Howard Long, postmaster. Granted Feb. 13; 250 watts on 1370 kc.

VIRGINIA

WMVA, Martinsville—CP issued to Martinsville Broadcasting Co.; partnership of Jonas Weiland, owner of WFTC, Kinston, N. C., and William C. Barnes, publisher of the *Martinsville Bulletin*. Granted April 15; 100 watts night and 250 day on 1420 kc.

WEST VIRGINIA

*WLOG, Logan—Licensed to Clarence H. Frey and Robert O. Greever; partnership of Clarence H. Frey, publisher of the *Logan Banner*, and Robert O. Greever, mine payroll clerk. Granted Jan. 25; 100 watts daytime on 1200 kc.

WAJR, Morgantown—CP issued to West Virginia Radio Corp.; Agnes J. Reeves Greer, secretary-treasurer, 60%; H. C. Greer, steel, limestone and coke business and publisher of the *Morgantown Dominion-News* and *Post*, president, 20%; Jane Greer, vice-president, 20%. Granted June 4; 250 watts on 1200 kc.

WBRW, Welch—CP issued to McDowell Service Company; J. W. Blakely, insurance man and theatre owner, president, 60 shares; L. E. Rogers, theatre owner, vice-president, 40 shares; J. R. Werness, insurance man, secretary-treasurer, 40 shares; W. H. Rogers, theatre owner, 10 shares. Granted May 15; 250 watts on 1310 kc.

WISCONSIN

WFHR, Wisconsin Rapids—CP issued to Wm. F. Huffman, publisher of *Wisconsin Rapids Tribune*. Granted May 8; 100 watts night and 250 day on 1310 kc.

WYOMING

KYAN, Cheyenne—CP issued to Western Bcstg. Co. of Wyoming; J. Cecil Bott, Wyoming Monument Works, 25%; Mrs. Bott, 25%; Mrs. Matilda Lannen, 50%. Granted June 18; 250 watts on 1370 kc.

PUERTO RICO

WSSJ, San Juan—CP issued to Puerto Rico Advertising Co., Inc.; Ralph Perez Perry, consulting engineer, secretary, 100 shares; Andres Camara, broadcaster, president, 50 shares; Esperanza Vda. de Defillo, 50 shares. Granted March 12; 250 watts on 1500 kc.



EAVESDROPPING on demonstration long distance phone calls in the Telephone Bldg. at the New York World's Fair are (left) June Hynd, of the NBC women's department, and Miss Margaret Cuthbert, chief of the NBC's Women's Division. Miss Hynd was touring the grounds preparatory to starting a series from the Fair.

What's he thinking when

ALICE MARBLE

smashes for set point?





He's thinking of powerful backhands, of lithe forms, of poised power. He's thinking of a shot that skims the baseline. He's thinking of soft lobs, smashing serves. He's thinking tennis.

And what's he thinking when he reads BROADCASTING? He's thinking Radio.

Small wonder everyone thinks Radio when he reads BROADCASTING. It's 100% Radio all the time . . . nothing but Radio. It blankets your prospects. It's the fast, sure, economical way to sell your story. BROADCASTING will work for you!

They're Radio-Minded when they read **BROADCASTING**

BROADCASTING BLANKETS TIMEBUYERS!

Full Text of New Single Station Contract Offered by ASCAP

AGREEMENT made between the American Society of Composers, Authors & Publishers (hereinafter referred to as "Society") and . . . (hereinafter referred to as "Licensee") as follows:

1. Society grants to Licensee and Licensee accepts for a period of five years from . . . a license to publicly perform by non-visual broadcasting from Radio Station . . . located at . . . (hereinafter referred to as "Licensee's Station"), non-dramatic renditions of the separate musical compositions heretofore or hereafter during the term hereof copyrighted or composed by members of Society, or of which Society shall have the right to license such performing rights.

2. The within license does not extend to or include the public performance by broadcasting or otherwise of any rendition or performance of any opera, operetta, musical comedy, play or like production, as such, in whole or in part.

3. Nothing herein contained shall be construed as authorizing Licensee to grant to others any right to reproduce or perform publicly for profit by any means, method or process whatsoever, any of the musical compositions coming within the purview of the within license performed pursuant hereto or as authorizing any receiver of any such broadcast rendition to publicly perform or reproduce the same for profit by any means, method or process whatsoever.

4. The within license is limited to the separate musical compositions heretofore or hereafter during the term hereof copyrighted or composed by members of Society or of which Society shall have the right to license the performing rights hereinbefore granted in programs rendered at or from Licensee's Station, or at or from any hotel, cabaret, night club, dance hall or similar place of entertainment, duly licensed by Society to perform such works (unless the performance originates at a place or from a source which Society does not customarily license), from which place rendition of such works is transmitted directly to such radio station for the purpose of being broadcast therefrom.

Licensee shall be guilty of a breach under this article "4" only in case it continues to broadcast a program rendered at such places other than said station, after Licensee shall have received notice from Society that such places are not licensed by Society to perform.

5. (a) The license herein granted by Society to Licensee shall apply solely to broadcast performances which originate at a place or source described in Paragraph "4" hereof and which performances are broadcast only by Licensee's station and by no other station.

(b) No license is hereby granted to perform by means of broadcasting, any programs originating in any other broadcasting station or in any studio other than the one maintained by Licensee at . . . which Licensee represents is wholly owned, operated, controlled and supervised by it.

(c) Notwithstanding the foregoing, Licensee shall have the right to broadcast through its station, programs containing musical compositions in the repertory of Society, as part of a chain hook-up (*i.e.*, the simultaneous broadcast of a program over two or more stations), provided such chain hook-up shall have been duly licensed under Society's Chain Broadcast License.

Should Licensee's Station broadcast any program containing any musical compositions in the repertory of Society, originating in any other broadcasting station or studio, not in accordance with the provisions of the preceding paragraph, Licensee agrees to pay Society and Society agrees to accept in lieu of any damages a sum equal to 10% of the highest card rate (as published by the station or by any party in any way representing or dealing on behalf of the station or by the chain broadcaster) for the period consumed by the entire program of which the composition is a part, Licensee to be given credit against such 10% for any amounts allocated and paid to Society for the use of Licensee's broadcasting facilities for such program under Article "8" hereof.

(d) No license is hereby granted to Licensee to broadcast or permit the broadcasting of programs originating in Licensee's Station over or through or by any other broadcasting station.

Should Licensee desire to have programs originating in Licensee's Station broadcast over or through or by any other broadcasting station, Society and Licensee agree to execute a separate and independent license agreement therefor, such license agreement to be the regular Chain Broadcast License of Society.

6. Licensee agrees upon request to furnish to Society during the term of the within license a list of all musical compositions (or, at the option of Licensee, a list of all musical compositions heretofore or hereafter during the term hereof copyrighted or composed by members of Society or of which Society shall have the right to license the performing rights hereinbefore granted) broadcast from or through Licensee's Station, showing the title of each composition and the composer and author thereof; provided that Licensee shall not be obligated under this article "6" to furnish such a list covering a period or periods in the aggregate during any one calendar year in excess of three (3) months. The lists so furnished by Licensee to Society shall be strictly confidential and Society covenants that it will make no disclosure thereof or of the contents thereof.

7. Society reserves the right, at any time, and from time to time, to withdraw from its repertory and the operation of this license, any musical composition or compositions, provided, however, that if more than one thousand (1,000) compositions contained in Society's repertory heretofore or hereafter during the term hereof copyrighted or composed by members of Society, shall be withdrawn or placed on the restricted list at any given time, Licensee may terminate this license by giving immediate written notice to Society of its election so to do, which notice shall become effective sixty (60) days after receipt thereof, unless at any time during such sixty-day period Society shall reduce the number of compositions on the restricted list to one thousand (1,000) or less, in which event the notice shall become inoperative and this agreement shall continue with the same full force and effect as if such notice had not been given. The right of termination under the conditions heretofore mentioned in this paragraph shall be the sole and exclusive remedy of Licensee.

In the event of any such termination of this license, Society shall refund to Licensee pro rata license fees, if any, paid for a period beyond the effective date of such termination.

Musical compositions contained in Society's repertory but not heretofore or hereafter during the term hereof copyrighted or composed by members of Society, are embraced within this license to the extent only that Society may have the right, from time to time, to license the performing rights hereinabove granted and the withdrawal of any of such musical compositions from Society's repertory and from the operation of this license, shall not affect this license or the compensation payable hereunder.

8. In consideration of the license herein granted, Licensee agrees to pay to Society the sums specified in Subdivision . . . of Schedule "A" hereto attached and made part hereof and to make the accountings therein specified, all at the times and in the manner therein set forth, and all the definitions, provisions and agreements contained in Subdivision "V" of said Schedule "A" shall apply and be binding upon the parties hereto.

In case there shall be any reclassification, from time to time, of Licensee, as provided in and in accordance with the provisions of Subdivision "IV" of said "Schedule "A", then in any and all such cases, Licensee agrees to pay to Society for the period as fixed in such Subdivision "IV" the sums therein specified in lieu and in place of those provided in the preceding paragraph of this article, and Licensee shall make accountings all as hereinabove provided, based upon such reclassification.

9. Society shall have the right, by its duly authorized representative, at any time during customary business hours, to examine the books and records of account of Licensee only to such extent as may be necessary to verify any such monthly statement of accounting as may be rendered pursuant hereto. Society shall consider all data and information coming to its attention as a result of any such examination of books and records as completely and entirely confidential.

10. Upon any breach or default of any terms herein contained, Society may give Licensee thirty (30) days' notice in writing to cure such breach or default, and in the event that such breach or default has not been cured within said thirty (30) days, Society may then forthwith terminate said license.

11. In case the State or any subdivision thereof, in which Licensee's Station is located should enact any laws which, in the opinion of Society, impede or prevent the full performance of this agreement in such State, or impose discriminatory or confiscatory taxes upon Society, Society reserves the right to terminate this agreement.

12. Society agrees to indemnify, save and hold Licensee harmless, and defend Licensee from and against any claim, demand or suit that may be made or brought against Licensee with respect to renditions given during the term hereof in accordance with this license of musical compositions contained in Society's repertory heretofore or hereafter during the term hereof copyrighted or composed by members of Society.

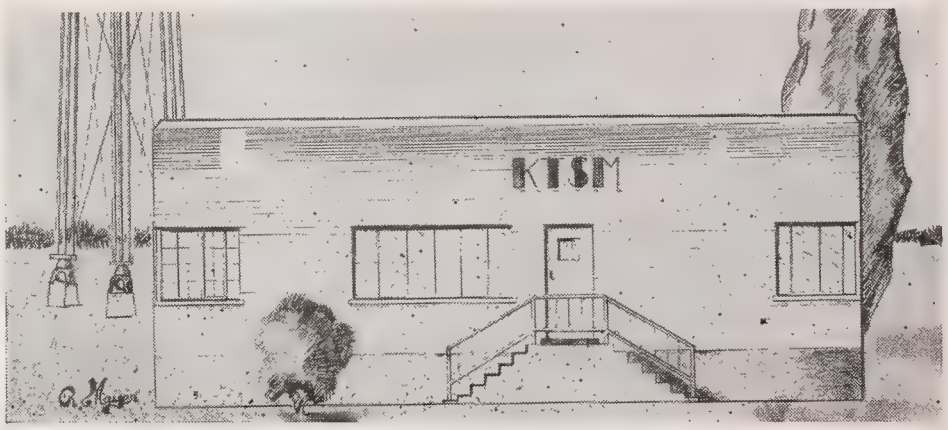
In the event of the service upon Licensee of any notice, process, paper or pleading, under which a claim, demand or action is made or begun against Licensee on account of any such matter as is hereinabove referred to, Licensee shall forthwith give Society written notice thereof and simultaneously therewith deliver to Society any such notice, process, paper or pleading, or a copy thereof, and Society shall have the sole and complete charge of the defense of any action or proceeding in which any such notice, process, paper or pleading is served. Licensee, however, shall have the right to engage counsel of its own, at its own expense, who may participate in the defense of any such action or proceeding and with whom counsel for Society shall cooperate. Licensee shall cooperate with Society in every way in the defense of any such action or proceeding, and in any appeals that may be taken from any judgments or orders entered therein, and shall execute all pleadings, bonds or other instruments but at the sole expense of Society, that may be required in order properly to defend and resist any such action or proceeding, and properly to prosecute any appeals taken therein.

In the event of the service upon Licensee of any notice, process, paper or pleading under which a claim, demand or action is made, or begun against Licensee on account of the rendition of any musical composition contained in Society's repertory but not heretofore or hereafter during the term hereof copyrighted or composed by members of Society, Society agrees at the request of Licensee to cooperate with and assist Licensee in the defense of any such action or proceeding, and in any appeals that may be taken from any judgments or orders entered therein.

13. All notices required or permitted to be given by either of the parties to the other hereunder shall be duly and properly given if mailed to such other party by registered United States mail addressed to such other party at its main office for the transaction of business.

14. This agreement shall enure to the benefit of and shall be binding upon the parties hereto and their respective successors and assigns.

In witness whereof, this agreement has been duly signed by Society and Licensee and their respective seals hereto attached, this . . . day of . . . , 194 .



GRADUATING from local to regional, KTSM, El Paso, on or about Aug. 15 will begin operating from its new plant, shown here. According to Karl O. Wyler, general manager of the NBC outlet, the station is installing a new 1,000-watt RCA transmitter to be housed in this new building, and a 310-foot Truscon vertical radiator, at a cost of about $25,000. The station shifts from 1310 kc. 250 watts to 1350 kc. 500 watts fulltime.

SCHEDULE A

SUBDIVISION I.

GROUP "1" STATION—The Group "1" Station shall pay a sustaining fee of Twelve ($12.00) Dollars per year during the term hereof, plus a sum equal to three (3%) percent of the gross amount paid for the use of its broadcasting facilities, during the term hereof, subject to no deduction of any character other than those hereinafter specifically permitted under Subdivision "V".

SUBDIVISION II.

GROUP "2" STATION—Licensee's station shall be regarded as a group "2" station. Licensee shall pay a sustaining fee of . . . ($ . . .) dollars per year during the term hereof, plus a sum equal to four (4%) percent of the gross amount paid for the use of its broadcasting facilities, during the term hereof, subject to no deduction of any character other than those hereinafter specifically permitted under Subdivision "V".

When the total amount paid by Licensee to Society (exclusive of the sustaining fee) shall be . . . ($ . . .) dollars in any year of the term hereof, no further payments shall be made by Licensee to Society in such year on the next . . . ($ . . .) dollars of payments for use of Licensee's broadcasting facilities. The said sum of four (4%) percent, however, shall be paid by Licensee to Society in such year on all sums over and above . . . ($ . . .).

SUBDIVISION III.

GROUP "3" STATION—Licensee's station shall be regarded as a group "3" station. Licensee shall pay a sustaining fee of . . . ($ . . .) dollars per year during the term hereof, plus a sum equal to five (5%) percent of the gross amount paid for the use of its broadcasting facilities, during the term hereof, subject to no deduction of any character other than those hereinafter specifically permitted under Subdivision "V".

When the total amount paid by Licensee to Society (exclusive of the sustaining fee) shall be . . . ($ . . .) dollars in any year of the term hereof, no further payments shall be made by Licensee to Society in such year on the next . . . ($ . . .) dollars of payments for use of Licensee's broadcasting facilities. The said sum of five (5%) percent, however, shall be paid by Licensee to Society in such year on all sums over and above . . . ($ . . .) dollars.

SUBDIVISION IV.

SECTION A.

For all purposes of this subdivision, the following shall apply:

A Group "1" Station shall be deemed to be a station to which the gross amount paid for the use of its broadcasting facilities in a year shall amount to $50,000 or less.

A Group "2" Station shall be deemed to be a station to which the gross amount paid for the use of its broadcasting facilities in a year shall amount to more than $50,000 but shall not exceed $150,000.

A Group "3" Station shall be deemed to be a station to which the gross amount paid for the use of its broadcasting facilities in a year shall amount to more than $150,000.

There shall also be included in the "gross amount" mentioned in each of the above named groups all sums paid for the use of Licensee's station facilities in re-broadcasting programs originating in other stations.

In case in any year during the term hereof, the gross amount paid for the use of its broadcasting facilities shall in accordance with the foregoing definitions, place Licensee in a Group other than that in which Licensee shall be during such current year, then for the ensuing year, Licensee shall be deemed to be automatically re-classified and placed in a Group in accordance with such definitions and shall pay the percentage rate allocable to such Group in accordance with subdivisions "I", "II", or "III" hereof, as the case may be.

The foregoing provision shall apply to each and every year of the term of this agreement.

SECTION B.

Upon any change in the classification of a Licensee as above provided, then the sustaining fee shall be likewise changed for the same period as follows:

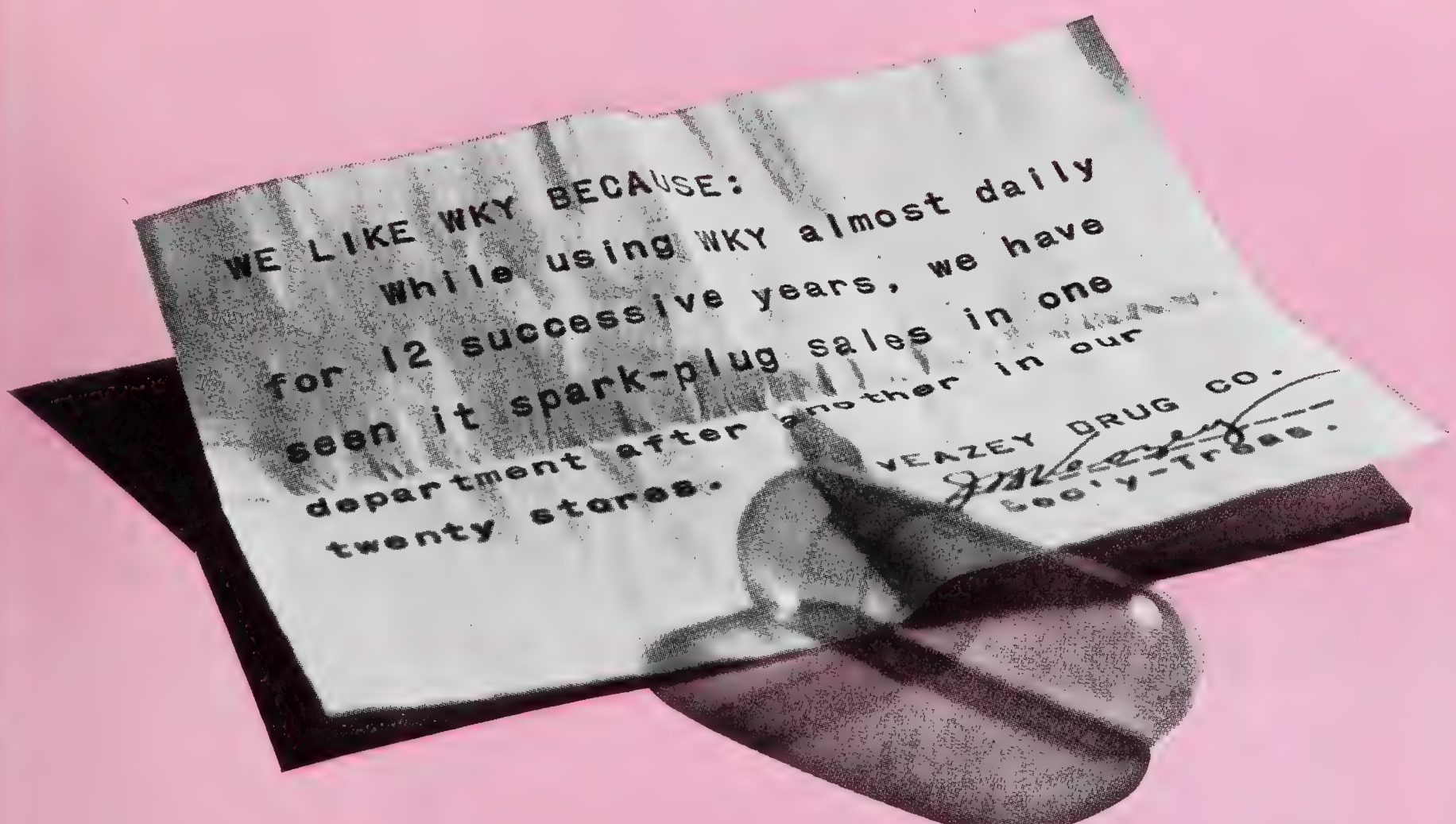
If as a result of such change, Licensee shall be re-classified from Group "2" or Group "3" to Group "1", then Licensee shall pay a sustaining fee of $12.00 per year.

If as a result of such change, Licensee shall be re-classified from Group "1" to Group "2", then Licensee shall pay a sustaining fee of $. . . If such re-classification shall be from Group "3" to Group "2", there shall be a decrease of 25% in the sustaining fee theretofore paid.

If as a result of such change, Licensee

(Continued on page 37)

A 25-WORD CAPSULE FROM OKLAHOMA'S BIGGEST DRUG CHAIN





● Oklahoma's biggest local drug chain takes time out from its usual routine of filling prescriptions for Oklahoma City physicians to write one for advertisers. The directions read: "To a good product add a full measure of radio advertising over WKY and take regularly." Veazey Drug Company has tried its own prescription and found it an effective tonic for increasing sales. Veazey's began using WKY twelve years ago when its stores numbered eight. Today twenty modern, busy stores make up the chain serving every section of greater Oklahoma City. And today Veazey's repeats a statement of October, 1930: "We have been highly pleased with results, both from general publicity and direct results. Thanks for the co-operation given us through WKY during the past year."

WKY • OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.

THE DAILY OKLAHOMAN AND TIMES * THE FARMER-STOCKMAN * KVOR, COLORADO SPRINGS * KLZ, DENVER *(Affiliated Mgmt.)*

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Ban on Political Dramas Is Urged by NAB Board

A BAN on dramatization of political broadcasts to prevent recurrences of unhappy incidents in former campaigns was advocated by the NAB board of directors in a motion adopted at its meeting in New York June 22, after a full discussion of the events to be met during the political campaign.

The motion urged that political broadcasts be limited to speeches, interviews and announcements and the broadcasts of any bona fide political meeting. Also discussed was the suggestion that stations refrain from the sale of time on election day. While the board felt this was desirable, it nevertheless took no formal action, leaving that to the judgment of individual station operators.

A FIVE-MINUTE news period has been inserted at 10 p. m. on the *WLS National Barn Dance*. This is the first deviation from music and comedy in the 16-year history of the program.

Guestitorial

WHAT ABOUT SPOTS?

By WALLY RODDA
WBRC, Birmingham

HOW can spots be presented and not be offensive to the listener, do a job for the advertiser and play their part in general in the daily routine of the local station?

Transcription spots have played a large part in the national spot time on local stations in recent years. These have gone to every extreme to be different in their presentation. Some are dramatized, some are either entirely sung or have product theme songs, others offer impersonations, etc.

Any one of these as a one-time shot is excellently produced and gains listener attention with a smile or two and still a product is being plugged. Unfortunately, they are repeated and repeated until the novelty has worn off and they become a source of annoyance to the listener.

On the Wane

One minute has been the set time. Like the gradual passing of the hour shows of old, one-minute spots are on the wane in most localities. There is an opportunity for transcription companies to hold their place in the field by recording shorter spots. Not fancy and novel, but a sincere message, well worded and concisely delivered. The shorter they are, the better listening time can be assigned them by stations, whereas they now must be relegated to times when the preceding program can be cut early or the following program entered late. This usually means that the programs surrounding the spot are unimportant. One-minute jobs can never be scheduled where the network allows only 20 to 30 seconds for a break, yet a lot can be said in those few seconds with a well-written commercial.

Mention of prices should be held to a minimum and the spot presented in as smooth and friendly a manner as possible.

Some accounts still demand the old ballyhoo delivery. If the announcer shouts his message into the home, the chances are the dial will be turned before he gets a second chance. An announcer is in reality a salesman. If a salesman went to the door of a house and as soon as it was opened started shouting his wares in the face of the lady of the house, he would probably have said door slammed in his face.

Another danger lies in length. Don't ask your listeners to endure lengthy dissertations concerning a product. Don't press them beyond the saturation point. Some accounts insist on long spots. If this is true, the salesman who wishes to keep the good-will of that account should explain why words beyond a certain point do more harm than good.

Finally, much of the problem of spots lies in the actual scheduling itself. Many times it seems impossible to avoid scheduling spots in sustaining musicals when enough station-break openings aren't available. Nothing is more annoying to the listener than a musical selection suddenly faded, with the announcer coming in with a plug. Between selections isn't half so offensive as over the music.



Hormel Plans Complete

WITH Jack Smalley, Hollywood manager of BBDO supervising, and Wayne Griffin of that agency producing, George A. Hormel & Co., Austin, Minn. (Spam), on July 1 starts for 22 weeks the *Burns & Allen Show*, on 60 NBC-Red stations, Monday, 7:30-8 p.m. (EDST), with West Coast repeat, 6:30-7 p.m. (PST). The program will include Bubbles Kelly, comedienne stooge; a vocalist and Artie Shaw's orchestra. John Medbury, Harvey Helm and Willie Burns, original writers for *Burns & Allen*, have been augmented with the addition of Hal Block and Art Phillips. Dan Lussier is the BBDO staff writer. John Hiestand will announce. New show replaces the five-weekly quarter-hour program, *It Happened in Hollywood*, which George A. Hormel & Co. sponsored on CBS until June 28. *Burns & Allen* were sponsored on CBS by Lehn & Fink Products Co., New York (Hinds Honey & Almond Cream), the contract expiring June 26.

Spots for Bost

BOST TOOTHPASTE Corp., New York, currently is running a test campaign of five transcribed one-minute spot announcements weekly on WFAA, Dallas, and WBAL, Baltimore, for its tooth-whitening dentifrice. More stations may be added if the test proves successful. Erwin, Wasey & Co., New York, handles the account.

Text of New ASCAP Contract

(*Continued from page 34*)

shall be re-classified from Group "1" to Group "3", then Licensee shall pay a sustaining fee of $ . . . If such re-classification shall be from Group "2" to Group "3", there shall be an increase of 33-1/3% in the sustaining fee theretofore paid.

In case of re-classification of Licensee into Group "2" or Group "3", when the gross amount paid to Licensee for the use of its broadcasting facilities (on which Licensee has made the percentage payments to Society) shall equal the sums paid to Licensee during the year immediately preceding such re-classification, no further payments shall be made by Licensee to Society on so much of the next gross sums, the re-classified percentage on which shall equal the sustaining fee required to be paid under such re-classification. However, on all sums in excess thereof the percentage payable by Licensee shall be paid to Society.

SECTION C.

Anything in the foregoing notwithstanding and in addition thereto whether or not there has been any change in classification from one Group to another, if in any year there shall be a material increase or decrease in Licensee's operating power, number of hours per day, coverage, or a material change in the time when the broadcasts take place or in frequency, then Licensee's sustaining fee shall be changed to conform to that of stations in the same classification, that shall generally be comparable to Licensee in operating power, number of hours per day, time when broadcasts take place, location, frequency and coverage, such change to be effective upon the commencement of the next year of the term of this agreement.

SUBDIVISION V.

(a) "Broadcasting", as used in this agreement, does not include transmission by by means of television or any other method of transmitting sound in synchronized relationship or simultaneously with visual images or for the purpose of being received or reproduced in connection with visual images.

(b) "Broadcasting facilities", as used in this agreement, shall include all personnel regularly employed in the operation of the station and all services of any nature whatsoever contracted for and used by the station in the conduct of its business.

"Personnel" shall include, in addition to all persons associated in any manner with the operation of the station, all artists such as dramatic actors, actresses, singers and musicians, whether separate or in group or in orchestra or band form.

"Station" shall include the studio described in Article 5 subdivision (b)

"Services" shall include service of every nature, and without limiting the generality of the foregoing, the same shall include wire service and electrical transcriptions.

The cost of all personnel and services shall not be deductible from the gross amounts paid for the use of the station's broadcasting facilities. The foregoing shall apply whether any such personnel or services are employed or furnished directly by Licensee's Station or where the same are furnished to Licensee's Station by any party, person, firm or corporation directly or indirectly controlled by or a subsidiary of or affiliated with the station or Licensee.

However, if any dramatic actors, actresses, singers and other artists or musicians, whether separate or in group or in orchestra or band form, are furnished by the station to a sponsor (*i.e.*, the advertiser) pursuant to an express written contract therefor, and any such person or group is not regularly employed in the operation of the station but is actually engaged by the station for any such sponsor or for a specific program and is actually paid separately therefor and provision for the charge for furnishing the same has been separately added to and included in the charge made to the sponsor by the station, then and in such event Licensee shall have the right to deduct the actual bona fide direct cost thereof to it from the gross amount paid for the use of its broadcasting facilities provided that in no event shall the amount allocated as the payment for broadcasting facilities be less than the highest rate charged for a similar given period of time over Licensee's Station.

(c) "Gross amount paid for the use of its broadcasting facilities", as used in this agreement, shall include all payments made (whether in money or in any other form) by the sponsor of each program (*i.e.*, the advertiser) for the privilege of using Licensee's broadcasting facilities.

"All gross payments by each such sponsor shall be applicable to the above percentage payment whether such payment shall have been made directly to the station or to any other persons, firms or corporations.

The percentage shall be applicable to the gross amount paid by the sponsor although the party to whom or which such payment has been made shall pay a lesser sum to the station for the use of its broadcasting facilities, and this shall also apply if there shall be more than one intervening party between the sponsor and the station.

The foregoing is subject solely to a deduction for commission hereinafter provided for in Subdivision (d) and for amounts received for rebroadcasting such programs as are exempt from payments under Subdivision (e).

Where payment is made in any form other than money or negotiable instrument, then the fair value of the commodity or other property involved or service furnished shall be included in the gross amount to which the percentage is applicable, provided, that, in no case shall such amount be less than the highest rate charged for a similar use of Licensee's broadcasting facilities.

(d) In the event that advertising commissions are paid to an independent agency not employed or owned in whole or in part by Licensee, and in which Licensee has no stock or other interest, directly or indirectly, the amount of such actual payments not exceeding fifteen (15%) percent may be deducted from the gross amount paid for the use of Licensee's broadcasting facilities in computing the percentage payments hereinabove specified. This deduction shall be permitted whether the advertising commission is paid directly by the sponsor or by Licensee. But in no event shall such deductions, regardless of by whom paid, exceed in the aggregate the sum of fifteen (15%) percent.

(e) Licensee shall not be required to account for any sums received for the use of Licensee's Station facilities in *rebroadcasting* programs originating in other stations having a Chain Broadcast License from Society authorizing the rebroadcasting of such programs.

(f) Licensee shall not be required to account for any sums received from *political* broadcasts, nor shall it be required to account for sums received from *religious* broadcasts where the amount paid is solely in reimbursement for the costs of lines, wire charges, and technical personnel.

(g) Licensee shall have the right to charge against the gross amount paid for the use of its broadcasting facilities by the sponsor of any news program the actual cost of such news program to the station; provided that if the cost to the station of such news program covers programs for which there are no sponsors, Licensee shall have the right to charge against the gross amounts paid by the sponsor of such news program only such proportion thereof as such sponsored news program bears to all the news programs contracted for by the station, and provided further that in no event shall the amount allocated as the payment for broadcasting facilities be less than the highest rate charged for a similar given period of time over Licensee's Station. If, however, the gross amount paid for the use of its broadcasting facilities by the sponsor shall be less than the highest rate charged as aforesaid, then the percentage payable by Licensee shall be computed upon such gross amount paid for the use of its broadcasting facilities.

(h) With respect to athletic events, such as baseball, football, hockey, boxing, racing, and other athletic events, Licensee shall have the right to deduct from the gross amount paid for the use of its broadcasting facilities such extraordinary expenses as shall be necessarily incurred for such special broadcasts, such as special line charges, special announcers and extra engineers, but no part of the cost of the general and regular operation of the station shall be deductible, and in no event shall the amount allocated as the payment for broadcasting facilities hereunder be less than the highest rate charged for a similar given period of time over Licensee's Station. If, however, the gross amount paid for the use of its broadcasting facilities by the sponsor shall be less than the highest rate charged as aforesaid, then the percentage payable by Licensee shall be computed upon such gross amount paid for the use of its broadcasting facilities.

(i) Licensee shall pay the sustaining fee in equal monthly installments on or before the tenth day of each month during the term hereof.

(j) Licensee shall render monthly statements to Society on or before the tenth of each month covering the period of the preceding calendar month, on forms supplied gratis by Society with respect to all gross amounts paid for the use of its broadcasting facilities as hereinabove defined, without exception, and the percentage thereof payable to Society, which said statement shall be rendered under oath and accompanied by the remittances due Society under the terms hereof.

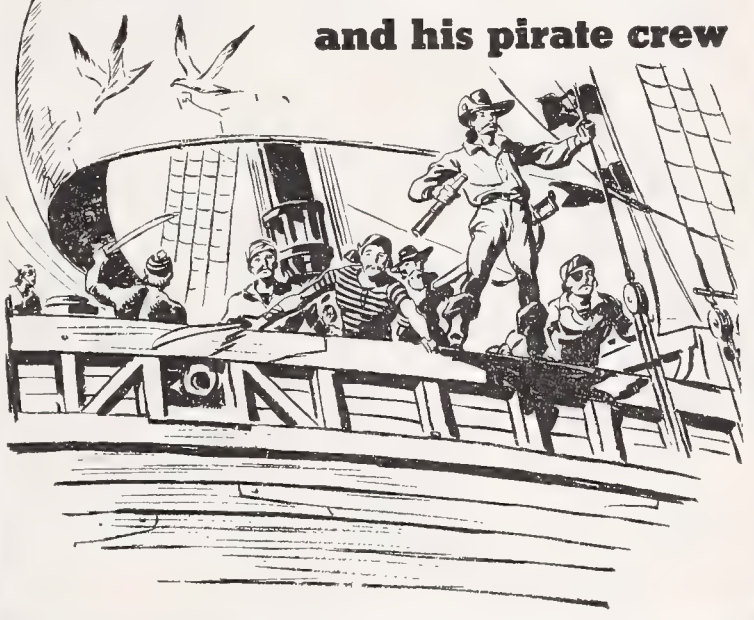
When you think of

NEW ORLEANS

you think of:

JEAN LAFITTE

and his pirate crew



and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

Merchandising & Promotion

News Policy—Flags—Civic Lunches—Tickets for the Game—In Store Windows

A UNIQUE institutional campaign was started June 18 by WNEW, New York, when the full back page of the *New York Times* was utilized to urge the public to "Escape with WNEW". Copy reads in part:

"It is the duty of your newspaper to give you the news . . . *all* the news . . . however terrible its import. It is the duty of your magazines . . . with more time at their command . . . to analyze and interpret. But the duty of your radio station—as we of WNEW see it—is different. That duty is to provide escape . . . good entertainment . . . rest and recreation for your heart and mind.

"When you tune in WNEW—1250 on your dial—this is what you will hear: Good entertainment . . . 24 hours a day . . . News . . . affecting our nation or any other nation . . . the instant it is known. But told simply . . . plainly . . . nothing withheld . . . nothing added . . . just as it is received from the worldwide press associations.

"You will not hear news endlessly repeated. You will not hear it speculated upon . . . imaginatively word-painted, analyzed or interpreted . . . dramatized. You will not hear it dinned over and over into your ears."

Campaign, placed through the Biow Co., New York, will include a series of advertisements in other dailies in New York and New Jersey, with each advertisement aimed at the paper's type of circulation.

* * *

Personal Blotters

KTSA, San Antonio, each month sends to local clients special blotters, carrying each individual's printed name, a calendar for the month, and a brief sales message.

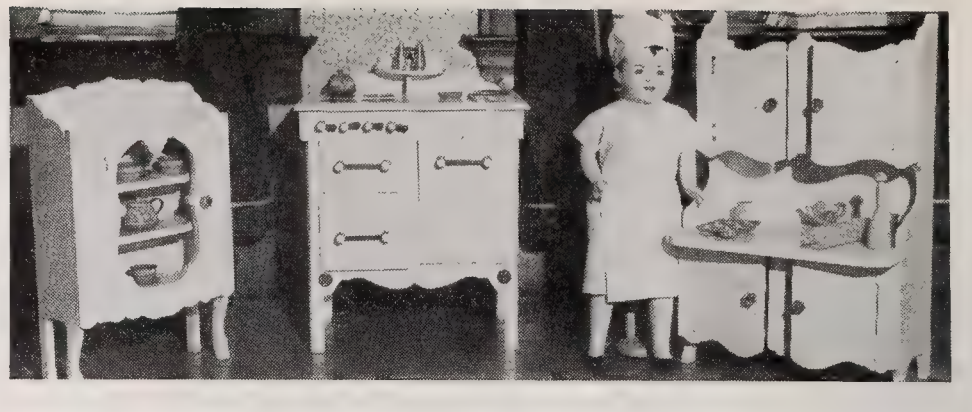
Long May It Wave

PROMOTING patriotism, WCKY, Cincinnati, recently started distributing 50,000 American Flag lapel buttons on request from listeners. American flags are on display in every WCKY office and studio; the national anthem is heard four times daily on the station; a daily broadcast is conducted from recruiting offices to stimulate enlistments, as well as other programs in behalf of the Red Cross war relief appeal. Movie trailers plugging the station's programs and personalities also are to start in 21 theatres in the WCKY primary area, according to L. B. Wilson, president and general manager. The trailers will play up WCKY's public service features, with at least one appealing directly for support of the American way of life.

* * *

Plug for Dr.

TO MERCHANDISE *Young Dr. Malone,* which began over KROD El Paso, June 17, Merle H. Tucker, manager, sent out 500 letters to grocers in the El Paso territory to notify them of the program and campaign. The show is sponsored by General Foods in the interest of Post's 40% Bran Flakes. Suggestions were given the grocers how best to display the product and arouse interest in the CBS serial.



FROM reconditioned furniture and left over pieces of wood, this replica of Jane Porter's *Magic Kitchen* at KMOX, St. Louis, was constructed for exhibition at a display of toy products sponsored in E. St. Louis by the auxiliary of an American Legion post. Some 2,000 clubwomen visit the *Magic Kitchen* monthly and clubs are booked solid six weeks in advance.

Free Lubrication

PARKWAY OIL Co., Philadelphia, is using daily spot announcements on WCAU, Philadelphia, to call attention to its newspaper campaign to promote safer driving conditions. Each week, a "safety scout" selects the city's safest driver as recipient of a $50 award. In addition, listeners are advised to watch the Parkway newspaper announcements for the listing of 50 license tag numbers, representing safe drivers selected by the safety scout. Each identifying the license number receives free lubrication service at any Parkway service station. Campaign started June 22, is being directed by J. M. Korn & Co., Philadelphia agency, and is to be carried on indefinitely with the possibility that additional local stations will be added to carry the spot announcements.

* * *

Stanback Sample

THE merchandising department of KGKO, Fort Worth, recently mailed to 100 Dallas-Fort Worth druggists special letters on behalf of Stanback Headache Powders, advertised on KGKO spots. Enclosed in each letter was a sample of Stanback, with the notation: "For your use if you're not stocked with Stanback when the calls begin coming in." Each letter also incorporated the KGKO-created slogan: "Yours for standing back of Stanback." KGKO and WBAP, both owned and operated by the *Fort Worth Star-Telegram,* have taken over a large display window in the local Medical Arts Bldg., to be used for station and client promotion, according to Albert Haling, WBAP-KGKO merchandising director.

* * *

Windows at Fair

TWO large display windows, available a week at a time for manufacturers, are being installed in the Crosley Bldg. at the New York World's Fair, one to be used for displaying drug products advertised on WLW, Cincinnati, and the other for grocery products. William Oldham, WLW promotion director, arranged for erection of the windows, which also will incorporate novel lighting effects.

* * *

Camera Contests

WFIL, Philadelphia, Camera Club is sponsoring two monthly photographic contests in July and August, in cooperation with Woodside Park Amusement Park. A special booth is being set up at the park for the distribution of particulars and application cards, also available at most local camera shops. Cash and merchandise awards will be made each month for the best shots submitted taken at the park.

Amarillo Service

USING a full-page advertisement in the *Amarillo Globe,* KGNC, Amarillo, Tex., on June 20 announced the addition of AP night news service to its UP daytime service. The advertisement, in addition to picturing NBC and local commentators heard on the station, explained the station policy on news broadcasts and listed KGNC news periods. The station also had set up large illustrated billboards in hotels, AAA outlets and local business houses and service stations, each week listing the latest news about fishing and fishing conditions in Texas, New Mexico and Colorado. News is received from official State headquarters and from local chambers of commerce.

* * *

Used for Luncheons

AS A GOODWILL promotion KMJ, Fresno, Cal., several times this year has turned over its auditorium studio to various civic and service organizations for their regular luncheon meetings. Early in June 100 members of the Fresno Twenty-Thirty club attended a luncheon meeting in the studio and were entertained with a special quarter-hour variety program. Catering service is arranged for the meetings. Already host to the local Kiwanis Club and a California Newspaper Publishers Assn. meeting before the Twenty-Thirty luncheon, KMJ plans to continue the practice on a larger scale during the fall and winter.

* * *

News for Weeklies

PRESS department of WMCA, New York, is sending gratis to 52 weekly newspapers in New York, New Jersey and Westchester County a weekly column titled "The War This Week", written by its news commentators, including Johannes Steel, Eugene Lyons, Sydney A. Moseley and Dr. Charles Hodges. Staff members of WMCA who own autos may use special black-and-white plates reading "WMCA—First on Your Dial" on their cars, which station has made up for promotional use.

* * *

Baseball Tickets

CARDS good for baseball tickets were attached to 10 of 50 balloons released over Cincinnati at the opening of a new playground series on WSAI, Cincinnati. Manager Dewey Long has indicated that similar balloon promotions will be released after each program. Balloon copy plugs WSAI programs in general as well as the playground feature.

WIDER COVERAGE

For Your New

FALL PROGRAMS

WFBL goes to 5000 WATTS NIGHTS!

effective about **AUG. 1st**

Consider WFBL's increased coverage when planning your fall schedules . . . reach more people in a greater area at the SAME LOW RATE!

About August 1st WFBL steps up its power from 1000 to 5000 watts nights. Choose Central New York's most popular station—increase your sales with this increased market.

Write today for rates and time available. WFBL, Syracuse, N. Y. or Free & Peters, Inc.

ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.

More for the Money

CBS has incorporated its advertisement "More for the Money", which appeared in the June 15 issue of BROADCASTING, into a promotion booklet of the same name. In addition to the two charts which appeared in the advertisement, titled "The Swift Climb in CBS-CAB ratings" and "The Sharp Drop in CBS Cost per Listener," the yellow-and-black brochure includes a chart showing "Gross CBS Circulation Costs since 1930", which have dropped 48% in the past ten years, the net cost having dropped 43% in the past four years alone.

* * *

Plugs for News

MERCHANDISING its United Press news service to listeners and sponsors, KFRO, Longview, Tex., distributed 10,000 large color circulars through business houses in neighboring cities, emphasizing the KFRO policy of news every hour on the hour. As a followup, actual teletype clippings were placed in business places. Salesmen carried portable radios as they called on merchants to sell news periods. In addition, clippings were attached to circulars and placed at each plate at service club meetings.

* * *

A Year's Record

IN A paper-bound volume WQAM, Miami, Fla., recently published a record of its service to the community during 1939, as it has done annually since 1934. Mimeographed pages present a list of the personal public service activities of WQAM executives, a summary of its news activities and weather and other services.

* * *

Free Farthings

THE *Irish Magazine of the Air*, a participating Irish program heard Sundays on WDAS, Philadelphia, and conducted by Pat Stanton, is giving away money for the asking. A friend of Stanton's brought thousands of Irish farthings to the United States on the *Roosevelt* when it recently landed. The farthing, equal in U. S. exchange to ¼ of a cent, is considered a good-luck piece. Stanton is distributing them to listeners as long as the supply lasts.

* * *

At Druggists' Convention

WDZ, Tuscola, Ill., promoted its national accounts at the recent Illinois Pharmaceutical convention held in Springfield, by setting up a booth in which samples, dummy cartons, display cards and posters representing these accounts were displayed, and producing a large map of Illinois and Indiana on which the principal cities and counties in the primary area were connected with Tuscola with ribbons.

* * *

News Interest

TYING IN with the rising interest in newscasts, KSFO, San Francisco, has circularized reprints on stiff stock of a 6-column 18-inch ad in the *San Francisco Examiner* listing KSFO news broadcasts. Through Sales Manager Charles Morin the reprints have been sent to the trade in San Francisco and Hollywood to be used for quick reference.

* * *

NEW weekly program on KROW, Oakland, Cal., *The Camera Clicks*, originates from the Gayway at the Golden Gate Exposition, with Paul Korock handling the mike for interviews with camera strollers. Each interviewee is given a camera accessory.

L. B.'s "Studio Plane"

PUBLICIZING its elaborate "Studio Plane" mobile unit, WCKY, Cincinnati, has published a color folder describing the accommodations and public service functions of the auto-trailer combination. The folder is inserted in all WCKY mail. A miniature broadcasting plant on wheels, complete with microphones, transmitter and recording equipment, the "Studio Plane" incorporates a glass-enclosed observation tower; telephone; shower and lavatory facilities; kitchen; Pullman-type berths; reclining seats for eight passengers; air-conditioning and heating; window screens, with a LaSalle coupe as motive power. The unit, to be ready for operation July 15, will be used at fairs and community gatherings, where it will be open for inspection; in promotion campaigns with civic groups and fraternal orders, and will meet trains and planes on which famous persons arrive. Special dedication ceremonies are planned for July 15, with Mayor Stewart and other civic leaders participating.

BROCHURES

KSFO, San Francisco—"Story of San Francisco", 100-page book-bound, comprehensive analysis of Bay area radio.

MBS—Brochure describing Mutual's new package discount plan for advertisers desiring national coverage, titled, "Now Mutual Adds Floodlights to Its Sales Searchlights".

COWLES Stations (KSO-KRNT, WNAX, WMT)—Ring-bound presentation with breakdown statistics on consumption of petroleum products by farmers in "America's Money Belt" area.

WORLD BROADCASTING SYSTEM—Grey folder "A Seat For You . . . Front Row Center," enclosing World advertisement in BROADCASTING, June 1.

NBC—14-page red-and-white booklet "2 People With Millions of Friends," announcing availability of 130 quarter-hour episodes of *Betty & Bob*, recorded by NBC Radio-Recording Division.

WJJD, Chicago—32-page album of personalities and programs.

Plug for Portables

USING two special quarter-hour programs weekly, WFAA, Dallas, is promoting automobile and portable set listening, with continuity directed to motorists and vacationists particularly. The programs are modeled after NAB promotional copy on auto and portable sets. Craig Barton and his orchestra are featured on the program.

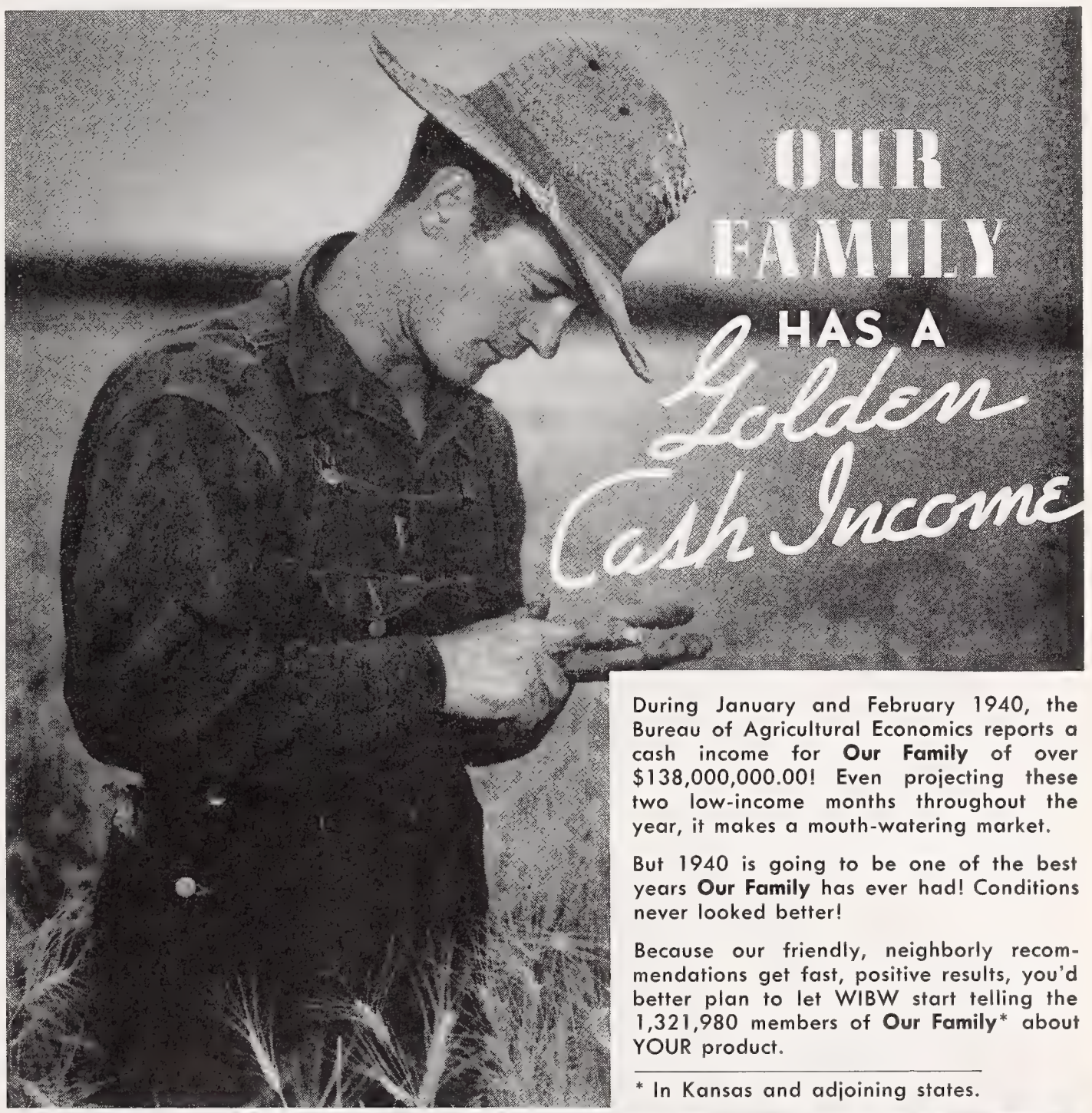
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Photo Tips

A PHOTOGRAPHIC supply concern, Dury's, sponsoring a series on amateur photography on WSIX, Nashville, is distributing special cards bearing photographic facts. The cards state that additional photo information can be obtained by listening to Dury's programs on WSIX.

WXYZ, Detroit—Mailing folder on *Plymouth Quizcast* success.

WCBS, Springfield Ill.—Four-page legal-size coated stock which is enclosed in file-size heavy covers on which is printed new coverage map, etc.



During January and February 1940, the Bureau of Agricultural Economics reports a cash income for **Our Family** of over $138,000,000.00! Even projecting these two low-income months throughout the year, it makes a mouth-watering market.

But 1940 is going to be one of the best years **Our Family** has ever had! Conditions never looked better!

Because our friendly, neighborly recommendations get fast, positive results, you'd better plan to let WIBW start telling the 1,321,980 members of **Our Family*** about YOUR product.

* In Kansas and adjoining states.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

CBC to Transmit Talks For Station Information

"BROADCASTING in War" by Maj. Gladstone Murray, general manager of the Canadian Broadcasting Corp. is the first of 13 talks via land lines to all Canadian stations to be started July 2 by the CBC. The series will go out to all Eastern stations as a live feature not for broadcasting from 10-10:30 a. m. (EDST) and will be recorded for transmission to Western stations from 1:30 to 2 p. m.

The series will feature private broadcasters as well as CBC officials. The schedule includes: July 9, Harry Sedgwick, managing director of CFRB, Toronto, and president of the Canadian Association of Broadcasters, "The Private Station"; July 16, "Everything Under Control", Gordon Olive, CBC chief engineer; July 23, first of a number of roundtable discussions by Jack Radford, CBL, Toronto, and Lloyd Moore, CFRB, Toronto, entitled "A Manager's Headaches"; July 30, Horace Stovin, CBC station relations supervisor, "Good Will, a Marketable Commodity"; Aug. 6, "Clear All Wires", E. W. Jackson, CBC traffic chief; Aug. 13, C. M. Pasmore, radio director, MacLaren Adv. Co., Toronto, "Time Is Money"; Aug. 20, "The Community Is Served", M. V. Chestnut, manager of CKOC, Hamilton, Ont.; Aug. 27, talk on behind the scene in administration titled "Take a Letter", speaker not yet assigned; Sept. 3, transcriptions, L. Hedley, RCA, Toronto; Sept. 10, E. A. Weir, CBC publicity supervisor and commercial manager, "Radio Is News"; Sept. 17, George Taggart, CBC assistant program chief, "This Is Our Program".

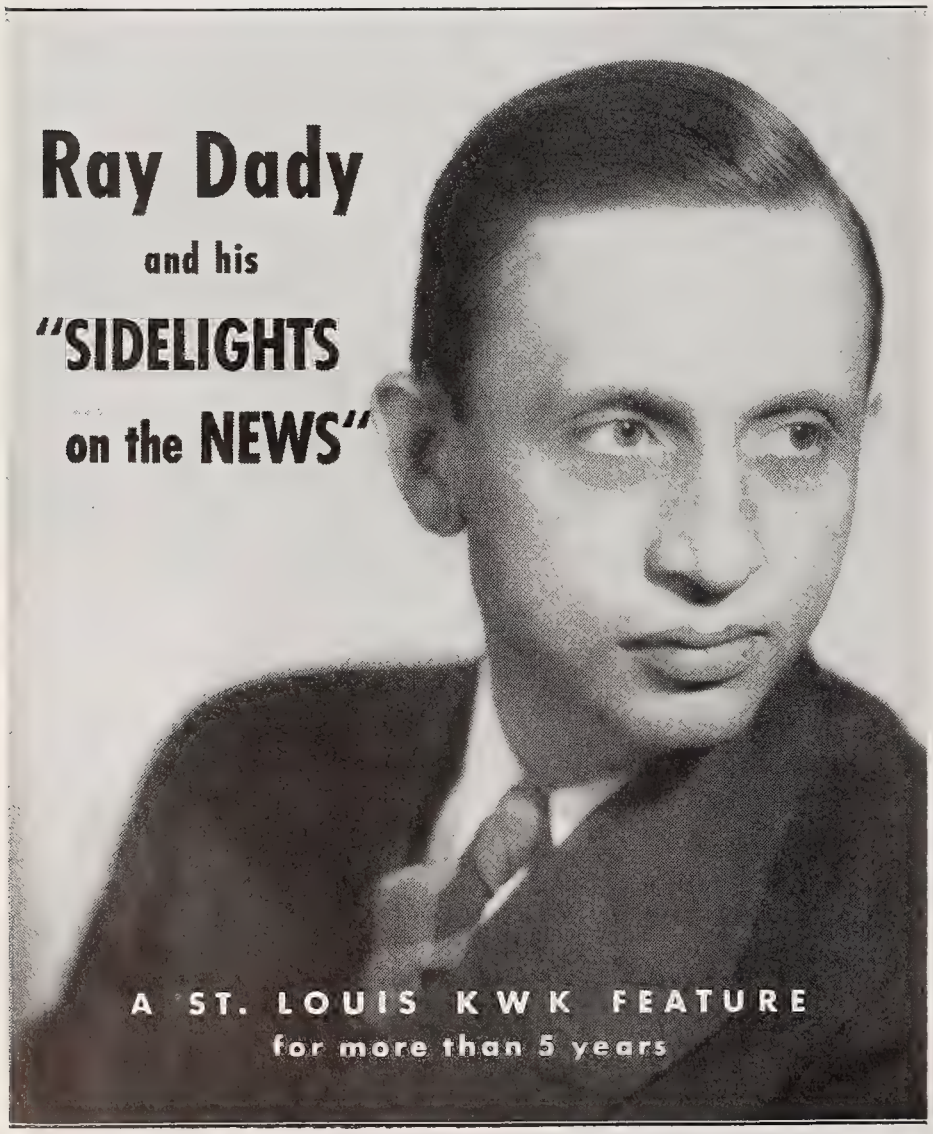
LITHPING IS PASSE
WOR Auditions Now Practical, Avoiding Novelties

A NEW type of audition for would-be anonuncers has been introduced by Production Manager Charles Godwin of WOR, Newark. Unlike the auditions commonly conducted, this new type of test contains no disjointed sections of continuity and no tongue twisters like traditional: "The seething sea ceaseth, the seething sea sufficeth us."

The new audition, developed by Mr. Godwin and WOR's continuity director, Robert A. Simon, is a lively five-minute program resume, based on the summary the station broadcasts daily at 9:55 a. m. It covers all the various types of programs a WOR announcer is called to handle in the course of an average workday.

Pronunciation of musical terms, foreign words and general vocabulary is tested, not in a forced manner but in natural contest, during the course of the resume. A news bulletin interruption is included in the program roundup, so that Godwin and his associates can judge the prospective announcers' news reading. A typical commercial is also worked in.

CONTROL of KFDA, Amarillo, Tex., which first went on the air last August, passed June 18 from J. L. Gooch to J. Lindsay Nunn, former newspaper publisher who with his son Gilmore now operates WLAP, Lexington, Ky., and WCMI, Ashland, Ky. Mr. Nunn owned 48% of the stock in the station, and the FCC June 18 authorized him to acquire practically all of the remainder.



Name Harrison Holliway Director of District 16

HARRISON HOLLIWAY, general manager of KFI and KECA, Los Angeles, June 17, was elected director of the NAB representing the 16th District, comprising stations in Southern California, Arizona and New Mexico. He succeeds Donald W. Thornburgh, CBS Pacific Coast vice-president, who declined to stand for relection after serving a two-year term.



Mr. Holliway

Mr. Holliway has been active in NAB affairs for more than a decade. He will succeed Mr. Thornburgh at the NAB Convention, scheduled to be held in San Francisco Aug. 4-7.

Industry to Seek Wage Act Relief

Definition of 'Executive' to Be Argued at Hearing

EFFORTS to relieve the broadcasting industry of the most onerous aspect of the wage and hour regulations, through redefinition of the term "executive", are being undertaken by the NAB, with testimony to be presented to the Wage & Hour Division of the Labor Department at a hearing scheduled for July 25 in Washington.

Many stations, particularly smaller ones, have found it difficult to comply with the definition of executive, as interpreted by the Wage & Hour Division. The regulations prescribe that bona fide executives, professional workers, outside salesmen, and others in similar classifications, shall be exempt from overtime provisions of the Act. In its interpretations of October, 1938, the Division held that executives must be paid $30 per week and direct work of others as the head of a department, have the power to hire and fire, or make recommendations on retention or release of personnel.

The interpretation further specified that executives "shall do no substantial amount of work of the same character as that performed by non-exempt employes." It is this provision that has worked undue hardship on stations, since chief announcers, chief engineers, and program department heads in many cases perform operating functions along with members of their staffs.

Joseph L. Miller, NAB labor relations director, already has filed an appearance for the July 25 hearing before Harold Stein, assistant director of the hearings branch of the Division. Mr. Miller on June 20 sent to all stations a questionnaire soliciting data to be used in the industry presentation.

Pointing out that many stations are under a severe handicap because of the executive defintiion, Mr. Miller urged all stations to respond to the questionnaire as expeditiously as possible. "If the industry is interested in having this burden eliminated," Mr. Miller said, "it is essential that the NAB have as close to a 100% questionnaire response as is possible."

Mr. Miller pointed out that the industry has experienced no real difficulty in connection with the interpretations governing salesmen, professional workers, and others in the overtime exemption category. He pointed out that other industries also have had similar experiences and that the broadcasting industry hearing is only one of a series on the same subject based on petitions to redefine "executive" and other terms used to describe employes exempt from minimum wage and maximum hour provisions of the Fair Labor Standards Act.



WITH some 600 present, including 100 out-of-town guests, WINN, new Louisville local, was dedicated June 15. Here are D. E. (Plug) Kendrick, chief owner of WINN, and Mrs. Kendrick, listening in on the dedicatory program while participating in the banquet at the Tyler Hotel. In addition to State and civic celebrities who attended the dedication were "Judge" Glenn Snyder, WLS, Chicago; "Col." Harry Stone, WSM, Nashville; "Hon." Joe Eaton, WHAS, Louisville; Lewis A. Breskin, president of Sterling Insurance Co.; Oscar Frieder, Willard Tablet Co.

Lever's Balloon Blower

LEVER BROS. Co., Cambridge, Mass., has added a masked balloon blower as a feature of *Uncle Jim's Question Bee* program on CBS, summer replacement for *Big Town* since June 18. Contestants making the lowest score can win back a few dollars, therefore. During the time it takes Archibald Braunfield to blow up a balloon till it bursts, Uncle Jim fires rapid questions at the contestants who receive $1 for each query answered correctly. The program, heard for Rinso, shifts time July 13 to Wednesdays 8-8:30 p. m. from the current CBS period Tuesdays, 8-8:30 p. m. Agency is Ruthrauff & Ryan, New York.

O'Keefe Loses Suit

BREACH of contract suit for $48,750 filed by Walter O'Keefe, radio m.c., against Young & Rubicam and the Packard Motor Car Co., was dismissed June 14 by New York Supreme Court Justice John E. McGeehan. O'Keefe claimed he was under contract to broadcast on the Packard program from Jan. 4, 1938 to May 31, 1938, but that the series was suspended March 1 and he was not paid for the time remaining in the contract. The court decided that evidence established the fact that business conditions beyond the sponsor's control caused the discontinuance of the series, a possibility contemplated when the contract was signed. Also decided was that O'Keefe had waived strict compliance of the contract.

Moving of WREN Opposed by FCC

Shift to Kansas City Denied Under Proposed Ruling

PROPOSED denial of the application of WREN, Lawrence, Kan., to move its transmitter so as to more effectively serve Kansas City, Mo. with its new studios in that metropolis, was announced June 21 by the FCC in a ruling likely to have a bearing on future station removals, if finally sustained.

The Commission said the primary purpose of the WREN removal was to obtain a larger population coverage of Kansas City and its environs "in order to increase its advertising revenues and serve as a more effective outlet of the Blue Network". If the transmitter is moved as proposed, the Commission said WREN would deliver satisfactory service through the Kansas City metropolitan area, but its service to Lawrence and other small communities in Kansas would be "less satisfactory, and some rural portions of the present service area would be entirely deprived of service".

Present Service

Declaring that the Kansas City metropolitan area is already served by at least six stations, the Commission said the essence of the proposal is to move the station to a large metropolitan area, which already receives service from an ample number of stations.

Answering the argument by WREN that as a station on a regional frequency it should serve the metropolitan district of Kansas City primarily, the Commission said that it does not follow that a station assigned to a regional frequency must serve a metropolitan area regardless of other considerations. Classification of stations under the Commission rules and engineering standards "is purely for the administrative convenience of the Commission in allocating frequencies and is not a source of any right in licensees or applicants," the Commission said.

Apropos the second contention of WREN that the increase in coverage which would result from the removal would make the station a more effective outlet for NBC-Blue programs, the Commission said this is related "more to the private interests of the applicant and NBC than it is to the interests of the communities involved." It added that the mere fact the station hopes to better itself financially by moving from a small city to a large city "is not a controlling consideration in determining whether public interest, convenience or necessity would be served by permitting such a move."

The Commission concluded that notwithstanding the fact that the areas which would lose service or obtain an inferior signal are smaller in population than the areas which would gain a service or obtain a better signal from WREN, it is "unable to find, from the evidence submitted, that the detriments to the former areas are overweighed by the proposed benefits to the latter areas, or that the proposed change is responsive to any need which is substantial enough to overbalance this consideration."

Live Broadcast or PRESTO Recording? SO LIFE-LIKE LISTENERS CAN'T TELL THE DIFFERENCE!



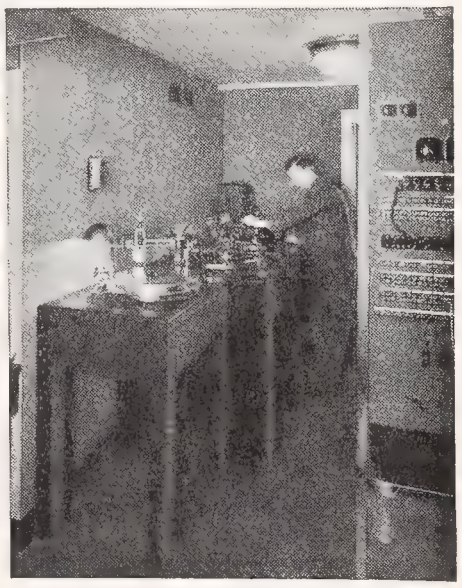
Presto Dual 8-A Turntable, choice of many leading radio stations

● Many stations now contract to take programs for delayed broadcast, because their crowded schedules won't permit them to broadcast the program as it comes over the wire line. They record from the line . . . broadcast when time is open.

The engineers responsible for recording these programs know that their Presto recordings bring in thousands of dollars in added revenue to their stations. They take pride in the fact that listeners cannot hear the slightest difference between their Presto recordings and programs broadcast direct from the wire lines or studio. That is why they insist on using the finest recording equipment and PRESTO Q DISCS, proven by every test to have the lowest surface noise and widest frequency response range of any disc made.

Illustrated is the Presto Dual 8-A turntable equipment recommended for radio stations. Recent installations include NBC, New York (4) . . . WOR, New York (4) . . . Department of Interior, Washington (3) . . . WTIC, Hartford . . . WGN, Chicago . . . Westinghouse Short Wave Stations, Pittsburgh . . . WBNY, Buffalo, NBC-Washington and WKBN, Youngstown (2 tables, each) . . . WHDH, Boston, WHO, Des Moines (1 each).

JUST OFF THE PRESS! Our new catalog gives complete performance data on the entire Presto line of recording equipment and discs. Send for your copy today!



PRESTO EQUIPMENT USED BY DEPARTMENT OF INTERIOR, WASHINGTON, D. C.

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment

Purely PROGRAMS

FEATURING new radio writings and experimental production technique, NBC-Red on June 29 started the weekly dramatic series, *Listener's Playhouse*, as a cooperative enterprise of the NBC script and production divisions. The series will be handled chiefly by Albert N. Williams, author of several radio plays in prose and verse, including "Towers of Hatred" and "Festival"; Ranald MacDougall, author of "The Ineffable Essence of Nothing", and John La Touche, author of the widely acclaimed "Ballad for Americans". The work of these three will be augmented periodically by guest writers and directors. The new series is heard Saturday, 8:30-9 p. m. (EDST).

* * *

Novice Composers

AMATEUR songwriters air their compositions and receive criticisms of their work on the new *Song Writers' Clinic* of KGVO, Missoula, Mont. Composers who can sing may present their works themselves, with staff vocalists handling the rest. Margaret Fischer Castle, staff pianist, and Jimmy Barber, KGVO program director who also has composed several songs, offer constructive criticism of songs broadcast.

* * *

Straw Hat

BACK-STAGE interviews with personalities of stage and motion picture world are carried by WIP, Philadelphia, with the resumption of a weekly program from the Bucks County Playhouse, summer theatre located in New Hope, Pa. Heard on Fridays, the series will be under the direction of Becky Gardiner, Hollywood scenario writer associated with the theatre.

Sylvan Journeys

"FOREST Travel for Stay-homers" is the theme of a new series of summer programs based on imaginary trips to national forests in every part of the country, which started on the *National Farm & Home Hour*, June 26, at 12:30 p.m. on NBC-Blue. Programs are conducted by Elizabeth Pitt, specialist in the U. S. Forest Service, and explain how national forests serve the public by protecting watersheds, growing future timber crops, providing free opportunities for outdoor recreation in areas of great natural beauty, and providing a home for much of the big game left in this country. George Washington National Forest in the Blue Ridge Mts. of Virginia was the scene of the initial program. Others scheduled are Wallowa in Oregon. Pisgah in North Carolina, Mark Twain in Missouri, and Tongass in Alaska.

* * *

Aimed at the Ladies

FEATURING its own woman newshawk in newscasting with a feminine slant, KROW, Oakland, Cal., has started *Girl Reporter*. Melba Reed, the *Girl Reporter*, personally covers not only weddings and receptions but also more spectacular attractions on fire and police runs. Recently she was made a fully accredited news reporter when she was issued a press card and badge at ceremonies at the office of the Oakland chief of police.

Rang the Bell

THE *Amateur Hour* of KROD, El Paso, Tex., which began operating in May, started with a bang recently. Five minutes after conclusion of the first program in the series Bob Knox, amateur tenor, received a scholarship offer from a professor of voice at the Texas College of Mines & Metallurgy. The instructor never had met Knox, hearing him sing for the first time on the program. The feature is sponsored by Car Parts Depot and The Music Mart, of El Paso.

Scouting for All

DESIGNED for the physically handicapped as well as boys who live in remote areas where there are no local organizations, a weekly program, *Boy Scout Troop of the Air*, has been started on KFI, Los Angeles, under supervision of Jimmy Vandiveer, special events director. Each week a different troop is in charge of the broadcast, conducting its regular meeting and also demonstrating some phase of Scout activity. Physically handicapped, phoning or sending in their names, are made members of that troop and later visited by other Scouts who present them with membership credentials. Healthy, active youngsters, from remote areas, are brought to the Troop's next meeting for the ceremony.

* * *

Angling Dope

TIPS on where fish are biting and preferred baits are offered Northwest sportsmen by Hale Byers on *Fishermen's Luck*, which started June 27 on WCCO, Minneapolis, under sponsorship of Hamm Brewing Co., St. Paul. The program features a fishing quiz, with Byers asking questions on angling and fishermen in the audience giving the answers. After each broadcast the studio audience views a half-hour fishing movie. Listeners sending in usable questions receive $1 per question. The program also features a fishing contest, with prizes of fishing tackle for the angler turning in the biggest catch.

* * *

Where They Bite

WHERE the big ones are and how to catch them is the gist of *The Fishfinder* program, recently launched on KYA, San Francisco under auspices of *Sportsmen's News*, fishing and hunting paper. Each Friday night Al Accardi and Bert Frazier, tell listeners the results of their angling in Northern California regions.

* * *

Yankton Round-Up

COOPERATING with 4-H Club groups, WNAX, Yankton, S. D., has started a new quarter-hour weekly transcribed show, *The 4-H Club Round-Up*. Club leaders and members in neighboring states are interviewed by Charlie Worcester, WNAX farm specialist, with material prepared at various State college centers.



WHEN Pittsburgh's KDKA some weeks back sent cigarette lighters and lighter fluid to a large number of folks in the trade, "Chip" Robertson, radio director of Ralph H. Jones Co., in Cincinnati, acknowledged the gift with the remark that he would not be surprised to receive a chunk of a KDKA transmitter—or even a live monkey—from the station. Forthwith, KDKA Sales Manager W. E. Jackson wired: "Monkey and transmitter en route; typical KDKA service". And sure enough, here's what Hinter Robertson said he wouldn't be surprised to see—a monkey perched atop a transmitter segment.

* * *

Sports Queries

DRAWING upon baseball fans and local sports experts, Jerry O'Leary has started his *Baseball Fan Interviews* quiz feature on WAAB, Boston and Colonial Network. Each interviewee has a chance to go from first base through second and third to home plate by successfully answering a series of questions. First base rates a silver dollar, second two, third three and home five dollars, with strikeouts along the line knocking out the cash award in favor of a pair of Community Opticians sunglasses. Contestants may stop at any point between questions by taking their winnings and asking for no more questions. The questions are evenly divided between baseball and general subjects, all sent in by listeners.

* * *

Quiz of the News

A QUIZ program titled *News Quiz—the Headline Sweepstakes*, recently was started on KSFO, San Francisco, under sponsorship of Langendorf-United Bakeries. The program originates each Friday night from the Orpheum Theater, with Dean Maddox as m.c. He is assisted by five announcers, who rove through the audience. Maddox propounds questions based on news. Anyone in the audience is eligible to provide the answer. Cash is offered winners. Account is handled by Leon Livingston Agency, San Francisco.

* * *

News Background

FIVE members of the faculty of St. Louis U, all expert historians, discuss the background of present world complications on the new *Look at the Facts* series heard Monday and Friday evenings on WEW, St. Louis. Conducted by the school's department of history and government, the series presents Arthur T. Jones, WEW news editor and program director, as m.c., with Rev. Fr. Wallace A. Burk, S.J., station director, as advisor.

You're on the air!



And after these words are spoken, your handiwork (as director or production man) is going to become part of the day's experience of millions of people, come to immediate judgment in the minds of many men. Has everything been carefully rehearsed for timing and pace? Have you the proper type of microphones—properly placed? Here is a book by a veteran radio director in which the simplest, most effective methods of radio direction and production are discussed.

Just Out!

RADIO DIRECTING

By Earle McGill, Director and Producer, Columbia Broadcasting System. 370 pages, illus., $3.50.

EVERY single step facing the director of radio programs is covered in this most thorough manual. Beginning with a discussion of the various types of microphones and their uses, the book deals with sound effects, studio construction, timing of broadcasts, and such mechanical factors of production as the "board fade," etc. Careful directions are included for putting on such diversified programs as children's broadcasts, remote control broadcasts, pickups from abroad, audience participation shows, and forum discussions.

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He describes the best modern sound effects — vocal, manual, electrical, recorded, audio - frequency, etc.

He takes you step by step from the first reading of a "show" through the microphone and dress rehearsal to the air show.

To see for yourself how much this book can do for you, just send the coupon on left to receive a copy for 10 days' examination, subject to purchase or return.

Mail for Missionaries

DESIGNED specifically to transmit messages from relatives in the United States to American missionaries in far-away lands, General Electric's international short-wave station KGEI, located on Treasure Island in San Francisco Bay, has started the weekly *Missionary Mail Bag*. Relatives and friends are invited to send the station greetings to be broadcast to their loved ones. Messages, limited to 50 words, are aired by Norman Paige, chief English-speaking announcer of KGEI.

* * *

Debs Day

HIGHLIGHTED with tributes to four New Orleans citizens who have made noteworthy accomplishments during the preceding week, *Radio Periscope* started recently on WWL, New Orleans, under direction of Jimmie Willson, WWL program manager. In addition to music by orchestra and chorus, the program presents interviews with local debutantes. Each deb is given $10 for her appearance, with the understanding the money will be turned over to her favorite charity.

* * *

Stage Stuff

REGULAR half-hour Sunday night broadcasts of *Let's Take Stock* on WMBG, Richmond, Va., feature members of the Shelton-Amos Players, playing a summer stock theatre engagement in Richmond. Playing up each week's regular show, Laura King, president of the New York Theatre Alliance Forum, interviews members of the cast, technical director, stage hands, scenic artists and others in the company.

Who's Your Family

FOLLOWING a four-week test locally, WOL, Washington, on July 1 was to start the weekly *Who Are You?* feature on MBS. The program, based on geneology, traces family histories through narrations by one Dr. Pedigree and dramatized incidents. Mary Hamilton Clark, Washington geneologist, writes the scripts and handles research for the program. Different family names are traced each week. The feature is heard on CBS Mondays, 7:30-7:45 p.m. (EST).

* * *

Music Cognizance

A MYSTERY song contest, with listeners sending in favorite songs to be hummed or played, is carried on CFRB, Toronto, for Kavanagh Food Ltd., Toronto. Listeners sending in most correct names of songs heard on the program are eligible for one of the 10 sets of Parker pens and pencils given away each week.

* * *

Peach Selling

TO PROMOTE sale of the 1940 Georgia peach crop, WSB, Atlanta, in mid-June started the half-hour weekly *It Happened in Georgia*, to continue through the peach season. Along the same line the New York peach market report is presented daily on the 4 o'clock newscast, and on various WSB farm programs.

* * *

Out of the Past

SOMETHING different in musical programs is presented by WELI, New Haven, on its weekly *Do You Remember* series. Produced by Bud Finch, the show features tunes of the past which never attained widespread popularity and salutes the composers.

The Merry Side

EMPHASIZING the lighter side of current events, KHJ, Los Angeles, has started a weekly quarter-hour program, *Once Over Lightly*, which gives a humorous slant on news of the day. Featuring Hugh Brundage as commentator, the program is written by Eric Strutt. *The Life of Byron*, a weekly half hour program, based on the English poet's life, has been started on KHJ by the Celeste Rush Players. Series is written and produced by Miss Rush with Norman Watson featured as Byron.

* * *

Tickets for Tunes

IN A TIE-UP with local Segall-Pizor motion picture houses, WPEN, Philadelphia, has added a "Tune Teaser" contest feature to the daily *920 Club* participating program. At 3:15 p.m. daily, five recordings are played, listeners invited to guess the titles. In addition, the names of the six co-operating movie houses are mentioned. Five pairs of movie tickets are awarded daily. In return the theatres are mentioned at least once during the program.

* * *

Anything Goes

KECA, Los Angeles, has started a new Saturday night amateur program which runs from a half hour on, depending upon the talent who volunteers to participate. Titled, *Tune Out Time*, the weekly show is unrehearsed and without auditions, talent volunteering from the studio audience. Willard (Doc) Hall, is m.c. with Helene Hill, pianist, acting as accompanist. John I. (Bud) Edwards, station production manager, produces.

Weather for Farmers

ON A NEW three-minute weather roundup spot on the 7:15 newscast on WLW, Cincinnati, Jimmy Fidler, recently appointed meterorologist of the station, runs through the highest temperatures of the preceding day in chief U. S. cities; weather conditions in the WLW area at broadcast time, with the preceding day's rainfall and such, and the U. S. weather forecast as released at 6 a. m. for the area. Directed to farmers, the new service is designed to aid them in making their plans for the day.

* * *

Kelly's Kids

A PROGRAM series designed to bring out the talents of young entertainers titled *Jolly Joe's Junior Jamboree*, was started June 22 as a Saturday morning feature on WGN, Chicago. Joe Kelly, for many years a radio star, has charge of activities which include singing, speaking, imitating, tap dancing and instrumentals.

* * *

Racing Quiz

TED WILLIAMS, noted turf expert recently heard on KNX during the Santa Anita racing season, on June 24 launched a series of programs, *Stump the Horseman*, on WIND, Gary, Ind. Williams interviews jockeys, trainers and owners and invites listeners to send in questions on turf history and current activities in an effort to stump his expert guests.

COLUMBIA Pictures Corp., Hollywood, has purchased full rights to *Interim*, a one-act radio play which Tom O'Connell, Cleveland writer, wrote for the WHK drama laboratory last year.

WBT
CHARLOTTE, N. C.
50,000 WATTS
CBS

Delivering a 2,000,000 people market with more retail sales than Maine, New Hampshire, Vermont combined.



For more information about WBT, one of the sixteen CBS 50,000 watt stations, inquire of Radio Sales: New York, Chicago, Detroit, St. Louis, San Francisco, Los Angeles

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KTUC · · · Tucson

ARKANSAS
KELD · · · El Dorado
KARK · · · Little Rock
KUOA · · · Siloam Springs

CALIFORNIA
KPMC · · · Bakersfield
KIEM · · · Eureka
KGER · · · Long Beach
KHJ · · · Los Angeles
KLX · · · Oakland
KGB · · · San Diego
KFRC · · · San Francisco
KDB · · · Santa Barbara
KSRO · · · Santa Rosa
KGDM · · · Stockton
KHUB · · · Watsonville

COLORADO
KFEL · · · Denver
KFXJ · · · Grand Junction
KGHF · · · Pueblo

CONNECTICUT
WTIC · · · Hartford
WELI · · · New Haven

DIST. OF COLUMBIA
WJSV · · · Washington

FLORIDA
WRUF · · · Gainesville
WJHP · · · Jacksonville
WQAM · · · Miami
WDBO · · · Orlando
WDLP · · · Panama City
WTSP · · · St. Petersburg
WSPB · · · Sarasota
WJNO · · · West Palm Beach

GEORGIA
WGPC · · · Albany
WATL · · · Atlanta
WRDW · · · Augusta
WMOG · · · Brunswick
WRBL · · · Columbus
WMAZ · · · Macon
WTOC · · · Savannah
WAYX · · · Waycross

IDAHO
KIDO · · · Boise
KRLC · · · Lewiston

ILLINOIS
WGN · · · Chicago
WDAN · · · Danville
WSOY · · · Decatur
WTAD · · · Quincy
WCBS · · · Springfield

INDIANA
WTRC · · · Elkhart
WGBF-WEOA · · · Evansville
WIRE · · · Indianapolis
WLBC · · · Muncie

IOWA
WMT · · · Cedar Rapids
WOC · · · Davenport
KMA · · · Shenandoah

KANSAS
KFBI · · · Wichita

KENTUCKY
WHOP · · · Hopkinsville
WLAP · · · Lexington
WPAD · · · Paducah

LOUISIANA
WJBO · · · Baton Rouge
KWKH · · · Shreveport

MAINE
WLBZ · · · Bangor

MARYLAND
WBAL · · · Baltimore
WTBO · · · Cumberland
WFMD · · · Frederick

MASSACHUSETTS
WEEI · · · Boston
WCOP · · · Boston
WHAI · · · Greenfield
WTAG · · · Worcester

MICHIGAN
WHDF · · · Calumet
WJR · · · Detroit
WDMJ · · · Marquette

MINNESOTA
KATE · · · Albert Lea
KVOX · · · Moorhead
KROC · · · Rochester
KSTP · · · St. Paul-Minneapolis

MISSISSIPPI
WAML · · · Laurel
WSKB · · · McComb
WQBC · · · Vicksburg

MISSOURI
KWOS · · · Jefferson City
KMBC · · · Kansas City
KWOC · · · Poplar Bluff
KWK · · · St. Louis

MONTANA
KGCX · · · Wolf Point

NEBRASKA
KFAB-KFOR · · · Lincoln
KOIL · · · Omaha

NEVADA
KOH · · · Reno

NEW JERSEY
WBAB · · · Atlantic City

NEW MEXICO
KGGM · · · Albuquerque
KVSF · · · Santa Fe

NEW YORK
WGR-WKBW · · · Buffalo
WESG · · · Elmira
WKNY · · · Kingston
WOR · · · New York City (Newark)
WINS · · · New York City
WQXR · · · New York City
WHDL · · · Olean
WHAM · · · Rochester
WFBL · · · Syracuse
WTRY · · · Troy
WFAS · · · White Plains

NORTH CAROLINA
WWNC · · · Asheville
WCNC · · · Elizabeth City
WBIG · · · Greensboro
WEED · · · Rocky Mount
WAIR · · · Winston-Salem

NORTH DAKOTA
KDLR · · · Devils Lake
KRMC · · · Jamestown
KLPM · · · Minot

OHIO
WJW · · · Akron
WHBC · · · Canton
WSAI · · · Cincinnati
WGAR · · · Cleveland
WBNS · · · Columbus
W8XVH (FM) · · · Columbus
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OKLAHOMA
KCRC · · · Enid
KBIX · · · Muskogee
KOMA · · · Oklahoma City
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OREGON
KUIN · · · Grants Pass
KFJI · · · Klamath Falls
KOIN · · · Portland

PENNSYLVANIA
WCBA-WSAN · · · Allentown
WFBG · · · Altoona
WLEU · · · Erie
WKBO · · · Harrisburg
WCAU · · · Philadelphia
WIP · · · Philadelphia
WCAE · · · Pittsburgh
WRAK · · · Williamsport

RHODE ISLAND
WJAR · · · Providence

SOUTH CAROLINA
WAIM · · · Anderson
WSPA · · · Spartanburg
WFIG · · · Sumter

TENNESSEE
WOPI · · · Bristol
WTJS · · · Jackson
WKPT · · · Kingsport
WREC · · · Memphis
WLAC · · · Nashville

TEXAS
KGNC · · · Amarillo
KRIC · · · Beau
KGKO · · · Dallas-Ft.
WBAP · · · Dallas-Ft.
KTRH · · · H
KPDN · · · Port
KPAC · · · San
KTSA · · ·

UTAH
KEUB · · · Salt
KDYL · · ·

VIRGINI
WSVA · · · Ha
WRVA · · ·
WDBJ · · ·

WASHING
KXRO · · ·
KIRO · · ·
KUJ · · ·
KPQ · · ·

WEST VI
WHIS · · ·
WCHS · · ·
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WHBY · · ·
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KHBC
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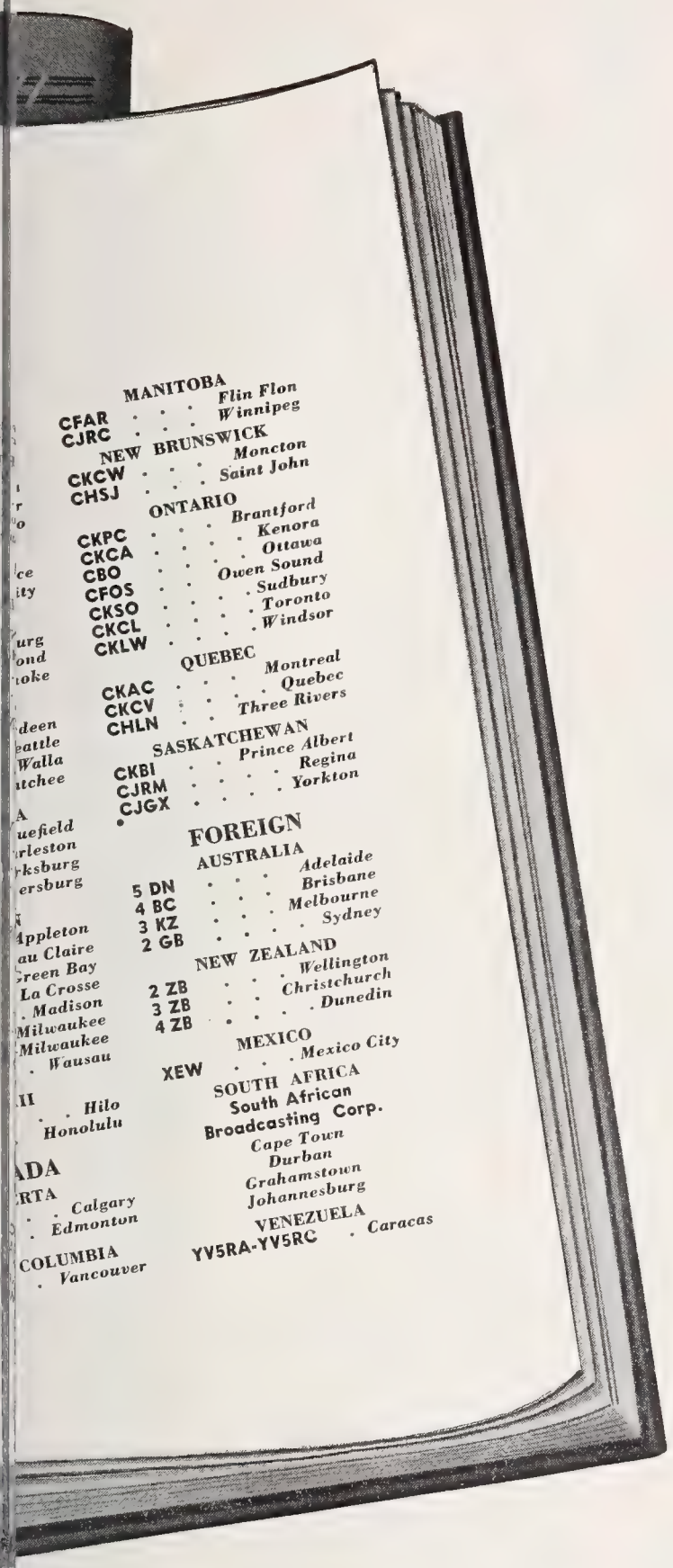
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MARTIN CODEL, Publisher
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Published by
BROADCASTING PUBLICATIONS, Inc.

Executive, Editorial And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● EDWARD CODEL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
Subscription Price: $3.00 per year–15c a copy ● Copyright, 1940, by Broadcasting Publications, Inc.

Chain Shackles

IT DOESN'T take great prescience or genius to adduce that the honeymoon is over in broadcasting. Events of the last year or so have made the lot of the broadcaster increasingly difficult. Copyright, labor, musicians, artists have converged upon the industry with unabated vigor. These, coupled with the tightening grip of Government regulations, have given every station owner practically a new crisis a week.

But all these are secondary to events directly ahead, quite aside from the uncertainties of conditions that may be provoked here by the war in the rest of the world. On that score, we can do no more than accept the repeated expressions from high official quarters, both civil and military, that commercial broadcasting will remain in status quo even in the event of involvement.

Broadcasting now approaches a fight for its economic existence. This crops from the new philosophy of the FCC, reflected in many of its recent actions. In FM, in television and in what we regard as the untenable report of its Network-Monopoly Committee, there are unmistakable signs of great changes ahead accompanied by new assaults upon free, private, competitive enterprise, which has been the lifeblood of radio's meteoric development.

FM, affording allocation opportunities under which apparently ample station facilities can be provided in every city, town and hamlet, certainly portends unlimited competition, not only among stations of that class but with established standard stations. Yet the FCC Network Monopoly Committee proposes to inhibit and restrict operations of existing networks and stations by banning here and controlling there, even proposing to arrogate to the Commission control of network affiliation contracts.

A critical analysis of the committee's report, shot through as it is with half-baked conclusions and innuendos, would require columns. The most pertinent industry observation we have yet seen is that of CBS President William S. Paley, who made bold to say that the overall impression given by the report is "one of fashioning language in accordance with judgments predetermined before the hearing".

The report obviously sought to satisfy smaller, independent operators by employing the old come-on of sharing the wealth through soaking the rich. But the committee overshot its mark. By proposing to take over supervision of network contracts and of station and network revenues, it treads upon forbidden ground. Assuming the legal authority exists to interfere with business policy (and the law and the courts have been explicit that it does not), it would be but a short haul for the Government to fix rates and regulate profits.

The very premise upon which the committee bases its "crack the rich" idea—exclusive network affiliation contracts—is fallacious. If contracts were non-exclusive, so that any network could schedule programs on any station, it is obvious that the business would gravitate to the biggest station with the best signal at the lowest rate per listener in the major markets. Thus, it seems, the rich would get richer and the poor poorer.

The report, born after a two-year confinement, during which two of the original committee members left the FCC, aside from obvious bias, is antiquated. It was based on conditions existing in 1938—before the authorization of commercial FM, which in itself is a manifestation of how radio's swift pace outruns such conditions. It employs ancient statistics. It was made public by a three-man committee—less than a majority of the full FCC—whereas the original committee comprised four of the Commission's membership of seven.

There is reason to believe that the Administration is none too pleased with the FCC's conduct in the handling of the report, particularly when the keynote at the White House in these parlous times is cooperation with industry. Certainly it is at utter cross-purposes with any industry-cooperation program for its undertones and overtones are such as to infer that mere business success is contrary to the public interest.

In some industry quarters we can understand why, at first blush, there might be the reactions favorable to the report. There are those who feel the networks have been anything but even-handed in their operations over the years. Independent transcription companies have felt the pinch of network competition to the point where operations have become extremely hazardous. But inequities and shortcomings can be cleared up without handing over to a Federal bureau the keys to the safe of every station.

The full seven-man FCC should be apprised, at first hand, of the facts. It should not be swayed by what has been branded by actual parties as a biased, prejudiced and colored report. There should be oral arguments *before* the Commission undertakes to promulgate proposed new rules rather than *after*, because even the accuracy of certain of the committee's "facts" and the truthfulness of some of its conclusions have been challenged.

Radio and Printed Word

SOON to be published is a book *Radio & the Printed Word*, an impartial study financed by the Rockefeller Foundation and carried on for two years by the School of Public & International Affairs of Princeton University. For a preview of some of its findings, significant in the extreme to radio and laying once and for all the ghost of radio encroachment on the newspaper, we are indebted to Matt G. Sullivan of the Gannett Newspapers.

"The findings," Mr. Sullivan reported, "seem to prove that radio listening is not reducing newspaper reading, but rather is increasing it, and there appears to be less and less likelihood that radio can ever displace reading." Since the first newspaper broadcast in 1920, news reporting on the air has increased tremendously—yet daily circulations have jumped from 27,790,000 that year to 39,670,000 in 1939, an increase of 42.7% as compared with an estimated increase in population of 24.3%.

Even habitual non-readers who at first depend on radio grow into newspaper readers; the Princeton study will show that the greater the interest in news the greater the preference for the newspaper over radio news, according to Mr. Sullivan, whose company is itself a major operator of radio stations as well as chain newspapers. It remains for us to see the text of the study itself to learn whether radio news diminishes in interest commensurately, but in the light of station and sponsor experience of recent years that would seem doubtful indeed.

Mr. Sullivan uses 1940 BROADCASTING *Yearbook* figures to show there are 814 stations (now nearer 850) and that 269 (now more than 275) are identified with newspaper ownership. He urges publishers to give careful study to FM because of its possibilities for many more stations. He sees no danger in facsimile to newspapers in general. His report, as a whole, is another proof of the thesis we have long expounded—that radio and the press enjoy a natural affinity and there is no reason whatsoever why they should not continue side by side as free, competitive yet cooperating media for the dissemination of news and advertising.

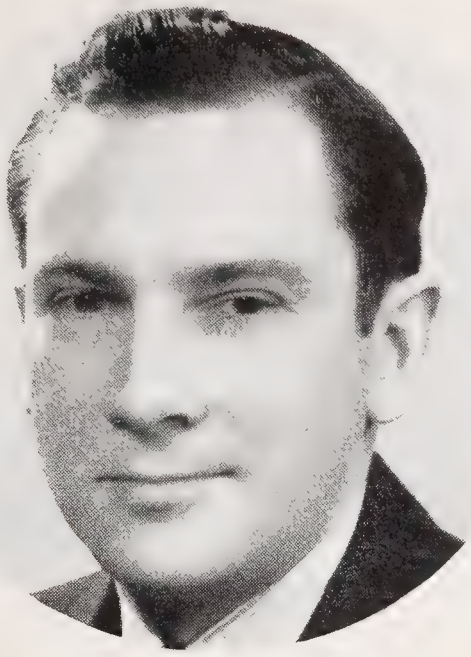
Forgotten Business

IT HAS ALWAYS seemed odd that radio set manufacturers and dealers, whose very economic existence depends upon what broadcasters broadcast, are just about radio's poorest customers for time. The substantial bulk of the manufacturers' advertising dollar goes to newspapers and magazines.

Manufacturers are just beginning to merchandise FM receivers. They see in it a means of gearing up production of higher cost units. Yet we hear that in their sales meetings around the country, these manufacturers are urging double-trucks in newspapers and magazines, with nary a mention of radio time. Without programs, sets cannot be sold, and vice versa. It seems to us there is a real job of coordination or salesmanship or mutual self-help to be done in these kindred operations.

In FM, for example, the new FCC rules require stations to devote two hours daily to "high fidelity". How better could manufacturers promote their new FM sets than by sponsoring these periods with programs which will give the listener maximum performance?

We Pay Our Respects To —



LEE BOSWELL WAILES

THE LEGEND persists in many informed circles around Radio City that Lee Boswell Wailes, manager of Westinghouse Broadcasting Stations after July 1, is the legitimate father of the quiz show. The story goes that some program wag surreptitiously observed Wailes operate, overheard his phone conversations for one whole day. Then with what he had seen and heard as a pattern, he went away and begot the whole genus of quiz.

Lee Wailes' grey eyes twinkle and his ever fluent smile breaks wide at this story. But if it is a libel, he has never denied it.

Certain it is that ever since April 1931, when he joined the statistical department of NBC, it has been his business to know all the answers. Beginning in September, 1936 Wailes was called upon many times to answer 'Yes' or 'No' for the stations that comprised NBC's M & O family. If he didn't know, he had to find out—somewhere, somehow. And like the omniscient John Kieran, Wailes inevitably came up with the right answer.

With the grace and tact expected from a son of the Old South, Wailes has welcomed the groping, querulous, perplexed gentry of radio management — all with problems, the most consuming of the moment. With his office as the weeping post for M & O stations, Wailes held the hands of managers and their aides, listened patiently to their plaints, helped them out of quandaries and multi-lateral imbroglios, suggested, checked, counselled.

Wailes never rushes into anything. He moves deliberately, but incisively. Nobody stampedes him. Always meeting problems head-on, he rarely temporizes and then only to gain an advantage. He never ducks. He has been a two-way trouble-shooter, a bottleneck for reciprocal problems between stations and network.

Such a workaday portrait might be expected to impress Walter Evans, vice-president of Westinghouse Radio Stations. Mercurial himself, direct and with no stomach for inertia in industry, Evans is forever trying to discover men who possess the rare combination of deliberate judgment and vigorous action.

With the working out of Westinghouse's new deal, whereby NBC drops its program and sales management of Westinghouse stations effective July 1, Walt Evans began his quest for a man to head up the new operations, under his immediate supervision. In Lee Wailes he found a broadcaster with the requisite rounded experience. As of July 1, young Wailes becomes executive head of KDKA, Pittsburgh, WBZ-WBZA, Boston-Springfield, KYW, Philadelphia, and WOWO - WGL, Fort Wayne. The latter two stations, however, have never been under direct NBC program or sales management. Also falling under his managerial aegis are international shortwave stations WPIT, Pittsburgh, and WBOS, Boston.

Lee Wailes spent 35 years preparing himself for his present job as Manager of the Westinghouse Broadcasting Stations. Born June 11, 1905 in Memphis, he attended public schools there and entered Bethany College, Bethany, W. Va. in 1924. At once taking prominent rank in campus activities, Wailes was class president in his sophomore year. Illness forced him out of college until the fall of 1926, when he resumed study at Southwestern University in Memphis.

Graduation in 1929 found Wailes with a fine assortment of extra-curricular honors. His profile in the senior year book disclosed him as captain of the varsity tennis team, president of the glee club, vice-president of the honor council and college annual editor-in-chief.

As a matter of fact, it was during his college course that Wailes had his first contact with broadcasting. Tenor soloist with a male quartet, he sang frequently over a Memphis station. It appears from the record that the harmony was tolerably acceptable, for the program was sponsored by a clothing store.

Wailes had his taste of life the hard way, too. Once as summer vacation nomads, he and a college friend set out for California. Inadvertently they made certain of adventure by leaving all ready cash at home. Things broke badly, and they found themselves stranded in Albuquerque, N. M., but by sheer pluck, and resourcefulness in forcing the breaks, they finally made the Coast.

Now a mature and circumspect broadcasting executive, Lee never for a moment disowns the fact that once he clerked in an Army & Navy Store, chauffeured an elderly couple, worked with a construction gang in Long Beach and was a stevedore at San Pedro harbor. All in order to eat!

After a summer of such adventures, the boys' odyssey ended dismally with the forced sale of a prized T-model racing job. With the proceeds they paid coach fare back from New Mexico to Memphis.

Wailes first job in his serious quest for a career was in Wall Street. It took him no time to decide that he didn't want to remain a bank messenger. Notwithstanding such choice assignments as delivering bonds to Elinor Glynn! Ambitious to go places, he joined the training class in statistics, accounting and securities.

Came the ill-winds of the early '30s. But they proved auspicious for Lee. In 1931 he offered his specialized training to NBC. Accepted as an assistant to Paul F. Peter, now research director of NAB, he was given charge of market research in the statistical department.

Four years later he was made assistant chief statistician of NBC, and in 1936 won an important promotion to the department of managed stations, of which group he became manager on May 1, 1939. During four years in that department, Wailes served both under Alfred H. Morton, now vice-president in charge of television, and William S. Hedges, vice-president of the stations department.

Wailes deprecates his own accomplishments, protesting that not much could possibly happen to a man barely turned 35. That much has happened undoubtedly has some reference to a strong personality. Lee's poised, urbane manner radiates a warmth and mellow cordiality, unmistakably Southern. Kindly, sympathetic, he has yet a penetrating shrewd and firm side. Those who clip their bouquets call him "regular".

In his climb to executive ranks, Lee Wailes has accumulated one of the most loyal groups of friends of any man in radio. What's more, he always has had the confidence and gratuitous support of his associates, as well as the respect of the industry as a whole.

In 1934 he married Mynarda Bodel, daughter of an Army officer. They have a three-year-old son, Stephen. For outside interests Lee is definitely sports-minded. Now and then he dusts off his tennis racquet or golf clubs. When he's off his game, he putters round the yard or goes to a ball game. He follows the fortunes of the New York Giants because he used to watch Bill Terry, Giant's manager, play sandlot baseball in Memphis. And in those days Bill Terry not only covered first base, but also pitched and played in the outfield.

That, suh, is Lee Boswell Wailes, descendant of an old Louisiana family and, on his own, a right smart son of Dixie.

Personal NOTES

R. T. CONVEY, president of KWK, St. Louis, in mid-June was elected a vice-president and member of the board of directors of the Missouri State Golf Assn. at its annual convention in St. Louis. Bob Richardson, KWK national sales representative, qualified in the championship flight of the State tournament held in conjunction with the convention.

MIRIAM EASTBURN, assistant secretary to Commissioner T. A. M. Craven, of the FCC, is convalescing from an emergency appendectomy performed June 17.

J. HOWARD WORRALL, president and manager of the Hawaiian Broadcasting System, recently visited Percy L. Deutsch and A. B. Samrock, president and station relations manager, respectively, of World Broadcasting System, at their New York headquarters, to discuss operation of World Program Service on stations KHBC, Hilo, and KGMB, Honolulu.

JACK DE RUSSY, recently of the sales staff of KYW, Philadelphia, has joined NBC to handle sales in the New York, Baltimore and Washington areas.

HARVEY STRUTHERS, of the sales department of WCCO, Minneapolis, on June 22 married Helen Gould.

LARRY COKE, formerly of KMMJ, Grand Island; KGNF, North Platte, and KORN, Fremont, Neb., has joined the commercial department of KSCJ, Sioux City, Ia.

LOUIS SIMON, formerly with KQW, San Jose, Calif., has joined the sales staff at KYA, San Francisco.

BOB DEHAVEN has joined the sales staff of KYSM, Mankato. He is no relation to Minnesota's other Bob DeHaven, production manager of WTCN, Minneapolis.

ALFRED J. McCOSKER, president of WOR, Newark, and chairman of the board of MBS, and Theodore Granik, director of the MBS *American Forum of the Air* program, have been elected to the board of trustees of the Associated Health Foundation, first non-profit medical insurance group licensed in New York state.

LENOX R. LOHR, president of NBC, in accordance with his annual custom, has invited all NBC employes to attend a July 4 outing at his estate in Tarrytown, N. Y.

EDWARD KLAUBER, CBS executive vice-president who has been recuperating from a gall bladder operation since last April 17, on June 25 returned to his desk.

O. L. SMITH, of the sales staff of WNOX, Knoxville, Tenn., has been elected president of the local City Salesmen's Club.

FRANK W. WOZENCRAFT has resigned as general solicitor of RCA to become general counsel of RCA Communications Inc., common carrier subsidiary.

LESLIE H. PEARD Jr., newly named sales manager of WBAL, Baltimore, is the father of a boy born June 21.

HECTOR DOUGALL, CKPR, Fort William, Ont., is president of the Thunder Bay Air Training School, a unit in the British Empire Air Training Scheme. The school opened June 24 at Port Arthur, Ont.

BILL HARVEY, of the commercial staff of KTAR, Phoenix, Ariz., is the father of a girl born June 20.

CHARLES J. SHEPPARD, formerly western manager of A. E. Clayden Inc., newspaper representatives, has been appointed sales manager of Press-Radio Features Inc., Chicago, according to an announcement June 15 by Paul Weichelt, secretary of the company. Before entering the newspaper representative field in 1937, Mr. Sheppard was with the American Press Assn.

E. ANSON THOMAS, commercial manager of KROC, Rochester, Minn., has resigned to join his brother, Lloyd C. Thomas, in the operation of KGFW, Kearney, Neb.

WILLARD DELANO WHITFIELD, of the NBC staff at Radio City, New York, sailed from San Francisco on the *Nitta Maru* June 12 for Tokyo, where he is scheduled to deliver a series of lectures at the Oriental Culture Summer College. Whitfield is going to Japan at the invitation of the Japanese government and the personal invitation of Kaju Nakamura, Japanese banker, publisher and member of the Japanese Diet.

BEV DEAN, promotion manager of WCKY, Cincinnati, is the father of a girl born in mid-June.

A. W. CRAPSEY, KOA, Denver, manager of local sales, was recently elected president of the Denver Advertising Club.

LENOX R. LOHR, president of NBC and soon to become president of the Chicago Museum of Science and Industry, is chairman of the radio division of the Greater New York Men's Committee to raise $3,000,000 for the relief of Dutch refugees.

ROBERT C. MAYO, formerly of the CBS sales staff, New York, on June 17 joined the sales department of WOR, Newark.

LEWIS H. TITTERTON, manager of the NBC script division, has been appointed editorial advisor in the field of radio to the *American Scholar Magazine*, national Phi Beta Kappa quarterly.

JOSEPH LOPEZ, general manager of WICC, Bridgeport, Conn., is the father of a boy born June 15.

KING HARRIS, formerly of the radio department of J. Sterling Getchell Agency, New York, and more recently with Erwin, Wasey & Co., San Francisco, on June 15 joined the KPO-KGO, San Francisco sales staff.

FRANK R. BRICK Jr., for several years chief engineer of Finch Telecommunications Inc., Passaic, N. J., has been appointed vice-president in charge of Finch facsimile activities in aviation, according to a June 20 announcement by President W. G. H. Finch. A former Navy flier, Mr. Brick will intensify activities in the use of facsimile apparatus for aircraft.

HOWARD LANE, general manager of the McClatchy radio stations and chairman of the Northern California Broadcasters Assn., has been named by Governor Culbert Olson to the State Council of Defense.

CARL NIELSEN, account executive of KYA, San Francisco, recently became the father of a baby girl.

WHLD Completes Staff

STAFF of the new WHLD, Niagara Falls, N. Y., which went on the air in May with 1,000 watts daytime on 1260 kc. and which is licensed to the firm publishing the *Niagara Falls Gazette*, has been completed. It is headed by Earl C. Hull, former chief engineer of WKY, Oklahoma City, who holds the title both of general manager and chief engineer. The staff includes: Ben Bezoff, program and news director; Joseph Bernard, commercial manager; Richard Robbins and William Longood, salesmen; Fin Hollinger, continuity chief; Larry Lawrence, Alden Foz and John Hollis, announcers; Dean Hiatt, chief operator; Howard Quade, Robert Wilson, Arlen Brown and Paul Nassoiy, engineers; Robert Manning, Ruth Prindle and Ann Louise Foltz, office staff. The station is represented nationally by Headley-Reed Co.



CANADIAN WHEAT BELT HAS MORE MONEY TO SPEND

War stimulates Trade in Western Canada

● The Canadian farmer is in the money . . . the mines and smelters are busy . . . *business is booming in Western Canada.* All this means a ready market for your product.

MOVE IN ON THE CANADIAN WEST THROUGH THESE BASIC STATIONS

First in Listener Preference— Write for Audience Figures

CKCK	Regina, Sask.
CHAB	Moose Jaw, Sask.
CJOC	Lethbridge, Alta.
CFAC	Calgary, Alta.
CJCA	Edmonton, Alta.
CJAT	Trail, B. C.
CKOV	Kelowna, B. C.

Representatives:

U.S.A-WEED and COMPANY

CANADA - All-Canada Radio Facilities Limited

Meet the LADIES



MRS. PAULA WILHITE

NOT ONLY in radio, which she confesses is her chief interest, but in other lines of business activity, Mrs. Paula Wilhite, recently elected secretary-treasurer of WGST, Atlanta, is a shining example of the modern American woman executive. For the last six years she has been office manager and financial executive of the station; recently the stockholders elected her to the new office and the board. Before joining WGST she was assistant manager of the Atlanta branch of the Grand Rapids Store Equipment Co. In addition to her WGST duties, she holds the posts of secretary-treasurer of the local Commercial Investment Discount Inc. and treasurer of Commercial Insurance Agency.

Dial to Mike

A. M. WOODFORD, for 11 years with WBAP, Fort Worth, recently was transferred from the station's engineering department to become production director of WBAP and its sister station, KGKO. Woodford has just completed an assignment as engineer and production director for the 115th *Texas Prison Series* program on WBAP. Before joining that station he was associated with Tropical Radio & Telegraph Co. as a radio operator.

Radio Man Becomes Mayor

JOHN BEALS CHANDLER, chairman of the board of 4BH, Queensland, Australia, unit of Macquarie Network, was recently elected Lord Mayor of Brisbane. He has been in radio for more than 10 years and is a past president of the Australian Federation of Commercial Broadcasting Stations. Macquarie Network has added two new 2,000-watt stations to its list, one in central and the other in northern New South Wales. They are 2GZ, Orange, and 2NZ, Inverell.

James W. Hurst

JAMES W. HURST, 60, father-in-law of J. L. Van Volkenburg, assistant to the vice-president of CBS, Chicago, was instantly killed in a head-on automobile collision in Lyons, Ill., June 24. Mrs. Hurst sustained a fractured arm and leg and possible fracture of the skull but is expected to recover.

Unfair List Threatened By Writers on Coast in Disc Firm Negotiations

A PEACEFUL settlement of differences between Assn. of Radio Transcription Producers of Hollywood and western division of Radio Writers Guild, that city, appeared imminent with representative committees from both groups getting together in late June in an effort to draft a code agreement.

RWG in mid-June sent telegrams to several Hollywood transcription concerns threatening to publish an unfair list on June 17 if they did not sign a submitted working agreement. Transcription producers retaliated with warning they would take legal action against RWG should the latter carry out its threat. They declared they had not been notified of an official RWG negotiating committee and denied having received a code proposal from RWG, although it was understood that there was a definite agreement on the part of the writers to furnish one.

AFRA Cooperation

About 20 transcription producing concerns in the Los Angeles area would be affected. There are about 30 companies on the West Coast producing and making transcriptions. Only 10 have signed RWG contracts, according to Guild executives. If an unfair list is published, writers will be instructed not to work for any of the firms listed. Such a list, according to Guild executives, would also be sent to AFRA and cooperation of that group sought. RWG executives declared every effort had been made to get together previously with the transcription production units before it took the unfair list threat. Producers on the other hand, claimed they were not advised of negotiations.

Practically all West Coast transcription activities have been suspended. Several Hollywood transcribers declare profitable operation is impossible under present circumstances. AFRA on the West Coast, several weeks ago submitted its proposed code to the producers, but an agreement is not expected for some time.

Newspaper Guild Starts Hunt for Radio Openings

AMERICAN NEWSPAPER GUILD, through its national placement service, has launched a nation-wide campaign to find jobs for its unemployed members as radio news editors and writers, as well as in the publicity and continuity departments of stations. Campaign is the result of survey among radio stations by the Newspaper Guild of New York, started early this spring [BROADCASTING, April 15].

Every radio station has received a letter, signed by Morris Watson, director of the Guild's placement service, outlining the current demand of the listening public for news and telling radio men what experienced newspapermen, currently unemployed because of mergers, consolidations and suspensions in the newspaper field, have to offer a radio news department. The letter, mailed in folder form, includes an endorsement of the campaign signed by Richard Bard, news editor of WNEW, New York.

BEHIND the MIKE

MORDEN BUCK, formerly manager of KWFT, Wichita Falls, Tex., and previously with WHEC, Rochester, N. Y., and WJNO, Palm Beach, Fla., has joined the announcing staff of KMOX, St. Louis. George Perrine, formerly an instructor in foreign languages at the U of Illinois and Columbia U, also has joined the KMOX newscasting staff. Perrine, who can speak nine languages, for several years was heard on a CBS news program.

CHARLES SEBASTIAN, formerly program director of WHDL, Olean, N. Y., has joined the announcing staff of KCSJ, Sioux City, Ia. Recently he married Margaret Karlstrom, formerly musical director of WDAN, Danville, Ill. Wally Hatter, with KSCJ for the last two years, on June 22 joined KVFD, Fort Dodge, Ia., as sportscaster.

ROBERT COCHRANE and Roger McGovern have joined the announcing staff of WWSW, Pittsburgh, filling vacancies created by the transfer of Bob Merryman to the announcing staff of KDKA, Pittsburgh, and Ollie O'Toole's joining the Horace Heidt troupe.

EDWARD G. WEBER, formerly day captain of the guide staff of NBC, Chicago, has been promoted to the special events and news department. Warner Holmgren became captain. David S. Squires, new to radio, has been added to the staff to fill the vacancy.

PHIL BOWMAN, producer of WBBM, Chicago, on June 18 became the father of his second child, Virginia Judy Bowman.

TOM FOY, formerly of the WGN, Chicago, continuity department, has been named head of the newsroom.

EUGENE S. PULLMAN, news editor of WIRE, Indianapolis, was chairman of the radio news service panel of the North Central Radio Work Conference held at Indiana U, on June 21.

PERCY FAITH, young Canadian musician whose *Music by Faith* has been heard on CBC for the last two years, on July 1 became permanent conductor of the *Carnation Contented* orchestra, heard over the NBC-Red, Monday nights.

FRANK BLAIR, announcer of WOL, Washington, is the father of a son, Thomas Stephen Blair, born in mid-June.

HARRY S. WALSH, of the WGN, Chicago, musical staff and director of *The Northerners*, male quartet, on June 25 married Virginia Frazier.

JACK KELLY, announcer of WKBH, LaCrosse, Wis., on June 25 married Eleanore Hoffman.

BASIL LOUGHRANE, director of *Light of the World*, sponsored on NBC by General Mills for Bisquick, is writing a radio handbook for beginners titled *On the Air*

THOMAS CAREY, announcer of NBC's International division, on June 22 married Irene Whitla of Ridgewood, N. J.

HOWARD LANOISE, former assistant manager of Loew's Mayfair Theatre, New York, has joined WHN, New York, as assistant night manager, succeeding Frank Danzig, who has joined the announcing staff of WMCA, New York.

GEORGE BRYAN, free-lance announcer and formerly a news commentator on WMCA, New York, has joined the CBS announcing staff.

JOHN F. HOGAN, who has had a part time assignment with WMAZ, Macon, Ga., during his senior year at Mercer U, recently joined the fulltime announcing staff of the station following his graduation.

STEPHEN J. MANOOKIAN, Boston newspaperman, has been named public relations director of WORL, Boston, succeeding Marjorie Spriggs, who recently joined the publicity staff of WBZ, Boston. Winslow Porter, WORL announcer, and Katherine Jackson recently announced their engagement.

Weakley Weekend

IT TOOK the Coast Guard to rescue Scott Weakley, production manager of KROW, Oakland, Cal., from his latest predicament. Starting for a weekend cruise early in June, Weakley ran into foul weather a few miles up San Pablo Bay and his 17-foot cruiser, *Little Lil*, ran aground and shortly was smashed by high seas. Clinging perilously to some old pilings on isolated Brooks Island, about 15 miles from San Francisco, he was rescued nearly 20 hours later. This was Weakley's fourth boat accident, and he indicates he has finally decided to abandon the sea. He indicates that he is thinking of putting the salvage money, if any, into a small cabin plane.

BOB POLLOCK, formerly of WSB, Atlanta, has joined the announcing staff of WCAU, Philadelphia.

DAVID SIEVERS, dramatic director and announcer of WGBR, Goldsboro, N. C. and graduate of the Carolina Playmakers, is directing *Wayne Playhouse of the Air* as a regular Friday night presentation of full-hour adaptations of great plays. He also acts in the plays.

HELEN R. ANDERSON, secretary to Arthur Hull Hayes, sales manager of WABC, New York, was married June 27 to John Paul Hartigan, advertising manager of Kalart Co., New York photographic equipment company.

DICK PACK, who recently joined the press department of WOR, Newark, on June 27 married Laura Lipkin.

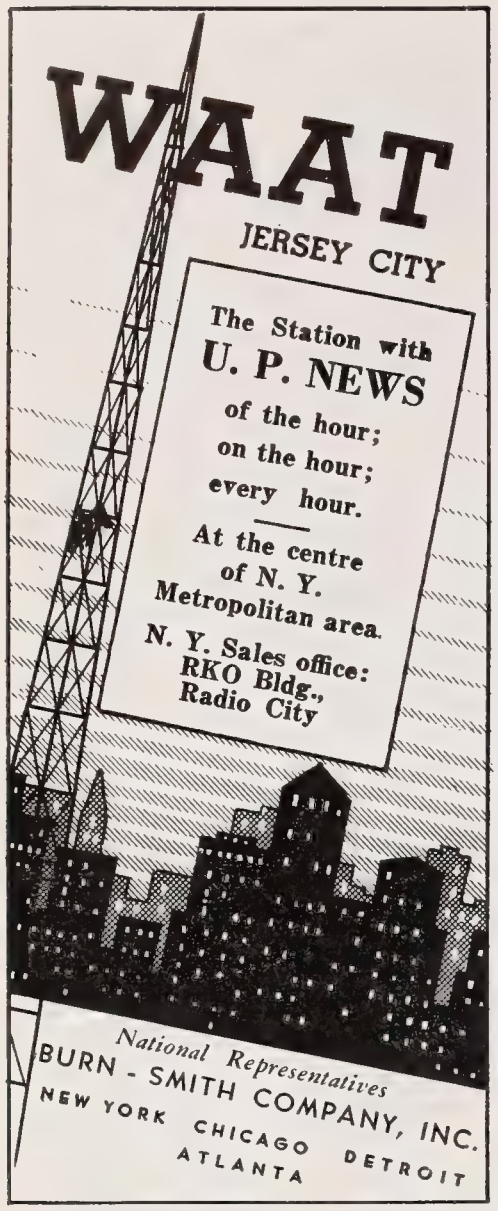
TOR TORLAND, newscaster of KOA, Denver, has been elected president of the station's recently formed employes' recreation group. Russ Thompson, transmitter engineer, was named vice-president, Eddie Sproul, secretary-treasurer, and Mary Mortimore, chairman of women's activities.

KENNETH HUDDLESTON, formerly with the radio education department of Kentucky U, has been named educational director of WNOX, Knoxville, Tenn. Frank Brink, formerly of WROL, Knoxville, has joined the WNOX announcing staff.

WILLIAM WINTER, news analyst of WBT, Charlotte, N. C., on June 18 was appointed news editor.

FM
Synchronized
BY
Western Electric
SEE PAGE 7

KSD
IN ST. LOUIS
NBC BASIC
RED NETWORK
has full time
KSD has a greater Daytime Population Coverage Area than any other St. Louis Broadcasting Station.
KSD has led with "Firsts" in nation-wide program Popularity Polls since 1935, assuring listener preference in St. Louis.
The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES



HUGH ASPINWALL, heard for the last seven months of the *Country Journal* of KMOX, St. Louis, has resigned from the KMOX staff to continue his *Chick Martin* recordings for Purina Mills at World Broadcasting System, Chicago. Going to Hollywood late in July, he is to appear in a forthcoming motion picture to be produced by Columbia Pictures.

BYNON PRANCE, graduate in agriculture of the U of Georgia and formerly with the AAA, has joined WSB, Atlanta, as farm director, and on May 17 started the *Farm Radio Hour* as a daily 5:30-6:15 a. m. feature.

EMERSON S. SMITH has been promoted to program director of KDYL, Salt Lake City, with John Woolf named assistant and Douglas Gourlay, chief announcer.

FRANK AUSTIN, formerly of KDYL, Salt Lake City, and KVOD, Denver, and Dick Crawford, of KFXM, San Bernardino and KVOE, Santa Ana, Cal., have joined the announcing staff of KROW, Oakland, Cal. Harlan Dunning, formerly of KROW, has joined the announcing staff of KSFO, San Francisco.

EDWARD J. NAGLEY has joined the continuity and announcing staff of KRIS, Corpus Christi, Tex. George Morrison has resigned from the KRIS continuity staff and intends to leave radio, although he has announced no future plans.

DOUG ARTHUR, program director of WIBG, Glenside, Pa., is the father of a girl born June 14.

NORMAN BRINSLEY, formerly program director of WKBB, Dubuque, Ia., and WHIP, Hammond, Ind., has joined WIBC, Indianapolis, as continuity chief and announcer. Jack Morrison, Notre Dame student, also has joined the WIBC announcing staff.

EVELYN GARDINER, director of the *Home Forum* of KDKA, Pittsburgh, has been elected president of the Pittsburgh Women's Advertising Club.

HELENE M. CASKIN, the *Story Lady* of KYW, Philadelphia, recently signed to record six sides for RCA-Victor Bluebird records, telling the story of the "Nutcracker Suite" based on the book, "The Nutcracker of Nuremburg", by Donald E. Cooke. Mrs. Caskin's narration is to be backgrounded by music from Tchaikovsky's "Nutcracker Suite".

NEIL REAGAN, formerly program manager of WOC, Davenport, Ia., has joined KFWB, Hollywood, as summer relief announcer. He is a brother of Ronald Reagan, formerly WHO, Des Moines, announcer, and now a Warner Bros. contract film actor.

NED PAYNE, 22-year-old page boy at NBC's Hollywood Radio City, resigned in June to serve with an ambulance unit of the American Red Cross in France. Payne also went through the recent Russo-Finnish war. He sailed for France in mid-June.

DONALD F. DAVIS, for two years newscaster of KMJ, Fresno, Cal., has been transferred to KWG, Stockton, Cal., as announcer.

FRED REINHARDT, formerly of WGIL, Galesburg, Ill., has rejoined the announcing staff of WTRC, Elkhart, Ind.

GEORGE JAY, KFWB, Hollywood, is recovering from rib injuries received in a recent accident.

ALDEN L. FOX, formerly of WBNY, Buffalo, has joined the announcing staff of WHLD, Niagara Falls, N. Y.

TED ALLAN, CBS Hollywood photographer, has recovered from a serious eye injury received recently while chipping plaster from the ceiling of his home.

JACK KELLY, of the sports staff of WWL, New Orleans, on June 18 married Katherine Chester.

WILLIAM GAY, KNX, Hollywood, day supervisor and chief announcer, and Nancy McKenna, model, were married in that city June 28.

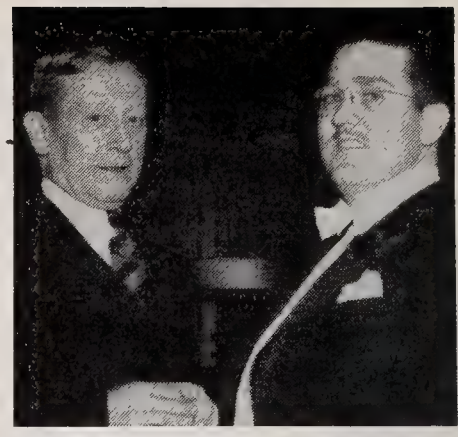
CATHERINE CUNNINGHAM, formerly of Sterling Adv. Agency, New York, and previously assistant to the beauty editor of *Picture Play* magazine, has joined the press department of WOR, Newark, to handle program information and newspaper listings.

GENE CHENANULT, KMJ, Fresno, Cal., and Ethelyn Riley, were married June 22.

MARK HAWLEY, newscaster of WOR, Newark, has been elected first vice-president of the Town Hall Club, New York.

HAL TUNIS, announcer of WBIG, Glenside, Pa., on June 30 married Sylvia Schwartz in Philadelphia.

JOE CONNELLY, in charge of special events and station promotion of WCAU, Philadelphia, and Mary Louise Malone, until recently in the press department of WFIL, Philadelphia, have announced their engagement.



WHEN Ford Bond (r) announced his 500th *Cities Service Concert* on NBC-Red, Harry D. Frueauff, Cities Service vice-president, presented him with a gold wrist watch. Mr. Bond joined the NBC announcing staff in 1929 and a year later broadcast his first *Cities Service Concert*, now in its 14th year of weekly broadcasts at the same hour on the same network.

JOHN BERNBOLM, former *Chicago Tribune* advertising man, and Marvin Welt, in show business 23 years, have been added to the new WGN, Chicago, talent office.

LEE KIRBY, of the sports staff of WBT, Charlotte, N. C., has been signed by Atlantic Refining Co. to handle a series of special baseball broadcasts on WSOC, Charlotte. He also will continue regular duties.

ELDON HOLMES, staff pianist of WNAX, Yankton, S. D., in mid-June married Veronica Dineen.

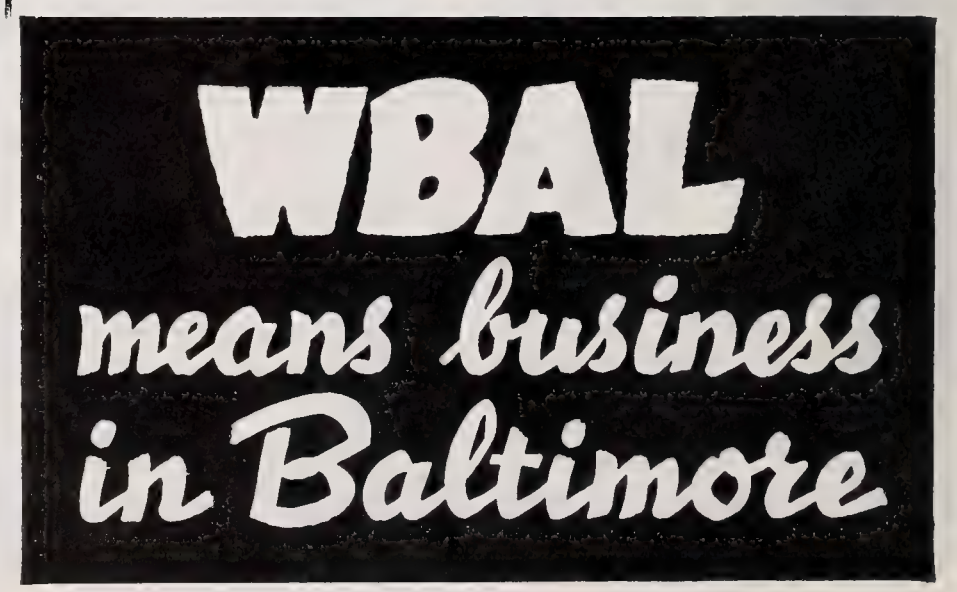
HALE BYERS, recently appointed news editor of WCCO, Minneapolis, and Helen Reis, who has joined the WCCO publicity staff, recently were introduced to representatives of Minneapolis papers and press associations at a party given by the station.

ART CARNEY, mimic with no previous announcing experience, has been appointed regular announcer for the two Lewis-Howe Co.'s programs on NBC, *Pot O' Gold* and *Musical Treasure Chest*, both of which are broadcast from different sections of the country with Horace Heidt's orchestra. Carney, who got the job on his first audition, also doubles on imitations and comedy singing on the programs, assisted by Ollie O'Toole.

TOBY REED, formerly an announcer of KFRC, San Francisco, is now narrator on the five-weekly quarter-hour NBC Pacific network program, *True Life Dramas*, sponsored by Langendorf United Bakeries, and originated from Hollywood.

DON PORTER, Los Angeles producer of the California State Department of Education on the Don Lee network program, *The Story of American Freedom*, has announced his engagement to Connie Delaplane of that city.





JOHN PASCIUTTI, of the continuity department of WOV, New York, is the author of a story on spurious art, titled "Case of the Master Fakir", appearing in the June issue of *Coronet*.

BOB CARLTON, for the last two years production chief of WGIL, Galesburg, Ill., has joined WMRO, Aurora, Ill., as program director and chief announcer.

JACK CAHILL, program director of KADA, Ada, Okla., on June 14 married Jean Harwell.

SHIRLEY LAUTER, assistant publicity director of Don Lee Broadcasting System, Los Angeles, has announced her engagement to David Horton of that city. The wedding is scheduled for October.

CLINTON JONES, CBS Hollywood news bureau writer, is conducting a radio writing course for the evening classes of Southern California U during the summer.

DON SIMS, of the continuity staff of CKLW, Windsor-Detroit, is the father of a girl born in mid-June.

SAM MOORE, Hollywood writer, takes over the summer assignment of Don Quinn on the NBC program, *Meredith Willson's Musical Review*, sponsored by S. C. Johnson & Son (wax), which replaces *Fibber McGee & Molly*, effective July 2 for 13 weeks.

NORMA YOUNG, conductor of the daily *Happy Homes* program on KHJ, Los Angeles, has been elected president of the Los Angeles Advertising Women.

LESTER BASHARA, formerly of KTRI, Sioux City, Ia., has joined the program staff of KGFW, Kearney, Neb.

JIM BANNON, KFI-KECA, Los Angeles, announcer, is the father of a boy born June 15. Mrs. Bannon is the former Beatrice Benaderet, radio actress.

AILEEN SOARES, NBC religious editor, on July 8 in Essex Falls, N. J., will be married to Jack Miles, recently resigned from NBC press department and now with the *New York World-Telegram*.

TED DRISCOLL, Los Angeles designer, has been appointed art director of television station W6XAO, that city, owned and operated by Don Lee Broadcasting System. He designs sets and decorations for telecasts.

JEWELS HACK, formerly of the NBC guide staff in Chicago, has joined the announcing staff of KSO-KRNT, Des Moines.

JIMMIE BYRON, assistant city editor, and Presley Bryant, state editor of the *Fort Worth Star-Telegram*, have started special news programs on WBAP, Fort Worth. Byron handles a six-weekly early morning quarter-hour, *What Happened Last Night*, and Bryant a Sunday afternoon quarter-hour, *News Review of the Week*. Both programs originate in studios at the newspaper.

JOHN FACENDA, announcer of WIP, Philadelphia, on June 24 left on a 10,000-mile motor trip through the United States and Canada.

SIDNEY WILLARD has joined the announcing staff of WTOC, Savannah, Ga.

ROBERT EDMUND DWAN of the production department of KPO-KGO, San Francisco, on Aug. 7 is to marry Lois Smith, of Baker, Ore.

RALPH R. BRYAN, formerly with KGMB, Honolulu, and KQW, San Jose, recently has joined KYOS, Merced, Cal., as copy writer.

PEGGY NEAL, violinist of KPO-KGO, San Francisco studio orchestra, was married recently to Edson Gilham, also a musician.

FRANK SHAFFER and Bob Wagner, new to radio, have joined the announcing staff of WCMI, Ashland, Ky.

Derby Sproul Appointed KLZ Production Chief

DERBY SPROUL, formerly program manager of KDKA, Pittsburgh, on June 17 joined KLZ, Denver, as production manager. Denver is Sproul's native city, and previously he had worked on the advertising staff of the *Denver Post* and the writing and production staff of KOA. Other previous experience includes a year with KHJ, Los Angeles, and the Don Lee network, as well as several years in the promotion department of the *Los Angeles Examiner* and with a West Coast magazine.



Mr. Sproul

Another newcomer to KLZ is Walter M. Harrison Jr., formerly of WKY, Oklahoma City. Son of the managing editor of the *Daily Oklahoman* and *Oklahoma City Times*, which also are owned and operated by Oklahoma Publishing Co., Mr. Harrison has joined the KLZ news staff. A graduate of Oklahoma U and Columbia U, he was a reporter with the *Houston* (Tex.) *News-Chronicle* before joining the WKY news bureau.

Radio for Boys

TO TEACH youngsters the fundamentals of broadcasting KGNC, Amarillo, Tex., on June 22 started its new weekly *Boys Radio Club of the Air*. From 10-10:30 a.m. every Saturday through most of the summer, boys from Amarillo and neighboring communities are invited to gather at KGNC studios for club sessions. Each week some department head of the station talks on his phase of radio, illustrating with demonstrations and using station facilities. The course includes instruction in the technical, production and business phases of radio.

Price Mention Allowed In Canada for Charity

THE NEW price mention regulation of the Canadian Broadcasting Corp. [BROADCASTING, June 15], has been interpreted by the CBC also to allow the solicitation of specific sums of money in appeals on behalf of charitable, patriotic or public service organizations. Mention of such sums has now been ruled as not being price mention.

In a circular letter to station managers dated June 20, Horace Stovin, CBC station relations supervisor, outlined as price mentions now allowed on Canadian broadcasting stations: (1) Price of CBC publications; (2) price mention on premium-merchandising offers; (3) price mention up to 25c for non-sponsored station coverage tests; (4) mention of postage for premiums or booklets to cover cost of postage, mailing and handling; (5) identification and announcement of certain sales and merchandising days as "dollar day", "one-cent sale" etc.; (6) trade names which include a price such as "nickel bar" or "five spot shoes".

We announce with pleasure

the appointment of

one of the industry's well known figures

JAMES W. BALDWIN

to be Assistant to the President

of Finch Telecommunications, Inc.,

with offices in the national capital

at 815 Fifteenth Street (Bowen Bldg.),

Washington, D. C.

TELEPHONE NATIONAL 2130

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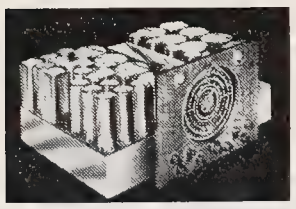
SCOTT *Frequency Modulation* RADIO

UTTERLY NEW!

STRANGELY AND BEAUTIFULLY UNLIKE ANY RADIO RECEPTION YOU HAVE EVER HEARD

FREQUENCY MODULATION . . . the sensational new and entirely different system of radio broadcasting and reception . . . has been approved and declared "highly perfected" by the Federal Communications Commission. It is generally predicted that some 1000 new F.M. transmitters will be installed at an early date. More than 20 are already in full operation. A completely new type of receiver is required for this amazing new Frequency Modulation reception! Always far ahead, Mr. E. H. Scott has developed a magnificent new SCOTT custom built F.M. Receiver which is causing a sensation. It creates a perfection in radio reception far above any the world has known!

NO STATIC, NO INTERFERENCE, NO "NOISE"!



Frequency Modulation reception by the remarkable new custom built SCOTT is incredibly beautiful . . . like a dream come true! NO STATIC, no interference, no "noise" can be heard within the service area of the F.M. Transmitter. In fact, the most favorable conditions for demonstrating are in the midst of a crashing electrical storm, where the ordinary radio is rendered useless! During pauses between programs or stations there is nothing but deep silence . . . only the dial lights tell you the current is on. Tone is so utterly realistic it is practically impossible to tell the difference between the original sound broadcasted and SCOTT F.M. reproduction!

BE FIRST TO OWN THE F.M. SCOTT!

Don't wait. Be among the first to own this sensational new home entertainment. The custom built SCOTT is now ready to receive the new Frequency Modulation programs on the new F.M. wave band allotted by the government. ONLY the SCOTT gives a 5 year guarantee and custom builds to order, with infinite precision. The newest SCOTT offers local broadcast, short wave, and the new F.M. reception all on one chassis! Send now for amazing facts and moderate prices.

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STUDIOS: NEW YORK, CHICAGO, LOS ANGELES, DETROIT, BUFFALO



THE PANEL on "Radio Censorship and Supervision" drew this group of broadcasting figures, numbered among more than 50 attending the North Central Radio Work Conference at Indiana U, Bloomington, June 20-21. Seated (l to r) are Mrs. Lavinia Schwartz, CBS, Chicago; Karl Detzer, *Reader's Digest*; Wilfred Guenther, WLW, Cincinnati; Judith Waller, NBC, Chicago. Standing (l to r) are Robert Kennett, WHAS; Charles E. Schroeder, WGRC; S. A. Cisler, WGRC; Allan Miller, University Broadcasting Council; Dr. Lee Norvelle, Indiana U radio director; Thomas Smith; Charles Harris, WGRC; Dick Williams; William C. Swartley, WOWO; Archie McKinsey, Chicago U; Franklin Tooke, WOWO; Hugh Potter, WOMI; Francis J. Higgins; WDAN; Frank Schoole, WILL; Harold A. Safford, WLS; Eldon Park, WLW; Gene Trace, WMBD; Clair B. Hull, WDZ; William Ebel, WILL; C. A. McLaughlin, WIBC; Charles Richardson, WDAN; Ted Magin, WDAN; Robert E. Allen, Indiana U program director. Also registered for the conference were Maj. Edwin H. Armstrong, FM Broadcasters Inc.; Guy Hickok, NBC; Gerald Cassens, WJBL; N. D. Cline, WHAS; W. Lee Coulson, WHAS; W. W. Eitel, Eitel & McCullough, San Bruno, Cal.; Martin Leich, WGBF-WEOA; Frank Lindsay, WSOY; Gilmore Nunn, WLAP; Eugene Pulliam Jr., WIRE; Paul Rusky, WSOY; S. Stephenson Smith, ASCAP, New York; J. Oren Weaver, CBS, Chicago; Edward L. Brant, UP; Bennett Wolfe, AP; James Cox, WAVE; B. Ray Cummings, Farnsworth; Ned Reglein, Indiana U.

FM Signals Follow Several Horizons, Armstrong Tells Indiana Radio Session

DISCUSSING subjects ranging from FM to educational broadcasts, more than 50 Midwest station executives attended the North Central Radio Work Conference, held June 20-21 at Indiana U, Bloomington. Four panel sessions were held each day, highlighted by appearances by Maj. Edwin H. Armstrong, pioneer FM inventor and Guy Hickok, director of NBC's international shortwave broadcasting. Karl Detzer, roving editor of *Reader's Digest*, spoke on "What the American People Expect of the Broadcaster", at a dinner concluding the two-day meet. The conference was arranged by Lee Norvelle and Robert E. Allen, of the Indiana U radio department.

Maj. Armstrong, explaining his FM system, reviewed the present status of FM operations. Commenting that station operators will not be caught napping in utilizing FM's "staticless" propensities, he declared that FM operation would be specially advantageous to small stations. Properly transmitted FM signals will travel not only one horizon but several horizons, he pointed out, and gave examples to refute the conception that FM signal transmission is strictly line-of-sight.

Speed Problems

While music is carried with greater fidelity, distortionless and staticless transmission by FM is more exacting on the work of announcers and speakers, Maj. Armstrong pointed out, adding that test operations have indicated numerous speech practices of established announcers which must be corrected. During a luncheon talk, he observed that "everything that has been accomplished in science was at one time sworn to be impossible", philosophizing that "the best way to look into the future is to look at the past".

Mr. Hickok, in a talk attended by more than 500 students and townspeople in addition to the broadcasters, predicted, "If the war does not last too long, radio is going to make the entire world one whispering gallery, one big room. It will aid in making all questions of isolation and separation obsolete. In the present international melee," he commented, "the function of American international broadcasting has been to refrain from propaganda, to attempt to give a completely objective account of the news."

Promotion and Merchandising

Participants generally agreed it was impossible to lay down a universally satisfactory formula for promotion and merchandising, since too many individual factors enter into the problem. Gilmore N. Nunn, operator of WLAP, Lexington, Ky., suggested several points in station promotion that are often overlooked, among them front-office diplomacy, encouraging popularity of announcers, efficient coordination of production and technical departments, and public education in radio progress through demonstrations and speakers.

A discussion of radio news service brought expressions from several broadcasters that a full news wire is to be preferred over a processed wire, principally to avoid uniform newscasts. Most participants appeared to favor anglicizing pronunciations of foreign towns and names in the news, standardizing them as much as possible.

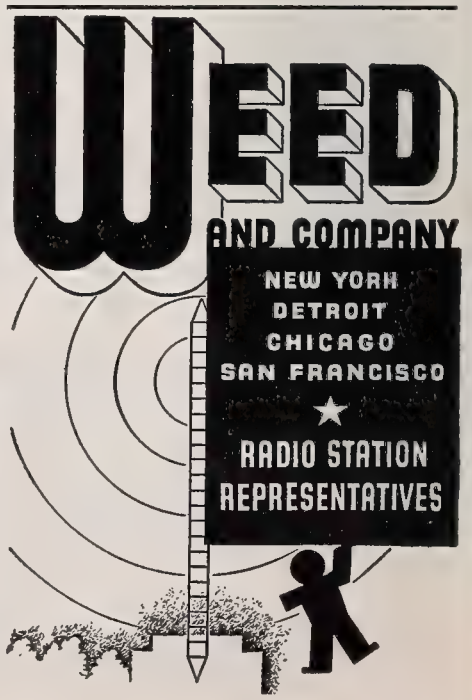
There was some speculation as to what attitude the Government would take toward radio in event of war. It was thought likely there would be no immediate governmental attempt to take over the industry. However, it was suggested that broadcasters band together in close cooperation to accomplish ends such as cutting broadcast signals from certain areas in case of invasion so enemy planes could not ride the signal as a guide.

Patt Nuptials

WHEN JAMES M. PATT of the sales staff of WKRC, Cincinnati, married Patricia Mather on June 15, three of his brothers, all in radio, were present: John F. Patt, general manager of WGAR, Cleveland; Ralph H. Patt, general manager of WPAY, Portsmouth, Ohio, and Robert G. Patt, sales promotion manager of WHN, New York, who acted as his brother's best man.

Bates Gets KTRB Control

WILLIAM H. BATES, manager, became controlling stockholder in KTRB, Modesto, Cal., as a result of an FCC decision June 18 authorizing voluntary assignment of the stock of his former partner, Thomas R. McTammany. Mr. Bates is understood to have paid $20,000 for the McTammany interests, and now holds 3,396 out of 4,000 shares of stock in the new KTBR Broadcasting Corp., with William H. Bates Sr., Cecil Lynch, program director, and Attorneys Frank C. Damrell and Leslie A. Cleary holding qualifying shares.





A portion of the F-M assembly line at the G-E Schenectady Works

For Commercial Operation, You Need These G-E Features

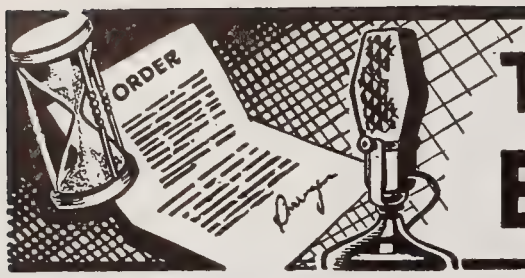
- **1. Simplified Circuit Design** with single crystal control and small tube complement—only 31 tubes in entire 1-kw transmitter!
- **2. Automatic Reclosing** circuit breakers for *both* a-c and d-c overloads prevent costly interruptions.
- **3. 400% Better Frequency Stability** than FCC requirements, according to measurements on typical production transmitters over a room temperature range of 32° to 122°F!
- **4. Unusual Ease of Operation** as a result of the simplicity and complete accessibility of all parts.
- **5. Full Dynamic Range** made possible by low noise level.
- **6. Amazing Fidelity** of *every* transmitter assured by individual cross-modulation and square-wave tests.

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FOR COMPLETE INFORMATION ask the nearest of 80 G-E sales offices, or write General Electric, Radio and Television Department, Schenectady, N. Y.

GENERAL ELECTRIC

169-3



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY, Schenectady

Armour & Co., Chicago (Treet), 3 *t* weekly, thru Lord & Thomas, Chicago.
Beacon Milling Co., Cayuga, N. Y. (animal feeds), 13 *sp*, direct.
Baldwin Labs., Saegertown, Pa. (Dwin), 3 *sp* weekly, thru Yount Co., Erie, Pa.
Clark Bros. Chewing Gum Co., Pittsburgh, 6 *ta* weekly, thru Walker & Downing, Pittsburgh.
D. L. Clark Candy Co., Pittsburgh, 3 *ta* weekly, thru Albert P. Hill Co., Pittsburgh.
Griffin Mfg. Co., Brooklyn (shoe polish), 6 *sp* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Gulf Oil Corp., Pittsburgh, 2 *t* weekly, thru Young & Rubicam, N. Y.
Johns-Manville Corp., New York, 13 *sp*, thru J. Walter Thompson Co., N. Y.
P. Lorillard Co., New York (Friends tobacco), 2 *t* weekly, thru Lennen & Mitchell, N. Y.
Morris Plan Bank, Shenectady, weekly *sp*, thru Leighton & Nelson, Schenectady.
Moxie Co., Roxbury, Mass. (soft drink), 3 *ta* weekly, thru Alley & Richards, Boston.
Northwestern Yeast Co., Chicago (Maca), 3 *sp* weekly, thru Hays MacFarland & Co., Chicago.
Procter & Gamble Co., Cincinnati (lava), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Thos. Richardson Co., Philadelphia (mints), weekly *sa*, thru N. W. Ayer & Son, Philadelphia.
Peter Paul Candy Co., Naugatuck, Conn. (Mounds), 5 *sp* weekly, thru Platts-Forbes, N. Y.

KFI, Los Angeles

Plitex Mfg. Co., Los Angeles (adhesive paint), 2 *sp* weekly, thru Hillman-Shane Adv. Agency, Los Angeles.
Soil-Off Mfg. Co., Glendale, Cal. (cleanser), weekly *sp*, thru Hillman-Shane Adv. Agency, Los Angeles.
Lawdron Chemical Co., Los Angeles (Di Mon Glo wax), 3 *sp* weekly, thru Warren P. Fehlman Adv., Huntington Park, Cal.
Coast Federal Savings & Loan Assn., Los Angeles (investments), 8 *sp*, 21 *sa* weekly, thru Robt. F. Dennis Adv. Agency, Los Angeles.

KECA, Los Angeles

Thrifty Drug Co., Los Angeles (chain), 5 *sp*, 2 *sa* weekly, thru Milton Weinberg Adv. Co., Los Angeles.
Seven-Up Bottling Co., Los Angeles (beverage), 7 *sa* weekly, thru Glasser Adv. Agency, Los Angeles.
Bekins Van & Storage Co., Los Angeles (chain), 5 *sp* weekly, thru Brooks Adv. Agency, Los Angeles.
Coast Federal Savings & Loan Assn., Los Angeles (investments), 36 *sa* weekly, thru Robt. F. Dennis Adv. Agency, Los Angeles.

KGB, San Diego, Cal.

Mission Hosiery Mills, Los Angeles (hosiery), weekly *t*, thru Sidney Garfinkel Adv. Agency, Los Angeles.

WFMJ, Youngstown

Keystone Bakery, W. Bridgewater, Pa., 50 *sa*, thru William A. Schautz Agency, N. Y.

KMPC, Beverly Hills, Cal.

Wilmington Transportation Co., Santa Catalina Island, Cal. (resort), 5 *t* weekly, thru Neisser-Meyerhoff, Los Angeles.
Barbara Ann Baking Co., Los Angeles (chain), 3 *sp* weekly, thru Dan B. Miner Co., Los Angeles.
Guaranty Union Life Ins. Co., Beverly Hills, Cal. (insurance), 6 *sp* weekly, thru Stodel Adv. Co., Los Angeles.
Sears, Roebuck & Co., Los Angeles (merchandise), 36 *ta*, thru Mayers Co., Los Angeles.
Cambria Development Co., Los Angeles (real estate), weekly *sp*, thru Allied Adv. Agencies, Los Angeles.
Arrowhead & Puritas Waters, Los Angeles (bottled water), 8 *sp*, thru McCarty Co., Los Angeles.

WICC, Bridgeport, Conn.

Planters Nut & Chocolate Co., New York, 182 *ta*, thru J. Walter Thompson Co., N. Y.
Peter Paul Inc., Naugatuck, Conn. (gum), 78 *ta*, thru Platt-Forbes, N. Y.
American Tobacco Co., New York (Lucky Strike), 312 *ta*, thru Lord & Thomas, N. Y.
Church & Dwight, New York (Cow Brand soda), 52 *sa*, thru Brooke, Smith, French & Dorrance, N. Y.
Burnham & Morrill Co., Boston (beans), 52 *sa*, direct.
Feminine Products, New York (Arrid), 78 *ta*, thru Small & Seiffer, N. Y.
The Hub, New York (clothing), 130 *sa*, thru Frank Sawdon, N. Y.

KHJ, Los Angeles

Lea & Perrins, New York (Worcestershire sauce), 78 *sa*, thru Schwimmer & Scott, Chicago.
Dr. Pepper Bottling Co., Los Angeles (beverages), 7 *sa*, thru Tracy-Locke-Dawson Inc., Dallas, Tex.
Soil-Off Mfg. Co., Glendale, Cal. (cleanser), 5 *sp* weekly, thru Hillman-Shane Adv. Agency, Los Angeles.
F. & F. Products Co., Los Angeles (Bombay Sauce), 8 *sp*, direct.
Cho-Cho Co., Chicago (chocolate malted ice cream on stick), 14 *ta* weekly, thru Neisser-Meyerhoff, Chicago.

KROW, Oakland, Cal.

Carnation Co., Milwaukee (Cho-Cho), 13 *ta* weekly, thru Neisser-Myerhoff, Milwaukee.

WJZ, New York

Benrus Watch Co., New York, 5 *sa* weekly, 52 weeks, thru J. D. Tarcher & Co., N. Y.

KDKA, Pittsburgh

California Packing Corp., San Francisco (Del Monte pineapple juice), 40 *ta*, thru McCann-Erickson, San Francisco.
Purity Bakeries Corp., Chicago, 6 *t*, weekly, thru Campbell-Mithum, Minneapolis.
Prime Mfg. Co., Milwaukee (electric fence controller), 6 *sa* weekly, thru Hoff & York, Milwaukee.
International Harvester Co., Chicago (tractors), 6 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.
Dr. Ellis Sales Co., Pittsburgh (cosmetics), 2 *sp* weekly, thru Smith, Hoffman & Smith, Pittsburgh.
Rival Packing Co., Chicago (dog food), 6 *sp* weekly, thru Charles Silver & Co., Chicago.
Moxie Co., Boston (beverage), 5 *ta* weekly, thru Alley & Richards, Boston.
John Morrell & Co., Ottumwa, Ia. (E-Z cut ham), 3 *sa* weekly, 5 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
Philadelphia Co., Pittsburgh (utility), 4 *sp* weekly, 6 *sa* weekly, direct.
Air Conditioning Training Corp., Youngstown, 2 *t* weekly, thru National Classified Adv. Agency, Youngstown.
DuBois Brewing Co., DuBois, Pa., 6 *sp* weekly, thru Ray Sayre Adv. Agency, Pittsburgh.

WHN, New York

American Cigarette & Cigar Co., New York (Pall Malls), 97 *sa* weekly, 2 weeks, thru Young & Rubicam, N. Y.
Riggio Tobacco Co., New York (Regent cigarettes), 130 *sa* weekly, thru M. H. Hackett & Co., N. Y.
The Thomas', Chicago (scalp specialists), daily *sa*, 52 weeks, thru Frank R. Steel Associates, Chicago.
Cushman's Sons, New York, (ice cream), daily *sa*, 4 weeks, thru S. C. Croot Co., N. Y.
American Tobacco Co., New York (Lucky Strikes), 120 *sa* weekly, 13 weeks, thru Lord & Thomas, N. Y.

KRNT, Des Moines

California Packing Corp., San Francisco (canned food), 3 *ta* weekly, thru McCann-Erickson, San Francisco.
American Chicle Co., Long Island City, N. Y., 6 *ta* weekly, thru Badger & Browning & Hersey, N. Y.

WOR, Newark

North American Accident Insurance Co., New York, 2 *sp* weekly, thru Franklin Bruck Adv. Agency, N. Y.



"Never mind th' 'Believe it or not' stuff! They go with him!"

60% Montana's population—90% Montana's payroll Pd. Adv.

WFAA-WBAP, Dallas-Fort Worth

Bost Tooth Paste Corp., New York (Bost Tooth Paste), 5 weekly *ta*, thru Erwin Wasey & Co., N. Y.
Rigo Mfg. Co., Nashville (Kill-Ko Fly Spray), *ta*, thru Walker Casey Co., Nashville.
Sweets Co. of America, New York (Tootsie Rolls), 10 *sa* weekly, thru Biow Co., N. Y.
Monticello Drug Co., Jacksonville, Fla. (666), *sa* series, direct.
Bristol-Myers Co., New York (Sal Hepatica), 5 *sp* weekly, thru Young & Rubicam, N. Y.
Northwestern Yeast Co., Chicago (Maca Yeast), 3 *sp* weekly, thru Hays MacFarland & Co., Chicago.
Plough Inc., Memphis (Mexican Heat Powder), 6 *ta* weekly, thru Lake-Spiro-Cohn, Memphis.
Chrysler Motors (Dodge Division), Detroit, *ta*, thru Ruthrauff & Ryan, N. Y.
Carter Products, New York (Arrid), *sa* series, thru Small & Seiffer, N. Y.
General Electric Co., Schenectady (Mazda Lamps), *sa* series, thru BBDO, N. Y.
Burleson & Son, Waxahachie, Tex. (Burleson's Honey), *sa* series, thru Rogers & Smith Adv. Agency, Dallas.
Marlin Chamber of Commerce, Marlin, Tex., *sa* series, thru Ratcliffe Adv. Agency, Dallas.

KGKO, Fort Worth

Stanback Medicine Co., Salisbury, N. C. (proprietary), 312 *sa*, thru J. Carson Brantley Adv. Agency, Salisbury.
Interstate Wrecking Co., Dallas, 26 *sa*, thru Persons J. Crandall Adv. Co., Dallas.
Dr. Pepper Co., Dallas (soft drink), 52 *sa*, thru Tracy-Locke-Dawson, Dallas.
National Toilet Co., Chicago (Nadinola), 52 *sa*, thru Roche, Williams & Cunnyngham, Chicago.
Southwestern Paint & Chemical Co., Dallas (So-Kleen), 5 *sa* weekly, thru Tracy-Locke-Dawson, Dallas.

KSFO, San Francisco

Gardner Nursery Co., Osage, Ia. (plants), 6 *ta*, thru Northwest Radio Advertising Co., Inc., Seattle, Wash.
Southern Pacific Co., San Francisco (transportation), 8 *ta*, thru Lord & Thomas, San Francisco.
Blue Ribbon Books, New York (education), 25 *ta* weekly, thru Northwest Radio Adv. Co., Seattle.
Crown Products Corp., San Francisco (paper towels), 5 *sa* weekly, thru Sidney Garfinkel Adv. Agency, San Francisco.

WDAY, Fargo, N. D.

Air Conditioning Training Corp., Youngstown, 39 *t*, thru National Classified Adv. Agency, Youngstown.
International Harvester Co., Chicago (twine), 26 *sa*, thru Aubrey, Moore & Wallace, Chicago.
Nash Coffee Co., Minneapolis, 13 *sp*, thru Erwin, Wasey & Co., Minneapolis.
Joe Lowe Corp., New York (Popsicles), 13 *sa*, thru Biow Co., N. Y.
Dodge Motor Co., Detroit, 3 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

KSO, Des Moines

Iowa State Dairy Commission, Des Moines, *sa* series, thru Coolidge Adv. Agency, Des Moines.
American Bird Products, Chicago, *sp* series, thru Weston-Barnett, Chicago.
Scott Towel Co., Chester, Pa., *sa* series, thru J. Walter Thompson Co., N. Y.

KYW, Philadelphia

Lee Tire & Rubber Co., Conshocken, Pa., *sa* series, thru Benjamin Eshleman Co., Phila.
Look Inc., New York, *sa* series, thru Erwin, Wasey & Co., Philadelphia.

WABY, Albany

Coca Cola Bottling Co., Albany (soft drink), 5 *t* weekly, 26 weeks, direct.

Radio Advertisers

APPLE BEVERAGE Corp., New York, on June 27 started a campaign to promote its beverage product, Spree, using 10-minute news programs once weekly in English and five times weekly in Yiddish on WEVD, New York, and 21 spot announcements weekly on WMCA, New York. Agency recently appointed to handle the account is William G. Seidenbaum Adv. Agency, New York.

OLD BEN COAL Corp., Chicago (Green Marked Stoker coal), on July 1 started a 26-week schedule of news commentary programs on WGN, Chicago, 7:25-7:30 a.m., featuring Alexander McQueen, whose *Nothing But the Truth* program was formerly heard on CBS and NBC-Blue.

MAC'S SUPER GLOSS Co., Los Angeles (auto polish), new to radio, in a five-week test campaign which ends Aug. 9, is using five one-minute transcribed announcements weekly on KHJ, that city. Elwood J. Robinson Adv. Agency, Los Angeles, has the account.

GRAND CENTRAL PUBLIC MARKET, Los Angeles (general market service), new to radio, through Mayers Co., that city, during the last two weeks in June, used an average of from one to four spot announcements weekly on five different Southern California stations, KECA, KFWB, KHJ, KMPC, KFAC. Market also sponsored participation in *Mid-Morning Jamboree* on KECA, and contemplates additional radio during summer and fall.

CHICAGO, DULUTH & Georgian Bay Transit Co., Detroit (lake excursions), on June 24 started a two-week campaign of 12 half-hour periods on the WIND, Gary, Ind., *Sports Edition* program. Campbell-Ewald Co., Detroit, placed the business.

GORDON BAKING Co., Detroit (Roman Meal bread), is sponsoring a twice-weekly quarter-hour dramatic serial, *Hollywood Dreams* on WABC, New York. Series features Ted Steele and Phyllis Crevers as "Bob and Molly". Commercials plug the product as the diet bread of Hollywood film stars. Barton A. Stebbins Adv., Los Angeles, has the account.

SIMONIZE Co., Chicago (auto polish), on June 30 renewed for 52 weeks its *Prevue of Brand New Records* program heard Sundays 11:30-12 noon on WMAQ, Chicago. George H. Hartman Co., same city, handles the account.

DR. S. M. COWEN, Los Angeles (chain dentist), a consistent user of Southern California radio, has started the thrice-weekly quarter-hour program, *America Looks Ahead*, with Robert Arden, commentator, on two California Radio System stations, KFWB, Hollywood, and KFOX, Long Beach.

ROTOTILLER Inc., Troy, N. Y. (farm implement manufacturer), has renewed participations in *Crossroad Comments*, farm feature on WGY, Schenectady, handled by Ed W. Mitchell.

STANDARD FEDERAL SAVINGS & LOAN Assn., Los Angeles, a consistent user of local radio, is using thrice-daily time signals and weather report announcements on KFWB, Hollywood, and contemplates adding other stations. Agency is Darwin H. Clark Adv., Los Angeles.

CAMMARANO BROS., Tacoma, Wash., on June 18 started thrice-weekly sponsorship of *Secret Agent K-7 Returns*, quarter-hour series recorded by NBC Radio-Recording Division, on KMO, Tacoma, in the interests of Double-Cola and other beverages. Agency is the Condon Co., Tacoma.



EXECUTIVES of Pepsi-Cola Co. and Newell-Emmett Adv. Agency, which handles the Pepsi-Cola soft drink account, gathered around this television receiver recently to watch one of a series of minute movies featuring "Pepsi and Pete", trademark cartoon characters of Pepsi-Cola, transmitted on NBC's W2XBS in New York. Standing are (l to r) Don G. Mitchell, vice-president in charge of sales of Pepsi-Cola Co.; M. V. Odquist, Newell-Emmett; Albert J. Goetz, Pepsi-Cola advertising manager; Paul Hartley, Newell-Emmett. Seated are George Ogle, of the agency; Gordon Mills, of NBC; William Reydel, Newell-Emmett v-p.

SERIES of spot announcements urging New Yorkers to visit Submarine *S-49* on exhibition at Pier 5 East River was broadcast on WMCA, New York, June 14-19, as placed by Cox & Tanz, Philadelphia. The submarine, formerly owned by the U. S. Navy, now is the property of Capt. Christianson, who is touring America to show the public the mechanism of a modern naval auxiliary ship.

JOSEPH MARTINSON, New York (coffee), on June 28 started sponsoring Lisa Sergio's *Column of the Air* program on WQXR, New York. Al Paul Lefton, New York, is agency. Program is sponsored Mondays and Wednesdays by Fels & Co., and Tuesdays and Thursdays by Botany Worsted Mills.

WILLIAM GRETZ Brewing Co., Philadelphia (beer), is planning its largest advertising campaign, through Geare-Marston, Philadelphia. F. Howard Seberhagen is account executive. Radio and outdoor will supplement newspaper advertising.

EASTERN WINE Corp., New York, is planning to continue its campaign of 30-225 spot announcements weekly for Chateau wines throughout the summer on the following list of stations, some of which have been recently added to the schedule: WNEW, WMCA, WBNX and WINS, New York; WABY, Albany; WOLF, Syracuse; WSAY, Rochester; WHLD, Niagara Falls; WKAT, Miami Beach. H. C. Morris & Co., New York, is agency.

KREMER & HOWARD Inc., Memphis agency, has announced the following accounts placed in recent weeks: Memphis Ice Industry, twice-weekly quarter-hour programs, *Time Out With Allen Prescott*, on WMPS; Tennessee Brewing Co., five-weekly quarter-hours on KLRA, Little Rock, Ark., and Fulton Lewis Jr., MBS commentator, on WMPS; Colonial Baking Co., six-weekly newscasts on WMPS; Hotel Gayoso, once-weekly quarter-hour series on WMC.

MACDONALD TOBACCO Ltd., Montreal (British Consols Cigarettes), started the transcription serial *Nonsense and Melody* July 8 on CFNB, Fredericton, N. B. Richardson-Macdonald Adv. Service Ltd., Toronto, placed the account.

SNIDER PACKING Co., Rochester, N. Y. (catsup), on July 8 will start a schedule of thrice-weekly quarter-hour news periods on WBBM, Chicago. Broadcast time is 7:15-7:30 a.m. Charles W. Hoyt Co., New York, is the agency.

KEELEY BREWING Co., Chicago, has appointed C. L. Miller Co., New York, as agency and spot announcements are planned in the Midwest.

All in the Family

WITH the recent 52-week extension of *Dad's Family*, sponsored by Chicago Distilled Water & Beverage Co. for Dad's Root Beer on WCFL, Chicago, the program continues as one of radio's most unique serialized features. The thrice-weekly quarter-hour, now in its second year on the station, was specially planned and written to afford a complete tie-up with the product. Chief characters in the program are called Papa, Mama and Junior, the same names identifying the three bottle sizes of Dad's Root Beer. All other advertising done by the firm is carefully planned to tie in with the family theme, both newspaper and dealer display advertising continually referring to the characters. Even the bottles themselves each carry a distinct identity along the same theme, with identifying cartoon characters printed on the labels.

Battery Firms' Drives

GENERAL DRY BATTERIES of Canada, Toronto, starts on July 16 one-minute dramatized spot announcements four to six times weekly on 25 Canadian stations. Account is placed by A. McKim Ltd., Toronto. Burgess Battery Co., Niagara Falls, Ont., on July 1 starts six weekly spot announcements to run until Dec. 31 on CHNS, Halifax; CHGB, Ste. Anne de la Pocatiere, Que.; CKNX, Wingham, Ont.; CFCY, Charlottetown, P. E. I.; CJKL, Kirkland Lake, Ont.; CKPR, Fort William, Ont.; CHLT, Sherbrooke, Que. Richardson-Macdonald Adv. Service Ltd., Toronto, placed the account.

TERRE HAUTE BREWING Co. (Champagne Velvet Gold Label beer), is sponsoring a five-minute news period preceding the Indianapolis Indians night baseball games, and a ten-minute period immediately following the games on WIRE, Indianapolis.

TRANSCRIPTION TOPICS by the LITTLE TAILOR

OUR OWN (SOFT) SOAP OPERA



YESTERDAY, dear listeners, we left our hero hanging by his finger nails to a bill of goods . . . Will he be left there, holding the bag? . . Will he be able to swing it ? . . Let's go now to KGHL, Billings, where Ed Yokum is holding forth on the telephone with a prospective client:—

YOKUM: Are you there, Mr. Watson?
WATSON: Listening.
YOKUM: Well listen to these.
SOUND: (Standard Spot-Ads)
WATSON: Say, those are great! I'll sign right now!

AND SO Mr. Yocum sells Standard's first series of SPOT-ADS to a Used-Car Dealer, by just playing them over an ordinary telephone. And that beats Pot o' Gold. With our Pot 'o Spots, Standard stations just pick a telephone number, call, and the party on the other end pays off!

WELL, WE got such a batch of testimonials like Mr. Yokum's and the one from Robert Kennedy at WDSM, Superior . . . "It took just fifteen minutes to sell your series of Used-Car Spot-Ads" . . . and so many library subscribers clamored for more SPOT-ADS immediately, that we had to tear around and get out another bunch of our capsule Shakespeare with the sales appeal.



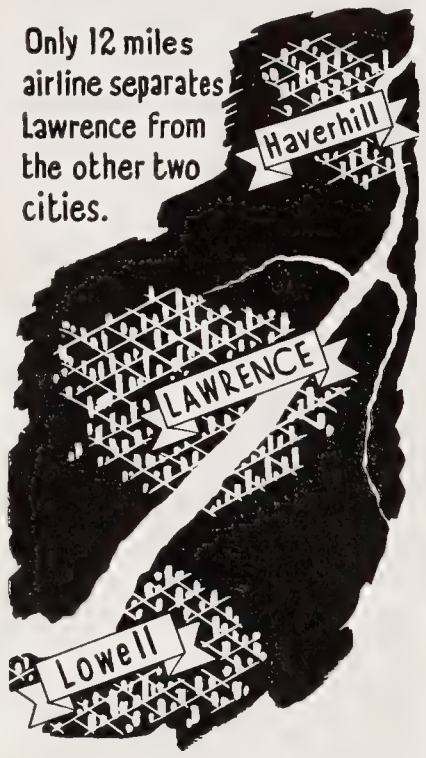
EVEN NOW the audition room resounds with the new release of dramatized commercials — a series for clothing stores. And a pretty terrific bunch of two-pants operas, too . . . *"Oh, please, sir—not that! Not in that hideous green suit!"* . . .

AND SO, listeners, we leave you until next time . . . Will Helen learn The Truth in time? . . . Will Herbert break himself of the dread opium habit? . . . Will lots and lots of our stations make money with Standard's second series of SPOT ADS? Betcha they will, I betcha.

Are Your Transcriptions Up to Standard?

Standard Radio
TAILORED TRANSCRIPTION SERVICE
CHICAGO • HOLLYWOOD

Cover 3 Big CITIES -PAY FOR Only ONE!



664,700 people in the rich, industrial Merrimack River valley listen to your story over their favorite radio station.

WLAW

is strategically situated in the center of this triple-city area. With 1,000 watts power on 680 kilocycles, it blankets the territory completely AT ONLY ONE COST!

WLAW

is owned and operated by the Hildreth & Rogers Co., publishers of the

Lawrence, Mass., EAGLE-TRIBUNE

The Largest Newspaper in Essex County
Over 31,000 circulation

Agencies

W. P. FEHLMAN, recently resigned as account executive of Darwin H. Clark Adv., Los Angeles, has formed his own agency under the firm name of Warren P. Fehlman Adv., with offices at 2816 Randolph St., Huntington Park, Cal. Accounts include Lawdron Chemical Co., Los Angeles (Di Mon Glo wax); L. A. Sausage Co., Los Angeles (meats); Turco Products Inc., Los Angeles (cleansing compound); Home Photo Service, Huntington Park (photo equipment).

HANEY-PENNINGTON & Associates, new Los Angeles agency, has been formed with headquarters at 427 W. Fifth St. Robert T. Haney is president in charge of sales and media, with Richard Pennington vice-president and art director. Richard Johnson is art and production manager.

FAIRFAX M. CONE, San Francisco manager of Lord & Thomas, has been made a vice-president, according to announcement by Don Francisco, president. Mr. Cone has been with the agency's San Francisco office 11 years, taking over management in November, 1939 when John Whedon was transferred to Chicago as head of Lord & Thomas in that city.

JOE GRAHAM has taken over the radio department duties of Nat Wolff, at Myron Selznick Co., Hollywood talent agency. Wolff resigned to form his own agency and will concentrate on client representation for radio and television exclusively. He will open Hollywood offices in September.

THELMA WALKER has joined the copy staff of C. L. Miller Co., New York agency.

BOWMAN & COLUMBIA, New York advertising agency, has been discontinued, with C. Luckey Bowman joining Ivey & Ellington, New York, as account executive, and Curtis F. Columbia going to Alley & Richards Co., New York.

JOHN HYMES, radio time buyer of Lord & Thomas, New York, on June 19 became the father of a baby girl.

PAUL ROSS, formerly of the CBS Artist Bureau, New York, has joined Roy C. Wilson Co., New York, agency handling radio talent.

JIMM DAUGHERTY Inc., St. Louis advertising agency, and its associate, the Van Metre Pharmaceutical Adv. Corp., have moved to the Title Guaranty Bldg.

MILTON FEINBERG, who operated the Feinberg Adv. Agency, Los Angeles, has merged his activities with Hugo Scheibner Inc., that city, joining the concern as account executive.

NORMAN WEILL has dissolved his New York advertising agency of the same name to join the Kleppner Co., New York, in an executive capacity.

Opens N. Y. Branch

IVEY & ELLINGTON, Philadelphia agency, on June 17 opened a New York office at 155 E. 44th St., under the management of George V. Strong, vice-president of the company. Telephone is Murray Hill 2-5248. All radio advertising will continue to be handled out of the home office, which was recently appointed to handle the account of McKesson & Robbins, Bridgeport, Conn.

Representatives

ROBERT EASTMAN, formerly assistant local commercial program manager of NBC's eastern division, has been transferred to the national spot and local sales department, according to James V. McConnell, national spot and local sales manager. R. E. Button, previously of NBC's guest relations staff, has taken over Eastman's duties.

KMA, Shenandoah, Ia., through Manager J. C. (Cy) Rapp, announces the appointment of Free & Peters as national representative, coincident with the issuance of a new rate card, effective June 15.

WKAT, Miami Beach, Fla., and the Z-Bar Network, composed of KGIR, Butte, KPFA, Helena, and KRBM, Bozeman, have appointed International Radio Sales as national representatives, effective Aug. 1.

GEORGE WILSON, June graduate of Missouri U school of journalism, has joined the Howard H. Wilson Co., Chicago, national representative firm headed by his father.

WOV, New York, has appointed William G. Rambeau Co., New York and Chicago, as its national representative.

KDRO, Sedalia, Mo., has appointed the Howard H. Wilson Co. as national representative.

CFOS, Owen Sound, Ont., has appointed Joseph Hershey McGillvra as exclusive representative in Canada and the United States.

Foreign Script Pact

RADIO EVENTS, New York, has signed a minimum six-year contract with Melchor Guzman, foreign station representative, whereby that organization becomes sole agency in South and Latin America for its "tested" script material and that of its subsidiary, Script Library. Guzman will translate the scripts into the language of the country where they will be broadcast and will promote the material through representatives traveling throughout South America.



Retail Store Promotion By Radio Is Explained At NRDGA Convention

RADIO for department stores was discussed at two sessions of the semi-annual convention of the National Retail Dry Goods Assn. held June 17-20 at the Palmer House, Chicago. On June 19 a debate between three representatives of three radio stations and three department stores was held with Samuel Henry Jr. of the NAB acting as m.c. The radio men were Ed Flanagan, WSPD, Toledo; Ford Billings, WOWO, Fort Wayne; Chas. Caley, WMBD, Peoria.

At a session of the Sales Promotion Division June 20, John Nell, WOR, Newark, delivered a talk titled "What's Radio Got That You Haven't?" He pointed out that national advertisers were investing more than $150,000,000 annually in the medium, presenting a challenge to the retailers. Stressing the point that it was not necessary for retailers to spend tremendous sums to develop radio personalities, he pointed out as examples of department store successes *Ben Hawthorne* of Fox's, Hartford, Conn., and *Jeanne Taylor* of John Taylor's, Kansas City.

These programs, Mr. Nell said, have built a definite store personality and have been able to sell merchandise at favorable cost-results ratio in addition to building much good will for the institutions they represent. Another factor brought out by Mr. Nell was that only 20% of department store sales could be traced directly to one piece of copy. Radio, he said, possesses the double advantage of influencing the other 80% in addition to doing a direct-selling job.

New Market Data

PUBLICATION of the 1940 edition of *Market Research Sources*, a guide to information on domestic marketing, was announced June 17 by James W. Young, director of the bureau of Foreign & Domestic Commerce of the Commerce Department. The handbook has been revised every other year to gather together projects of current value in the marketing field, serving as a sourcebook for individuals interested in marketing research and as a check upon others interested in conducting research projects. The 1940 edition contains references to many new research projects and contains material published between January, 1937, and late 1939, supplementing material published in earlier editions. Copies may be obtained for 25c each, under the title Domestic Commerce Series No. 110, from the Superintendent of Documents, Government Printing Office, Washington, D. C., or through any field offices of the Bureau.

FREDERIC R. GAMBLE, for 11 years executive secretary of the American Assn. of Advertising Agencies, has been given the title of managing director of the association by the executive board. Mr. Gamble recently was elected a vice-president of Trade Assn. Executives in New York.

HARRY J. WINSTEN, formerly of Lennen & Mitchell and Kelly, Nason, New York, and previously president of Winsten & Sullivan, New York, on July 1 joins L. E. McGivena & Co., New York, as executive vice-president.

AGENCY Appointments

APPLE BEVERAGE Corp., New York (Spree), to William G. Seidenbaum Adv. Agency, N. Y. Using radio.

ENOSIL CHEMICAL Co., Oakland, Cal. (Protex floor wax), to Tomaschke-Elliott Inc., Oakland. Using radio.

DEPARTMENT OF AGRICULTURE of the Massachusetts Industrial and Development Committee, to Badger & Browning, Boston. Using radio.

QUICOLD CHEMICAL Corp., New York (refrigerant powder), to Vanderbie & Rubens, Chicago.

JAMES F. BALLARD Inc., St. Louis (Campho-Phenique), to Jimm Daugherty Inc., St. Louis.

MAIL POUCH TOBACCO Co., Wheeling, to Calkins & Holden, N. Y.

MELLO-GLO Co., Boston (cosmetics), to H. W. Kastor & Sons, N. Y.

CALBAR PAINT & VARNISH Co., Philadelphia (paints), to E. A. Clarke Co., Philadelphia.

CURLEY Co., Philadelphia (toilet requisities), to Carter-Thompson Co., Philadelphia.

BEACON CHEMICAL Corp., Philadelphia (liquid bleach), to John Falkner Arndt & Co., Philadelphia, to handle advertising for a new patented bleach and Aunt Phoebe's bluing and ammonia. National schedules are now being prepared, with radio considered.

PLITEX MFG. Co., Los Angeles (adhesive paint), to Hillman-Shane Adv. Agency, Los Angeles. Using two-weekly participations in *Art Baker's Notebook* on KFI, that city.

PAUL HAWKINS Co., Los Angeles (Freshway orange drink), to Western Adv. Agency, Los Angeles. Radio will be used along with other media.

HILLS BROS. Co., New York (fudge & frosting mix, cake mix & fruit cake), to the Biow Co., New York.

McKESSON & ROBBINS, New York (drugs, cosmetics), to Ivey & Ellington, Philadelphia.

COOTER BROKERAGE Co., Chicago, to C. L. Miller Co., Chicago, for Moon Rose soap. Company currently uses spot announcements on stations in Indiana and South Carolina, and on June 10 started 100-word announcements on KLZ, Denver.

MAIL POUCH TOBACCO Co., Wheeling, W. Va., to Calkins & Holden, New York. Currently using six programs weekly on KDKA, Pittsburgh.

HISTEX Corp., Chicago (Histeen tablets, hay fever remedy), to United Adv. Companies, Chicago. Spot campaign to start in July is planned.

THEO. HAMM BREWING Co., St. Paul, to Mitchell-Faust, Chicago. Quarter-hour shows now being run on WCCO, Minneapolis, with additional stations to be selected in near future.

SKELLY OIL Co., Kansas City, to Henri, Hurst & McDonald, Chicago.

DETROIT-MICHIGAN STOVE Co., Detroit (gas ranges), to Zimmer-Kellers Adv., Detroit.

FM
Synchronized
BY
Western Electric
SEE PAGE 7

Speakers Chosen By Pacific Clubs

Many Broadcast Angles Slated For PACA Discussion

PACIFIC Advertising Clubs Assn. annual convention, to be held in Vancouver, B. C., July 7-11, will be attended by approximately 200 agency and station executives from all parts of the West Coast, according to Reg. M. Dagg, commercial manager of CKWX, that city, general chairman.

The radio departmental, scheduled for July 10 under chairmanship of Hugh M. Feltis, commercial manager of KOMO-KJR, Seattle, will be in the form of a panel discussion, with each speaker limited to 15 minutes. Open discussion is to follow. Horace Stovin, station relations director, Canadian Broadcasting Corp., Toronto, will discuss Regulation No. 13, which concerns the responsibility for commercial acceptance of food and drug copy.

Frederic A. Gamble, executive secretary of the American Association of Advertising Agencies, New York, will have as his topic, "Radio & the Advertising Agency". Judge John C. Kendall, Portland, Ore., attorney, is to talk on "The Legal Aspects of Commercial Broadcasting in the United States", while Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Los Angeles, will discuss "Commercial Prospects of Television in the West".

Medical Angle

Dr. Frank J. Clancy, former director of the Bureau of Investigation, American Medical Assn., Chicago, will have as his subpject, "Streamlining the Old Time Medicine Show". There will also be a talk by Joseph Sedgwick, counsel for the Canadian Assn. of Broadcasters, Toronto, whose topic is titled "Contributions of the Canadian Assn. of Broadcasters to the Industry".

"New Developments in the Service of Representatives in Commercial Broadcasting," will be the topic of Lindsey Spight, Pacific Coast manager, John Blair & Co., San Francisco. The quarter-hour talk by C. P. MacGregor, Hollywood transcription producer, will be devoted to "Transcriptions & Tax-Free Music", while C. E. Hooper, head of C. E. Hooper Inc., New York, is to discuss "Reaction of Pacific Coast Listeners Toward Particular Radio Programs". There will also be open discussion on the proposed action of West Coast stations to adopt the daylight saving time schedule.

Active on the radio departmental committee with Mr. Feltis are Donald W. Thornburgh, CBS Pacific Coast vice-president, Hollywood; Mr. Weiss; Sydney Dixon, NBC western division sales manager, Hollywood; Mr. Spight; W. E. Wagstaff, promotion manager, KDYL, Salt Lake City; W. Carey Jennings, manager, KGW-KEX, Portland, Ore.; George Chandler, manager, CJOR, Vancouver, B. C.; Reg. M. Dagg, commercial manager, CKWX, Vancouver, B. C.; Jack Morse, account executive, Dan B. Miner Co., Los Angeles; Earle H. Smith, Northern California manager, Edward Petry & Co., San Francisco; Norton Mogge, manager, J. Walter Thompson Co., Seattle; G. A. Wellington, Seattle sales representative, KFAR, Fairbanks, Alaska; Dick Lewis, manager, KTAR, Phoenix; C. W. Myers, owner, KOIN, Portland; Earl J. Glade, manager, KSL, Salt Lake City; and Don Searle, manager, KOIL-KFOR-KFAB, Omaha.

ROSTER SURVEYS

By a roster survey of your city we can show you exact standing of each competing station and every program broadcast during one week.

THE HOOPER-HOLMES BUREAU, INC.
102 MAIDEN LANE, NEW YORK

Joins Consumers' Group

E. GORDON HUBBEL, formerly with Stephens College, Columbia, Mo., late in June joined the staff of the Consumers' Counsel, U. S. Department of Agriculture, in Washington. He will have charge of writing and producing the weekly quarter-hour *Consumer Time*, heard on NBC-Red Saturdays 10:45-11 a. m. (EST) under auspices of the General Federation of Women's Clubs. As radio director of the Institute for Consumer Education at Stephens College, operating as a project of the Alfred P. Sloan Foundation, Mr. Hubbel this year conducted the Institute's research project on the value of radio transcriptions in consumer education.



GIMME THE WORKS, TONY!

When it comes to spending, there's nothing backward about Hiram Hayseed and his fellow farmers of the rich Red River Valley! Witness the fact that this affluent area does 46% of all retail buying in North Dakota, South Dakota and Minnesota combined (excepting, of course, the counties containing St. Paul and Minneapolis).

Hiram and his pals (one and a half million of 'em!) get a lot of their "buy-deas" from WDAY—the only chain station covering the whole Valley! Would you like all the facts?

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum

FREE and PETERS, INC.
NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Government Relief Fund For Radio Activity Cut By Congressional Action

FOLLOWING a Congressional compromise on the use of Federal relief funds for Government radio activities, the Senate and House on June 21 and 22 approved a conference report on the relief bill allowing the use of no more than $100,000 in relief funds for this work. Although it is not yet known just how this amount is to be split between the two principal agencies concerned—the radio division of the Office of Education and the WPA radio section—it is thought the former can continue its principal projects.

After the House had prohibited diversion of any relief funds to radio work, the Senate in mid-June relieved the prohibition to the extent of banning only the use of such funds to purchase "broadcasting time" [BROADCASTING, June 1, 15]. The Senate-House conference amended the provision to read: "None of these funds shall be used for broadcasting, in excess of $100,000."

Although the Office of Education radio division received some $250,000 in relief funds for its operations during the last year, it has been estimated that if this agency receives about half the allowed $100,000, it will be able to continue its script exchange and program coordinating service. Under present commitments the Smithsonian Institution and NBC, working through the Office of Education, will continue *The World Is Yours*, and CBS will begin *United We Stand* on Aug. 4, as scheduled.

Court Hears Recording Case

(*Continued from page 26*)

pay almost as much as a live orchestra would cost.

Pointing out that RCA did not print any restriction of use on its records until 1932, and that that notice "not licensed for broadcasting" was clearly misrepresentative as the record was not licensed for anything, Col. Hartfield said that the present restriction regarding the sale of the record for broadcast use was also illegal. "Why," he asked, "should anyone bother to secure the limited monopoly of a copyright or patent if by printing a restriction on a label he can go into court and secure an injunction giving him a monopoly in perpetuity?"

Discussing the issue of unfair competition, which Judge Leibell had described as the main basis for enjoining the station, Col. Hartfield said that since WNEW neither sold records nor performed for them it did not compete with either RCA or Whiteman, but in fact was a customer of both parties when it purchased the recordings Whiteman had performed for RCA. He likewise denied that either Whiteman or RCA had any common law property rights in the recordings. "The court has already denied that RCA has such a right," he stated, "and was in error in awarding such a right to Whiteman, since he is neither author nor composer. But even if Whiteman had a common law right," he continued, "he still has no standing in court. All rights end with publication and after a record is made and sold all common law rights are gone." To allow such claims would be, he said, "to give the record manufacturer and the recording artist life and death power over the broadcaster, who must have records to stay in business."

Nathan Bass, associated with the National Assn. of Performing Artists, organization handling Whiteman's defense in the lower court as well as his appeal, said that the lower court was correct in recognizing Whiteman's common law right after finding that Whiteman's personality had been impressed on his orchestra in such a way as to make its work easily recognizable by the public. The courts, he said, have long recognized literary rights as intellectual property rights, and the contribution of the performing artist, while intangible, is also identifiable and so eligible for property right protection.

Monopoly Change

"Both manufacturer and artist have been accused of monopoly," he continued, "but these claims are actually the desire of a competitor to make unlawful use of another's property. Radio stations can hire live talent; they can purchase electrical transcriptions made especially for broadcasting with the artist's knowledge that they will be so used, yet they go on using phonograph records." The lower court, Bass stated, had found that the "incessant use of records on the air" reduced the employment of artists, pointing out that Whiteman could not get an exclusive contract with a sponsor because of the broadcasting of his records.

WNEW's method of announcing the records, which might have led listeners to assume that the artist was actually present in the studio (admitted by Col. Hartfield as possibly an enjoinable act), was a deception only with regard to Whiteman and not to RCA, Bass declared. There is no competition between station and manufacturer, he stated, but only between station and artist. Furthermore, he continued, when the station trades on the name of Whiteman to advertise the goods of a sponsor with whom Whiteman has no relationship, Whiteman's right of privacy is being unfairly invaded.

Discussing the restrictive notices placed by RCA on record labels, Bass said RCA had notified stations the restrictions were being applied because of protests from publishers and artists and asserted an apparent right. RCA did not claim derivitive rights, he asserted, and the court erred in ruling that in the absence of any express reservation the rights of the artist passed to the company.

Competes With Himself

"By using Whiteman's records," Bass concluded, "WNEW is placing Whiteman in competition with himself, forcing a live man to compete with his recorded performances. He is being unfairly exploited by an organization which could buy live talent or electrical transcriptions but which prefers to use the Whiteman records."

Concluding the argument with a brief rebuttal, Mackay stated that, as the lower court had found, there was clearly unfair competition as all three parties are engaged in selling entertainment to the public. In broadcasting recorded music into the homes of potential record purchasers, he said, radio stations have restricted record sales. This practice has also, he averred, made recording artists unwilling to make records and so is helping to put the record companies out of business.



ONE OF RADIO'S most unique broadcasts was made by WHOM, Jersey City, N. J., on Flag Day, June 14, when Joseph Lang, general manager of the station (center, holding flag), led a group of nearly 100 foreign language broadcasters in taking the oath of allegiance to the American flag. WHOM specializes in foreign language programs, and the large group participating in the program included producers, artists, announcers and musicians who daily air programs on the station in nine languages.

Soap Firm Revises

LOS ANGELES SOAP Co., Los Angeles (White King and Sierra Pine soaps) consistent user of radio, has revised its network schedule, dropping the five-weekly quarter-hour *Dealer in Dreams* and once-a-week *Bee Liner* quiz program on CBS Pacific Coast outlets, and on July 1 starts for 26 weeks, sponsoring *Knox Manning*, news commentator, on 5 CBS California stations (KNX KARM KSFO KOY KTUC) Monday through Friday, 11:45 a. m.-12 noon (PST). Firm is also sponsoring a six-weekly quarter-hour news broadcast on 3 Arizona Network stations (KOY KTUC KSUN), and continues to use participation programs and 100 word spot announcements, five times a week, on 33 stations nationally. Agency is Raymond R. Morgan Co., Hollywood.

CHECK THE FEATURE THAT'S DOING THE JOB FOR WOLF

- ☐ PLAY-BY-PLAY DESCRIPTION OF NIGHT BASEBALL GAMES
- ☐ MUSIC OPPOSITE TALKING PROGRAMS
- ☐ TRANSRADIO AND LOCAL NEWS, EVERY HOUR ON THE HOUR
- ☐ BASEBALL INNING SCORES, FLASHED DURING MUSIC, ALL AFTERNOON

78 ADVERTISERS who "caught on" in one month may differ as to which feature is doing the job, but they agree on the net result . . . more listeners per dollar . . . right where listeners count . . . handy, where they can buy . . . in Syracuse and its primary trading area.

WOLF OF SYRACUSE

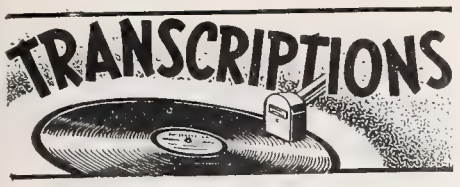
National Representatives
GELLATLY, INC.
551 Fifth Ave., New York City
Phone Murray Hill 2-4331

WSIX
"The Voice of Nashville" Tennessee

Offers an expanding industrial area backed by prosperous agriculture—a market nearing boom proportions. Wire for time.

Mutual Broadcasting System

HEADLEY-REED CO., NATIONAL REPRESENTATIVE



ALL-CANADA Radio Facilities, Calgary, has purchased Dominion and Newfoundland rights to 65 quarter-hour transcribed episodes of the children's serial, *Jerry at Fair Oaks*, from Radio Transcription Co. of America, Hollywood. Firm also has bought 78 quarter-hour transcribed episodes of *Fairy Tales* from C. P. MacGregor, Hollywood.

RECORDINGS Inc., Hollywood, one of the oldest transcription concerns on the Pacific Coast, has discontinued business and has sold its equipment to Photo & Sound Inc., San Francisco. Elmer Avery, president of the Hollywood firm, will vacation before announcing future plans.

LOUIS I. GOLDBERG, president of Allied Phonograph & Record Mfg. Co., Hollywood processing and pressing concern, in mid-June left on a six-week business trip to New York and Chicago.

FOX FEATURE SYNDICATE, New York, on June 16 released the second series of *The Blue Beetle*, quarter-hour transcribed mystery, currently on 65 stations throughout the country. *Patty O'Day, News Photographer*, is the company's next production, followed by *The Mystery of the Week* and *Rex Dexter of Mars*.

ELMER C. WOLF, office manager of Columbia Recording Corp., Bridgeport, Conn., and Charles Waehler, formerly of Price, Waterhouse & Co., New York, have been appointed assistant to the treasurer and chief accountant, respectively, of the company. New member of the company is Nat Super, formerly with Hurley-Singleton Associates, who will assist Alec Steinweiss, art director.

COMMERCIAL RECORDING STUDIOS, transcription company, has enlarged its New York headquarters at 550 Fifth Ave. to provide for additional studios and offices.

NEW subscribers to the transcription library of Standard Radio are WOKO and WABY, Albany.

NEW Hollywood program building concern, Hollywood Theatre of the Air, has been established at 1680 N. Vine St., with John Beverly as executive producer-director, and Clayton Van Ike, business manager. A service organization, and not a transcription concern, the group will create custom-built live talent shows for sponsors, working through advertising agencies and stations, according to Mr. Beverly. A French screen and stage actor for 14 years, he has written, directed and produced more than 100 radio programs during the last two years.

BULLETIN BOARDS
Draw Crowds as Stations Post News Flashes

SUPPLEMENTING its hourly news broadcasts for Kopper's Coke by posting bulletins on a large board in front of the studio building, WDAS, Philadelphia, recently received an offer to sponsor the street bulletin board. A news-stand conductor near the building indicated willingness to pay "card" rates for a sign on the bottom of the board—"Complete details of these bulletins may be obtained at the corner by buying your favorite paper from Barney, the Newsboy." WDAS is pondering just what the board's "card" rate might be.

The bulletin board technique, popping up all over the country, with WIP and WCAU, Philadelphia, establishing visual bulletin service at their building entrances; WJSV, Washington, setting up and servicing a board at the entrance to the Earle Theatre, housed in the same building with the WJSV studios; WSIX, Nashville, which installed a Transradio printer in the lobby of the local Paramount Theatre, posting bulletins by the hour on special boards calling attention to WSIX news sponsorship by Jersey Farms Milk Service; WTMA, Charleston, S. C., orginating actual newscasts from a local Walgreen drugstore window containing an AP teletype, with a portable radio outside so spectators could listen as they watched.

Canada Food Campaign

CATELLI FOOD PRODUCTS, Montreal, on June 17 started a campaign thrice-weekly with a quarter-hour transcribed musical program *Songs That You Like to Hear*. Continuity in the program, due to war developments, features the all-Canadian organization of the company and points out that it supplies the British Army and Navy. The campaign is carried on CFCY, Charlottetown, P.E.I.; CJCB, Sydney, N. S.; CHNS, Halifax; CHSJ, St. John, N. B.; CFNB, Fredericton, N. B.; CFCF, Montreal; CKCO, Ottawa; CFRC, Kingston, Ont.; CFCO, Chatham, Ont.; CFPL, London, Ont.; CKOC, Hamilton, Ont.; CFRB, Toronto; CKY, Winnipeg; CFAC, Calgary; CFRN, Edmonton; CJOR, Vancouver. A French language live program originates at CKAC, Montreal, and is piped to CHRC, Quebec; CJBR, Rimouski, Que.; CHNC, New Carlisle, Que. Account in Quebec province was placed by Vickers & Benson, Montreal; in the rest of Canada by E. W. Reynolds & Co., Toronto.

Tips for FDR

PRESIDENT ROOSEVELT was the recipient June 25 of an advance print of the book "How to Become President" authored by Gracie Allen, radio comic who is running her own mimic campaign via the ether. Ruby Black, well-known Washington newspaper correspondent and until June president of the Women's National Press Club, made the presentation at the regular press conference. Duell, Sloan & Pearce, of New York, publisher of the book, also is publishing a book on Mrs. Roosevelt authored by Miss Black.

WMJM Starts Aug. 1

STARTING date of the new WMJM, Cordele, Ga., 250 watts on 1500 kc., which was authorized last October for construction by the *Cordele Dispatch*, has been fixed for Aug. 1, according to D. S. Traer, manager. RCA equipment is being installed throughout. The staff has not yet been completed but, in addition to Mr. Traer, it will include W. J. Fielder Jr. as general manager and Forrest L. Glasco as commercial manager. Mr. Fielder is managing editor of the newspaper and will take on the supervision of the radio station additionally. Mr. Glasco formerly was with the advertising departments of the *Atlanta Journal, Atlanta Constitution* and *Atlanta Georgian*.

SHREVEPORT and KWKH

—serve the rich tri-state area composed of North Louisiana, East Texas and South Arkansas.

50,000 Watts

A SHREVEPORT TIMES STATION

KWKH

Represented by The Branham Co.

CBS

Shreveport Louisiana

Test Your Program Over

WJBC

BLOOMINGTON, ILL.

Central Illinois — one of America's three richest agricultural markets; center of the hybrid corn industry. 380,600 responsive people live in radio homes in the primary area of WJBC. Test over WJBC 1200 K. 250 W.

Natl. Rep.: COX & TANZ



WLOL on the air

Minneapolis **St. Paul**

WLOL, the Twin Cities newest radio station went on the air

JUNE 17, 1940

★ ★ ★

A FEW FACTS

WLOL has one of the strongest signals in the great Twin City merchandising area.

WLOL operates on 1300 Kc, 18 hours daily, seven days a week.

WLOL offers the advertiser the greatest value for the dollar invested.

★ ★ ★

Write for rates

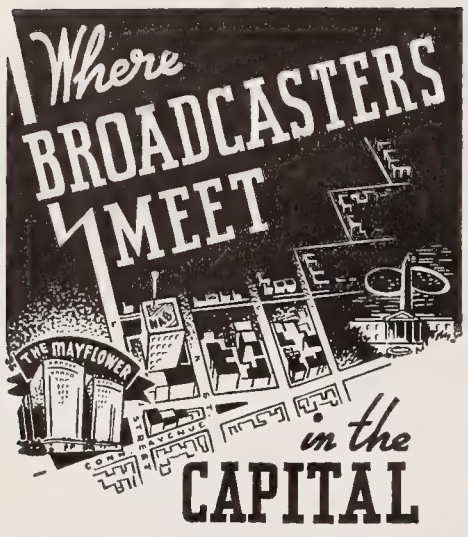
WLOL, 1730 Henn Ave., Minneapolis

or

The Foreman Co., National Representatives

New York • Chicago

EXCLUSIVE TWIN CITY MUTUAL coast-to-coast affiliate



DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course

The MAYFLOWER
WASHINGTON, D. C.
R. L. Pollio, Manager

AFTER CLOUDBURST
WNAX Line to Stricken Town Brings Quick Aid

DESPITE complete flooding of Homer, Neb., during a recent cloudburst which cut off the little town's supply of drinking water and electricity as well as roads leading to it, WNAX, through its Sioux City studios, used the single operating telephone to pick up an on-the-scene description and appeal for aid.

When WNAX engineers were unable to reach Homer with portable transmitting equipment, they made long distance contact with Mrs. Millie Lothrop, local telephone operator who for her bravery in a similar flood 16 years ago received the George Vail medal. Gathered around the telephone, the only one operating out of the town, Mrs. Lothrop, the mayor and other local residents told of their nerve-wracking experiences. So gripping were the stories that the Red Cross appeal brought prompt response.

WREC Remodeling Studios

WREC, Memphis, after 10 years in the same quarters in Hotel Peabody, is being completely remodeled, with tentative date for opening of new studios set for Aug. 1. Hoyt Wooten, owner-manager, completed architectural plans himself for the enlarged quarters which will have three times as much space as formerly, of functional design throughout, and equipped with fluorescent lighting and air conditioning. The audition room will be equipped with a bar. Two organs are being installed. The equipment will be RCA throughout, and fully air conditioned.



WITH this gleaming new transmitter plant WLBJ, Bowling Green, Ky., made its debut June 25. The station, owned chiefly by Lee B. Jenkins, tobacco broker and farmer of Kinston, N. C., operates with 250 watts on 1310 kc. [BROADCASTING, June 15].

Facsimile Strip

CLAIMING the first regular facsimile cartoon strip, WOR, Newark, has added "Facsimile Freddie" as a feature of its facsimile transmissions. At present the cartoons are being transmitted on a "now and then" basis as part of WOR's nightly experimental facsimile broadcasts. Drawings are by Milt Hammer, free lance cartoonist whose work has appeared in the *Saturday Evening Post* and *New York Mirror*, with Stan Coe, conductor of WOR's daily *Your Outdoor Guide*, filling the balloons.

FCC Bar Outing

ANNUAL outing of the Federal Communications Bar Assn., comprising practitioners before the FCC as well as attorneys on the Commission staff, was held June 22 at the suburban Virginia estate of Horace L. Lohnes, Washington attorney. The FCC delegation was headed by Chairman James Lawrence Fly and Commissioners Brown and Craven. For the first time engineers on the FCC and in Washington practice were invited to the outing. Out-of-town broadcasters present included Arde Bulova, Harold A. Lafount, general manager of the Bulova stations, Lewis Allen Weiss, Don Lee general manager, and Campbell Arnoux, manager of WTAR, Norfolk.

(U.P.)
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

in the CONTROL ROOM

FRANK M. DAVIS, of Cedar Rapids, Ia., on June 18 was granted two patents by the U. S. Patent Office, one covering a transmission control system and the other a limiting amplifier control means, both of which have been assigned to Collins Radio Co., Cedar Rapids. John F. Byrne on the same day was granted a patent on a voltage regulation system for vacuum tube amplifiers, also assigned to Collins.

FRED BRADSHAW, formerly with RCA Communications Inc., and Walt Kirkland, of Millville, Fla., are now on the engineering staff of the new WDLP, Panama City, Fla., whose chief engineer is Eddie Pierce, formerly of KOTN, Pine Bluff, Ark.; KLAH, Carlsbad, N. M., and KVSF, Santa Fe, N. M.

M. J. WEINER, chief engineer of WNEW, New York, recently became the father of a boy. During the same week, June 10-17, John Zerpaylic and George Gregory, both of WNEW's engineering department, became fathers of a boy and a girl, respectively.

MORRIS MING, chief engineer of KFRO, Longview, Tex., is the father of a girl born recently.

CARL CABISIN, of the engineering staff of WDAY, Fargo, N. D., on Aug. 18 is to marry Lorraine Sandie.

FRED RAGSDALE, formerly chief engineer of the old KEHE, Los Angeles, has joined KMPC, Beverly Hills, as studio technician.

WALTER ELY, chief engineer of KGFW, Kearney, Neb., recently became the father of a girl, Suzanne, and Jack Lewis, KGFW engineer, a boy.

KEN CURTIS, control room engineer of WEEI, Boston, is the father of a boy born June 15.

WOODY COX has joined the control staff of KTSA, San Antonio, Tex., for summer relief duty.

DAN O'BRIEN, engineer-announcer of station WMFF, Plattsburg, N. Y., has joined the staff of WABY, Albany.

PERRY BRUMFIELD, transmitter operator of WDRC, Hartford, Conn., was married on June 22.

ROBERT MAYBAUM, formerly of WOMI, Owensboro, Ky., has joined the engineering staff of WCMI, Ashland, Ky.

CHARLES J. HARTMAN, formerly of WCAM, Camden, N. J., has joined the engineering staff of WCAU, Philadelphia.

JOE L. STEWART, formerly of WFOY, St. Augustine, Fla., has joined the engineering staff of WFTL, Fort Lauderdale, Fla.

FRANK L. STEWART, formerly of WLAP, Lexington, Ky., has joined the engineering staff of WGTM, Wilson, N. C.

GORDON FAIRWEATHER, formerly of CKWX, Vancouver, B. C., has joined the engineering staff of CFAC, Calgary, Alta.

Petrillo's Brother at KMOX

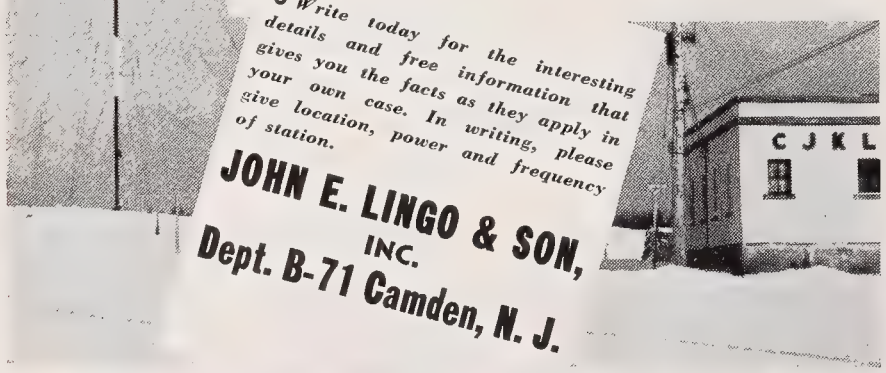
MILTON CHARLES, staff organist of WBBM-CBS, Chicago, since 1934, has been named musical director, according to an announcement by J. L. Van Volkenburg, assistant to the CBS vice-president in charge of the Western Division. Named as assistants were Joseph Englehardt, formerly occupying a similar post under Carl Hohengarten, and Caesar Petrillo, brother of James Petrillo, newly elected head of AFM, who has been a staff musician for a number of years.

Lingo's Low Upkeep Costs Mean More Profits for You

Here is why - -

Lingo is a good investment!

FACTS prove that you can expect GREATER EFFICIENCY—pay LESS for MAINTENANCE with LINGO VERTICAL TUBULAR STEEL RADIATORS. Moderate initial cost and low upkeep costs, plus assured PEAK PERFORMANCE, combine to give you better coverage and more profits. Let the happy experiences of other stations prove to you that you can obtain greater antenna efficiency at lower cost. Get the facts concerning the many PLUS ADVANTAGES of LINGO "TUBE" RADIATORS and how they are a practical solution to your antenna problem.



Write today for the interesting details and free information that gives you the facts as they apply in your own case. In writing, please give location, power and frequency of station.

JOHN E. LINGO & SON, INC.
Dept. B-71 Camden, N. J.

LINGO VERTICAL TUBULAR STEEL RADIATORS

WCNW Signs ACA Pact After Two-Hour Strike

WCNW, Brooklyn, has signed a contract with American Communications Assn., CIO union, covering the three technical employes of the station. Terms call for an immediate minimum salary of $20 weekly for each man, previous wages being $12 for two and $15 for the third, a six-day, 40-hour week, time-and-a-half for overtime, two weeks vacation with pay and two weeks sick leave annually, and a closed shop.

Signing occurred June 17 when, after several months of negotiations had produced no agreement, the union called a strike which put the station off the air for two hours, until the management capitulated. Ben Levine, general manager of WCNW, and Sidney Adler, ACA organizer, signed the pact.

ACA is planning an immediate organizing campaign in New York and New England. Leonard Ohm, recently elected vice-president of the union's broadcast division, will work between New York and Buffalo, while Mr. Adler will shortly begin contacting stations throughout New England. Although primarily a technical union, representing chiefly engineers in the radio field, ACA on occasion follows the CIO principles of vertical organization and at several stations the complete staff is represented by ACA.

Atlanta Paper Files

A NEW station to operate on 550 kc. with 5,000 watts day and 1,000 watts night, utilizing a directional antenna is sought in an application filed with the FCC June 20 by the Constitution Broadcasting Co., subsidiary of the *Atlanta Constitution*. Clark Howell, publisher of the newspaper, is president of the applicant company. The *Constitution* recently had negotiated for acquisition of WAGA, Atlanta regional, but the station subsequently was sold to interests headed by George B. Storer, Detroit industrialist and head of the Fort Industry Co., operating stations in Ohio and West Virginia.

HOLDING that they have not shown adequate financial qualifications, the FCC, in a final report June 18, denied the application of Albemarle Broadcasting station, a partnership of C. L. Weatherbee, W. H. Nichols, C. L. Pickler and E. M. Thompson, for a new station in Albemarle, N. C., to operate with 100 watts daytime on 1370 kc.

Griesedieck Discs

GRIESEDIECK BROS. BREWERY Co., St. Louis (beer), on June 24 started a 26-week campaign of five-weekly quarter-hour transcribed programs titled *Double Mellow Melodies* in 12 markets, and on June 10 extended its *Mellow Time* show on KMOX, St. Louis, from one to five-weekly for 52 weeks. The latter includes a half-hour show on Mondays and quarter-hours Wednesdays through Saturdays. Other Missouri stations being used are KXOK, St. Louis; KFRU, Columbia; KWOS, Jefferson City; KWOC, Poplar Bluff; KDRO, Sedalia; KGBX, Springfield. Illinois stations include WDWS, Champaign; WEBQ, Harrisburg; WCBS, Springfield; WDZ, Tuscola. KARK, Little Rock, and KBTM, Jonesboro, Ark., complete the list. The quarter-hour programs feature a piano quartette and June Barton, songstress. The half-hour on KMOX features Kenny Norton's 15-piece orchestra, Four Smoothies, and June Barton. BBDO, Chicago, handles the account.

Reorganize WWAE

REORGANIZATION of the operating company of WWAE, Hammond, Ind., whereby O. E. Richardson and Dr. Fred L. Adair acquire 50% interest each, was authorized by the FCC June 25. Mr. Richardson, former district manager for Graybar who joined the station several years ago and holds 32% of the stock, and Dr. Adair, principal creditor of the station, propose to wipe out the present corporate structure and assume the station's debts, including about $30,000 owed to Graybar. Dr. Adair is head of the U of Chicago Lying-in Hospital. Under the new setup, George F. Courrier and Doris Keane, who also are interested in WHIP, Hammond, relinquish their holdings entirely.

ALL AMATEUR radio stations in Uruguay were shut down as a temporary measure recently when the government discovered a Nazi plot for seizure of the country, according to a June 24 dispatch to the *New York Times* from Montevideo.

Dr. Angell Renewed

DR. JAMES ROWLAND ANGELL, NBC educational counsel and former president of Yale, has signed a three-year renewal contract with NBC to continue in his present position at a salary of $25,000 per year. He is also a member of the NBC board.

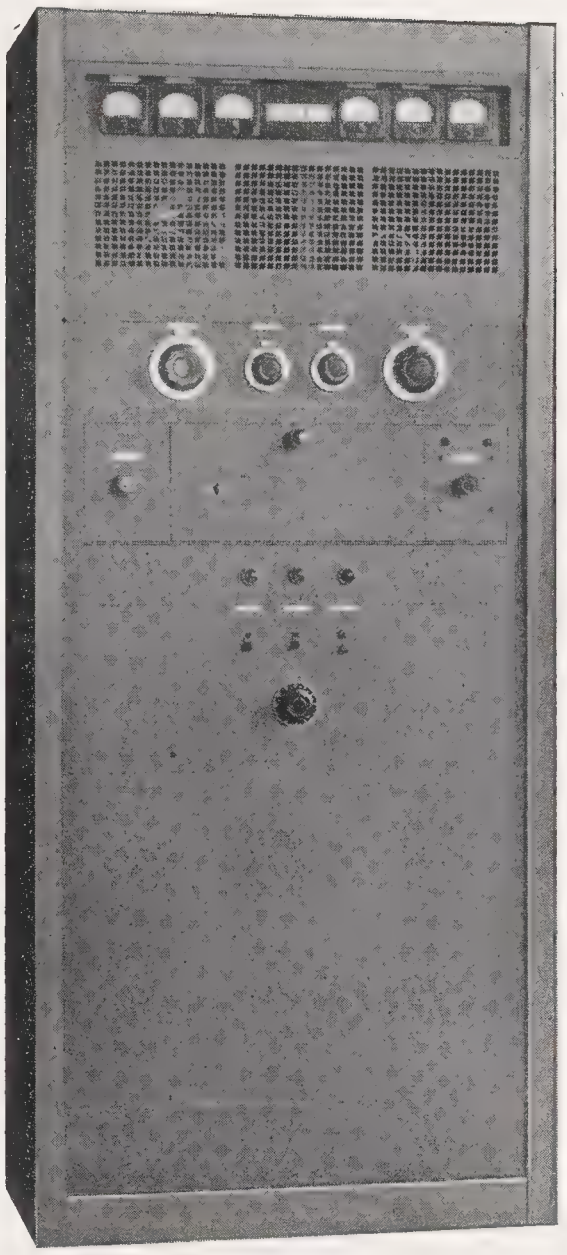
WDRC

CONNECTICUT'S PIONEER BROADCASTER

$3,188

WDRC, Hartford, completely covers the best part of Connecticut. $3,188 was the income per family in Hartford County last year—a figure that's considerably above the average both for Connecticut and the U. S. A.

CBS



A 250 WATTER AT ¼ THE 1933 COST

Yes, in 1933 a first class 250 watter sold for slightly more than $8000, and was considered a bargain at that, but today Gates has made available to new and progressive established broadcasters its Economy S251 Transmitter which sells for less than one-fourth the 1933 cost.

No, it would not be untruthful to state that the Gates S251 is four times better at one-fourth the cost of these 1933 power houses, because Gates has taken advantage of every engineering advancement in designing this new economy broadcasting equipment.

If you do not have the story it will pay you to investigate.

GATES QUINCY, ILLINOIS, U.S.A.

AMERICAN CORPORATION

FM

Synchronized

BY

Western Electric

SEE PAGE 7

BAGGING MUCH BUSINESS IN DECOY (Ky.)?

Maybe you *like* to hunt for sales in Decoy, Defeated Creek and Dingus (Ky.)! If so, WAVE can't help you much. . . . But if you'd rather hunt where the hunting is *good*—right here in the Louisville Trading Area—WAVE is your best bet for big business at lowest cost. WAVE *blankets* this market of a million-*plus* buyers, who have more purchasing power than the rest of Kentucky *combined!* . . . Let us send you the whole story—*all facts, no fiction!*

LOUISVILLE'S WAVE
INCORPORATED
1000 WATTS . . . 940 K.C. . . . N.B.C.
FREE & PETERS, INC., REPRESENTATIVES

Studio Notes

WFAA, Dallas, on June 26 observed its 18th anniversary with two special broadcasts on the birthday theme and a series of novelty station break announcements used during the day. During a special public broadcast of the *Early Bird* program in the Baker Hotel an 18-pound birthday cake was sliced for the audience. The second program featured a 10-minute exposition by a speaking chorus on what it takes to build a radio show and progress made during the last 18 years.

TO ATTRACT interest in the Flag Day spectacle staged in Los Angeles Coliseum on June 14, KNX, Hollywood, engineers and announcers rode through downtown Los Angeles the day before in a new 10-ton U. S. Army tank. It was equipped with a public address system, which Announcer Bob Fiske utilized in describing the machine.

NEW beacon atop the transmitter tower of KGNC, Amarillo, Tex., was formally dedicated June 22, using breakfast bacon and toast instead of champagne because the beacon, highest point in the Texas Panhandle, has been named the Don McNeill Beacon in in honor of the m.c. of the NBC *Breakfast Club*, heard on the station. A shotgun shell was loaded with bacon and toast and fired with proper christening ceremonies. Bob Watson, KGNC announcer, was in charge.

WMAZ, Macon, Ga., after severing connection with local newspapers at their request, has installed fulltime INS service, with two newscasters and a local reporter, and is circulating printed schedules of its 15 daily newscasts with six on Sundays.

Tots Are Guests

THANKS to Rollie Johnson and his one-man campaign on WCCO, Minneapolis, some 2,250 underprivileged children saw the NCAA track meet June 21-22 at the U of Minnesota stadium. Six nights a week on his WCCO sports broadcast Johnson plugged the idea of grownups buying tickets for youngsters at 25c per. He originated the idea two years ago.

TEL-PIC SYNDICATE, New York, has added KWBG, Hutchinson, Kan.; KABR, Aberdeen, S. D.; WDAY, Fargo; KGDE, Fergus Falls, Minn. Current total of stations now using its window displays is 135.

KDYL, Salt Lake City, on June 19 set up recording equipment at the Municipal Airport at 5 a.m. to record the inauguration of the new Western Air Express Jackson Hole County Scenic Tour. KDYL picked up the voice of Utah's Gov. Blood and other dignitaries as they started on the first regular 475-mile air tour of the Jackson Hole country. A condensed description of the trip, along with the interveiws, was included on the quarter-hour transcription as broadcast.

WHN, New York, has issued an eight-page mimeographed brochure promoting Gus Van, "The Melody Man," now heard thrice weekly, 1:45-2 p. m. and available to sponsors. The booklet relates Van's past history on network programs and tells what other New York stations have scheduled at the same time as competition.

KTAR, Phoenix, Ariz., and its chief engineer, Arthur C. Anderson, on June 21 celebrated their 18th anniversary in commercial radio. On June 21, 1922, Mr. Anderson was granted a license for KFAD, forerunner of KTAR, and he constructed the station's first broadcast plant. He was issued his first amateur license in 1914, when he was 12 years old. Mr. Anderson now is in charge of construction of KTAR's new 5 kw. transmitter and directional antenna, recently authorized by the FCC.

KGO-KPO, San Francisco, report local sales for the first five months of 1940 33% above the same period of 1939. KGO in May advanced 4% over April. While KPO was 8.4% under April, the May revenue was better than 41% ahead of same month a year ago.

KOA, Denver, staff baseball team, recently challenged that of Freddy Martin's orchestra, with the game ending in a 12-12 tie at end of sixth inning when it was called off because of rain.

WHEN eight owned and operated stations of CBS contributed $10,000 to the American Red Cross for its work in aiding war victims, Donald W. Thornburgh, the network's Pacific Coast vice-president, turned over to Nurse Marguerite Norway a $1,500 check, the amount donated by KNX, Hollywood. Contribution was made during a mid-June half-hour special salute program to the American Red Cross in behalf of the appeal for funds.

KOIN-KALE, Portland, Ore., held a private rose show for staff members in the studios early in June during the city's annual Rose Festival. Charles Couche, KOIN-KALE advertising manager, won first place by taking five out of 12 prizes. Other winners were Clyde Phillips, credit manager; Henry Swartwood, program manager; Newt Hedin, sales executive, and Art Kirkham, announcer. Dr. F. R. Hunter, president of the Portland Rose Society, headed the list of judges for the studio show.

WTAG, Worcester, Mass., in mid-May was host to 250 women listeners at its *Radio Journal* quilting bee in the WTAG studios. Greeted by Jane Woodhouse and Mildred Bailey, conducting the program, groups of the visiting women worked in shifts on a patchwork quilt made up of cloth scraps sent in by listeners during the preceding month. They were entertained as they worked by Gil Hodges and Jay Stoeckler, WTAG *Morning Paraders*, and Miss Bailey at the piano. The completed Friendship Quilt was raffled off at 25c per chance, with proceeds going to the Worcester Community Chest. Also during the party other articles donated by listeners were sold for charity.

THEODORE GRANIK, director of the MBS *American Forum of the Air*, on June 16 was awarded a scroll of merit by the U. S. Junior Chamber of Commerce. Junior Chamber delegates attended the June 16 broadcast in Washington during the organization's national convention, and the award was made at that time by Perry Pipkin, president of the Junior Chamber.

FULTON LEWIS Jr., MBS news commentator from Washington, is author of an article on the Byrd Expedition to Little America in the June issue of *The Commentator*.

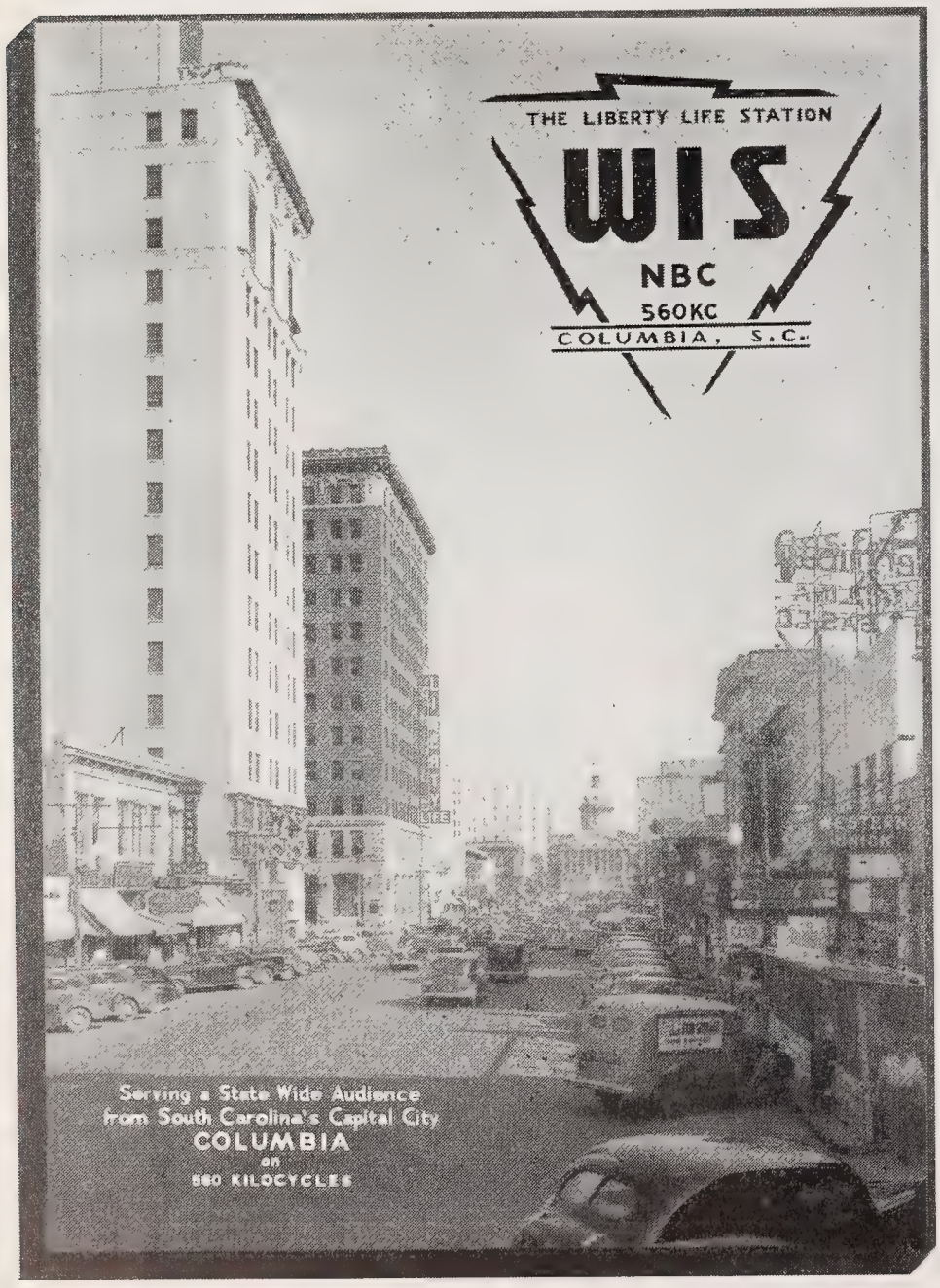
WNAX, Yankton, S. D., is carrying daily transcribed interviews with farmers in 14 neighboring counties, handled by Charles Worcester, WNAX farm director, and Jack Towers, of South Dakota State College. The pair tour the agricultural area, carrying portable transcription equipment to record interviews which are mailed daily to the station.

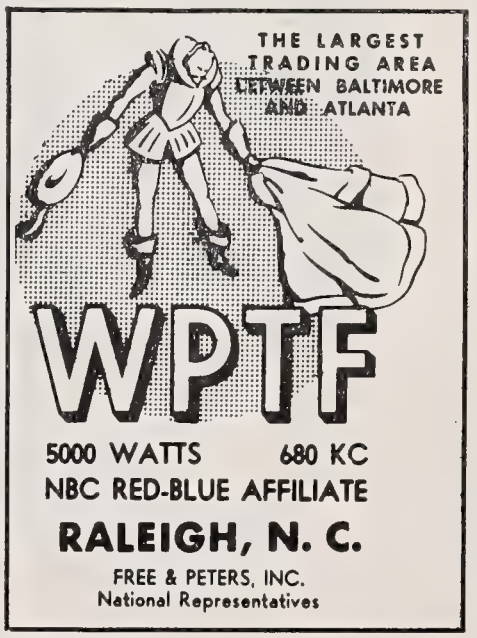
HUGE consistent weekly outdoor audience is attracted by the Sunday evening *Weston's Sing Song* on CFRB, Toronto, sponsored by George Weston Ltd. (biscuits), with 10,000 singers present each Sunday evening, 8:30-9, at Sunnyside Beach, Toronto. The program now in its fourth year is this summer featuring war songs. An 18 by 24 foot song book, the leaves of which are turned over by ushers dressed as bakers, shows the words for the audience. Tod Russell is m.c. this season, a choir is on the stage, and the show is produced by Richardson-Macdonald Adv. Service Ltd., Toronto.

WTMA, Charleston, S. C., on June 15 observed its first anniversary with a half-hour "birthday party" broadcast, reviewing the year's events in the station's history. With box suppers served in the studio, the entire staff participated.

WROK, Rockford, Ill., on June 14 started originating a series of weekly programs, *Musical Portraits*, for MBS. The programs feature Lorna Lane, organist, and Allie Sharpe, tenor, Friday noons, and are the first regular network originations of WROK.

OPERATIONS of WBOE, Cleveland Board of Education's high frequency broadcasting station, are the subject of a 163-page report which is being made available for $1.



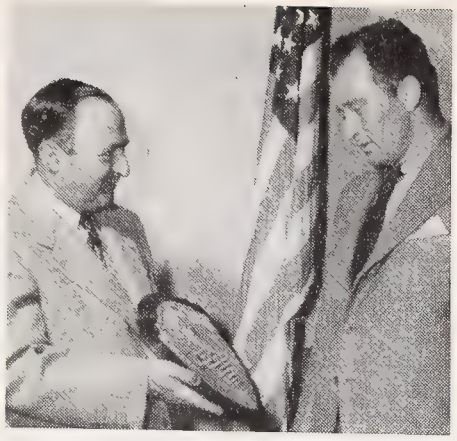


ALL SIX Vancouver, B. C., stations cooperated in the mid-June "Air Supremacy Drive" to collect funds to buy training planes for the local Royal Canadian Air Force base. CJOR reported that during the first 2½ days of the drive listeners sent in a total of $2,431 for the drive, well above the station quota. CJOR participation was handled by Program Director Dick Diespecker, who shortly before had conducted a similar drive to obtain blankets for French refugees after an appeal by the Canadian Red Cross. Although no appeal was made for money, mention on newscasts eight times daily for two weeks brought in $1,041 in cash and several hundred blankets.

TO SUCCEED the *Democracy in Action* series, which ended June 16 after more than a year on CBS, the network on Aug. 4 will start *United We Stand*, an educational series presented in cooperation with the U. S. Office of Education to show Americans how every region of the United States has made its own social, economic or cultural contribution to the life of the nation.

WLTH, Brooklyn, is broadcasting daily announcements on both English and foreign language programs to promote an essay contest for young men and women under 18 years, whose parents are of foreign origin. The subject is "What American Democracy Means to Me as the Son or Daughter of Parents of Foreign Origin", the winner to receive a set of the Standard American Encyclopedia donated by the National Committee for Education. Closing date of the contest is July 4, the winner to be announced July 15.

PITTSBURGH'S five stations—WWSW, KDKA, KQV, WJAS, WCAE—on June 18 presented a plaque to S. H. Steinhauser, *Pittsburgh Press* columnist, who celebrated his 10th anniversary as radio editor. The presentation was made at an anniversary luncheon attended by station officials.



IN RECOGNITION of "outstanding service and Americanism", the New York County American Legion presented a medal to WNEW, New York, on June 24. Presentation was made by V. C. Perls (left), chairman of the Legion radio committee, and accepted by Richard K. Bard, WNEW publicity director.

KVOL, Lafayette, La., recently observed the first anniversary of its remote studios at New Iberia, La. In connection with the anniversary program, M. Matt LaVail, manager of the studios, furnished a trophy for civic achievement which was presented to William D. Reynolds Sr., a local business man. Harris Garb handled announcing of the special program, with District Judge James Simon as m.c.

WCCO, Minneapolis, is loaning Minneapolis public schools its collection of 68 recordings of the CBS *Americans at Work* series heard in the 1939-40 season. According to Max Karl, WCCO educational director, 128 pupils of Minneapolis schools, as a regular part of their classwork in vocational education next fall, will listen to the records.

WJBK, Detroit, is sponsoring a four-hour Independence Day celebration at Detroit's Belle Isle Park during which 14 different nationality groups are to be represented, each of which will pledge allegiance to the American Flag and participate in other patriotic features. The station expects an attendance of 50,000. Cooperating in the event are the American Legion, Veterans of Foreign Wars and the Boy Scouts. The opening part of the July 4 program will be broadcast on WJBK. The program is under supervision of Stanley Altschuler, WJBK foreign language director.

WLAW, Lawrence, Mass., has been named the official broadcasting station for the State convention of the American Legion, to be held at Salisbury, Mass., Aug. 22-24. David M. Kimel, commercial manager of WLAW, has been appointed vice-chairman of the American Legion radio committee.

CANADIAN Broadcasting Corp. has installed three Presto recording units, five new microphones and portable amplifiers designed to operate from batteries, in conection with improved facilities for recording history-making events for listeners. The CBC network rebroadcasts during evening hours all important speeches and events which often are broadcast from overseas at hours when most listeners cannot hear them.

WEEKLY radio column giving news bits and human interest highlights of 1940 New York World's Fair is being mailed to 90 stations throughout the country for local broadcasts. Titled "This Week at the Fair", the column is prepared by Edwin P. Curtin, news editor of the Fair's radio department, who also broadcasts the daily *World's Fair Reporter* series on WNYC, New York.

MBS on June 19 started concert broadcasts by the Winnipeg Summer Symphony Orchestra for a 10-week period.

CBS on July 2 will start broadcasting portions of the New York Philharmonic Symphony concerts from Lewisohn Stadium, New York, Tuesdays, 9:30-10 p. m. The concerts also will be shortwaved to South America on WCBX, CBS international station, with commentaries in Spanish by Americo Lugo-Romero.

MBS during the first week in July will start three series of public service quarter-hour programs—*The March of Health*, dramatic presentations dealing with public health; *Dr. Pedigree*, featuring Stephen McCormick tracing the history of family names; *This Might Be You*, presented in cooperation with the U. S. Dept. of Labor to show the privileges enjoyed by labor in this country.

INS has announced new subscribers, including KFDA, Amarillo, Tex.; WLAV, Grand Rapids, Mich.; WFPG, Atlantic City, N. J., and KRIC, Beaumont, Tex.

UNDER CONSTRUCTION

5000 WATTS

FULL TIME IN

BOSTON

1470 KC.

WMEX

DOUBLE POWER!

CJOR's new Western Electric 1000-watt transmitter will double the power of the only Vancouver station to retain its wavelength under the Havana Treaty.

CJOR

Vancouver, B. C.

Nat. Rep:
Joseph Hershey McGillvra

Proven PROMOTION PLANS

FOR USE IN YOUR LOCAL NEWSPAPER

GREAT MOMENTS in RADIO

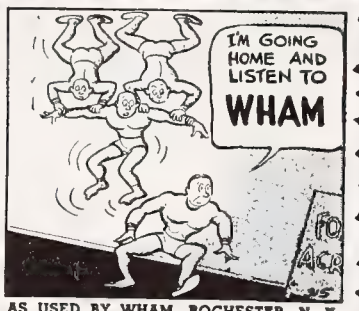


Tonight at 7:30
"WHERE ARE YOU FROM?"
Radio's sensational new idea
WOL

AS USED BY WOL, WASHINGTON, D. C.

GREAT MOMENTS IN RADIO
A dramatically illustrated reader attraction feature with a unique tie-in for your copy. Produced in single column mats, six days a week.

CARTOON PROMOTION
An up-to-the-minute feature with a gag line that becomes a by-word to prospective listeners and sponsors. Produced in single and double column mats, six days a week.



AS USED BY WHAM, ROCHESTER, N. Y.

They Must Be Good!
150 clients in the U.S. & Canada

WRITE OR WIRE FOR DETAILS

BROADCASTERS PROMOTION SERVICE
ATLANTIC CITY, N.J.

Southern Accent

JOHN SCHULTZ, manager of WSTP, Salisbury, N. C., appeared on the MBS program *Where Are You From?* during a recent visit to New York. Dr. Henry Lee Smith, speech authority who conducts the program, attempted to locate Schultz by his voice, using a map of MBS stations as a guide. From his pronunciations, Dr. Smith located Schultz as being from North Carolina and guessed that his station was WRAL, Raleigh, a miss of only about 100 miles.

CHART BREAKER!

Buy WAIR and watch the sales line move right up through the top! Throughout this rich territory, WAIR is tops in listener-confidence — the chief sales-producing ingredient!

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

LOCAL NEWS STILL IN DEMAND

Michigan Survey Indicates Community Items Are Strong Attracters of Audience

THOUGH Europe's war continues to occupy the major attention of radio newsmen, small local stations in Michigan are not overlooking local news broadcasting as a way to build listener interest. To a questionnaire circulated by the radio writing class of Michigan State College, East Lansing, 11 of 16 Michigan stations of 1,000 watts power or less replied they provide detailed coverage of local news in their primary areas. Nine stations maintain their own local news bureau, the survey showed, while three additional stations have access to the local news gathered by reporters of the daily newspapers with which stations are affiliated.

Stations responding to the questionnaire said they find local news broadcasts one of their strong program features in attracting, increasing and maintaining a steady listening audience, particularly since many small stations sandwich one or two local news stories into the five-minute news summaries they present each hour. Some stations reported appointing out-of-town correspondents to cover activities in towns within the primary coverage area. A few stations in towns where competition with local daily newspapers is keen indicated they find local news one of their strongest program features.

Like other journalists, radio newsmen apparently are aware of the necessity for maintaining a disinterested and impartial view of the local news they report as well as the necessity for accuracy and the restraint imposed by standards of good taste, questionnaire replies indicated. The survey revealed that low-power stations in larger metropolitan cities find local news "poor radio", while stations in cities of from 30,000 to 100,000 population place considerable emphasis on local news coverage.

In covering news of the primary area, some local stations in Michigan employ a news staff similar to that of a daily newspaper, stressing immediacy of presentation as a means of scooping competing newspapers and building listener interest. The type of news covered by these stations ranges from major community enterprises and local political news to women's activities and sports, the survey revealed. Many stations publicize serious accidents, prison breaks, police manhunts and similar flash news but avoid mention of sordid or criminal activities.

Most of the stations combine their local news with national and international reports when presenting newscasts, although a few stations present strictly local news broadcasts one or more times daily the survey indicated. Nine stations said they incorporate local sports news into their local news summaries, while seven reserve sports for special sportscasts.

In general, the stations cooperating in the survey prefer the meal hours and mid-evening (8:45-10 p.m.) to present local news, believing the largest audience of interested listeners is available at these hours.

Not only does thorough and adequate news coverage of the primary listening area help hold a constant audience, but it makes the station more popular with its listeners and consequently enhances the value of the station's programs as well as increasing the station's value as an effective advertising medium, was the conclusion drawn from study of the questionnaire answers.

The survey, completed by Willard Baird, Michigan State College senior and a news commentator of WKAR, East Lansing, was directed by Ralph Norman, instructor in radio writing.

WHEB Transfer Asked By R. G. LeTourneau

THE SALE of complete ownership of WHEB, Portsmouth, N. H., 250-watt daytime station on 740 kc., which holds a construction permit for 1,000 watts, is proposed in an application for transfer of ownership filed with the FCC. R. G. LeTourneau, wealthy manufacturer of road-grading and other heavy machinery, with plants at Peoria, Ill., and Toccoa, Ga., would be the purchaser. Mr. LeTourneau recently acquired the 20% interest of C. A. Morrison, of Kittery, Me., for $1,463, and would pay $6,000 for the remaining 80% which is now owned by the Rev. H. J. Wilson, of Portsmouth.

The station, while operated commercially, is chartered for non-profit operation and is partly devoted to religious activity. Mr. LeTourneau is founder of the LeTourneau Foundation with assets of $12,250,000 and devoted to non-sectarian religious promotion. Mr. LeTourneau is also building a new town near Toccoa, Ga., to be called Tournaco, and has applied for a new 250-watt station on 1420 kc. there.

Plans for New WBRW

HAROLD McWHORTER, onetime part owner and manager of WPAR, Parkersburg, W. Va., will be manager of the new WBRW, Welch, W. Va., 250 watts on 1310 kc., which he reports will start equipment tests about Aug. 1. The station was authorized for construction May 15, the licensee corporation being headed by J. W. Blakely, insurance man and motion picture theater owner. Gates equipment, RCA microphones, Presto turntables and the first radiator ever to be constructed by Union Metal Co. are being installed. Mr. McWhorters' staff will include W. H. Bane, commercial manager, and George Yazell and Thomas Phillips, engineers. Other staff members have not yet been selected.

Ford Buys WJR Games

FORD MOTOR Co., Detroit, will sponsor on WJR, Detroit, broadcasts of the 11 games to be played by the Detroit Lions professional football team this fall. Covering both home and away games, sponsorship also includes several broadcasts from the Lions' training camp as well as the annual warm-up game between "freshmen" and regulars.



The momentous events of the past few weeks have greatly intensified the demand for a radio news coverage that is not only timely, but authoritative as well. In the Pacific Northwest radio listeners turn habitually to KGW and KEX for news, because these stations bring them not just news, but OREGONIAN NEWS.

KGW and KEX have behind them the full prestige and authority of a newspaper which has been singled out for national honors by the University of Missouri School of Journalism.

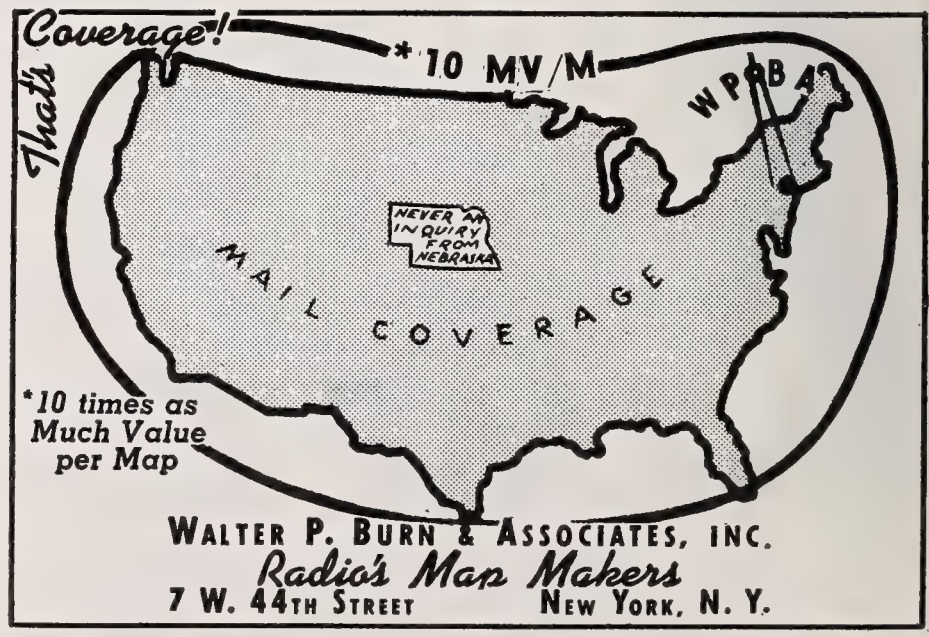
Obviously KGW and KEX "the radio stations of The Oregonian" also benefit by such recognition. So, your advertising message will reach a larger, more receptive audience on KGW and KEX, Portland's *only* newspaper-owned and operated stations.

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC RED

RADIO STATIONS OF THE OREGONIAN
PORTLAND • OREGON

KEX 1160 KC 5000 WATTS CONTINUOUS NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles



WALTER P. BURN & ASSOCIATES, INC.
Radio's Map Makers
7 W. 44TH STREET NEW YORK, N. Y.

Equipment

A NEW triple turntable and sound effects unit has been built by Al Span, CBS Hollywood sound effects director and his staff. The machine incorporates a filter system for special effects and a complete new "electro-voice" unit, including all the recent developments that enable sound effects to "talk". Any sound effect, from a steam whistle or truck to the noise of a termite gnawing a cellar support, can be blended with the human voice through the new voice-unit, according to Span. He explained that sound effects men have to be carefully trained and rehearsed in the use of the "electro-voice" unit, which employs two small circular wire units held in the operator's throat. The latter forms words with his lips. The operator utters no sound, but the sound effect itself picks up words formed by the lips and acquires a strange voice of its own.

CFRB, Toronto, has placed an order for a 300-foot steel tower with Canadian Bridge Co. Ltd., Walkerville, Ont., to replace the tower blown down in a windstorm May 19. The T-type antenna is at present supported only from one 300-foot tower to a small temporary tower at the transmitter site at Aurora, 25 miles north of Toronto.

RCA MFG. Co., Camden, N. J., has organized a special field force of sales engineers and service experts in every section of the country to merchandise RCA police radio and emergency communication equipment, according to Harry Mickel in charge of RCA police radio sales. The representatives are associated with the RCA district sales offices under the direction of Fred D. Wilson, RCA manager of field sales activities.

RADIAD SERVICE, Chicago, manufacturers of sound equipment, on June 19 announced appointment of R. A. Adams as special factory representative for Michigan. Assisted by Fred Anderson, Mr. Adams will have offices at 9440 Dexter Blvd., Detroit; phone Tyler 4-3535.

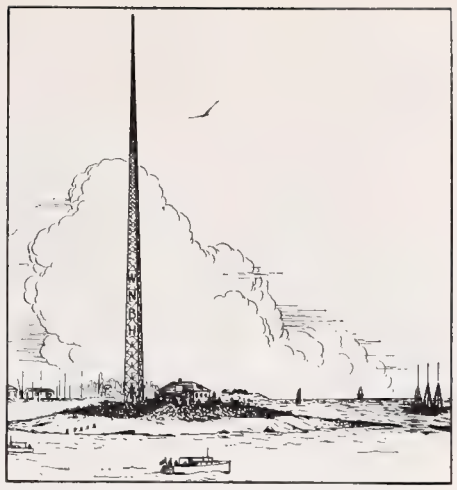
EQUIPPED with an RCA transmitter, UTC speech input and a Wincharger tower, the new WMVA, Martinsville, W. Va., is scheduled to go on the air some time in August, according to Jonas Weiland, operator of WFTC, Kinston, N. C., who is partner in the enterprise with William C. Barnes, publisher of the *Martinsville Bulletin*. WMVA will operate with 100 watts night and 250 day on 1420 kc.

RCA equipment and a Wincharger tower have been ordered for the new WCBI, Columbus, Miss., authorized for construction May 21 to operate with 250 watts on 1370 kc. Birney Imes, publisher of the *Columbus Commercial Dispatch*, who will operate the station, reports it will go on the air shortly after Sept. 1.

RCA MFG. Co., Camden, N. J., has announced sale of the following equipment: 250-K broadcast transmitters to WGOV, Valdosta, Ga.; WDAK, West Point, Ga.; WFPG, Atlantic City (contingent).

WGN's 'Blackout Over America'

ELISSA LANDI and Phillips Holmes, stage and movie stars, have been retained by WGN, Chicago, to star in a new ten-week sustaining series of dramatic programs titled *Blackout Over America*. Broadcasts start on July 5, 7-7:30 p.m. (CDST), and will be heard over MBS. Miss Landi will play the part of "Lorna Carroll", ace *Chicago Tribune* reporter. Mr. Holmes will appear as "Riley Davis", a famed MBS news commentator. The drama deals with the work of this pair in fighting the efforts of the fifth column to destroy the Government. Series is written and directed by Blair Walliser.



ON LITTLE Crow Island in New Bedford Harbor, WNBH, New Bedford, Mass., in mid-June started constructing its new transmitter plant, sketched in this artist's drawing. With a power increase to 250 watts, the station is building a single-story Cape Cod cottage as a transmitter house, complete with living quarters for the transmitter crew, and erecting a 375-foot Blaw-Knox tower [BROADCASTING, June 15].

'Camera' Radio

RCA MFG. Co. introduced to the New York market in latter June its new camera-size, battery-operated RCA Victor Radio. The set measures 8 7/8 inches long by 3 11/16 inches wide by 2 15/16 inches deep. It weighs four pounds and comes with a strap so it may be slung over the shoulder like a camera. It turns on automatically when the cover is raised, and operates on an A or flashlight battery and a B battery.

Worcester FM Fulltime

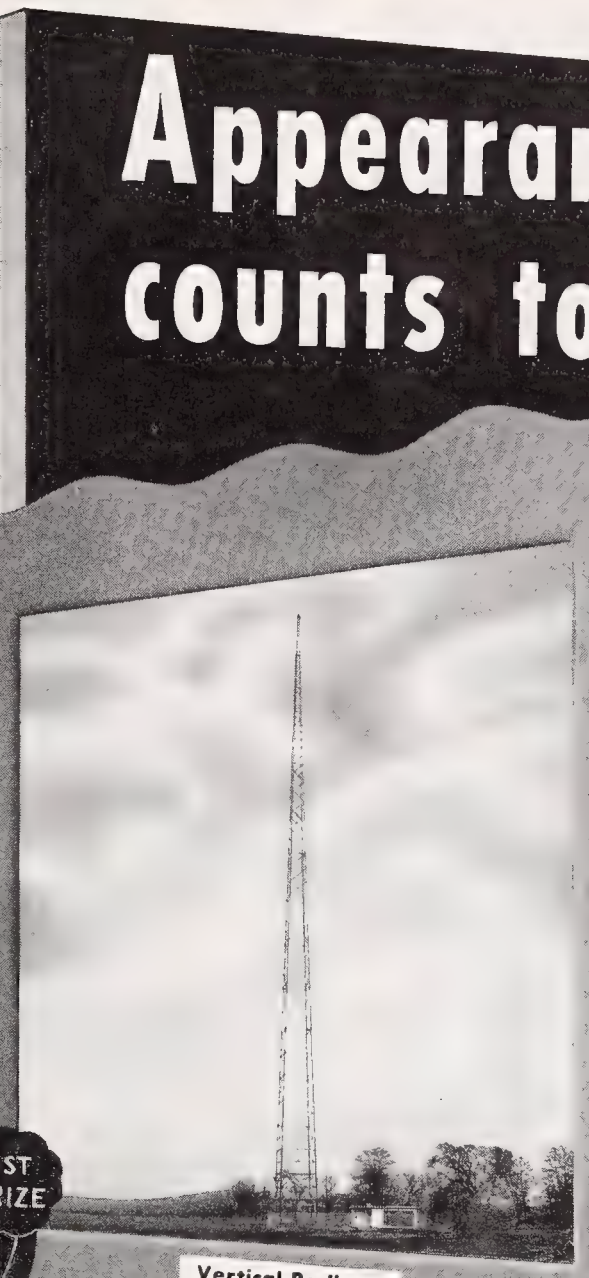
W1XTG, Worcester, Mass., FM adjunct of WTAG, is now operating on a full 6:30 a.m. to 12 midnight schedule, duplicating for the present regular WTAG programs. Station operates on 43.4 mc., and is equipped with a 1 kw. GE transmitter. GE reports signal tests show excellent reception in Boston, 50 miles away. Hailing the opening of W1XTG the *Worcester Sunday Telegram* of June 16 carried two separate FM stories on the front page of the radio section. In addition to a local story on the opening of W1XTG June 17, the paper reprinted the explanatory booklet, *Broadcasting Better Mousetrap*, published by FM Broadcasters Inc.

Youngstown Steel mills are operating at capacity. Cover this rich market best with WFMJ.

WFMJ

YOUNGSTOWN, OHIO

Appearance counts too!



Clean-cut in appearance as well as performance, Blaw-Knox Vertical Radiators give stations a double reason for being proud of them. The features that distinguish Blaw-Knox Radiators—eye-value, greater broadcast coverage, extremely low maintenance cost—are due to one thing . . . *better engineering*. All Blaw-Knox radiators are designed for specific requirements; all reflect an experience covering the entire history of broadcasting. Let us discuss your radiator requirements with you.

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 FARMERS BANK BLDG., PITTSBURGH, PA.
OFFICES IN PRINCIPAL CITIES

NOTE—Blaw-Knox Directional Radio Beacons are used exclusively to guide all air transport service in the United States and Canada.

DISTRIBUTORS
GraybaR ELECTRIC COMPANY

SEND FOR A FREE TRIAL SAMPLE

DECIDE LIKE AN EXPERT!

Words can't describe the great superiority of these Royal folding chairs. We'd rather send you a free sample for 30 days' use and inspection. Subject it to any test you like!

First, mail coupon below for our new catalog. Select the chair you like.

We'll ship it immediately prepaid.



Royal

Sign below and attach to business letterhead for New Royal Folding Chair Catalog

Mr.

STRONGEST, SAFEST AND MOST COMFORTABLE

ROYAL METAL MFG. CO.

173 N. Michigan Ave., Dept. Q-4, CHICAGO

New York • Los Angeles • Toronto

Headliners Honor White and Swing

Commentators Receive Awards For CBS, MBS Programs

WILLIAM L. WHITE, CBS foreign correspondent during the Russo-Finnish war and reporter for the *New York Post*, and Raymond Gram Swing, MBS news commentator in New York, are the two radio winners of the National Headliners Club's awards, announced June 29 at the Headliners Frolic at the Hotel Traymore, Atlantic City.

Mr. White received the award for the "best radio coverage of a news event" for his Christmas Eve broadcast from the trenches somewhere near Helsinki, the CBS program which inspired Robert E. Sherwood to write the current Broadway success "There Shall Be No Night". White, son of William Allen White, noted editor of the *Emporia* (Kansas) *Gazette*, worked on his father's paper after his graduation from Harvard for a number of years, moving to the East in 1934. He was a reporter and writer until asked by CBS to cover the war in Finland. He is now in Emporia on vacation.

Swing's Career

Raymond Gram Swing, who won the Headliners' award for "consistent excellence in radio news interpretation", first gained fame as an authoritative radio commentator during the September, 1939, war crisis in Europe. Swing reported for more than a half-dozen newspapers during his youth and was with the *Chicago Daily News* during the World War. He has been in radio for 2½ years, and is currently heard five nights weekly on MBS, with his Monday and Friday broadcasts sponsored by General Cigar Co. For several years Swing has done a weekly quarter-hour on American affairs for the BBC by shortwave, but he recently dropped this because of the pressure of his domestic schedule.

Presentation of the 14 silver plaques for outstanding achievements in the field of radio, press and newsreels was made by Arthur Robb, chairman of the Headliners' Club, and editor of *Editor & Publisher*, at the club's dinner. CBS broadcast a portion of the ceremonies from 6:30-6:45 p.m. while Mr. Robb made the citations. Following the broadcast, the CBS program *The World Today*, featuring news from abroad, was tuned in on for the dinner guests in order that they might hear two previous Headliners Club winners, William L. Shirer, in Berlin, and Edward R. Murrow, chief of CBS' European staff, in London.

Winners in the fields other than radio were: Arthur Menken, Paramount News, for his coverage of the evacuation of Namsos, Norway; Westbrook Pegler, *New York World-Telegram*, for the best exclusive news reporting in the domestic field; Clifford L. Day, UP, for best exclusive reporting in foreign field; *Chicago Daily News*, an extra award for journalistic excellence in foreign news coverage; Herbert L. Block ("Herblock"), NEA, for best cartoon, "Norway"; M. D. Clofine, "News of the Day," for his "Awake America" newsreel; Gen. Hugh S. Johnson, *New York World-Telegram*, for the best column; Waterbury (Conn.) *American Republican*, for its expose of political corruption; Leo Lieb, formerly of the *New York Mirror* and now with PM, for his picture "The Laughing Kitten"; Howard Blakeslee, AP, for his scientific and medical reporting; Angus Perkerson, *Atlanta Journal*, for best Sunday magazine section, and Robert Golden, *Richmond Times-Dispatch*, for best feature writing.

COVERAGE OF FIRE

WDSM Gives Five-Hour Story Of Bad Blaze

WHEN fire destroyed the 50-year-old Hotel Superior in Superior, Wis., on June 18, WDSM carried a five-hour description of the blaze, with microphones on the street below and in its Superior studio, located just across the street from the hotel. WDSM went into action a few minutes after the blaze was discovered at 7:20 a.m., continued without a pause until 10:30 a.m., and then picked up again at 10:45 until 12:45 p.m. Using more than 500 feet of cord, microphones were taken right into the debris-strewn street and among fire fighting equipment by Manager Bob Kennedy and Announcer Lew Martin.

Broadcast excitement hit a high spot as a four-story wall collapsed into the street, some of the debris striking one of the WDSM staff men and injuring him slightly. Heavy smoke and sparks also caused some trouble for observers during the long broadcast. Other staff members participating in covering the fire included Leo Fremont, continuity director, Announcer Jack Cosgrove, Chief Engineer Ole Gabrielson and three other members of the engineering staff.

ST. LOUIS PROTEST OF WCBD REJECTED

PETITIONS of WCBD, Chicago, protesting against the so-called "St. Louis shifts", under which KFUO, Lutheran Synod station, was given a change in frequency from 550 to 830 kc. daytime, were denied June 25 by the FCC. WCBD had pending an application for assignment on 830 kc. at the time of the KFUO grant and held that the FCC action was improper. The Commission, however, ruled there is no statutory or other requirement that it withhold action on a broadcast application in order to consider it on a comparable basis with some other pending application.

Pointing out that WCBD is scheduled for hearing on its application to shift from 1080 to 830 kc. with 5,000 watts daytime, the Commission said the station will be afforded a hearing and that it will have ample opportunity to show that its operation as proposed will better serve the public interest than will the operation of KFUO as authorized by the recent grant. "The grant herein to KFUO," the Commission said, "does not preclude the Commission at a later date from taking any action which it may find will serve the public interest."

In the St. Louis shifts [BROADCASTING, May 15], KSD was awarded full time on 550 kc. and KXOK, St. Louis, was given full time on 630 kc. in lieu of its 1250 kc. assignment. Other stations affected were KFRU, Columbia, Mo., and WGBF, Evansville, Ind. [BROADCASTING, May 15].

Cho-Cho Spots

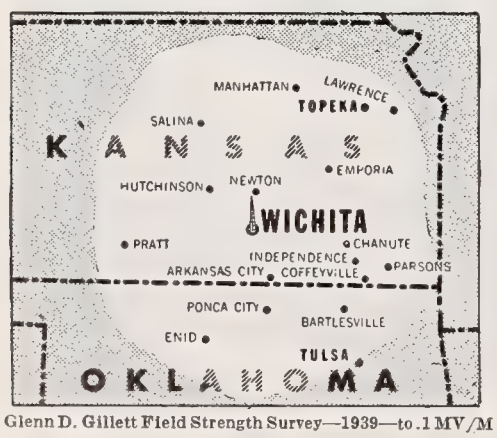
CHO-CHO Co., Milwaukee (chocolate malted ice cream on stick), a subsidiary of the Carnation Co., on June 17 started a 10-week campaign of transcribed one-minute announcements on KFRC, San Francisco; KROW, Oakland; KHJ, Los Angeles; WAPI, Birmingham, Ala.; WGST, Atlanta; KGKO, Ft. Worth; KPRC, Houston. Schedule varies from 10 to 14 announcements weekly. Neisser-Meyerhoff, Chicago, handles the account.

CONTRIBUTIONS from the radio industry to the Greater New York Fund total $40,703 to date, according to Niles Trammell, NBC executive vice-president and chairman of the Fund's radio division. Of this total, broadcasting firms gave $35,413 and employes $5,290.

MONEY ON THE HOOF -- $132,894,735.00 WORTH!



THERE'S NO BULL on earth worth that much dough—but, the sale of livestock brought that much money to Kansas farmers last year thereby establishing products of livestock as the state's chief source of income.



Glenn D. Gillett Field Strength Survey—1939—to .1 MV/M

Yes, wheat money, cattle money, oil money, money from all types of industry help to make Wichita a 470 million dollar market. No doubt this is the reason why the 292,421 radio families in the KFH AIREA have above average incomes. And there's no doubt but what you (or your client) could get your share if you'd use

THAT SELLING STATION FOR KANSAS

KFH

WICHITA

Columbia's Only Full Time Outlet for Kansas

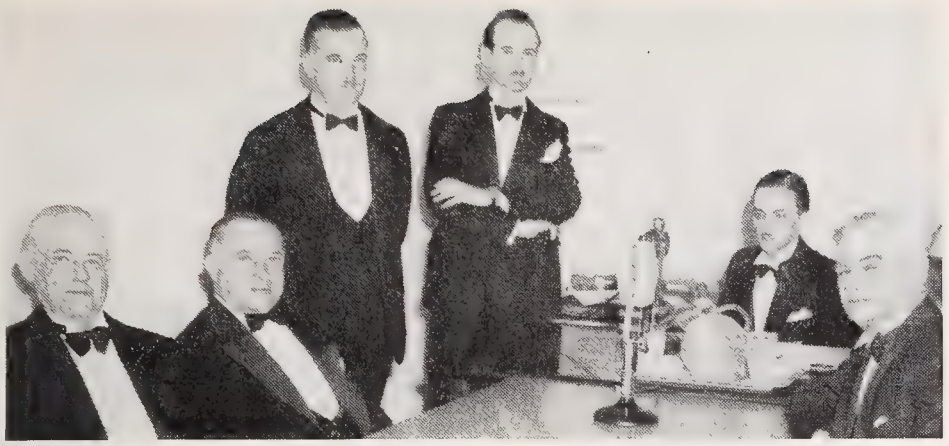
CBS • 5000 DAY • C.P. 5000 NIGHT (ready soon) • CALL ANY EDWARD PETRY OFFICE

The Shortest Route to the rich AKRON MARKET is via Akron's Popular Station,

WJW

AKRON, OHIO

Representatives
Headley-Reed Company



THE ALLIANCE between U. S. and Canadian "borderless" radio was stressed at ceremonies attending the opening last month of Canadian Broadcasting Corp.'s new plant for CBM, Montreal. Among the notables participating were (l to r) A. H. Ginman, president, Canadian Marconi Co.; David Sarnoff, president of RCA and board chairman of NBC; Dr. Augustin Frigon, CBC assistant general manager; Jean Marie Beaudet, CBC Quebec program director; Omer Renaud, CBM announcer; Rene Morin, who serves as the chairman of the CBC board of governors.

Sarnoff Describes Radio As Good-Will Promoter

"RADIO broadcasting in the hands of a free people is a powerful agency of information, culture, education, and entertainment," David Sarnoff, president of RCA, stated June 17, during a broadcast from Montreal, Canada, presented by the CBC on the occasion of the inauguration of the new transmitter of CBM, Montreal. Mr. Sarnoff praised the exchange of programs between the United States and Canada which has made for a better human relationship between the two countries.

Bearing out the same theme in his talk on "Communications in a Changing World" at the 14th annual session of the Institute of Public Affairs, held June 21 at the U of Virginia, Mr. Sarnoff stated that although it is true that communications "are perverted for destructive purposes by makers of hate and war, still it is true that only through communications can there be that meeting of minds which must be obtained if world opinion is to establish and maintain peace."

DR. HOWARD HANSON, head of the Eastman School of Music, will conduct two concerts from the Interlochen Bowl, Interlochen, Mich., on July 6 and 7 to inaugurate the tenth consecutive season of weekly summer broadcasts on NBC-Blue from the National Music Camp.



URGES U. S. NEWS
American Reports Honest, Says Canadian Magazine

SUGGESTION TO Canadians that they listen to U. S. broadcasting stations rather than to those of the CBC for "realistic analysis" of war news, was made in the June, 1940 issue of the *Canadian Forum*, a liberal monthly publication on public opinion. The editorial, titled "Turn the Dial", read:

"In Canada the CBC, which is now entirely under government domination, and our newspapers have combined to give us the news so colored with rosy optimism that they have built up a widespread suspicion of the honesty of their reports. Canadians who want realistic analysis of what is happening in Europe should tune in to John Gunther, H. V. Kaltenborn, Raymond Gram Swing or Elmer Davis. All these men are strongly sympathetic with the Allied cause, but they are talking on the air to a national audience which wants as much enlightenment on the course of events and the meaning of events as skilled news analysts can give. But why should our CBC and our Canadian newspaper publishers assume that we don't want the same kind of enlightenment, even if it involves the frank recognition of painful facts?"

Urges Canadian Shortwaves

THE Canadian Government was urged to build immediately a shortwave broadcasting station, long planned by the Canadian Broadcasting Corp., in view of rapidly diminishing number of democratic government shortwave broadcasters in Europe, in the *Toronto Financial Post*, leading Canadian financial paper. It urged Canada to build this station now, since Great Britain's stations are about the only ones left in Europe to broadcast Allied news. The paper also asked some of the United States shortwave broadcasters to permit the use of their stations for a limited daily period for the transmission of programs from Canada.

TWO plays by Gordon Webber of NBC's Information Division were produced on successive weeks on the NBC-Blue *Radio Guild Drama* Saturday evening programs. On June 15, Mr. Webber's "The Long Lost Brother of Pinky Chance" was presented, and on June 22 his musical fantasy, "The Crazy Heart Blues."

Florsheim Adding

FLORSHEIM SHOE Co., Chicago, continuing its campaign which started in early May and placing direct, with local dealer tie-in, is currently sponsoring the quarter-hour transcribed program, *The Squared Circle*, on KDFN KOY WIBM WJHO, and in early July adds other stations, increasing the list through the fall season. List includes KVOL KWAL KWYO WAYX WBRE WDAE WDBJ WDBO WGBI WGTM WHBF WIOD WJPR WKBZ WLVA WMBH WNBZ WNOX WOC WRAK WRDW WTRC KVCV KSLM KRRV KRNR KPAC KOH KNOW KMED KIUN KHUB KGVO KGNC KGFX KGFF KGEZ KGCX KFRO KFJI KELO KELD CJIC. Other stations will also be added. Transcribed series features James J. Jeffries, ex-world champion heavy weight as m.c., and was produced by Fred C. Mertens & Associates, Los Angeles.

St. Louis Spot List

VISIT ST. LOUIS Committee, St. Louis, has scheduled a radio drive on 17 stations in conjunction with the "Visit St. Louis Campaign". Stations include KFRU, Columbia, Mo.; KFVS, Cape Girardeau, Mo.; WMBH, Joplin, Mo.; KWTO, Springfield, Mo.; KMBC, Kansas City; KARK, Little Rock; WWL, New Orleans; KTUL and KVOO, Tulsa; KOMA and WKY, Oklahoma City; WREC and WMC, Memphis; WFAA and KRLD, Dallas; KPRC and KTRH, Houston. Kelly, Stuhlman & Zahrndt Agency, St. Louis, handles the account.

Salt Lake City
and the area it serves
comprise one of the country's
best
summer markets
★
Take advantage
of the lively
Showmanship
of
KDYL
The
POPULAR Station
Salt Lake City
National Representative
JOHN BLAIR & CO.
NBC
RED
NETWORK

$15.00 GETS
YOU $20.00

And no gamble either. Just plain arithmetic. Here's how: A minute on WMBG—the Red Network station—costs only $15.00—night time rate. A minute on the other leading Richmond station—night time rate—costs $35.00—saving—$20.00.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG NBC Red outlet, Richmond, Va. National Representative John Blair Company.

Your Gracious Host.. From Coast to Coast

In NEW YORK..



The Gotham

In CHICAGO..



The Drake

The Blackstone

In LOS ANGELES..



The Town House

In BELLEAIR, FLA..



Belleview Biltmore

KIRKEBY HOTELS

Television Grants

(*Continued from page 28*)

transmit programs for public reception."

In outlining the three groups of television channels, the FCC stated that the 11 channels in Group B (No. 8 to 18 inclusive) and the auxiliary channels in Group C may be assigned to television stations for supplementary purposes as television relay stations. No mobile or portable television station for direct public service will be licensed at this time, it stated.

List of Authorizations

Following is the list of television applications, together with locations and channel assignments tentatively authorized by the FCC June 18 contingent upon "proper showing of a program of research and development":

	Channel No.
New York	
National Broadcasting Co.	1
Columbia Broadcasting System	2
Bamberger Broadcasting Service	6
Allen B. DuMont Laboratories	4
Chicago	
Zenith Radio Corp.	1
Balaban & Katz	2
National Broadcasting Co.	5
Los Angeles	
Don Lee Broadcasting System	1
Television Productions	4
Hughes Tool Co.	2
Washington	
Allen B. DuMont Laboratories	1
National Broadcasting Co.	2
San Francisco	
Don Lee Broadcasting System	1
Hughes Tool Co.	2
Philadelphia	
Philco Radio & Television Corp.	3
*Radio Corp. of America (Camden)	5
WCAU	5
Cincinnati	
Crosley Corp.	1
Albany	
General Electric Co.	3
Fort Wayne	
*Philo T. Farnsworth	3
West Lafayette, Ind.	
*Purdue University	3
Passaic, N. J.	
*Allen B. DuMont Laboratories	4
Iowa City	
*Iowa State U	1 & 12

* Indicates stations primarily for laboratory research, or training; no public program service authorized.

TUNING UNIT of the tower of KGEZ, Kalispell, Mont., was completely wrecked when struck by lightning in mid-June, but Don Gorman, chief engineer, reports the station was back on the air in less than an hour. Most of the delay was due to power company repairs on the transformer feeding the transmitter from the high-line.



Don Lee Ready to Start Work on Video Station

CONSTRUCTION of a new television studio building atop Mt. Lee, overlooking Hollywood, to house the Don Lee Broadcasting System televising station W6XAO, is scheduled to start by mid-July. Work on the 20-foot paved highway leading to the proposed plant at its 1,700 foot elevation will be started soon and the entire project is expected to be completed by Jan. 1, according to Willet H. Brown, vice-president and assistant general manager. The station will be entirely shielded by copper to prevent outgoing television waves from feeding back into the video tubes and also to eliminate outside interferences. Another feature will be a rotating beacon visible within the entire telecasting radius of 60 miles.

Meanwhile, full complement of technical advisors accelerated their work in cooperation with Harry R. Lubcke, television director, in an effort to have final plans for the plant in the hands of builders by mid-July. Eric Barclay has been named contractor to erect the building. Paul Jeffers will be the structural engineer, with Leonard Goudy civil engineer and general consultant. Station is now located in the Don Lee Bldg., in downtown Los Angeles.

Sues CBS, Sponsor

A $60,000 damage suit has been filed in Los Angeles Federal Court by Thelma Elaine Samson of San Pedro, Cal. She demands that amount from CBS, Hollywood; Rio Grande Oil Co., and Richfield Oil Corp., Los Angeles, for alleged defamation of character. Miss Samson charges that she suffered defamation of reputation when allegedly depicted as the "gun moll" of gangster Roy Sherwood in a *Calling All Cars* program, when sponsored on CBS West Coast stations by Rio Grande Oil Co., a subsidiary of Richfield Oil Corp. She charges that the radio character was assertedly given the name of Thelma and was said to have lived on Center St., San Pedro, where Miss Samson said she resided. Miss Samson further asserts in her suit that she was characterized as a "woman of easy virtue". Miss Samson admitted knowing Sherwood but denied any knowledge that he had committed any crimes or that she had ever aided him in eluding officers of the law.

NBC Cuts Video

NBC has reduced its television staff by 26 persons in a seasonal rearrangement. Total includes 10 members of the program staff, seven of whom were transferred to other network departments, and 16 engineers, nine of whom were assigned to other duties at NBC. During the summer months it is expected that outdoor pickups and film presentations will replace many of the studio programs on the television schedule.

Where's Dr. Pepper?

WHEN a fire in the business section of Colorado Springs threatened to spread to the Dr. Pepper Bottling Co. plant, KVOR broadcast an appeal to locate employes of the company so valuable equipment could be removed. The owner himself, a KVOR client, heard the KVOR appeal.

Text of FCC Rules Governing Television

FOLLOWING are revised rules governing television services adopted by the FCC June 18, which supplement those originally issued Feb. 28 [BROADCASTING, March 15]:

Part 4. Rules Governing Broadcast Services Other Than Standard Broadcast Television Broadcast Stations

Sec. 4.71—*Defined.* The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of synchronized sound (aural broadcast) is considered an essential phase of television broadcast and one license will authorize both visual and aural broadcast as herein set forth.

Sec. 4.72—*Purpose.* A license for a television broadcast station will be issued for the purpose of carrying on research, which must include engineering experimentations tending to develop uniform transmission standards of acceptable technical quality, and which may include equipment tests, training of technical personnel, and experimental programs.

Sec. 4.73—*Licensing requirements, necessary showing.*

A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following:

1. That the applicant has a definite program of research and experimentation in the technical phases of television broadcasting, which indicates reasonable promise of substantial contributions to the developments of the television art.

2. That upon the authorization of the proposed station the applicant can and will proceed immediately with its program of research.

3. That the transmission of signals by radio is essential to the proposed program of research and experimentation.

4. That the program of research and experimentation will be conducted by qualified personnel.

5. That the applicant is legally, financially, technically and otherwise qualified to carry forward the program.

6. That public interest, convenience or necessity will be served through the operation of the proposed station.

Sec. 4.74—*Charges*

No charges either direct or indirect shall be made by the licensee of a television station for the production or transmission if either aural or visual programs transmitted by such station.

Sec. 4.75—*Announcements*

(a) Station identification—A licensee of a television broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation (other than purely test operation) on the hour and half hour as provided below:

1. Such identification announcement during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production of longer duration than 30 minutes. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of such program.

2. In case of variety-show programs, baseball game broadcasts, or similar program of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and half hour.

3. In case of all other programs (except as provided in paragraphs (1) and (2) of this section) the identification announcement shall be made within 2 minutes of the hour and half hour.

4. In making the identification announcement, the call letters shall be given only on the channel of the station identified thereby.

(b) At the time station identification announcements are made, there shall be added the following:

"This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes."

Sec. 4.76—*Operating requirements*

(a) Each licensee of a television broadcast station shall diligently prosecute its program of research from the time its station is authorized.

(b) Each licensee of a television station will from time to time make such changes in its operations as may be directed by the Commission for the purpose of promoting experimentation and improvement in the art of television broadcasting.

Sec. 4.77—*Frequency assignmeni*

(a) The following groups of channels are allocated for assignment to television broadcast stations licensed experimentally:

GROUP A

Channel No.	1	50,000-56,000 kc
	2	60,000-66,000 kc
	3	66,000-72,000 kc
	4	78,000-84,000 kc
	5	84,000-90,000 kc
	6	96,000-102,000 kc
	7	102,000-108,000 kc

GROUP B

Channel No.	8	162,000-168,000 kc
	9	180,000-186,000 kc
	10	186,000-192,000 kc
	11	204,000-210,000 kc
	12	210,000-216,000 kc
	13	234,000-240,000 kc
	14	240,000-246,000 kc
	15	258,000-264,000 kc
	16	264,000-270,000 kc
	17	282,000-288,000 kc
	18	288,000-294,000 kc

GROUP C

Any 6000 kc band above 300,000 kc excluding band 400,000 to 401,000 kc.

(b) No television broadcast station will be authorized to use more than one channel in Group A except for good cause shown. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized channel.

(c) No person (including all persons under common control) shall, directly or indirectly, own, operate or control more than three television stations on channels in Group A, and no such person shall, directly or indirectly or indirectly, own, operate or control on channels in Group A more than one television station which would serve in whole or substantial part the same service area as another station operated or controlled by such person. This paragraph (c) shall not apply to stations which do not transmit programs for public reception.

(d) Channels in Groups B and C may be assigned to television stations to serve auxiliary purposes such as television relay stations. No mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

Sec. 4.78—*Power*

The operating power of a television station shall be adequate for but not in excess of that necessary to carry forward the program of research and in no case in excess of the power specified in its license.

(a) A report shall be filed with each application for renewal of station license which shall include a statement of each of the following:

1. Number of hours operated.

2. Full data on research and experimentation conducted including the type of transmitting and studio equipment used and their mode of operation.

3. Data on expense of operation during the period covered.

4. Power employed, field intensity measurements and visual and aural observations and the types of instruments and receivers utilized to determine the service area of station and the efficiency of respective types of transmissions.

5. Estimated degree of public participation in reception and the results of public observation as to the efficiency of types of transmission.

6. Conclusions, tentative and final.

7. Program for further developments in television broadcasting.

8. All developments and major changes in equipment.

9. Any other pertinent developments.

(b) Special or progress reports shall be submitted from time to time as the Commission shall direct.

WCAU Ready

WCAU, Philadelphia, has announced an immediate acceleration of plans to begin active television broadcasting experiments as soon as the actual authorization is received from the FCC, which tentatively approved on June 18 WCAU's application for a television station. WCAU reports it will immediately buy and install equipment for the station, which will be RCA equipped. Under the supervision of Jack Leach, chief engineer, WCAU's experimental work in television will be primarily in mobile work, with most of the programs to include wrestling and boxing matches, races and sundry outdoor athletic and special events.

Video Talent Hunt

RCA has announced a "television-talent" hunt, which it will run this summer in conjunction with its television exhibit at the New York World's Fair, the final winner to receive a short-term NBC television contract. Applicants will give daily demonstrations at the RCA exhibit, the best two to be selected each Sunday by judges selected from the fields of radio, stage and screen. On July 3, RCA will start a one-hour television program on W2XBS, NBC's television station, to feature the winners of the previous week's demonstrations. Finals will be staged at the end of the summer to decide on the winner.



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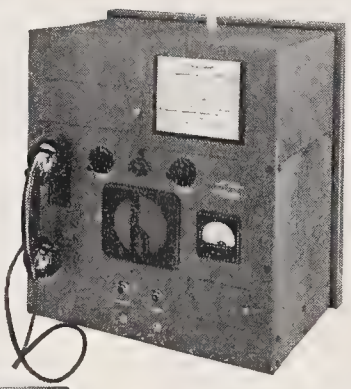
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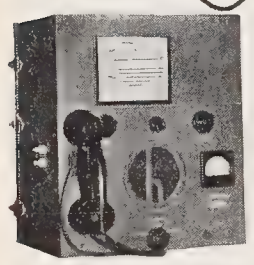
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Full Text of New Rules Governing FM

Text of rules governing high-frequency broadcast stations (FM) adopted June 22 by the FCC follows:

SUB-PART B. RULES GOVERNING HIGH FREQUENCY BROADCAST STATIONS

DEFINITIONS [1]

Sec. 3.201 *High-frequency broadcast station.* The term "high-frequency broadcast station" means a station licensed primarily for the transmission of radiotelephone emissions intended to be received by the general public and operated on a channel in the high-frequency broadcast [2,3] band.

Sec. 3.202 *High-frequency broadcast band.* The term "high-frequency broadcast band" means the band of frequencies extending from 43,000 to 50,000 kc., both inclusive.

Sec. 3.203 *Frequency modulation.* The term "frequency modulation" means a system of modulation of a radio signal in which the frequency of the carrier wave is varied in accordance with the signal to be transmitted while the amplitude of the carrier remains constant.

Sec. 3.204 *Center frequency.* The term "center frequency" means the frequency of the carrier wave with no modulation. (With modulation the instantaneous operating frequency swings above and below the center frequency. The operating frequency with no modulation shall be the center frequency within the frequency tolerance).

Sec. 3.205 *High-frequency broadcast channel.* The term "high-frequency broadcast channel" means a band of frequencies 200 kc. wide and is designated by its center frequency. Channels for high-frequency broadcast stations begin at 43,100 kc. and continue in successive steps of 200 kc. to and including the frequency 49,900 kc.

Sec. 3.206 *Service area.* The term "service area" of a high-frequency broadcast station means the area in which the signal is not subject to objectionable interference or objectionable fading. (High-frequency broadcast stations are considered to have only one service area; for determination of such area see *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*)

Sec. 3.207 *Antenna field gain.* The term "antenna field gain" of a high frequency broadcast antenna means the ratio of the effective free space field intensity produced at one mile in the horizontal plane expressed in millivolts per meter for 1 kw. antenna input power to 137.6.

Sec. 3.208 *Free space field intensity.* The term "free space field intensity" means the field intensity that would exist at a point in the absence of waves reflected from the earth or other reflecting objects.

Sec. 3.209 *Frequency swing.* The term "frequency swing" is used only with respect to frequency modulation and means the instantaneous departure of the carrier frequency from the center frequency resulting from modulation.

Sec. 3.210 *Multiplex transmission.* The term "multiplex transmission" means the simultaneous transmission of two or more signals by means of a common carrier wave. (Multiplex transmission as applied to high-frequency broadcast stations means the transmission of facsimile or other aural signals in addition to the regular broadcast signals.)

Sec. 3.211 *Percentage modulation.* The term "percentage modulation" with respect to frequency modulation means the ratio of the actual frequency swing to the frequency swing required for 100 percent modulation expressed in percentage. (For high-frequency broadcast stations, a frequency swing of 75 kc. is standard for 100% modulation.)

Sec. 3.212 *Experimental period.* The term "experimental period" means that period of time between 12 midnight and sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any high-frequency broadcast station, on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period.

Sec. 3.213 *Main studio.* The term "main studio" means, as to any station, the studio from which the majority of its local programs originate, and/or from which a majority of its station announcements are made of programs originating at remote points.

[1] Other definitions which may pertain to high-frequency broadcast stations are included in Sections 2.1 to 2.35 and Sections 3.1 to 3.16, and the Communications Act of 1934, as amended.

[2] See Section 3.226 concerning multiplexing, aural and facsimile programs.

[3] High-frequency broadcast stations must use frequency modulation exclusively in accordance with Section 3.228 (d).

HF, Not FM?

AS FAR as the FCC is concerned, it won't be "FM" but "High Frequency" broadcast station. That is what the new formal rules and the application form provide. Frequency Modulation (FM) the FCC holds, is a method of broadcasting, like amplitude modulation (AM) used in the standard broadcast band. Consequently, according to the official menclature the new broadcast service will become "high-frequency broadcast station" or abbreviated "HF". Popular usage, however, probably forces retention of FM other than on the official records.

ALLOCATION OF FACILITIES [4]

Sec. 3.221 *Basis of licensing high-frequency broadcast stations.* High-frequency broadcast stations shall be licensed to serve a specified area in square miles. The contour bounding the service area and the radii of the contour shall be determined in accordance with the *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

Sec. 3.222 *Area served.* (a) High-frequency broadcast stations shall be licensed to serve areas having characteristics falling within the provisions of subparagraphs (a) (b), or (c) of Sec. 3.225 hereof. The Commission, in considering applications for high-frequency broadcast stations, will establish service areas.

(b) Where a service area has been established in which one or more existing high-frequency broadcast stations are in operation, the contours of any new station proposed to serve such area shall compare with those of the existing station or stations as nearly as possible.

Sec. 3.223 *Time of operation.* All high-frequency broadcast stations shall be licensed for unlimited time operation.

Sec. 3.224. *Showing required.* Authorization for a new high-frequency broadcast station or increase in facilities of an existing station [5] will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) That the area and population which the applicant proposes to serve has the characteristics of an area described in subparagraphs (a), (b), or (c) of Sec. 3.225 hereof. The application shall be accompanied by a full analysis of the basis upon which the area as set forth in the application was determined. No application for construction permit for a new station or change of service area will be accepted unless a definite site, full details of the proposed antenna, and a suitable map showing the expected service area are furnished with the application. (See *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*)

(b) Where a service area has been established in which one or more existing high frequency broadcast stations are in operation, that the contours of any new station proposed to serve such area will compare with those of the existing station or stations as nearly as possible, or that the service area already established should be modified.

(c) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweigh the need for the service which will be lost by reason of such interference.

(d) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see *Standards of Good Enginering Practice for High-frequency Broadcast Stations.*)

(e) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*)

(f) That there is a need for the proposed program service in the area to be served.

(g) That the applicant is financially qualified to construct and operate the proposed station; and, if the proposed station is to serve substantially the same area as an existing station, that applicant will be able to compete effectively with the existing station or stations.

(h) That the program service will include a portion of programs particularly adapted to a service utilizing the full fidelity capability of the system, as set forth in the *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

(i) That the proposed assignment will tend to effect a fair, efficient and equitable distribution of radio service among the several states and communities.

(j) That the applicant is legally qualified, is of good character, and possesses other qualifications sufficient to provide a satisfactory public service.

(k) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules & Regulations of the Commission.

(l) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

Sec. 3.225 *Channel Assignments.* The channels set forth below with the indicated center frequencies are available for high-frequency broadcast stations:

(a) (1) Applicants for licenses to serve cities or towns having a total population of less than 25,000 (approximate) (exclusive of adjacent rural areas) shall apply for one of the following channel assignments:

48900	49300	49700
49100	49500	49900

(2) The application shall specify a service area which shall not exceed 500 square miles, except where a definite need for a greater area is shown and no objectionable interference will result.

(b) (1) Applicants for licenses to serve populations of 25,000 (approximate) or more within areas comprising less than 3,000 square miles shall apply for one of the following channel assignments:

44500	45900	47300
44700	46100	47500
44900	46300	47700
45100	46500	47900
45300	46700	48100
45500	46900	48300
45700	47100	48500
	48700	

(2) The applications shall specify a service area which shall comprise (i) either a metropolitan district, (ii) a city, (iii) an area which may comprise one or more towns or communities or subdivisions of cities or metropolitan districts having such common cultural, economic, geographical, or other characteristics as to justify service to the area as a unit.

(c) (1) Applicants for licenses to serve areas in excess of 3,000 square miles shall apply for one of the following channel assignments:

43100	43500	43900
43300	43700	44100
	44300	

(2) The application shall specify a service area comprising two or more large cities or metropolitan districts and a large adjacent rural area; or, in exceptional cases, one city or metropolitan district and a large adjacent rural area.

(d) High-frequency broadcast stations shall use frequency modulation exclusively.

(e) Stations serving all or a substantial part of the same area will not be assigned adjacent channels.

(f) One channel only will be assigned to a station.

Sec. 3.226 *Facsimile broadcasting and multiplex transmission.* The Commission may grant authority to a high-frequency broadcast station for the multiplex transmission of facsimile and aural broadcast programs provided the facsimile transmission is incidental to the aural broadcast and does not either reduce the quality of or the frequency swing required for the transmission of the aural program. The frequency swing for the modulation of the aural program should be maintained at 75 kc. and the facsimile signal added thereto. No transmission outside the authorized band of 200 kc. shall result from such multiplex operation nor shall interference be caused to other stations operating on adjacent channels. The transmission of multiplex signals may also be authorized on an experimental basis in accordance with Section 3.32, sub-part A.

Sec. 3.227 *Proof of performance required.* Within one year of the date of first regu-

(*Continued on page 72*)

[4] The rules relating to allocation of facilities are intended primarily for the information of applicants. Nothing contained in said rules shall be regarded as any recognition of any legal right on behalf of any person to a grant or denial of any application.

[5] Special authorizations which do not involve experimental authorization may be granted pursuant to Sec. 1.365.

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Fidelity Problem Is Raised by FM

New Equipment, Changes in Studios to Be Necessary

MAJOR alterations in studio construction will be necessary by standard broadcast stations which go into FM operation because of the high-fidelity requirements set forth in the new rules governing commercial FM, according to engineering opinion.

The rules specify that one hour each day and one hour each night shall be devoted to programs particularly adapted to a service utilizing "the full fidelity capability of the system" which is interpreted to mean transmission up to 15,000 cycles in the frequency range. Few if any studios at present used for standard broadcast stations are acoustically treated for such fidelity of performance, according to engineers. Moreover, most microphones are capable of passing only a maximum 10,000-cycle range.

New Equipment Needed

While it is admitted a new transmitting technique must be developed, consulting engineers observed that it will be difficult, if not impossible, to adhere to the letter of the requirements at the outset. They foresaw developments whereby every broadcast station would have to experiment with acoustics in at least one studio to originate the mandatory two hours per day of "full-fidelity" programs and also to acquire new equipment capable of producing such fidelity.

Moreover, it was pointed out that such programs of necessity will be live talent, since the best transcriptions do not go above a 9,000 or 10,000 cycle range, a quality few stations are capable of reproducing.

It is expected the FCC at the outset will be lenient on the "full-fidelity" requirement, allowing stations ample time in which to develop the new technique.

One prominent consulting engineer observed that the rules, if enforced to the letter, would be a "minor tragedy" since they would render unusable for FM every studio in the country as well as rule out all transcriptions during those two program hours.

J. R. POPPELE, chief engineer of WOR, Newark, has been named chairman of the subcommittee of Radio Manufacturers Assn. on FM to determine the proper polarization of antenna systems for FM receivers and transmitters. Others on the committee are W. M. Angus, General Electric Co.; D. B. Smith, Philco Radio & Television Corp.; R. M. Morris, NBC; D. E. Harnett, Hazeltine Service Corp.

WOR, Newark, is moving its frequency modulation transmitter, W2XOR, from Carteret, N. J., site of the regular WOR transmitter, to 444 Madison Ave., New York, at which address the station has recently signed a three-year lease for the 42d floor and roof space. Construction has begun on the new antenna, which will be 630 feet above sea level and which is expected to project a greatly improved signal.

FRANKLIN M. DOOLITTLE, general manager of WDRC, Hartford, and pioneer FM operator, has written an article on FM which WDRC is sending Connecticut newspapers, agencies and advertisers.

Full Text of New FM Rules . . .

(*Continued from page 70*)

lar operation of a high-frequency broadcast station, continuous field intensity records along several radials shall be submitted to the Commission which will establish the actual field contours, and from which operating constants required to deliver service to the area specified in the license are determined. The Commission may grant extensions of time upon showing of reasonable need therefor.

Sec. 3.228 *Multiple Ownership.* (a) No person (including all persons under common control [6]) shall, directly or indirectly, own, operate, or control more than one high-frequency broadcast station that would serve substantially the same service area as another high-frequency broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one high-frequency broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among high-frequency broadcast stations or provide a high-frequency broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of high-frequency broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; provided, however, that the Commission will consider the ownership, operation, or control of more than six high-frequency broadcast stations to constitute the concentration of control of high-frequency broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

Sec. 3.229 *Normal license period.* All high-frequency broadcast station licenses will be issued so as to expire at the hour of 3 a.m. (EST) and will be issued for a normal license period of one year, expiring as follows:

(a) For stations operating on the frequencies 48900, 49100, 49300, 49500, 49700, and 49900, April 1.

(b) For stations operating on the frequencies 44500, 44700, 44900, 45100, 45300, 45500, 45700, 45900, 46100, 46300, and 46500, May 1.

(c) For stations operating on the frequencies 46700, 46900, 47100, 47300, 47500, 47700, 47900, 48100, 48300, 48500, and 48700, June 1.

(d) For stations operating on the frequencies 43100, 43300, 43500, 43700, 43900, 44100, and 44300, July 1.

EQUIPMENT

Sec. 3.241 *Maximum power rating.* The Commission will not authorize the installation of a transmitter having a maximum rated power more than twice the operating power of the station.

Sec. 3.242 *Maximum rated carrier power; how determined.* (a) The maximum rated carrier power of a standard transmitter shall be determined by the manufacturer's rating of the equipment.

(b) The maximum rated carrier power of a composite transmitter shall be determined by the sum of the applicable commercial ratings of the vacuum tubes employed in the last radio stage.

Sec. 3.243 *Frequency monitor.* The licensee of each high-frequency broadcast station shall have in operation at the transmitter a frequency monitor independent of the frequency control of the transmitter. It shall have a stability of 20 parts per million. For detailed requirements thereof see *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

Sec. 3.244 *Modulation monitor.* The licensee of each high-frequency broadcast station shall have in operation at the transmitter an approved modulation monitor. For detailed requirements thereof see *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

Sec. 3.245 *Required transmitter performance.* (a) The external performance of high-frequency broadcast transmitters shall be within the minimum requirements prescribed by the Commission contained in the *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

(b) The transmitter center frequency shall be controlled directly by automatic means which do not depend on inductances and capacities for inherent stability.

(c) The transmitter shall be wired and shielded in accordance with good engineering practice and shall be provided with safety features in accordance with the specifications of article 810 of the current National Electrical Code as approved by the American Standards Association.

Sec. 3.246 *Indicating instruments.* The direct plate circuit current and voltage shall be measured by instruments having an acceptable accuracy. (See *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*)

Sec. 3.247 *Auxiliary and duplicate transmitters.* See Sections 3.63 and 3.64 for provisions governing the use of auxiliary and duplicate transmitters at high-frequency broadcast stations.

Sec. 3.248 *Changes in equipment and antenna system.* Licensees of high-frequency broadcast stations shall observe the following provisions with regard to changes in equipment and antenna system:

(a) No changes in equipment shall be made:

1. That would result in the emission of signals outside of the authorized channel.
2. That would result in the external performance of the transmitter being in disagreement with that prescribed in the *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

(b) Specific authority, upon filing formal application [7] therefor, is required for a change in service area or for any of the following changes:

1. Changes involving an increase in the maximum power rating of the transmitter.
2. A replacement of the transmitter as a whole.
3. Change in the location of the transmitter antenna.
4. Change in antenna system, including transmission line, which would result in a measurable change in service or which would affect the determination of the operating power by the direct method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.
5. Change in location of main studio to outside of the borders of the city, state, district, territory, or possession.
6. Change in the power delivered to the antenna.

(c) Specific authority, upon filing informal request therefor, is required for the following change in equipment and antenna;

1. Change in the indicating instruments installed to measure the antenna current or transmission line, direct place circuit voltage and the direct current of the last radio stage, except by instruments of the same type, maximum scale reading and accuracy.
2. Minor changes in the antenna system and/or transmission line which would not result in an increase of service area.
3. Changes in the location of the main studio except as provided for in subsection (b) 5.

(d) Other changes, except as above provided for in this section or in *Standards of Good Engineering Practice for High-frequency Broadcast Stations* prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

Sec. 3.251 *Operating power; how determined.* The operating power, and the requirements for maintenance thereof, of each high-frequency broadcast station shall be determined by the *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

Sec. 3.252 *Modulation.* (a) The percentage of modulation of all stations shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 percent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

Sec. 3.253 *Frequency tolerance.* The operating frequency without modulation of each broadcast station shall be maintained within 2000 cycles of the assigned center frequency.

OPERATION

Sec. 3.261 *Minimum operating schedule; service.* (a) Except Sundays, the licensee of each high-frequency broadcast station shall maintain a regular daily operating schedule which shall consist of at least three hours of operation during the period 6 a.m. to 6 p.m., local standard time and three hours of operation during the period 6 p.m. to midnight, local standard time. In an emergency, however, when due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period not to exceed ten days, provided that the Commission and the inspector in charge of the radio district in which the station is located [8] shall be notified in writing immediately after the emergency develops.

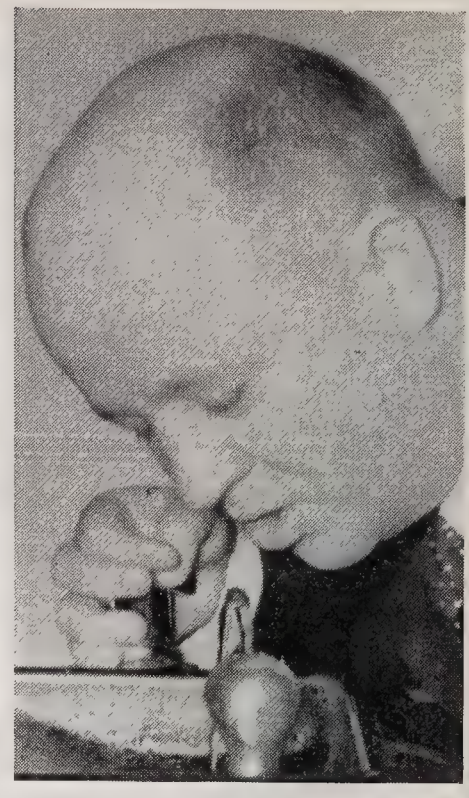
(b) Such stations shall devote a minimum of one hour each day during the period 6 a.m. to 6 p.m., and one hour each day during the period 6 p.m. to midnight, the programs not duplicated simultaneously as primary service in the same area by any standard broadcast station or by any high-frequency broadcast station. During said one hour periods, a service utilizing the full fidelity capability of the system, as set forth in the *Standards of Good Engineering Practice for High-frequency Broadcast Stations,* shall be rendered. However, the Commission may, upon request accompanied by a showing of reasons therefor, grant exemption from the foregoing requirements, in whole or in part, for periods not in excess of three months.

(c) In addition to the foregoing minimum requirements, the Commission will consider, in determining whether public interest, convenience, and necessity has been or will be served by the operation of the station, the extent to which the station has made or will make use of the facility to develop a distinct and separate service from that otherwise available in the service area.

[6] The word "control" as used herein is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

[7] See *Standards of Good Engineering Practice for High-frequency Broadcast Stations* for specific application form required.

[8] See Appendix No. 3, Part 1.



"PAGE MR. RIPLEY" was the exclamation of D. E. (Plug) Kendrick, chief owner of the new WINN, Louisville, when this shot was made of Glenn W. Snyder, general manager of WLS, Chicago, during the dedication of the station June 15. Accompanying the candid shot was an affidavit by Plug attesting that at about 3 oclock that day "Judge Snyder" did drink water from a fountain provided there for that purpose in the Tyler Hotel. He averred also that the procedure caused "great mental anguish, astonishment and surprise to the many guests", and that the photograph should be "published and preserved in the files of BROADCASTING for posterity as such an event has never happened in the past and may never occur again". In rebuttal, defendant Snyder asseverated that it was his "first drink of water in Kentucky".

Rivers' Big Day

AS CHAIRMAN of Charleston's school board, John M. Rivers, manager and prospective owner of WCSC, spent a busy June 14. Returning from a hurried business trip to New York that day, he was called upon to present diplomas at commencement exercises in three local schools the same day—one at 9 a.m., another (a negro school) at 10:30 a.m., and then again at 8:15 p.m.

Listener's Tests Show FM Signal Consistently Good

But Programs Aren't, Asserts 'New York Sun' Writer

Reporting on test comparisons between FM and ordinary broadcast reception in the New York area, Robert S. Kruse, writing in the June 22 'New York Sun' finds FM reception good but sees much to desire in programs now available. These are his findings and observations, based on conditions tested with average available equipment. W2XMN is the FM outlet of Maj. Edwin Armstrong just north of Alpine, N. J., operating with 40 kw. on 42.8 and 117.43 mc.

FOR a broadcast system that was said to be noiseless a considerable clamor has arisen over the recent action of the FCC with regard to frequency modulation, the invention of Maj. Edwin H. Armstrong. However, it is probable that the belated decision to grant licenses for FM meant only that the Commission had returned from its vicarious adventure into television receiver sales and was back on its main job.

Certainly frequency modulation was not being "indorsed" by this governmental edict any more than the State of New York indorses an automobile by licensing it. The license merely permits the car to compete for a share of the road and the parking places.

A similar chance to compete with the older broadcasting methods has finally been given to frequency modulation. From here on, the most important point is whether plain John Citizen prefers to listen to programs transmitted from frequency-modulated broadcasting stations. The only fair way to estimate is to consider how the same John Citizen reacts to the performance now being offered by FM stations.

Noise Reduction

Certainly the primary claim of the Armstrong system is noise reduction. When, or if, that claim is made good, weak signals can be received clearly. This cannot be done with the older system, after many years of effort. Can it be done in the ordinary home by frequency modulation? For a number of months we have been making comparisons for the sake of arriving at a possible answer.

This work has been done at East River, Conn., a shore point about 80 miles airline from New York city. Admittedly, the electrical noise at East River is less than in the city, but this is overbalanced by the much lower signal strength of the New York broadcasting stations at 80 miles. At the start there was some doubt whether the frequency-modulated programs would even reach us. The average results over a number of months have been as follows, considering only 50 kw. stations for brevity.

In Ordinary Weather

W2XMN (frequency modulated): Never fades, never garbles. Has been very slightly noisy on two occasions.

WOR (standard system): Garbles about twice per evening; is at times somewhat noisy.

WEAF (standard): Fades and garbles on some evenings; is noisier than WOR.

WABC and WJZ (standard): Fades and garbles much of the time; never completely quiet.

During a Local Thunderstorm

W2XMN: Unchanged except for a faint click at the moment of visible flashes of lightning.

WOR: Loud crashes.

WEAF, WABC, WJZ: Quite impossible as entertainment; nearly useless for information.

During Bad Ice Storm Last Winter

W2XMN (at one-fourth power): Unchanged.

All others: Completely unintelligible.

Effect of Ordinary Electrical Noises in the Same Home

A 100-watt lamp directly above the receivers was turned on and off. It made no sound at all on W2XMN, a faint pop on WOR, and very loud pops on the others.

A toy electric train was barely heard on W2XMN, did not affect WOR, was about one-quarter as loud on WEAF and quite spoiled the others.

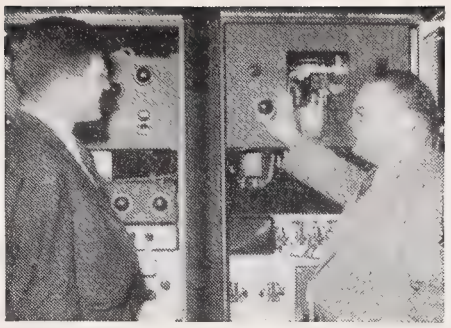
An electrical mixer used in the kitchen completely blotted out all signals but those of W2XMN which was only made somewhat less clear though no clearly recognizable noise was heard.

This was not a scientist's test but one made as a family would ordinarily make it. Both receivers worked with small indoor antennas.

They had the same number of tubes. Various members of the family did the tuning and listening.

With such noiseless and fadeless reception it is really worth while to use high grade loudspeakers, provided the material transmitted by the FM station is good enough to warrant it. But that is the neck in the bottle; the stuff usually isn't good enough. Here we have a number of splendid frequency-modulated transmitters, an excellent receiver, and this grand array of equipment is handling run-of-mine local or chain material tailored to the older stations. Only a few hours a week do the studios manage to deliver to the stations material which makes it possible to realize the fine possibilities of FM. The rest of the time many of the unhappy FM stations sound drearily like everything else.

Occasionally one does have good fortune. Occasionally a visitor comes at a time when FM is being given a chance to transmit matter of such quality that high fidelity has a meaning. That visitor is invariably enthusiastic when he leaves. In conclusion I contend that John Citizen likes frequency modulation very much if he does not have to get it through the limitations which are really a part of the older system. But if frequency modulation is not to bog down it is certainly necessary to supply the stations with better material, not three hours a week but many hours each and every day.



FM'S FUTURE looks bright to C. A. Priest, engineer of the General Electric transmitter department (right), and D. E. Chambers, assistant engineer, as they inspect one of the new GE 1 kw. FM transmitters on the test floor at Schenectady. This view indicates the basis of GE's claim that all parts of its Armstrong-licensed transmitters are readily accessible for inspection or test.

LINGO
Sets the Pace
...with Turnstile
Antennas for
FM
Transmission



The Lingo Turnstile Antenna is one of the outstanding FM developments now ready for the broadcasting industry . . . with a *proven* background of experience! While new in principle and design, the Lingo FM Antenna has been thoroughly tested and proved successful by years of actual field service. This includes the several Lingo Turnstile Antennas in use by Maj. E. H. Armstrong at W2XMN at Alpine, N. J. As a result of this practical background, you may be assured that this antenna is satisfactory in every respect. Each antenna is specially designed for installation on buildings or supported towers, and we furnish complete turnstiles including the essential steel mounting pole, elements, insulators, wires, bands, etc.

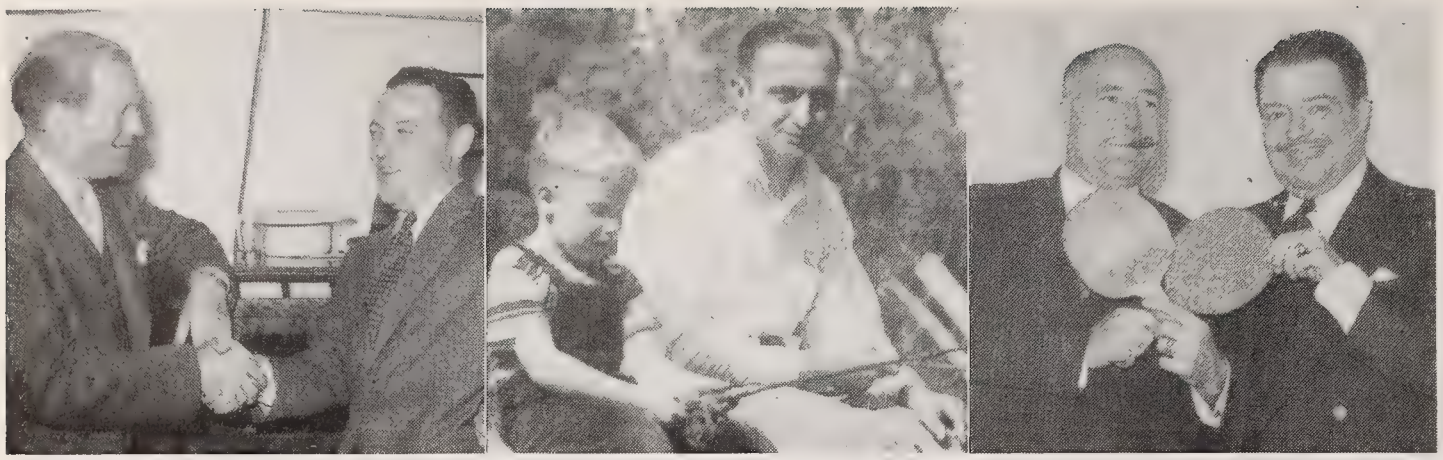
Our engineering staff will be pleased to assist you with your FCC application, by planning the proper turnstile antenna for your particular building or supporting tower. Inquiries should indicate planned frequency, number of turnstile bays desired, location and height of building or supporting tower.

JOHN E. LINGO & SON, Inc.

Licensed Manufacturers of Patented Turnstile Antennas

DEPT. B-7 CAMDEN, NEW JERSEY

LINGO VERTICAL TUBULAR STEEL RADIATORS



NBC GIVES A PARTY, its annual outing at the Seawane Country Club on Long Island June 18, and these candids illustrate some of the pastimes. At left I. R. (Chick) Showerman (right), Eastern sales manager, has as guest Porter Bibb, vice-president of Harry A. Berk Inc., New York agency. Bill Kostka, press division manager, with Bill Jr. enjoys fishing. Frank Mullen (left), RCA public relations director, crosses ping pong paddles with Clayland T. Morgan, assistant to the president of NBC; Mr. Morgan, incidentally, had just been notified that France had awarded him the decoration of Chevalier in the French Legion of Honor in recognition of his former service with the French Lines.

'Monopoly' Report Upsets Industry

(*Continued from page 18*)

special committee of three members of the Commission. In accordance with standard procedure, the committee report was made public pending its consideration by the full Commission. The views expressed therein are, therefore, in no sense to be taken as the authorized judgments of the Commission itself.

"The report is regarded by the CBS management as totally unwarranted by the evidence and as manifestly the product of bias and prejudice against network operations. We feel that the committee has made no serious attempt to evaluate the evidence presented by the networks or to consider the great public advantages which the American people have been able to enjoy solely through network competition, enterprise and ingenuity.

"While the committee declares that it proposes to retain all the advantages of network broadcasting, it must be pointed out that its conclusions, if made the basis of regulations, would necessarily have an opposite effect to the detriment of the networks, the stations and above all, the public. This is particularly true for networks, stations and public with respect to the criticism of exclusive affiliation of a station with a single network.

"In many important matters, which include the ratio of network and affiliate income, the report directly contradicts all the testimony found in the record. In several instances, portions of the report contradict one another. The overall impression given by this report is one of fashioning language in accordance with judgments predetermined before the hearing.

"It is our purpose to file as soon as possible with the full Commission a thorough and comprehensive brief, pointing out the grave inaccuracies of this report, its numerous variances from the record and its thorough unreliability as a predicate for Commission action. We shall be pleased to send you a copy of our brief when it has been filed."

Haste Unlikely

FCC Chairman James Lawrence Fly stated June 24 that the Commission had not yet tackled the committee report. It was clearly indicated that it probably would not begin consideration until after the July 4 holiday. Because of the importance of the subject, it is not expected that the Commission will move rapidly. Whatever the procedure agreed upon, it hardly seems likely the Commission will do anything final in connection with the recommendations until after the summer recess or in September.

It was clear that the major networks would demand oral arguments and the right to file extensive briefs combating the committee's recommendations. Moreover, both NBC and CBS apparently were prepared to litigate any steps which would not give them what they regard as their "day in court" before the full Commission rather than simply a committee, on which only two of the original four members sat during the six-month investigation.

Because of the complex nature of the report and its great length (1,300 pages of text), little editorial comment in the daily press has been published. The *New York Times*, however, was passively critical June 16 of the conclusions reached by the committee. Declaring that the quality of a radio program bears a direct relation to a newspaper, the newspaper pointed out that it is "obvious that the lower the cost of reaching the individual listener the better the program can be." Symphony concerts, top-flight commentators and widely-known entertainers cannot be engaged by any local station, the editorial stated. If the "fast and loose contractual relation advocated by the committee becomes the rule it is hard to see how the networks can continue to maintain the high level of their programs," the newspaper commented. It concluded:

"The truth is that radio now offers the worst and the best in entertainment—the worst when a local station sells time to the department store on Main Street, the best when one of the finest orchestras in the world plays Beethoven for the benefit of the Continent. Possibly the contracts that bind local stations can be revised in the public interest, but if they are revised it should be for the purpose of giving us better and not worse music, instruction and entertainment."

Clear Channels

The veiled recommendation of the Network-Monopoly Committee for duplication of clear channels was stripped of its ambiguity by Commissioner Brown in his testimony before the Senate Committee June 19. Asked by Senator Tobey (R-N. H.) about the absence of clear-cut recommendations in the committee's report, Col. Brown stated they were contained in the committee's letter of transmittal [BROADCASTING June 15].

As for the suggestion on clear channels, Col. Brown stated that the committee inferred there should be duplication. Chairman Wheeler (D-Mont.) observed that with the perfection of directional antennas there appeared to be no excuse for clear channels because interference is minimized. Commissioner Brown agreed and indicated that this was the FCC committee's viewpoint.

Another committee conclusion, that networks should not own any broadcast stations, caused considerable comment in industry circles. The committee held there was no "compelling affinity between the ownership of stations and operation of networks" and that the ownership of neither is essential to the success of the other. After reciting statistics on substantial profits of networks through ownership or lease of stations, the Commission said the facts do not lend strength to the claim of the networks that the ownership of stations by networks is essential "or even desirable".

Informally, many of the conclusions of the committee were branded as outmoded, since they were based on 1937 and 1938 statistics. Moreover, it was held that the advent of FM in itself will tend to alter the whole competitive situation in broadcasting and probably make undesirable or obsolete most of the committee conclusions in connection with competition.

Listener Reforms

MANAGER John Patt of WGAR, Cleveland, has the beginnings of a "conscience fund". An unsigned letter received contained a $10 bill. Only explanation given in the letter was that the writer had purloined a small talk-back mike from the WGAR control room two years ago and the money was to even accounts.

PURCHASE OF WJW BY O'NEIL GRANTED

CONTROL of WJW, Akron, passed into the hands of William M. O'Neil, son of William O'Neil, president of General Tire & Rubber Co., as a result of approval June 25 by the FCC of transfers of stock in WJW Inc., licensee corporation. Young O'Neil, who is slated to manage the station, has purchased 237½ of the 447 shares of outstanding common stock for $175 per share, or $41,562.50. He purchased 142½ shares from Edward S. Sheck, Akron lawyer; 72½ from Mrs. Ruth Rubin, of Cleveland, and 22½ from William F. Jones, Akron motor dealer.

Remaining shareholders are M. F. Rubin, who holds 133½ shares; J. E. Henry, of Kansas City, 75 shares, and R. M. Wendelkin, Akron attorney, 1 share. Two former large stockholders — S. L. Townsend, now with WMAN, Mansfield, and John F. Weimer, now with WKST, New Castle, Pa.—recently sold their interests in WJW.

The elder O'Neil and his brother, T. F. O'Neil, who is a director of General Tire and who heads General Tire Co. of Miami, are 39% and 60% stockholders respectively in a corporation applying for a new regional station on 1330 or 1360 kc. in the Florida city [BROADCASTING, March 1].

Lea & Perrins Spots

LEA & PERRINS, New York (Worcestershire Sauce), on Oct. 1 will start a 26-week campaign of 100-word spot announcements in approximately 30 markets, and on Jan. 1, 1941, a 13-week campaign on WIOD, Miami. Stations are being selected at present with the following already set: WGN, Chicago; WGST, Atlanta; WBAL, Baltimore; WSAI, Cincinnati; KLZ, Denver; WXYZ, Detroit; KTRH, Houston; KHJ, Los Angeles; WREC, Memphis; WSMB, New Orleans; KOMA, Oklahoma City; KOIL, Omaha; KALE, Portland; KSD, St. Louis; WOL, Washington. Announcements will take Class A time and be placed following news broadcasts, according to Schwimmer & Scott, Chicago, the agency.

IN THE HEART OF THE MOTOR INDUSTRY!

WCAR

1000 *Streamlined* WATTS

LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST

WCAR
PONTIAC, MICHIGAN

Disc Code Group Probes Problems

Spokesmen Show Cooperation In AFRA Negotiations

IN A SERIES of almost daily conferences, committees representing transcription manufacturers, advertising agencies and American Federation of Radio Artists have, during the past two weeks, gone over the proposed AFRA code of fair practice covering the employment of actors, singers, announcers and sound effects men on transcribed programs [BROADCASTING, June 1]. No conclusions have been reached, nor any points argued out as yet, results to date adding up chiefly to an understanding as to what are the points of agreement and the points on which the factions are not agreed.

On a Friendly Basis

There are some fundamental points still to be resolved, it was said, the resolution of which neither side sees at present. However, members of each committee told BROADCASTING that relations between the committees have consistently been on a friendly, cooperative plane and stressed the fact that each group seemed to be sympathetically appreciative of the other group's problems, although naturally without losing sight of its own problems.

When discussions on sections of the code dealing specifically with open-end transcriptions raised technical questions which the members of the transcription committee, none of whom makes this type of recording, did not feel qualified to answer, it was suggested that a special meeting be held at which the makers of open end discs could speak for themselves. This meeting, which was not attended by the advertising agency group, was held at AFRA headquarters in New York on June 28, as the NBC board room, where the other meetings have occurred, was not available.

Representing AFRA at the conferences are Mrs. Emily Holt and George Heller, executive secretary and assistant executive secretary of the union, respectively. The transcription interests are looked after by Charles Gaines of World, John MacDonald of NBC and C. M. Finney of Associated. For the agencies, Leonard Bush of Compton Adv. and L. D. Milligan of Blackett-Sample-Hummert have attended all the sessions, with Jack Latham of Benton & Bowles, Arthur Pryor Jr. of BBDO, Joseph Bonine and Frank Conrad of McCann-Erickson (substituting for William Spire who is on vacation) and James Sauter of Air Features sitting in at some of the sessions.

Suit Dismissed

NEW YORK Federal Judge Vincent T. Leibell on June 19 dismissed the stockholder's suit of J. Webster Manning against RCA, Westinghouse Electric Mfg. Co. and General Electric Co., following the application filed April 17 by RCA seeking dismissal on the jurisdictional grounds that Manning is a resident of the District of Columbia and not of New York. Manning, holder of 1,000 shares of RCA common stock, filed suit Feb. 19 against the three companies alleging illegal transfer of stock for the use of patents and negligence on the part of officers and directors of the companies.

Beverage Firm's Quiz

VANTI PA-PI-A Corp., New York, which has been promoting its soft drink since last January on stations in the South and Midwest, and more recently on WNEW, New York, and WOR, Newark, on July 1 is starting a weekly half-hour program, titled *On the Spot*, on WOR, Mondays, 8:30-9 p. m. The programs will originate from Manhattan Beach's dance hall, where dancers, admitted to the floor upon presentation of three Vanti Pa-Pi-A bottletops, will be stopped on certain spots on the floor and asked questions. Contestants can win from one to five dollars for correct answers. Local promotion will be handled via window displays by grocers selling the drink in the vicinity. Recently added to the list of stations carrying daily spot announcements for the product are WIRE and WFBM, Indianapolis, and WHIO, Dayton. Erwin, Wasey & Co., New York, handles the account.

BROKE THE RECORD
Largest Audience in History
—Heard President—

THE largest radio audience on record listened to President Roosevelt's June 10 commencement address at the U of Virginia, Charlottesville, according to reports of the Cooperative Analysis of Broadcasting (Crossley CAB) which indicated reception in 45.5% of the radio homes in the country. Results of a C. E. Hooper survey, released by CBS, also showed that about 16,000,000 families had tuned in on the broadcast—an audience estimated at 48,000,000 persons.

A. W. Lehman, CAB manager, pointed out that the 45.5 rating reflects only the interest in the continental United States and does not measure the large foreign audience that undoubtedly heard the address. Comparatively the greatest amount of listening was registered in the East, with approximately half the radios tuned in, according to Mr. Lehman. The Midwest came up to the President's national listening average (about 45.5) and the South and Far West, although comparatively behind, still reported ratings substantially higher than for other broadcasts.

The previous high in Roosevelt radio audiences was 32.6 in CAB ratings, registered when he addressed the 1936 Jackson Day Dinner. Runner-up in all-time listener interest was the valedictory of former King Edward VIII of England, whose abdication speech was heard in nearly the same number of U. S. radio homes as the President's recent broadcast. However, other public figures never have attracted audiences higher than 23%. Foreign statesmen have drawn still less interest—Hitler's best was a CAB rating of 16.3 for his Danzig speech last September; Prime Minister Chamberlain, 16.3 when he spoke last January, and the Duke of Windsor, only 10.1 for his speech at Verdun on May 8, 1939. Presidential speeches previously have reached audiences ranging from 2.6 when he spoke from Covington, Ky., in July, 1938, to 30.1 for the fireside chat of March 9, 1937. The President's call for repeal of the arms embargo last September reached a 29.8 audience, according to the CAB.

Disc Rule Change

(*Continued from page 18*)

networks of National have commissioned competing transcription companies to transcribe their programs then being sent over the networks of National, only to have National refuse the permission for such competitor to proceed with the transcribing. Even in cases where the advertiser, the agency in charge of the program production and the independent transcription company make an agreement for the transcription, National refuses to permit the independent concerned to come upon its premises for the purpose of making transcriptions in accordance with the agreement of all the interested parties.

"The advertisers, who were paying for the talent, were advised that National would make the transcription for the usual rates (which were somewhat higher than those of the competitor). In many cases this was done; in others, no transcriptions were made. National can arrange for a telephone circuit into the studios of Columbia or the stations producing Mutual programs and make electrical transcriptions of commercial programs then being sent over the competing network, but National will not permit any other transcription company to arrange for a telephone circuit into its studios. By this means, National shuts off the possibility that any other network or any other transcription company may gain the same benefit from the network programs of National that National obtains from those of Columbia and Mutual.

"In view of National's wide control of broadcast facilities, this conduct places a heavy burden upon the independent transcription concern. Moreover, the transcription companies competing with National are not in a position to meet the competition of National in connection with network programs being broadcast by Columbia and Mutual. This is because National can offer those advertisers a ready-made outlet schedule on its owned or controlled stations.

"That these are real and not theoretical competitive advantages is demonstrated by the testimony of witnesses at the hearing that the competition of National was retarding the development of the transcription industry and endangering the ability of other companies to operate profitably."

Lightning Stops Stations

WHEN a severe lightning storm struck New York on June 19, the power feed lines of WOV were put out of commission, forcing the station off the air for over two hours. WNEW, WBNX and WHOM all carried courtesy announcements at the request of WOV, reporting that the station would shortly return to the air. WMCA, New York, also was silenced for about 45 minutes when lightning struck its transmitter at Flushing.

Theatres Buy News

TRANSRADIO PRESS, Chicago, has sold its news service to two Chicago theatres with negotiations now in progress for sale of service to other Chicago and midwestern theatres. Teletype machines located in front of Telenews and Garrick Theatres, loop houses, are attracting huge crowds to theatre's lobbies. Milton Fishman, head of Transradio Press in Chicago, sold the service.

South Carolina's
ONLY
Regional
CBS
Station

WCSC

Charleston, S. C.
1000 watts

Free & Peters, Representatives

IN BALTIMORE IT'S WFBR

NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

ON THE NBC RED NETWORK

WFBG

ALTOONA PENN.

providing the ONLY full coverage of the Altoona trading area

Now

NBC-RED

and

FULL TIME OPERATION



The Pioneer Voice of Kansas

KFBI WICHITA

5000 WATTS
1050 Kc.

Herb Hollister
Vice-Pres. and Gen. Mgr.

KFRU

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

NAB and IRNA Authorize BMI To Buy Catalogs

'Blank Check' Is Given Music Subsidiary at Joint Session

(*Continued from page 11*)

cepting them. This analysis is going to NAB members and non-members alike [See page 77].

The joint session was preceded by several meetings of the BMI board and followed by similar meeting on June 22 and 24. The June 24 meeting marked resumption of BMI duties by Edward Klauber, CBS vice-president who has just returned to his office following an extended illness and whose place in the BMI councils during his absence had been filled by Mr. Paley.

BMI membership has reached the 300 mark, the organization reported, with the receipt of agree ments from seven additional stations— WBRY, Waterbury; WGTC, Greenville; WPRO, Providence; KFAB and KFOR, Lincoln, KOIL, Omaha, and WLS, Chicago.

More significant, however, was the strength of the support BMI is receiving from the industry as evidenced by the response to its call for 15% of the license fee. The call was issued June 7 with June 17 as the due date. By June 19, 80% of the total amount had been paid in. M. E. Tompkins, vice-president and general manager of BMI, said that to get 80% without a second call would have been a good record but to get it in two days "is a really remarkable demonstration of the solidity of the industry behind BMI."

In one of its first official attempts to interest the advertising fraternity in BMI and to get advertisers to begin using BMI music on commercial programs, BMI has written to the Assn. of National Advertisers outlining the disagreement of the broadcasting industry with ASCAP and explaining the purposes and operations of BMI. The letter points out the position of the advertiser as the ultimate source of radio's income and shows how increased musical costs will be inevitably reflected in the advertiser's bills for his broadcasting activities. At ANA headquarters it was stated that the letter was being studied with interest but that no action had been taken.

Creative Work

New compositions averaging better than one a day are being issued by BMI in addition to which its arranging staff is turning out about ten new arrangements of public domain music daily. As the BMI supply grows, network program executives are laying plans for extensive use of such tunes on all sustaining programs. It is understood that all orchestras picked up by the networks for late evening broadcasts soon will be required to include at least one BMI number in each 15 minutes on the air and that the requirements will be gradually raised until by the end of the year little ASCAP music will be heard on sustaining programs.

In mailing out the ASCAP contracts June 18 to both networks and stations, John G. Paine, ASCAP general manager, sent to stations a covering letter in which he essayed to outline virtues of the new proposals. BMI promptly countered with an announcement in which it held that the letter "does a fairly smooth job of camouflage" and then proceeded to uncover the loopholes. The four-page Paine letter explained the terms of the licenses which are essentially the same as those outlined last March [BROADCASTING, April].

The ASCAP "single station license" for five years— offers the right to perform ASCAP music "by non-visual broadcasting", for fees based on percentages of gross income that vary with the size of that income. Stations grossing less than $50,000 annually are assessed 3%; stations grossing between $50,000 and $150,000 are assessed 4% ,and stations grossing more than $150,000 are assessed 5%. In addition each of the first class of station must pay a sustaining fee of $12 a year and the other classes sustaining fees the amount of which is not specified in the license form. In his letter, Mr. Paine explains that stations grossing over $150,000 will pay the same sustaining fee as at present, while stations in the middle class will have a 25% reduction in their present sustaining fee. These fees, it is reported, are not based on any set standard but rather on the individual station's bargaining power.

Discrepancy Explained

The apparent discrepancy in the single station license between the statement in Subdivision IV, Section A, that the gross amount shall include income received for "rebroadcasting programs originating in other stations" and that in Subdivision V, Item (e) that "Licensee shall not be required to account for sums received for . . . . rebroadcasting programs originating in other stations" is not really a contradiction, ASCAP explained upon BROADCASTING'S inquiry.

The first reference is to the calculation of income for the purpose of classifying stations into income groups, with income from network programs included. In figuring actual payments to ASCAP, however, the station does not have to include revenue from network commercials, as they have been paid for at the source under the terms of the network license.

ASCAP's chain broadcast license, covering "chain hook-up" broadcasts including "two or more stations" as listed in the contract "over or through or by which programs shall be transmitted simultaneously, furnished by or through or by arrangement with Licensee," follows the safe general form and contains the same general provisions as the single station license. For such a license the network agrees to pay ASCAP 7½% of what the advertiser pays for the network facilities, plus "the sum of $2,500 per station per year" for any stations included in the network that have not taken out individual licenses. All stations owned, controlled or operated by the network must have individual licenses, whether or not they are included in the stations listed in the network contract. There are no network sustaining fees.

Queried as to the flat 7½% for all network programs, regardless of the extent of the network, called for in the license, ASCAP officials stated that in the actual negotiations of the contracts the size of the network will be taken into consideration. Reiterating the statement previously made by Mr. Paine [BROADCASTING, April 1], that "ASCAP reserves the right to distinguish between networks as it does between individual stations," they explained that in all cases the competitive situation would be considered. Intra-state hook-ups may be charged only 3% or 5% of their gross incomes, depending on their make-up and coverage, the 7½% figure included in the contract being the maximum charge which will be made of nationwide networks, it was stated.

ASCAP'S BLIND MAN'S BLUFF

THE MOST hopeful sign on the copyright horizon is the total absence of hysteria among broadcasters over the ASCAP efforts to stampede stations into signing new performing rights contracts and thereby continuing its domination of music when current agreements expire Dec. 31. The truth is, ASCAP's bluff has been called. Broadcast Music Inc., with a 300-station membership and the unqualified support of NBC and CBS, provides the defensive preparation that has made this possible.

A joint meeting of the boards of NAB, BMI and Independent Radio Network Affiliates was held in New York June 21. BMI was given a vigorous vote of confidence and, in effect, a blank check to carry on its work in providing an industry-owned music supply. CBS President Paley and NBC President-Designate Trammell were there to renew pledges of continued support. They are *in* the music councils. It is clear they do not propose to capitulate to the ASCAP proposition for a 7½% gross music tax, and that they will contribute substantially to the BMI war chest, convinced that by Jan. 1 ASCAP music will not originate from their key stations.

There will soon be important developments through BMI. It is folly to think there is enough non-ASCAP music in its possession to bridge the ASCAP gap at the turn of the year. New catalogs will have to be acquired either by direct purpose or through other original means. More funds will be needed. But if ASCAP is not to be paid tribute after Dec. 31, those funds should be available from stations and networks in sufficient amount to make possible these music purchases without increasing unduly the music costs of stations.

Unlike the 1932 and 1935 contract crises, ASCAP also has been forced to change its tactics. It has learned that the broadcasting industry is a solid phalanx in its copyright reasoning and can't be split at will. It also has ascertained that the Department of Justice is dead serious in the revival of its anti-trust suit, along criminal lines.

As things stand, the broadcasting industry has better than a fighting chance without ASCAP's vaunted catalogs. By pursuing the course prescribed, and by keeping its head, it can rid itself forever of the ASCAP menace of being "percented" to death.

ASCAP Plug

ENVELOPES sent out by ASCAP now carry the slogan "Justice for Genius," stamped beside the meter postmark.

ASCAP Law Adjudged Within Court's Power

DECISION that the question of the legality of the anti-ASCAP legislation of the State of Washington falls within the jurisdiction of the Federal District Court in that State has been handed down by Special Master Archie Blair, who conducted a special hearing on the subject in Tacoma last fall, from Oct. 26 to Nov. 3. Testimony centered around the question of whether the statute involved a minimum of $3,000, amount necessary for a Federal court to assume jurisdiction [BROADCASTING, Nov. 16]. Decision upholds ASCAP's contention that more than $3,000 is involved and the test of the law's legality may now go before the three-judge Federal court. If the decision had gone the other way the case would have been remanded to the State Court, which has already suspended the statute.

Stipulations were made that the testimony given at the hearing before the special master may be used in the trial on merits. Herman Finkelstein, of the firm of Schwartz & Frohlich, ASCAP attorneys, who presented the ASCAP testimony at the Tacoma hearing last fall, told BROADCASTING that ASCAP may rest on the record and not present further testimony, although that has not yet been definitely decided, he said.

Rosenbaum Quits BMI

BECAUSE of pressure of business matters in Philadelphia, Samuel R. Rosenbaum, president of WFIL and chairman of Independent Radio Network Affiliates, resigned June 18 as a member of the board of directors of Broadcast Music Inc. He was immediately succeeded by Paul W. Morency, general manager of WTIC, Hartford, and vice-chairman of IRNA, to represent network affiliates on the organization. Engrossed in the handling of litigation affecting A. H. Greenfield Co., where he is second-in-command, Mr. Rosenbaum tendered his resignation "with sincere regret" prior to the BMI meeting June 18 in New York.

Another 'Info Please' Suit

TEMPORARY injunction was granted June 24 by New York Supreme Court Justice Bernard L. Shientag to Daniel and Ann Golenpaul, owners of the NBC program *Information Please*, restraining the use of the name "Information Please" in connection with radio "designs or motifs" on fabrics made or sold by M. Lowenstein & Sons and Aleo Mills, New York. Suit was filed May 6 by the Golenpauls seeking injunction, accounting of profits and $20,000 damages. The judge ruled that the use of such designs was "a deliberate attempt on the part of the defendants to avail themselves of the goodwill built up by the plaintiffs in connection with their prior exploitation of the trade name which, as a result of advertising and skill, has attained a clear and distinct secondary meaning."

Miller Calls ASCAP Pact One-Sided

Requires a Lot, Gives Little, He Says in Analysis

BRANDING the proposed ASCAP five-year contract renewal, dated to become effective Jan. 1, as "illusory" and "one-sided", NAB President Neville Miller June 27 sent to all stations an analysis of the contract together with a covering letter urging them to get solidly behind Broadcast Music Inc. as the music copyright solution which broadcasters have sought for years. He pointed out that the joint meeting of the boards of NAB, IRNA and Broadcast Music June 21 in New York unanimously found the ASCAP proposal to be "disadvantageous to broadcasters, no matter where situated, nor in what income category."

Some Hot Ones

In describing the proposed contract, Mr. Miller said:

"ASCAP requires a lot in the way of payment, it guarantees little; ASCAP may cancel the contract, but the broadcaster is bound for five years; there are no provisions for lessening the cost upon failures by ASCAP to deliver, but there are many provisions for levying increased toll upon broadcasters; the percentage of payment is lessened in some cases, but the base is broadened to include not only time sales, but talent costs, line charges, etc.; none of the present abuses are eliminated; the question whether you have the right to make an arrangement is left unanswered, undoubtedly for a purpose; the indemnity clause does not protect the sponsor or the agency; and there are many other interesting features which ASCAP has thought up for 'your benefit'."

More important than the form of contract and more basic than the question of whether stations may obtain a temporary financial saving, Mr. Miller insisted, is the underlying problem. The industry's action now will determine whether broadcasters "can obtain music in a free competitive market, or continue to sign on a dotted line laid before them by a music monopoly." He concluded:

"ASCAP has refused to negotiate with the industry; behind closed doors it has drawn terms of surrender, and John Paine urges you to come singly to his office and capitulate."

Pointing out that it is not possible in a memorandum to set forth all of the disadvantages of the ASCAP contract, the analysis cited the several means by which ASCAP accomplishes the result of binding the station while leaving itself free to do anything it wants. These reasons were given as follows:

More Loopholes

1. The broadcaster who signs the ASCAP contract does not know what, if anything, he will be getting for his money.

2. ASCAP may restrict its entire catalog without any recourse on the part of the broadcaster.



AN INTRA-STATION sales meeting was staged June 18 by Colonial Network to boost the Breakfast of Champions sale for Wheaties, General Mills product promoted on Colonial play-by-play baseball. First tried at the start of the season, the plan consists of a private broadcast from the studios of WAAB, Boston for the benefit of 16 Colonial station managers and their local Wheaties dealers. The dealers meetings heard talks by Gerry Harrison, Colonial station relations head, and by the sportscasters, Jim Britt and Tom Hussey. Among participants in the broadcast were (l to r) Ken Packard, sales supervisor, General Mills, in Boston; Mr. Hussey; Mr. Britt; S. L. Tate, sales manager, New England division of General Mills; J. P. Russell, of the General Mills regional sales force.

3. The proposed contract "freezes" the broadcaster's present status. (For example, FM is not covered by the agreement and a new contract at ASCAP's terms might be needed for this new service).

4. ASCAP has deprived the station of all escapes from the contract but has given itself additional "outs".

5. The ASCAP tax is levied not only on time charges but on talent costs, line charges, etc.

6. The proposed contract does not cure the essential defects of the existing contract.

Stations were warned that under the contract ASCAP can substantially reduce its catalog prior to the time on which the broadcaster signs. Publishers and writers may withdraw. "Indeed," it was added, "it is known that important publishing houses have not yet committed themselves to ASCAP for a further term." If these houses do not join ASCAP, observed NAB, broadcasters who sign now will still pay the full amount under the proposed contract.

Pig in a Poke

Summing up these provisions, President Miller claimed that ASCAP reserves to itself the right to give the broadcasters as much or as little music as ASCAP pleases. In other words, the broadcaster who signs this contract is "buying a pig in a poke", he said.

The disclosure also was made that ASCAP can restrict its entire catalog without redress. The previous "bad provision" now has been made worse, Mr. Miller said.

The new form restricts the broadcaster not only to a single enumerated station but even to studios specifically enumerated in the contract, totally aside from the fact that FM is not covered in the agreement. Previous contracts have contained provisions under which the broadcaster can cancel if his license is terminated, cancelled, revoked or suspended or for other causes. "This clause has been omitted, and nothing has been substituted in its place," NAB said.

For the first time, too, "broadcasting facilities" are defined to include all regularly employed personnel, and the only time that the broadcaster can avoid paying ASCAP a percentage on talent costs is where the talent is not regularly employed or actually engaged for the sponsor for a specific program or paid separately for specific commercial services. "This means that all the money which a broadcaster gets from selling his house band to a sponsor, through furnishing the services of regularly employed announcers, etc., is income on which ASCAP collects its percentage," the analysis stated. Line charges, wire charges and technical personnel also were included as taxable under the NAB's interpretation.

Finally, NAB contended that the indemnity clause is unsatisfactory because it does not protect foreign compositions contained in the ASCAP repertory. Moreover, it stated a new abuse has arisen since persons who have sued for infringement in some cases have sued not broadcasters but sponsors and advertising agencies. ASCAP counsel have refused to defend suits against agencies and sponsors, or to indemnify them against damages on the ground that the ASCAP indemnity protects only the station. This means, it was added, that the broadcaster has had to assume the defense at his own expense or possibly deter a client from using his station. It was stated that a new contract with ASCAP should provide that not only the broadcaster but his agencies and sponsors are protected if they play a number which ASCAP represents as being in the ASCAP repertory.

President Miller said the analysis did not attempt to discuss the basic abuses inherent in ASCAP organization or its method of levying charges upon broadcasters. "These basic defects would exist even if the form of contract herein described were satisfactory. This analysis should, therefore, be considered as constituting additional reasons why broadcasters should carefully consider their course of action."

Rights of State Upheld In XELO Race Pickups

THE Federal Courts are without jurisdiction to restrain California State officials from interfering with operators of XELO, Tiajuana, Mexico, who are charged with broadcasting horse racing news in code. That was the ruling of Los Angeles Federal Judge Harry A. Hollzer on June 25, when he denied application for an order restraining Attorney General Earl Warren from molesting the operators should they come into the United States from Mexico. Operators of the station also named Superior Judge Emmet H. Wilson, who had made several rulings in the case, in issuing a preliminary injunction restraining the station from broadcasting race results. Attorneys representing California officials argued that the State had the right to regulate broadcasts of the station. XELO is owned by the Piedras Negras Broadcasting Co. and besides Emilio Ayala, president, listed as an executive is Claudio M. Bres.

Stagehands and Radio

LONG-standing attempt by International Alliance of Theatrical & Stage Employes to place its men in the NBC Hollywood studios as stagehands came to a head in late June when the executive board of Los Angeles Central Labor Council approved a committee to investigate the situation, setting deadline for July 3, with affiliated crafts lending their support. The group was also authorized to put NBC on the unfair list if negotiations fell through. On the negotiating committee are I. B. Kornblum, executive secretary of Los Angeles Chapter of AFRA; Spike Wallace of Los Angeles Musicians Union; J. W. Buzzell of Central Labor Council, Al Speede, business manager, International Brotherhood of Electrical Workers, and Carl Cooper, representing the stagehands. When negotiations have been completed with NBC, the stagehands union will then start similar action with Don Lee Broadcasting System, Los Angeles and CBS in Hollywood.



Summer Program Tests Featuring Name Artists Are Arranged by CBS

FINAL arrangements have been settled for the summer sustaining series which CBS has been planning for the past several months [BROADCASTING, May 15], the eight-week series titled *Forecast* now scheduled to start July 15, under the joint direction of George Faulkner, CBS producer in New York, and Charles Vanda, CBS West Coast program director.

The series, to be heard Mondays at 9 p. m., will consist of 12 half-hour shows and two full-hour shows. On each of six nights, one production will come from New York for one half-hour, the other half originating in Hollywood. The full-hour programs will originate one on either coast. Each production will follow the basic pattern of the first broadcast on July 15, which will feature Frederic March and Florence Eldridge in an adaptation of Booth Tarkington's "The Gentleman From Indiana", Raymond Paige, Albert Spalding and Frankie Hyers.

According to W. B. Lewis, CBS vice-president in charge of broadcasts, "*Forecast* is designed to offer an ambitious, provocative and impressive reply to characteristically American listener-demand for new radio shows, new radio ideas and new radio people."

Films Supplement Radio

FILM lectures will supplement radio lessons of CBS' *American School of the Air* series starting next fall, following conclusion of arrangements by Sterling Fisher, CBS director of education; Donald Slesinger, executive director of the American Film Center, and the American Library Assn. The Film Center is selecting 16 and 35-mm. educational movies, many with sound, which picture the program material heard on *School of the Air* broadcasts, and during the coming school year will act as a clearing house through which schools may secure the pictures. All films are to be listed in the teacher's manual which CBS distributes free to school teachers, as supplemental reading lists have been in the past.

Half-and-Half Uncertain

AMERICAN TOBACCO Co., New York, following the July 3 broadcasts of Ben Bernie's *Musical Quiz* program on CBS for Half-and-Half tobacco, will discontinue the series, after which the orchestra will go on tour for the summer. According to Young & Rubicam, New York, the agency, no substitute show has been set, nor is it decided whether the Bernie program will return to the air this fall.

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South Carolina's FIRST!

SPARTANBURG

Blanketing the rich Piedmont section of South Carolina, plus many counties in North Carolina . . . southern center of textile mills, cotton, peach orchards, railroad shops, timber processing plants, colleges. Sell this great market with WSPA.

1000 Watts • 920 Kc.

Walter Brown, Gen'l. Mgr.

Brown Confirmation Deferred

(*Continued from page 14*)

men you would bring such transactions to the attention of authorities in charge of criminal prosecution?" he asked. Chairman Wheeler observed that CBS minority stockholders "undoubtedly" had a civil action to recover the losses resulting to them, and "probably" had a criminal case also.

Character Angle

Calling attention to the character requirements for applicants in the 1934 Communications Act, Chairman Wheeler declared the FCC should tell challenged applicants that "they've either got to get rid of officers who, as in the record before us, show themselves to be crooked, or not get a license". "There has been entirely too much of such racketeering in corporations, which has brought discredit on corporations in general and reflects on honest men as well as crooks," he stated, adding that the FCC ought to determine if officers of an applicant corporation are honest, going into individual characters as well as considering the integrity and character of the corporation as a whole.

Regarding stock manipulation, Chairman Wheeler told Mr. Brown, "I think you owe it to the public and to Congress to inquire into such transactions, looking for fraud as well as whether someone is holding stock for some foreign group or groups." When Mr. Brown answered that the FCC had sought a $50,000 appropriation for an investigation unit to carry on just such work, Chairman Wheeler commented that an investigation unit was not needed to find stockholders.

Sen. Tobey pointed to the listed holding of 22,104 shares of CBS stock by Brown Bros., Harriman & Co., investment bankers, and asked Commissioner Brown for whom they were holding it—for themselves or someone else. The latter probably was the case, he added. Chairman Wheeler cautioned the FCC to be on the lookout for "dummies for the real owners", observing that "if the Commission doesn't do it, it's derelict in its duty".

More Data Asked

The requirement that stockholders be listed "don't mean a thing" Chairman Wheeler declared, emphasizing that a real examination into stockholdings is necessary. When Mr. Brown pointed to the statement in the report calling attention to the difficulty of tracing stockholdings beyond reports as listed on the market, Mr. Wheeler said individual stockholders should be contacted to find out about their holdings. Mr. Tobey observed that "William S. Paley and the whole damn Paley family" really control CBS. Commissioner Brown said it was true that "Paley and his associates" control CBS.

Mr. Tobey asked for information on the recent sale of some of the CBS stock owned by William S. Paley, as requested at the previous hearing. Although Mr. Brown declared he understood the request to be only for information as to whether the recently sold stock amounted to a controlling interest, Mr. Tobey explained vehemently that his question was not that, but rather to whom the stock had been sold. Commissioner Brown said he did not know. At this Chairman Wheeler exclaimed, "Why in the name of God didn't you find out?" continuing that the nature of the request at the time it was put was "plain as the nose on your face".

Going once again into the selling prices of specific stations, Sen. Tobey pointed to NBC's purchase in 1934 of the remaining half of WMAQ, Chicago, from the *Chicago Daily News*. The purchase price for the half-interest was $625,000, he said, while the actual physical value of the plant was only $44,726. He asked what he considered a reasonable "going concern value" for a station, asserting that at one time the Commissioner had said this value would be not more than 100%. Mr. Brown explained that no definite percentage could be set for this "going concern value", as it varied with cases and conditions. "Who pays for this 1400% increase in value?" asked Sen. Tobey. Answering himself, he explained that this "watered value" forces up rates, which are passed on to the advertiser, and in the end John Q. Public pays the bill by paying more for the goods he buys.

Night Club Incident

Explaining that he was going into "the more personal side" of Commissioner Brown's situation, Mr. Tobey reviewed previous testimony on the FCC's disposal to rely on its own legal department for preliminary interpretations on "profane, obscene, indecent" matters. From this he worked into further review of Commissioner Brown's testimony on "a wild party in a New York hot spot".

Commissioner Brown reaffirmed previous statements that although he and two other FCC members—Commissioners Case and Craven—had spent some time one evening about a year ago with Donald Flamm, operator of WMCA, New York, in the Diamond Horseshoe, a Gotham theatre restaurant, he knew nothing of alleged goings-on involving women or "drunken brawl".

Under questioning by Sen. Tobey, Commissioner Brown stated that in January, 1939, the FCC had granted WMCA's application to double its power and that during an official trip about 10 weeks after this the meeting with Flamm took place. He heatedly declared he did not remember any such incident as having his glasses knocked off or twisting a lady's arm.

Call for Craven

Charging Mr. Brown with "playing ducks and drakes with the Committee", Sen. Tobey declared, "I know the facts and can substantiate them." He declared he had gathered the facts from witnesses. As he prepared to read into the record a transcript of the facts as he had heard them from the witness, Mr. Wheeler observed that no statements based purely on hearsay should be admitted in the record. At this Mr. Tobey asked that Commissioner Craven be called. As he became more and more outspoken in his accusations against Mr. Brown's personal character, the Commissioner beat with his fist on the table and exclaimed, "Mr. Chairman, I resent any such statement by this Senator!"

Comdr. Craven explained the New York incident as "a very simple matter". He said the Diamond Horseshoe was "definitely not a hot spot", but a place to which he would take his "mother, sister, and daughter all at once". He explained that Commissioners Case, Brown and himself had gone there by themselves. Arriving, they found Mr. Flamm and his party at a table. He invited them to join them, but they took another table, meantime speaking with other friends who happened to be there. He stated that he had had "a drink" but didn't notice whether others in the party did, observing, "I don't mind taking a drink with friends".

Nothing Immoral

During the evening, he continued, Commissioner Brown had introduced him to a lady, presumably one of the Flamm party. At one time, he said, he heard a slap and saw Commissioner Brown holding a lady by the wrist "apparently to keep her from attacking him in some way". At the time Commissioner Brown's glasses were lying on the floor, he added, explaining that he saw nothing immoral or obscene in the whole incident.

When he had concluded, Senator Tobey asked committee members to give it careful thought in judging the character of Commissioner Brown. Chairman Wheeler, rising from his chair was heard to say that such an idea was "pretty flimsy", but Mr. Tobey continued that it was "reprehensible" to allow such a person to judge in an official capacity the standards of profane, obscene or indecent matter. Continuing, he charged Mr. Brown with "false testimony beyond peradventure" and exclaimed that he was "guilty of conduct in a public place not becoming a gentleman, and certainly not a Government official".

Atlanta Vote

As an anti-climax Senator Tobey asked Mr. Brown if it were not true that the application of James M. Cox to purchase radio interests in Atlanta had not been granted unusually fast. Commissioner Brown said the grant was "speedier than usual". He corrected Mr. Tobey's observation that Commissioner Payne did not participate in the Cox proceeding, explaining that he did sit "and walked out as the vote was being taken". He also admitted, under Senator Tobey's questioning, that Mr. Cox, in 1920 Democratic

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LANG-WORTH FEATURE PROGRAMS

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Bulletin Watchers

PRE-WAR days of 1914, with thousands gathered about bulletin boards at newspaper offices, has its 1940 counterpart in Omaha. Throughout these days crowds ranging from 100 to 500 persons gather around WOW's newsroom window on Farnam St. to watch and listen to war bulletins, posted every 15 minutes. Down the street, about half a block away, similar crowds congregate around an outdoor speaker established by KOIL. At the time Italy declared war Farnam St.—Omaha's main thoroughfare—was completely blocked, with about 2,000 persons on the street listening to WOW's Foster May casting war news.

candidate for President on a ticket with Franklin D. Roosevelt, had recommended his renomination to the White House.

As the hearing concluded, Sen. Tobey asked Commissioner Brown to furnish the committee with a record of all of Donald Flamm's dealings with the FCC, over and above the license history of WMCA, which he had procured earlier from the FCC.

Mr. Colin's Statement

Following is the statement issued June 21 by Mr. Colin:

"Charges made by Senator Tobey today with reference to transactions in 1932 by William S. Paley, president of the CBS, and other directors of that company, are false. I acted as counsel for Mr. Paley and the other stockholders of CBS in the 1932 transactions and I am personally familiar with all of the facts. Senator Tobey's charges result either from the deliberate and malicious intent to injure Mr. Paley and his associates, and the CBS, or from ignorance of the facts and rash statements despite such ignorance.

"In 1932 half of the Columbia stock, or 63,250 shares, were owned by Paramount Publix Corp. and the other half of the stock were owned by fewer than 30 individuals. Paramount decided to sell its half of the stock and individual stockholders of Columbia owning more than 95% of the other half bought from Paramount 49,094 shares of Columbia stock at $82.21 a share.

"At the same time and without profit to any director, Columbia bought for its own treasury the remaining 14,156 shares of Columbia stock at the same price of $82.21 a share. Senator Tobey is in error in stating that the stock at that time had a market value of only $35 a share. At that time the stock was not dealt in on any market and accordingly it had no market value. That the price of $82.21 a share paid for the stock by both the individual stockholders for their own account and by Columbia for its treasury was a fair valuation is proven by the fact that, coincidentally with the purchase from Paramount, the individual stockholders were able to resell 24,328 of the shares they had purchased from Paramount to a syndicate of third party purchasers at the same price of $82.21 a share which the stockholders and Columbia had paid to Paramount.

"Two things should be emphasized in connection with the transaction. The first is that neither Mr. Paley alone nor in association with his directors used a single dollar of company funds for their own personal benefit. Company funds were used to reacquire its own stock for its own treasury and the wisdom of that acquisition has been proven by the fact that the stock acquired even at present depreciated market values, is now worth many times the price paid for it. Secondly, the profit made by Mr. Paley and his associates has resulted from their efforts on behalf of the company and the increase by reason thereof in the value of its stock over the value at the time of their original investment."



LEAVING for the annual convention of the National Assn. of Retail Grocers in New York, the Cincinnati contingent got a radio sendoff at the station. Fred Foster (holding mike) interviewed grocers. Behind him (polo shirt) is Herbert Flaig, special events man. WLW sent its own crew to the convention.

Fight Shortwaved

TIDE WATER ASSOCIATED OIL Co., New York, on June 19 during its regular shortwave program to South America on WGEO, General Electric Co.'s shortwave station in Schenectady, presented an interview with Arturo Godoy, South American, who fought Joe Louis on the following evening in Madison Square Garden, New York. Tide Water broadcasts two shortwave programs weekly on WGEO to promote its lubricants [BROADCASTING, June 1]. G. M. Basford Co., New York, handles the company's foreign advertising. The Godoy-Louis fight itself was sponsored by Adam Hats on NBC as well as on NBC's shortwave stations to Latin America, WRCA and WNBI. Interviews with Louis and Godoy featured the transcribed *Radio News Reel* on WMCA, New York, June 19.

'Elm Street' Amateur Winners

WINNERS in the amateur talent contest conducted by the Wander Co., Chicago, for its MBS *Carters of Elm Street* serial program, are Miss Thelma Hansen, Lowell, Mass., a demonstrator for Canada Dry Ginger Ale, and Mrs. Ethel Chase Christide, Eugene, Ore., a high school teacher. Each of the 84 Mutual stations carrying the program held its own auditions to find one girl between 15 and 25 years of age and another of 25 or over. The winners will be brought to Chicago, all expenses paid, and will receive roles specially adapted to their acting ability to enact on the program for two weeks at $112.50 per week. Agency handling the Wander account is Blackett-Sample-Hummert, Chicago.

JACK PEARCE, engineering supervisor of WGN, Chicago, escaped with only a slight head injury when his car was turned over by a blowout enroute to the Illinois Republican convention at Springfield.

Glenn Miller Is Winner Of 'Ballroom' Band Poll

GLENN MILLER, young orchestra leader heard thrice-weekly on CBS under sponsorship of Liggett & Myers Co. for Chesterfield cigarettes, was named the "Nation's No. 1 Bandleader" in the annual poll conducted by Martin Block for listeners to the *Make Believe Ballroom* program on WNEW, New York. This year the poll was conducted not only among New York listeners, but also in the 20 cities in which National Biscuit Co. has been sponsoring RCA-Victor records with introductions by Martin Block, similar to the *Ballrom*, since Feb. 12. Miller's nearest rival in the poll was Tommy Dorsey, with Benny Goodman, Sammy Kaye and Kay Kyser following in that order.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business

CHNS Does — Try It.

135 radio stations from coast to coast now using

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P.S. Our new reciprocal plan is without cost to station.

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BROADCASTS 5½ hrs. daily in Polish to over ½ million Poles — in addition to Italian-German-Yiddish-Spanish.

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A FAIR WORLD IN ITSELF



Communication Defense Board Seen

Proposed Agency Would Coordinate Various Industry Work

(*Continued from page 9*)

chairmanship appointment, it is indicated, with the military and naval establisments presumably of the opinion that a military man and not a civilian should head the organization. Even before Mr. Fly began whipping into action on all fronts, plans had been drawn for eventual creation of such a board.

Apropos the $1,600,000 personnel-monitoring expansion program (which has not been announced as such), the FCC stated that effective policing of communications under the coordinated national defense program necessitated the augmenting of the present field force of less than 200 men. The plan is perhaps to quadruple the personnel and to purchase additional fixed monitoring stations as well as new bases of operation for mobile units.

24-Hour Surveillance

The Commission said a 24-hour surveillance of all communication channels will be undertaken, including broadcasting. Present monitoring facilities will be supplemented with ten primary longe-range direction finders, to determine the bearings of unauthorized or otherwise suspicious communications. The mobile equipment, including direction-finding aparatus, traces the origin of these transmissions.

The vastly expanded monitoring operations, to be provided for with national defense appropriations, supplements other actions of the FCC, including tightening up on amateurs and ship operators, fingerprinting of more than 100,000 licensed operators as part of the proof-of-citizenship quest, watching of radiotelegraph and radiotelephone circuits for superfluous signs and translating of foreign-language broadcast material.

Even the checking of diathermy machines and other high frequency apparatus used for medical purposes, to ascertain they are not being converted into transmitters for subversive purposes, is planned. The FCC proposes also to keep tab on transmitters in stock or storerooms to make sure they are not being used. The additional personnel, to supplement the field force in more than a score of cities, will be supplied through the Civil Service rolls or by special examination under civil service.

In explaining the overall plans, Mr. Fly emphasized that the idea is to maintain "normal operations". He said it would be "tragic" if operations were disturbed. The position of the FCC, he inferred, would be that of protecting, so far as consistent with military requirements, the status of industries under is licensing jurisdiction. He called for a "balanced perspective", and again scouted "alarmist" reports of Government absorption of private industry operations.

Further measures to nip possible "Fifth Column" activities in communications generally are being taken by the FCC. Moreover, there were indications in the Senate that legislation might be enacted to ban foreign holdings in any licensee company, whatever its nature, as against the existing provision permitting not more than one-fifth of the directors of a corporation to be non-citizens.

Citizenship Proof

The FCC, in perhaps its most spectacular move since the war emergency began, has issued orders requiring citizenship proof and fingerprints from the some 100,000 licensed operators, both commercial and amateur, while at the same time planning expansion of radio monitoring operations throughout the country. On June 18, the FCC issued its regulations requiring the fingerprinting and proof of citizenship for all licensed operators, to be returnable Aug. 15. These must be certified by Federal, state or local officials, the Department of Justice or the FCC field offices.

The June 18 action covering proof of citizenship and fingerprinting will apply to all licensed broadcast station operators, numbered among the 9,700 holding radiotelephone operating permits. In addition there are 55,000 amateurs, 84,000 radio telegraph licensees, and 36,000 holders of restricted licenses who must provide proof of citizenship, fingerprints, photographs, information about citizenship or nationality of the applicant's immediate family, and whether the operator has had service with the American military or naval establishments or has been in the service of any foreign government.

This latter action was preceded June 14 by a warning by the FCC to all commercial operators to adhere to the strict letter of the law prohibiting superfluous and personal "chatter" and unidentified communications by radio. Similar warning had been given to ship radio operators June 10.

Foreign language programs still are causing considerable concern in official circles. In some quarters a summary ban on foreign language news commentaries is favored. But another school of thought believes such action might lead to unrest among foreign elements who do not understand English and thereby provoke undesirable activity. Yet another group is inclined toward support of a plan whereby all foreign language news commentaries would be interpreted from English to the native tongue and then transcribed, thereby avoiding any possibility of ad libbing.

International broadcast stations likewise present a serious problem, particularly in the light of the propaganda being transmitted to South America by Nazi stations, beamed for that service. Because of the censorship furor provoked when the FCC sought to require transmission of "cultural" programs to Latin American countries about a year ago, this issue is being handled rather gingerly. Nevertheless, it is not unreasonable to expect that the Government — perhaps through the State Department— will seek to have international station licensees transmit programs geared to offset insidious propaganda from abroad.

Two Plans Mulled

At this writing, aside from the Defense Committee plan, there appear to be two separate plans for communications control, in the event of declaration of a national emergency or of our involvement. What might be described as "Premise A" is based on collaboration with the broadcasting industry down the line, with perhaps some supervising director designated to coordinate operations under the projected general board.

"Premise B" — the more drastic plan—would be invoked only if "Premise A" failed. The latter might involve taking over of all actual broadcast operations by a Government agency but, it is emphatically stated, even that plan does not involve a ban on commercial operation. It would simply mean, as now outlined, rigid supervision of all program operations by Government personnel.

It readily can be understood why the Government does not propose to interfere with commercial broadcasting. If that were done, vast appropriations would be required to program and maintain stations, aside from reimbursing licensees under the "due process" principles. Moreover, since one of the fundamental factors in the planning is that of maintaining public morale and keeping the people posted, a minimum upsetting of established broadcast operations, so far as the listener is concerned, is definitely the objective.

Can't Stop Listening

In appraising the broadcasting propaganda problem, the Government is faced with several difficult situations. Control of incoming broadcasts from abroad is perhaps the most serious. They cannot be controlled unless a ban on listening to foreign shortwave stations is imposed.

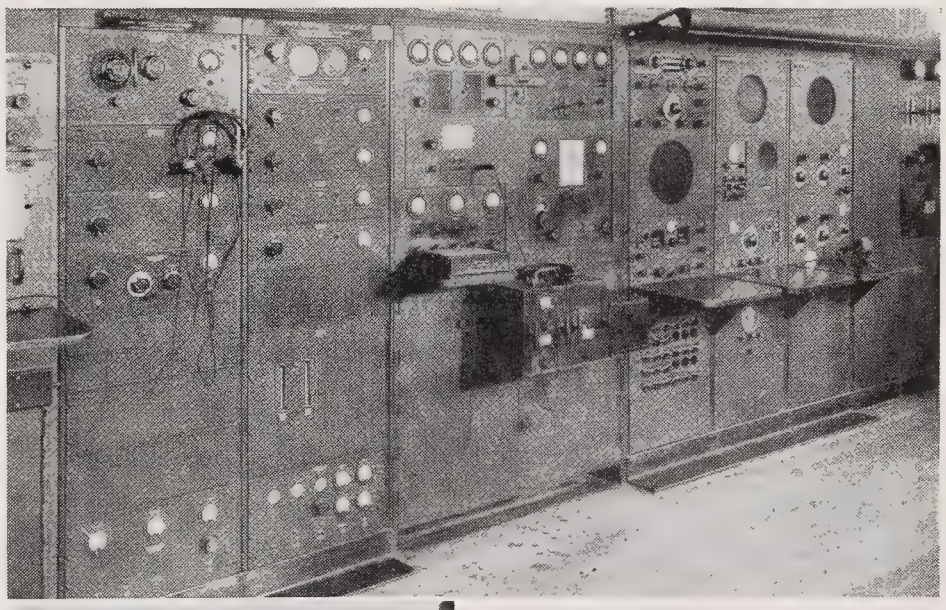
On programs originated domestically, no serious problem is foreseen (save foreign language and international networks) where broadcasting is concerned. Officials also are pondering the question of local broadcasting, where stations are solely on their own, picking up news services and local speakers. How such operations can be supervised without placement of "supervisors" in each station is being discussed.

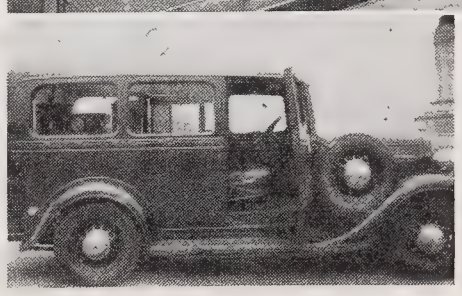
It is clear that Government officials appreciate the "show psychology" of radio. They do not want to change the radio fare any more than may be necessary. Above all, they want to maintain the relationship between station and sponsors.

Personnel Setup

Many inquiries have reached Government departments, particularly the military, regarding personnel assignments in event of war. Insofar as broadcasting is concerned, it is likely the first step, under a declared national emergency, will be to operate under civil status, except for the top Government official. The second phase might involve transfer of executives from civil to military reserve status. In the latter connection, it is understood the military departments have cataloged perhaps all individuals in radio, keying them for particular assignments in time of war emergency.

Thought also has been given to the suggestion that all manufacturers of transmitting equipment be required to register with the Government the serial number of all transmitters sold, whatever their nature. The FCC then would be in a position to check accurately use of unlicensed transmitters, without the necessity of actually catching the outlaw rednanded".





EQUIPMENT of this type is used by the FCC in monitoring the air. A typical monitoring station (above), of which there are six, includes a standard of frequency, interpolation equipment, receivers, recorders and oscillographs, measuring from 100 kc. to 100 mc. The Commission has 42 autos like this one for use in field service.

Armistice Brings Dramatic Pickups

Networks Lose Contact With Their Personnel in France

WITH the silencing June 20 of the last available French shortwave transmitter by the advance of the Nazi army, American radio pick-ups from abroad now originate chiefly from London, Berlin and Rome, the Italian capital replacing the spot formerly filled with news from Paris.

Last broadcasts from France came June 19 from Bordeaux, featuring a description of an air raid by William Humphries and Helen Hiett, who had spent several preceding hours in a coal bin while bombs fell.

End of radio communications from France marked an end of all direct contact with that country. For several days prior to June 19 CBS had turned over its facilities to United Press, whose correspondent, M. S. Handler, put his stories on the air following the broadcasts of Eric Sevareid to America. The Handler stories were not broadcast in this country, but were taken down from the shortwaves by the CBS listening post and sent to the UP office for publication.

Shutdown of communications also meant loss of contact between network headquarters in New York and their correspondents in France.

CBS believes that Sevareid and Edmund Taylor, its two main representatives in France, are on their way to America.

NBC believes its Paris personnel are still in Bordeaux, where all radio and news men had gone with the government. Mutual's correspondents, Waverly Root and Victor Lusinchi, with their wives and Root's infant daughter, were attempting to cross the border to reach either Madrid or Lisbon, where the women and child might get transportation to the U. S.

Probably the most dramatic European broadcasts of recent days were those from Compiegne on the afternoons of June 21 and 22, when William L. Shirer of CBS and William C. Kerker of NBC broadcast joint descriptions of the meeting of French and German plenipotentiaries in the historic railway car in which, nearly 22 years before, Germany had made peace with the Allies, and of the signing of the present armistice with France accepting the terms of Hitler. The two reports were broadcast by the combined CBS and NBC networks.



LATE *Personal* NOTES

JOSEPH H. HOLMES Jr., spot time-buyer of Young & Rubicam, New York, on July 1 transfers to the agency's research department. Frank Coulter Jr., formerly time-buyer of N. W. Ayer & Son, Philadelphia, joins the time-buying staff.

STEVENS JACKSON, formerly of Benton & Bowles, New York, on July 1 joins the sales staff of WMCA, New York.

T. J. CARROLL, formerly of WJW, Akron, O., has been appointed commercial manager of WCMI, Ashland, Ky. William R. Holt, WCMI business manager, late in May married Louise Ward.

G. RICHARD SWIFT, director of the *Morning Almanac* program on WABC, New York, and with CBS since 1932 in various departments, has been placed in charge of studio operations of WABC in addition to his present duties as director.

FRANK McINTYRE, formerly of KTSM, El Paso, Tex., has joined KGVO, Missoula, Mont., as chief announcer.

JACK BURNETT, commercial manager of KGVO, Missoula, Mont., is the father of a girl born June 19.

CARROLL CARROLL, Hollywood writer of J. Walter Thompson Co. on the NBC *Kraft Music Hall*, sponsored by Kraft Cheese Corp., having recovered from a nervous breakdown. has returned to his assignment. Eddie Helwick and Stanley Quinn handled the assignment for three weeks during his absence.

ROGER COMBS or Erwin, Wasey & Co., New York, on June 27 was guest speaker on the weekly *Men Behind the Ads* program on WOV, New York. His subject was "What Advertising has Done for the Aviation Industry".

HOWARD CHAMBERLAIN, for the last three years program production manager of KLZ, Denver, on July 1 joined WLW, Cincinnati, as assistant to George C. Biggar, WLW program director. He will devote most of his time to developing new programs and talent.

BILL KENT, formerly of WMFF, WDEV, Waterbury, and WSLB, Ogdenburg, has rejoined the announcing staff of WMFF.

JACK SIMPSON, account executive of Stone-Stevens-Howcott-Halsey, New Orleans agency, recently married Mary Alice Buist, conductor of *Assistant Housewife* on WWL, New Orleans.

ROBERT B. RAINS, who recently resigned as vice-president of Headley-Reed Co., station representatives, has joined the sales staff of WJR. Detroit. A 1931 graduate of the University of Virginia, Mr. Rains' first job was with Cities Service and he entered radio in 1937 when he took charge of the Detroit office of the Kelly-Smith Co.

WICK CRIDER of the radio publicity department of J. Walter Thompson Co., New York, on June 29 married Frances Nalle, model and radio actress, at the Little Church Around the Corner, New York.

PAUL THORNTON, assistant state supervisor of music in the Louisiana department of education, has joined the educational department of RCA Mfg. Co., Camden, N. J., to coordinate that department's music activities with the wholesale distributors of RCA products and with state music supervisors.

JACK HEAKE, formerly of Philco Radio & Television Corp., and Charles Grosser, of RCA, have joined the engineering staff of WIP, Philadelphia.



CHIEF "Buller" of the Broadcasters Bull Sessions in New York for 1940-41 is Arthur Sinsheimer, radio director of Peck Adv. Agency, New York. He was unanimously elected president of the rapidly growing radio luncheon club. Name of the organization may be changed to "Radio Executives Club of New York".

KWK at Convention

KWK, St. Louis, provided its own version of GOP convention activities during the Philadelphia session, sending Leland L. Chesley, news editor, to cover the proceedings. Chesley is said to be the only newspapermen ever to interview John Dillinger, former No. 1 public enemy. He has been KWK news editor for more than two years. He founded the Cooperative Employment Council, clearing house between jobless and large employers in the St. Louis area. Chesley's convention news was carried on Ray Dady's *Sidelights on the News.*



Mr. Chesley

New Tennessee Local

PLANS for the new WKPT, local in Kingsport, Tenn., authorized February 13 to operate with 250 watts full-time on 1370 kc., to go on the air July 15, have been announced by W. Harold Gray, newly appointed station director, who formerly was assistant manager of WBIG, Greensboro, N. C. Harman L. Moseley, formerly of WAYX, WAIR, WWNC and WSB, is to be commercial manager, and Guy Beard, previously with WWNC, will be chief engineer. Other personnel selected includes: John Stinson, formerly of WJR, production; Bob Poole, chief announcer; Charles Chrismon, chief control operator; George Harvard and Al Webb, engineers; Jay Caldwell, announcer; Nancy Mosley, continuity. Transmitter and studios will be Western Electric equipped throughout with a 360-foot Truscon tower. First commercial program following the inaugural broadcast will be sponsored by the Studebaker Corp. through its local agency.

Higgins Hockey Chief

GEORGE HIGGINS, sports commentator of WTCN, Minneapolis, on June 23 was elected president and treasurer of the American Hockey Assn. at a meeting of the league in St. Paul. He was elected upon resignation of Bill Grant, of Kansas City, who had held the presidency for 13 years. Higgins also is president of the American Assn. of Baseball Broadcasters and a past president of the Northwest Umpires Assn. For more than 10 years he has officiated at Midwest football and basketball grames, both high school and Big Ten.

CBS 'Sport Network'

CBS is organizing all its sport reporters into a "sport news network" to furnish Ted Husing with up-to-the-minute news of national sports happenings for presentation on *Sports-Time*, quarter-hour Sunday evening series, which started June 17 on WABC, New York, and later will be extended to the CBS network. The "sport network" is similar to the CBS "farm-news network" which furnishes Charles Stookey, CBS' director of agricultural activities, with news for his *Columbia's Country Journal.* Husing discusses late sports news from all sections of the country and interviews sports personalities on the programs.

"Information Please" Offered

NBC Artists Service, which represents the NBC-Blue *Information Please* program, and Dan Golenpaul, owner of the rights to the program, are offering the show to agencies for new sponsorship this fall after the expiration Nov. 15 of the contract with Canada Dry Ginger Ale, present sponsor. No reason for the move nor details were forthcoming from Mr. Golenpaul, who is understood to be offering the show for $8,500 per week. Agency handling the Canada Dry account is J. M. Mathes, New York.



WQXR Signs AFM Pact

WQXR, New York, has signed a contract with Local 802 of the AFM establishing a six-man house orchestra to play classical music for broadcast six times weekly. The contract, effective July 1, continues until March 1, 1941, after which it calls for a ten-man orchestra until March 31, 1942.

FM

Synchronized

BY

Western Electric

SEE PAGE 7

Philip Morris Test

PHILIP MORRIS & Co., New York, on July 11 will start a test campaign to promote the new long Dunhill Majors cigarettes using *Name Three*, quiz program formerly sponsored by the company on MBS for Philip Morris cigarettes, on WOR, Newark, Thursdays, 8:30-9 p. m. More stations may be added before the original 26-week contract expires, according to Biow Co., New York, the agency, if the test proves successful after the first few weeks. No m.c. for the program has been selected as yet.

Spots for Musterole

MUSTEROLE Co., Cleveland, which sponsored *Carson Robinson's Buckeroos on NBC-Blue* last winter, on Oct. 1 will start a spot campaign for its seasonal cold-cure product using about 75 stations in major markets throughout the country. Both 50 and 100-word announcements and chain breaks are under consideration and the station list has not yet been announced. Erwin, Wasey & Co., New York, handles the account.

Luckies Spots Deferred

AMERICAN TOBBACCO Co., New York, reports that it has "postponed indefinitely" the contemplated national expansion of the current eastern spot announcement campaign for Lucky Strikes [BROADCASTING, June 15]. The New York section of the campaign on nine stations was renewed June 14. Lord & Thomas, New York, handles the account.

Emerson Boost

EMERSON RADIO & Phonograph Corp., New York, has announced a 50% increase in its advertising appropriation for 1941. According to Buchanan & Co., New York, agency handling the account, plans are still under consideration for a network campaign for Emerson radios featuring a news commentator, as yet unselected.

NOTICE

. . . is hereby given that the Radio Station Sales Company is not bound by or responsible for any contracts, checks or other obligations signed by LEON KIRBY either personally or in the name of this company.

The Radio Station Sales Company

Edwin M. Spence

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
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GLENN D. GILLETT
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982 National Press Bldg.
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PAUL F. GODLEY
Consulting Radio Engineer
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JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Russ Bldg., San Francisco, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

CLIFFORD YEWDALL
Empire State Bdg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
7134 Main Street, Kansas City, Mo.
Branch office, Crossroads of the World
Hollywood, Cal.

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Wanted—partner for minority or majority owner in good station. Box A866, BROADCASTING.

Combination Licensed Operator-Announcer—must be good announcer. Box A855, BROADCASTING.

Program Director-Office Manager—must be thoroughly experienced and capable. Box A856, BROADCASTING.

Employees—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors. Box 864. Denver, Colo.

Two combination Announcer - Operators, one sports experience. Good advancement opportunity. Send photo, transcription, references. Box A863, BROADCASTING.

High Salaried Positions—New method creates marvellous opportunities. Best stations. Small cost. Write. Personal Promotion Service, 3 Crandall, Binghamton, N. Y.

Situations Wanted

Newscaster—experienced. Writes own news, clear and without bias. Distinctive voice. East or Midwest. Box A862, BROADCASTING.

Radio School Graduate—with first class telephone and second class telegraph licenses. Box A864, BROADCASTING.

Continuity Writer—experienced, university graduate, announces. Writes, edits news. Salary secondary. Box A861, BROADCASTING.

YOUNG WOMAN — director, announcer, writer. Program ideas. Selling experience. Connect with progressive station, any capacity. Box A852, BROADCASTING.

ATTENTION, STATION MANAGER — is there a store in your town looking for an experienced young woman to put over its radio advertising? References. Box A850, BROADCASTING.

Salesman—now employed Columbia 1 kw. station. Successful record and references available. Commission or percentage against draw. Thirty-one years and married. Box A860, BROADCASTING.

Salesman or Commercial Manager—trained radio and newspaper advertising. Employed. Single. Age 27. Start $35.00 week. Unencumbered. North Central States. Box A853, BROADCASTING.

Situations Wanted (Continued)

News Editor — young man with ideas, equipped to handle publicity, continuity. College major in journalism, newspaper experience and one year's experience editing news for radio. Box A857, BROADCASTING.

ENGINEER—28. 7 years experience; network, transmitter, control-operator, maintenance, installation, recording. First Class Telephone. Available immediately. Box A851, BROADCASTING.

Engineer Desires Change—employed last two years at studios and transmitter of kw station. Radio servicing experience. Up on frequency modulation. References on request. Box A854, BROADCASTING.

Announcer-Newscaster—can also edit news. Young, talented, capable. Have been thoroughly trained and now wish the experience. Transcription and myself available anytime, anywhere. Box A858, BROADCASTING.

Continuity, production, sales production, ideas. Five years exceptional radio experience. Write, produce selling copy, all types programs. Past three years at outstanding Midwest regional. Best references. Box A859, BROADCASTING.

Employers—We have experienced radio employees in every section of the United States. Let us submit summaries of qualified applicants whose references have been verified. No cost to you through National Radio Employment Bureau. Box 864, Denver, Colo.

Advertising-Promotion—Now writing, producing successful network program. Experience as station program director, head of own agency specializing in radio, radio director all types of campaign. Proved ability to create and carry ideas through and to coordinate efforts with others. Excellent references. 35 years old. Box A865, BROADCASTING.

Wanted to Buy

Late Model RCA or WE 1 kw. Transmitter. Must be in good condition. Box A867, BROADCASTING.

For Sale

FOR IMMEDIATE SALE—10 kw. broadcast transmitter with excellent record of performance. Transmitter recently taken out of service and ready for dismantling and crating. Airmail inquiries to Box A868, BROADCASTING.

HOUR RULE DRAWS INDEPENDENTS' IRE

PROTEST against the June 4 change in FCC rules requiring broadcast stations to operate two-thirds of their total authorized hours between 6 a.m. and 6 p.m. and midnight, was filed with the FCC June 27 by National Independent Broadcasters.

Andrew W. Bennett, NIB counsel, contended that the June 4 amendment will work substantial hardship on about 100 fulltime locals in small communities where a large portion of the population retires at an early hour.

The rule as amended requires a minimum operating schedule each night except Sunday at least until 10 p.m., Mr. Bennett asserted. He said that practically all of the stations in this category find they can best serve their communities by operating fulltime from 6 a.m. to 6 p.m., but many in the smaller cities and more sparsely settled areas close down for the night at 8 or 9 p.m., thus operating more than the two-thirds requirement. Yet, he declared, under the amended rules they must either reduce the "much needed daytime operation or increase their operating expense beyond that which present income can absorb."

THE human and material resources of the United States now being marshalled in a vast defense program will be dramatized on NBC-Blue in a series titled *This Our America*, starting July 3, and presented in cooperation with the National Resources Planning Board.

L. A. Scale Stands

LOS ANGELES Musicians Mutual Protective Assn., Local 47, AFM, has abandoned plans to increase its radio performance scale and indications are that the present wage list will continue at least until world-wide conditions are improved. Local 47 executives have been conferring with Southern California radio executives for several months and in one or two instances had worked out higher compensation for radio musicians, particularly as applying to network stations. Board executives, however, have been lukewarm to the scale increase and from all indications there will be no further attempt at this time to secure additional compensation for union members employed by local stations. Union donated the full services of its membership to the special Red Cross broadcast of June 22, which was staged under auspices of the Southern California Broadcasters Assn.

AFRA Agent Ruling

AMERICAN Federation of Radio Artists, planning to license all West Coast radio talent agencies and brokers, has notified its membership that no new contracts can be entered into with agents after Aug. 15 when the organization plans to put the pact into effect. Hollywood members were notified in mid-June to file current agent contracts with AFRA, deadline being set at June 15. Copies of all future contracts, it was said, must be filed within one week after being signed. Ruling, now in effect, provides that no member can make a contract unless it stipulates that the agent will agree, in writing, to abide by any AFRA regulation. It further states that the agent will attempt to secure a license within 30 days after AFRA sets up its licensing plan. In the event the agent fails to agree to this stipulation, the contract must specify that it becomes void, AFRA states.

Corwin to Hollywood

NORMAN CORWIN, CBS writer-director, on June 19 left for Hollywood to assist in the preparation of the RKO picture "Two on an Island," and to handle some CBS Coast radio productions this summer. CBS also announced that "The Plot to Overthrow Christmas", written by Mr. Corwin for broadcast on *Words Without Music*, CBS sustaining series, on Christmas Day, 1938, will be published this fall in a special limited edition by the Peter Pauper Press. Two other Corwin dramas have also been issued in book form, "They Fly Through the Air With the Greatest of Ease," and "Seems Radio Is Here to Stay."

STAFF PICKS BOSS
WBAL Salesmen Elect Peard Sales Manager

THE UNUSUAL procedure of permitting his sales staff to elect their own "boss" was followed by Harold Burke, manager and commercial manager of WBAL, who has announced that Leslie H. Peard Jr. has been named the station's sales manager, effective July 1. Mr. Peard has been a member of the WBAL sales staff since 1934.



Mr. Peard

Deciding to relieve himself of the duties of commercial manager and to promote one of the station's salesmen to the post, Mr. Burke called in salesmen Peard, R. C. Embry, James Kennedy and Chauncy Brooks and told them he would be willing to accept any one of them for the job. Peard was the unanimous choice of the other three.

A native Baltimorean, Peard was educated in the local schools and at Princeton. After leaving college he served 2½ years on the promotion staff of WFBR. Then he joined the advertising departments of Gunther Brewing Co. and McCormick & Co., Baltimore spice wholesalers, before joining WBAL. He is the originator of the *Treasure Hunt* program idea introduced on WBAL and then sponsored on various stations by American Tobacco Co. and other advertisers. He also originated the plan of displaying WBAL's newsroom in actual operation in downtown store windows, which has been done since 1938 and which many other stations have emulated.

Cummer's Plans

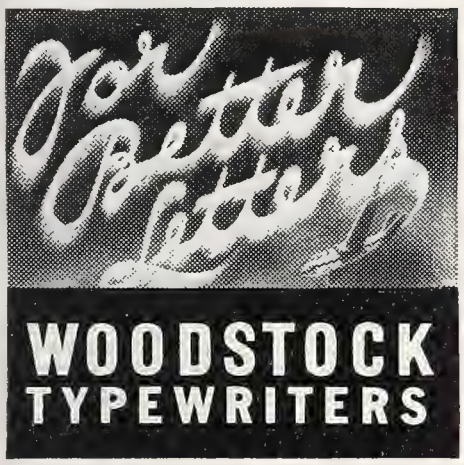
CUMMER PRODUCTS, Bedford, O., which last April was purchased by Sterling Products Co., New York [BROADCASTING, April 1], on July 24 is planning to replace its *What Would You Have Done?* quiz program with a dramatic series titled *Metropolitan Airport* on NBC-Blue, Wednesdays, 8:30-9 p.m. Also effective July 24, Young & Rubicam, New York, has been appointed to handle advertising for Cummer Products for both Energine and Molle shaving cream, it is understood. The new program would be heard in the interests of Energine, while the Molle program on NBC-Red, *Battle of the Sexes*, would continue Tuesdays, 9-9:30 p. m.

LADY ESTHER GETS CITATION BY FTC

STRIKING directly at the firm's radio advertising continuities as well as its advertising in other media, the Federal Trade Commission in early June issued an order against Lady Esther Ltd., Chicago cosmetic manufacturer and heavy user of radio time, banning certain representations for Lady Esther cleansing cream. The order, banning 24 separate representations for the product, was regarded as a virtual "bible" for all future permissible claims for such products. Lady Esther at present sponsors Guy Lombardo in the *Lady Esther Serenade* on CBS. For several previous years the company sponsored Wayne King on NBC.

The FTC on June 27 announced acceptance of stipulations from Peter Paul Inc., Naugatuck, Conn., and Platt-Forbes Agency, New York, in which each agreed to discontinue certain representations in advertising for Ten Crown Charcoal Gum, advertised via radio.

Other stipulations accepted in late June include: Detrola Corp., Detroit radio and camera manufacturer, agreeing to cease certain representations for the Detrola candid camera; O'Dea, Sheldon & Canaday, New York advertising agency, agreeing to cease certain representations in advertising for Hires R-J Root Beer; Editors & Publishers Service Co., New York, agreeing to discontinue certain representations for its slogan service. The FCC has issued a complaint against R. E. Engineers, Cincinnati, alleging misrepresentation of an "Add-A-Tube" device purported to give longer life to radio tubes and improve reception.



FOUND: $348 LOST SENDING TELEGRAMS!

Last year a certain firm (name on request) saved $348 on telegrams by having Postal Telegraph survey telegraph costs! Let this free telegraph cost analysis work for *you*. It uncovers huge waste, and provides easy-to-follow plan to *stop* it!

WIRE COLLECT:

For information about free telegraph cost analysis —wire collect: J. J. O'Donnell, Postal Telegraph, 253 Broadway, N. Y. C. No obligation.

Postal Telegraph

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

HAY-ADAMS HOUSE

In hospitality, charm and dignity as well as service and cuisine, the Hay-Adams House perpetuates these two great names. An ideal location, directly opposite the White House, overlooking beautiful LaFayette Park. Write for free "Guide to Washington."

From $3.50 Single $5. Double
Completely Air Conditioned



SIXTEENTH STREET AT H
WASHINGTON D.C.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

JUNE 14 TO JUNE 28, INCLUSIVE

Decisions . . .

JUNE 14

WHBU, Anderson, Ind.—Granted license new trans., change antenna.

KWK, St. Louis—Granted change in applic. CP, asking different facilities.

WHIP, Hammond, Ind.—Granted continuance hearing re applic. change hours.

JUNE 18

KTRB, Modesto, Cal.—Granted voluntary assignment license to KTRB Bcstg. Co.

KFH, Wichita—Granted CP increase N to 5 kw directional N.

WMAN, Mansfield, O.—Granted transfer control to Monroe F. Rubin.

WNLC, New London, Conn.—Granted CP increase to 250 w N & D, new trans.

KDB, Santa Barbara, Cal.—Granted mod. license N to 250 w.

KFDA, Amarillo, Tex.—Granted transfer control to J. L. Nunn.

NEW, Western Bcstg. Co. of Wyoming, Cheyenne—Granted CP 1370 kc 250 w unl.

SET FOR HEARING—NEW, Ben J. Sallows, Alliance, Neb., CP 1210 kc 100-250 w unl., in conjunction applications of Paul R. Heitmeyer and Frontier Bcstg. Co., both of Cheyenne.

MISCELLANEOUS — WKBB, Dubuque, Ia., dismissed petition for reconsideration and further hearing re applic. Telegraph Herald for new station, which was granted 7-2-37; Jansky & Bailey, Georgetown, D. C., cancelled mod. license re frequency; Congress Square Hotel, denied hearing re applic. Thompson L. Gurnsey and Congress Square Hotel Co. for consent transfer control of Maine Bcstg. Corp., license WLBZ, dismissed 3-22-40.

NEW, Albermarle Bcstg. Station, Albermarle, N. C.—Adopted as final proposed findings denying CP 1370 kc 100 w D.

NEW, Radio Voice of Springfield, Springfield, Ohio.—Adopted as final proposed findings granting CP 1310 kc 100 w unl.

JUNE 19

NEW, Radio Voice of Springfield, Springfield, O.—Adopted final order granting CP 1310 kc 100 w unl.

NEW, Albemarle Bcstg. Station, Albemarle, N. C.—Adopted final order denying CP 1370 kc 100 w D.

KVOS, Bellingham, Wash.—Scheduled for oral argument 7-11-40 on proposed findings re Bellingham Bcstg. Co. and KVOS applic. for renewal.

KSAM, Huntsville, Tex.—Proposed findings for revocation of license.

JUNE 20

WSVS, Buffalo—Granted mod. license change name to Board of Education, City of Buffalo.

JUNE 21

KFRC, San Francisco—Granted license increase to 5 kw unl.

WKIP, Poughkeepsie, N. Y.—Granted license new station 1420 kc 250 w unl.

WREN, Lawrence, Kan.—Proposed findings for denial of applic. to move to Kansas City.

JUNE 24

WAAB, Boston; Mayflower Bcstg. Corp., Boston—Set for hearing 7-18-40 proposed findings of fact re applic. Mayflower Bcstg. Corp. for new station 1410 kc. 500 w-1 kw unl., asking WAAB facilities; and applic. Yankee Network for renewal WAAB license.

JUNE 25

WCBD, Chicago—Denied petition rehearing grant 5-8-40 to KFUO of mod. license to 830 kc 1 kw LS and increase to 5 kw Class II. (WCBD applic. change to 830 kc 5 kw D scheduled for hearing.)

WLEU, Erie, Pa.—Denied rehearing on grant of CP to Presque Isle Bcstg. Co. for new station in Erie.

WAAT, Jersey City—Granted CP new trans., increase to 1 kw unl. directional N, move trans.

WAVE, Louisville—Granted CP increase to 5 kw, new trans., move trans., directional N & D.

WCSH, Portland, Me.—Granted CP increase to 5 kw directional N & D.

WDAY, Fargo, N. D.—Granted CP increase N to 5 kw directional.

NEW, Textile Bcstg. Co., Greenville, S. C.—Granted CP 1500 kc 250 w unl.

WJW, Akron—Granted consent transfer control to William M. O'Neil.

WWAE, Hammond, Ind.—Granted consent assign license to O. E. Richardson and Fred L. Adair.

KGBX, Springfield, Mo.—Granted CP new trans., increase to 5 kw directional N.

WFBM, Indianapolis—Granted mod. license N to 5 kw directional.

NEW, Herald Pub. Co., Albany, Ga.—Granted CP Class III-B 1230 kc 1 kw D.

NEW, MSB Bcstg. Co., Omaha—Granted CP Class IV 1500 kc 250 w unl.

KABR, Aberdeen, S. D.—Granted CP new trans., change directional antenna, increase to 5 kw N & D.

WHK, Cleveland—Granted CP increase N to 5 kw directional.

KLRA, Little Rock, Ark.—Granted CP increase N to 5 kw directional.

WHUB, Cookeville, Tenn.—Granted consent voluntary assignment CP to WHUB Inc.

WNEL, San Juan, P. R.—Granted CP change trans., antenna, increase to 5 kw unl.

TEMPORARY RENEWALS—KTHS, Hot Springs, Ark.; KGBU, Ketchikan, Alaska; KMA, Shenandoah, Ia.; KTW, Seattle; WDSU, New Orleans; KFAR, Fairbanks, Alaska; WGST, Atlanta; WMC, Memphis; KXO, El Centro, Cal.

MISCELLANEOUS—NEW, Kaw Valley Bcstg. Co., Topeka, denied reconsideration and grant applic. CP 250 w 1500 kc, set for hearing on 3-29-40; KGB, San Diego, cancelled authority granted 11-27-39 for CP new trans., antenna, increase to 5 kw, and application retired to closed files; NEW, Allegheny-Kiski Bcstg. Co., New Kensington. Pa., granted CP 1120 kc 250 w D.

SET FOR HEARING—NEW, Greenville Bcstg. Co., Greenville, S. C., CP Class IV 1500 kc 250 w unl.

JUNE 26

WSAM, Saginaw, Mich.—Granted license new station 1200 kc 100-250 w spec.

JUNE 27

NEW, Pawtucket Bcstg. Co., Pawtucket, R. I.—Adopted final order granting CP 1390 kc 1 kw unl.

KXA, Seattle—Granted license increase to 1 kw N & D etc.

KTCH, Lihue, T. H.—Granted license increase N to 250 w.

KROD, El Paso—Granted license new station 1500 kc 250 w unl.

WJHO, Opelika, Ala.—Granted license new station 1370 kc 100-250 w unl.

WGTC, Greenville, N. C.—Granted license new station 1500 kc 250 w unl.

JUNE 28

MISCELLANEOUS—NEW, Anthracite Bcstg. Co., Scranton, Pa., denied postponement hearing; WCBD, Chicago, granted amendment application mod. license to 830 kc and change hours.

Applications . . .

JUNE 14

WNBI, Bound Brook, N. J.—CP change freq., increase to 50 kw.

WRCA, same—CP change freq., increase to 50 kw.

WSVS, Buffalo — Mod. license change name to Board of Education, City of Buffalo.

WKIP, Poughkeepsie, N. Y. — License new station.

WAKR, Akron—Mod. CP re trans., directional antenna.

WSAM, Saginaw, Mich. License new station 1200 kc.

WSOC, Charlotte, N. C.—CP new antenna, increase to 250 w N & D.

WKAR, E. Lansing, Mich.—License increase power etc.

JUNE 18

WESG, Ithaca, N. Y.—Mod. license move studio to Cornell Campus, Ithaca.

WHEB, Portsmouth, N. H.—Authority transfer control to R. G. LeTourneau.

WFIL, Philadelphia—CP new trans., directional, increase to 5 kw.

WLOG, Logan, W. Va.—License new station.

WPID, Petersburg, Va.—License new station.

NEW, Cuyahoga Valley Bcstg. Co., Cleveland—CP 1270 kc 1 kw D, amended to 1000 kc.

WDAK, West Point, Ga.—Mod. CP move trans., studio, antenna.

WJHO, Opelika, Ala.—License new station.

WWAE, Hammond, Ind.—Voluntary assignment license to O. E. Richardson and Fred L. Adair.

NEW, Western Bcstg. Co. of Wyoming, Cheyenne—CP 1210 kc 100-250 w unl., amended to omit H. L. McCracken from partnership and request 1370 kc 250 w.

JUNE 20

WHN, New York—CP new trans., directional N & D, change to 1050 kc 50 kw Class II.

WKZO, Kalamazoo, Mich.—CP increase to 1-5 kw directional N, new trans.

NEW, Butler Radio Inc., Tyler, Tex.—CP 1370 kc 250 w unl.

WMBD, Peoria, Ill.—Mod. license to WMBC Bcstg. Co.

WBAA, W. Lafayette, Ind.—CP increase power etc., amended to Class III-B.

JUNE 24

NEW, Radio Voice of New Hampshire, Manchester—CP 610 kc 1-5 kw Directional Class III-B.

WKBW, Buffalo—CP new trans., directional, increase to 50 kw Class I-B.

WLAP, Lexington, Ky.—CP move trans., new antenna.

WSPA, Spartanburg, S. C.—CP directional N, change to 1 kw unl., Class III-B.

NEW, James Freeman Holmes, Valdosta, Ga.—CP 1500 kc 100-250 w unl. Class IV.

W9XG, W. Lafayette, Ind.—CP television frequencies 66-72 mc. Class I.

KYSM, Mankato, Minn.—CP change to 940 kc 1 kw directional N Class III.

WLOL, Minneapolis—License new station.

NEW, Wm. H. Amesbury, Minneapolis—CP 630 kc 500 w unl., amended to 1 kw.

JUNE 26

WBNX, New York—License increase power etc.

WABC, New York—CP move trans., amended re antenna.

WQXR, New York—Mod. CP new equip., increase power, re antenna and transmitter.

NEW, Maryland Bcstg. Co., Baltimore—CP 1210 kc 250 w unl. Class IV, amended to 1200 kc.

WFNC, Fayetteville, N. C.—License new station.

KRLD, Dallas—License for exp. auth. unl. time etc.

KFWC, Hot Springs, Ark.—License new station.

WMOG, Brunswick, Ga.—Consent transfer control to Arthur Lucas and William K. Jenkins.

KJR, Seattle—CP increase to 10 kw, amended re antenna, ask Class I-B.

JUNE 27

NEW, Caribbean Bcstg. Assn., San Juan, P. R.—CP 1500 kc. 250 w unl., amended to ask WSSJ facilities.

KYW, Philadelphia—CP increase to 50 kw I-B directional N & D.

NEW, Harbenito Bcstg. Co., Harlingen, Tex.—CP 1370 kc 250 w unl., amended to 1420 kc.

KRRV, Sherman, Tex.—License increase power etc.

NEW, Constitution Bcstg. Co., Atlanta—CP 550 kc 1-5 kw unl. III-B.

JUNE 28

WRUW, Boston—CP increase to 50 kw.

WAGA, Atlanta—Mod. license to 1 kw N & D.

NEW, Inter-City Adv. Co., Charlotte, N. C.—CP 1310 250 w unl.

NEW, Capitol Bcstg. Corp., Indianapolis—CP 1280 kc 1-5 kw unl. directional N III-B.

WISN, Milwaukee—CP new trans., directional, increase to 1-5 kw, amended to 5 kw N & D.

KVOA, Tucson, Ariz.—CP change to 590 kc directional IIII-B.

Many FM Applications Expected

(*Continued from page 13*)

proper applications and showings. In cases where the number of qualified applicants exceed the number of available assignments in a given area, it is likely that all such contests will be thrown into public hearing.

Technical Standards

The *Standards of Good Engineering Practice*, approved by the FCC June 28, outlined in detail technical requirements governing operation of the stations. The new application form (319) also was given full approval by the FCC at the same meeting.

The rules specify that no service from skywaves or secondary service is obtainable on FM and that no intermittent service is recognized. The field intensity necessary for service is given as 1 mv. for city areas near factories, carlines, or busy streets, and 0.05 mv. for rural area away from highways. These field strengths are based on the absence of objectionable fading and the usual noise levels encountered in the two areas and also predicated upon the absence of interference from other high frequency stations. Detailed instructions as to how to establish the service area were given along with instructions as to the manner in which applications specifying engineering requirements should be filed.

The rules specify that transmitter and associated studio equipment shall be capable of transmitting a band of frequencies from 50 to 15,000 cycles within two decibels of the level at 1,000 cycles. There are no present requirements for standard broadcast quality, though the limitation, regulated more or less by inter-city telephone wirelines for network stations, is around 5,000 cycles. The standard specified in detail other requirements as to quality of signal, noise level and other high fidelity characteristics to be imposed upon FM. The Commission specified that approval given equipment at this stage shall not be construed to mean that the equipment will be satisfactory as the state of the art progresses or as the rules of the Commission may be changed as deemed advisable.

Taking cognizance of possible patent conflicts to develop in FM, the engineering standards stated that in passing on equipment, no consideration is given by it to patent rights.

In connection with authorization of FM commercial operation, the FCC announced June 24 it soon will repeal sections 4.111-4.117 of its rules which heretofore have governed experimental operation of ultra-high frequency stations. Section 4.114 allocates frequencies in the 25,300-26,900 kc. band for use of high-frequency broadcast stations on an experimental basis. The Commission plans that these frequencies will be made available, by revision of rules to be promulgated shortly, for developmental broadcast stations covered by sections 4.115-4.157 of the rules.

Hereafter, the Commission said, it does not contemplate granting any application for the use of frequencies in the 25,300-26,900 kc. band for experimentation looking toward establishment of commercial domestic broadcast service. Existing stations in the band may apply for modification of licenses to permit continued operation on their present assignments under the classification of developmental broadcast stations, or under the new FM rules, they may apply for licenses authorizing commercial operation on the frequencies 43,000 kc. and above assigned for this new service.

Network Accounts

All time EDST unless otherwise indicated.

New Business

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy), on July 10 starts *The Adventures of Mr. Meek* on 63 CBS stations, Wed., 7:30-8 p. m. (reb., 12 midnight-1 a. m.). Agency: Wm. Esty & Co., N. Y.

REGIONAL BROADCASTERS' Assn., New York (associated products), on Sept. 29 starts *Dorothy Thompson* on 25 or 40 NBC-Blue stations, Sun., 7:30-7:45 p. m. Agency: Stockton, West & Burkhart, Cincinnati.

LOS ANGELES SOAP Co., Los Angeles (White King and Sierra Pine soaps), on July 1 starts for 26 weeks *News at Noon* with Knox Manning, commentator, on 5 CBS West Coast stations (KNX KARM KSFO KOY KTUC), Mon. thru Fri., 11:45 a. m.-12 noon (PST). Agency: Raymond R. Morgan Co., Hollywood.

SHERWIN-WILLIAMS Co., Cleveland (paints), on Oct. 20 resumes *Metropolitan Auditions of the Air* on 47 NBC-Red stations, Sun., 5:30-6 p. m. (EST). Agency: Warwick & Legler, N. Y.

TEXAS Co., New York (Texaco gas), on July 3 starts *Summer Variety* program on 88 CBS stations, Wed., 9-9:30 p. m. Agency: Buchanan & Co., N. Y.

Renewal Accounts

LIGGETT & MYERS Co., New York (Chesterfield cigarettes), on June 21 renewed for 26 weeks *Glenn Miller's Orchestra* on 95 CBS stations, Tues. and Thurs., 10-10:15 p.m. Agency: Newell-Emmett Co., N. Y.

Network Changes

GENERAL FOODS Corp., New York (Jell-O), on July 4 shifts *The Aldrich Family* on 92 NBC-Red stations, Sun., 7-7:30 p. m. to 48 NBC-Red stations, Thurs., 8:30-9 p. m. Agency: Young & Rubicam, N. Y.

CITIES SERVICE Co., New York (oil, gas), on Aug. 2 shifts *Cities Service Concert* on 56 NBC-Red stations, Fri., from 8-9 p. m. to 8-8:30 p. m. Agency: Lord & Thomas, N. Y.

CONTINENTAL BAKING Co., New York (Wonder Bread), on June 29 shifted *Sky Blazers* on 47 CBS stations, Sat., from 7:30-8 p. m. to 8-8:30 p. m. Agency: Benton & Bowles, N. Y.

GILLETTE SAFETY RAZOR Co., Boston, on July 2 shifts *Elmer Davis in the News* on 87 CBS stations from Fri. and Sun., 8:55-9 p. m. to Tues. and Fri., 8:55-9 p. m. Agency: Maxon Inc., N. Y.

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BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

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Scientific
RADIO SERVICE
124 Jackson Ave.
University Park, Md.

Benny for Relief

SIX RECORDINGS of the NBC *Jack Benny Show*, sponsored by General Foods Corp., have been sent to England by Paramount Pictures Studios, Hollywood, in response to a request by the British Broadcasting Co., in an effort to give the English people 'relief from the grim atmosphere of war'.

GENERAL FOODS Corp., New York (Post Toasties), on July 1 starts *Elmer Davis and the News* on 87 CBS stations, Mon., Wed., Thurs., 8:55-9 p.m. Agency: Benton & Bowles, N. Y.

WHEELING STEEL Corp., Wheeling, on Oct. 6 resumes *Musical Steelmakers* on 44 MBS stations, Sun., 5-5:30 p.m. Agency: Critchfield & Co., Chicago.

AMERICAN BIRD PRODUCTS, Chicago (bird food), on Oct. 13 resumes for 29 weeks *American Radio Warblers* on 11 MBS stations, Sun., 12:15-12:30 p.m. (EST). Agency: Weston-Barnett Co., Chicago.

WILSHIRE OIL Co., Los Angeles (Polly gas), on June 17 renewed for 13 weeks, *Pull Over Neighbor*, quiz program, on 15 California Don Lee network stations, Mon., 8-8:30 p.m. (PST). Agency: Dan B. Miner Co., Los Angeles.

SEALTEST Inc., New York (milk), on July 4 shifts *Rudy Vallee* on 59 NBC-Red stations, Thurs., from 9:30-10 p.m. to 10-10:30 p.m. Agency: McKee & Albright, Philadelphia.

LEVER BROS. Co., Cambridge, Mass. (Rinso), on July 2 shifts *Uncle Jim's Question Bee* on 61 CBS stations from Tues., 8-8:30 p.m. to Wed., 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

STERLING PRODUCTS Co., New York (Ironized Yeast), on July 9 shifts *Court of Missing Heirs* on 66 CBS stations, Tues., from 8:30-8:55 p. m. to 8-8:30 p. m. Agency: Ruthrauff & Ryan, N. Y.

WESTINGHOUSE ELECTRIC & MFG. Co., Pittsburgh, on July 2 shifts *Musical Americana* on 101 NBC-Red and Blue stations from Pittsburgh to New York, from Thurs., 8-8:30 p.m. to Tues., 9-9:30 p. m. Agency: Fuller & Smith & Ross, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on July 4 adds 16 NBC-Blue stations to *Pot O' Gold* making a total of 116 NBC-Blue stations, Thurs., 8:30-9 p. m. Agency: Stack-Goble Adv. Agency, N. Y.

LEVER BROS., Toronto (Lifebuoy soap), on July 10 shifts *The Family Man* originating at Toronto from Tues. to Wed., 8:30-9 p. m. (repeat 1-1:30 a. m.) on 34 CBC stations. Agency: J. Walter Thompson Co., Toronto.

GENERAL FOODS Corp., New York (Maxwell House coffee), on July 4 shifts *Good News of 1940* on 82 NBC-Red stations, Thurs., from 9-9:30 p. m. (EDST), to 8-8:30 p. m. and adds West Coast repeat, 7:30-8 p. m.

KRAFT CHEESE Co., Chicago (cheese), on July 4 shifts *Kraft Music Hall* on 77 NBC-Red stations, Thurs., from 10-11 p. m. (EDST), to 9-10 p. m. Agency: J. Walter Thompson Co., Chicago.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on June 28 replaced *Alec Templeton Time* with *Quiz Kids* on 57 NBC-Red stations, Fri., 10:30-11 p. m. Agency: Wade Adv. Agency, Chicago.

GENERAL FOODS Corp., (Swansdown, Calumet), from July 1 to Sept. 27 shifts *Kate Smith Noonday Chats* from New York to Lake Placid, on 67 CBS stations, Mon. thru Fri., 12 noon-12:15 p. m. Agency: Young & Rubicam, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert Tobacco-Camel cigarettes), on July 13 replaces *Bob Crosby's Orchestra* with *Uncle Ezra*, renewing the program for 52 weeks on 69 NBC-Red stations, Sat., 10-10:30 p.m. Agency: Wm. Esty & Co., N. Y.

AIR CONDITIONING TRAINING Corp., Youngstown, on June 17 replaced *Happy Jim Parsons* with *Ambitions in Rhythm* on 28 NBC-Blue stations, Sun., 11:30-11:45 a.m. Agency: National Classified Adv. Agency, Youngstown.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert tobacco), on July 1 adds 36 NBC-Red stations to *Grand Ol' Opry House* making a total of 64 NBC-Red stations, Sat., 10:30-11 p.m. Agency: Wm. Esty & Co., N. Y.

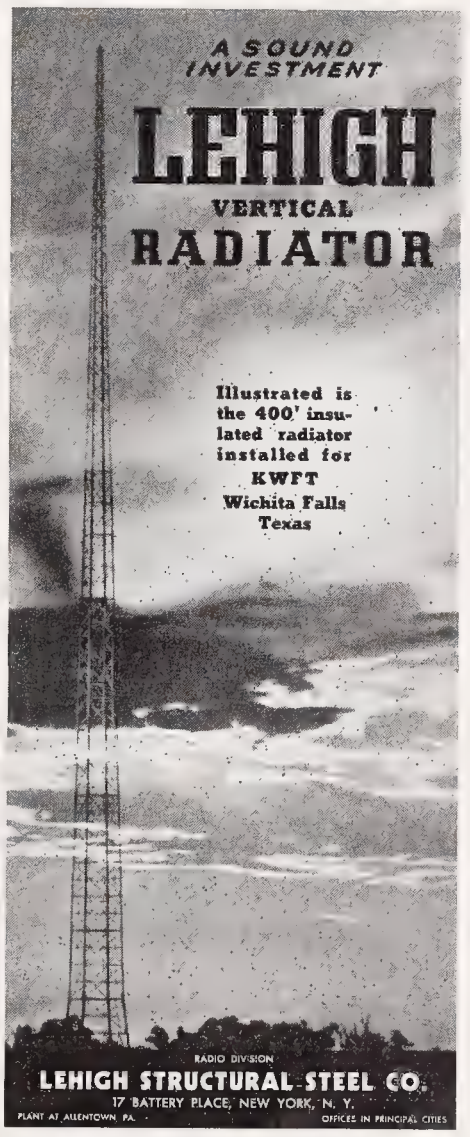
GENERAL FOODS Corp., New York, after July 2 broadcast CBS will promote Grape Nuts on *We the People*, Tues., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

MACFADDEN PUBLICATIONS, New York (*Liberty*), on June 20 added 8 MBS stations to Gabriel Heatter's *Voice of Liberty* making a total of 13 MBS stations, Thurs. and Sat., 9-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on June 23 added 27 CBS stations to *Philip Morris Musical Game* making a total of 63 CBS stations, Sun., 8-8:30 p.m. Agency: Biow Co., N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury soaps), on July 3 renews for 13 weeks *Woodbury Hollywood Playhouse* on 63 NBC-Red stations, Wed., 8-8:30 p.m. (EDST), with West Coast repeat, 7-7:30 p.m. (PST). Agency: Lennen & Mitchell, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on July 2 renews for 13 weeks *Kay Kyser's College of Musical Knowledge* on 113 NBC-Red stations, Wed., 10-11 p.m. (EDST). Agency: Lord & Thomas, N. Y.



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TO ALLEVIATE the suffering of others, this group, representing the American Red Cross, Southern California radio and advertising agencies, got together in Hollywood to plan the greatest mercy Red Cross program in the history of broadcasting. They are (l to r, seated), Al Gordon, Mrs. Esther Chatburn and D. C. MacWatters, Los Angeles Red Cross Chapter chairman; Jack Runyon, radio director of Buchanan & Co.; Charles Vanda, CBS western division program director. Standing (l to r) John Swallow, NBC western division production manager; Harry Maizlish, KFWB manager; Bill Forbes, CBS representative; Mel Melvyn, stage and art director; Hal Bock, NBC western division publicity director; William Ray, KFWB special events director; Leon Leonardi, KFWB musical director; Harry Witt, CBS Southern California sales manager, and president of the Southern California Broadcasters Assn., under whose auspices the broadcast was presented; Paul Pierce, KNX continuity editor; Sandy Cummings, Benton & Bowles Inc., producer, and Matt Barr, NBC Hollywood publicity editor. Mrs. Chatburn and Al Gordon are on the committee.

Taught by Proxy

AS DIRECTOR of the radio and drama workshop of the National Music Camp, which recently went into sesion at Interlochen, Mich., William D. Boutwell was faced with the problem of instructing his classes there despite being delayed in Washington because of the press of his duties as director of the radio division of the Office of Education. So he transcribed his lectures in classroom style, with assignments, and forwarded the records to the camp.

Cities Service Slices

OLDEST commercial network program, the *Cities Service Concert*, on Aug. 2 will be reduced to a half-hour for the first time in its history, according to an announcement by the Cities Service Co., New York, which stated that the program would be presented in a new summer "streamlined" version. The program, heard on NBC since 1926 as an hour feature, will be presented Fridays, 8-8:30 p. m. instead of 8-9 p. m., on 56 Red stations. It will continue to feature Lucille Manners, Ross Graham and Frank Black's orchestra. Agency is Lord & Thomas, New York.

Model Plane Contest

CONTINENTAL BAKING Co., New York, tying in its exhibit at the New York World's Fair and its CBS program *Sky Blazers*, for three days starting June 29, is sponsoring the "Sky Blazers Model Aircraft Exposition", a competition for model builders from 6 to 60, who are invited to compete in three divisions. Entrants must bring their ships in person to the Continental exhibit at the Fair, to be judged by Col. Roscoe Turner, m.c. of the CBS program, who has been announcing details of the contest on the program for the past several weeks. A total of 63 major prizes will be awarded July 1. The first day of the meet, June 29, was set aside as "Wonder Bread Day" at the Fair. Agency is Benton & Bowles, New York.

Local Red Cross Broadcast Blossoms Into Radio's Greatest Mass Production

By DAVID GLICKMAN

WHAT started out to be a mercy Red Cross broadcast over local Southern California stations only, under auspices of the Southern California Broadcasters Assn., on June 22, grew into one of the most far-reaching shows that has ever been known for such a cause, and the first mass cooperative effort on the part of radio.

The show was originally scheduled for the 17 Southern California member stations, but 12 hours before broadcast time stations all over the United States started putting in requests to release it. The demand became so great that the program was carried across country, in part or whole, by NBC, CBS and Mutual-Don Lee networks. CBS also shortwaved it to Central and South America, and parts to Europe.

Although the association set its goal at $25,000, tabulations indicated more than $75,000 had been contributed to the Red Cross through local stations, with contributions and pledges still pouring in. When final checkup is made it is expected that national receipts will exceed $500,000.

An Overflow Crowd

Produced under direction of Charles Vanda, CBS western division program director, the show got under way at 9 p.m. (PST), and continued for 2 hours, 20 minutes, originating from the sound stage of KFWB, Hollywood, which holds 6,000 persons. An overflow crowd of 1,000 was seated on another stage. Seat tickets sold at $1 to $100 each and persons who had paid $10 a ticket found standing room only in many instances. A crowd of more than 4,000 jammed the street outside the studio, which had been officially named Avenue of Mercy by Mayor Fletcher Bowron of Los Angeles, when he proclaimed June 22 Radio Red Cross Day. Mayors of other Southern California communities also designated the day as such. Giving further cooperation, the city put a corps of motorcycle police at the disposal of the Southern California Broadcasters Assn. They called for all contributions of $50 or over, made by individuals in Los Angeles county.

Western Union messengers were assigned to call for all lesser contributions. May Co., Los Angeles department store, placed its mammoth telephone switchboard service at disposal of the broadcasters, to receive phoned-in donations. NBC and CBS uniformed page boys handled crowds and acted as ushers at KFWB. Tickets for the show were sold through all stations in the Southern California area.

More than 50 radio and film stars contributed their services to this special Red Cross appeal, and throughout the more than two-hour broadcast no sponsor credit was given for talent appearing. Shirley Temple made her second radio appearance for charity, giving the theme for the salute to America with Paul Muni, in a dramatic sketch. The all-star cast included: Don Ameche, the Andrews Sisters, Gene Autry and the Texas Rangers, Kenny Baker, Fanny Brice, Bob Burns, George Burns and Gracie Allen, Jimmy Cagney, Bing Crosby, Charles Dant, Rudolf Friml Jr., John Garfield, Judy Garland, Gloria Jean, Lud Gluskin, Marie Green and Her Merry Men, the Hall Johnson Choir, Wilbur Hatch, Charles Holland, Gordon Jenkins, Jimmy Joy, Kay Kyser, Arthur Lake, Daryl Harpa, Frances Langford, Charles Laughton, Lum and Abner (Chet Lauck and Norris Goff), the Merry Macs, Matty Malneck, Mary Martin, Felix Mills, Pat O'Brien, Joe Penner, Charles Previn, Irene Rich, Edward G. Robinson, Mickey Rooney, Walter Schuman, Artie Shaw, Bob Sherwood, Phil Silvers, Ginny Simms, Penny Singleton, Hanley Stafford, Claude Sweeten, Claire Trevor, John Scott Trotter, Orson Wells, Meredith Willson and Victor Young.

Headed by Maizlish

Ten announcers who divided assignments on the Mercy broadcast were Hugh Brundage, Ken Carpenter, Warren Hull, Dick Joy, Knox Manning, Ken Niles, Thomas Freebairn-Smith, Jimmy Wallington, Don Wilson and Harry Von Zell.

Harry Maizlish, manager of KFWB, was general chairman of the arrangements committee, having been appointed by Harry W. Witt, president of the Southern California Broadcasters Assn., and CBS Southern California sales manager. Committee chairmen who cooperated included beside Mr. Vanda, William Ray, KFWB special events director, in charge of tickets; Chester Mittendorf, KFWB commercial manager, in charge of communications; Hal Bock, NBC western division publicity director, public relations and publicity; Clyde Scott, KFI-KECA, sales manager, Calvin Smith, manager KFAC, and Lawrence McDowell, commercial manager KFOX, Long Beach, Cal., in charge of finances; Mel Melvyn, art director, and Harrison Holliway, manager of KFI-KECA, reception.

The broadcast was lauded by the community and press as the greatest cooperative effort ever undertaken by the Southern California radio industry. Daily newspapers in that area cooperated to the utmost generously, giving space to publicize the broadcast. Besides news stories and photographs, the newspapers also editorialized the event, urging the public to attend the studio broadcast and to also give generously to the effort being made by radio.

REVOCATION SEEN FOR TEXAS GROUP

ULTIMATE revocation of the licenses of seven Texas stations which allegedly flouted the law through hidden ownership involving mainly Rev. James G. Ulmer, was strongly indicated by the FCC June 19 in adopting proposed findings of fact and conclusions on revocation of the license of KSAM, Huntsville, Tex.

On June 21 the FCC received a report on another station, KGFI, Brownsville, in which the presiding Commissioner recommended deletion for similar reasons. In the latter report it was recommended that the law department be instructed to examine the legal status of KRIS, Corpus Christi, to ascertain whether its license had been procured "in good faith."

Previously the FCC had adopted proposed findings under which the licenses of KTBC, Austin, KNET, Palestine, and KRBA, Lufkin, would be revoked, based on recommendations of Commissioner George H. Payne, who presided at all of the Texas hearings. Oral arguments in these cases, challenging the manner in which the proceedings had been conducted by Commissioner Payne, were heard by the FCC June 28. Other stations against which revocation proceedings have been instituted are KGKB, Tyler, and KAND, Corsicana.

FCC Summer Order

ADOPTION of an administrative order (No. 3), providing that less than a quorum of its membership of seven may function as a board to handle all matters except those otherwise specifically assigned, was announced June 27 by the FCC. The order coincides with tentative plans of the Commission to go into quasi-recess from about mid-July to early September but with certain of its members remaining in Washington.

FORT WAYNE, INDIANA . . .

Another Integral Part of WLW-Land



FORT WAYNE, IND.	
Population, 1930	114,900
Retail Sales, 1939	$48,427,000*
Wholesale Sales, 1939	$37,179,000*
% of Nation's Buying Power (trading area)	.2816
Radio Homes (Allen County)	36,680

*Estimated by Sales Management

Served for years by WLW, listeners in this thriving Indiana city have naturally acquired the habit of tuning in the Nation's Station. That this listening habit has promoted a preference among Fort Wayne consumers for brands advertised on WLW is well appreciated by tradesmen in this city. To them, WLW-advertised means well advertised.

NATIONAL REPRESENTATIVES - TRANSAMERICAN BROADCASTING & TELEVISION CORP. - NEW YORK - CHICAGO

WLW THE NATION'S *most "Merchandise-Able"* STATION

POWER INCREASE? CHOOSE THE FINEST!



RCA 5,000 Watt

Air-Cooled De Luxe Transmitter . . . Model 5-DX

★ Airstream-Cooled Tubes
★ De Luxe Unified-Front Panel
★ Vertical "Air-Flow" Chassis
★ Fingertip-Control Console

MOVING UP TO 5,000 WATTS—? Congratulations! You'll want the finest 5,000-watt equipment available . . . and we honestly believe the RCA De Luxe Air-Cooled Broadcast Transmitter Model 5-DX is just that! Notice the Unified-Front Panel—formerly available only on custom-built television and 50 KW. transmitters. This functional styling means easiest accessibility. Easiest installation. Easiest operation! Especially suitable for flush mounting; ideal for air-conditioned stations.

Cooler! Quieter! Lower Operating Costs!

Each chassis is vertically arranged for natural air-flow convection cooling. All circuit-components on *all* chassis are easier to reach; all circuit components operate cooler. Air-cooled metal-anode tubes are under forced draft: no water, water-pumps, or water-problems to increase maintenance costs.

And far in advance of present standards is the *performance* of the 5-DX! Highest fidelity; highest efficiency! Lowest distortion; lowest operating costs! Write for the 5-DX booklet that tells the whole story of this easy-to-install, easy-to-operate, economical 5 KW. Air-Cooled Transmitter!

"Fingertip" Control for Better Operation

Put the transmitter on the air . . . switch the tower lights on and off . . . switch between studio lines . . . all with a finger-flick! Complete audio, monitoring and power circuits—the *complete* station—all instantly controllable from the "Fingertip" console—exclusive with RCA. Write for full facts and data.

Use RCA Radio Tubes in Your Station for Finer Performance

RCA

Broadcast Equipment

RCA Manufacturing Company, Inc., Camden, New Jersey
A Service of the Radio Corporation of America



See exhibit of all RCA services . . . including Television . . . at RCA Building, New York World's Fair—and Golden Gate Exposition, San Francisco, California.



New York: 1270 Sixth Av. Chicago: 589 E. Illinois St. Atlanta: 530 Citizens & Southern Bank Bldg. Dallas: Santa Fe Bldg. San Francisco: 170 Ninth St. Hollywood: 1016 N. Sycamore Av

PRINTED IN U.S.A.

BROADCASTING

Vol. 19 • No. 2

Broadcast Advertising

JULY 15, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



KOY

PHOENIX

"Jumpin' Jive, it's Fifty-Five!"

550

KILOCYCLES

1000 Watts Day & Night
CBS Affiliate

Burridge D. Butler, Chairman
Fred A. Palmer, Manager

National Representatives: John Blair & Company

WIP

"Philadelphia's Pioneer Voice"

610 K.C.

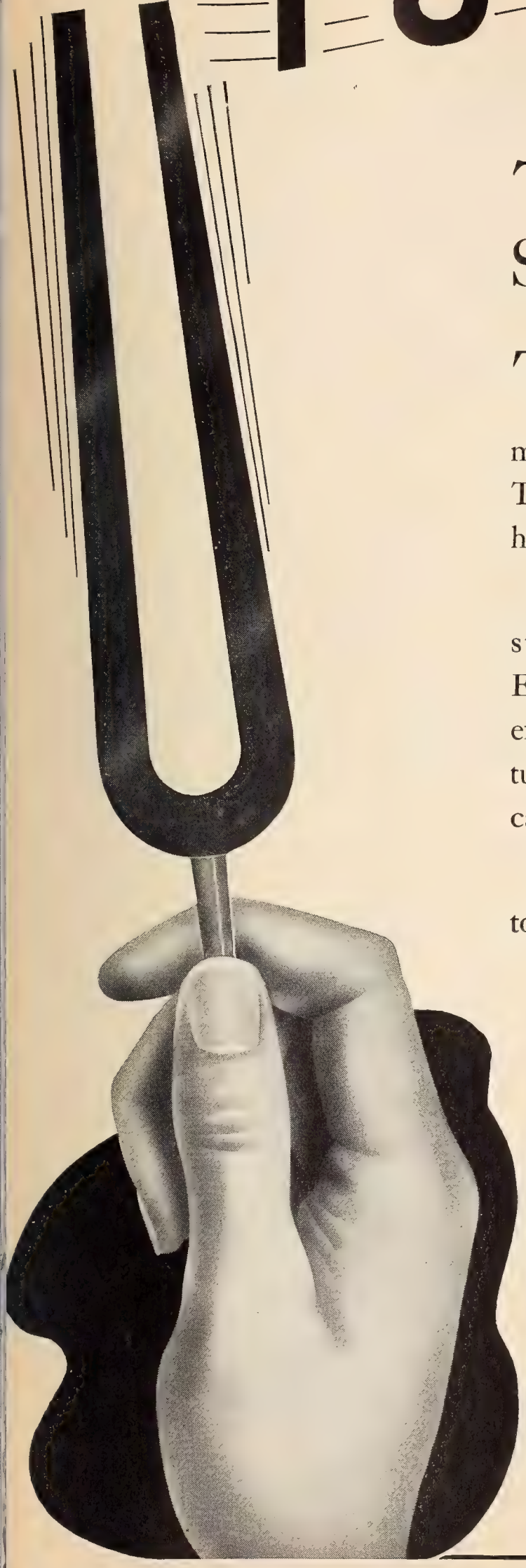
NOW

5,000 WATTS

35 S. NINTH STREET
In The Gimbel Bldg.
PHILADELPHIA

BENEDICT GIMBEL, JR.
President
EDWARD A. DAVIES
Director of Sales

TUNED



TO NEW ENGLAND'S SELLING NEEDS . . .

THE right "pitch" is essential on your sales messages for New England. They have to be "tuned" to harmonize with *local* units.

The Colonial Network's 18 stations are keyed to New England preferences—they're effective because they are in tune with the particular localities served.

No far away station, foreign to local listening habits, can possibly gain or retain the consistent loyalty that the "home sector" station possesses.

It is this year 'round acceptance and good will that build sales — economically — 52 weeks a year for Colonial Network advertisers.

You furnish the words — Colonial will furnish the music, properly tuned — and delivered to an assured New England audience.

WAAB	Boston	WTHT	Hartford
WEAN	Providence	WATR	Waterbury
WICC	Bridgeport, New Haven	WBRK	Pittsfield
		WNLC	New London
WLLH	Lowell, Lawrence	WLNH	Laconia
WSAR	Fall River	WRDO	Augusta
WSPR	Springfield	WHAI	Greenfield
WLBZ	Bangor	WCOU	Lewiston, Auburn
WFEA	Manchester		
WNBH	New Bedford	WSYB	Rutland

THE COLONIAL NETWORK

21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

ADVERTISING'S SWIFTEST PACE

SINCE 1930 — CBS Gross Circulation — UP 259%

SINCE 1930 — CBS Gross Advertising Cost — DOWN 48%

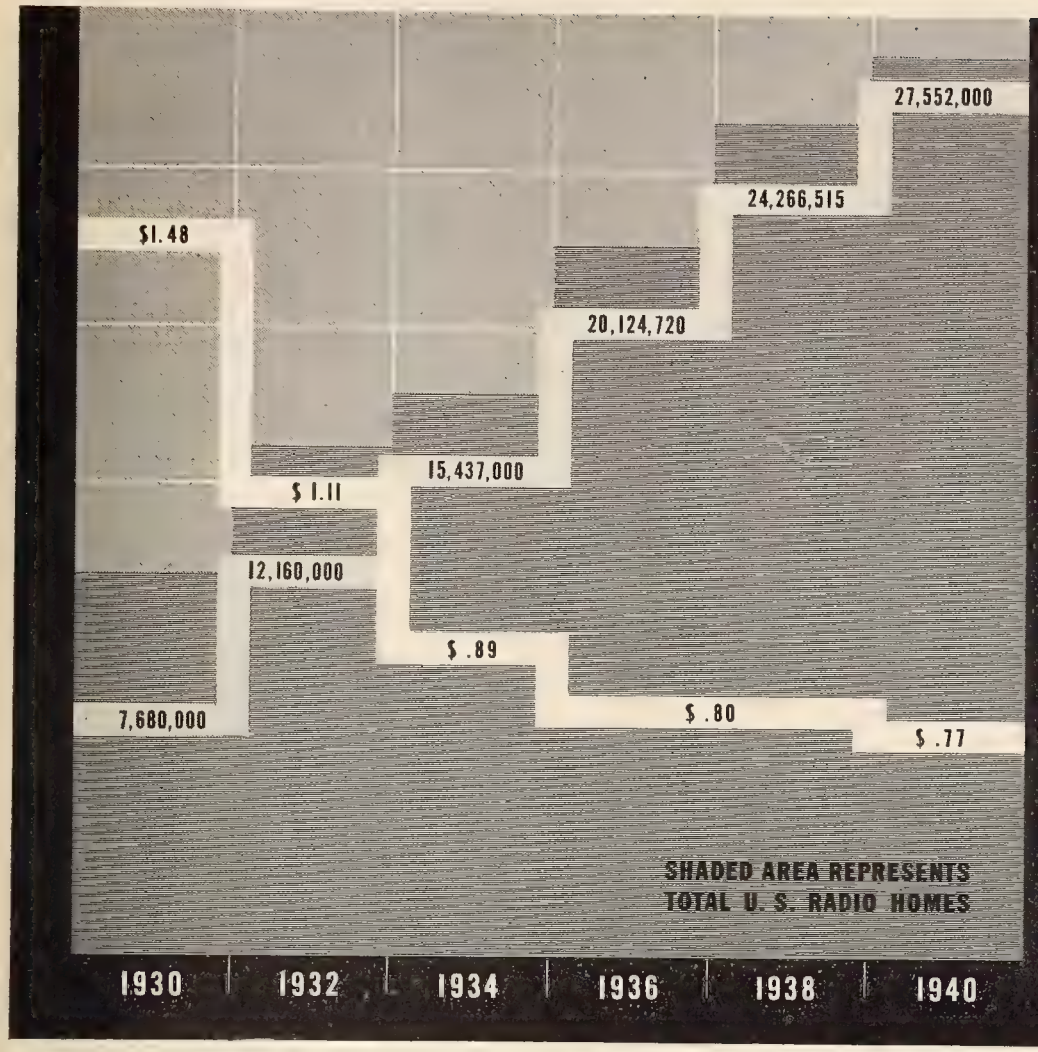
This is the dramatic story of a social force whose growth is without parallel in modern times . . . of an advertising vehicle whose pace has been swifter than that of any other medium ever before in advertising history. It's the story of radio. And CBS.

ALL RADIO GROSS CIRCULATION — UP 133%

Consistently, year after year, radio has taken an increasingly firm place in the American scene. In ten fast-paced years—from 1930 to 1940—the number of American families with *home* radio sets climbed from 12,000,000 to over 28,000,000.

CBS GROSS CIRCULATION — UP 259%

And, in this time, the Columbia Broadcasting System grew from a network of 61 stations to one of 119 U. S. stations. Columbia increased its primary coverage—with new stations and new power—*twice as fast* as the total number of radio families increased!



CBS RADIO HOMES (U. S.): UP 259% SINCE 1930

The percentage of all U.S. radio families living *in CBS primary evening areas* increased from 64% in 1930 to 96% in 1940. (All figures as of January, each year.)

Gross circulation cost is cost of *complete* CBS network each year divided by number of U.S. radio families served *in CBS primary areas only*. Advertising unit used here is *time* cost of CBS evening half-hour *plus* estimated *talent* cost equal to 50% of time cost each year. *(This is considerably higher than actual average talent costs in any year.)*

CBS GROSS COST PER M: DOWN 48% SINCE 1930

These figures are comparable to cost of space-unit (such as black-and-white full page) divided by *total gross circulation* of space medium.

CBS GROSS ADVERTISING COST—DOWN 48%

The result in advertising economy, is clear. The gross cost of reaching a thousand families on CBS today is only *half the cost* of just ten years ago! As outlined in the charts above, Columbia has shown so swift a growth that today, CBS advertisers receive more for their money than ever before, in any advertising medium, in all advertising history.

The complete story of radio's growth... of Columbia's pace... of the increasing economy to Columbia advertisers... is the fascinating story of advertising's greatest technological advance. For the first time, the detailed story is told in a new Columbia brochure, "MORE FOR THE MONEY." Write to the Columbia Broadcasting System—at 485 Madison Avenue, New York—for your copy.

CBS—PACE-SETTER FOR THE NETWORKS



WE'RE MIGHTY PROUD OF THE

Lone Star Chain

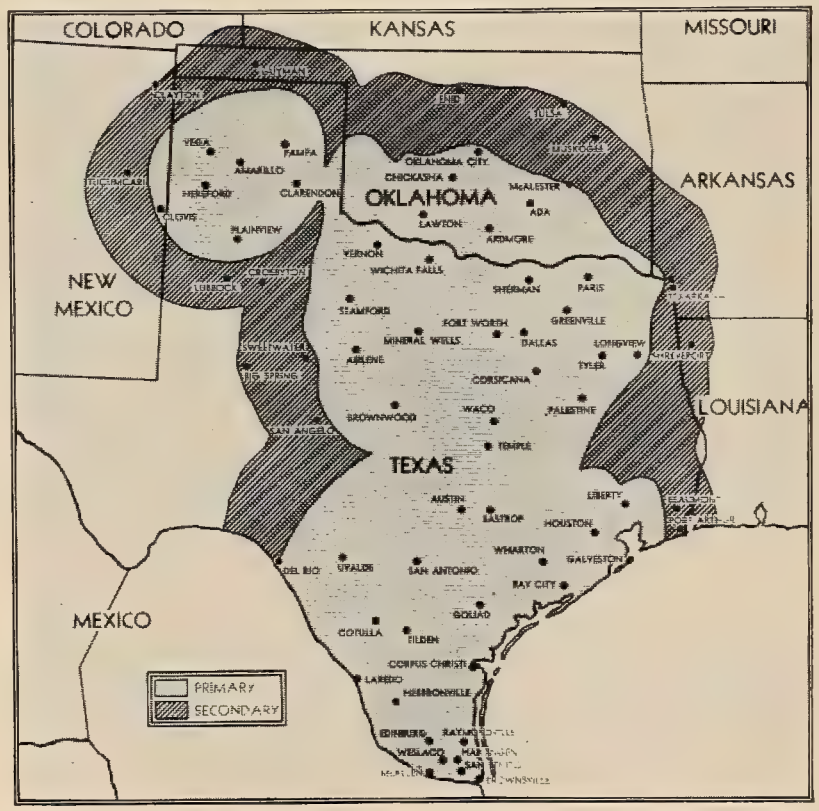
The *only* all-Texas network—from the Panhandle to the Valley

Take a look at these major markets covered by the LONE STAR CHAIN. You don't need to be told what box car sales figures they represent. What you want is a share of this $1,990,967,000 annual retail sales.
That's just what these six outstanding stations of the LONE STAR CHAIN are ready to do for you—SELL this market. They're operated by veteran radio salesmen, showmen and merchandising men. That's why each has such a loyal, responsive audience . . . why the LONE STAR CHAIN can FORCE SALES AND DISTRIBUTION OF YOUR PRODUCT IN TEXAS.

KGKO
Ft. Worth-Dallas
Primary daytime coverage of 689,389 Radio Homes. 5000 watts, 570 kc., NBC.

KRIS
Corpus Christi
Serving 34,800 Radio Homes on the Texas "Gold Coast". 500 watts, 1330 kc., NBC.

KGNC
Amarillo
Dominating the Panhandle market with its 53,000 Radio Homes. 2500 watts, 1410 kc., NBC.



KTSA
San Antonio
Has a firm hold on 334,180 Daytime Radio Homes in South Texas. 5000 watts day, 1000 night, 550 kc., CBS.

KXYZ
Houston
NBC outlet for the largest city in Texas. 125,000 Radio Homes. 1000 watts, 1440 kc.

KRGV
Weslaco
Only complete coverage of rich Rio Grande Valley market. 1000 watts, 1260 kc., NBC.

DOING AN INTELLIGENT SELLING JOB!

Here are boiled-down facts about the LONE STAR CHAIN . . . THE ONLY WAY TO REACH THE ENTIRE TEXAS MARKET.

1—Covers ALL Texas—from the Panhandle to the Valley.

2—Reaches 1,780,509 Radio Homes.

3—CAN BE BOUGHT FOR LESS THAN TEN CENTS PER THOUSAND HOMES.

4—Intense, overlapping coverage . . . no "holes".

5—A PLUS coverage in five adjoining states.

6—Individual station merchandising takes full advantage of established dealer relationships and listener loyalty.

Write Or Wire For Full Details

Lone Star Chain

Managing Director, Jas. W. Pate



Fort Worth, Texas

Star-Telegram Building
Represented by Howard Wilson Co.

TALLER TOWER

544 feet—
Tallest Structure
in Kansas
or Missouri

GREATER POWER

5000 WATTS DAY AND NIGHT

Much stronger, more efficient signal over a greater area—"plus" coverage of this rich Middle Western market for our present advertisers (since May 22, 1940) at NO EXTRA COST! Available to YOU at no immediate increase in rates. It's a bargain radio buy, but you should act quickly!

National Time Reps:
Free & Peters, Inc.

National Program Reps:
George E. Halley
400 Deming Place
Chicago, Ill.

Columbia Artists, Inc.
485 Madison Ave.
New York City

Columbia Management, Inc.
Columbia Square
Hollywood, Calif.

KMBC OF KANSAS CITY

ONLY CBS STATION SERVING KANSAS AND MISSOURI



You certainly can't fool the local advertiser. He knows the picture thoroughly because he lives right there in the midst of it. When he places his message on the air, he doesn't have to wait for surveys or charts to find out how the program's doing. His cash register is his barometer. He counts the success of his advertising campaign by the number of sales he makes the next day. *That's why more local and Pacific Coast advertisers place their business on the Don Lee stations*—because they know Don Lee's complete coverage makes sense where it counts . . . at the cash register.

MUTUAL **DON LEE** BROADCASTING SYSTEM

1076 W. 7th St., Los Angeles, Calif.
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
Affiliated with Mutual . . . Represented by Blair

THE NATION'S GREATEST REGIONAL NETWORK



READY-TO-BROADCAST LOCAL PROGRAMS?

NBC is your Answer! There are two outstanding NBC services available to radio stations for building audience-commanding local commercial and sustaining programs.

1. NBC Thesaurus. This "Treasure House of Recorded Programs" supplies a wide variety of fine musical material, recorded by popular, well-known artists and ensembles. Weekly continuity for 21 outstanding program series (65 programs a week).

2. NBC Syndicated Program Service. Expertly produced musical and dramatic shows including such established successes as "The Lone Ranger", "Betty and Bob", "Secret Agent K-7 Returns", "Time Out with Allen Prescott", "Carson Robison and His Buckaroos", "Heart Throbs of the Hills", "Five-Minute Mysteries" and many more. All are programs that create and *hold* large audiences.

CUSTOM-BUILT PROGRAMS FOR "SPOTS"?

NBC is your Answer! NBC's "custom" recorded program service is *complete!* It covers writing, casting and production of shows, in addition to recording, processing, manufacturing and distribution of duplicate pressings. NBC offers its splendid recording facilities—NBC Orthacoustic—plus processing and manufacturing of pressings to agencies that prefer to handle their own program production. And for "Spot" and local advertisers, with their choice of any of 200 stations, NBC Thesaurus and Syndicated programs will do an outstanding sales job at remarkably low cost.

PROGRAM PLANNING HELP?

NBC is your Answer! NBC's assistance to advertising agencies in the planning of recorded programs includes studios, fine technical service, casting help and other services. The unmatched facilities of the "Program Center of Radio" are all yours when your show is recorded by NBC. Remember—NBC Orthacoustic gives you recorded programs that literally sound like live studio broadcasts!

AIR CHECKS?

NBC is your Answer! A great many radio artists have discovered that this excellent NBC service best fulfills their requirements for "off the line" or "off the air" recordings.

Scores of advertisers and agencies—large and small—use all or part of NBC's complete radio-recording service. Let us demonstrate how this *outstanding* service fits your requirements.

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Building, Radio City, New York • Merchandise Mart, Chicago
Sunset and Vine, Hollywood

KRLD

Only Columbia Outlet Covering Texas With

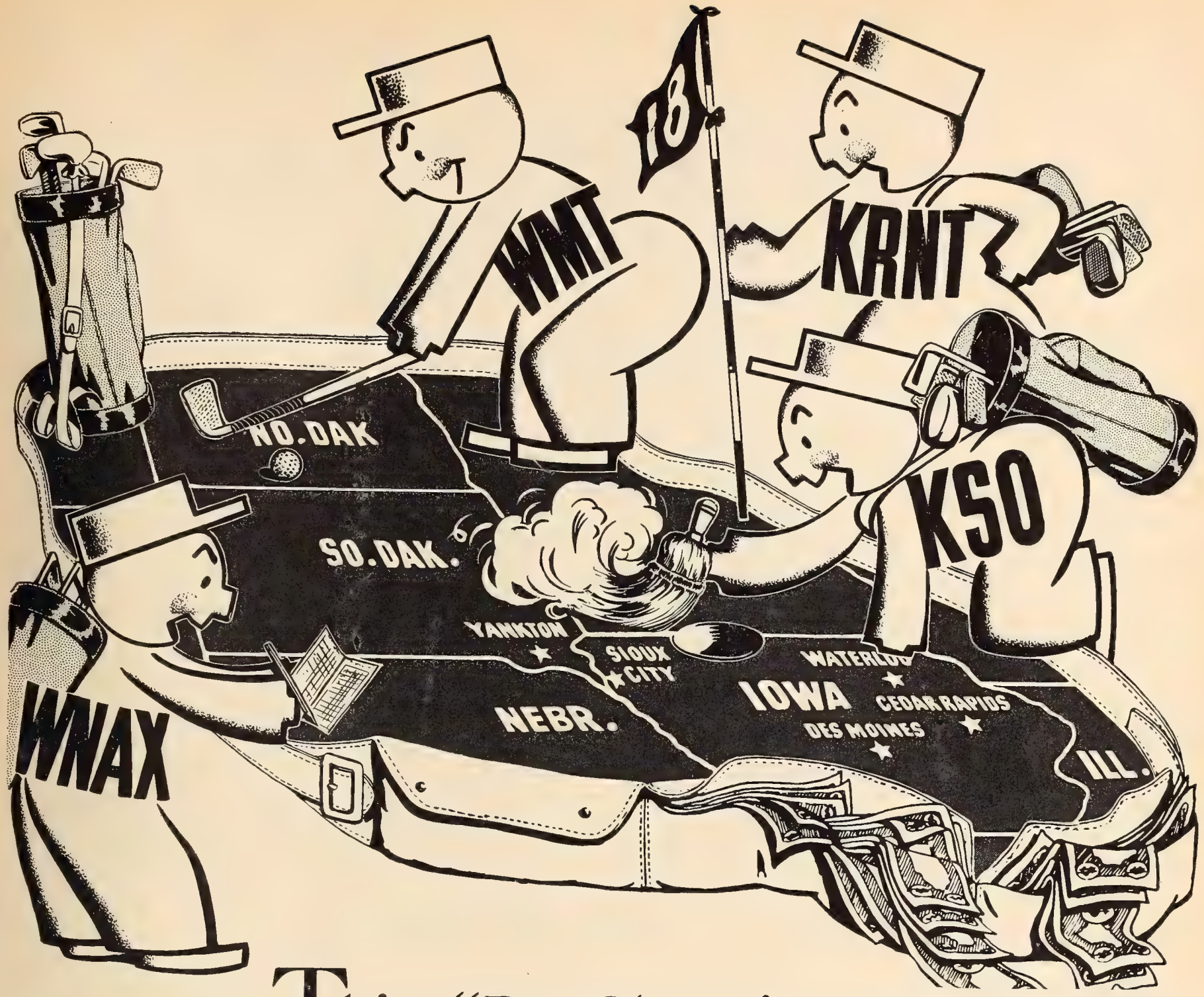
50,000 WATTS

OPERATING 18 Hours DAILY---1040 Kilocycles

The Branham Company National Advertising Representatives

Chicago New York Dallas St. Louis Detroit Kansas City
San Francisco Los Angeles Portland Seattle

KRLD—The Voice of The Dallas Times Herald



This "Par-Shooting Foursome"

puts you *on the green* (THE FOLDING KIND)

...in "America's Money Belt"

Plan to tee-off with this championship foursome for your fall radio campaign. You'll find your advertising message gets an easy swing through this richest area of the country.

The Cowles Stations area is a top-flight "Country Club" with a farm income scoring 17% of the total cash farm income of the nation. There are well over six million persons in the Cowles Stations' "gallery" spending more than $1,500,000,000 annually with retail outlets in the area — a valuable trophy for advertisers.

These four stations are pro's at "following through" with effective merchandising aid, and with their firm grip on a loyal audience of listeners can put your product "straight to the pin."

We have a right dandy "mail and sale" record we'd like to show you. Write us today . . . we'll send you our scorecard.

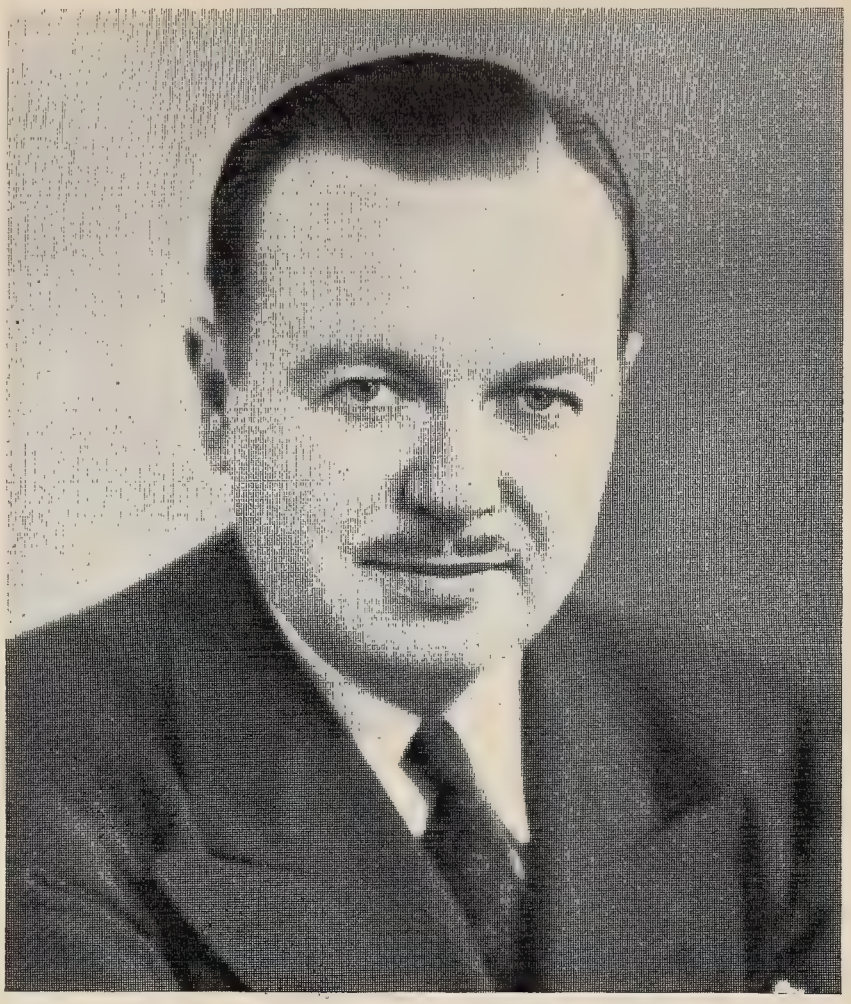
The Cowles Stations

WMT CEDAR RAPIDS WATERLOO ★ KRNT DES MOINES ★ KSO DES MOINES ★ WNAX YANKTON SIOUX CITY

Affiliated with THE REGISTER AND TRIBUNE, Des Moines, Iowa

Represented Nationally by THE KATZ AGENCY

FIFTH OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE



Two years, Kansas State Agricultural College
Two years, Lincoln (Neb.) Star
One year, Omaha (Neb.) World Herald
Three years, radio wholesaling (partner)
Seven years, Omaha (Neb.) Bee News
Free & Peters (Chicago Office) since Jan., 1938

Cheese it, fellows—it's J. W. KNODEL!

What Bill Knodel knows about merchandising would fill a book—has filled more *order books*, for more kinds of merchandise, than the complete works of almost any other advertising salesman in this country. And *selling goods* through spot radio is Bill's favorite dish.

For spot broadcasting is the one radio system by which the advertising manager can allocate money and effort as intelligently as the sales manager allocates *salesmen.* Thus it is the one system by which he can help build sales with least expense, and with greatest profit. . . With spot radio, he is not forced to spend money in one rigid list of stations, nor to use any set hour or program which may not be favorable in certain time zones or communities. . . With spot radio, he can put his radio effort exactly where he needs it, at the best hour for that particular spot. He can use the one program idea, the one kind of talent that seems most fitting for *each individual market.*

Bill Knodel and every one of our other thirteen good men is an expert on spot broadcasting, and on the twenty-four important markets listed at the right. His job is not to "sell" you. It's to give you the dope on which you can make intelligent *purchases.* That's the way we work, in this group of pioneer radio station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
WDAY . . . . . FARGO
WOWO-WGL . . . . FT. WAYNE
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KGKO . . . . FT. WORTH-DALLAS
KOMA . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **DETROIT:** *New Center Bldg.* Trinity 2-8444 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **LOS ANGELES:** *650 S. Grand* Vandike 0569 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 19. No. 2 WASHINGTON, D. C., JULY 15, 1940 $3.00 A YEAR—15c A COPY

FCC Delay Perils Havana Radio Treaty

Status of Clears Held Basis of Inaction

DEEP CONCERN is being evinced in radio circles, both official and industry, over the fate of the Havana Treaty, involving a wholesale reallocation of broadcast assignments on the North American Continent. The perturbation arises from the seeming inertia of the FCC.

Known opposition of at least three FCC members—and possibly a majority of the seven-man agency—to retention of clear channels as provided in the treaty, appears to be the key to the inaction. Because of the time limitations in the treaty itself, uneasiness is being expressed and there is fear the treaty provisions might go by default or that possibly one of the other signatory nations might find it expedient to permit the pact to lapse.

Without Authority

A study of the treaty, adopted in Havana Dec. 13, 1937, reveals that the FCC actually is without power to permit the pact to become moot through failure to act. The Senate has ratified the treaty and any inaction would breach a mandate of the United States Government. Consequently, even if thought of scuttling it is harbored by individual members of the FCC, it could not be accomplished without creating an international incident of major proportions.

More immediate is the report that several members of the FCC are toying with the idea of revising allocation provisions under the treaty to eliminate all clear channels, whereas the pact provides for 32 exclusive wavelengths for this country, of which 25 would be assigned for unduplicated clear-channel service. The intent of certain members of the FCC in this connection was clearly revealed in the controverted Network-Monopoly Report in which the three-man committee literally pulled in by its forelocks the indirect recommendation that all clear channels be duplicated [BROADCASTING, June 15]. Members of the committee were Thad H. Brown as acting chairman, Paul A. Walker and F. I. Thompson. Commissioner George H. Payne also is anti-clear channel, judging from past attitudes, while Chairman James Lawrence Fly remains an unknown quantity, though he has expressed himself strongly in the past against "monopoly." He at least cannot be regarded at this stage as a clear-channel advocate.

Craven Wants Approval

Commissioner T. A. M. Craven, chairman of the American delegation to the 1937 Havana Conference and recognized as the father of the agreement which has won widespread praise in both official and industry circles, is a strong advocate of immediate approval of the treaty allocations. Commisioner Norman S. Case is an adherent of the same view and Col. Brown, despite his signing of the provocative Network-Monopoly Report, in the past has been regarded as an advocate of clear channels to insure rural and remote service.

All hope, of course, has not been abandoned for carrying to fruition the full treaty terms since technically there is still time in which to accomplish this. Mexico—last of the four major nations to ratify the treaty—did so March 29 after a two-year wait during which strong diplomatic pressure was brought by this country and Canada to procure favorable action. Mexico's long delay was occasioned largely by the provision under which the notorious border stations, such as those operated by Dr. John R. Brinkley and Norman Baker, would go by the boards, eliminating a main source of interference with U. S. and Canadian station operations.

Under the treaty, each nation must exchange allocation lists 180 days after the last signatory shall have ratified the treaty. Those exchanges, consequently, must be made by latter August. The treaty, under its own terms, must become effective not more than a year after the fourth nation has ratified, which means March 29, 1941. It is pointed out that time is getting short and that to procure the obvious benefits of eliminating interference, possible through the treaty, no time should be lost.

The fact that the FCC will go into quasi-recess after its scheduled meeting July 19 is also regarded with concern. The Commission, of course, can meet any time a quorum is available but on a matter of such importance it is thought that most if not all of the FCC members should be present. Several commissioners have made plans for vacation trips after July 19, with possibly only one meeting to be scheduled at an unspecified date prior to resumption of normal schedules after Labor Day.

Assignments Ready

It is known that for several weeks, at least, all engineering details regarding station shifts (some 90% of the 800-odd stations are affected under the reallocations) have been worked out. It remains only

(*Continued on page 76*)

Naming of Defense Board Imminent

Personnel Problem Only Hitch in Setting Up Radio Committee

PROMULGATION by President Roosevelt of an Executive order creating the Defense Communications Committee, comprising leading Government officials, was represented as having reached its final stage of preparation in Government circles as BROADCASTING went to press July 12, with only agreement as to personnel to be accomplished.

Designation of the committee, with appropriate subcommittees representative of branches of the communications industry, including broadcasting, apparently has cleared through all Governmental agencies affected. President Roosevelt also is said to be in full accord with the project, designed to create a planning board to coordinate policy in all phases of communications, including broadcasting, during the war emergency.

Of significance, however, was the suggestion made to FCC Chairman James Lawrence Fly, leading proponent of the committee plan, that there be named a coordinator of communications to serve with the National Defense Commission, headed by William S. Knudsen, Edward R. Stettinius Jr., and Ralph Budd. The suggestion was made July 3 by NAB President Neville Miller in a letter to Chairman Fly. It was premised on the view that the Knudsen-Stettinius Commission has advisors representing virtually all of the major industries, whereas the proposed Defense Communications Committee would be a board made up entirely of Government personnel with subordinate advisory committees.

Conferences with President

Thus far Chairman Fly has made no response to the Miller suggestion. It was indicated, however, that the FCC chairman and other members did not look with favor on the suggestion. Whether they harbored this view because they felt there would be a conflict with the proposed independent Defense Communications Committee, was not revealed.

While no formal word has been forthcoming from the White House, Chairman Fly has had several conferences with President Roosevelt and with the chief communications officers of the Army and Navy regarding the proposed defense committee. It is known that an Executive order, in draft form, already has been prepared. Presumably the President has but to sign the order and name the committee of five or more Government executives. In some quarters it was said the delay occasioned during the last month is ascribable to the desire by the White House to pick a particularly expedient time at which to make the announcement.

Chairman Fly July 8 stated at his press conference that everything possible had been done to expedite appointment of the committee. He also said there had been a tentative agreement on personnel, and that no difficulties were encountered anywhere along the line.

Chairman Fly took occasion to reiterate strongly his previously expressed views that there was no occasion for alarm over appointment of the committee and that the whole project was premised on the continuance of private management control and normal operation of broadcasting. He said in one-syllable words that the plan is to leave private operations in private hands.

Chairman Fly, regarded as a possible selection for chairmanship of the Defense Committee, did not

(*Continued on page 77*)

NAB Board Moves to Check Code Opposition by Minority

Limit on Commercials, Controversial Issues Form Basis of Attack; Edgar Bill Rallies Support

A DETERMINED stand against possible moves to emasculate the NAB self-regulation code at the NAB convention in San Francisco Aug. 4-7 has been taken by a majority of the NAB Board of Directors under leadership of Edgar L. Bill, president of WMBD, Peoria, and chairman of the Code Compliance Committee.

Just a year after the adoption of the code at the Atlantic City convention, Mr. Bill wrote members of the NAB board on behalf of the code committee in connection with reports that an "organized minority" plans to launch an attack on the creed. Opposition has been directed primarily against provisions limiting commercial copy, to become effective Oct. 1, and against the ban on sale of time for discussion of controversial issues.

Agency Reminder

With the move to block any tampering with code provisions, Ed Kirby, NAB public relations director and secretary of the code committee, sent to advertisers and advertising agencies a reminder that the time limitation and acceptability of account provisions of the code become fully operative Oct. 1. "In this period of social and economic transition," Mr. Kirby wrote, "we know that you will welcome this development as a wise and timely move beneficial to both consumers and to advertisers alike."

In response to his inquiry about the position of board members apropos the movement to amend the code, Mr. Bill received spontaneous support from a substantial number of NAB officials. For the most part they reported that stations in their respective districts appeared to support wholeheartedly all of the code provisions. They were of one accord in pledging resistance against any attacks.

"We are not going to permit any thoughtless minority to tamper with the code", wrote Harold V. Hough, general manager of WBAP and KGKO, Fort Worth. "I believe the code is stronger with the rank and file of the broadcasters now than ever before. There is nothing to do but for all of us to go to bat fast and furiously in San Francisco and absolutely squash any movement which shows its ugly head towards doing something to the code. We won't permit it to be done."

Edwin W. Craig, WSM, Nashville, stated that broadcasting has never taken "a more sensible, a more constructive, a more beneficial step than its preparation and adoption of the code". Pledging his vigorous endorsement and assistance at the convention, Mr. Craig said he thinks of the code in terms "which seem to me to demand that radio operators be willing to sacrifice something for the general benefit, and certainly the future." He expressed his appreciation for the work of the code committee.

Herb Hollister, KFBI and KANS, Wichita, said he had failed to discover any "organized minority" in his district, but that he would support the code when it comes up for discussion. John J. Gillin Jr., WOW, Omaha, thanked Mr. Bill for attending the district meeting in St. Louis June 8 and for the splendid manner in which he cleared up the code problems in the area.

F. M. Russell, Washington vice-president of NBC, said he would do everything he could to see that the code is "promoted and encouraged before and during the convention". John E. Fetzer, WKZO, Kalamazoo, Mich., stated that while some difficulty had been experienced in code enforcement in his district, it is now being complied with 100%.

Solved by Common Sense

Earl H. Gammons, WCCO, Minneapolis, declared that although unusual situations occasionally grow out of code enforcement, most of the questions that have come before the board the past year "impress me as requiring only a little common sense for their solution". Earl J. Glade, KSL, Salt Lake City, reported that the 14th District meeting in June vigorously supported the code and that he felt there would be little complaint from that area.

Harry R. Spence, KXRO, Aberdeen, Wash., reported that while all broadcasters in the area are not agreed on Broadcast Music Inc. as a solution of the copyright controversy, "they are in thorough accord with regard to the code." He said he would do everything possible in defense of the code at the convention, and complimented Mr. Bill for the job of the code committee.

Members of this committee likewise give their full support to Mr. Bill. E. K. Cargill, WMAZ, Macon, stated that outside of a "few radicals in the industry" he thought the code is considered the "Golden Rule" for radio.

In his notice to advertisers and agencies, Mr. Kirby included a reprint of the commercial section of the code. The daytime commercial limitations are 3:15 minutes for a 15-minute program; 4:30 for a 30-minute program; and 9 minutes for an hour program. At night the limitations are 2:30 for 15 minutes; 3 for a half-hour program, and 6 for an hour program. These limitations do not apply to participation programs, announcement programs, "musical clocks" and other local renditions falling in these categories.

Disc Problem

Because of the day-night commercial differentials, transcription makers were asked to note that there is a 45-second extra time allowance for a 15-minute daytime commercial over the 2:30 limitation on a nighttime 15-minute commercial. This suggestion was made:

"Because it is impossible in most instances to know whether a transcription is to be played during the day or night, it is the committee's recommendation that commercial copy be prepared within the nighttime limitation, and that an extra 45 seconds be given over to theme music. Thus, when the program is played on daylight spots, the local announcer can step in over the theme to take advantage of the extra 45-second daytime allowance with additional copy."



RADIO'S best golfer as of Aug. 4 wins this handsome trophy awarded annually by BROADCASTING to the winner of the golf tournament held in conjunction with the NAB annual convention. First foursome tees off at 10 a.m., Aug. 4, at the California Golf Club, San Francisco. The trophy will be presented to the low net scorer at the banquet Wednesday night, Aug. 7. Past winners of the trophy were Dr. Leon Levy, WCAU, Philadelphia, 1932; Jerry King, Standard Radio, 1933; Lewis Allen Weiss, Don Lee, 1934; Carl Haymond, KMO, Tacoma, 1935; Ross Wallace, WHO, Des Moines, 1936; E. C. Pulliam Jr., WIRE, Indianapolis, and Harry C. Butcher, CBS, Washington, tie, 1937; (no tournament 1938); V. E. Carmichael, KWK, St. Louis, and K. W. Pyle, KFBI, Wichita, tie, 1939.

What to Wear

TO THOSE planning to attend the NAB San Francisco convention, the city fathers advise topcoats are in order for both men and women. "Summer whites" are not worn in Frisco (except by tourists). Boosters say the convention town enjoys perrennial "Indian Summer" and conventioneers should dress accordingly.

JOINT RADIO DAY AT FAIRS

New York and San Francisco to Join Aug. 3 in Tribute to Broadcasting Industry

HIGHLIGHTED by a special one-hour broadcast, to be carried by all three national networks and available to independent stations as well, Broadcasters Day will be observed Aug. 3 at both the New York World's Fair and the Golden Gate Exposition at San Francisco. Participating in the event, first of its kind in the history of radio, will be the nation's best-known personalities in many fields, according to a July 9 announcement made jointly by the management of both fairs [BROADCASTING, June 1].

A simultaneous celebration has been planned at both expositions, with special emphasis to be placed on radio's promotion of national unity through free expression of ideas. The Aug. 3 date was selected to tie in with the annual NAB Convention, which opens in San Francisco Aug. 4. Chief event of the day on the exposition grounds in both New York and San Francisco will be tributes to radio by national leaders, climaxed by the unveiling of a commemorative plaque at both fairs. Participation of President Roosevelt in the event, either in person or by remote control, is sought by fair officials and the NAB.

Fair Officials to Speak

Although details of the broadcast, to be carried 8-9 p. m. (EDST) by CBS, NBC and MBS and non-network stations linked for the occasion, have not yet been completed, the general plan includes appearances by Harvey D. Gibson, chairman of the board of the New York Fair, and Marshall Dill, president of the Golden Gate Exposition, and entertainment by radio, stage and screen stars. NAB President Neville Miller is to speak for the radio industry in accepting the tribute. Dr. John S. Young, director of radio and television for the New York World's Fair, and R. C. Coleson, director of radio for the San Francisco exposition, will be masters of ceremony at the New York and San Francisco pickups.

The two fair executives, Mr. Gibson and Mr. Dill, in a joint statement July 9 declared:

"The World's Fair of 1940 in New York and the Golden Gate International Exposition are happy to join in this proposed tribute to a great and vital American industry, an industry which has become a tremendous force in the development of our national aims and ideals. In these times of stress, it is more important than ever that freedom of radio take its place along with those other priceless freedoms guaranteed to us by the Bill of Rights. We believe that the two great international expositions now being held on opposite sides of our American continent can perform a great service to the nation by helping to focus attention in this way on the American concept of freedom of radio taking its place alongside freedom of speech, freedom of worship and freedom of the press."

Miller Calls for Aggressive Action

BMI, Defense and Code Among NAB Topics At Convention

By NEVILLE MILLER
President, NAB

IN COMING to San Francisco to participate in their most important convention in 20 years, the broadcasters of the nation are meeting to carefully consider and face squarely every problem, large or small, which confronts them in this critical emergency period.



Mr. Miller

As usual, we have many problems — some old ones like music copyright, and some new ones brought on by the present emergency. However, San Francisco will be no Munich; the broadcasters will offer no appeasement to any group seeking plunder or special favor. There is a definite determination for positive aggressive action by an industry united by bonds of common interests.

Progress of BMI

Since our convention in Chicago last September, BMI has been organized and has made exceptionally good progress. Today, instead of long, drawn-out negotiations with ASCAP, reaching no solution, ASCAP is beginning to hear our answer to the music question and to hear it in terms they understand so well—in terms of new non-ASCAP music which is being played by the stations and the networks. They will hear it louder and louder in the months ahead as the works of new composers and authors, thanks to BMI, finally receive the recognition to which they have long been entitled.

We want you to hear the whole story of BMI. We know you will be proud of what has been accomplished to date. We know you will be enthusiastic regarding the future.

For the first time since he came to the FCC, Chairman James L. Fly comes before the industry fresh with views derived from his first official year in office, a year in which notable decisions in practically all sectors of the administrative regulatory field have been made—legal, technical, economic and social.

Assistant Secretary of War Louis Johnson will be with us to make an important Government pronouncement on the subject of the war emergency and radio's relation to the national defense program now under way.

No industry in America comes to its national convention with a more magnificent year-record of service behind it—public service as well as economic service. The complex and sometimes staggering social problems brought on in this most eventful year in world's history found the industry manned by people whose minds and hearts were big enough to rise to every occasion.

Those few skeptics who earlier questioned that radio had never been in a war emergency period have now found their answer: This year, 1940, finds American radio higher in public esteem and confidence, more necessary in the daily lives of our citizens than ever before. This is a record in which we take just pride. It is a record to be treasured and guarded from those who would undermine it, either through malicious self-interest or through honest ignorance.

Code Discussion

In light of what has happened during the past year, we were indeed a wise industry to inaugurate, in July, 1939, our program of self-regulation through the NAB Code at the Atlantic City convention. A review of the code, therefore, will occupy a prominent place in our deliberations in San Francisco.

There is a new interest in this year's convention on the part of advertisers and agencies. This is not only a natural development with the growing importance of radio as an advertising medium, but also because of new problems, commercial and social, such as the consumer problem, requiring collaboration. Contingents of New York and Chicago agency people are scheduled to meet with the NAB Bureau of Radio Advertising and the National Sales Managers' Committee in several important commercial conferences — in one of which will be presented the new plan for the measurement of radio advertising, a need more and more in demand by both advertisers and station sales executives.

Several important meetings will be held in conjunction with the full convention. The board of directors will have their annual meeting Sunday, Aug. 4. IRNA and the independents will hold special meetings. FM broadcasters are planning an important conference. FM will be a subject of unusual interest on the full convention program.

Ample opportunity is being provided for broadcasters to meet with advertisers, agency people, transcription companies, engineering firms, station representatives, news services and other allied interests who will be present. The annual convention banquet will be held on Treasure Island, Wednesday night, Aug. 7. The entertainment this year promises to be both novel and unusually entertaining.

I urge that every station have a representative at San Francisco. The matters we will discuss deserve the best thinking of the entire industry. Your voice, your views, are needed.

Of inestimable value and pleasure, too, will be the opportunity once again to renew old friendships, to visit with one another as we find a moment of two of relaxation away from the considerations of the serious problems we are gathering to face.

TENTATIVE PROGRAM, NAB CONVENTION
St. Francis Hotel, San Francisco, Aug. 4-7

SUNDAY, AUG. 4

Golf Tournament, California Golf Club, for BROADCASTING Magazine Trophy (tee-off 10:30 a.m.)
Committee Meetings
- Code Committee
- Sales Managers Committee
- Legislative Committee
- Research Committee
- Accounting Committee
- Engineering Committee
- Other committee meetings to be set

4-7 P.M.
San Francisco Press Club Party
6:30 P.M.
Board of Directors Dinner

MONDAY, AUG. 5

10 A.M.
Business Session, Colonial Ball Room
- Address of Welcome, Mayor Rossi
- President's Annual Report
- Appoint Convention Committees
- Secretary-Treasurer's Report
- Labor, Wages and Hours, Joseph L. Miller
- Proposed Amendments to By-Laws
- Report of Nominating Committee—Directors-at-Large

12:30 P.M.
Luncheon, Colonial Ball Room
- James Lawrence Fly, speaker

2:15 P.M.
Group Meetings
- IRNA, NIB
- National Sales Managers, Station and Agency Representatives

4:15 P.M.
Group Meetings
- Clear Channel Stations
- Regional Stations
- Local Stations

Evening
- Delegates as Guests of Golden Gate Exposition

TUESDAY, AUG. 6

8:30 A.M
Engineering Roundtable (breakfast session auspices Engineering Committee, Lynne Smeby presiding)
Public Relations & Code Roundtable, Ed Kirby presiding.
Research Roundtable, Paul F. Peter presiding.
Law Roundtable, Russell P. Place presiding.
Labor, Wages & Hours Roundtable, Joseph L. Miller presiding.
10 A.M.
Business Session, Colonial Ball Room
- Report of Nominating Committee
- Election of Directors-at-Large (ballot boxes open 10 a.m. to 4 p.m.)

10:05 A.M.
Broadcast Music Inc.
- Neville Miller, Merritt E. Tompkins, Sydney M. Kaye, Carl Haverlin

12:30 P.M.
Luncheon, Colonial Ball Room
- Hon. Louis Johnson, Assistant Secretary of War, speaker.

2:15 P.M.
Business Session, Colonial Ball Room
- Auspices NAB Sales Managers Division, William Cline, WLS, chairman.
- William Scripps, Chairman NAB Research Committee, and Paul F. Peter, Director of Research, NAB, "The Unit Plan of Volume Measurement".

2:45 P.M.
Roundtable on Unit Plan of Volume Measurement, Representatives of ANA, AAAA, NRDGA, Sales Managers.
3:15 P.M.
General Discussion
Vote on Unit Plan
3:50 P.M.
Audimeter Audience Measurement
- A. C. Nielsen.

6:30 P.M.
Meeting of New Board of Directors.
7:30 P.M.
Television
- Talks by Ted Smith, RCA, and Harry Lubcke, Director of Television, Don Lee
- Demonstration, Roundtable

WEDNESDAY, AUG. 7

8:30 A.M.
Breakfast Sessions as Tuesday
10 A.M.
Business Session, Colonial Ball Room
- Edgar Bill, "The NAB Code"
- Dr. Frank Kingdon.
- Special Events Broadcasting, Mark Ethridge, WHAS, presiding.
  - Herbert Hollister, KFBI
  - A. A. Schecter, NBC Director of News and Special Events
  - Paul W. White, CBS Director of Public Affairs
  - Van C. Newkirk, Don Lee-MBS Special Events Director

12:30 P.M.
Luncheon (under auspices INS)
2:15 P.M.
FM Broadcasting, John Shepard 3d presiding.
- Speakers
- Demonstration
- Roundtable

4:00 P.M.
FM Broadcasters executive session.
4:30 P.M.
Reports of Committees
Unfinished Business
8 P.M.
Annual Banquet, California Ballroom, Treasure Island
Presentation of BROADCASTING Trophy.

200 RESERVATIONS FOR NAB SESSION

WITH upwards of 200 reservations already indicated at San Francisco hotels, the NAB anticipates a representative convention of broadcasters in San Francisco Aug. 4-7, it was stated at Washington headquarters July 12.

Enrollment of more than 30 new member stations since June 1 as the result of a membership drive launched by C. E. Arney Jr., assistant to President Neville Miller, may be reflected at the annual meeting. A goal of 50 new members has been set by convention time.

Fifty-nine membership chairmen in the various States and districts have been followed up by personal contact membership campaign material sent from headquarters. The Association's membership of 457 is the largest in its history.

New stations enrolled since June 1 are WSKB, McComb, Miss.; WKPT, Kingsport, Tenn.; WTSP, St. Petersburg, Fla.; KIDO, Boise, Idaho; KRIC, Beaumont, Tex.; WJHP, Jacksonville, Fla.; KCRC, Enid, Okla.; WMAN, Mansfield, O.; WMBC, Detroit; WTRY, Troy, N. Y.; WSLB, Ogdensburg, N. Y.; WBNY, Buffalo; WOLF, Syracuse; WPRP, Ponce, P. R.; WMFF, Plattsburg, N. Y.; WTNJ, Trenton; WHCU, Ithaca, N. Y.; WCOS, Columbia, S. C.; KVOE, Santa Ana, Cal.; WCNW, Brooklyn; KYCA, Prescott, Ariz.; KARK, Little Rock, Ark.; KAND, Corsicana, Tex.; KGFW, Kearney, Neb.; WFTC, Kinston, N. C.; WLOG, Logan, W. Va.; KDRO, Sedalia, Mo.; KWFC, Hot Springs, Ark.; KRLC, Lewiston, Idaho; KUJ, Walla Walla, Wash.; WHPC, Albany, Ga.; WKIP, Poughkeepsie, N. Y.; WBTM, Danville, Va.

Local Agreements Halt Musicians Strike

Remote Orchestra Pickups Return To Networks

FEARS that the broadcasting industry might be confronted with the threat of a nationwide strike of union musicians were entirely dispelled July 11 as both NBC and CBS were freed from the ban on remote dance band pickups invoked by the American Federation of Musicians. When KSTP, St. Paul, NBC outlet, and WRVA, Richmond, on CBS, compromised differences with their respective musicians' locals, normal remote schedules were resumed.

KSTP settled its differences with the St. Paul local July 9, ending a strike that had been called against the station a month earlier. The agreement with WRVA was negotiated July 10, with both sides represented as being entirely satisfied. Prior to the settlements James C. Petrillo, new AFM president, told BROADCASTING that if the stations and the locals did not come to terms the National AFM might have to "shoot the works", which was interpreted as meaning a national strike.

All Remotes Were Cancelled

Trouble began in both St. Paul and Richmond following the expiration Jan. 17 of the national agreement between the AFM and all network affiliated stations, leaving the negotiating of further contracts to the individual stations and local unions. In most cities the new contracts were worked out with little difficulty, generally continuing the terms of the national agreement.

But the old terms were not satisfactory to KSTP and WRVA and they proposed new terms which, in turn, did not please the unions. After months of conversation had failed to produce a solution of differences in either city, strikes were called early in June against both stations and local remotes were cut off from them.

When these strikes had persisted for several weeks without result, the national union entered the picture. On June 28 Mr. Petrillo asked NBC to stop feeding sustaining remote dance band programs to KSTP. When NBC refused to take this action, he ordered a number of top ranking "name" bands to cease playing remotes for NBC which might be fed to KSTP.

Although KSTP is an outlet of the Red Network, remote pickups of both Red and Blue were banned as some of the orchestras concerned were transmitted at various times over both Red and Blue hookups. With the removal of these name bands from its schedule, NBC decided to make a clean sweep of all such pickups until a final settlement could be reached and cancelled all of its dance band remotes.

Richmond Situation

On July 1, Mr. Petrillo requested CBS to refrain from feeding such programs to WRVA and the same cycle was repeated. CBS refused; the union ordered "name" bands off; CBS cancelled all remotes. For either network to have acceded to the AFM request and to have cut off its service to its affiliate would have been a breach of contract. When WRVA replaced its CBS dance pickups with similar programs from MBS, with which it is also affiliated, the AFM ordered several bands not to play for MBS. This network, however, did not follow the example of NBC and CBS by cutting off all remotes, but simply replaced the absent bands with others not forbidden by the union. The other networks filled the late evening hours with variety and musical programs from their own studios and from those of their affiliates.

St. Paul Impasse

Negotiations between stations and unions were immediately resumed in St. Paul and Richmond and were started in New York between network executives and AFM officials. On July 9 Stanley E. Hubbard, president of KSTP, announced that "a satisfactory agreement has been worked out between KSTP, James Petrillo, president of AFM, and NBC." Terms of the settlement, which became effective at once and resulted in immediate restoration of the name bands to NBC, were not disclosed at that time. Agreement followed a long conference in the office of Gov. Harold E. Stassen, recent GOP keynoter, who aided in negotiating a settlement following his return to St. Paul.

Strike against KSTP was called June 8 when the station refused to agree to union demands for an annual payment to union musicians of more than $21,000, the station said. In an earlier statement, issued June 30, Mr. Hubbard said that KSTP was willing to sign a contract with the union, to agree to employ only AFM musicians and to pay "any reasonable wage scale" and observe any working conditions the union might set.

Stating that KSTP was always willing to negotiate with the AFM, he continued, "there is, however, a great difference between 'negotiations' and 'ultimatum', and it is on this point that KSTP and the musicians' union are not agreed.

"During the past few weeks the union has made absolutely no attempt to negotiate with us; they have merely handed us an ultimatum, demanding that we sign their contract without compromise. The union demands that KSTP spend over $21,000 a year for musicians, regardless of whether they are needed. We cannot subscribe to such dictatorial tactics, which are far beyond the realm of legitimate union activity and which smack too much of totalitarianism."

Petrillo Noncommittal

A similar refusal on the part of WRVA to employ musicians except when needed is also the basis of the Richmond dispute. Following the expiration of the national agreement, WRVA decided to operate without as large a house orchestra as before, but instead to spend the money for the use of larger orchestras for special programs as desired. Despite the fact that to date the station has under this plan expended considerably more than the sum called for under the old agreement, the union has held out for the regular employment of a staff band in place of this system of special employment of more men for shorter periods. WRVA's refusal to comply with this demand led to the strike and to the withdrawal of remote band pickups from all CBS network programs.

Queried about the terms of the settlements, Mr. Petrillo said he was not interested in them beyond the point that the local union was satisfied. "Any contract that is satisfactory to both the local union and the station is also satisfactory to the national AFM," he declared.

Before signing of the KSTP contract, the union also was considering the withdrawal of name bands from phonograph records, ordering them not to make records which stations might use on the air in place of the live bands which the union order had made unavailable. RCA Mfg. Co., manufacturer of Victor and Bluebird records, was notified of this possibility.

C. T. Lucy, general manager of WRVA, made no announcement beyond the statement that the difficulties had been compromised and a satisfactory settlement reached. It is understood, however, that the controversy grew out of demands by the union that the 11-man staff orchestra be utilized equitably during the entire year, whereas WRVA had employed the band heavily during the first half of the year, and proposed to meet its quota by diminished operation during the summer months.

His 'Radio Personality' Will Count



'INFORMATION PLEASE' arrangers weren't any more aware of it than the rest of us, but the April 9 guest appearance of Wendell L. Willkie on Canada Dry's NBC-Blue program definitely established him as a radio personality and gave the first big fillip to his incipient boom for the G.O.P. Presidential nomination. He was by all odds the star of the program, showing an amazing breadth of knowledge and facility of expression. Here he is with Frank Donovan (right), producer-director of RKO's *Information Please* short film subjects, with Oscar Levant (center). Of Mr. Willkie as a radio personality, Alton Cook, veteran *New York World-Telegram* radio columnist, stated: "One of the most striking new figures at the mike. Voice and personality match in a bluff, hearty delivery. From the loudspeaker he exudes an air of sound, earthy common sense. His recent *Information Please* appearance also revealed a gift for repartee. Probably will reach best moments in ironic talks".

Jergens Spot Plans

ANDREW JERGENS Co., Cincinnati, is planning an eight-week campaign of thrice-weekly spot announcements for Woodbury's soap to start the middle of August on stations throughout the country. Further details have not been set, according to Lennen & Mitchell, New York, the agency. Jergens, which sponsors Walter Winchell on NBC-Blue Sunday nights, has engaged H. V. Kaltenborn to substitute for the columnist during his August vacation.

Beaumont, Grove Plans

ADVERTISING for the Beaumont Co., St. Louis, in behalf of 4-Way Vaporizing Rub, will be handled by Russel M. Seeds Co., Chicago agency, which announced July 11 that radio will be used. The same agency has been appointed to handle Canadian advertising, including radio, for Grove Labs., St. Louis (Bromo-Quinine). John Kettlewell has been named account executive for both accounts.

Armour Test

ARMOUR & Co., Chicago (meat products), on July 22 will start a four-month test of thrice-weekly quarter-hour home economic programs titled *Morning Star*, featuring Marcia Wheeler on WSAI, Cincinnati. Lord & Thomas, Chicago, is agency.

Trammell Named President of NBC

Policy Changes Unlikely, He Asserts; Many New Problems Pend

NILES TRAMMELL, for the past two years executive vice-president of NBC, was elevated to its presidency July 12, it was announced by David Sarnoff, chairman of the board of directors of NBC, following a board meeting. Prior to electing Mr. Trammell the board officially accepted the resignation of Lenox R. Lohr, NBC president since Jan. 1, 1936, who on June 7 had requested acceptance of his resignation to assume the presidency of the Museum of Science and Industry in Chicago [BROADCASTING, June 15].

Election of Mr. Trammell came as no surprise to the industry as it has been generally predicted since Maj. Lohr's resignation was announced. Indeed, from Jan. 1, 1939, when Mr. Trammell was brought from Chicago, where he had been vice-president in charge of NBC's Central Division, to the network's New York headquarters as executive vice-president, his elevation to head of the company has been frequently rumored as imminent.

Mr. Trammell's former post of executive vice-president will not be filled for the time being. There is strong likelihood, however, that Frank E. Mullen, vice-president in charge of public relations and advertising of RCA, later may join NBC as Mr. Trammell's chief lieutenant. Presumably his appointment would be as vice-president and general manager, which would place him second in command. Like Mr. Trammel a charter employee of NBC upon its formation, Mr. Mullen worked under the new president in Chicago, and was responsible for instituting the *National Farm and Home Hour*, oldest sustaining network feature.

Rose from the Ranks

Mr. Sarnoff, in formally announcing Mr. Trammel's election, pointed out that NBC thus promoted to the presidency a man "who has risen from the ranks of the company." He explained that Mr. Trammell brought to his new position 17 years of experience in communications, merchandising and broadcasting. He added:

"It is a distinction to a young industry that it has produced from its ranks a young executive of his type. Mr. Trammell's successive advancement in positions of responsibility with the NBC have been made as the industry grew from small beginnings to a nationwide service of entertainment, information and education and has been of vital service to commerce and industry. His intimate knowledge of broadcasting, his popularity and wide acquaintanceship in all segments of the industry, and his contributions to the developments of nationwide broadcasting are important assets of the company he now heads."

In an exclusive interview with BROADCASTING, Mr. Trammell stated that he contemplates no major changes in NBC policy, although there are a number of large and perplexing problems for which solutions are yet to be found.

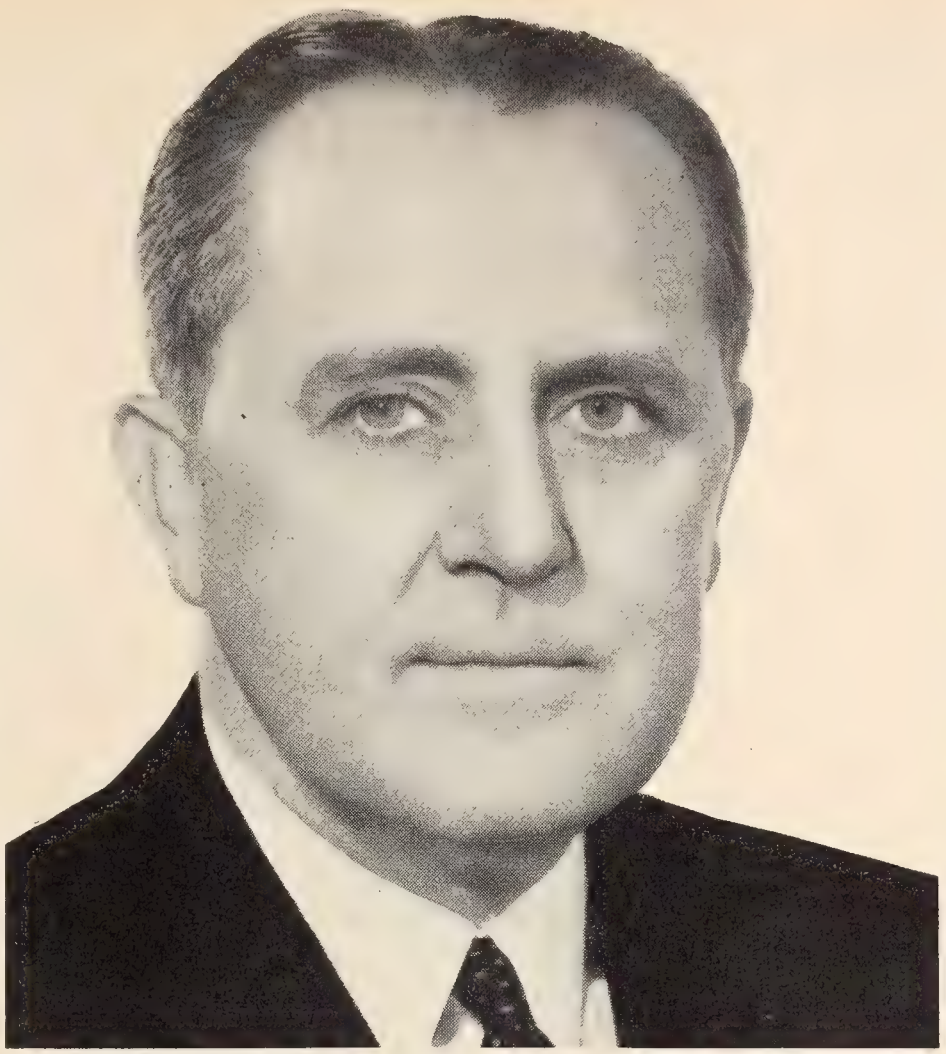
"In the 12 years I have been with NBC," he said, "each year has brought more problems than the year before. We are immediately faced with finding satisfactory methods and procedure for the development of television and for the development of frequency modulation. We must find a way of meeting the demands now being made upon the broadcasting industry by ASCAP, and by AFRA, AFM and other unions. We must develop methods and procedure for carrying on with our task of broadcasting in the public interest in time of national emergency.

"These are not problems to be lightly taken," he declared, "nor to be solved with snap judgment. They call for the earnest and serious consideration of the entire broadcasting industry."

Despite the difficulties imposed on industry progress by these problems, Mr. Trammell expressed confidence in the industry's ability to overcome them, pointing to heights to which American radio has risen in its self-assumed task of keeping the public informed of the progress of the European war.

"Radio is today rendering its greatest public service, and its ability to do so is firmly based on its commercial structure. Let the pressure groups that are seeking to take from radio more and more of its income remember that as their demands are satisfied there is just that much less of the advertisers' dollar available for public service."

Asked specifically about future plans for the development of the Blue Network, Mr. Trammell stated that with the recent division of the NBC sales force into two separate branches, one serving the Red Network exclusively and the other the exclusive agent of the Blue [BROADCASTING, June 15], the Blue problem had been solved. "Ourselves at network headquarters, our affiliate stations and our clients and their advertising agencies are equally pleased with the results this separation has already shown," he declared. "Blue billings are forging ahead and we believe the Blue problem has been solved."



NILES TRAMMELL

BORN: July 6, 1894, Marietta, Ga., son of William J. and Bessie Niles Trammell.

EDUCATION: Sewanee Military Academy, Sewanee, Tenn., and University of the South, Sewanee, Tenn. Member Kappa Alpha fraternity.

MARRIAGE: November 1923 to Elisabeth Huff, daughter of Mr. and Mrs. Lloyd Huff, of Greensburg, Pa., stepdaughter of Maj. Gen. Charles G. Morton.

WAR SERVICE: Commissioned 2nd Lieutenant, 36th Infantry, 12th Division, U. S. Army, 1917; 1st Lieutenant, 36th Infantry, May, 1918. Served until March, 1923, as staff officer under Maj. Gen. Charles G. Morton, Presidio, San Francisco.

BUSINESS CAREER: Commercial representative, traffic department, RCA, San Francisco, March, 1923; transferred to Seattle, May, 1923; following year named district manager, Pacific Northwest, Marine Division, RCA; January, 1925, appointed assistant sales manager, Pacific Division, RCA; joined NBC sales staff, March, 1928; named manager, NBC Central Division, Chicago, May, 1928; elected vice-president, Central Division, March, 1929; transferred to New York and elected executive vice-president, NBC, January, 1939.

CLUBS: New York—Metropolitan Club, Deepdale; Chicago—Chicago Club, Racquet, Saddle & Cycle, Chicago Golf.

KWK Asks 50 kw. On 680 Channel

Would Shift KFEQ to 1350 kc.; Claims Benefit for Others

ASSIGNMENT to 680 kc. with 50,000 watts power, in lieu of its present regional facility, is sought by KWK, St. Louis, in a comprehensive application filed July 12 with the FCC. The application encompasses also a proposed shift for KFEQ, St. Joseph, Mo., which would afford it fulltime operation.

Coming as a sequel to the so-called St. Louis shift, which involved a half-dozen stations and under which KSD procured fulltime while KXOK was assigned 630 kc., the application was filed in the nature of an amendment to an existing application by Robert T. Convey, KWK president, through William J. Dempsey and William C. Koplovitz, former general counsel and assistant general counsel respectively of the FCC. The former KWK application was for fulltime on 630 kc., conflicting with the grant to KXOK.

The 680 kc. channel is the erstwhile clear wave assigned to KPO, San Francisco NBC-Red key. WPTF, Raleigh, however, several months ago was awarded fulltime operation on the channel, thus rendering the channel duplicated. KFEQ, now operating limited time on the frequency, has pending an application for fulltime.

General Benefit Claimed

The amended application contends that all parties in interest would be benefited through the proposed shift. It suggested that with the shift of KWK to 680, the 1350 kc. assignment could be given KFEQ. It is contended the St. Joseph station, by the use of this channel with 5,000 watts fulltime, compared to its coverage on 680 kc. as proposed, would be far more efficient and at the same time would enable other stations on 1350 kc., particularly WBNX, New York, and WMBG, Richmond, to render a better service. Moreover, it is contended the operation would not interfere with KIDO, Boise, or KTSM, El Paso.

Operation by KWK as proposed, using a directional antenna, the FCC was told, would not cause objectionable interference to the service of WLAW, Lawrence, Mass., also on 680 kc., either with its present power or with increased facilities requested in its pending application. The same is true with respect to WPTF, operating either with its present power or with its requested 50,000 watts. KPO, dominant station, likewise would not be adversely affected, it was stated.

BMI Draws Plan to Assure Ample Supply of Disc Music

Transcribers Approve Proposal to Make the Full Catalog Available to Low-Income Stations

By BRUCE ROBERTSON

A PLAN assuring radio stations subscribing to Broadcast Music Inc. a substantial supply of transcriptions of non-ASCAP music by the end of the year and a continuous adequate flow of such recordings thenceforth at a reasonable cost will be submitted for the approval of the BMI board of directors at its regular monthly meeting in New Lork on July 16. Plan has been approved in principle by the transcription industry, it is learned, and details of its operation are rapidly being perfected.

Purpose of the idea is primarily to make the full BMI catalog available to stations in the low-income class, which have only one or two musicians and whose main source of music is transcriptions and phonograph records. The orchestrations sent out by BMI are of little value to such stations and they had begun to fear that at the end of the year and of their current ASCAP contracts they would be left high and dry without any adequate supply of recorded music.

Recording Plan

To rectify this condition a meeting was held on July 1 at the Waldorf-Astoria in New York, attended by M. E. Tompkins, BMI's general manager; two members of the BMI board, Paul Morency, WTIC, and John Elmer, WCBM; and by representatives of World Broadcasting Sysetm, NBC *Thesaurus*, Standard Radio, Associated Music Publishers, Langlois & Wentworth, C. P. MacGregor and Davis & Schwegler, the last two companies being represented by proxy. While no official announcement has been made of the outcome of the meeting, it is learned that a plan was adopted in essence as follows:

Each transcription company agreed to make immediately for BMI recordings of eight non-ASCAP selections, recording the masters at the company's own expense and making pressings available to all BMI member stations at $2 per double-faced transcription. As each company agreed not to duplicate numbers recorded by other companies, this would make immediately available more than 50 tunes on records. For the future, each of the seven companies expects to produce an average of about 50 non-ASCAP selections monthly, concentrating on this music which the stations will be able to play safely following the conclusions of their current ASCAP contracts.

Allowing for duplication of popular tunes, this is still expected to produce a minimum of some 150 non-ASCAP recordings monthly. Stations having exclusive contracts for any of the various library services will be asked to waive the exclusivity clause for the general good, and a procedure is being worked out whereby any station subscribing to one library service will be enabled to obtain the non-ASCAP numbers of the other services at a maximum cost of $2 for each two-sided disc. At present it is estimated that the combined supply of non-ASCAP transcribed music exceeds 7,000 numbers, and it is expected that these also will be placed at the disposal of all BMI stations on a similar basis.

M-G-M Project

BMI board will also consider the alternate plans for building the BMI reservoir of music for industry use and their individual financing programs [BROADCASTING, July 1]. Although given carte blanche to proceed along whatever line seems most likely to reach the desired results of placing the industry in a position of independence from ASCAP or any other musical monopoly, BMI executives are moving with caution and deliberation, and it is not expected that any definite recommendation either for or against purchase of the M-G-M catalogs will be presented to the board, or even to the NAB membership in San Francisco Aug. 4-7. While still very much in the realm of possibilities, the major expenditure involved in this acquisition—about $4,000,000—makes the deal one not to be made lightly.

A further drawback to the purchase of these catalogs, or for that matter any of the catalogs of any publisher whose music is now handled by ASCAP, is the probability that any attempt to withdraw this music from the ASCAP control will be made the subject of a suit by ASCAP, on the grounds that the writers of the songs are still ASCAP members and that the performance rights belong to them and not to the publishers.

Legal Action Seen

While the copyright attorneys queried on the subject by BROADCASTING agree that under normal contractual conditions the publisher and not the writer holds these rights, the song writers hold otherwise [BROADCASTING, June 15] and it is not likely they would submit to the withdrawal of their creations by the publisher without a court battle.

E. C. Mills, chairman of ASCAP's Administrative Board, who in recent months has been extraordinarily silent on the whole controversy, was reported as having stated July 6 that ASCAP intended to ask injunctions to protect its performance rights in the event catalogs are sold to BMI. He asserted ASCAP would still control performance rights of catalogs sold to BMI through membership contracts with writers and that it would take every necessary legal step to enforce this control.

ASCAP has adopted the policy, it was stated, of not divulging the identity of stations which have signed or are negotiating for the new ASCAP contracts effective Jan. 1. This conclusion was reached, it was said, because ASCAP felt such stations might be subjected to "punitive actions" by advocates of the BMI movement seeking to consolidate broadcasters under the leadership of the networks.

No Contracts Yet

While no broadcaster has signed and returned to ASCAP the new license to take effect Jan. 1, 1941, ASCAP advised BROADCASTING July 12, that the flow of inquiries and letters indicating that the contracts will be signed at some later date has been "far greater than was expected." Officials of ASCAP were described as "extremely pleased" by the response. Licenses were mailed out to all stations June 18. No signatures were expected this early, it was stated, as the broadcasters have until the end of the year to accept the new terms.

Regardless of the final decision regarding the M-G-M music, BMI is busily turning out orchestrations of some 30 tunes weekly for its members, including eight new popular numbers and new arrangements of some 25 public domain numbers. Occupying two floors of the building at 23 W. 47th St., New York, about half a block from the BMI headquarters, some 60 arrangers, copyists (who extract the individual instrumental parts from the complete score), autographers (who prepare the master copies from which the sheet music is printed) and proof readers are at work, under the direction of Arthur Gutman.

Mr. Gutman, who prior to joining BMI was chief arranger for the New York local (802) of the AFM and who also made arrangements for Irving Berlin, said that eight different printers are employed to produce BMI's present output of 45,000 orchestrations a week, which are shipped out each Wednesday to the BMI stations. He traced the course of a new tune from the time it is submitted to BMI by its composer, who may be either a staff employe or a free-lance writer.

From Composer to User

Mr. Gutman said that it is first auditioned by a five-man committee of BMI musical executives. If approved by the committee it is then examined for possible copyright infringements and if approved on that score it is reexamined by a subcommittee which makes minor alterations, such as correcting a faulty rhyme or note.

Finally accepted, the new tune is added to Mr. Gutman's supply, from which eight numbers of different types (sweet, swing, ballads, etc.) are selected for one week's releases. From there on the production is a four-week process, Mr. Gutman explained. Numbers to be released this week (July 17) are at the printers. Next week's numbers (July 24) are being autographed. Those for release on July 31 are in the hands of the arrangers and those to go out Aug. 7 are having piano copies made for submission to the arrangers.

The Radio Twist

The public domain music goes through much the same process, he said, except that 25 public domain numbers, similarly chosen for a balanced musical diet, are included in each week's list. Modern arrangements and modern treatment are given each of these old numbers, he said, and no pains are spared.

All numbers, both new and old,

(*Continued on page 71*)

BMI LIBRARY SERIES
Rhythmic Concert Number First Of New Collection

A RHYTHMIC concert orchestration by Ernest Gold, titled *Peter Piper Jr.*, was sent to all BMI subscribers July 3 as the first of the "BMI Orchestral Library Series". In addition to original numbers of the better type, this new series will also include arrangements of public domain music. The first arrangements will be chosen from a group of 150 selections which program records show to have been most frequently performed in recent years. To be of the greatest use to all stations, the arrangements are "cross-cued", including 15 parts besides piano but so arranged that they can be used by groups of players numbering from six to 100.

BMI has secured the broadcasting rights to *I've Got to Break Myself of You, Every Thought* and *I've Spent the Evening in Heaven*, three numbers written by Bob Carleton, author of *Jada, Jada*, and other familiar tunes, and Cliff Dixon. Tunes are the hit songs from "Tattletales", a musical revue playing in Los Angeles.

BMI Tunes Click

TWO BMI tunes achieved the distinction of being listed among the numbers most frequently broadcast during the week of July 2 in the records of Accurate Reporting Service, commonly called "the sheet" by clients whom it keeps informed of the number of times songs are broadcast on NBC and CBS. The tune *Here in the Velvet Night* received 15 broadcasts, and *We Could Make Such Beautiful Music* was heard 14 times on the networks during the week, first time any BMI number has passed the 10-performance mark. Frequent use of BMI songs by studio programs replacing bands barred from the air by AFM order helped these tunes to make the musical honor roll.

Radio Receipts Comprise 64% of ASCAP Income

RADIO's contribution to ASCAP in 1939 amounted to $4,142,024, accounting for 63.6% of the total ASCAP revenue for the year. Of this sum, $3,277,836 came from the fees paid by broadcasters on the basis of a flat 5% of their gross income, while $864,188 came from sustaining fees. Breakdown of ASCAP revenue for 1939 follows:

Radio	$4,142,024
Motion Pictures	1,166,233
Restaurants	673,788
Hotels	226,890
Dance Halls	143,845
Miscellaneous	158,974
Total	$6,511,754



This year

THERE IS NO SUMMER LETDOWN IN THE WXYZ MARKET!

Summer in the Detroit area has always been profitable for advertisers. This year, more than ever before, the combination of a booming industrial payroll with the thousands of summer visitors from the middle west provides an important sales potential that cannot be neglected.

For example — Our per capita wage rate is the highest in the nation. — Tourist traffic will bring over seven million dollars into the State this year— and Detroit is the spearhead.

WXYZ offers the biggest radio dollar value in this responsive market.

WXYZ

KEY STATION OF MICHIGAN RADIO NETWORK
5000 WATTS *Daytime* . . . 1000 WATTS *Nighttime*
Basic Detroit Outlet for NBC Blue Network

National Sales Representative, PAUL H. RAYMER CO.



This veteran adds power and impact
to every line and situation by
multiplying and directing the
interpretation aimed at the audience.

No matter how gifted the manipulator,
the inarticulate Booths below lack
the concentrated, directed fervor
of the skilled actor.



the same goes for POWER!

A radio station can have the best coverage
ever offered to you and still be a poor money's worth.

For it's not just coverage that counts—it's power pancaked
down on densely populated areas containing the most radio homes that *works*.

Radio had only shed its milk-teeth when WOR took its 50,000 watts
and, by means of a unique directive-array system,
harnessed, directed and multiplied them.

WOR's power is increased more than two times by spearing it
at population centers; into cities where people listen. It tucks
its power away from sparsely populated areas on
the West and the ocean's dead-space on the East.
It is specifically designed to reach the
greatest group of markets in America
with the most power!

WOR

—that power-full station

Grocer, Druggist Preference Found For Use of Radio

Surveys Show Dealer Choices; Brand Identification Noted

RETAIL grocers and druggists of Kansas in the majority regard radio as the most effective national advertising medium for the products they sell.

Their radio preference is indicated in one of a group of independent surveys completed this spring by journalism students of Kansas State College, Manhattan, under the direction of Prof. H. B. Summers.

The undergraduate research projects, handled as part of the regular school work, also were entered in a contest sponsored by Ben Ludy, manager of WIBW, Topeka, who for several years has offered a prize to the undergraduate student doing the best piece of research work in a field related to radio.

As announced to BROADCASTING by Prof. Summers, first award this year went to Richard M. Mall for his study of "Reactions of Male Listeners to Radio News". Second place was awarded Robert E. Summers for a survey on "Dealers' Preferences in National Advertising", and third to Jean Gibbs for a study of "Program Preferences of High School and Grade School Students". Among four other papers submitted in the WIBW contest, but not placed, was one by Maxine Martin on "Product Identification by Housewives".

Choice of Media

Robert E. Summers' study of dealers' national advertising preferences was based on personal interviews with 110 retail merchants —40 drugstore proprietors and 70 retail grocers—in eight Kansas communities. Findings indicated that preferences of druggists and grocers as to media ran generally parallel, tempered only by variations in types of products.

Of the 40 druggists interviewed, 24 (or 60%) had radio receiving sets in their stores. Of these, 71.3% used them simply for entertainment, with only 16.4% making any effort consistently to keep their sets tuned to programs advertising products they sold. The remainder used their sets for both purposes.

They were asked to indicate what type of radio program they considered most effective in nationally advertising products purchased by men and by women, respectively. To reach men, the druggists gave most votes to programs featuring comedians and to sports broadcasts, each being mentioned by 46.3% of those interviewed. News was listed by 41%; quiz programs, 35.9%; popular orchestras, 25.7%.

Daytime serials were rated most effective for advertising products used by women, with mentions from 67.5% of the druggists interviewed. In second place were evening dramatic shows, 35.2%; popular orchestras, 29.7%; quiz programs, 18.8%; news broadcasts, 16.4%.

Program Selections

Programs listened to regularly by the interviewed druggists, checked from a list including only programs on which drug products were advertised, included Bob Hope (Pepsodent), listened to by 61.4%; *Fitch Band Wagon*, 52.3%; *Fibber*

(*Continued on page 58*)



REPRESENTATIVES of Standard Oil Co. of California, McCann-Erickson, and Don Lee Broadcasting System gathered recently in the office of William D. Pabst, general manager of KFRC, San Francisco, to observe the signing of a contract calling for presentation of the *Standard Symphony Hour* on 29 stations, and the *Standard School Broadcasts* on 32 Don Lee-MBS stations, beginning Oct. 3. The *Symphony Hour* has been heard throughout the West on NBC for 13 years, the *School Broadcasts* 12 years. Both are to be presented via the Don Lee Network in California, Oregon and Washington. Around the conference table are (l to r) Adrian Michaelis, Cecile Creed and Walter J. Held, of Standard Oil; Walter A. Burke, assistant general manager of McCann-Erickson, agency handling the account; Mr. Pabst; Phipps L. Rasmussen, manager of the McCann-Erickson markets division; Fred Crawshaw, KFRC account executive. Standing is Ward Ingrim, KFRC sales manager.

Power to Recall Advertised Products Found Improved in Survey of Listeners

A MARKED upswing in the effectiveness of broadcast advertising's impact on listeners is disclosed in the 1940 *Iowa Radio Audience Survey* conducted by H. B. Summers, of Kansas State College. The proportion of listeners able to recall the name of advertised products was analyzed for the three leading media, radio, newspapers and magazines.

Prof. Summers' annual Iowa survey, started in 1938, is based on interviews in April with 9,001 families distributed among the 99 Iowa counties, carefully selected to represent all groups. New data in the 1940 study cover amount of reading in newspapers and magazines; reactions to Father Coughlin's broadcasts; brand data covering flour, coffee, cooking fat, soap, pipe tobacco and overalls.

Power to Recall

In checking media effectiveness, the interviewers asked this question: "Can you recall the name of any product which you saw or heard advertised, yesterday, in a daily newspaper? In a magazine? Over the radio?"

Responses indicated that 19.3% of men recalled products advertised in newspapers; 11.6% recalled products advertised in magazines; and 51.9% recalled products advertised on the air. In the case of women, the recall figures were: newspapers 21%; magazines 14.7%; radio 61.7%.

Prof. Summers says the general results confirm those of the 1939 study, but the proportions recalling both newspaper and radio advertisements were considerably greater in the 1940 study than a year ago, though the relative proportions of radio to newspaper advertisements recalled are little changed. In 1939, Prof. Summers found, 14.6% were able to name newspaper-advertised products, as compared with 43.5% recalling products advertised over radio. For 1940 the comparable figures are 20.1% for newspapers, 56.8% for radio.

Though only about a fourth of the listeners indicated agreement with the views of Father Charles E. Coughlin, who broadcast last season over a special network, 50.5% believe that he should be permitted to continue his series, with the other 49.5% feeling he should not be allowed on the air. These figures, says Prof. Summers, show the degree of listener tolerance to the radio priest.

This tolerance is more common in villages than in cities or farms, and more common among farm men and women than among listeners in villages.

The Time Factor

In analyzing radio listening hours versus reading hours, Prof. Summers developed extensive data. In the case of men living in cities, it was found they listen to the radio an average of 4.4 hours a day, and read newspapers .61% of an hour; farm publications .03; women's magazines .03; other magazines .27. Men in villages listen 3.98 hours a day, and read as follows: Newspapers .56; farm publications .03; women's magazines .03; other magazines .16. Men on farms listen 3.66 hours a day, and read as follows: Newspapers, .49 hours; farm publications .13; women's magazines ——; other magazines .07.

Women living in cities listen 5.65 hours a day and read as follows: Newspapers .48 hours; farm publications .02; women's magazines .25; other magazines .13. Women in villages listen 4.8 hours a day and read as follows: Newspapers .44 hours; farm publications .03; women's magazines .18; other magazines .10. Women living on farms listen 4.9 hours a day and read as follows: Newspapers .42 hours; farm publications .08; women's magazines .1; other magazines .06.

Prof. Summers broke down percentage of reading hours to listening hours as follows: Urban men 21%; village men 20%; farm men 19%; urban women 15%; village women 16%; farm women 14%.

His analysis of radio listening hours by the time of day shows:

City men, morning .74 hours; afternoon 1.2; evening 2.46.

Village men, morning .82; afternoon 1.19; evening 1.96.

Farm men, morning .71; afternoon 1.03; evening 1.92.

Urban women, morning 1.33; afternoon 1.69; evening 2.63.

Village women, morning 1.26; afternoon 1.60; evening 1.94.

Farm women, morning 1.26; afternoon 1.70; evening 1.94.

Chef's Special

A NEW dodge in presenting commercial announcements has been developed by WTMJ, Milwaukee, by bringing a restaurant's chef to the mike with kitchen-background sales messages. Three mornings a week Chef Roberts, of Wrigley's Restaurant, comes to the *Top o' the Morning* program, is introduced by Bill Evans, then does the chat, highlighting Wrigley's "special" for the day, larded with institutional lore about the establishment. Doug Kamp, WTMJ salesman, sold the idea to Wrigley's.

Standard Oil Transfers Coast School and Music Broadcasts to Don Lee

STANDARD OIL Co. of California, San Francisco, second oldest consistent user of radio time in the United States, through McCann-Erickson, that city, on Oct. 3 shifts the weekly *Standard School Broadcast* and *Standard Symphony Hour* from 12 NBC-Pacific Blue and 6 NBC-Pacific Red stations, respectively, to Don Lee Broadcasting System. Contract is for 28 and 52 weeks respectively.

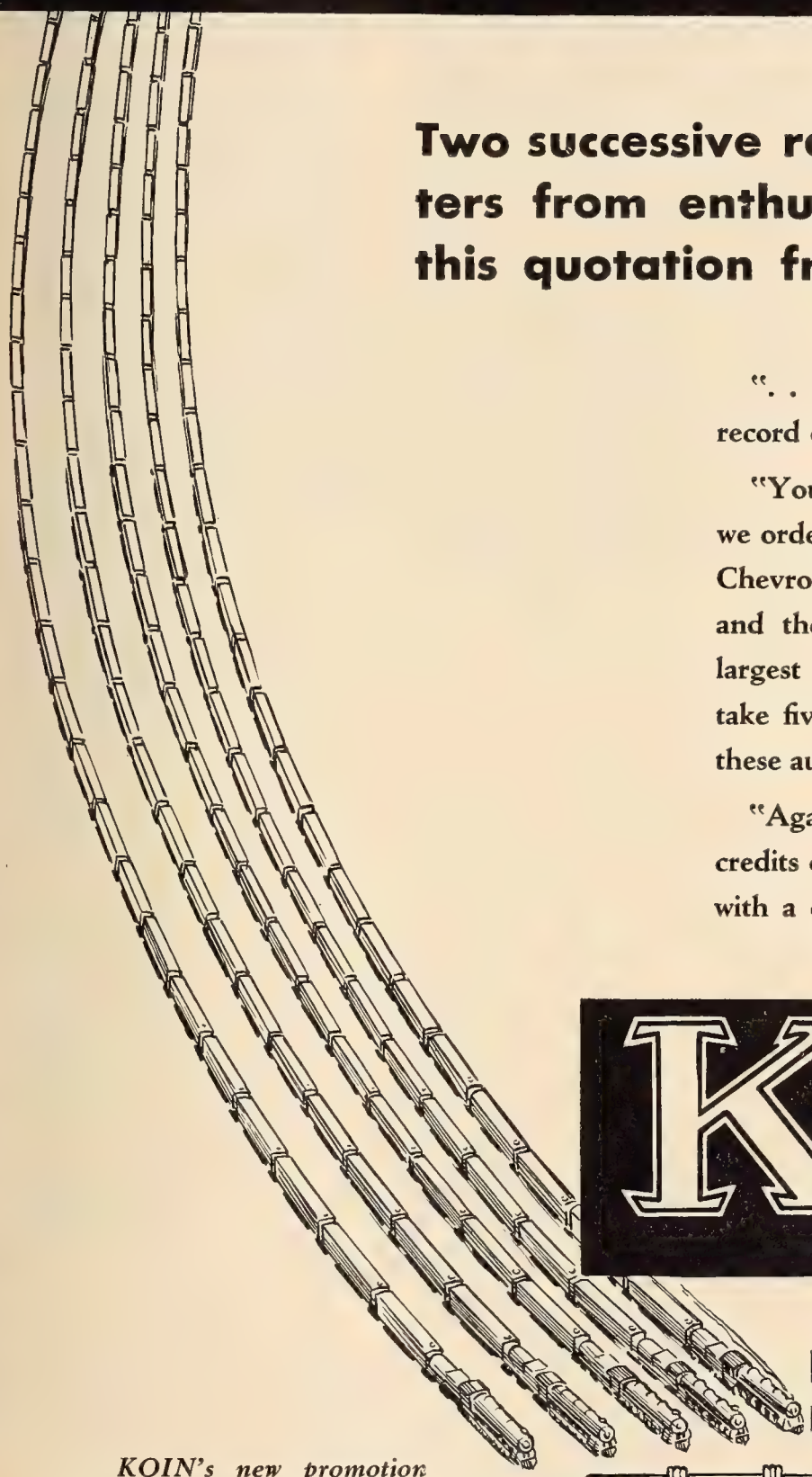
Under the new setup, the *School Broadcast* is to be heard on 32 Don Lee stations, Thursday, 11:15-11:45 a.m., with the *Symphony Hour* on 29 stations, Thursday, 8-9 p.m. (PST). The latter program started on KPO, San Francisco, on Oct. 31, 1926, before NBC actually became a network. The *School Broadcast,* inaugurated Oct. 18, 1928, is heard by more than a half-million students, and is part of the curriculum in approximately 5,000 Pacific Coast schools. Strictly institutional, both programs were conceived as a contribution to the cultural entertainment and musical education of Pacific Coast listeners.

Since inauguration of the series, Standard Oil Co. has never departed from its original policy although new and more interesting technique in presentation has constantly been developed. Throughout its schedule, the *Symphony Hour* has been conducted by many world famous directors, with outstanding Pacific Coast symphonic orchestras utilized.

The companion broadcast, designed especially for schools and accompanied by a Teacher's Manual, also serves as an introduction to the evening program. Both broadcasts have been recognized for their artistic integrity by four Pacific Coast Universities, which give credit for completion of the Standard courses. The two programs were recently cited for their high artistic merit by Phi Beta, national woman's professional fraternity for music art.

EDMUND L. TAYLOR, of the CBS foreign staff in London, is the author of *Strategy of Terror,* recently published book treating the Nazi "war of nerves" in Europe.

PORTLAND FIRM PLACES RECORD ORDER FOR *5 TRAINLOADS* OF AUTOS.... *to supply demand* KOIN *advertising helps create !*



Two successive records smashed bring two letters from enthusiastic KOIN advertiser! Read this quotation from the second letter . .

". . . we have again in May established a new and all-time record of 607 new and used cars . . ."

"You may be interested in knowing that on Saturday, June 1, we ordered from the Chevrolet Motor Company 665 new 1940 Chevrolets, to be shipped during the months of June and July, and the Chevrolet Motor Company reports that this is the largest single order ever placed by a Chevrolet dealer, and will take five complete train loads of 40 freight cars each to ship these automobiles from the factory.

"Again I want to state that the Arthur L. Fields Chevrolet Co. credits our 'Everybody Wins' weekly program over your station with a considerable part in the establishing of these records."

KOIN

THE JOURNAL

CBS Outlet in

PORTLAND, OREGON

FREE & PETERS, INC., Nat. Representatives

KOIN's new promotion book—explaining the reasons back of KOIN's unchallenged pre-eminence in the Portland market — will be sent to advertising buyers on request.



Largest Chevrolet Dealer West of the Mississippi

3 Station Sales Approved by FCC

Philadelphia Record Given Right to Acquire WHAT

TRANSFERS of ownership of three local stations, including the acquisition of WHAT, Philadelphia local, by the *Philadelphia Record,* were approved by the FCC July 5.

WHAT, a 100-watt outlet which shares time on 1310 kc. with WTEL, Philadelphia, and WCAM, Camden, N. J., was sold by Bonwit-Teller & Co. of Philadelphia for $10,000, and its transfer approved with the proviso that the Commission's action "shall not be construed as a finding with respect to a future transfer of control of the licensee corporation to the preferred stockholders of the Philadelphia Record Co. or the Courier Post Co." J. David Stern is publisher of the *Philadelphia Record* and *Camden Courier Post.* WHAT was purchased by Bonwit-Teller early in 1939 from the *Philadelphia Public Ledger.*

Other Transfers

Approved also was sale of the 61% interest in WCHV, Charlottesville, Va., held by Mrs. Marcia Arrington. She has sold her holdings to Charles Barham Jr., a wholesale baker of Nashville, at an undisclosed price.

John E. Lambeth, weathly furniture manufacturer of Thomasville, Ga., heads a family company which was authorized to buy WMFR, High Point, N. C., from Wayne M. Nelson, manager. Mr. Nelson and E. Z. Jones, commercial manager, agreed to sell the station for $45,000. Mr. Lambeth is understood to have purchased the station for his son, J. E. Lambeth Jr.

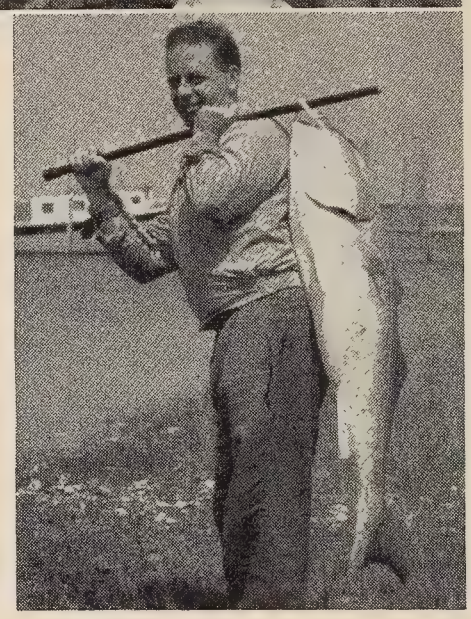
FCC Power Increases

INCREASES in power to 5,000 watts fulltime were authorized July 5 by the FCC for three stations. WFLA, Tampa, and WSUN, St. Petersburg, time-sharing stations on 620 kc., were given horizontal power increases to 5,000 watts. KWFT, Wichita Falls, Tex., also operating on 620 kc., was granted a construction permit to increase its power from 250 watts night 1,000 watts day to 1,000 night 5,000 day with a directional antenna. KQW, San Jose, Cal., was granted an increase to 5,000 watts fulltime on 1010 kc. WGGM, Gulfport, Miss., WKOK, Sunbury, Pa., KIUP, Durango, Colo., and WIBG, Glenside, Pa., were granted increases in power from 100 to 250 watts on their local assignments.

Starting in Vincennes

AUTHORIZED for construction last November, the new WAOV, Vincennes, Ind., 100 watts on 1420 kc., will go on the air about the middle of August, according to Eugene C. Pulliam, head of Vincennes Newspapers Inc., licensee corporation. Howard Greenlee, publisher of Mr. Pulliam's *Vincennes Sun-Commercial,* will be manager, and Earl Lewis will be chief engineer. Other personnel has not yet been selected. Mr. Pulliam, who also controls the *Lebanon Reporter* and *Huntington Herald-Press,* Indiana dailies, is also the owner of WIRE, Indianapolis, although he does not publish any newspaper in that city.





A'FISHING they did go—and with excellent results here pictured. In top photo is the catch of four sailfish, one an 83-pounder, and miscellany of dolphin, bonita and tuna caught off Miami last month by Mr. and Mrs. Arthur Collins (r and l) in a single day, setting a local record. Mr. Collins is head of Collins Radio Co., Cedar Rapids, Ia. Below, Dick Shafto, director of WIS, Columbia, S. C., displays the 39-pound channel bass he took last month at Oregon Inlet, N. C. It was the biggest of a big day's catch in which Messrs. Peters, Woodward and Wade, all of the Free & Peters firm, participated. Shafto says he left the 15% to the reps.

Lost His Fish

NOT ONLY a fine big salmon, but a radio operator too, was the catch of Roscoe Smith, KMO, Tacoma, account executive, when he went on a recent fishing trip in Puget Sound with Bert Dunn, station technician. Smith, pole in hand, was working on a 16½-pound salmon. Dunn, fighting to land a salmon on his line, fell out of the boat. Smith clutched the pole, tackle and salmon in one hand, and went to the rescue of the bedraggled Bert Dunn with the other. After a few minutes, both were landed successfully. But Dunn lost his salmon.

Valdosta, Ga., Station To Take the Air July 25

GOV. E. D. RIVERS' new station in Valdosta, Ga., authorized for construction last February, will go on the air July 25 and will be RCA equipped throughout, according to an announcement by John F. Arrington Jr., who will be general manager. Mr. Arrington formerly was a salesman with WIOD, Miami, and recently sold his interest in WCHV, Charlottesville, Va. His wife, Marcia Arrington, will be commercial manager of the Valdosta station, which will have the call letters WGOV.

The only other staff selections thus far announced are Charles Piedra as program director and Pat Padgett as production manager. Both formerly were with the Arringtons at WCHV. The Georgia governor's new station will operate with 100 watts night and 250 day on 1420 kc.

Proposed FCC Decision Orders KGKB Deletion

THE FIFTH of seven Texas stations cited because of purported hidden ownership interests violating the law, was earmarked for possible deletion July 6 when the FCC issued findings proposing to revoke the license of KGKB, Tyler, Tex. In its report, the FCC announced it proposed to affirm the recommendations of Commissioner George H. Payne, who presided at hearings on the Texas stations, on the ground that operation and management of the station had been delegated improperly to Rev. James G. Ulmer. It affirmed its original revocation order of Feb. 13. Parties have 20 days to file exceptions and request oral arguments.

Previously the FCC had adopted proposed findings involving revocation of the licenses of KTBC, Austin; KNET, Palestine; KRBA, Lufkin, and KSAM, Huntsville. Revocation proceedings are still pending against KGFI, Brownsville, and KAND, Corsicana—all involving alleged improper transfer of interests to Rev. Ulmer.

New Chattanooga Local

JOE W. ENGEL, since 1931 president of the Chattanooga baseball club, on July 6 was authorized by the FCC to construct a new 250-watt station on 1370 kc. in that city. Mr. Engel, an oldtime big league pitcher, is also scout for the Washington Senators of the American League. The station will be Chattanooga's third, WAPO having been established as a daytime local in 1936 and having recently been authorized to go to 500 watts night and 1,000 day on 1120 kc. WDOD in the same city has been operating since 1925.

COUGHLIN RETURN BY DISC OFFERED

FATHER Charles E. Coughlin, Detroit radio priest who several months ago suspended his Sunday afternoon sponsored broadcasts over an independent hookup, is reported planning to return to the air in a transcription series in October. Details are lacking, and Aircasters Inc., Detroit agency which has handled the Coughlin placements, advised BROADCASTING by wire in response to a query that "we are not at liberty to publish details as yet".

One major station reported that it has been offered a contract for 52 half-hour discs featuring Coughlin, the proposed order from Aircasters Inc. calling for Sundays, 4-4:30 p.m. (EST) starting Oct. 20.

When the Detroit priest left the air recently, it was announced he would return in the autumn, presumably over the same wire hookup, and it was stated on his behalf that he would have more stations than ever. The list of stations carrying his talks was never disclosed, but it was understood to include between 30 and 40 outlets. Some of these announced publicly that they were carrying through contract commitments but would not renew at expirations in conformity with their interpretations of the NAB code provisions covering sponsored controversial broadcasts.

It is believed Fr. Coughlin wants to return to the air in time to be heard before the elections. Latterly he was bitterly opposed to the Roosevelt Administration, particularly its foreign policy. It is also reported that Aircasters Inc., headed by Stanley Boynton, was offering transcriptions of talks by the Rev. Gerald H. K. Smith, colleague of Coughlin in the Lemke-for-President campaign and onetime associate of the late Huey Long.

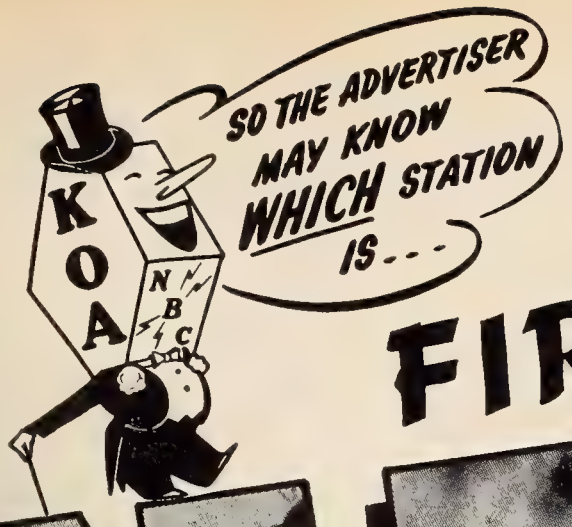
KSD Fulltime Fete

STARTING a fulltime operating schedule July 1, KSD, St. Louis, observed its expanded operation through a special 30-minute program dramatizing steps in the growth and development of the station. The program was written and produced by Jim Dutson, with special music conducted by Musical Director Russ David. George M. Burbach, general manager of KSD, and Elmer Knoernschild, program director of KFUO, Concordia Seminary station in St. Louis, appeared briefly on the program to outline future plans for the stations. For the last 16 years KSD had shared time on 550 kc. with KFUO, the FCC on May 8 authorizing KSD's exclusive use of 550 kc. in St. Louis and switching KFUO to daytime on 830 kc.

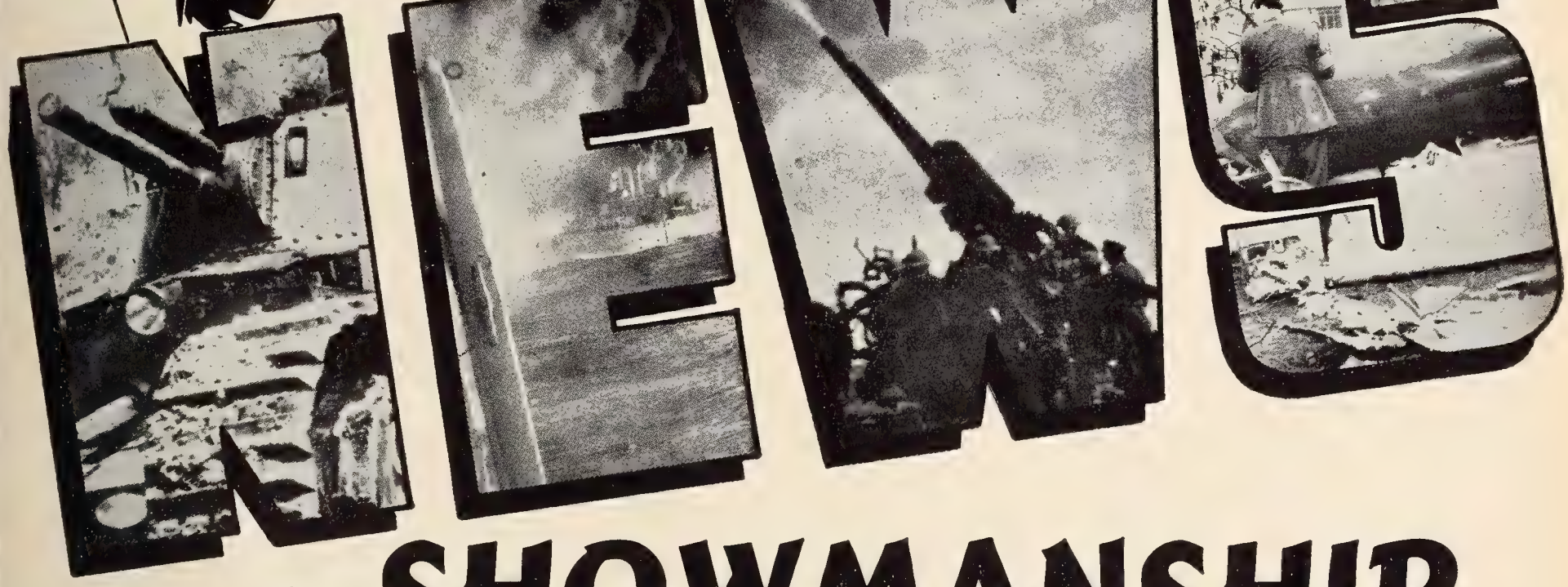
Call Letter Assignments

LATEST call letter assignments by the FCC, completing the tabulation of new station grants during the first six months of 1939 published on page 32 of the July 1 BROADCASTING, are as follows: WHPC, Albany, Ga.; WIZE, Springfield, O.; WKPA, New Kensington, Pa.; WFCI, Pawtucket, R. I.; WMRC, Greenville, S. C. Call letters of the new station in Omaha should be corrected to KONB.

JOHN ALDEN, formerly advertising manager of The Mennen Co., has been appointed assistant to Dr. M. W. Stofer, vice-president in charge of advertising at the Norwich Pharmacal Co., Norwich, N. Y.



FIRST IN DENVER *in* NEWS



in SHOWMANSHIP

SALES RESULTS • POWER • PROGRAMS
AUDIENCE • ADVERTISING • *Everything!*

The biggest thing in America today is *NEWS!*

In addition to all Red Network news features, KOA is on the air six times daily, plus flash bulletins, with THREE of the world's greatest news sources, United Press, International News Service and the *Denver Post facilities. *No other station in the Mountain and Plains West can boast of more than ONE of these services.*

KOA's unsurpassed news coverage together with alert, intelligent presentation of programs that originate in Denver's Radio City, has won for KOA undisputed first position in Showmanship in this region.

GENERAL ELECTRIC STATION
KOA
DENVER
50,000 WATTS · 830 KC.

**Represented Nationally by NBC SPOT Sales Offices*

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · CLEVELAND · DETROIT · HOLLYWOOD · PITTSBURGH

**Exclusive Affiliation*

Networks Create Half-Year Record

Increase of 14% Is Attained Over Time Sales in 1939

PASSING the half-way mark of the year, network radio gives every indication of establishing new sales records during 1940, even without the impending flood of political business as the quadrennial Presidential campaign gets under way. For the first half of the year the combined gross time sales of the major networks total $47,048,571, a gain of 14.3% over the total of $41,176,145 for the first six months of 1939. For the month of June the combined 1940 total is $7,085,791, up 9.5% in comparison with the 1939 figure of $6,470,770.

The increase of June, 1940, over June, 1939, would have been several percent higher if the networks' coverage of the Republican National Convention had not caused commercial cancellations resulting in a combined reduction of more than $200,000 in gross time sales.

Individually, CBS leads the other networks in dollar volume for both month and six-month periods, while MBS leads in percentage gains for June and for the six months. For the half-year CBS time sales, before deduction of time discounts and agency commissions (basis on which all these gross figures are calculated), are $20,457,372, a rise of 20.7% over the 1939 half-year mark of $16,952,973. Mutual, for the six-month span, has total gross time sales of $2,031,323 this year as compared to a total of $1,624,235 for the same period of 1939.

NBC-Red total for the first half of 1940 is $19,326,846, up 6.5% from the $18,149,437 total for the first half of last year. The Blue Network January - June figures show a 17.6% increase since last year, reading $5,233,030 for 1940 and $4,449,500 for 1939. For NBC as a whole, the six-month total this year is $24,559,876, up 8.7% over last year's $22,598,937. Combined NBC June billings are $3,642,100, a gain of 7.7% over the $3,382,404 total for June, 1939.

Gross Monthly Time Sales

	1940	% Gain over 1939	1939
NBC-Red			
Jan.	$3,496,393	8.9%	$3,211,161
Feb.	3,226,983	8.5	2,975,258
Mar.	3,338,440	1.2	3,297,992
April	3,128,685	8.7	2,879,571
May	3,216,940	6.3	3,025,538
June	2,919,405	5.8	2,759,917
NBC-Blue			
Jan.	908,815	10.5	822,730
Feb.	905,101	17.0	773,437
Mar.	965,904	10.7	872,860
April	912,833	34.0	681,413
May	817,682	20.9	676,564
June	722,695	16.1	622,487
CBS			
Jan.	3,575,946	34.2	2,674,057
Feb.	3,330,627	31.0	2,541,542
Mar.	3,513,170	20.1	2,925,684
April	3,322,689	16.4	2,854,026
May	3,570,727	15.3	3,097,484
June	3,144,213	9.9	2,860,180
MBS			
Jan.	317,729	0.8	315,078
Feb.	337,649	22.1	276,605
Mar.	390,813	27.3	306,976
April	363,468	38.4	262,626
May	322,186	37.2	234,764
June	299,478	31.2	228,186

W. H. HARRISON, vice-president and chief engineer of AT&T, has been appointed director of the construction division of the National Defense Advisory Commission's production department under Chairman William S. Knudsen.

STALE BREAD PROBLEM SOLVED

Radio Campaign Stops Bakery's Daily Quota Of Product Unsold by Drivers

By CHARLES QUIMBY
Advertising Manager
Quimby Baking Co., Uhrichsville, O.

STALE, or more sophisticatedly termed, "yesterday's bread", is a problem that grays bakers' hair and upsets profit columns. Such a problem was ours in varying degrees at Quimby Baking Co. Drivers persisted in returning "home" with bread that, according to quality standards, should have been consumed by a bread-eating public.

We turned to WWVA, Wheeling, to execute a merchandising plan designed not only to end our stale bread returns, but also to increase our regular output. Results were noticeable, but not in proportion to cost and effort. For the second time we came to the conclusion that radio advertising just didn't fit our business, but we couldn't make such a decision "stick" with the radio station.

After considerable study of the situation, the conclusion was reached that our radio program had too much individual community appeal. It was hardly broad enough in its appeal to all bread-eaters in our territory. WWVA convinced us that they were regularly serving that territory effectively and came through with a program idea of their own, for which a "punch" was claimed. We were skeptical, especially so because an increased advertising expenditure was involved, but we dared.

WWVA recommended a personality male singer with a claimed established audience. His radio title sounded rather appealing—"Silver Yodeling Bill"! We said okay. Then a simple contest was recommended, for which an immediate sales check was promised. It was proposed that we ask "Silver Yodeling Bill's" listeners to count the number of times "Holsum" was mentioned on each broadcast. Then we were to give six silver-plated teaspoons to those listeners who submitted the exact count, along with a proof of purchase. To all this we also said okay, signing a contract for 11:45 a.m. to 12 noon, Monday to Friday, inclusive.

The wisdom of such a decision was immediately verified by contest returns. And better still, within a few days our trucks were returning "home" without the "yesterday's bread" headache. Along with this came the demand for more Holsum Bread—and in a volume which necessitated a call to WWVA to ask them to advise our program listeners to be patient if they could not secure Holsum Bread, as we were making every effort to supply public demand as quickly as possible.

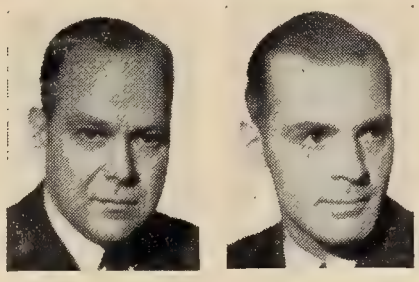
And all this proved to us the worth of radio advertising intelligently planned for the sale of our bread, and especially the value of the experience of a producing radio station.



BAKERIES and radio mix well, judging by these pictorial episodes from Yankton and San Francisco. Tri-State Milling Co., of Rapid City, S. D., is a user of WNAX time, sponsoring the *Swansdown News Reel* each morning, with Cap Malley (left, top photo) announcing. Malley recently visited the Tri-State mill, along with Jim Gies, sales promotion manager, and Miss Wynn Hubler, continuity writer. Here Malley samples a test loaf of bread supplied by Stanley White, head chemist. Langendorf United Bakeries, Pacific chain, recently signed with KSFO, San Francisco, for 52 broadcasts from the stage of the Orpheum Theatre, under the title *News Quiz*. At the signatory ceremony were (l to r) Hal Neides, theatre manager; Edward Jansen, KSFO salesman; D. Wheelock, Langendorf advertising manager; Lincoln Dellar, KSFO general manager.

Kopf Directs Red Sales, McCluer Blue, as NBC Splits Central Division

NBC CENTRAL DIVISION network sales department was divided into two distinct groups July 1, according to Sidney N. Strotz, vice-president and general manager. Harry C. Kopf was appointed sales manager for the Red network with



Mr. McCluer Mr. Kopf

James J. Neale sales traffic manager. William Weddell, E. R. Borroff, E. M. Hoge and J. D. Galbraith constitute the sales force. Paul McCluer is now sales head of the Blue network in the Central Division with Floyd Van Etten named as sales traffic manager. Merritt Schoenfeld, John McCormick and E. K. Hartenbower are the salesmen.

In announcing the creation of separate sales staffs for the networks, Mr. Strotz indicated there may be announcements of additions to the personnel of both departments in the near future. The action follows similar moves in the NBC Eastern and Western Divisions sales organizations and establishes separate sales forces coast-to-coast for the Red and Blue networks.

SKELLY USING RED WITH DAWN SERIES

SKELLY OIL Co., Kansas City (gas and oil), on July 29 started a 20-week campaign of five-weekly quarter-hour news broadcasts featuring Capt. E. D. C. Hearne, veteran newscaster and former World War flyer, on a proposed network of 11 NBC-Red stations. As BROADCASTING went to press clearance was had on practically all stations.

The series is described as the first early-morning commercial show in network history and is running on station-optional time with NBC-Red moving up its starting time a quarter-hour. Due to difficulties which arose, all stations could not carry the show at the same time, with five releasing 6:45-7 a. m. (CST) and six from 7-7:15 a. m. requiring a repeat broadcast. Stations selected: WIBA, Madison, Wis.; WEBC, Duluth; KSTP, St. Paul - Minneapolis; WDAY, Fargo, N. D.; KSCJ, Sioux City, Ia.; KSOO, Sioux Falls, S. D.; WOW. Omaha; WHO, Des Moines; WDAF, Kansas City; KVOO, Tulsa; WKY, Oklahoma City.

Frank Ferrin, radio director of Henri, Hurst & McDonald, the agency handling the account, set the deal.

Quaker's NBC Plans

QUAKER OATS Co., Chicago (cereals), on Oct. 27 will start a 52-week schedule on 38 NBC-Red stations Sundays, 5:30-6 p. m. Ruthrauff & Ryan, Chicago, the agency handling the account, is currently auditioning programs and expects to have a decision within the next few weeks on show to be used.

Net Sponsors Traced

A MONTHLY RECORD of advertisers on NBC, CBS and MBS from January, 1933, through December, 1939, has just been issued by the NBC sales research division. In diagrammatic tables the study shows the continuity for each product-campaign on any network through the seven-year period, sponsoring companies being listed alphabetically. A separate table shows political advertisers and there is an additional list of advertisers using the networks prior to 1933, showing the network used by each during the years 1927 through 1932, but not broken down by months.

KRIS, KRGV to MBS

KRIS, Corpus Christi, and KRGV, Weslaco, Tex., effective June 26, joined MBS, making a total of 142 Mutual affiliates. The two stations, as members of the Texas State Network, were formerly available to the Mutual network, until they ended their affiliation with TSN Jan. 10 [BROADCASTING, Jan. 15]. KRIS operates on 1330 kc. with 500 watts power, and KRGV operates on 1260 kc., 1,000 watts, both unlimited time.

CFGP, Grande Prairie, Alta, has been given permission to increase from 100 to 250 watts. New Marconi equipment has been ordered. The station expects to increase power Nov. 1, according to C. L. Berry, manager.



5 of a kind for WIP

WIP, Philadelphia, is strong for the Western Electric 300A Reproducer Panel. To modernize its transcription facilities, to give new sparkle to all recordings, both vertical and lateral, WIP bought four of these panels, and one 1300A Reproducer Set, which includes a fifth 300A Panel. Get full details from Graybar.

Distributed by Graybar Electric Company

DISTRIBUTORS: *In U. S. A.:* Graybar Electric Co., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Ask your engineer about the

Western Electric

300A REPRODUCER PANEL

Government's ASCAP Drive Asks Data From Music Users

Justice Department Questionnaire Indicates Active Pursuit of Suit; Society Yields Its Files

CLEAR indication that the Department of Justice is pursuing actively the prosecution of anti-trust proceedings against ASCAP was seen in mid-July with the dispatching by the Department of questionnaires to users of copyrighted music, eliciting detailed information on relations with ASCAP over the years. Broadcasters, along with hotels, motion picture exhibitors, music publishers and others identified with public performance of music, are being circularized.

Arrival July 2 at the Department of Justice of several crates of ASCAP files and records originally subpoenaed by the Government also confirmed the belief that the Department intends to follow through on the anti-monopoly course against ASCAP. This data first had been sought by the Department through grand jury subpoena in New York after ASCAP repeatedly had refused to give Department officials access to certain files.

Agreement Reached

After Judge Henry W. Goddard of the Federal District Court in New York May 29 had denied an ASCAP motion to quash the grand jury subpoena, looking forward toward possible criminal prosecution of the Society, ASCAP agreed to furnish direct the information requested.

It was learned authoritatively that this agreement came in latter June, at which time Gene Buck, president of ASCAP, and Louis D. Frohlich, counsel, conferred with Assistant Attorney General Thurman Arnold and members of his staff. By agreeing to furnish the voluminous data, including confidential minutes of board meetings, financial reports, membership lists and the like, ASCAP was relieved of the necessity of presenting the data to the grand jury at this time. Victor Waters, Special Assistant Attorney General in charge of the ASCAP prosecution, is understood to be examining the data before deciding upon the Department's future course.

While no information has been forthcoming from official quarters regarding the Buck-Frohlich conference with Assistant Attorney General Arnold, it is understood the ASCAP officials were told in no uncertain terms that the Government intended to follow through in the five-year-old anti-trust proceedings against ASCAP or possibly even branch off into new criminal litigation. The replies to the questionnaires, plus the analysis of the ASCAP data, probably will serve as the basis for the next course of action.

With current ASCAP contracts expiring at the end of the year, and with Broadcast Music Inc. actively building a reservoir of music looking toward dropping of ASCAP music on Dec. 31, it was expected the Department would be inclined to move rapidly. At the hearing May 29 before Judge Goddard, Mr. Frohlich had charged that the Department's purpose was to use the criminal procedure to force ASCAP into a "consent decree" on the civil anti-trust suit pending since 1934, seeking to dissolve ASCAP as a monopoly in restraint of trade. Arguing for the Government, Mr. Waters refuted any such intent.

CKRC, Revelstoke, B. C., new 100-watt station on 1500 kc., went on the air June 27. Station license has been granted to W. R. Sherwood, listed as owner. Ford Warren is commercial manager. The station is using Canadian Broadcasting Corp. sustaining network programs and is represented by All-Canada Radio Facilities.



HONEYMOONING in Bermuda is John E. Mosman, CBS assistant director of production, with his bride, the former Joan Tetzel, featured star of two CBS serial programs, *When a Girl Marries*, sponsored by Prudential Life Insurance Co., and *Woman of Courage*, sponsored by Colgate-Palmolive-Peet Co.

A PROGRAM 'FIND' AT WKY

Book Review Idea Develops Into a Big Audience Puller for Southwestern Region

By BOB EASTMAN
WKY, Oklahoma City

AN IDEA, together with the will and facilities to produce it, have resulted in *This Is the Story*, widely acclaimed by Oklahoma listeners. The program originates at WKY, Oklahoma City, five days a week, 4 to 4:15 p.m., and behind it lies a story with all the drama, suspense and excitement of a Hollywood movie.

This Is the Story is so completely new that as an idea it scared even the most liberal WKY program men. It started over a suggestion that the station should have a program to satisfy the thousands of listeners who enjoy good books—a group which forms a large part of Oklahoma's citizenry. To help incorporate the idea came Madeline Douglas Bullard, literary critic. Scores of suggestions went through the mill and were discarded. A simple "review" was not enough. There had to be thought and production behind any such venture. Finally, one afternoon not long ago, in a studio draped with special velvet curtains, went Mrs. Bullard and WKY organist, Ken Wright. Into an audition studio went WKY executives and program officials. The next 15 minutes saw the presentation of a program with an appeal unparalleled in the Southwest.

Characters Interpreted

First, there was a theme from the organ. It was a specially-written composition, and it entered the microphones without overtones, without distortion. Engineers had worked many hours to obtain perfect reproduction of sound. Then slowly, effectively, Mrs. Bullard began her story. Description was even-tempoed, moderate; then one character entered the story. Mrs. Bullard became that character, and as each succeeding character was introduced, so did the narrator change herself into that being. Four-five-six people; women, men, children—all of different types appeared as the pages turned. Never was there a falter in voice, never a mistake in character of interpretation.

Behind the voice, as it changed from sorrow to joy, from indifference to concern, came a continuous stream of soothing, inspiring music. Organ tones, blended with the voice, softening as the words softened; reaching a climax as a character shouted—music pulling like millions of strings on the emotions of those who listened, shaping every mood, every thought into a well-rounded pattern

As cold-hearted radio men listened, they warmed to the familiar, comfortable feeling of that story and its musical companion. Soon they were *living* the episode they heard, unconsciously they were transformed into the emotional puppets of a woman, a voice and an organ.

More conservative producers might have said the program wouldn't go over—there would be no appeal except to a small minority. When *This Is the Story* made its air debut, its audience was immediate, gratifying. Instead of a "small minority", letters came from men and women in every walk of life: from farmers, doctors, lawyers, book reviewers, housewives, invalids. There were no offers of "pictures" or "free samples". People wrote because they had to thank someone for a program which stirred new emotions in them. They found a program which, unlike many others, did not run on endlessly, without a climax. Each book on *This Is the Story* is a complete episode, rewritten by a literary expert, condensed and dramatized.

Retained is all the flavor of the original novel, but without "word-for-word" recital. Many listeners clamor to read for themselves the books they have heard so vividly portrayed by Mrs. Bullard. As one book is completed, another, of a different type is begun.

TEL-PIC Syndicate Inc., makers of news-photo merchandising displays, has increased its list of station subscribers to 139 with the addition of KOY, Phoenix; WINN, Louisville; WBAB, Atlantic City; KGLU, Safford, Ariz.

WJHP, JACKSONVILLE TAKES AIR JULY 15

THE NEW WJHP, Jacksonville's third station, begins operation July 15 as an NBC-Blue outlet, according to Henry G. Wells Jr., general manager of the John H. Perry stations. To operate on 1290 kc. with 250 watts fulltime, WJHP is affiliated with the *Jacksonville Journal*, one of the Perry newspapers. Other Perry stations are WCOA, Pensacola; WDLP, Panama City, and WTMC, Ocala.

Commercial manager of WJHP is Ira M. Koger, formerly of WIS, Columbia, S. C., WTOC, Savannah, and WCSC, Charleston, S. C. Program director is Lynn Gearhart, formerly with WSUN, St. Petersburg. Beecher Hayford, formerly with WCOA, is chief engineer.

Other staff members are—sales, C. D. Taylor, Royce Powell and Ted Chapeau; program, Jim Young, chief announcer and formerly of WIS, "Speed" Veal, formerly with WDNC, Durham, and John Whitmore, formerly in charge of public relations for Marineland Oceanarium; engineers, Bertram McNamara, Clark Overton and Peter Lacy.

Dedicatory plans included an hour broadcast 8-9 p.m. July 15 with civic, religious and business leaders present as guests of Mr. Perry and the station staff. Open house was to be observed during the day with the public invited to visit the studios in the Jacksonville Journal Bldg. The station is RCA equipped throughout and air-conditioned. Transmitter is located in South Jacksonville on the St. John's River.

In addition to carrying a full schedule of NBC-Blue programs, the station will offer comprehensive news through its newspaper affiliation with Associated Press. WJHP will be nationally represented by John H. Perry Associates.

Stephen P. Willis Named As Manager of WJNO

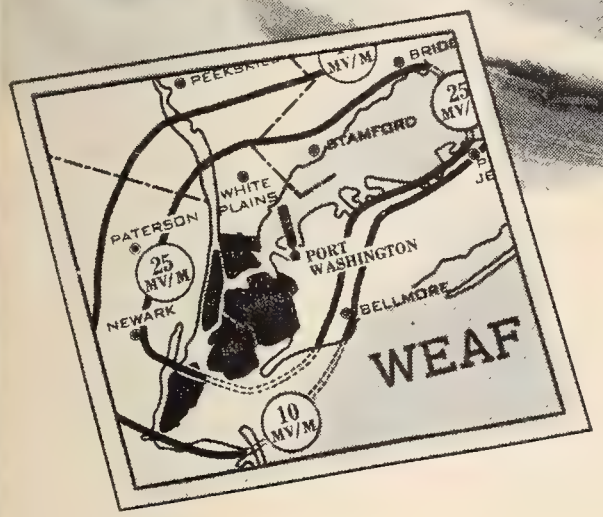
APPOINTMENT of Stephen P. Willis, manager of WPRO, Providence, as general manager of WJNO, West Palm Beach, was announced July 10, to become effective Aug. 1. Mr. Willis succeeds Reginald B. Martin, resigned, who has not announced his future plans. The personnel change is an outgrowth of the recent death of J. J. O'Brien, New York financier and sportsman, who was principal owner of WJNO.

William S. Cherry Jr., president and executive head of WPRO, has not yet announced Mr. Willis' successor. Mr. Cherry proposes to continue in his capacity as policy head of the station, however, and it is possible that the immediate post of manager will not be filled. Mr. Willis joined WPRO four years ago, after having been commercial manager of WSBT, South Bend, Ind.

WITH Kenneth E. Huddleston, formerly of the U of Kentucky as its educational director, WNOX, Knoxville, is conducting a *Summer School*, with half-hour daily programs, Monday through Friday, and 25 minutes on Sunday.

"WHAT'S THIS 'SALT-WATER WAY' BUSINESS **WEAF** IS ALL STEAMED UP ABOUT?"

"SAY! YOU'LL BE STEAMED UP ABOUT IT, TOO! IN A NUTSHELL, IT'S A BETTER WAY TO **GREATER SALES IN GREATER NEW YORK**—AT NO EXTRA COST!"



THEY'RE talking—as everyone soon will be—about the new location of WEAF's 50,000-watt transmitter at Port Washington, New York. They're talking about its "salt-water way" to the New York market—and what that's going to mean to advertisers. They're agreeing that salt water conducts ground waves better than anything else and realizing that WEAF's signal traveling over salt water all the way from antenna to New York will get a boost throughout its coverage area that will mean

1 A better-than-ever signal to WEAF's listening millions

2 More regular listeners

3 Great sales and profits for WEAF advertisers

For example, there will be a minimum signal in New York's five boroughs of 25 millivolts—and that's a real concentration of power where power counts most. And beyond the city proper, listeners will get WEAF more clearly and with a greater volume—for consistently better listening to WEAF's great programs.

WEAF's coverage is vast today. Its service to listeners and advertisers is dominant. In the fall, when the new transmitter goes into operation, entirely new standards of listening will be set for New York audiences by WEAF. Plan to take advantage of it. Check WEAF's choice availabilities in guaranteed station time now. Just give us a ring or drop us a line.

CHECK WEAF NEW YORK 50,000 WATTS · 660 KC. FIRST

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · CLEVELAND · DETROIT · HOLLYWOOD · PITTSBURGH

Sharp Criticism Leads to Delay in Monopoly Report

Exceptions to Be Authorized; Wheeler's Stiff Rebuke

FINDING no word of praise from any quarter on the so-called Network-Monopoly Report of its special committee, the FCC has decided to move cautiously in considering the committee's sweeping indictment of network operations until late this year—perhaps after the Presidential elections.

First indication of this came July 10 when it was disclosed, during Senate Interstate Commerce Committee hearings on qualification of Thad H. Brown to serve another seven-year term as a member of the FCC, that exceptions to the Network-Monopoly Committee's report would be permitted by the FCC. The Senate Committee itself had begun what amounted to an impromptu inquiry into the FCC's investigation in its examination of Commissioner Brown and of Ralph F. Colin, CBS general counsel.

Wheeler's Rebuke

Early in the proceedings July 10, Chairman Wheeler (D-Mont.) of the Senate Committee observed that if what CBS contended is true, the FCC report shows "misunderstanding of the facts" and is full of "gross misrepresentations".

John J. Burns, chief counsel for CBS during the Network-Monopoly hearings, disclosed to the Committee that Chairman Fly informally had acquiesced to his suggestion that all parties be permitted to file briefs, in the nature of exceptions to inaccuracies in the voluminous committee report [BROADCASTING June 15, July 1]. It is presumed also that oral arguments will be authorized, if requested on fundamental aspects of the committee's report.

Because the FCC does not have another meeting until July 19, it is not expected the actual time for filing of exceptions or briefs will be set until that date. Chairman Fly must procure concurrence of a majority of the FCC, since no definite procedure heretofore has been outlined in connection with Commission consideration of the Monopoly report. It is hardly expected that the FCC will ask return of the briefs or exceptions until early fall. Oral arguments normally would not be held for another 30 days. All this, it is presumed, would occur before the FCC itself formally began consideration of the committee's report.

The Senate committee began its inquisition into the Network-Monopoly Committee's report as an outgrowth of testimony previously given the committee by Col. Brown [BROADCASTING, July 1], relating to CBS stock transactions. After Mr. Colin and Judge Burns contested the accuracy of point after point raised in the FCC committee report, Senator Tobey waxed critical not only of the FCC but of the fitness of Col. Brown to serve on the Commission.

Again a Delay

The hearing—third since President Roosevelt nominated Col. Brown for another term—recessed July 10 until after the Democratic convention beginning July 15. Meanwhile, Col. Brown cannot function as a member of the FCC, since his term expired June 30. He has been recalled to active duty as a Lieutenant Colonel in the Adjutant General's office of the Army, however, with full pay of his grade, plus allowances.

Senator Tobey punctuated his observations of the Network-Monopoly report and of Col. Brown in particular with such statements as a display of "great ignorance of the report" by the man who served as acting chairman of the committee and that the committee was "one thousand per cent wrong" in its deductions on certain aspects of the CBS stock transactions.

Judge Burns stated repeatedly that many of the FCC conclusions were unwarranted by the evidence and that the general tenor of the report is misleading.



FIRST OFFICIAL VIEW of the station's new 50,000-watt transmitter in Hull, Mass., came July 3 to the entire staff of WBZ, Boston. The preview was included as part of a staff picnic celebrating the station's new Westinghouse management. Cross-legged and contented in center front is Vincent Callahan, new manager of WBZ-WBZA, Boston-Springfield.

Brown Hearing Draws Rebukes By Senators of FCC Actions

CBS Stock Transfers and Network-Monopoly Report Examined at Committee Session on Nomination

CONGRESSIONAL criticism of FCC actions and methods, revolving principally about the recent Network-Monopoly Report, continued July 10 as the Senate Interstate Commerce Committee held its third hearing on the renomination of Commissioner Thad H. Brown. Straying far afield from the nomination issue, the committee recessed July 10 until after the Democratic Convention—probably until July 29—at which time Col. Brown and other witnesses again will be called.

CBS Stock Issue

With Ralph F. Colin, CBS general counsel, in the witness chair, the committee aimed its shots at a moving target, starting with an attack on an alleged "stock-rigging deal" by CBS executives and then about-facing to allow CBS representatives the privilege of voicing their general disagreement with FCC conclusions in its network-monopoly study.

By the end of the session committee members, led by Sen. Tobey (R-N.H.), appeared inclined to shoot holes in many of the FCC conclusions, with Sen. Tobey laying the blame squarely at the feet of Commissioner Brown as acting chairman of the Chain-Monopoly Committee.

Since the committee indicated it had not yet finished with the subject, and recessed further hearings until after the convention, confirmation of the Brown appointment was further delayed until at least late in July. Meanwhile Commissioner Brown remained in his unique "powerless" position so far as the FCC was concerned. With his term of office having expired June 30 and confirmation of his new seven-year term delayed, he has been unable to participate in any official FCC matters since July 1. However, on June 28 Commissioner Brown was called back by the Army into active service as a Lieutenant-Colonel in the Judge Advocate General's department, where he has been on the reserve for the last 17 years. He assumed active duty July 1 and will serve the usual 20-day training period in accordance with the present trend of the defense emergency under which the Army is calling back all ranking reserve officers for active service.

Although Commissioner Brown himself was not on the stand, as at the two previous hearings June 12 and 21, questioning by the committee as usual was led by Sen. Tobey [BROADCASTING, June 15, July 1]. As the hearing started Sen. Tobey requested that FCC Chairman Fly be called to answer questions on the Network-Monopoly report. Chairman Fly appeared shortly, but the hearing was recessed before he was called upon to testify. Prefacing Mr. Colin's appearance, John J. Burns, CBS counsel during the network-monopoly hearings, pointed to "inaccuracies and false conclusions" in the FCC report and charged the report was "erroneous in fact and erroneous in conclusion".

Colin on the Spot

When Mr. Colin took his place at the conference table as the first witness put under oath in the proceedings, Sen. Tobey launched a 20-minute review of testimony leading up to the Colin appearance on behalf of CBS. As Sen. Tobey started reading a June 21 statement by Mr. Colin, replying to earlier testimony regarding the alleged "treasury raiding" activities of CBS executives, in which he branded the allegations false, he set off a storm among the few committee members present. Indignant members attacked Mr. Colin for perpetrating "an outrage on this committee and any member of it" by his "rash statements" attributing malice and ignorance of the facts to Sen. Tobey or other committee members, particularly when he chose to act upon a press service report alone without investigating the source of the charges further.

As comment on this incidental phase continued, Mr. Colin explained that he was appearing primarily to outline the allegedly questionable Paramount-CBS deal and asked that he be allowed to proceed on that subject, adding that after that was accomplished he would be glad to have his "ears pinned back" if it was still deemed necessary.

History of Transfers

According to Mr. Colin's explanation, before June, 1929, the stock of CBS was wholly owned by 17 persons, of whom William S. Paley was the largest single stockholder. Paramount-Famous-Lasky Corp., with an eye on the television field, approached CBS stockholders, and after negotiation Paramount agreed to buy and CBS' stockholders agreed to sell half their interest in CBS for $5,000,000.

Paramount's $5,000,000 offer was made contingent on CBS earning net profits of $2,000,000 in the two years following completion of the purchase. To establish the contingent price, Paramount agreed to pay the $5,000,000 by delivering 58,823 shares of its own stock, whose market value at that time was considerably under $5,000,000. It also agreed to buy this stock back at $85 per share, or $5,000,000, regardless of the open market price of the stock, if CBS did net the $2,000,000.

In order to sell half the CBS stock to Paramount, the one class

(*Continued on page 60*)

Dedication on July 27 Is Arranged By WBZ

WBZ, Boston, has scheduled formal dedication ceremonies July 27 for its new 50-kw. transmitter at Hull, Mass. Highlighting the opening day ceremonies will be the use of the new uranium "atomic power" element, U-235, to throw the new Westinghouse transmitting plant into regular operation for the first time. Special broadcasts and features will continue through the entire afternoon and evening both in WBZ's Hotel Bradford studios in Boston and at the new transmitter house at Hull.

In addition to the scientific features, the opening day ceremonies are to include parades and pageants, with entertainment by Boston radio artists, according to Vincent F. Callahan, WBZ general manager. Hull has proclaimed July 27 as WBZ Day and the town has indicated active participation in the dedication. The present transmitter at Millis, Mass., will be used until July 27. When the new transmitter goes into regular operation, the old plant will be taken over by the Government to serve as a monitoring post for the FCC, Mr. Callahan stated.



None like it Cold!

Now, more than ever, radio newscasts guarantee you an audience. Your CAB, your Hooper, your own private polls confirm this conclusively.

But in Northern California, newscasts guarantee you an audience out of all proportion to the population. For surveys prove that Pacific Coasters, more than other Americans, depend on radio for their news.

KGO & KPO newscasts, alone in their market, are serviced by *both* International News Service and United Press. KGO & KPO build loyal permanent news followers by such news features as Richfield Reporter—Sperry Flour Breakfast News—Kaltenborn—John Gunther—A.P. Flashes—European Roundup—A Reporter Speaks (North American Accident Insurance)—John Rapp Motors Radio Reporter.

As we go to press, KGO can still offer you (for time rates plus 28¾% program cost) an evening news strip with a four-figure test mail return. KPO has a day strip with equally impressive background.

If you have a message for this rich world's fair market, and for all Northern California, see your nearest NBC spot representative—and learn how easy it is to tell (and sell) all on San Francisco's most powerful stations.

Visit the KGO & KPO exhibit in the Hall of Electricity and Communications at the Golden Gate International Exposition.

KGO & KPO
SAN FRANCISCO
7,500 WATTS · 790 KC.—50,000 WATTS · 680 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · CLEVELAND · DETROIT · HOLLYWOOD · PITTSBURGH

AFRA Protests Communist Claim

Talent Union Asks Retraction From Rep. Lambertson

REPERCUSSIONS from New York headquarters of American Federation of Radio Artists followed a declaration by Rep. William B. Lambertson (R-Kan.) that George Heller, assistant executive secretary of AFRA, as well as other persons holding "key positions" in the theatrical profession, were Communists.

Mr. Heller on July 9 sent a telegram to Rep. Lambertson terming the statement "untrue", asking for "a public retraction" and attacking "irresponsible statements which damage the reputation of innocent citizens without at least giving such persons a fair chance to disprove scurrillous allegations".

Rep. Lambertson is a member of the House Appropriations Committee which last year banned theatre projects in the work projects program and this year turned down pleas of representatives of the theatrical profession to restore them. His statement, which also drew hot denials from other persons mentioned, appeared July 4 in the *Congressional Record.*

Recalls WPA Project

In his published remarks Rep. Lambertson declared: "When the WPA theatre project was killed last year, largely because of serious penetration by Communists, Congress assumed that the members of the profession would undertake a house-cleaning. Instead, as recently as last May 24, an avowed Communist, Sam Jaffee, was elected to the governing council of Actor's Equity Assn. While only a small minority (in Equity), the voting power is in the hands of Communists and fellow travelers in the New York City area, and there has been a growing rather than a diminishing trend of communistic influence in the theatre. Seven Communists are now on the governing council of Equity: Sam Jaffee, Philip Loeb, Emily Marsh, Hiram S. Sherman, Leroy MacLean, Edith L. VanCleve, and Alan Hewitt.

"Other key positions in the profession have been taken over by Communists. George Heller is now executive secretary and treasurer of the Radio Actors Guild. The new executive secretary of the American Guild of Variety Artists is Hoyt Haddock, a former CIO organizer of distinct Communist sympathies, whose appointment was protested by the AFL.

"House Joint Resolution 544 strikes Communists and Nazis from the relief rolls, but here is a situation where Communists are occupying high places in a profession which Congress would undoubtedly be glad to help if we had the means of weeding them out. Innocent and deserving actors and actresses all over the country are thus being penalized, and there will be no WPA theatre project as long as this condition is permitted to exist."

Mr. Heller's telegram to Rep. Lambertson stated:

"You were reported in the press as having stated that I am a Communist. This is untrue. The plain facts are that I am not now and never have been a Communist. This charge was evidently instigated either by a crank or someone with a selfish personal motive, intent on creating trouble.

"It is a scandalous condition that permits anyone to issue irresponsible statements which damage the reputation of innocent citizens without at least giving such persons a fair chance to disprove scurrillous allegations. In times such as these, one would think that men who hold high positions in our democracy bound to act with scrupulous responsibility and regard for the truth. In this spirit, I ask you to issue a public retraction of your completely unfounded charges."

Free Rein to Cover Plattsburg Camp Is Granted to Broadcasters by Army

THE CHANGED public attitude on military subjects will make this year's radio coverage of the annual Army maneuvers in the Plattsburg-Watertown area in upper New York State to be held Aug. 3-31, a far more difficult task than it was a year ago, it was pointed out at a meeting July 2 of some 25 representatives of national and regional networks and local New York stations with Army officials at Second Corps Area Headquarters on Governors Island.

A year ago the maneuvers formed a spectacle or military show to be broadcast principally as entertainment, the broadcasters stated, but this year, they declared, the encampment will be viewed much more seriously as a part of our national defense program, making the selection and presentation of broadcast material a serious responsibility for the broadcaster.

No Censorship

Several of those present felt that the Army should relieve the broadcasters of this responsibility by itself selecting the subject matter to be broadcast and assigning certain broadcasts to the several stations or networks. Spokesmen for the Army, however, said they had no authority over radio and could not invade the province of the FCC by assuming any, adding that they had the utmost confidence in the broadcasters' knowledge of their audiences and in their ability to arrange programs from the maneuvers that would give the public a true picture of the present status of our military forces.

Outlining the tentative schedule of the maneuvers and the wire and other facilities available for the use of broadcasters, Capt. Edward J. F. Glavin, assistant public relations officer, said that every possible assistance would be given radio and the press and that there would be absolutely no censorship restrictions, with every reporter and commentator free to "see what he wants to see and to say what he has seen."

There are ample telephone facilities to permit as many direct pickups from camp headquarters as desired, he said and anyone wishing to run special wires to other points in the maneuvers area will be permitted to do so. Twice-daily plane service between the camp and New York City will be provided by the Army for use by broadcasters and the press and these planes may also be used to ship transcriptions made on the grounds to the city for distribution to stations wishing to cover the maneuvers in that way.

Capt. Glavin stressed that each station must plan and arrange its own programs, adding that the information staff will serve stations with the same news released the news services and at the same time, mailing or wiring this news at the station's expense. The Army, he declared, will not attempt to compete with the regular news services by furnishing any special news to stations not subscribing to those services, or by serving them via Army wires without charge.

Cost of Coverage

In discussing the best means of covering the event, the non-network stations were concerned with the financial angle. The cost of a direct wire from WMFF, Plattsburg, which was said to have offered the use of its facilities to any other station for the maneuvers coverage to New York, was reported at $745 for a daily quarter-hour for the month. Transcriptions seemed the most feasible method for most independent stations to cover the event, and Capt. Glavin pointed out that this method provided the means for many exclusive shows, as many of the important parts of the maneuvers occur at hours not suitable for simultaneous broadcasting or at locations which it would be unduly difficult or costly to reach by wire.

All broadcasters present agreed on the importance of giving the public adequate information about the maneuvers, which will be the largest, involving some 100,000 members of the Regular Army, National Guard and Organized Reserves from the 12 northeastern States and the District of Columbia, and the longest—three weeks instead of the usual two—ever staged in this country in peace time. But no definite plan for this coverage had been decided as the meeting adjourned.

Maj. Russell Lyons, of the Engineering Corps, has been placed in charge of radio publicity, assisted by two reserve officers, Maj. John Holman, general manager of KDKA, Pittsburgh, and Capt. Dorsey Owings, president of Portable Electric Power Corp., New York. Major Lyons and Capt. Owings were present at the meeting, which was attended by representatives of NBC, CBS, WOR-MBS, New York Broadcasting System, Quaker Network, WAAT, WINS, WEVD, WNYC, WHN, WNEW, WMCA, WOV, WHOM.



A SUITABLY-GARBED quartet representing WOKO-WABY, Albany, N. Y., is entered in the Albany division of the 1940 World's Fair Barbershop Quartet Contest, performing under the banner "Radio Centre Four". Recently the four mounted tandem bikes and rode through downtown streets right into the Ten Eyck Hotel to appear at a Rotary lunch. The four (l to r) are Jim Nolan, Tip Corning, Carl Mattison and Walt Cummings.

Irvin Stewart Is Named To Defense Committee

APPOINTMENT of Dr. Irvin Stewart, former member of the FCC, as secretary of the National Defense Research Committee designated by President Roosevelt to coordinate scientific work on problems relating to national defense, was announced July 2 by the committee at its first meeting. Now director of the Committee on Scientific Aids to Learning of the National Research Council in New York, Dr. Stewart served on the FCC from its inception July 11, 1934 until June 30, 1937, when he resigned to assume the educational post.



Dr. Stewart

Dr. Stewart was chairman of the FCC Telegraph Division under the former Commission organization, but also participated in a number of important broadcast proceedings. Dr. James B. Conant, president of Harvard, is chairman of the Committee on Scientific Aids to Learning, as well as a member of the Defense Committee. Dr. Vannevar Bush, chairman of the Defense Committee, is a member of the Scientific Committee.

Johnson Wax Spots

S. C. JOHNSON & Co., Racine, Wis., on July 8 started a test campaign for its new product, Wax-O-Namel, with five weekly one-minute live announcements on WSB, Atlanta, and WTMA, Charleston, S. C. Contracts of undetermined length. Needham, Louis & Brorby, Chicago, handles the account.

Union Sues Winchell

SUIT for $1,000,000 was filed June 29 in New York Supreme Court against RCA, NBC, Walter Winchell, the Andrew Jergens Co., and the *New York Daily Mirror* by Joseph Curran, president of the National Maritime Union. Curran alleges that Winchell on his June 9 NBC-Blue program, sponsored by Jergens, and in his *Mirror* column the following day, charged that "numerous" members of the Union were Communists, were conspiring against the United States and were attempting to undermine American principles.



as PM would say

WMCA

Escape *to* WMCA for *comprehensive* news

Johannes Steel
Eugene Lyons
Elliott Roosevelt
Gabriel Heatter
Sidney Mosely
and
INS News Service

FIRST ON YOUR DIAL

NEW YORK

Parents' Survey Reveals Antipathy Toward Thrillers

Youngster Found to Prefer Programs of Adult Type

THAT children are turning more and more away from the gangster, "gun-shooting," and "thriller" type of radio program seems to be the outstanding conclusion reached in a survey taken by the United Parents Assns. of New York, based on replies to 60,000 questionnaires sent to children in 21 selected schools of Greater New York, as well as to their parents and teachers.

The children, ranging in age from kindergarten through the first year of high school, reported that such super-thrillers as *Gangbusters, The Shadow* and *Superman* "are unbelievable and frighten them too much", although almost half of the group liked such adventure programs as *Lone Ranger* and *Sky Blazers*, or such mysteries as *The Adventures of Ellery Queen* and *I Love a Mystery.*

No Romantic Strips

Asked why they preferred certain types of programs, the children said they liked to listen to a program which is entertaining, humorous, adventurous or educational. Preferred quiz programs included *Professor Quiz, Information Please* and spelling bees, while educational votes were mainly for *Cavalcade of America.* Approximately 13% dislike the serials concerned with love and family life, listing such programs as *Second Husband, Stella Dallas, Johnson Family* and *Good Will Hour* as too mature for them, although broadcast at convenient listening hours. The younger children like *Uncle Don,* but 19% voted against that type of "children's program" along with *Little Orphan Annie* as "silly, insincere and not true to life". Charlie McCarthy received many votes because "he is good fun and uses good English", and *One of the Finest* and *Five Star Final* were favorites because of their "right-up-to-the-minute" events.

With stories and plays as the most popular types, the children suggested more programs during the hours of 4-8 p.m., including dramatizations of Bible stories, fairy tales, historical events, lives of famous people and an *Information Please* for children.

Almost 80% of the programs not approved by parents are adventure and "thriller" types, including those disliked by the children, such as *Green Hornet* or *The Adventures of Sherlock Holmes.* Parents find such broadcasts "over-excite children, influence their language and create gangster worship." Parental suggestions were similar to those of the children, in addition to asking for more vocational guidance on the air, less "boxtop" advertising, and more theatre-play programs produced by and for children.

Aid to Education

To improve juvenile programs, 95% of the parents said they were willing to write sponsors and agencies commenting on both good and bad programs; 85% are willing to purchase products promoted on approved programs, and 100% are willing to spread knowledge of approved programs and encourage their children to listen to them.

Approximately 92% of the teachers questioned approved the discussion of radio programs in the classroom. Radio listening, they voted, creates good general listening habits, stimulates interest and curiosity, promotes research skill, develops appreciation of poetry, music and drama, and gives a child a better background to discuss topics intelligently.

The teachers also voted against the over-stimulation of mystery and thriller stories as creating an unhealthy interest in melodrama and the sensational. They suggested that broadcasting companies should cooperate with schools in compiling approved program lists, and that radio should be correlated with school work with discussion in class and at home.

According to Mrs. Nathanial Singer, chairman of the UPA radio committee, the 1940 survey, which received a 100% response, shows how radio has become an accepted and important factor in the home, as compared to 1938 when UPA sent out a similar survey which was rejected by numerous parents entirely because they had no radio and therefore "no radio problem".

Guestitorial

WOMEN, CHILDREN AND RADIO

By SABRA HOLBROOK
Executive Director, Youthbuilders Inc.

WOULD-BE G-Men in their teens are hanging out the crepe these days for the passing of their favorite radio program, *Gangbusters.* According to press reports, this program was scared off the airwaves by pressure from organized parents.

Meanwhile, a St. Louis judge had blamed the delinquency of six boys on *Gangbusters,* by which the youngsters (with their backs to the wall and eager for any alibi) admitted being influenced . . . The Directress of the Children's Theatre, in New York, claims that current juvenile radio teaches children to think in terms of arson and murder . . . In Bridgeport, Conn., five children's programs are discontinued, as a result of local pressure . . . At almost every national meeting held by prominent women's organizations, children's programs receive an increasing quota of scathing denouncement.

Not Exciting Enough

Several of these organizations have recently gone "scientific". They have been engaged in conducting "surveys" about *children's* radio, largely among *adults.* The United Parents Associations of New York City, however, sensibly believing that children's own opinions are important, has surveyed children, with results reported in the adjoining column.

United Parents says that children don't like "crime" programs anyway. If by "crime" programs, they mean the average sponsor's idea of a typical juvenile thriller, they are right. Surveys undertaken among children in all parts of the country prove youngsters over ten are listening to *adult* programs. But the reason is not because children agree with their parents that crime stories are too exciting—*Gangbusters'* popularity indicated the contrary. The reason is that children do not find most *juvenile* programs exciting enough. *Gangbusters,* remember, was an adult program.

Most sponsors try to interpret the interests of children in the light of reflections about the "old swimming hole". But the environment of childhood has been streamlined since the days of Tom Sawyer. Newspaper headlines which scream of bombs dropped from the clouds and torpedoes shot from the depths of the ocean make the pulp-thrillers we used to read surreptitiously in the back yard look like sissies!

Truth today is not only stranger but more urgent than fiction. It is brought home to us still blistered with the flame of battle and wet with the blood of the dead. Small wonder the modern child switches his dial from the adventures of *Orphan Annie* to the commentator speaking direct from Europe—doubtless with the fervent hope that the commentator may be interrupted by a blackout or an air-raid siren!

Widening the Gap

When the haul between the chrome office of an advertising agency and the heart of a child is such a long one, it is unfortunate that those who might best serve to bridge the gap, namely parents and teachers, seem to be engaged in making it wider. There *is* a connection between children's somewhat morbid passion for the news, and a passion for building a world in which the news is good. Radio is one instrument which can be used to help children make that connection. According to children themselves—some 8,000 of them—*Gangbusters* taught that "the crook always get caught". It taught this lesson with reference to actual cases. It was an example of constructive realism.

Juvenile radio gives nightmares to more sponsors than children. There remain only seven commercial network programs for youngsters, these mainly consisting of wishy-washy clap-trap which would insult the intelligence of a lap-dog. Why don't parents and teachers concentrate on broadening rather than narrowing this field? The problem of what may be unsatisfactory will solve itself when more attention is paid to children's own preferences in building children's programs. Work toward this objective offers crusaders an opportunity to be of real service to the up-and-coming generation.

MEREDITH WILLSON, Hollywood musical director of the NBC *Good News of 1940,* sponsored by General Foods Corp., (Maxwell House coffee), has been signed to score and orchestrate Charlie Chaplin's Production No. 6. It is his first film assignment. Willson also conducts the weekly *Meredith Willson's Musical Revue,* which started on 82 NBC-Red stations, July 2, under sponsorship of S. C. Johnson & Son (floor wax), as a summer substitute for *Fibber McGee & Molly.*

Young Listeners Like Adult Fare

Ohio U Discovers Juvenile Programs Less Popular

CHILDREN of junior high school age tend to prefer adult radio fare rather than juvenile programs, according to results of a study made by the Evaluation of School Broadcasts at Ohio State U, Columbus. The research organization asked 551 students at Grover Cleveland Junior High School, Zanesville, O., to name their five favorite radio programs. Of 21 programs mentioned most frequently, only two were classed as juvenile—*The Lone Ranger* and *Jack Armstrong*—the other 19 were adult features.

On the 551 preference lists 325 different programs were mentioned at least once, and no single program was named as a favorite by as many as 50% of the students. The Jack Benny show, named by 207 pupils as one of their five favorites, was listed most frequently, with *Mr. District Attorney, Kay Kyser's Kollege of Musical Knowledge* and Edgar Bergen - Charley McCarthy following in that order.

Other Favorites

Highest ranking program with strictly juvenile appeal was *Jack Armstrong,* in fifth place and named by 119 students. *The Lone Ranger* ranked 10th, preceded by *The Aldrich Family, Fibber McGee & Molly, One Man's Family* and Horace Heidt's *Pot o' Gold.* Jack Benny polled more votes among boys than girls, as did the other top-ranking comedy programs, detective thrillers and adventure programs. Kay Kyser, *Pot o' Gold* and script shows dealing with love and family problems were chosen more frequently by girls.

Differences in preference between various school grades also appeared, with juvenile program popularity appearing to decline steadily with both boys and girls from the 7th to 9th grades. Jack Benny tended to decline in popularity with girls as the grade increased, but remained relatively constant with boy students, while Kay Kyser grew more popular with both boys and girls as the grade increased. In the particular school, 97% of the students indicated they had at least one radio in their homes. Only 1% said they had no radio, with the remaining 2% failing to answer the question. About 75% said their radios were turned on most of the time.

The following programs were named among their five favorites by at least 25 of the 551 students canvassed:

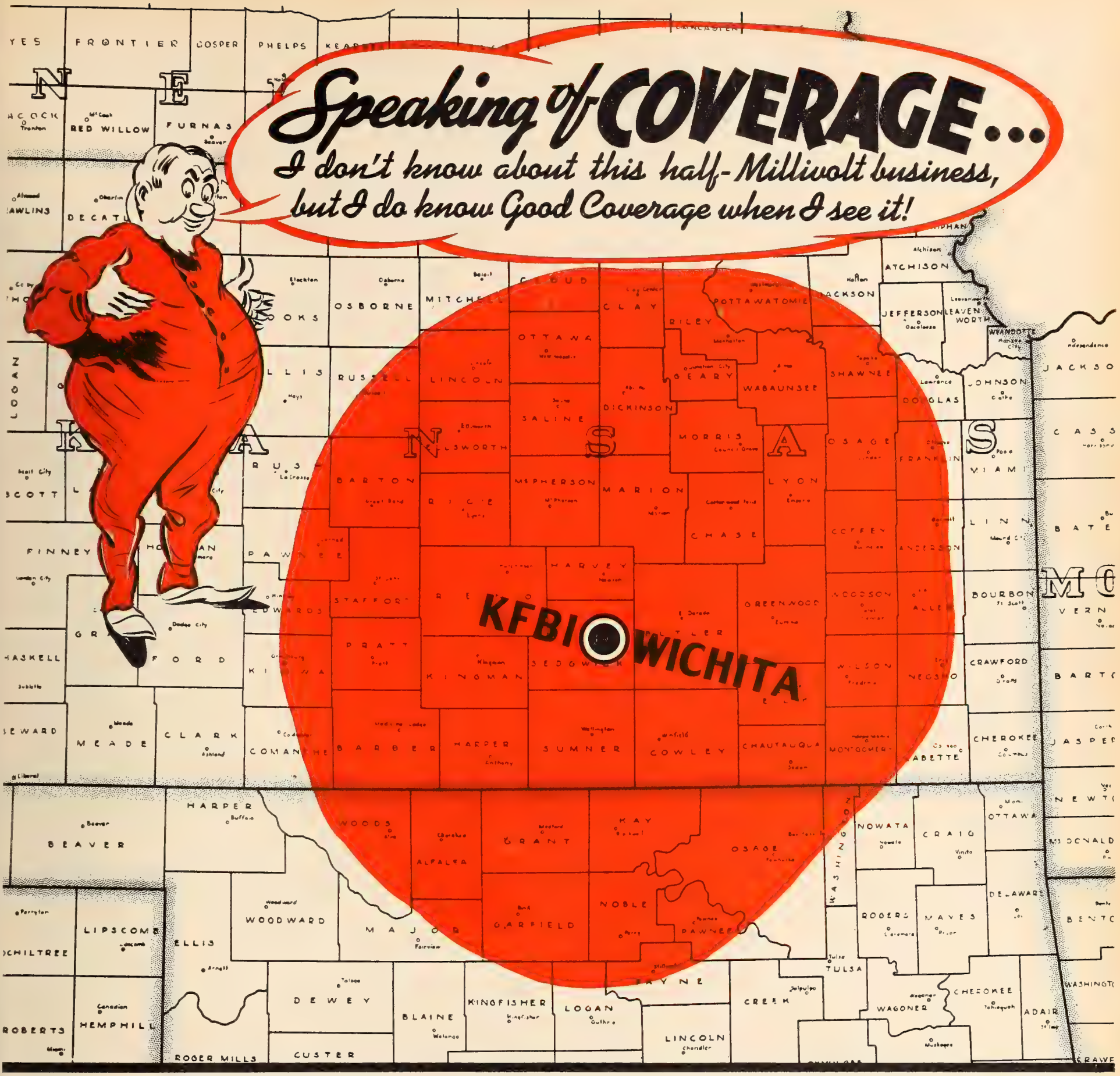
Jack Benny, named by 207 students; Mr. District Attorney, 159; Kay Kyser, 125; Charley McCarthy, 123; Jack Armstrong, 119; The Aldrich Family, 115; Fibber McGee, 108; One Man's Family, 79; Pot o' Gold, 67; The Lone Ranger, 65; Bob Hope, 64; Sherlock Holmes, 63; Big Town, 50; Good News of 1940, 43; Lowell Thomas, 43; Those We Love, 38; Battle of the Sexes, 39; Midstream, 37; The Green Hornet, 35; Kitty Keene, 27; Hit Parade, 25.

Willie Howard Joins Kate

WHEN Kate Smith returns to CBS on Sept. 20 with her evening variety hour, sponsored by General Foods Corp. for Grape Nuts, Willie Howard will be the featured comedian on the program, replacing Abbott & Costello. Also with Miss Smith will be Ted Collins, Jack Miller's Orchestra, Ted Straeter's Chorus and Andre Baruch. Young & Rubicam, New York, handles the account.

Speaking of COVERAGE...

I don't know about this half-Millivolt business, but I do know Good Coverage when I see it!



KFBI covers Kansas like Grandpa's famous "Red Flannels" covered him . . . **from head to heel!**

And, KFBI's coverage will warm up your sales in Kansas in just the same, sure-fire way the red flannels warmed up Grandpa . . . for KFBI is STAFFED FOR SELLING!

The .5 millivolt contour above shows how KFBI covers Kansas and northern Oklahoma. 52 counties lie within this area . . . nearly 250,000 radio homes are in these counties. **And that is nearly twice as many half millivolt counties as any other Wichita radio station claims!!!**

In addition, you get a great PLUS COVERAGE (not shown on map) which brings volume mail regularly from all the other counties in Kansas . . . PLUS more than 35 counties in Oklahoma based on mail received during the first two months of operation in Wichita.

To do a bang-up, effective selling job in Kansas at least cost, put on the "Red Flannels" of KFBI's intensive coverage of this great, prosperous market.

Let KFBI go to work for YOU!



KFBI
WICHITA

Pioneer Voice of Kansas

5000 WATTS on 1050 Kc. . . . Affiliated with Mutual Broadcasting System and Kansas State Network. Represented by Howard H. Wilson Company.



Which would YOU *use—*

Sprinkling Can or Thimble?

● It takes a heap o' water to make the flowers bloom. And it takes a heap o' coverage to make the rich Omaha market bloom for YOU. It's a big market embracing 816,690 radio homes—extending into six fertile farm states. And it's a rich market, with nearly two billion dollars of spendable income every year!

There's only one medium that provides thorough, intensive coverage of the entire Omaha trade territory. It's radio station WOW. Include WOW in your fall schedules. You'll reach more homes, in more counties, with more money to spend. Remember, if you want the Omaha market, you want WOW.

John J. Gillin, Jr., Manager . . . Owned and Operated by the Woodmen of the World Life Insurance Society . . . John Blair & Company, Representatives . . . On the NBC Red Network . . . Write for Comprehensive Surveys and Maps.

RADIO STATION

WOW

OMAHA, NEBRASKA

5,000 Watts Day and Night on 590 KC Covers the Omaha Market

FCC Strengthens Emergency Rules

Clarifies Status of Amateur And Commercial Operators

IN LINE with its effort to minimize danger of improper use of radio facilities during the war emergency, the FCC July 5 announced adoption of new rules to strengthen and make more definite prohibitions respecting conduct of commercial and amateur radio operators.

Under the new provisions the Commission said it clarifies its authority to prosecute as well as suspend licenses in cases of violation. Rules adopted to supplement those governing commercial radio operators are as follows:

Sec. 13.64 *Obedience to lawful orders.* All licensed radio operators shall obey and carry out the lawful orders of the master or person lawfully in charge of the ship or aircraft on which they are employed.

Sec. 13.65 *Damage to apparatus.* No licensed radio operator shall willfully damage, or cause or permit to be damaged, any radio apparatus or installation in any licensed radio station.

Sec. 13.66 *Unnecessary, unidentified, or superfluous communications.* No licensed radio operator shall transmit unnecessary, unidentified, or superfluous radio communications or signals.

Sec. 13.67 *Obscenity, indecency, profanity.* No licensed radio operator or other person shall transmit communications containing obscene, indecent, or profane words, language, or meaning.

Sec. 13.68 *False signals.* No licensed radio operator shall transmit false or deceptive signals or communications by radio, or any call letter or signal which has not been assigned by proper authority to the radio station he is operating.

Sec. 13.69 *Interference.* No licensed radio operator shall willfully or maliciously interfere with or cause interference to any radio communication or signal.

Sec. 13.70 *Fraudulent licenses.* No licensed radio operator or other person shall obtain or attempt to obtain, or assist another to obtain or attempt to obtain, an operator's license by fraudulent means.

HANNA IS MANAGER OF CORNELL'S WHCU

WITH WESG reverting to Cornell University management and operation [BROADCASTING, May 15], Michael R. Hanna, formerly of WIBX, Utica, has been named general manager, and the station's call letters have been changed to WHCU. The station now is operating from the Cornell campus at Ithaca, N. Y., having moved from Elmira where it had been operated under lease by the *Elmira Star-Gazette*, Gannett newspaper. It retains its CBS affiliation and will continue to operate on a commercial basis.

Lew Trenner, who has been local sales manager of WIBX and formerly was sales promotion manager of WFIL, Philadelphia, has been appointed commercial manager. Sidney Ten Eyck, former program director of WIBX, is the new program director. Mr. Ten Eyck also was formerly with WSMK, Dayton [now WING] and has served in various capacities with WLW, WCKY, WMAL and WCAU.

The new WHCU is being engineered by members of the staff of the Cornell School of Electrical Engineering. It is planned to construct a new transmitter on the campus this fall.

A NEW partnership setup at WAGF, Dothan, Ala., has been consummated, subject to FCC approval, with Horace Hall scheduled to become one-fourth owner. At present the station is owned by a partnership comprising Julian C. Smith, manager; Fred C. Moseley, commercial manager, and John T. Hubbard, chief engineer.



ON HAND when the Westinghouse *Musical Americana* program shifted from Pittsburgh to New York with the July 2 broadcast were officials of Fuller & Smith & Ross, the agency, and NBC. Program is heard Tuesdays on the Blue, 9-9:30 p.m. Lined up are (l to r) Allen Billingsley, agency president; Charles E. Phelps, NBC sales; Kenneth L. Watt, F&S&R producer and program m.c.; Keith Kiggins, NBC-Blue sales manager; Milton J. Cross, NBC announcer; Raymond Paige, orchestra conductor.

A STUDIO WITH TRICK WALLS

Slanted and Curved Surfaces, With Adjustable 'Acoustivanes', Mark CBS Annex

WALLS slanted and curved so that no two sides are exactly parallel, a ceiling broken by numerous ridges, "acoustivanes" of polished wood covering a part of each wall and backed up by nine different degrees of sound-absorbing material are among the more novel features of the first studio to be completed in the new CBS studio-annex at 49 E. 52d St., New York [BROADCASTING, Feb. 1]. First of seven studios which, with a floor of offices, will occupy the building which is just across the street from the main CBS Building, was dedicated without ceremony July 1 by a broadcast of *So You Think You Know Music*, sustaining quiz program.

Purpose of the unusual construction, as explained by C. R. Jacobs, CBS construction engineer, is to enable the purest possible reproduction of sound by eliminating reflections set up by parallel surfaces and permitting any desired degree of liveness. The "acoustivanes", operated from a panel in the control room, may be completely closed, giving extreme brilliance to the tones, or opened at various angles for different degrees of liveness.

"This studio was designed to permit the director to get the utmost out of his actors, and musicians," Mr. Jacobs stated. "If there are ten violins in the orchestra, the listener will hear ten violins, not just two or three. If an effect of a chorus singing out of doors and then entering a room is wanted, it can be easily achieved by gradually closing the acoustivanes."

Howard Barlow, conductor of the CBS Symphony Orchestra cooperated with Mr. Jacobs in designing the new studios. The other studios in the building are expected to be completed and put into use within a month.

Camel Band Series

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., on July 11 started *Dixieland Music Shop*, a new series for Camel cigarettes starring Bob Crosby's Orchestra, formerly heard on the *Camel Caravan* program, on NBC-Red, Saturdays at 10 p. m., period filled by *Uncle Ezra* since July 13. The *Music Shop* is heard on 52 NBC-Red and Blue stations, Thursdays, 7:30-8 p. m., except on WJZ, New York, when it is presented at 9 p. m. Also featured is Bonnie King, singer. Agency is William Esty & Co., New York.

More Church Spots

NATIONAL COMMITTEE for Religious Recovery, New York, has added ten stations to the list carrying its thrice-weekly "Go to Church" spot announcements [BROADCASTING, June 15]. New stations include WOV, New York; WCNW, Brooklyn; WMBD, Peoria; WMGA, Moultrie, Ga.; WCLS, Joliet, Ill.; KOIN and KALE, Portland, Ore.; WLAP, Lexington, Ky.; WQDM, St. Albans, Vt., and WFBL, Syracuse.

Hit by Lightning

WHEN lightning struck a telephone cable near the transmitter, forcing WIBX, Utica, N. Y., off the air recently, the entire staff rushed to the studio to help get the station back on the air via shortwave pickup. E. K. Johnson, business manager, took charge at the transmitter and Program Director Elliott Stewart at the main studios. Engineer Fred Hoffman, assisted by Announcers Mike Carlo and Jack Hamilton, connected the shortwave truck, WAIJ, to the console. At one point Bob Mahaney, Socony newscaster, and Doc Merna, Cities Service sports announcer, broadcast near the truck outside the studios. Although repairs took two days, a temporary line was rigged up by 9 p.m., and only one commercial was lost. The listening audience was believed larger than usual because of interest in the novel operation.

MAGAZINE ARTICLE CITES FM GROWTH

A LOOK into the past, present and future of FM broadcasting was afforded the layman in an article in the *Saturday Evening Post* for July 6, written by Samuel Lubell, Washington freelance writer. Focused on the recent FCC authorization of commercial FM operation, the story, "Comes the Radio Revolution", traces pioneering FM experiences of Maj. Edwin H. Armstrong, inventor of the Armstrong system of FM transmission, John Shepard 3d, president of the Yankee Network, and Paul A. deMars, Yankee vice-president and technical director, as well as other FM personages.

Reciting the apparent advantages of FM over AM broadcasting, among them noise reduction and higher fidelity, Mr. Lubell developed as the principal factor of uncertainty the economic problem posed by displacement of present AM transmitters and receivers with FM apparatus. Part of the uncertainty lies in whether listeners would appreciate the staticless, high-fidelity virtue enough to sink money in more expensive receivers, the article stated, with the FM operator facing the old chicken-or-the-egg riddle in attracting advertisers. Economic considerations form the chief case against FM, Mr. Lubell declared.

A novel slant on FM operations concluded the article:

"Ironically, FM also carries with it the possibility of totalitarian radio censorship. Because FM stations automatically erect a wall against one another, if the United States went completely FM, it would be a simple matter for the Government to wall out of this country any foreign broadcast. Hitler, to prevent Germans from listening to disturbing broadcasts from other countries, had a special 'folk's' radio built, too weak to pick up signals outside of Germany. FM would have done the job more effectively."

Full-fidelity FM Studio Is Constructed by WOR

CLAIMING the first full-fidelity studio built expressly for FM operation, WOR, Newark, plans to start operating its FM station, W2XOR, about July 20 from its new site at 444 Madison Ave., in New York. WOR's largest studio is being rebuilt with Western Electric audio facilities capable of a flat frequency response of 30 to 15,000 cycles and a total harmonic distortion of less than .5%.

The new system is to have a universal signal-to-noise ration of 55 to 60 decibels, or a power ration between signal and background noise of 1,000,000 to 1. With the shift of W2XOR from Carteret to Madison Ave., WOR has added two engineers specializing in FM to its staff—Reinhardt E. Rast, formerly of Guardian Mfg. & Supply Co., Branford, Conn., and Joseph A. Waldschmitt, research fellow of Lehigh U.

ASHMEAD SCOTT, Hollywood writer-producer of the CBS *Blondie* series, sponsored by R. J. Reynolds Tobacco Co. (Camel), has invented a combination cat scratcher, amusement wheel and catnip machine to divert his cat Clarence from clawing upholstered furniture. He plans to patent the device.

AP and Stations Talk Sponsorship

Negotiations Declared to Be Proceeding Satisfactorily

NEGOTIATIONS with a number of radio stations for the commercial radio news service now offered by the Associated Press are reported as "progressing satisfactorily" by radio spokesmen at AP headquarters in New York, but no contracts have been signed since that with WNEW, New York [BROADCASTING, July 1]. Nor are there any developments in the AP's plan of liberalizing its radio policies which can be talked about at this time although on this line, too, satisfactory progress is reported.

Major consideration of AP radio executives is directed towards the formulation of a method whereby AP news may be made available to the nationwide networks under commercial sponsorship, and it is expected such a step will be announced by fall, if not earlier. Another pressing problem is that of supplying to its radio-affiliated members a news service specially processed for radio, which many AP members have requested.

Commercial Clients

Following is the full list to date of newspapers taking AP commercial radio reports and the radio stations used for their broadcasts [asterisk indicates no newspaper ownership identified with station; all other stations owned in whole or part by newspapers indicated]:

ALABAMA—Birmingham News (WSGN).

CONNECTICUT — Waterbury American (WBRY); Waterbury Republican (WBRY).

FLORIDA—Jacksonville Journal (WJHP); Pensacola News-Journal (WCOA); Ocala: Perry newspapers (WTMC); Panama City News-Herald (WDLP).

ILLINOIS — Aurora Beacon News (WMRO*); Decatur Herald (WSOY); Springfield State Journal (WCBS).

IOWA—Des Moines Register & Tribune (KRNT).

KANSAS — Coffeyville Journal (KGGF); Salina Journal (KSAL).

KENTUCKY — Owensboro Messenger (WOMI); Owensboro Inquirer (WOMI).

MICHIGAN—Sault Ste. Marie Evening News (WSOO).

MINNESOTA—St. Cloud Times (KFAM).

MISSOURI—Poplar Bluff Daily American-Republic (KWOC); St. Louis Post-Dispatch (KSD).

NEW JERSEY — Atlantic City Press (WBAB).

NEW MEXICO—Roswell Record (KGFL*).

NEW YORK—New York Herald-Tribune (WQXR*); Poughkeepsie Evening Star & Enterprise (WKIP); Poughkeepsie Eagle-News (WKIP); Niagara Falls Gazette (WHLD); New York Daily News (WNEW).

NORTH DAKOTA — Bismarck Tribune (KFYR*).

OHIO—Columbus State Journal (WBNS); Cincinnati Times-Star (WKRC); Cincinnati Enquirer (WKRC*).

OREGON — Roseburg News-Review (KRNR).

SOUTH CAROLINA—Charleston News & Courier (WTMA).

TEXAS—Houston Post (KPRC); Pampa News (KPDN); Vernon Daily Record (KVWC).

VERMONT — Burlington Daily News (WCAX).

VIRGINIA—Newport News Press (WGH); Newport News Times-Herald (WGH).

WEST VIRGINIA—Bluefield Sunset News (WHIS); Huntington Advertiser (WSAZ).

WISCONSIN — Milwaukee Journal (WTMJ).

ALASKA—Fairbanks News-Miner (KFAR).

METROPOLITAN LIFE INSURANCE Co., New York, has renewed for 13 weeks its schedule of 12-weekly one-minute announcements on WLS, Chicago. Young & Rubicam, New York, is the agency.

LIVING TRADEMARK FOR WINE

'I Go Queeck Get My Citizen Papers' Becomes Symbol for Chateau Martin Line

ORIGINATED on the radio to give the public real entertainment instead of merely using the spot announcements as a dramatized commercial, Gaston, with his increasingly popular phrase "I go queeck get my citizen papers" has become the living trademark for Chateau Martin wines, which have been promoted through spot announcements by Eastern Wine Corp., New York, since 1937.

More than half of the company's one-minute spots used on stations throughout the country are taken up with the antics of Gaston, a "vaudevillian" Frenchman who is continually finding delight in American ways, customs, and of course, American wines. With a marked French accent and in broken English, Gaston tells listeners how intriguing are American ways, ending with, "America—she have everything—I go queeck get my citizen papers." The basic sales idea is that Gaston, as a Frenchman, values Chateau Martin, an American wine, over the wines of his own country.

According to H. C. Morris & Co., New York, the agency handling the account, the expression has become so popular that it is used extensively by grownups as well as children instead of saying "Good-bye", the word-of-mouth promotion increasing sales accordingly.

A personal note has been injected into the announcements lately with the appearance of "Gaston" at various public events in New York City. Dressed meticulously in frock coat and topper, his mustache waxed to a point and a carefully groomed goatee, Gaston carries a portable radio about with him, which is always tuned to one of the New York stations carrying the Chateau Martin announcements. The part of "Gaston" is played by various actors according to the type of situation in which Gaston finds himself, while Ray Winters and Jackson Beck are his spokesmen on the spot announcements.

SITE AND SOUND

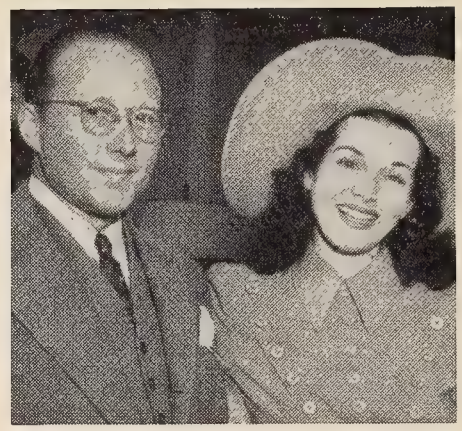
KSFO Blends Movie, Radio Program Ideas

KSFO, San Francisco, has evolved a successful radio production technique for its weekly *Your California* series by combining the movies' plan of "location shooting" with transcription of each "take". At the end of the program's first 13 weeks on July 1, KSFO Manager Lincoln Dellar announced continuation of the feature, using the same production plan evolved by Robert W. Dumm, KSFO special events director, and Tro Harper, producer-writer.

Using a special events car carrying portable transcription equipment, the crew each week visits whatever distant spots are covered in the script plan—a forest, dam, factory or any point of interest in the State—and transcribes commentaries on the spot. Back in the studios the pickups are edited and put together into a 29½-minute continuity, with commentaries giving the illusion of switches for pickups from one end of the State to the other. The actual sound of a sawmill or a geyser is thus heard on the series, rather than a studio sound effect—and at a fraction of the cost of direct-wire pickups. The sustaining feature has become a big fan mail draw on the station. The crew handling pickups, in addition to Dumm and Harper, includes Engineers Al Towne and Allan Kees.

Sweetheart Spots

MANHATTAN SOAP Co., New York, which sponsors Mrs. Eleanor Roosevelt on 46 NBC-Red stations, Tuesdays and Thursdays, 1:15-1:30 p. m., is discontinuing the series after the broadcast of July 25, and plans to start a spot campaign in the interests of Sweetheart soap about the end of August. No further details have been arranged, according to Franklin Bruck Adv. Agency, New York, agency in charge.



STATION and star were enthusiastic over the results of the recent personal appearance of Charlotte Manson, feminine lead of *Society Girl*, CBS serial sponsored by Corn Products Sales Co., in Columbus. Miss Manson was guest at a host of parties and participated in several broadcasts on WBNS, CBS outlet in Columbus. Here she chats with R. A. Borel, manager of WBNS.

Wons for Hall Bros.

HALL BROS. PRINTING Co., Kansas City (greeting cards), on Oct. 13 will start a 26-week schedule of thrice-weekly quarter-hour programs featuring Tony Wons on 22 NBC-Red and Blue stations. Programs will be heard Tuesdays, Thursdays and Sundays with time not as yet set. Same sponsor tested Wons for 26 weeks on WMAQ ending some months ago. In addition to Wons, Irma Glen, organist, will be heard on two shows weekly with Shirley Sadler, singer, being included on Sunday programs. Henri, Hurst & McDonald, Chicago, handles the account.

Cream of Wheat Spots

CREAM OF WHEAT Corp., Minneapolis, has started a 13-week schedule of thrice-weekly quarter-hour shows on WBZ-WBZA, Boston, and WHK, Cleveland. BBDO, Minneapolis, handles the account.

New Hot Springs Station, KWFC, Now on the Air

HEADED by Howard A. Shuman, partner of Clyde E. Wilson, local furniture dealer, in the ownership of Hot Springs Broadcasting Co., the new KWFC, Hot Springs, Ark., authorized for construction a year ago this month, is now in fulltime operation, according to Mr. Shuman. The station occupies modern new offices and three studios located in the new Malmo Music Hall, big local theater. It is equipped with a Western Electric transmitter and 200-foot Blaw-Knox tower.

Mr. Shuman is former commercial manager of KTHS, Hot Springs, and at one time owned part of WHBB, Selma, Ala., in company with S. A. Cisler, now manager of WGRC, New Albany, Ind. He announced his staff as follows: Frank Rough, formerly of KBIX, Muskogee, Okla., commercial manager; Jack Wolver, formerly of KTHS, Shreveport, and KCMO, Kansas City, program director; Ward Hatcher, in charge of dramatics and continuity; Chester Doll, formerly of KPFA, Helena, Mont., chief engineer; Wayne Chitwood, formerly with KTHS, engineer; Bill McCrory, engineer; Charles Greenley, formerly of KWLC, Decorah, Ia., engineer. Staff band is headed by George Costello, formerly with WLS and WIND, Chicago.

Letter Contest Winners In Opera Drive Selected

WINNERS in the letter-writing contest conducted by NBC last winter in connection with the radio drive for funds for the Metropolitan Opera Assn. were announced June 30 during the evening concert program on NBC-Blue. More than 15,000 entries were received, most of them containing contributions to the fund, along with the letters on "What the Metropolitan Opera Broadcasts Mean to Me" [BROADCASTING, Feb. 15].

Each winner has a choice of a trip to New York as the guest of NBC and the Opera for the opening night of the 1940-41 season, or a pair of season tickets. Winning contestants are Mrs. Elizabeth W. Robbins, Lewiston, Me.; Elizabeth Chilcote, Cleveland; Mrs. Charles Kassel, Fort Worth; Elinor Eaton, Chicago; R. V. Winchell, Spokane, and Lawrence Wilton, Mt. Brydges, Ontario.

Mennen to Resume

MENNEN Co., Newark, which discontinued Col. Stoopnagle's *Quixie Doodle Contest* program on MBS April 12, is resuming the program this fall on 52 CBS stations, Sundays, 5:30-6 p.m., starting Sept. 29. Studio audience participants answer questions varying in value on the program, with a total of $100 given away each week. If the contestant answers correctly, he gets the money; if not, the person sending in the question receives it. Another $25 is awarded for the best "daffynition" submitted and $5 for the five best questions sent in. Also to promote its shaving products, Mennen on July 15 is starting Bob Garred on the CBS Pacific network, thrice weekly at 7:30 p.m. Both programs will be used to introduce for the Christmas season two Mennen gift boxes for men, retailing at $1.25 and $2.25. Agency is H. M. Kiesewetter Adv. Agency, New York.

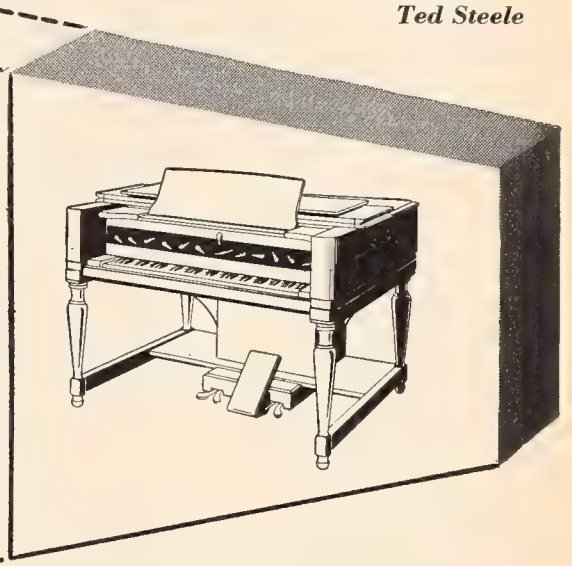


Ted Steele, and his "Nellie, the Novachord"! Only 22, and probably the most phenomenally successful young man in music for radio, Steele has built his meteoric career entirely on the Novachord, its news value and musical resourcefulness.

"During the past 100 years, quite a few new instruments have taken their places in the world of music ... most of which have added greatly to orchestration and the development of new trends in music. But it is my humble belief that the Novachord, in the short space of a year, has proved to be the greatest musical development of all time, both for professional application, and for the advance of music appreciation in the home.

Public curiosity and interest is so evident that I have a short demonstration after my audience shows ... and radio fans write that they are amazed at the richness of tone and versatility of this 'instrument of tomorrow'. The only name I can aptly give to this unique development is 'Third Dimension Music'."

Sincerely,
Ted Steele



The Story of Ted Steele and his "Nellie, the Novachord"

When NBC last August was seeking an outstanding player for their new Novachord, their surprising discovery was that one of the very best was young Ted Steele, in their own Sales Department. So Ted played the Novachord for NBC until a CBS director heard him and engaged him as musical director for the show, "Society Girl."

In 1938 Ted accepted a page boy's job, in order to get into NBC. After 10 days he was promoted to the Music Rights department, and in January 1939 joined the Electrical Transcription department as a writer. Was made a director in March—in June was promoted to the Sales Department, and the rest is unbelievable history.

At 22, Ted now has 14 commercial broadcasts a week, television shows, records three transcribed programs, and his commercial records are soon to be released.

Use the Music of Radio Success!

Let the Hammond Novachord . . . the newest, most versatile of musical instruments . . . start *earning for you!*

You can use the Hammond Novachord—immediately and profitably—on *your* radio programs. For it will give you the newest appeal in music ... more different kinds of music ... for more broadcasting purposes than any other musical instrument you can buy.

And you'll find the Novachord paying its way—right from the start! It will open up new program-building opportunities ... give your radio presentations a new popularity ... and invite your artists to a new realm of music—a vast new scope of expression—never before possible.

See ... hear ... play the Novachord. See how its amazingly rich tones are produced electrically—to give you an instrument of long life without expensive upkeep ... to simplify many musical problems for you.

Visit your nearest Hammond dealer now. Or write to Hammond Instrument Co., 2989 N. Western Avenue, Chicago. In Canada: Northern Electric Co., Ltd., Montreal.

HAMMOND ORGAN STUDIOS

New York—50 West 57th Street · *Los Angeles*—3328 Wilshire Boulevard



You play the single keyboard of the Novachord as you would a piano. You produce beautiful, piano-like tones. Then, turning the Tone Selectors, you bring in musical effects of violin, French horn, 'cello, guitar—and dozens of others!

See ... Hear ... Play

The NEW Idea in music—by the Makers of the Hammond Organ!

THE HAMMOND

Novachord

at the Hammond Organ Studios, in the HAMMOND BLDG., 50 W. 57th St., New York

Met Pre-Auditions

FOR THE first time in its sponsorship of *Metropolitan Auditions of the Air* program, Sherwin-Williams Paint Co., Cleveland, is planning a series of special preliminary auditions for aspiring opera stars in six cities outside of New York. If the plan goes through, the auditions would be the first ever held outside New York and not on the program itself. Wilfred Pelletier, conductor of the program, would audition local talent in Boston, Cleveland, Baltimore, Philadelphia, Detroit and St. Louis, local winners to appear on regular programs this winter for consideration in the finals next spring. Program returns to NBC-Red Oct. 20. Agency is Warwick & Legler, New York.

Test for Build-Up

WM. RICE PRODUCTS Co., Chicago (Build-Up, grapefruit drink), on June 24 started a 13-week campaign of 12 daytime station-break announcements weekly on WGN, and six-weekly on WCFL. Additional stations may be added in the future. Account executive is Jerome Kalom of Frankel-Rose Co., Chicago, agency handling the account.

Newfoundland Pact Aids WGAN, WABI As Havana Treaty Gathers Dust at FCC

WGAN, Portland, Me., and WABI, Bangor, Me., stand to procure fulltime regional facilities as a result of an exchange of notes between the United States and Newfoundland, affecting frequency assignments under the Havana Treaty, not yet in force, it was learned authoritatively July 12.

Newfoundland, it was reported, sought assignment on the 640 kc., clear channel of KFI, Los Angeles, but used daytime by WGAN. It offered to relinquish priority on 560 kc., which under the Havana Treaty along with 640 kc., would be available to Newfoundland.

Shift in Assignments

With the telegram exchange between Newfoundland and the United States, handled through the State Department, the FCC initiated action whereby 640 kc. could be cleared for Newfoundland and at the same time set in motion procedures under which the Portland and Bangor stations would be in line to procure fulltime regional assignments.

As a result of these activities, unprecedented so far as known in regulatory procedures, WGAN at the Commission's suggestion, has applied for fulltime on 560 kc. with 5,000 watts, and FCC Chairman James Lawrence Fly has indicated that the application will be granted.

WABI, now operating on 1200 kc. with 250 watts as a local, has pending an application for regional assignment on 560 kc. It is reported the FCC has suggested to WABI that it drop this application to accommodate WGAN and apply for a regional frequency which would meet engineering requirements. In this connection, conversation has centered around assignment of the Bangor station to 970 kc., on which KJR, Seattle, and WCFL, Chicago, are the dominant fulltime stations, each using 5,000 watts. In each instance it is presumed directional antennas would be involved.

Under the terms of the Havana Treaty, 560 kc., a regional in this country, could be used in Newfoundland with maximum power of 10,000 watts while 640 kc., under the treaty, would be assigned to Newfoundland but with no specification on power and with no requirements as to directional antenna.

It was stated at the FCC that this exchange of notes would in no way affect fundamental engineering aspects of the Havana Treaty. The broadcast reallocation affecting the entire Continent provided under the treaty, is still held in abeyance by the FCC with the observation by Chairman Fly that it will be handled "in due course".



Publishers Syndicate

"The Announcer Said He Was Safe!"

'Good News' Resumes Sept. 5

GENERAL FOODS Corp., New York (Maxwell House coffee), following the July 25 broadcast, discontinues *Good News of 1940* on 82 NBC-Red stations for five weeks, as a summer layoff, resuming Sept. 5, Thursdays, 9-9:30 p. m. (EDST), with West Coast repeat, 8-8:30 p. m. (PST). Fall series will continue to feature Fanny Brice and Hanley Stafford in the Baby Snooks skit; with Dick Powell as m.c. and Mary Martin vocalist. Meredith Willson's orchestra and the Max Terr chorus have also been renewed for the fall series, along with Warren Hull, announcer, and Phil Rapp, writer. There will be no change in format, according to Donald Cope, Hollywood manager of Benton & Bowles Inc., and producer of the series. Dave Elton continues as NBC production contact.

Second-Run Radio Shows

SECOND-run radio shows, patterned after the policy of film theatres, are advocated by Wilt Gunzendorfer, manager of KSRO, Santa Rosa, Cal. His plan is to transcribe network programs and then rebroadcast them later in the week, under same sponsorship, but on small independent stations in outlying districts. He advocates a circuit of second-run spots radiating from metropolitan centers. In discussing the proposed project with West Coast agency time buyers, he pointed out as example that on Sunday night a heavy percentage of the listening audience is lost to sponsors in the rural districts, because those people are ardent church goers. A repeat broadcast, later in the week in those areas, would bring satisfactory results and "pay off" to the sponsor. Gunzendorfer said the idea has been tested on KSRO, with the sponsor well pleased with results.

ALL ATTENDANCE records for *WLS Home Talent* shows—amateur programs patterned after the *WLS National Barn Dance*—were broken June 29-30 when 7,500 turned out for the two-night performance at Ladd, Ill., a town with a population of only 1,318. *Home Talent* shows are sponsored by local organizations with *Prairie Farmer* - WLS Community Service Inc., a non-profit corporation, co-operating in their staging.

Something NEW!

on the Blue

WJHP

JACKSONVILLE, FLORIDA

250 WATTS — 1290 K. C.

ON THE AIR JULY 15th

★ 24-hour Associated Press News Service . . . 18 newscasts per day.

★ Only Jacksonville station with affiliated newspaper . . . shows and artists will be publicized daily in the JACKSONVILLE JOURNAL.

★ WJHP's 1290 Kilocycles is a regional frequency (giving better coverage)—and is located on the dial between the other two Jacksonville stations.

NBC BLUE WJHP JACKSONVILLE FLORIDA

H. G. WELLS, JR., *General Manager*
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, *Manager*, 225 West 39th St., NEW YORK CITY
CHICAGO — DETROIT — ATLANTA — PHILADELPHIA

WHAT A BUY!



and that goes for the August 1 NAB Convention Issue, too!

BROADCASTING BLANKETS TIME-BUYERS!

Order space today • advertising forms close July 23 • regular rates apply

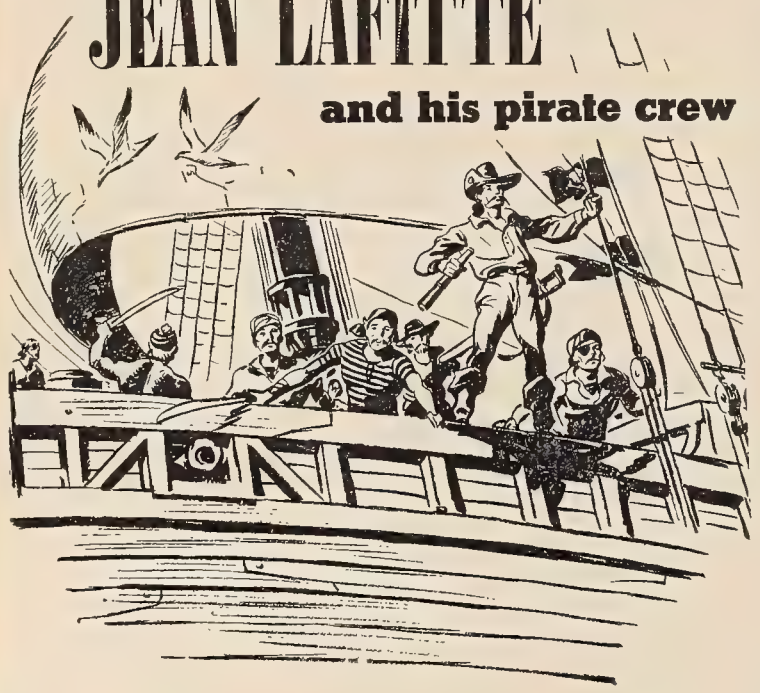
When you think of

NEW ORLEANS

you think of:

JEAN LAFITTE

and his pirate crew



and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

BOMBPROOF MIKES
Underground Shelters Ready For British Series

FROM bombproof shelters deep in the earth "somewhere in England" official British spokesmen will continue their nightly shortwave talks to America on the *Britain Speaks* series, even if the threatened invasion of the British Isles should begin, the British Broadcasting Corp. announced July 3. Taking all possible precautions to insure continued operation, it is reported that anti-aircraft crews, supported by machine gun squads, guard the underground microphone locations.

Designed to be soundproof, the war-time "studios" are protected by thick layers of reinforced concrete, reputedly capable of withstanding the heaviest bombs. The overhead artillery can go into action without disturbing the speaker or engineers beneath, according to BBC. Discussing the "modern catacombs of broadcasting", Novelist J. B. Priestley, in a recent *Britain Speaks* appearance, said he and his fellow broadcasters in the BBC overseas service had come to take these conditions for granted. "There are different types of accommodations for speakers, according to the conditions prevailing at the time," he explained. "But even if Cabinet ministers and members of Parliament have to put up with inconvenience, the voice of Britain still will be heard. Sometimes an air-raid warning sounds just as a scheduled broadcast to America is about to begin. Studios are chosen accordingly."

KRRV TO DEDICATE REGIONAL FACILITY

SERVING the Sherman-Denison (Tex.) area with a transmitter located mid-way between the two cities, KRRV has begun operation on its new 880 kc. regional assignment with 1,000 watts fulltime. Now undergoing program tests on its new facilities, KRRV will formally dedicate the regional station July 30.

KRRV has been operating as a local with studios in Sherman and Denison since October 1936 on 1310 kc. with 250 watts local sunset. A new Western Electric 1,000 watt transmitter has been installed in a modern white brick transmitter house about two miles north of Sherman, between the two cities. The formal dedication will be featured by a "Staying Up and Stepping Out" party at Sherman's new Municipal Auditorium.

G. H. Wilcox is president of Red River Valley Broadcasting Corp., station licensee. T. B. Lanford is vice-president and J. Newell Johnston, secretary-treasurer. L. L. Hendrick is manager and Orvin Franklin has been named program director. Frank Keegan, formerly of KGKO, Fort Worth, has been named manager of the Denison studio. T. E. Spellman, chief engineer, supervised the new construction. KRRV is affiliated with MBS and Texas State Network.

WBZ, Boston, on July 10 delivered carnation and gardenia boutonnieres to 300 timebuyers in Boston, Chicago, New York and Philadelphia, each with a card from Frank R. Bowes, WBZ-WBZA sales manager, announcing July 27 as the opening date of WBZ's new 50 kw. transmitter.

Los Angeles Bar Group Opposes Sponsorship of Proceedings in Courts

LOS ANGELES Bar Assn., by resolution, has opposed participation by judges in commercial radio broadcasts. This was revealed in early July when it was learned that Los Angeles superior and municipal court judges had received copies of the resolution adopted by trustees of the association.

The resolution asserted that one of the judges was "engaged as an actor", in a weekly broadcast from the stage of a local theatre, "sponsored and maintained by a business concern for the purpose of selling its products and otherwise promoting its business interests". The resolution quoted Canon 25 of the Canons of Judicial Ethics of the American Bar Assn. with respect to the conduct of every judge.

It further requested "the judge in question to cease forthwith 'using the influence of his name to promote the business interests of others', either by discontinuing entirely his participation in said radio program, or by causing the sponsor, the announcers, the advertising agency, and all others in charge of said program to refrain from using his name or the name and title of his judicial office, entirely or indirectly, in any way or manner."

Although names were not mentioned, it is generally understood that the resolution referred to Municipal Judge Leroy Dawson, who for some months has participated in the weekly *PDQ Quiz Court*, sponsored on KFI, Los Angeles, by Petrol Corp. that city (gasoline), and originated from Paramount Theatre stage in dowtown Los Angeles. The program deals to a large extent with traffic questions, and Judge Dawson, following each broadcast, is reported to donate to charity a check for his services.

Food Firm's War Clause

GENERAL FOODS Corp., New York, on July 2 renewed Kate Smith's contract on an non-cancellable basis until Jan. 1, 1943, for her CBS programs, the Friday evening variety hour and her five times weekly daytime series. The new contract, which provides for suspension in case the United States goes to war, supersedes her present one, scheduled to expire Jan. 1, 1942. The variety hour is off CBS for the summer to return in September, while the noonday series is presented from Miss Smith's summer home at Lake Placid. Young & Rubicam, New York, handles the account.

Union Oil Change

UNION OIL Co., Los Angeles, sponsoring *Streamlined Opera* on 12 NBC-Pacific Red stations, Monday, 7:30-8 p. m. (PST), has replaced the series with a new type of program titled *Where & When.* New series features Mahlon Merrick's orchestra and chorus, with guest singers, in popular music of the past. Knox Manning is narrator, with Joe Parker, announcer. Bill Lawrence is agency producer, with Lord & Thomas, Los Angeles, servicing the account.

NEW subscribers to International News Service are WLLH, Lowell, Mass., WFTM, Mt. Myers, Fla., and WFBC, Greenville, S. C.

Philco Campaign

PHILCO DISTRIBUTORS Inc., of Pennsylvania, Philadelphia (radio), has started a live spot announcement campaign on six stations in Southern New Jersey and the Philadelphia area, covering refrigerators as well as radios. Six station breaks weekly are used on WCAU, five on KYW, and 13 daily on WDAS, with spots in packages of 100 or more on WIP, WFIL and WCAM, Camden, N. J. The campaign will be carried on indefinitely, using an undetermined number of spots. Agency is Julian G. Pollock Co., Philadelphia.

Wrigley Spots

WM. WRIGLEY JR. Co., Chicago, on July 11 started a 52-week campaign of daily one-minute transcribed announcements on 15 stations in the New York City area for Spearmint gum. A total of 600 announcements weekly are being used. Stations being used are WBNX WEVD WHN WINS WMCA WNEW WWRL WOV, New York; WARD WLTH WBBC WVFW, Brooklyn; WAAT and WHAM, Jersey City; WHBI, Newark. Vanderbie & Rubins, Chicago, handles the account.

Gulf Option Extended

GULF OIL Co., Pittsburgh, has had its option on next season's *Screen Actors Guild* program extended to July 15, according to Young & Rubicam, New York, the agency. Heard last year on CBS, the programs bring in $10,000 weekly for the Guild, which plans to build a home for aged performers.



OUTPOST of American radio is KTOH, located at Lihue on the island of Kauai, one of the Hawaiian group. The station took the air in May. Staff members are A. A. Albayalde, director of Filipino programs; Chitoko Isonaga, continuity writer, Japanese programs; Pedro Sampayane, continuity writer, Filipino programs; Deane Stewart, station manager; Lorraine Fountain, director of women's programs; Charles J. Fern. general manager; Clarence Ashman, production manager; Barney van Wagner, sports announcer; Robert Glenn, chief engineer; Leonora Curammeng, Filipino announcer; C. J. Fern, Jr., DX programs; Schoichi Hamura, who serves as the station's director of Japanese programs.

PROGRAMS OF BBC IN HEAVY DEMAND

CURRENT interest in British news programs on the war has led to arrangements with 34 stations in this country which are carrying regular British Broadcasting Corp. news programs, aside from those carried from time to time by MBS, according to Gerald Cock, U. S. representative of BBC in New York.

Stations in increasing numbers are seeking permission from BBC to rebroadcast programs, Mr. Cock stated. Permission is procured through signing of a temporary agreement by the station provided by the New York office of BBC at 620 Fifth Ave. The agreement limits broadcasting privileges to news and talks made by leading British broadcasters and it is stipulated that such relays shall not be directly associated with advertisements or sponsorship in any form.

It is understood also, according to Mr. Cock, that in normal times all rebroadcasts of BBC programs are arranged under an agreement with BBC and the major networks in this country. The agreements with individual stations consequently are temporary and may be revoked at any time.

PHILCO Radio & Television Corp., which has announced its first public stock issue, announced July 8 that it has purchased an interest in National Union Radio Corp., Newark, tube manufacturers.

STEINMANS APPLY FOR WILKES-BARRE

WITH the Steinman brothers of Lancaster as controlling stockholders, Wilkes-Barre Broadcasting Corp. has been formed and has applied to the FCC for a new 250-watt station on 1210 kc. in Wilkes-Barre, Pa. They seek the facilities of WBAX, cited by the FCC last year for revocation of license because of "circumstances in re management and control of the station".

President of the concern is Andrew J. Sordoni, owner of mill, construction, hotel and telephone interests of Wilkes-Barre, who will hold 14% of the common stock. Vice-president is Clair M. McCollough, general manager of the Steinman-owned Mason-Dixon Group of stations, including WDEL and WILM, Wilmington; WGAL, Lancaster; WORK, York; WKBO, Harrisburg; WAZL, Hazleton; WEST, Easton. I. Z. Buckwalter, business manager of the Steinman-owned *Lancaster New Era* and *Intelligencer-Journal*, is secretary-treasurer.

John F. and J. Hale Steinman, brothers, each own 29% of the common stock of the new company and 24% of the preferred. Owners of 14% of common stock each are Ernest G. Smith, publisher of the *Wilkes-Barre Times-Leader-News*, and L. J. Van Laeys, general manager of the *Wilkes-Barre Record*.

MRS. RUTH DeYOUNG KOHLER, a member of the well-known industrial family of Kohler, Wis., who has been named on Wendell Willkie's presidential campaign committee, is the conductor of a women's news program on WGN, Chicago.



For Quick
Response
in the
DETROIT AREA!

Alert showmanship, well planned program features and thoughtful consideration to community service—these are factors that make CKLW talked about *and listened to* by folks that buy! Business in the Greater Detroit area is "on the up" for Fall. Why not put CKLW's 5,000 watts of power and loyal, able-to-buy audience to work on *your* sales problem?

CKLW

5000 WATTS DAY and NIGHT • CLEAR CHANNEL
Representative: Joseph Hershey McGillvra

MUTUAL BROADCASTING SYSTEM

NOW

Is the Time to See a

JOHN BLAIR MAN

for the Pick of Fall and Winter Spots on WWVA

OR WRITE US DIRECT

Clearance requests already indicate a BIG season for "The Friendly Voice From Out of the Hills of West Virginia"

WWVA

5,000 WATTS AT WHEELING, WEST VA.
COLUMBIA Station at Eleven-Sixty
on 2,085,666 Radio Dials
JOHN BLAIR CO — National Representatives

THE ONLY ONE OF ITS KIN

★

The WCKY Public Service Studio
only one of its kind in the entir
It's a miniature broadcasting plant on

Complete in every detail, luxuriously appo
the huge WCKY Studio Plane attracts tremend
crowds wherever it goes. A modern studio h
been installed complete with microphones, control
room and the latest technical equipment, including
recording apparatus so that electrical transcrip-
tions can be made and played. It has the newest
short-wave transmitter aboard, enabling WCKY to
make remote broadcasts while the studio is in
motion as well as from stationary points.

Among the luxuries are the glass-enclosed obser-
vation tower; telephone; shower bath and lavatory

th
with
Plane
famous
viewed
destination



ANOTHER *FIRST* in PUBLIC SER

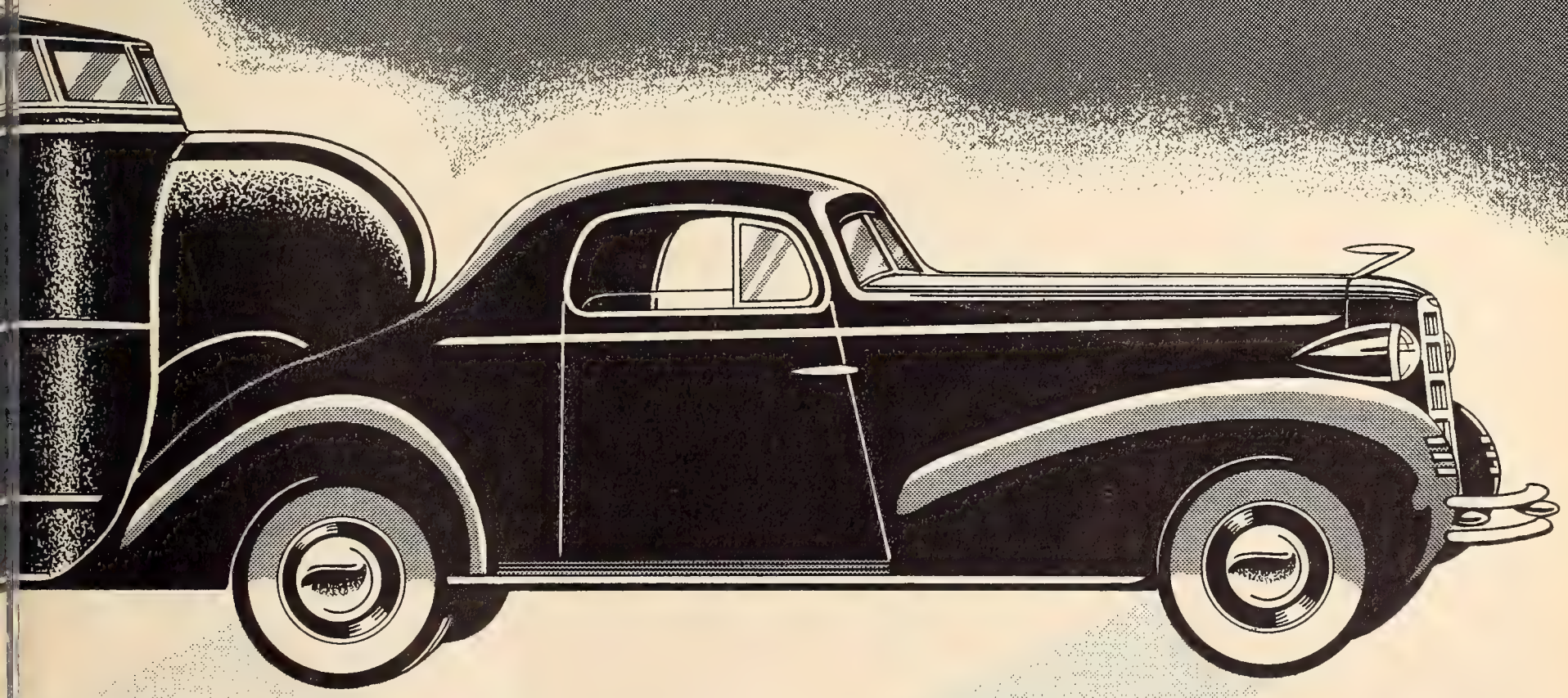
IN THE ENTIRE WORLD!

e is the
world.
eels.
d,

facilities; a stream-lined kitchen complete with refrigerator and stove; Pullman-type berths; deep, comfortable reclining seats for eight guests; complete air-conditioning and heating; window-screens which slide out of sight when not needed—and a comfortable top cruising speed of eighty miles an hour.

The Studio Plane will be seen at county and state
airs; it will appear in smaller cities under auspices
home-town newspapers; it will be inspected and
by school and college students throughout
dwest; it will be used in promotion campaigns
ic groups and fraternal orders and the
o meet trains and air-liners on which
ons arrive.. These people will be inter-
WCKY transports them to their
true luxury.

★



ICE FOR THE L.B. WILSON STATION

BROADCASTING
and
Broadcast Advertising

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Published by
BROADCASTING
PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager
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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● EDWARD CODEL
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Whispering Stuff

COMPETITION is fine so long as it is kept clean. Aggressive business people always contrive means to offset the other fellow's gains, fairly and lawfully. It is only when competition gets dirty that resentment properly sets in.

Such a situation may be developing for radio. There appears to be an incipient whispering campaign against radio advertising, with the war situation as the cause. In recent advertising conventions and in the public prints there has been the suggestion that radio advertisers, present and prospective, should slow down because Uncle Sam might crack down on radio. In devious ways, the inference apparently has been spread that commercial radio may get the ax and that the money spent for time will be lost in one sweep of the governmental pen.

Such insidious stuff can be disastrous. Enough has been printed since the war emergency began to prove beyond doubt its utter falsity. It cannot be said with certainty that competing media are responsible. That would be hitting below the belt. But if the reports continue to spread, an authoritative statement from official quarters should be forthcoming with all speed.

An Advertising Boom?

THOUGH the pall of Europe's war and the uncertainty of an election period may cloud the business horizon, there are good reasons to believe the business of broadcasting, more than holding its own this summer, will continue to do so and perhaps improve considerably this autumn and winter. In fact, some competent observers profess to see an advertising boom in the offing, basing their observation on reports that many companies are preparing to expand rather than contract their advertising budgets. The reasons given are convincing.

For one thing, the new corporation taxes will mean increased efforts to heighten sales volume and maintain profit levels, not to mention the "cheaper dollar" that can be spent on advertising. The increased personal taxes for the preparedness program may reduce individual purchasing power, but at the same time more people should be employed and more consumers will have to be reached by advertising. This will be true particularly in certain areas which will benefit from armament production, and to these areas may be expected population shifts that will require intensive cultivation.

The loss of export markets is already forcing many manufacturers to concentrate on the domestic market, and that means greater advertising need. A good example is the motion picture industry, whose gigantic European market is practically lost; the result has been a sharp increase in its advertising budgets. Even those industries which must curtail output on account of preparedness activity are not likely to want to lose their public identity, and will necessarily continue some institutional advertising to keep their name before the public.

The *New York Times* reports that, in line with their own decisions to keep prices of products as low as possible, advertisers are urging media to keep their rates from getting "out of hand". Remembering World War I, the *Times* says, these advertisers are insisting they will not repeat the experience of that period, when they were forced to pay for soaring costs of newsprint, paper, printing ink and other material that went into the physical production of media.

Frisco or Bust

A FORTNIGHT or so hence when the NAB holds its annual convention in San Francisco, problems such as copyright, code, Commission and perhaps confusion will beset the minds of broadcasters. In addition, however, there hovers a more fundamental problem—that of the American broadcasting industry's role under the shadow of Europe's war.

A convention is only as good as the men who convene and their leadership. San Francisco, after having been promised the meeting for half-dozen years, finally made the commitment stick. There have been complaints aplenty from Eastern and Midwest broadcasters about the long haul to the Pacific Coast in these tense times, and a sloughing off of attendance from last year's record high is indicated. This would be unfortunate, because the stakes are big—bigger than ever before. Every NAB member should be on hand to take part in actions that will inevitably affect his business and his future.

It is only natural for owners to think primarily in terms of dollar problems. That's the reason, perhaps, both copyright and code have made such deep impressions in the past. Both are on the agenda in capital letters at the San Francisco convention.

Harsh words are going to be spoken at San Francisco on copyright, and maybe on the code. They should be, for only in that way can there be a meeting of the minds. On the irrepressible copyright issue alone broadcasters may be called upon to pledge several million dollars—good dollars to reclaim for radio its musical independence after all of the plundered dollars that have been paid in tribute to a monopolistic ASCAP. Before those dollars are commited to Broadcast Music Inc., the broadcaster owes it to himself to know how, when and where it will be spent and to reassure himself that it will mean the end of dealing with an arbitrary ASCAP—when 1940 comes.

Meanwhile, practically all of the Eastern Hemisphere burns and repercussions here have already cut deeply into our thinking if not our mode of living. We are arming to the teeth. Though some restraints are being placed upon industry, there comes from every official quarter the assurance of minimum disturbance to the business operations of broadcasting. But to strengthen our own industry defense against possible arbitrary action, and in a way to permit broadcasting to give to our Government the maximum of which it is capable, a meeting of the minds is necessary.

Broadcasters should learn at first hand of the developments on the Washington National Defense front. They should discuss, draft and approve an integrated plan for the broadcasting industry, and volunteer cooperation to the 'nth degree. The industry, totally aside from the Defense Communications Board plan, should have an accredited representative or coordinator working with the major board—the National Defense Commission. All this can be done, possibly, through the impact of a united broadcasting industry meeting under one roof for the common good.

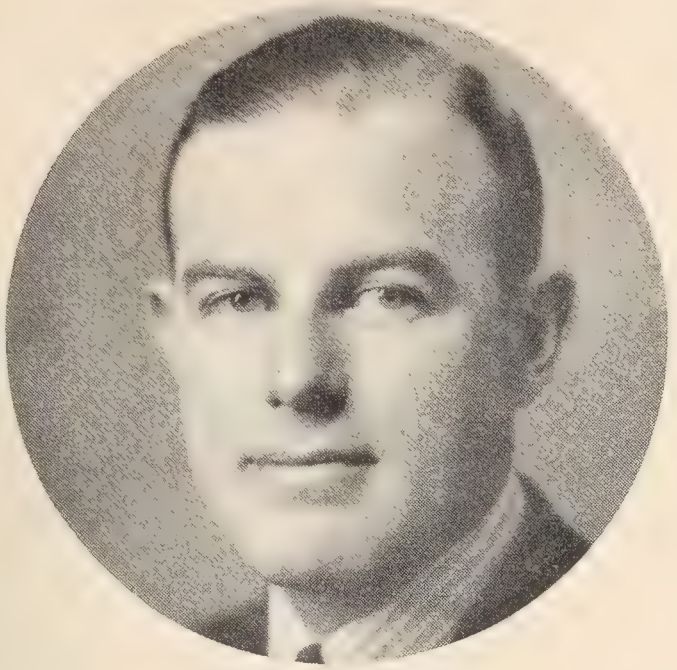
Radio is the swiftest route to 130,000,000 pairs of American ears. In these times our industry is bearing its greatest reponsibility. Station operators have but to acquaint themselves with the problem to work out the answer. Place: San Francisco. Time: Aug. 4-7.

Well Deserved

HIS HOSTS of friends and associates in and out of the industry will hail with delight the selection of Niles Trammell as president of NBC. Considering ability, experience and personality, the NBC board and its chairman, David Sarnoff, could not have made a better choice. Niles Trammell's career, ever since he left the Army in 1923, has been in radio. He has run the gamut from wireless to broadcasting; he knows every phase of the art and the industry, and he has acquitted himself with distinction in every job he has held in the RCA family. It was a merit promotion, well deserved, and we hope and expect it will be followed by other promotions from the ranks.

Maj. Lenox R. Lohr, retiring president, leaves the post he has occupied for 4½ years with best wishes of all who have had the good fortune to know him and to be associated with him. A man of great intellectual capacity, strong leadership qualities and distinguished military background, he succeeded in knitting together into a smoothly operating and efficient entity the rather loosely organized NBC and during his tenure it grew both in prestige and profits. The new position he assumes as president of the Chicago Museum of Science and Industry is made to order for his particular talents. He is a man of many healthy hobbies, which this particular job will doubtless give him more time to pursue. For the industry we say to him, "Adieu, and the best of all good things to you and yours!"

We Pay Our Respects To —



JOSEPH JOHN WEED

PERHAPS it was his collegiate participation in Fordham football, tennis and swimming that is responsible for Joe Weed's pioneering of sponsored sports programs in spot broadcasting. That he took his athletics seriously is quickly apparent to anyone who gets a look at the Weed collection of letters, sweaters and medals.

Curiously, Joseph John Weed, as his parents labeled him on that memorable day of April 11, 1901, is one of the few New York radio executives who can boast of New York as a birthplace. His scholastic career through New York schools, Fordham Prep and Fordham U kept him within metropolitan borders most of the time, and he emerged from the university at a time when crystal detectors had not yet been displaced by audio tubes.

Barely had he doffed cap and gown when he reported to the *New York American* merchandising department. This was the beginning of an extended period of service for various Hearst newspapers, invaluable to the young college graduate in the following 16 years from which he was to emerge as a leading station rep.

His initial duties on the *American* were confined to the tasks of a field man. He called upon retail stores — particularly grocers and druggists — collecting marketing data on goods advertised in his paper. This first-hand study of retailers' problems in relation to the advertising of nationally-known products gave him a merchandising insight especially suited for his station rep tasks of later years. His proficiency in this first job was so marked that, after three months, he was made assistant manager of the department.

Fact-finding tasks in the field of merchandising soon gave Joe the yearning to sell. Hence, five months later he was named a salesman on the New York national department staff of the *Chicago Herald-Examiner*. It was during this period that he made his first calls on New York agency space buyers and formed many permanent friendships with men now handling considerable radio time placements.

In 1925 he again switched, but still under the Hearst banner. He joined the staff of W. W. Chew, then New York representative of the three Hearst Pacific Coast papers—the *San Francisco Examiner*, the *Los Angeles Examiner* and the *Seattle Post-Intelligencer*.

He remained with the Chew organization for two years, leaving in 1927 to become sales manager of the Bulle Clock Co., New York. But advertising still held its appeal and in 1929 he joined the Paul Block organization in a sales capacity, remaining with this newspaper rep firm until 1933 when he entered radio. And it was a grand entrance too, for his initial broadcasting assignment was that of New York manager of the newly-formed New England Network, embracing five important stations —WEEI, WTIC, WJAR, WTAG and WCSH. In 1934, his representation for the New England chain was extended to cover the entire country and a Chicago branch office, managed by Joe's brother Neal, was opened. Business was brisk and things were climbing high when, in 1936, the New England Network was disorganized by the leasing of its Boston outlets to CBS.

But Joe had a sales organization operating in New York and Chicago and, retaining the remaining New England stations as individual clients, he organized Weed & Co. which today has a staff of 17 and offices in New York, Chicago, Detroit and San Francisco. A total of 21 stations stretching from Maine to California and from Montana to Florida, are now on the Weed clients' roster. In addition to the U. S. list, the Weed firm represents a coast-to-coast lineup of Canadian stations and Joe Weed is known as an authority on Dominion radio.

Always alert in promoting spot broadcasting, Joe at the same time keeps abreast of all program and technical developments. He is up-to-the-minute on television and frequency modulation developments and long ago saw their commercial possibilities. And recently, he began intensive surveys of the phonograph boom and its relation to broadcasting, his viewpoint being that a broadcaster should try to keep the listener tuned-in to his station as much as possible and discourage the use of the turntable side of combination radio-phonographs by giving to air audiences the same music they are willing to pay for in the way of costly record purchases.

Joe married Ruth Pedersen in 1935 and they live in Larchmont with their three children—Joseph William, 4; Mary Elizabeth, 2, and Cornelius John, who was born last September. He belongs to the New York Athletic Club, the Wykagyl County Club, the Friendly Sons of St. Patrick and the Courtenay Club.

Personal NOTES

ALEX ROSENMAN has been appointed commercial manager of WCAU, Philadelphia, effective July 1, replacing J. S. K. Hamman, who resigned to join the staff of *Advertising & Selling* in New York. Rosenman has been a time salesman at WCAU for the last 15 years. Robert Latcham, formerly assistant commercial manager, moves to the sales staff to fill Rosenman's vacancy, and Joe Van Haute, in the publicity department, becomes assistant to Rosenman.

GENE WYATT, formerly with KITE, Kansas City, and a veteran of 10 years in broadcasting, has been named commercial manager of WBEN, Buffalo, succeeding the late Clifford Taylor.

GEORGE A. (Dick) RICHARDS, president of WJR, Detroit, and WGAR, Cleveland, returning east recently after 18 months in California, surprised the staffs of the two stations with a 5% bonus, over and above the annual 10% Christmas bonus.

SWAGAR SHERLEY and Charles F. Wilson, Washington attorneys on July 1 announced that Henry Byrne Weaver Jr. has become a member of their firm, which will continue the general practice of law under the firm name of Sherley, Wilson & Weaver.

CLAIR B. HULL, manager of WDZ, Tuscola, Ill., has been made an honorary member of Future Farmers of America in recognition of his efforts in furthering the principles of youth in agriculture. Award was made on a special program on WDZ.

HENRY GRENLEY, formerly of the Bank of America in San Francisco, has joined the commercial staff of WSAV, Savannah, Ga.

LEON CHURCHON, account executive at KJBS, San Francisco, recently resigned due to ill health.

DEANE S. LONG, program director of the former WSAL, Salisbury, Md., on July 9 resigned from the Mason-Dixon Radio Group, Lancaster, Pa., to become acting manager and program director of the new WBOC, Salisbury, which is now under construction and expects to make its debut in September.

W. A. REEVES formerly of WSIX, Nashville, has been named director of the new WHUB, Cookeville, Tenn.

NICHOLAS PAGLIARA, former program director of WCHS, Charleston, and the West Virginia Network, has been named general manager and supervisor of sales of WEW, St. Louis University station, which operates commercially under the supervision of Father W. A. Burk, S. J., faculty director. He succeeds A. S. Foster.

DAVID G. TAFT, 24-year-old son of Hulbert Taft Sr., publisher of the *Cincinnati Times-Star*, owners of WKRC, Cincinnati, and brother of Hulbert Taft Jr., general manager of the *Times-Star* station, has joined the WKRC sales promotion department. Young Taft recently returned home from a trip to the Orient. He is a graduate of Taft Preparatory School, Watertown, Conn., and Union College, Schenectady.

PHILIP M. TRAYNOR has joined the law offices of Andrew W. Bennett, Washington attorney and counsel for National Independent Broadcasters. A graduate of the University of Delaware and of the Law School at the University of Virginia, Mr. Traynor is the son of Capt. F. P. Traynor, U. S. Navy.

BURT LAMBERT, of the sales staff of MBS, New York, has resigned to join WNEW, New York. Mr. Lambert formerly was with Hearst Radio and KYW, Philadelphia.

B. A. McDONALD, formerly of WFIL, Philadelphia, on July 15 joined the sales staff of KYW, Philadelphia, succeeding Jack deRussy, recently transferred to NBC in New York.

B. T. WHITMIRE, manager of WFBC, Greenville, S. C., is vice-president and one-third shareholder in Inter-City Advertising Co., applying to the FCC for a new 250-watt station on 1310 kc. in Charlotte, N. C. President is George W. Dowdy, chain department store manager, and secretary-treasurer is Horton Doughton, hardware and implement dealer, each also owning one-third stock.

Lindow Stays at WFBM

LESTER W. LINDOW, for the last few months on leave of absence from his post as sales manager of WCAE, Pittsburgh, to assume position of "acting" manager of WFBM, Indianapolis, on July 1 resigned from the Pittsburgh station and became manager of WFBM. Mr. Lindow joined the sales force of WCAE about six years ago following a period of association with the Hearst advertising department in New York. He became WCAE sales manager in 1938.

Fred L. Rowe

FRED L. ROWE, sales director of WICC, Bridgeport, Conn., died in a local hospital July 6 following an illness of six weeks. He had been with WICC since 1929. He is survived by his mother, daughter, son and three brothers.

EDWARD R. WEEKS, 72, of Binghamton, N. Y., president of the National Music Dealers Assn. and head of a big local music store for which he personally conducted a daily program on WNBF as the *Old Stager*, was killed June 30 by a lightning bolt as he stood under an umbrella on the 17th hole of the Binghamton Country Club's golf course.

FCC APPROVAL of a book transaction, whereby John C. Clark, president of the Wylie B. Jones Adv. Agency, Binghamton, N. Y., would personally become 100% owner of WNBF, Binghamton, is sought in an application filed July 2. Mr. Clark's agency already owns the corporation licensed to operate WNBF, and he in turn is 99% owner of the agency.

BEHIND the MIKE

ED ROBERTS, formerly announcer of WBBM, Chicago, has been named special announcer for Procter & Gamble shows originating in Chicago He will be heard on both CBS and NBC P&G programs, effective July 15. Bob McKee, formerly of WCAE, Pittsburgh, and NBC, Chicago, succeeds him at WBBM. Late in June McKee married Evelyn Terry, movie actress.

JOHNNY CARPENTER, for the last three years with the Associated Oil Co., advertising staff in the Northwest, has rejoined the announcing and production staff of KOIN-KALE, Portland, Ore.

GUY RUNNION, formerly of WDAF, Kansas City, has joined WKY, Oklahoma City, as program director. Charles Wiles, new to radio, has joined WKY as assistant to Musical Director Allan Clark. Julie Benell, formerly on the *Stella Dallas* and *Pepper Young's Family* network serials, also has joined the station and is featured on a new participating shoppers' program, *Shop Scout.*

JEROME REEVES, publicity director of WBNS, Columbus, recently received the first degree in radio ever issued by Ohio State U, which he attended part-time while working at the station.

KENNETH HEADY, announcer of KCMO, Kansas City, on July 20 is to marry Jean Kay, and on July 23 Announcer Charles Bryant and Vira Robinson, of the KCMO continuity department, are to marry.

NEIL REAGAN, formerly program manager of WOC, Davenport, Ia., and now KFWB, Hollywood, summer relief announcer, has been signed for a role in the Warner Bros. film, "Tugboat Annie Sails Again." His brother, Ronald Reagan, formerly WHO, Des Moines, announcer, and now a Warner Bros. contract film actor, is featured in the picture.

HORACE FEYHL, production chief at WCAU, Philadelphia, is filling in for Stan Lee Broza, program director, who left July 6 for a 30-day trip to New Orleans and the gulf coast.

HAROLD (Sid) TEAR, formerly of WOPI, Bristol, Tenn., and WGBR, Goldsboro, N. C., has joined the announcing staff of WHIS, Bluefield, W. Va.

JOHN GORDON, formerly of the radio department of Ruthrauff & Ryan, New York, has joined Tom Fizdale Inc., publicity organization, as head of the Chicago office.

FRED WOOD, pilot of the all-night *Dawn Patrol* on WIP, Philadelphia, is planning a trip to South America in latter August.

JERRY GEEHAN, KMO, Tacoma, Wash., announcer, has been elected president of the Tacoma Young Men's Business Club.

WAYNE SANDERS, formerly of WWVA, Wheeling, W. Va., has joined WING, Dayton, O., as production manager.

MAX KARL, educational director of WCCO, Minneapolis, has been re-elected president of the Macalester College Alumni Assn. for the third successive term.

MORT LAWRENCE, Philadelphia free-lancer, has joined the announcing staff of WFIL, Philadelphia.

REID KILPATRICK, KHJ, Los Angeles, announcer, has been cast in a similar role in the Warner Bros. film, "City of Conquest", now in production.



Meet the LADIES



NANCY GREY

COMMENTATOR of *What's New?* on WTMJ, Milwaukee, Nancy Grey started in the deep depression year of 1932 to build a reputation as "America's most traveled commentator". To keep programs stimulating for women, she goes direct to the world's glamor centers where she interviews important people on fashion, art, music, literature, the theatre. An airline cited her for distinguished service in promoting travel, as have transcontinental railroads. Mrs. Grey recently went to the Far West and Mexico with recording machine, sending back interviews by airplane. Recently she won the annual radio poll of the *Milwaukee Journal* as "favorite woman commentator" for the eighth straight year.

Don's Beam

KGNC, Amarillo, Tex., has honored Don McNeill, m.c. of the *NBC Breakfast Club*, by naming the huge light atop the station's antenna mast the Don McNeill Beacon. According to reports the beacon was dedicated by "shooting off a shotgun shell loaded with bacon and toast", emblematic of the *Breakfast Club*. The top of the new beacon is the highest point in the Texas Panhandle.

NICK STEMLER, who has handled Atlantic Refining Co. baseball broadcasts in the Syracuse area for several years, has joined the sportscasting staff of WOLF, Syracuse.

LEO TOWNSEND, Hollywood writer, has been assigned to script the summer series of the CBS *Texaco Star Theatre*, sponsored by Texas Co. (petroleum products). Current summer show, which started July 3, features Frances Langford and Kenny Baker with David Broekman's orchestra.

ALFRED B. NEWKIRK, announcer of WICA, Ashtabula, O., in mid-June married Margaret E. Johnson.

ED ABBOTT, formerly chief announcer of WCCO, Minneapolis, and more recently on the KSL, Salt Lake City, staff, is now in Hollywood.

LELAND GILLETTE, formerly arranger and vocalist with the Four Notes quartet with *Fibber McGee & Molly* and recently with Buddy Rogers' orchestra, has joined the announcing staff of WAAF, Chicago.

VAN C. NEWKIRK, program director of Don Lee Broadcasting System, Los Angeles, along with his network duties, has been appointed to teach radio production in the night school division of the Southern California U, that city.

ELECTA ROBERTSON has been named traffic manager of WSAV, Savannah, Ga. Roger Skelton, formerly of WAIM, Anderson, S. C., has joined the WSAV announcing and program department.

HOWARD MARTINEAU has been added to the announcing staff at KLS, Oakland, Cal.

DON LOGAN, of the production staff of KROW, Oakland, Cal., has taken on added duties as publicity director of the station.

HOWARD HAMILTON, formerly of WRAL, Raleigh, N. C., has joined the announcing staff of the new WPID, Petersburg, Va.

KIT CRANE of Chicago has joined Gellatly Inc., New York, as casting director and assistant to Gene Stafford, program and production manager.

FRANK FACENDA, formerly of WCNC, Elizabeth City, N. C., has joined WPID, Petersburg, Va., as production manager, replacing Bub Hibbs, who resigned to conduct a dance band. Hilda Kirby, formerly of WFIL, Philadelphia, has been named continuity director of WPID.

JANE CRUSINBERRY, Chicago writer of the NBC *Mary Marlin* series, sponsored by Procter & Gamble, is in Hollywood negotiating a film deal for the program.

FRANK DUNNE, formerly of WJRD, Tuscaloosa, Ala., and Robert Colby, of NBC, have joined the announcing staff of WOR, Newark, N. J.

BOB CRAWFORD, NBC photographer, connected with the press department of KPO-KGO, San Francisco, and Joyce Wheaton, former actress and commentator on the NBC stations, were married recently in San Francisco.

EDDIE LYON, newscaster of KTUL, Tulsa, Okla., late in June married Russene Mingus.

JACK KELLY, transcription librarian of WWL, New Orleans, recently married Katherine Chester, of Atlanta.

WES MIERAS, formerly CBS Hollywood guide and junior announcer, has joined the announcing staff of KVI, Tacoma, Wash.

JIM McCANN, newscaster of WIBG, Glenside, Pa., has started a series of by-lined feature articles for the *South Philadelphia American* and other weekly newspapers, distributed through the Penn-Jersey News Service.

VERA BLOOD-FLETCHER, conductor of the *Scripts & Scraps* program on KTHS, Hot Springs, Ark., is in Hollywood gathering new material for the series. She was recently interviewed by Homer Griffith on the *Mid-Morning Jamboree* of KECA, Los Angeles.

RUTH BROWN, traffic manager of KFAC, Los Angeles, for several years, has resigned and her duties have been taken over by Lucile Blake, who formerly handled publicity. Edith Reback has been named publicity director.

DEAN UPSON, announcer of WSIX, Nashville, has returned to work following an emergency appendectomy.

JERRY BOWMAN, news editor of WKBN, Youngstown, on July 25 is to marry Sarah Wilson, of Zanesville, O.

GEORGE PALMER, chief announcer of WIBC, Indianapolis, is taking a six-week leave to join the summer stock company at Lake Placid, N. Y. Dick Noble is taking his place.

MARY JO CARTON, conductor of the woman's hour of WIBC, Indianapolis, has been named traffic manager, replacing Allen Stidham, who recently was married to Lieut. John Ford, of the Air Corps, Langley Field.

KING PARK, formerly assistant promotion manager of the *Des Moines Register & Tribune,* and Grinnell (Iowa) U, on July 8 became promotion manager of WBBM, Chicago, replacing Wayne Grinstead, resigned.

JOE MIHAL, former All-Conference tackle from Purdue U, has joined the announcing staff of WJJD, Chicago. His previous radio experience was as sports announcer over the University station, WBAA.

EDWARD SAMMIS, in charge of the magazine division of the CBS publicity department, on July 15 joined *Look* Magazine as staff writer in the New York office.

JOE GRADY, graduate of La Salle College, Philadelphia, has joined the announcing staff of WHAT, Philadelphia.

MARJORIE WOOSTER, formerly a secretary in the New York office of John Blair & Co., is now secretary to Dick Dorrance, manager of the FM Broadcasters office in New York.

BOBBY BROWN, Hollywood supervisor for the past several months of the weekly CBS *Melody Ranch* program, sponsored by Wm. Wrigley Jr. Co. (chewing gum), has returned to Chicago, resuming his post as program director of WBBM.

BOB ROSS, Hollywood writer, has joined the staff of the CBS *Amos 'n' Andy* program, sponsored by Campbell Soup Co. Besides contributing program ideas, he will also handle publicity and promotion for the series. This is said to be the first time the comedy team has employed outside assistance for their program.

IEN STEVE ROBERTSON, announcer of WEBC, Duluth, on June 29 married Angie Dunning.

JOHN BOYLAN and James Guilfoyle, Hollywood writers, are in New York to confer with agency executives on a new Western series, *The Fighting Marshal.* The "crime doesn't pay" half-hour dramatizations are based on the life story of 78-year-old Col. Evett D. Nix, first U. S. Marshal of Oklahoma territory, who will be featured as narrator.

DELL GIBBS, formerly of WRUF, Gainesville, Fla., has joined the continuity staff of WFAA, Dallas. Awarded the 1940 Nathan Burkan Memorial Contest first prize award of $100 for his paper on "Radio Infringement of the Interpretive Rights of the Musical Artist and the Rights of the Phonograph Record Manufacturer," he holds B.S. and LL.B. degrees from Florida U.

KARL WEBER, actor of NBC-Chicago, is the father of a girl, Lynn Scott, born June 29.

MARJORIE DUHAN, advertising copy-writer of Charles Scribner's Sons, New York, and previously of MBS, has joined WOR, Newark, as secretary to Mitchell Benson, WOR commercial program manager.

ROBERT COLBY, formerly NBC junior announcer, and Frank Dunne, formerly of WJRD, Tuscaloosa, Ala., have joined the announcing staff of WOR, Newark, for the summer.

FOX CASE, CBS Pacific Coast public relations director, recently presided over the opening session of the first annual meeting of the Institute of Public Relations held at Southern California U, Los Angeles.

WENDELL NILES, Hollywood announcer on the CBS *Al Pearce & Gang* program, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has been signed by Warner Bros. as narrator for a film short, "Young America Flies".

R. THOMPSON MABIE, formerly of KFEQ, St. Joseph, Mo., has joined KABR, Aberdeen, S. D., as production manager.

Serving Canada

RADIO figures in Canada are taking an active part in the Dominion's war program. Among those on active duty are: Capt. C. W. Gilchrist, CBC regional press director, commanding 3d Fortress Company RCASC; Lieut. Hamilton Z. Palmer, CBC traffic, in artillery; Capt. B. E. Robinson, CBC program, in service corps; Lieut. W. E. S. Briggs, CBC announcer, commanding mine sweeper; Eric McMurtrie and Phillip Booth, CBC operators, in air force and navy, respectively; Chaplain M. C. Davies, CKLW, Windsor, air force; Douglas Aitcheson, CKLW engineer, due to be called shortly as he holds captaincy in non-active militia.

LARRY GENTILE, of the CKLW, Windsor, production staff, on June 29 married Betty Sparks, of CKLW's Detroit office.

Thomas Buying KGFW

FULL ownership of KGFW, Kearney, Neb., is sought by Lloyd C. Thomas in an application for transfer of ownership filed with the FCC July 8. Mr. Thomas, onetime NBC executive in New York and later general manager and part owner of WROK, Rockford, Ill., is now general manager of the Kearney station and owns 268 shares of its stock. He proposes to acquire for $6,500 the remaining 280 shares held by Kenneth Dryden, Edith McKean and Dora Brown. Mr. Thomas also is interested with the *Hastings Tribune* and others in a new local station authorized for that community and is slated to become its manager.

BLAIR EUBANKS, sports announcer of WTAR, Norfolk, Va., has started a baseball school for mothers and children. Each Saturday morning mothers and their children are admitted to Bain Field, where Eubanks explains baseball terminology and the Norfolk Tars demonstrate finer points on the diamond.

North Central Arranges Plan to Acquire KVOX

OFFICERS of the North Central Broadcasting System, regional network of Minnesota, Wisconsin and Dakota stations, have completed a deal for the purchase of KVOX, Moorhead, Minn., from Robert K. Herbst, department store operator. It is understood the station, which operates with 250 watts on 1310 kc., will be sold for $40,000, mostly cash but part to be paid for in time to be used by the Herbst store. Application will shortly be filed with the FCC for approval of the deal.

John W. Boler heads the North Central Broadcasting System, which on June 23 became affiliated with MBS [BROADCASTING, July 1]. His backers are David C. Shepard, St. Paul banker, and Howard S. Johnson, director of the American Hoist & Derrick Co.

TRUMAN BRADLEY, Hollywood announcer, has been assigned to the NBC *Woodbury Hollywood Playhouse* series, sponsored by Andrew Jergens Co. (soap). He replaces Lew Crosby.



BASIC CBS NAT'L REPRESENTATIVES, PAUL H. RAYMER CO.

Morrell to Return

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), on Sept. 29 will resume its *Chats About Dogs*, featuring Bob Becker, on the NBC-Red network for 30 weeks. This program, off the air for the summer, was formerly heard Sundays 4:45-5 p. m. New time has not been set but day will remain the same. Henri, Hurst & McDonald, Chicago, is agency.

AUSTRALIAN radio rights to the Peter B. Kyne *Cappy Ricks* stories have been sold to Macquarie Network in a deal by George R. Bentel, Hollywood agent of the author, and Ralph L. Power, American representative of the network. Deal calls for dramatizations of the first *Cappy Ricks* volume, with option on the entire series of stories. Harry W. Mitchell of Los Angeles is doing the radio adaptation.

USING THE ENEMY'S MUSIC

Canada Suggests Policy Covering Works by German and Italian Composers

HOW FAR Canadian broadcasters should go in the use of German and Italian music, has been a question posed by broadcasters to the Canadian Broadcasting Corp. In a circular letter on the topic, H. N. Stovin, CBC station relations chief, has outlined that the CBC has formulated a definite policy insofar as its own stations and the CBC network are concerned. The circular states:

At the outset, it should be observed that it is impossible to specify any inflexible rule to cover the entire problem. The works of contemporary German and Italian composers or of those whose compositions might be too closely associated in the mind of the listener with either the Italian or German nation should not be broadcast. Italian and German music, for the performance of which rights or royalties must be paid, should naturally not be used, even if obtainable.

Existing censorship directives prohibit spoken-word broadcasts in foreign languages. This directive is not deemed to include the transmission of musical selections, the text of which is in a foreign tongue. It would not appear good policy, however, to use songs in Italian or German, and private stations will not wish to broadcast songs coming in this category.

Insofar as the general problem of German and Italian music is concerned, the CBC has attempted to keep three basic considerations in view—good taste, common sense and the sensitivity of one's audience. There might be some virtue in the practice of discussing your problems in respect to this question with one or two authorities in your community. In every radio audience there are those whose reactions are unusually sensitive and it is important that these listeners should be considered. Care taken to avoid, as far as possible, offence to them would appear desirable. Some compositions, on a musical basis admissible, such as the Strauss Waltz, 'Tales from the Vienna Woods', do not appear suitable for broadcast at the present time because of the provocative titles involved.

Please do not interpret this communication as a directive but rather as a series of suggestions which we have found helpful and hope may be of value to you.

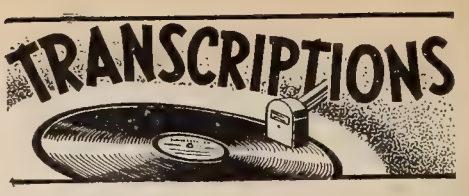
Australia Notifies Talent

HOLLYWOOD talent agencies have been notified by L. R. MacGregor, member of the Australian Government trade commission in America, that visiting artists booked into Australia for radio, stage or screen, will not be permitted to take any of their earnings out of that country. Talent will be obliged to invest their surplus earnings in the Commonwealth. Earnings from these investments will eventually be sent them in the United States, presumably after the war. The Australian Government, having voted full distatorial powers to itself, now controls all money matters in that country.

CBS-Brazil Series

TO AID in cementing friendly relations between the United States and Brazil, CBS is presenting a series of four exchange broadcasts with Brazil during July, as arranged by Miss Elizabeth Ann Tucker, CBS director of shortwave programs, and Lourival Fontes, Minister for Propaganda for Brazil. From Rio de Janeiro, June 30, July 7, 14 and 21, the programs feature native Brazilian music, played by the Rio de Janeiro Symphony, and talks in English on Brazil's industries, customs and attractions. CBS' four shortwave programs, July 8, 15, 22 and 29, include American music by the Columbia Broadcasting Symphony, with Louis Lopez Correa, CBS Portuguese expert, describing American activities in Portuguese.

TRANSCRIPTIONS



STANDARD RADIO announces the following new and renewal subscribers to its Standard Program Library Service: CKCK, Regina, Sask.; KRBA, Lufkin, Tex.; WGIL, Galesburg, Ill.; WSOO, Sault St.Marie, Mich.; KGHL, Billings, Mont.; WOKO, Albany; WABY, Albany; WKOK, Sunbury, Pa.; KEVR, Seattle; WTMJ, Milwaukee; WMJM, Cordele, Ga.; KMMJ, Grand Island, Neb.; W9XZR, Zenith's FM station, Chicago; WCOU, Lewiston, Me.; KUTA, Salt Lake City; KERN, Bakersfield, Cal.; KOWH, Omaha; WINN, Louisville; WHDL, Olean, N. Y.; KWG, Stockton, Cal.; WTNJ, Trenton; KIRO, Seattle; WHAT, Jersey City.

DECCA RECORDS Inc., has established its own Hollywood recording studios at 5505 Melrose Ave., having taken over the building formerly occupied by Recordings Inc., now out of business. Equipment is custom built and Monroe Wayne, Chicago recording engineer of Decca is in Hollywood cutting a series of discs. Jack Kapp, New York president of the firm, also on the West Cost, is supervising production. Joe Perry continues as Hollywood manager. Milton Kackmil, New York, secretary-treasurer of Decca, was in Hollywood during mid-July to look over the new plant and to confer with Kapp.

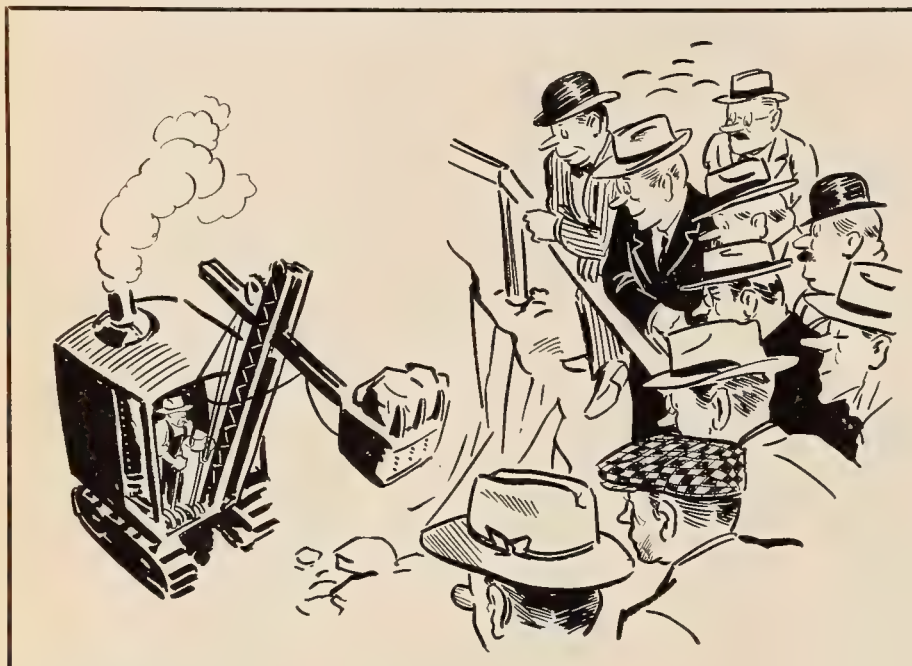
AEROGRAM Corp., Hollywood, has given up its recording studios and will concentrate on program building only, according to G. Curtis Bird, manager. Firm will continue headquarters at 1611 Cosmo St. 20th Century Radio Productions, headed by Archie Josephson, also remains at that address.

C. P. MacGREGOR Co., Hollywood transcription concern, is remodeling its main studio and making other improvements, adding new RCA equipment for orthacoustic recording and reproduction.

AERO-VOICE RECORDING STUDIOS has been formed at 701 Seventh Ave., New York, with modern equipped studios for recording and program producing services, by Edward R. Kayatt, formerly of Audio-Scriptions Inc., New York, and Henry Richman. Telephone is Lackawanna 4-9790.

Advertising Magic

A CHAPTER on broadcast advertising is included in the new volume, *How to Apply Modern Magic in Advertising*, by E. W. Elmore, public relations director of George Pepperdine Foundation, Los Angeles [$1]. The radio section, briefly treating the general aspects of the field, was written by Howard Ray, of the Howard Ray Adv. Agency, Los Angeles.



IT NEVER FAILS!

Same way—when it comes to drawing a crowd in Roanoke and in the western portion of Virginia, WDBJ is the best little digger you ever saw! On account of we're the *only* station within 50 miles—the *only network* station in Virginia within 150 miles! So we get nearly 95% attention *most of the time* from a listening area that accounts for more than $400,000,000 retail sales per year (CBS and U. S. Statistics). Which means: WDBJ is a "must" to insure complete coverage in and around Roanoke! How'd you like for us to do a little digging for whatever it is *you* have to sell?

WDBJ ROANOKE, VIRGINIA

5000 Watts Day
1000 Watts Night
930 Kc.—CBS Affiliate

Owned and Operated by the TIMES - WORLD CORP.
FREE & PETERS, INC., National Representatives



Full time, new frequency, 950 Kc.

MORE POWER!

(1000 Watts)

100 Watt rate until Sept. 1

and a BONUS of SHORT WAVE COVERAGE over CKFX! Reach over 100,000 radio homes by long wave and many more by short wave . . . all at current low rates until September 1st.

CKWX

VANCOUVER • CANADA
U. S. Representatives: WEED & Co.

Agencies

MYRON KIRK, handling new business for Sherman K. Ellis & Co., New York, for the last 14 months, is resigning July 31 but has not revealed future plans. Mr. Kirk was formerly radio director of Ruthrauff & Ryan, New York.

JOHN P. KANE, formerly president of his own agency in New York, has dissolved the company to join Cecil & Presbrey, New York, as general executive and manager of the creative department.

THOMAS FREEBAIRN - SMITH, CBS Hollywood announcer-producer, will take a leave of absence effective Sept. 1 to assume charge of the radio department of Ruthrauff & Ryan, that city. He will produce the weekly CBS *Big Town* series, sponsored by Lever Bros., when the program is resumed after a summer layoff. Series features Edward G. Robinson and Ona Munson.

JOSEPH T. AINLEY, radio director of Aubrey, Moore & Wallace, and prior to that radio director of Leo Burnett Co., Chicago agencies, has opened the J. T. Ainley Co., production firm at 360 N. Michigan Ave., Chicago. Charles Pennman, formerly production manager of the Don Lee Network, is associated with the new firm. Three network shows—*Story of Mary Marlin* NBC Red & Blue; *Stepmother*, CBS; *First Nighter*, which returns to CBS in September—are produced by this organization.

GEORGE GAGE, formerly advertising and sales promotion manager of the Sun-Maid Raisin Growers Assn., is to join the San Francisco office of Lord & Thomas Aug. 1, heading the media and market research departments. McCulloch Campbell, who now heads those departments, will become business manager and account executive.

PAUL V. WILLIAMS, formerly of Sehl Adv. Agency, Chicago, has joined Stack-Goble Adv. Agency, Chicago, as account executive.

McKEE & ALBRIGHT, Philadelphia, has discontinued its Hollywood production office.

BARNEY McDEVITT, formerly West Coast publicity director of Music Corp. of America, and Leonard K. Vannerson Jr., have formed the publicity service of McDevitt & Vannerson at 202 S. Hamilton Drive, Beverly Hills, Cal., specializing in radio. John Lawson and Phil Bentley are publicity writers.

ROBERT J. EVANS, formerly of Evans & Stults, New York, has joined C. L. Miller Co., New York advertising agency, as art director.

HILLMAN-SHANE ADV. AGENCY, Los Angeles, has started a monthly house organ *Repeats*, which is being mailed to a select list.

JEROME N. GRAY and Edmund H. Rogers have organized Gray & Rogers, Philadelphia, with offices at 12 S. 12th St.

WALTER CRAIG, radio director of Street & Finney, New York, on July 10 flew to Hollywood for a week's business trip.

HERMAN GROTH and Lester Ploetz, formerly account executives of the John H. Dunham Co., Chicago agency which retired from business early in July, have joined Aubrey, Moore & Wallace, same city, in similar capacities.

GEORGE LAFLIN MILLER has left Wildrick & Miller, New York, to become general accounts director of Doremus & Co., New York office.

WEIL, New Haven, has appointed William C. Rambeau Co. as national representatives.

Philip Morris on WEAF

PHILIP MORRIS & Co., New York, which has planned a test campaign for Dunhill Major cigarettes using the quiz program *Name Three*, formerly sponsored by the company on MBS, on July 7 started the program for 13 weeks on WEAF, New York, instead of WOR, Newark, as reported in BROADCASTING, July 1. Bob Hawk again is m.c. of the series, which will be heard Sundays, 7-7:30 p. m. until Oct. 6, when General Foods Corp. returns to the NBC-Red network with Jack Benny. Agency for Philip Morris is Biow Co., New York.

WFBM Appoints Katz

WFBM, Indianapolis, announces that by mutual agreement it has released Virgil Reiter & Co. from its representative contract with WFBM effective July 1 to enable Mr. Reiter to return to Chicago from New York so that he may devote his entire time to representing in the midwest WCAU, Philadelphia; WMCA, New York, and WIBX, Utica. WFBM also announces the appointment of the Katz Agency as its national representative.

His Pal, the Lion

WHEN the Goodman Wonder Shows set up in Duluth recently, WEBC through a series of special pickups covered virtually every concession of the carnival. DeAlton Neher, staff announcer, gained notoriety in his own right at the motordrome show when he rode around the perpendicular wall in a small car with a lion for a companion. He tried to keep talking during the episode, gave way to excited shouts in its midst, and finally had to content himself with superlatives of surprise and wonderment in the mike, eventually finishing the ride and signing off the program standing up.

FRANK HEADLEY, president of Headley-Reed Co., New York, station representatives, on June 30 became the father of a six-pound baby, Frank Jr.

AGENCY Appointments

EVANS FUR Co., Chicago, consistent user of local radio, to Schwimmer & Scott, Chicago. On July 8 started a 52-week schedule of six-weekly quarter-hour musical clock programs on WMAQ. Also on July 14 started 52-week schedule of quarter-hour Sunday noon time programs on WMAQ featuring Norman Ross.

ART METAL WORKS, Newark, to Cecil & Presbrey, New York, for Ronson Lighters. No media plans yet formulated.

MUDLAVIA SPRINGS Inc., Kramer, Ind. (health resort), to Goodkind, Joice & Morgan, Chicago. Radio will be included.

ZY-VO Corp., Philadelphia (food), to Earle A. Buckley Organization, Philadelphia.

SUPREME BAKING Co., Los Angeles (Town Talk bread), to Olian Adv. Co., St. Louis.

GLO-CO Co., Los Angeles (cosmetics), to Brisacher, Davis & Staff, San Francisco.

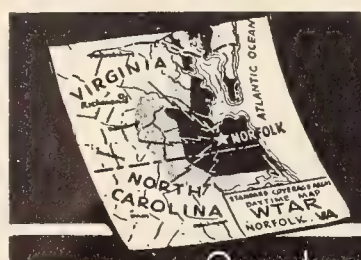
BOWES SEALFAST Corp., Indianapolis (tire repair), to C. J. Pettinger Co., Indianapolis.

SWAN-FINCH OIL Corp., New York, to Cecil & Presbrey, New York.



Hofheimer's Inc., fashionable shoe chain company, has used WTAR on a DAILY SCHEDULE for *10 YEARS*—graphic proof that WTAR consistently pays off in sales. This rich Tidewater Virginia market is now a white spot on Nation's Business Map. Payrolls are zooming and other indices skyrocketing—with still another hundred million dollars just appropriated for even more naval activity and shipbuilding. *It's a natural!* Cash in on Virginia's biggest, booming market—put WTAR on your schedules.

National Representatives
EDWARD PETRY and COMPANY



WTAR
Owned and Operated by Norfolk Newspapers, Incorporated

FOLLOWING through on the "open letter" of the Advertising Club of Baltimore, addressed to advertising men of America and urging a nationwide campaign to bolster American confidence and morale, WBAL, Baltimore, sponsored the first of a series of patriotic ads in the July 11 *Baltimore News-Post.* The proposed campaign, which was approved in a letter from the White House, is designed to emphasize the natural resources and productive genius of this country and to combat subversive activities. In being first to sponsor one of the ads, Harold C. Burke, WBAL manager, said: "Advertising has created the American way of living and it is now the solemn duty of advertising to use this potent weapon for preserving that which it has created."

* * *

For Political Fans

WHN, New York, is sending to advertisers and agencies copies of "Your Government & Mine," booklet containing biographical sketches of the Presidents, election statistics and other material of especial interest during a campaign year, with a list of WHN's news and news commentary broadcasts on the back cover. The booklet is enclosed in a folder showing M-G-M's Leo, the Lion, writing on a blackboard, "Thought you'd like a copy of the enclosed booklet with my compliments."

* * *

Trailer Teasers

INSTEAD of using the regular courtesy announcement of the arrival of *Singin' Sam* on WABY, Albany, in a series of programs for the local Coca Cola Bottling Co., the station's production department arranged teaser spots by using one chorus of a *Singin' Sam* number from a quarter-hour disc. The song was presented after a brief "and now, a transcribed radio preview". No further identification was given until conclusion of song when the announcer explained Sam would be heard regularly starting July 1.

* * *

Gotham Slogan

"NEWS of the World Plus a World of Entertainment" is the new slogan WHN, New York, has printed on the car cards promoting the station in 1500 New York, New Haven & Hartford Railroad trains and Fifth Avenue coaches. The red-and-blue card shows a woman's hand twisting a 1010 dial on a map of the world.

* * *

Dealers Greeted

KYW, Philadelphia, for the opening of the new *Burns & Allen* series, invited 250 dealers of G. A. Hormel & Co., in the Philadelphia area, to come to the studio to hear the company's new show.

Merchandising & Promotion

American Plug—For Picnic Lovers—Downtown Tent—Tags—Programs for Sale

Minnesota Milk

PUSHING the State's "Dairy Month" in cooperation with newspapers, 11 Minnesota stations carried gratis quarter-hour shows daily during June. Dairies, farmers and milkwagon drivers' unions participated in the drive. The Milk Foundation of Minnesota featured Amanda Snow in a special series on WTCN, Minneapolis, with recordings of each day's show shipped to 11 other stations—KATE, Albert Lea; KDAL, Duluth; KFAM, St. Cloud; KGDE, Fergus Falls; KROC, Rochester; KVOX, Moorhead; KYSM, Mankato; KWNO, Winona; WHLB, Virginia; WLB, Minneapolis; WMFG, Hibbing. WCCO, KSTP, WDGY, and WMIN, in the Twin Cities, which did not carry the Amanda Snow broadcasts, present commercials lifted from the show. Milk drivers' unions participated in paying recording costs for the 200 discs used. The promotion was handled by McCord Co., Minneapolis agency, under direction of W. E. Thompson, executive secretary of The Milk Foundation.

* * *

Picnics and Markets

TYING in with the sponsor's summer sandwich campaign, all Taystee Bread commercials are localized by plugging specific picnic spots and local events of interest in individual markets, according to a new summer policy announced by Campbell-Mithun Agency, Minneapolis, which handles the Taystee Bread account. Information is gathered in cooperation with the chambers of commerce and tourist bureaus of 25 different cities where the product is advertised.

* * *

Esso Reports

WHILE Standard Oil Co. executives recently conventioned at Ocean Forest Hotel in South Carolina, WIS, Columbia, kept them posted on the latest domestic and foreign news by wiring them daily the 6:30 p.m. *Esso Reporter* newscast. The news was posted in the hotel lobby on a large bulletin board supplied by the station.

* * *

Youngstown Tags

STAFF members of WKBN, Youngstown, O., are sporting novelty promotion license plates on their autos. Closely resembling ordinary license tags, the plates have a white background and black letters—"WKBN" in large letters across the plates, with "CBS" and "570 kc." vertically at either end.



DURING the Red Cross fund drive for refugees, WCKY, Cincinnati, set up this Red Cross tent in downtown Fountain Square and offered its service to the campaign committee. By City Council permission the tent was erected and WCKY's publicity department devised a blow-up display of war refugee pictures. Cincinnati Boy Scouts cooperated in erecting the tent and manning the contributions booth, where a Red Cross worker was on duty daily. From the tent WCKY originated 15 quarter-hour daily programs, with speakers including civic officials and business and professional leaders. Carrying the patriotic theme farther, WCKY is distributing 100,000 American Flag lapel buttons, sent free to listeners upon request; opens, closes and intersperses its broadcast day with patriotic music, and displays flags in every office and studio.

Oklahoma Light

CARRYING out the station's red-and-white color scheme, KOMA, Oklahoma City, has started distributing book matches to listeners and studio visitors.

BROCHURES

WLOL, Minneapolis—Four-page file-size folder, *WLOL News,* featuring stories and photos of executives, staff and equipment of the new station.

KMOX, St. Louis—Mail-folder reprint of article in *Missouri Grocer* outlining KMOX's cooperation with the St. Louis delegation to the annual National Retail Grocers' Assn. in New York.

KDRO, Sedalia, Mo.—10-page pictorial brochure incorporating coverage and market data with plant and studio description.

WLS, Chicago — File-size folder with insert describing pulling power of summer advertising titled, "Like the Old Swimming Hole—WLS, Too, Is a Summertime Success!"

KDKA, Pittsburgh — Folder "One Time Offer," showing coverage.

WBNS, Columbus, O.—Plastic-bound brochure reprinting letters from local stores giving results of individual listening surveys conducted among their customers by each firm.

KFBI, Wichita, Kan.—Jumbo pictorial folder promoting *Dinner Bell Time* feature.

NAB—NAB Bureau of Advertising brochure covering the light and power industry.

Sure of His Pay

NOVEL contract is that of Chesebrough Mfg. Co., New York (vaseline products), with Jean Hersholt for continuance of his weekly dramatic program, *Dr. Christian,* on 61 CBS stations, Wed., 8:30-8:55 p. m. (EDST), with repeat, 7:30-7:55 p. m. (PST). Contract, it is reported, protects the actor against any eventuality that may cause suspension of the sponsorship. In event the program is dropped for any reason, including war, the sponsor is contractually obligated to pay Hersholt $10,000 for every 13 weeks period the show is not broadcast, through to expiration date in January, 1942, it is said. Agency is McCann-Erickson, New York.

Plugs for Programs

WTAG, Worcester, Mass., on July 6 started a 10-week direct-mail campaign covering individual WTAG programs. Each week a printed sheet describes an available program and quotes rates. A file folder carrying out the theme is supplied.

QUIZ OF KIDDIES

Adult-Level Queries Used by Alka-Seltzer

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), is broadcasting *Quiz Kids* over NBC-Red as summer substitute for Alec Templeton show. New program which originates in Chicago is heard at new time Friday nights, 9:30-10 p.m. (CDST).

Every week five school children under 16 with high IQ's are quizzed by Joe Kelly, who also doubles as announcer for Alka-Seltzer's *National Barn Dance.* Questions are submitted by listeners. Zenith Universal portable radio sets are awarded each listener whose question is used. Questions are on average adult level. Three winning youngsters each receive $100 U. S. Savings Bond. Other two contestants receive consolation prizes of $50 bonds. Three top juveniles continue on subsequent programs and are eliminated from further shows only if they're not among three winners. It is planned to give youngster who "stays on" the most weeks a grand prize. A prominent educator discusses his or her experiences with participating children on each program.

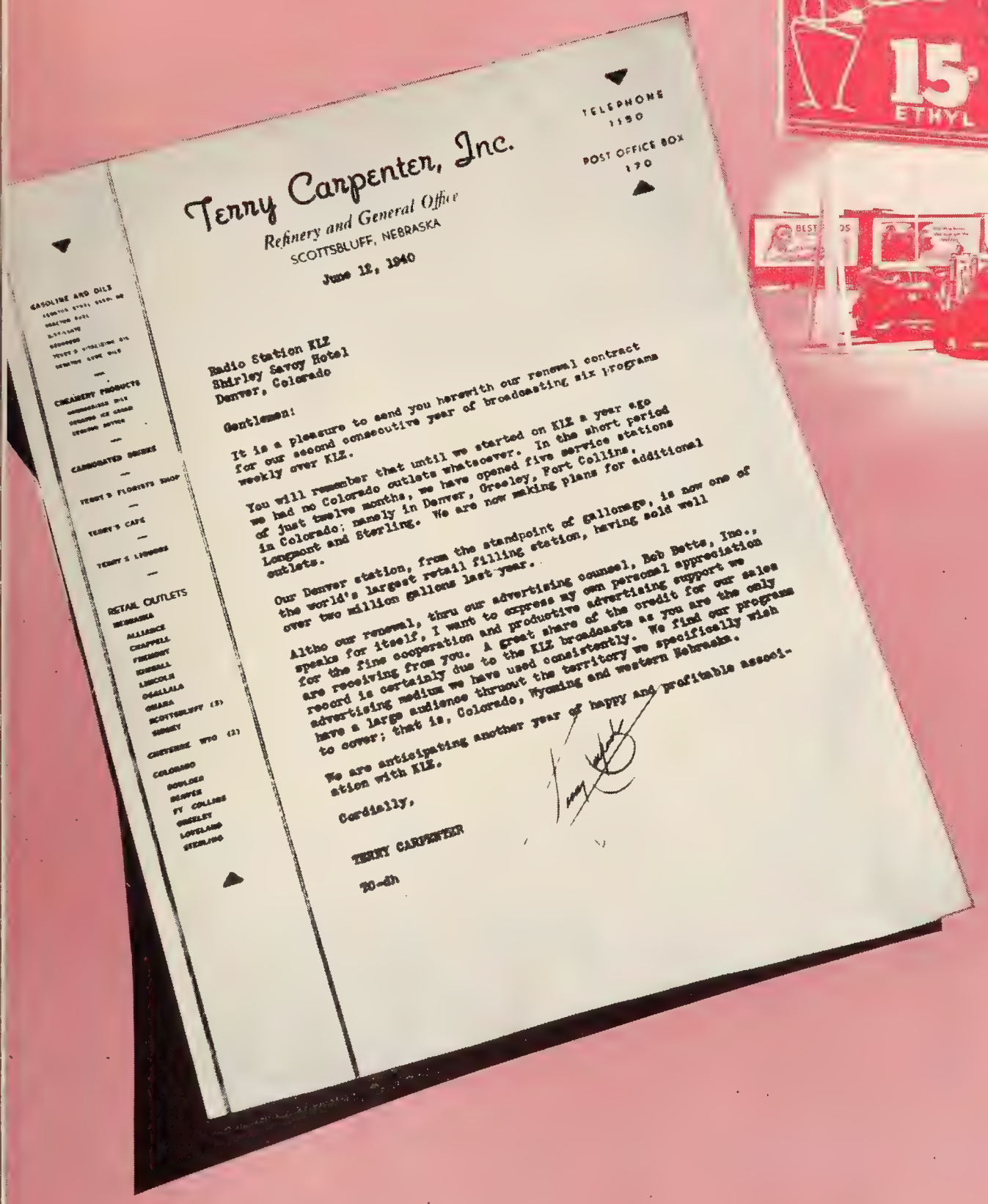
Sidney L. James, contributing editor of *Time* Magazine, and editorial assistant on *Life,* edits the questions. Fort Pearson, Chicago NBC announcer, handles commercials, while Edward Simmons, of Wade Adv. Agency, Chicago agency handling the account, produces the show. *Kiddies Quiz,* was concocted by Louis G. Cowan Co., Chicago program producing firm, and was sold by James Parks, radio director of General Amusement Corp., Chicago.

More than 8000 questions were received following the first broadcast. The program is an outgrowth of an idea by Louis G. Cowan, head of a Chicago public relations firm bearing the same name and co-owner of the Mu$ico program.



CALL LETTERS of WHEC, Rochester, displayed on the rightfield fence at Red Wing stadium, serve as a supplemental scoreboard. On questionable plays the official scorer turns on the H for hit and the E for error, the letters being outlined with brilliant neon lighting.

WHEN A GUBERNATORIAL CANDIDATE VOTES . . .







TERRY CARPENTER

CANDIDATE FOR GOVERNOR OF NEBRASKA

● *The same homespun philosophy of friendliness and the same sincere desire to serve that have carried Terry Carpenter to a seat in the United States Congress have aided him in building up in Denver one of the world's largest retail gasoline service stations.*

he puts his stamp opposite KLZ

● As a former Congressman and currently Democratic candidate for Governor of his home state of Nebraska, Terry Carpenter knows his way around in winning friends and influencing people. It was only natural that when he came to Colorado with Terry's Gasoline and Motor Oil, he turned the job of vote-getting over to KLZ. KLZ showed him the way to build up more than a 2,000,000-gallon volume the first year . . . the way to make an off-the-beaten-path service station one of the world's largest retail gasoline outlets . . . the way to make a lasting impression on Colorado, Wyoming and western Nebraska.



GEN. MOTORS TOPS ADVERTISING FUNDS

GENERAL MOTORS Corp. leads the field of all American advertisers in a breakdown, "Expenditures of National Advertisers in Newspapers, Magazines, Farm Papers and Chain Radio in 1939", issued by the Bureau of Advertising, American Newspaper Publishers Assn. Procter & Gamble Co., R. J. Reynolds Tobacco Co., Liggett & Myers Tobacco Co. and General Foods Corp., in that order, comprise the remainder of the first five advertisers, ranked by combined expenditures in the four media.

The 114-page volume includes a list of the expenditures in each medium of 1,065 advertisers for 2,851 products, arranged alphabetically by companies, and tables of the 100 leading advertisers in each medium. Figures were compiled by Media Records, using its own linage reports as a basis for newspaper expenditures and basing expenditures in the other media on reports of Publishers' Information Bureau. Study lists all advertisers spending $25,000 or more in any medium. Aggregate total in all four media of the 1,065 advertisers was $345,628,598, of which $81,759,977 went for network radio, $131,768,171 for newspapers, $121,526,350 for magazines and $10,574,100 for farm journals.

After the five already listed, the next 20 leaders, in order, are: Lever Bros. Co., Chrysler Corp., Colgate-Palmolive-Peet Co., Sterling Products, Ford Motor Co., Standard Brands, American Tobacco Co., Campbell Soup Co., Kellogg Co., General Mills, Bristol-Myers Co., Schenley Distillers Corp., National Distillers Products Corp., American Home Products Co., National Dairy Products Corp., General Electric Co., Brown & Williamson Tobacco Corp., Coca-Cola Co., H. J. Heinz Co., Seagram-Distillers Corp. With the exception of the liquor concerns whose advertising is not accepted by the networks, nearly all of these advertisers are also among the leading users of chain radio.

'Super-Emotion', Swing, Commercials Draw Fire in Women's Program Survey

RADIO SURVEY Associates, an independent group interested in the betterment of radio programs, with headquarters in New York, on July 10 held a meeting at Deering, N. H., to announce and discuss the recent survey on radio conducted by the group among New Hampshire clubwomen. The meeting was arranged by Mrs. Joseph E. Goodbar, director, Mrs. Clark Williams, associate director, and Mrs. Henry H. Meyer, secretary.

Stating that such independent radio surveys help keep broadcasters informed on public attitude towards programs, Dr. Joseph E. Goodbar, New York attorney, gave a summation of the New Hampshire survey, which received a 70% return. First choice of all programs as well as of musical programs went to symphony and opera broadcasts, the most prominent being the *Ford Sunday Evening Hour* (CBS) and the Metropolitan Opera programs (NBC).

Most popular in the education and public affairs classification were *Lowell Thomas* (NBC); *Information Please* (NBC); various quiz programs and the *Chicago Round Table* (NBC). Cited as best religious programs heard recently were those of Dr. Lorimer of Franklin Street Church, Manchester, Vt., and Dr. Harry Emerson Fosdick of Riverside Church, New York. Leaders in the entertainment field were *Jack Benny, Charlie McCarthy, Julia Sanderson & Frank Crumit,* all on NBC. Two-thirds of the votes for best farm-home type program went to NBC's *Farm & Home Hour.*

Most Convenient Time

Asked "What hours are most convenient for listening to the radio, 50% selected the evening from 6 p.m. on; 18% said early morning, 7-10; and the smallest percentage voted for late morning, from 9 to noon.

Favorite children's programs were Ireene Wicker's *Stories for Children* (NBC) and the Sunday *Children's Hour* (NBC). According to Dr. Goodbar, "it is significant to note that the only adventure programs receiving votes were *Lone Ranger* (NBC) and *Orphan Annie* (MBS), which indicates that parents are generally not in favor of adventure programs for their children, and those who do favor them prefer adventures that create admiration for personal courage and self-reliance, without too heavy a portion of horror and shivering fear."

In making suggestions to improve radio, the New England women demanded "less time devoted to advertising, less intrusion of advertising material within the body of a program, and less advertising of products of questionable value." They suggested more use of radio in schools, more spelling bees, concert music, and more historical plays and stories, also proposing less jazz and swing and fewer super-emotional programs.

At the luncheon meeting Mrs. Goodbar and Mrs. Williams gave short greeting talks and other speakers were Miss Harriet Seibert, director of religious education at New York's Christ Church, and Miss Marion Dickerman of the Dalton School, New York.

The importance of expression of public opinion on radio matters was emphasized by James Lawrence Fly, FCC chairman, at the Dallas luncheon April 18, arranged by Miss Madeline McBurnett, chairman for Texas of the Radio Survey Associates [BROADCASTING, May 1].

WJAG, Norfolk, Neb., July 4 helped rescue three bridge workers buried by tons of earth in a landslide five miles away. A phone call from a neighboring farmer to the station resulted in an appeal being broadcast which led to immediate rescue by other neighbors who hurried to the scene. Nebraska Highway patrolmen also got their word via WJAG.

NOW! WHILE VACATIONISTS ADD $15,000,000 TO SOUTHERN COLORADO'S PURCHASING POWER

YOU CAN ADD KVOR TO YOUR CBS LIST

at $50 PER HOUR

Evenings—Less Earned Discounts

● Penetration . . . coverage from within the rich Colorado Springs and Southern Colorado market . . . is now available to CBS advertisers using the Mountain Group at the unprecedented low cost of $50 per evening hour less discounts earned. Daytime rates are even lower! For details of this amazing buy, ask CBS or The Katz Agency, Inc.

KVOR · COLORADO SPRINGS

CBS Station for Southern Colorado

THE OKLAHOMA PUBLISHING CO. ★ THE OKLAHOMAN AND TIMES
THE FARMER-STOCKMAN ★ WKY, OKLAHOMA CITY ★ KLZ, DENVER
(Affiliated Management) REPRESENTED BY THE KATZ AGENCY, INC.



NEW form of weekly radio listing has been adopted by the *Washington Sunday Star*. Occupying two full pages, including advertising, the sheet folds into a 16-page booklet. Simple folding and cutting instructions are provided. Charging premium rates, the *Star* easily sold out available space. Designer of the listing was Gene Flynn, of Lewis Agency, Washington. It is available to one newspaper in any community, the charge being based on linage.

Weather Chat

WILLIAM ADAMS, farm reporter for KSFO, San Francisco, and Tom Read, of the U. S. Weather Bureau, have known each other for 20 years. They served in the same outfit in the World War. Now, after two decades, they talk over the telephone each morning before Adams goes on the air—about, of all things, the weather.

Nitrate Campaign

CHILEAN NITRATES SALES Corp., New York, again this year is planning a series of weekly half-hour transcribed programs featuring *Uncle Natchel* to start late this fall on about 15 or 20 Southern stations. Transcribed by Transamerican Broadcasting & Television Corp., the programs include songs by Uncle Natchel and dramatizations of Southern historical events. No further details on the campaign for natural Chilean nitrate have been decided, according to O'Dea, Sheldon & Canaday, New York, the agency.

Fair Honors Wallace

TOM WALLACE, executive vice-president of the Russell M. Seeds Co., Chicago agency, known as Uncle Walter on the NBC-Red *Uncle Walter's Doghouse* program sponsored by Brown & Williamson for Sir Walter Raleigh Smoking Tobacco, on July 7 was honored when the New York World's Fair named the day after his program. He appeared at special ceremonies at the Fair.

INDUSTRY SPEAKERS ON SCHOOL AGENDA

PRACTICAL radio speakers will spotlight the annual Radio Workshop conducted by the Radio Council of the Chicago Board of Education in cooperation with the Chicago Teachers College which opened on July 1 and will continue for six weeks until Aug. 9. Guest speakers include representatives from stations, agencies specializing in radio, heads of radio departments of universities and writers for radio publications. Regular classroom courses are conducted by members of the Radio Council, headed by Harold W. Kent. They include work on surveys, production, continuity writing and speech before a microphone.

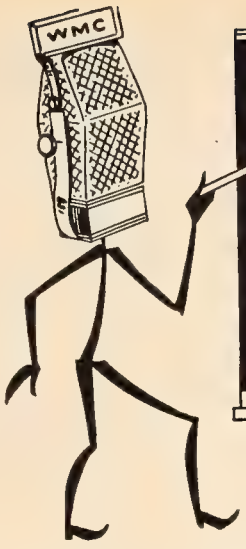
Guest speakers from the radio field include: Ken Robinson, continuity editor of NBC, Chicago; Judith Waller, educational director of NBC, Chicago; Al Hollender, publicity director of WJJD; Myrtle Stahl, educational director of WGN; Arnold Hartley, program director of WGES; Wynn Wright, producer of NBC, Chicago; Lavinia Schwartz, educational director of CBS, Chicago; Malcom Clair, story teller of WENR; Jack O'Dell, newscaster of WCFL; Harriett Hester, educational director of WLS; Margaret Wiley, timebuyer of J. Walter Thompson, Chicago office; I. Keith Tyler, director of broadcasting, Ohio State U; Sherman Dryer, radio director of Chicago U; Donna Reade, radio actress; Allen Miller, director of the UBC (University Broadcasting Council); Don Foster, radio editor of the *Chicago Daily Times*; Edward Codel, Midwest manager of BROADCASTING: James Hanlon, educational editor of *Radio Guide*; George Jennings, radio council of Chicago Public Schools; Harold W. Kent, director of the Radio Council.

A talk on FM is scheduled for Aug. 1 but as yet no speaker has been selected.

Courses and talks are held at the Radio Council headquarters, 228 N. La Salle St., Chicago, and are open to teachers of public and high schools and universities throughout the United States.

Contempt Plea Denied

LOS ANGELES District Court of Appeal refused without comment in early July a petition filed by David E. Hume, Eagle Pass, Tex., attorney, and Phillip Tapper, publisher, to set aside contempt charge sentences imposed upon them in Superior Court. They had sought to carry into Federal Court a suit against the California State Attorney General to prevent his interferring with broadcasting of racing news over XELO, Tia Juana, Mex. [BROADCASTING, July 1]. Hume and Tapper claimed they "could not get a fair hearing in the Superior Courts of California". Superior Judge Emmet H. Wilson, of Los Angeles, had fined Hume $1,000 and Tapper $500 for contempt. Hume appeared in the Los Angeles court as counsel for Piedras Negras Broadcasting Co., operating XELO. Tapper is said to be associate publisher of a "scratch sheet", which has a tie-up with XELO in the broadcasting of racing news.



it pays to advertise over WMC

More than 1500
CONSECUTIVE PROGRAMS
FOR KROGER OVER WMC exclusively!



HOT DATES IN HISTORY
• One straight year of Hot Dates in History over WMC—156 separate quarter-hour broadcasts, Mondays, Wednesdays and Fridays.

LINDA'S FIRST LOVE
• Three solid years of Linda's First Love over WMC—780 separate quarter-hour broadcasts, Mondays through Fridays.

EDITOR'S DAUGHTER
• Two consecutive years of the Editor's Daughter over WMC—520 separate quarter-hour broadcasts, Mondays through Fridays.

A Sales Management High-Spot City

KROGER NOW IN ITS 5th *consecutive* YEAR ON WMC



An amazing record of consistent results has been rolled up by the Kroger Grocery & Baking Company, through the Ralph H. Jones Adv. Agency, over WMC.
Since 1935, more than 1500 national spot programs have been broadcast to WMC's 399,540 radio homes, telling the merits of Kroger's Hot Dated Coffee and Kroger's Clock Bread (since 1938).
The results speak for themselves in the continuation of this vast schedule for 1940.

The above programs are in addition to "The House of a Thousand Eyes" and "The Wise Crackers," two separate Kroger programs run over WMC during 1935-36.

5,000 WATTS DAY
1,000 WATTS NIGHT

WMC

MEMPHIS
NBC RED NETWORK

Owned and operated by

THE COMMERCIAL APPEAL
"The South's Greatest Newspaper"

National Representative: THE BRANHAM CO.

★

MEMBER OF SOUTH CENTRAL QUALITY NETWORK
WMC—MEMPHIS
KARK—LITTLE ROCK
KWKH-KTBS—SHREVEPORT
WSMB—NEW ORLEANS

WHO (ALONE!) for IOWA PLUS!
DES MOINES . . . . 50,000 WATTS. CLEAR CHANNEL

There is a Market
Where the State's
Largest Industry
Will be Expanded

60%

It's Served By

WCSC

CHARLESTON, S. C.

Free & Peters, Inc.
Representatives

Studio Notes

KSTP, St. Paul, on July 1 entertained local merchandisers at a smorgasbord dinner in the Minneapolis studios, marking the initial *Burns & Allen* broadcast for their new sponsor, George A. Hormel & Co., Austin, Minn. (Spam). The network program was preceded by a three-minute local buildup welcoming the comedy team to KSTP and NBC-Red and congratulating the Minnesota industry for sponsoring the well-known team.

KMPC, Beverly Hills, Cal., following a custom established several years ago, is broadcasting the twice-weekly 1940 series of Hollywood Bowl morning rehearsal concerts, Howard Rhines, station announcer, presents notes on the programs to be heard during the season. Series of 17 broadcasts continues through Aug. 29.

WITH the presentation July 9 of *San Juan City*, by Miranda Azin, on KGVO, Missoula, Mont., the Script Library, division of Radio Events, New York, celebrated the 200,000th broadcast of its scripts. First broadcast of a script represented by the Library was made June 22, 1932, on the Yankee Network, with the presentation of the *Nocturne* series by Georgia Backus, who had just resigned as dramatic director of CBS. At present 123 authors are represented by the Library, with royalty fees ranging from $500 paid for a Lord Dunsany original to the $1 paid by stations for six *Crime Quiz* spots per week.

WOV, New York, has arranged with Dr. Frank Kingdon, director of the Citizenship Educational Service, to present a series of weekly programs to "vitalize the ideals of American democracy". The broadcasts are conducted in English, after which WOV's foreign language department translates the scripts into Italian for repeat programs.

TIME sales of WQXR, New York, during the first six months of 1940 were 44% above the preceding six months, July to December 1939, according to Elliott M. Sanger, general manager. The first half of 1940 produced an increase of 114% in sales over the corresponding period last year.

HAL BURDICK, author of two NBC network features, *Night Editor* and *Dr. Kate*, will produce and direct the Bohemian Club's famous "Low Jinks" a comedy production, which will be presented July 27 at Bohemian Grove, 75 miles north of San Francisco. Cameron Prud-homme of the KPO-KGO production staff, will play the leading role in a more serious production to be presented at Bohemian Grove August 3. Charles Runyan, KPO-KGO organist, has written the music for a Family Club "Flight" which will be staged soon at the club's "Farm" on the San Francisco peninsula.

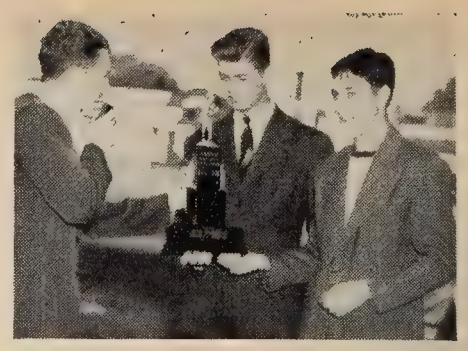
LAWRENCE WITTE of the radio publicity department of N. W. Ayer & Son, New York, and author of the syndicated column "Static", on July 4 started a weekly quarter-hour *Radio Spotlight* program on WBNX, New York, during which he gives news of radio personalities and programs. Mr. Witte formerly conducted programs on KYW, Philadelphia, WDEL, Wilmington, and the former WPG, Atlantic City.

NEW RECORD in remote broadcasts for WOR, Newark, was set June 28 when the station rolled up a total of 22 under the direction of James MacKenzie-Reid, field supervisor of the WOR engineering department. Fifteen engineers traveled over 750 miles in New York and New Jersey, using over 30 field amplifier sets to cover everything from a horse race to a dance orchestra, including baseball in Brooklyn and the dedication of a new section of New York's Belt Parkway.

WTRY, Troy, N. Y., increasing its service to farm area listeners, recently added two weekly quarter-hour appearances by County Agents Herbert Davis and Clarence Johnson to its agricultural program schedule. Elton J. Hanks, of the Rensselaer County Bureau, also conducts a weekly farm series, supplementing the station's daily farm programs, which included regional market reports and other features.

WKY, Oklahoma City, originating *Southwestern Serenade*, for NBC-Red since October, 1939, has expanded the feature to a half-hour and shifted it from Thursdays to Sundays, 12-12:30 p.m. (CST). The program, featuring Lee Norton as Pancho and his Caballeros, has been one of two weekly network programs regularly originating at WKY.

AS JOHN MacKNIGHT, announcer of WDGY, Minneapolis, began reading a storm insurance announcement at 12:27 p.m. on a recent day, a bolt of lightning struck the transmitter tower and put the station off the air a half-hour. The tower was insured.



EATING CROW was Nick Stemmler, veteran sportscaster of WSYR, Syracuse, N. Y., as he handed the Nick Stemmler Cup to co-captains Howard Warner and Al DiStaolia, of Christian Brothers Academy in Syracuse. Their team won permanent possession of the coveted City High School League trophy and their third and final leg by beating out Nick's own alma mater, North High. The presentation was made at Municipal Stadium field just before a double-header of the Syracuse Chiefs, of the International League.

Flubs to Aid Red Cross

KLZ, Denver, and its employes donated $172.10 to the Red Cross recently on the weekly *Boners' Court* of the station. For several years KLZ announcers and program personalities have met weekly on the air to be tried for mistakes they have made. If judged guilty, they pay five-cent fines. Since the program started $46.30 has been collected. This amount, along with $24 from KLZ employes, $100 from the station management, and $1.80 levied in fines on "Red Cross Night", made up the contribution. On "Red Cross Night" each announcer paid a double fine, whether found guilty or innocent.

WPEN, Philadelphia, recently took a 10-year lease on the 21st and 22d floors at 1528 Walnut St., where it will construct new offices and studio facilities. Although no architect has been selected, the plan calls for all business offices on the 21st floor, connecting with a private staircase to the 22nd floor, which will contain the main lobby, studios, audition rooms and executive offices, air-conditioned throughout. Entirely new equipment, probably RCA, will be installed in the new quarters, according to George Simon, WPEN general manager. The transmitter will remain at its present site at 72d and Race Sts. Provisions are to be made in the new setup for both FM and television.

KCMO, Kansas City, recently increased the time of eight daily newscasts from five to 10 minutes to give additional coverage. With 17 hourly newscasts daily, KCMO is devoting a total of 4 hours 20 minutes of its 18-hour schedule to news.

WLAC, Nashville, on July 6 started originating its *Old Dirt Dobber* feature as a weekly CBS coast-to-coast transmission. The network pickup resulted after a census by the station indicated regular listeners of the program in more than 162 towns in Tennessee, Kentucky and Alabama.

IN AN exhibit of 50 radio advertisers, under auspices of the Tacoma Advertising & Sales Club, the Weisfield & Goldberg spot announcement campaign on KVI, Tacoma, won first place for the best campaign of spot announcements by a retail advertiser. Brown & Haley, candy manufacturers, won first place for the best campaign of spot announcements by a general advertiser.

THEY
DIDN'T
DO RIGHT
BY OUR
NELL (Ky.)!

When they passed out *purchasing power*, they didn't do right by Nell (Ky.)! . . . Because Nell and many other tiny Kentucky towns haven't a big share of buying ability. WAVE concentrates on the lucrative Louisville Trading Area. Home and market for 1,070,918 buyers, this Area makes over 67% of *all purchases* in Kentucky! . . . You may be surprised to learn how reasonably WAVE, the only N. B. C. affiliate in the territory, can give your sales story to this large group of buyers. Write for the *complete dope*, today.

LOUISVILLE'S
WAVE
INCORPORATED
1000 WATTS • • • 940 K.C. • • • N.B.C.
NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

WHEN American Airlines recently inaugurated regular airline service to the city, the local Kiester Chevrolet Co. bought all available station breaks on WBLK, Clarksburg, W. Va., to congratulate the airline and chamber of commerce. WBLK carried the inaugural ceremonies from Harrison County Airport, feeding the program to the West Virginia Network stations. Odes Robinson, chief engineer, and Richard Helms supervised the pickup, with Don McWhorter, program director, and Charlie Snowden at the microphone. G. C. Blackwell WBLK managing director, and other staff members attended the inaugural dinner.

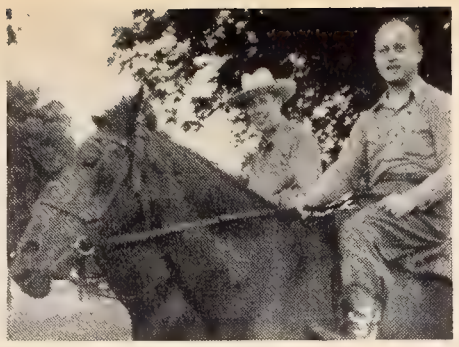
AS A PRELUDE to the All-Star baseball game in St. Louis July 9, radio, press and major league managers were guests at a stag party given by Charlie Grimm, sportscaster of WBBM, Chicago, on his Char-Li-Gene farm near Robertsville, Mo.

KGVO, Missoula, Mont., has started a new series of *Greater Missoula* programs preaching the benefits of living within the corporate limits of the city. The feature is designed to bring into the city some 5,000 residents now living just outside the city limits.

WLW, Cincinnati, on July 20 will open a craft shop in the Crosley Bldg. at the New York World's Fair where the handiwork of shut-in members of the *WLW Mailbag Club* will be sold throughout the summer. The entire sale price for each article will be forwarded to its maker, with WLW paying salaries of attendants and other expenses of the project. Inauguration of the new service will be marked by a special direct-wire pickup from the World's Fair studios of WLW on July 20, conducted by Minabelle Abbott, postmistress of the organization. Joseph Ries, supervisor of the Crosley Bldg., will be in charge of the shop.

FTC Complaints

IN A COMPLAINT announced July 12 by the Federal Trade Commission, Zenith Radio Corp., Chicago, was charged with misleading representations in advertising Zenith radio receivers. The FTC also has issued orders to discontinue alleged false advertising claims by May's Cut Rate Drug Co., Clarksburg and Charleston, W. Va., and Pittsburgh Cut Rate Drug Co., McKeesport, Pa., for certain Mayco proprietary products; Murine Co., Chicago, for Murine eye preparation; Monticello Drug Co., Jacksonville, Fla., 666 cold and fever treatment; Mayos Products Co., Chicago, Mayos proprietary; Johns-Manville Corp. and Johns-Manville Sales Corp., New York, Rock Cork. On July 6 the FTC announced a stipulation entered into by Colgate-Palmolive-Peet Co., Jersey City, to cease certain representations in the sale of soap products.



RIDING was one of the sports at an outing staged by Phil Evans, director of the farm service of KMBC, Kansas City, at his farm, with 75 KMBC employes attending. Sam Bennett (foreground), sales director, demonstrated his riding skill to Karl Koerper, vice-president and managing director, digging in his Texas boots to stage a fast takeoff. The takeoff was sudden, and so was the unexpected stop, after which the two executives switched to less violent pastimes.

More Cole

FOLKS down around Charlotte, N. C., like Grady Cole so well for his work as CBS regional farm editor at WBT they name their babies after him. Recently he received a note—the 65th of similar nature—from a listener advising of the christening of Grady Cole ——. The note, in part, declared: "We have just named our new baby boy Grady Cole —— in your honor. Please play 'Careless Love' on your *Alarm Clock* program over WBT tomorrow morning".

WJJD Changes Home

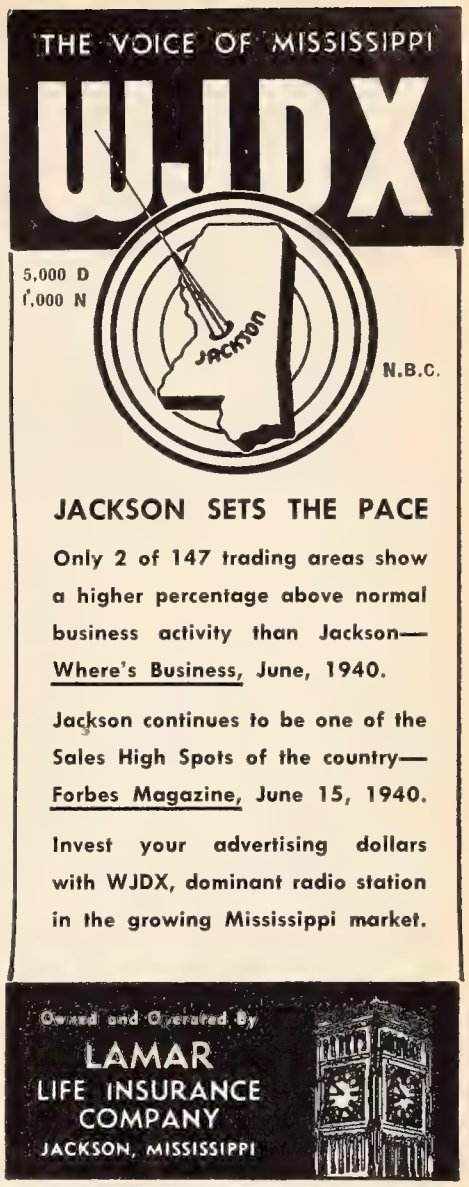
RALPH L. ATLASS, president of WJJD, has announced that the Chicago station will move about Oct. 1 from its present site at 201 N. Wells St., to the Carbide & Carbon Bldg., 230 N. Michigan Ave. Plans call for more than 7,000 square feet of studio and office space with wood-panelled executive offices and a blue-and-gray color scheme. Johns-Manville is designing and constructing floating studios with specially equipped recording devices, the latest in high-fidelity engineering equipment and mechanical ventilation. Four studios will be built. Announcers and musicians will have special lounges. Sales offices of WIND, Gary, Ind., in which Mr. Atlass has an ownership interest, will be located in the new quarters.

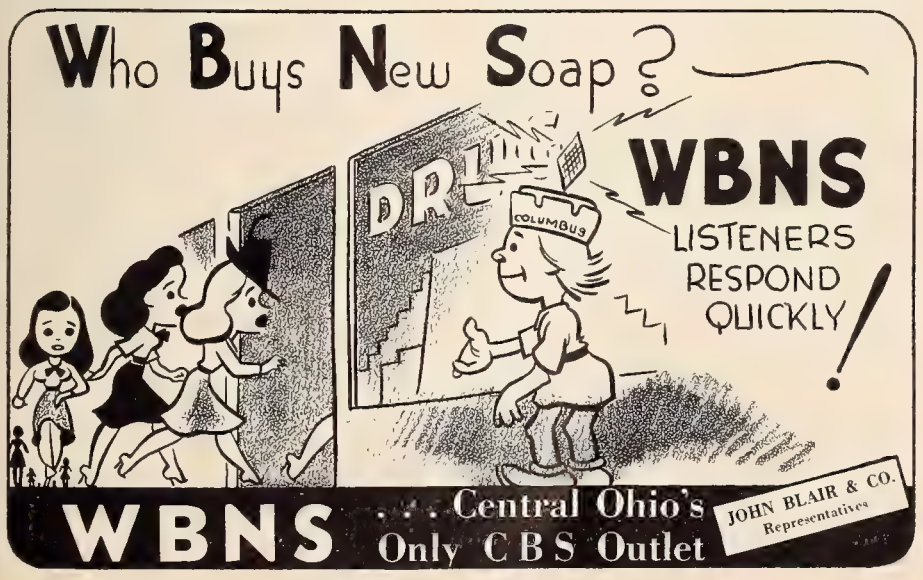
Worth the Effort

TO RAISE money for the Finnish Relief Fund and the Red Cross, WSCS, Charleston, S. C., recently staged a 40-mile race between Dr. Arne L. Souminen, Finnish physician who operates a health camp in Summerville, S. C., and an 11-year-old race horse. Dr. Souminen held his own during the first part of the run from Summerville, but when he reached the track at Charleston the cinders were too much for his tired swollen feet, and he had to give up. Even though the horse won, Dr. Souminen felt the race was worth the effort in view of the charity receipts.

CBS Golf Tournament

FRANK KIZIS, secretary to William S. Paley, CBS president, was low net winner with a score of 95-23-72 for the first 18 holes in the annual CBS golf tournament, held recently at the Engineer's Golf Club, Roslyn, N. Y. Kizis gained second leg on the trophy donated by Larry W. Lowman, CBS vice-president. Andre Baruch, CBS announcer, was low gross with a score of 84, while Al Rinker, program producer, won the kicker's handicap with a 76. Dell Peters of Columbia Artists' Bureau was low net for the second 18 holes with a 72, and A. B. Chamberlain, chief engineer, won a special driving prize. Jim Middlebrooks, engineer, won the booby prize with a 149.







Proved
Selling Power
in the
Hoosier Market

Mrs. Farrell's
KITCHEN of the AIR



THE
HOOSIER MARKET'S
OLDEST, *most successful*
Participating program for
Women RETURNS to

WFBM Indianapolis

Proof of results—bales of it—is the best proof of Rose Lee Farrell's influence on Hoosier buying habits. A half-hour participating program, every morning from Monday through Friday, offers as many as 30 five-minute participations weekly to an advertiser, or as few as 2 weekly, with Indianapolis' best-known home adviser telling about your product. Write or wire for information about availabilities.

WFBM
INDIANAPOLIS
NATIONAL REPRESENTATIVE:
THE KATZ AGENCY, INC.

Grocers, Druggists Prefer Radio

(*Continued from page 22*)

McGee & Molly (Johnson's Wax), 51.6%; Fred Allen (Ipana, Sal Hepatica), 48.4%; *Pot o' Gold* (Tums), *Prof. Quiz* (Teel), Kay Kyser (Lucky Strikes), 45.2%; Burns & Allen (Hinds Honey & Almond Cream), 41.9%.

Indicated was a tendency for all who listened regularly to any program also to listen to a number of programs. The largest number of programs was checked by druggists operating stores of medium size and income. Many operating very large or very small stores were unable to name any program as listened to consistently.

Among the 70 grocers interviewed, 51% had radio sets in their stores, but only 11% used them deliberately to bring in programs advertising products sold in the store, the survey indicated. Ratings of types of programs for advertising products to be purchased by men and by women followed the same pattern as ratings made by the druggists. Sports programs were rated as most appealing to men, with 46%; comedians, 41.3%; news, 39.7%; quiz programs, 27%; popular orchestras, 25.2%. Daytime serials led in appeal for women, with 51.6%, followed by evening dramatic shows, 33.8%; popular orchestras, 32.1%; quiz programs, 25.8%.

The grocers, in checking programs they listened to regularly, rated comedians at the top of the list: Jack Benny's Jello program was listed as heard regularly by 61.5%; *Chase & Sanborn Hour*, 60%; *Kraft Music Hall*, 56.6%; *We, the People*, 45%; *Kate Smith Hour*, 40%. The next five programs, all named by from 22 to 28% of those replying, included Wheaties baseball broadcasts and four evening dramatic programs—*Campbell Playhouse, One Man's Family, Lux Radio Theatre* and *Big Town.*

Products and Media

Both druggists and grocers were asked two questions concerning the relative effectiveness of various media for national brand advertising. First, they were asked what medium they considered most effective in helping sell certain specific products—cosmetics and shortening, where the selection would be made entirely by women; shaving supplies and pipe tobacco, where it would be made entirely by men; proprietary medicines and coffee, where both men and women would have to be reached by advertising for greatest effectiveness. Radio advertising was considered most effective for all six types of products.

Comparative radio - magazine-newspaper ratings made by the druggists on the specific products aggregated: Cosmetics—radio 64.1%, magazine 33.3%, newspaper 2.6%; shaving supplies—64.1%, 21.5%, 10.2%; medicines—69.7%, 22.4%, 7.9%.

Grocers' ratings totaled: Shortening—radio 62.3%, magazine 5.7%, newspaper 26.4%; pipe tobacco—58.4%, 15.5%, 10.6%; coffee—58.4%, 6.5%, 25%; breakfast foods—78%, 4.3%, 15%.

To test dealer opinion as to relative effectiveness of different media for national advertising, the druggists and grocers also were asked to name the campaign, conducted during the last 12 months on behalf of any product sold by the dealer, which each considered most effective in stimulating sales in his store. Both druggists and grocers named radio as the medium used in such campaigns, far more frequently than any other medium. Druggists listed most frequently the campaigns on behalf of Fitch's Hair Tonic, Tums, Sal Hepatica, Carter's Little Liver Pills, and Gillette razor blades, in all of which radio was either the only or the major medium used. Grocers listed most frequently campaigns on behalf of Procter & Gamble products, both generally and for specific products, and Wheaties, where radio was used as the primary agency. Grocers also stressed the value of gift offers or contests in connection with radio campaigns.

The survey indicated that, on the whole, reaction toward advertising of brands by national producers and jobbers was definitely favorable. Dealers stated in particular that radio advertising fixes the brand name in the consumer's mind and causes demand for that particular brand, in greater degree than is possible in printed media.

Identifying Products

The product identification study conducted by Miss Martin was based on interviews with 200 housewives and questionnaires answered by 50 additional Kansas housewives. The questionnaire—and the interviews—incorporated a list of 47 radio programs, all advertising products used by housewives. Each subject was asked to check the programs to which she tries to listen regularly, attempt to identify the product advertised on each of the programs, and to signify whether she actually uses the advertised product on each program heard regularly.

Programs for which the greatest listener appeal was registered, as indicated by the percentage of housewives who try to listen to them regularly, included: *Chase & Sanborn Hour*, 74.4%; Jack Benny, 70%; *Hit Parade*, 52.8%; *Fibber McGee & Molly*, 50.8%; *Kraft Music Hall*, 50%; *Burns & Allen*, 42%; Bob Hope, 39.2%; *Fitch Band Wagon, We, the People*, 36.8%; Wayne King, 36%.

The most effective programs, from the standpoint of the proportion of regular listeners able to identify the products advertised include: *Ma Perkins* and *National Barn Dance*, 100%; *Johnny Presents*, 97%; *Fibber McGee & Molly*, 96.9%; *Big Sister*, 96.5%; *Myrt & Marge*, 93.7%; *Hilltop House, Pepper Young's Family*, 93%; *Kraft Music Hall*, 90%; Jack Benny, 89.7%. As a basis of comparison, the average program showed 72.7% of its listeners able to identify the product advertised.

Of the 250 women interviewed, only 40.6% indicated they used products advertised on the programs to which they listen regularly. Leading programs, with "use of product" as the basis of comparison, included: *Fibber McGee & Molly*, 77.1%; *Kraft Music Hall*, 77%; Irene Rich, 72%; *By Kathleen Norris*, 71.5%; Jack Benny, 69.1%; Lanny Ross, 66.5%; *Aunt Jenny's Stories*, 66%; *American Album of Familiar Music*, 58.5%; *Vic & Sade*, 57%; *Ma Perkins*, 56.1%.

Types of Programs

The leading eight programs from the standpoint of proportion of all 250 housewives contacted, who listen to the program and also use the product, were: Jack Benny, 48%; *Fibber McGee & Molly*, 39.6%; *Kraft Music Hall*, 30.8%; *Chase & Sanborn Hour*, 25.2%; Fred Allen, *Lux Radio Theatre, American Album of Familiar Music*, 16.8%; *Alec Templeton Time*, 16%.

As between different types of programs, comedians ranked first both in product identification and use of the product advertised, with 93.5% of their listeners identifying the product and 53.3% using the product. Following in order were quiz programs, with 85% of listeners identifying the product and 40% actually using the product; 30-minute dramatic programs, 81.7% and 49.7%; variety programs, 80% and 36.5%; popular music, 74.2% and 33.1%; daytime serials, 71% and 37.8%. The average registered for all programs was 72.7% identifying product and 40.6% using the product.

NBC's FM station, W2XWG, New York, is now maintaining a daily program schedule from 3 to 11 p. m., Mondays through Fridays.

Web Proof

UNUSUAL recent occupation of Frank Pierce, engineer of WHO, Des Moines, has been construction of a spider-proof radio receiver. The new set replaces a line receiver, part of polyphase experimental equipment, on a post on WHO's transmitter grounds. When the original receiver went bad, investigation showed a pair of big black spiders had set up webkeeping, rearing several hundred babies in the receiver's innards.



MOSEYING along on a 300-mile jaunt with a mobile recording unit, Glenn LePard and Lenore Little, the Butterfield Theatre *Sidewalk Reporters* and wandering interviewers of WOOD-WASH, Grand Rapids, Mich., paused to interview Indians at Traverse City, who had woven the baskets to be presented President Roosevelt by the forthcoming winner of the WOOD-WASH "Search for a Star Contest", now being conducted in Butterfield Theatres throughout Western Michigan. Here the gallivanting pair talk over basketry technique with Chief Day Bird. The lengthy trip was supervised by David H. Harris, WOOD-WASH traffic manager and director of the "Search for a Star".

Television Notes

Images Span 1,800 Miles

TELEVISION reception at a distance of 1,800 miles was reported during the Republican National Convention by Watt Stinson, chief engineer of KTUL, Tulsa, who wired O. B. Hanson, vice-president and chief engineer of NBC, that the NBC telecast of the balloting on June 27 came through Tulsa every minute or so for several seconds at a time over a two-hour stretch. The sound channel was very usable about half the time, Stinson said, with images of voting sheets and closeups of the chairman quite distinct at times. This is believed to be the longest overland television reception yet achieved, although recognizable images transmitted from London have been received at Riverhead, L. I., by RCA engineers.

* * *

DuMont Tests

TEST PATTERNS and actual live pickups, the latter a street scene obtained by focusing the television camera through an open window of the transmitting tower at 515 Madison Ave., New York, have been telecast by the DuMont experimental 50-watt video transmitter which was recently moved from the company's laboratories in Passaic, N. J., to New York. Images were received by recivers in Passaic, it was stated. Meanwhile, work on the permanent DuMont television transmitter is progressing rapidly, and it is hoped that the station will be able to start regular service in the fall.

* * *

Not Recognized

BOND GEDDES, executive vice-president and general manager of the Radio Manufacturers Assn., has issued a statement declaring that the "First National Television Convention" and television show being promoted by the "Television Engineers Institute of America Inc.," of Hollywood, Aug. 22-24, have not been sanctioned by the RMA board. A request for recognition by the RMA, he stated, was not accorded. He added that the IRE board "also has not seen fit to give official recognition".

* * *

Tennis Coverage

TENNIS will occupy the television screens in New York on July 17-19, as NBC covers the action of the Eastern clay court championship matches.

Films for Television

A DEAL has been completed between Television Film Corp. of America, Hollywood, and Don Lee Broadcasting System, Los Angeles, for the former company to supply specially made short subjects for weekly televising over W6XAO. A series of five three-minute musical shorts, made exclusively for television, have been completed and were produced by Dan Milner in standard width and reduced to 16mm. for televising. Featured in the series are Cliff Nazarro, Wingy Manone, Ann Lee and Jeanne Evon. Arrangement with Don Lee network is in the nature of a test, with other films to be supplied if reception proves satisfactory. Deals are also being negotiated for servicing video stations on the East Coast.

WHLD, Niagara Falls, N. Y., has appointed Radio Centre Ltd., Toronto, its Canadian representative.



Register & Tribune Syndicate

"We're Troubled a Bit by Interference From the Hospital X-Ray Next Door!"

Equipment

THE FCC on July 8 authorized the construction of the new Pea Island transmitter of WABC, New York, for which Western Electric equipment has been ordered. The present Wayne, N. J. site will be abandoned in favor of the new location on a tiny promontory in Long Island Sound off New Rochelle, N. Y. [BROADCASTING, May 1].

AN RCA transmitter and associated equipment has been ordered for the new KFUN, Las Vegas, Nev. [BROADCASTING, June 15] but plans for its construction are still in abeyance. BROADCASTING inadvertantly reported June 15 that the station will be owned by Ernest N. Thwaites, who advises that his father, Ernest Thwaites Sr., is sole stockholder, though the junior Thwaites, now with KVSF, Santa Fe, N. M., will be manager.

WESTERN ELECTRIC equipment, ordered through Northern Electric Co., has been installed by CJOR, Vancouver, B. C., which on July 15 increases its power to 1,000 watts on 600 kc.

RCA MFG. Co., Camden, N. J., has announced the sale of the following equipment: 1-E broadcast transmitter, KTSM, El Paso, Tex.; 250-K transmitter, KYCA, Prescott, Ariz., KVOE, Santa Ana, Cal., WMJM, Cordele, Ga., WGOV, Valdosta, Ga.

WESTERN ELECTRIC Co., New York, has announced the new 9A universal phonograph reproducer, which plays both vertical and lateral-cut recordings at the flip of a switch. It is claimed response of the reproducer is flat up to nearly 10,000 cycles for both types of recording. Two main assemblies, a self-contained vibrating system and a permanent magnetic circuit, comprise the internal mechanism of the diamond-stylus instrument.

WESTERN ELECTRIC transmitter, Lingo tower and RCA speech input equipment are being installed for the new WAOV, Vincennes, Ind., scheduled to go on the air in mid-August, using 100 watts on 1420 kc. Station will be owned by the *Vincennes Sun-Commercial.*

CBS Stockholm Correspondent

DAVID M. ANDERSON, native of California, who has been in Stockholm since May of last year, has been appointed CBS correspondent in the Swedish capital, according to a July 9 announcement by Paul W. White, CBS public affairs director. He went to Stockholm to teach English to Swedes and to a colony of Jewish refugees there. He has been working with foreign newspaper correspondents in recent months, and has been doing nightly news broadcasts in English over Stockholm's Motala station.

More Power
for the Hoosier Market

5,000 watts
DAY AND NIGHT is
now authorized for
WFBM Indianapolis

Even better service for Hoosier listeners from their favorite station . . . and even better value this Fall for advertisers who "Use the HOOSIER Station to Reach the HOOSIER Market"! Plan now to put this extra power to work for your product.

WFBM
INDIANAPOLIS
NATIONAL REPRESENTATIVE: THE KATZ AGENCY, INC.

KSCJ
The JOURNAL
SIOUX CITY IOWA
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

139 radio stations from coast to coast now using
TEL-PIC WINDOW DISPLAYS
with its daily mailed picture service
TEL-PIC SYNDICATE, Inc.
1650 BROADWAY, NEW YORK
P.S. Our new reciprocal plan is without cost to station.

WOL
WASHINGTON, D. C.
1,000 Watts
DAY & NIGHT
Affiliated With the Mutual Broadcasting System
1230 KC.

KFRU
COLUMBIA, MISSOURI
A kilowatt of power on 630 kc. daytime with 500 watts at night.
A Sales Message over KFRU Covers the Heart of Missouri

WBAL
means business in Baltimore

FCC Rebuked at Brown Hearing

(*Continued from page 30*)

of CBS stock then existing was split into two classes of stock, A and B. All the A stock was sold to Paramount, with the B stock held by the former sole stockholders. Each class of stock carried votes to elect half the membership of the board of directors.

When CBS earned more than the stipulated $2,000,000 and Paramount stock, caught in the market crash, had declined to about $10 per share, the CBS holders of Paramount stock decided to exercise their option to turn it back to Paramount at $85 per share. Of the original 58,823 shares, 47,484 shares remained in the hands of the CBS stockholders who had participated in the original transaction. It was learned that Paramount, unwilling to deplete its own cash position, had decided to sell its CBS holdings to acquire funds to repurchase its own shares. After further negotiation Paramount placed a price of $5,200,000 on the 63,250 shares of Class A CBS stock.

The group of CBS stockholders who still owned the 47,484 shares of Paramount stock (two of the original 17 having otherwise disposed of their Paramount holdings) negotiated with a group of bankers who were willing to buy a substantial part of Paramount's CBS stock if it could be acquired at a favorable price. The price set by Paramount amounted to $82.21 a share. The bankers then offered to invest $2,000,000 on this basis. The CBS stockholders involved also considered the $82.21 price advantageous and accepted the bankers' offer, reacquiring a part of the stock they had sold to Paramount, and retiring the remaining part to CBS' treasury, subsequently selling to the banking group a part of the CBS stock they had reacquired.

Book vs. Actual Value

Questioned further on points stemming from the 1929-31 Paramount transaction, Mr. Colin explained that in 1931 CBS stock paid a dividend of $18.56 per share, with the purchase price actually amounting to only 4½ times earning power at the time CBS bought some of its own stock. Even in the present depressed market the stock is worth more than three times what the company paid for it, he commented. The Paramount deal was in no sense a stock-rigging transaction, he said, commenting that persons such as bankers, "skilled in investment", would not accept any arbitrarily set purchase price for stock unless the stock actually was worth that much.

As for minority stockholders, he continued, 14 of them held 1.67% of CBS stock at the time, and although the book value dropped from $35 to $29 per share, each share was actually worth 1/9 more because 1/9 less shares were out. Book value alone is not a dependable indicator, he explained, stating that while CBS stock on June 1 had a book value of only $7.92 per share, it was actually selling for $18. In considering the worth of common stock, the stock's earning record is more important than book value, he added.

Station Ownership Vital

Asked by Sen. Neely (D-W.Va.) what would happen to CBS if the FCC refused to license its owned and operated stations, Mr. Colin replied that the loss of license for the eight CBS stations affected would depreciate stockholders' equities. But it would not necessarily destroy the network, he said, since the remaining affiliates could still be served by the network organization.

Observing that the FCC at that time was not authorized to go into such transactions, at least to the present extent, Chairman Wheeler commented that, insofar as the nomination issue was concerned, Commissioner Brown's participation in the CBS license renewals could not work against his confirmation. He continued that it resolved into a question of his fitness to hold the office — whether Commissioner Brown issued a report unwarrantedly injurious to CBS or other parties.

Allowed to run through a section of the digest of evidence included in the network-monopoly study, correcting "misstatements of fact", Mr. Colin pointed out among other things that CBS, as an entity, was merely a party to the Paramount transaction; that the money involved was drawn from surplus rather than capital, as inferred; that instead of 12 minority stockholders with 7,501 shares, there were 14 holding only 2,116 shares, about 1,500 of which were held by close office associates of CBS officials involved, himself among them.

Wheeler's Retort

As Mr. Colin reeled off his list of corrections, Chairman Wheeler sounded the caution: "Every one of these commissioners (FCC) should be careful not to give misstatements of fact injuring a company or a person. There are too many loose statements of fact by many Government commissions."

William S. Paley, CBS president, did not make the "cool million" attributed to him earlier by Sen. Tobey out of the Paramount transaction, Mr. Colin explained. He did make that amount, and other large amounts, from sales of portions of his stock to other parties, among them Brown Bros. Harriman & Co., he continued. At this Chairman Wheeler pointed out that the record, deriving from the FCC report, "clearly states" that President Paley made this money from the Paramount deal, emphasizing his observations on "misstatements of fact".

At one point in this review, when he was taken to task for placing technical answers to questions posed by Sen. Tobey in the hands of DeQuincy V. Sutton, FCC head accountant, Col. Brown declared: "If the digest misled me, it misled two other members of the committee, to wit, Commissioners Walker and Thompson."

Termed Misleading

CBS Counsel Burns pointed out that a principal weakness of the Network-Monopoly Report lies in its lumping together of networks, yielding generalizations that lead to misunderstandings. He said it would form "no satisfactory guide to Commission action in regard to networks". As Sen. Tobey, Commissioner Brown and Mr. Colin proceeded into a three-way section-by-section discussion of various conclusions in the FCC report covering station-network relations, Judge Burns periodically voiced his opposition to the FCC conclusions.

In a final flurry just before Chairman Wheeler announced a recess until Congress reconvened, Sen. Reed (R-Kan.) again upbraided Mr. Colin for his June 21 statement. "In your own interest I think you'd better retract the statements you made about Senator Tobey," he declared. "If you've got any criticism of anybody, you should direct it at the FCC."

Explaining that he wished to set the record straight on that point, Mr. Colin stated: "Based on facts as developed here, I am wholly willing to withdraw any statements charging malice to Sen. Tobey."

Sample Transmitter Log Receives FCC Approval

A MODEL "transmitter log" prepared by Lynn C. Smelby, engineering director of NAB, in cooperation with Andrew D. Ring, FCC assistant engineer in charge of broadcasting, has been approved by the FCC as one which meets all of the official requirements under the rules. An exchange of correspondence on May 31 and June 27 between C. E. Arney Jr., NAB assistant to the president, and T. J. Slowie, FCC secretary, resulted in the approval.

Upon receipt of the FCC's approval, the NAB dispatched to all members copies of the transmitter log with instructions for use. The FCC asked for sufficient copies of the transmitter log, together with the previously drafted program log, to provide its field force with copies.

Johnson Buys Out Bassett

E. F. Johnson Co., Waseca, Minn., radio transmitting equipment manufacturer, has purchased all assets connected with the antenna and concentric cable business of Bassett Radio Mfg. Co., Niles, Mich., and has moved this division to Waseca. The Johnson firm will continue to manufacture and market the flexible concentric cable, rotary beam antennas and high frequency coaxial antennas along with its other products.

MBS Preparing For Cooperative

Union Angle Hovers; Agency Seeking Local Sponsors

THE 1940-1941 version of the cooperatively sponsored *Show of the Week* program will have the new appeal of comedy stars instead of name bands when it returns to MBS Sept. 29, Sundays, 6:30-7 p.m., according to Redfield-Johnstone, New York, agency handling the show. A permanent orchestra directed by Vincent Lopez will be featured, with Buddy Clark as singer. Tentative guest stars include Lou Holtz, Abbott & Costello, Henry Youngman and Block & Sully.

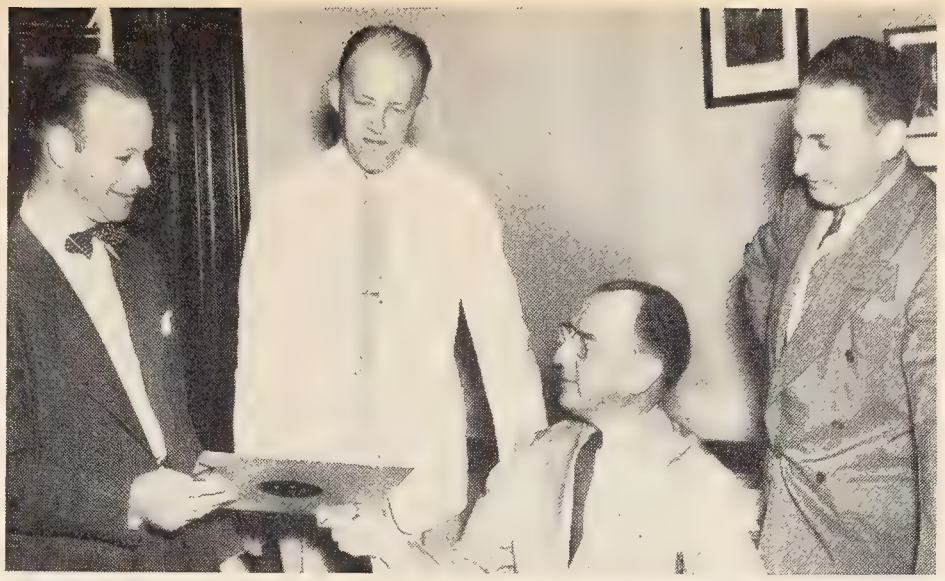
Howard Clothes, New York, with branch stores throughout the country, is the only sponsor thus far announced by Norman Livingston, radio director of the agency, who leaves on a tour July 15 to line up other local advertisers. Howard will sponsor the series on WOR, Newark; WAAB, Boston; WGN, Chicago; WFIL, Philadelphia; WEAN, Providence; WSYR, Syracuse; WTAG, Worcester.

Union Problem

Although it was thought the program might run into difficulties with the AFM following the union's resolution at its recent convention asking that local standby orchestras be required for network programs broadcast under local sponsorship, the resolution has not been "out of committee" and even if passed, will not affect the program this year, according to Livingston.

A different view was expressed by James C. Petrillo, AFM president. Asked about the union position on programs of this type, he stated that he was opposed to the practice of using "one band for 40 sponsors" and that action would be taken "in the near future" on the resolution.

GOLF teams of KWK and KMOX, St. Louis, met July 14 in a match and medal play inter-station tournament at Sunset Hills Country Club. The KWK team included Bob Richardson, national sales representative; R. T. Convey, president; Bruno Houff, of the studio band; V. E. Carmichael, co-winner of the 1939 BROADCASTING trophy at the NAB Atlantic City convention; John W. Tinnea, program director; Johnny Neblett, sports announcer. The KMOX squad by Jim Alt, announcer, also includes Fred Bailey; Ben Feld, musical director; Art Langsfelder, musician; Sy Casper, of the sports staff; Merle Jones, manager.



TRANSCRIBED *Edison the Man* program sponsored by Potomac Electric Power Co., Washington, on WRC as enacted by the firm's Pepconians dramatic club was presented to A. G. Neal, sponsor president, by Jeffrey A. Abel, radio director of Henry J. Kaufman Adv. Agency. At presentation were (l to r) Mr. Abel; Stanley Bell, NBC sales; Mr. Neal; Henry J. Kaufman, agency president. Col. David McCoach Jr., Engineer-Commissioner of the District of Columbia, praised the utility's services.

Spots for Records

COLUMBIA RECORDING Corp., Bridgeport, Conn., on July 15 is planning an extensive spot campaign to be handled through local dealers for Okeh records, which are replacing the Vocalion name on CRC 35c discs in mid-July. For the campaign, built around the lines "Okeh is the new name for Vocalion Records—Instead of Vocalion just say Okeh," CRC is supplying dealers and distribustors with window displays, point-of-sale material to back up the spot campaign.

PUBLIC INTEREST in FM was indicated recently when over 500 persons wrote in to WOR, Newark, in response to an offer of a booklet on FM which J. R. Poppele, WOR's chief engineer, made during one of John B. Gambling's early morning programs. Titled *A Better Mousetrap*, the booklet was written by Dick Dorrance, manager of the New York office of FM Broadcasters Inc., to explain the how and why of FM in non-technical terms.

WHOM

BROADCASTS 5½ hrs. daily in Polish to over ½ million Poles — in addition to Italian-German-Yiddish-Spanish.

Get Details

JOSEPH LANG, Mgr.
29 W. 57th St. N. Y. City

A FAIR WORLD IN ITSELF

CFRB KNOWS

WHAT CANADA'S RICHEST MARKET WANTS TO HEAR!



Do you know that Ontario is as large as the states of Texas, New York, Michigan and Ohio combined!

Because 91% of Ontario listeners tune-in regularly to CFRB, Toronto!

CFRB'S LISTENING AREA INCLUDES 12 CITIES 42 TOWNS AND 192,174 FARM HOMES!

CFRB REACHES 36% OF CANADA'S PURCHASING POWER!

Think of it! . . . over three million Canadians live in Ontario, the richest market in a rich country! And CFRB, located at Toronto, in the heart of this vast listening area, has catered to the wants of this market for over thirteen years!

There is indisputable proof that these years of unbiased service has made CFRB Ontario's favourite station:

(1) CFRB'S year 'round mail response averages over 200,000 letters per month!

(2) In a recent coincidental telephone survey, conducted between the hours of 5 and 7 P.M. for a full week, more than 4 times as many people reported being tuned to CFRB as reported any other station!

In a highly competitive medium this overwhelming preference for one station is proof of the success of that station. For example, CFRB's "sustaining" policy has always been aimed at giving the vast listenership what it wants, not what the station felt it might, or should want! And—in addition to carrying the cream of the Canadian sponsored programs, CFRB is the only Columbia Broadcasting System outlet in Ontario!

So this is an invitation to you to investigate the tremendous listener response of Toronto's CFRB.

Prominent advertisers, whose sales have increased proportionately with the station's growing audience, have placed their programs over CFRB, for as long as ten years!

Get the complete details of CFRB's popular coverage in Canada's wealthiest market!

CFRB REACHES 29% OF CANADA'S ENTIRE POPULATION!

Advertising Representatives in U.S.A.:
JOSEPH HERSHEY McGILLVRA
New York Boston Chicago San Francisco
Los Angeles Atlanta

CFRB, TORONTO, THE MOST POPULAR STATION IN CANADA'S RICHEST MARKET!

··Now Operating Full Time··
POWER OF 1000 WATTS
KFRO
LONGVIEW, TEXAS
Voice of East Texas



Located in the center of the World's largest oil field—KFRO now serves Texas richest market with a power of 1000 watts, full time.

This vast empire of over 1,000,000 people, approximately 1/6 population of Texas, receives monthly cash benefits from oil, leases, royalties, supplemented by gigantic oil refinery pay-rolls and incomes from live stock and agriculture.

Summer sales in East Texas are GOOD! Tap this "ready-made" market with a schedule via KFRO.

Consult our National Representatives or James R. Curtis, Longview, Texas.

COVER *East Texas from the* CENTER

Sponsored News Continued in Canada; Delay in Policy Agreement Foreseen

By JAMES MONTAGNES

SPONSORED news is still heard on Canadian broadcasting stations despite an announcement by Transport Minister C. D. Howe, in charge of radio, at Ottawa, that sponsored news would soon be a thing of the past. No solution to the problem which meets with approval by the private broadcasters, the Canadian Broadcasting Corp. and the newspaper interests has as yet been evolved.

At an informal Toronto meeting July 4 plans were discussed for the final solution of the sponsored news situation. It is understood the CBC proposed a CBC news service made up of all news services available in Canada to be released four or five times daily, but this did not meet with approval of private broadcasters' representatives as it was felt such a service could not be sold.

Present at the meeting were Maj. Gladstone Murray, CBC general manager; Dr. A. Frigon, CBC assistant general manager; E. C. Bushnell, CBC program director; H. N. Stovin, CBC station relations supervisor; Jos. Sedgwick, counsel for Canadian Assn. of Broadcasters; T. A. Evans, CAB secretary-treasurer.

Early Accord Unlikely

As a result of the meeting it is evident that an early solution to the sponsored newscast problem is not in sight, despite Minister Howe's statement in Parliament that a solution would be found by the end of July. As one CBC official explained, it is a big problem, and will not be rushed to a settlement. The Toronto meeting July 4 recessed for a full meeting of the CBC committee of the board of governors and the committee from the CAB to be held at Ottawa July 17-18. Until then the situation stands undisturbed, with the only change in newscasts being the provision that there must be no commercial announcements in the body of the news.

Transradio via Shortwave

No change, it is understood, has been made in the manner in which Transradio Press services its Canadian clients by shortwave. This also is left in abeyance until the larger question of sponsored newscasts is ironed out. International News Service entry into Canada will also be discussed at length by the combined committees of the CBC and CAB, it being understood that INS has offered to put in a Canadian service at an unrevealed annual price.

The two committees at Ottawa will endeavor to come to an agreement and present a report to the full board of governors of the CBC at their August meeting. This report will be accepted or rejected by the CBC board and then go to the Minister of Transport.

The June 28 announcement by Minister Howe that Walter Thompson, publicity chief of the Canadian National Railways and first Canadian press censor at the outbreak of the war, would look into the problem of sponsored news, took Canadian broadcasters by surprise. It was at complete variance with assurances given the CAB by the CBC board of governors. The CAB executive met with Mr. Thompson at Montreal immediately following the announcement, the result of which was that the CAB was assured by Minister Howe that Mr. Thompson would not act as investigator, but that the two committees of the CBC and CAB would look into the problem.

Sedgwick Heads CAB Group

The CAB committee to meet with the CBC board committee is composed of Harry Sedgwick, CFRB, Toronto, and CAB president; Reginald Brophy, CFCF, Montreal; Guy Herbert, All-Canada Radio Facilities, Toronto. The CBC board of governors committee comprises J. W. Godfrey, Canon W. Fuller, Alan B. Plaunt, Maj. Gladstone Murray, Dr. A. Frigon, and either Rene Morin or N. L. Nathanson, CBC board chairman and vice-chairman respectively.

Queried in New York as to the plans of his organization for invading the Canadian radio market, Walter Moss, INS sales manager, said that the field had been surveyed and the idea given careful consideration, but that nothing would be done until the Canadian Government comes to a definite conclusion as to the terms and conditions under which news may be broadcast in Canada. INS at present has no Canadian clients, either newspapers or radio stations.

'Northland Network' Starts

A SPECIAL hookup of WDGY, Minneapolis, and WDSM, Superior, Wis., across the bay from Duluth, was started July 1 and carried as its first commercial the Fels Naptha *Happy Hollow* program. WDGY announced that the hookup will be known as the Northland Network.



NO GAG was "Standing Room Only" at KSAL, Salina, Kan., when Ward Marshall (right), local Plymouth and Chrysler dealer, contracted for every single minute of available time for three consecutive Fridays, starting June 28. Under the blanket order, if the time wasn't previously sold, Marshall bought it to promote his used car sales. At the transmitter KSAL Engineer Gene Seymour hammered up the SRO sign while Mr. Marshall and Manager Owen Balch stood by. Salesman Wendell Elliott was unable to appear for the picture, detained at the studio checking continuity for the blanket order.

Radio Leaders Scheduled To Address Engineers at Pacific Coast Convention

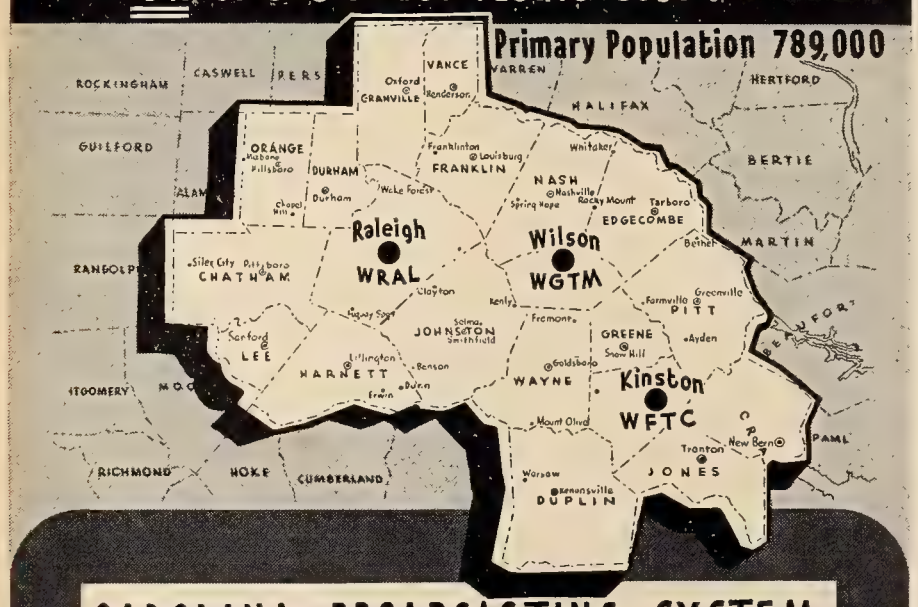
EMINENT authorities on all phases of the technical division of radio will participate in the three-day Pacific Coast convention of the Institute of Radio Engineers, to be held Aug. 28-30 in the Ambassador Hotel, Los Angeles, coincident with the American Institute of Electrical Engineers conclave.

More than 19 speakers are scheduled, with papers on FM television, sound equipment, transmitters and kindred subjects, according to William W. Lindsay Jr., general chairman. In addition there will be seminars and roundtable discussions. Besides representatives of the radio industry, participants in the session will include outstanding faculty members of the engineering and research departments of various universities and colleges.

Additional speakers announced include Profs. C. P. Hsu, S. S. Mackeown, G. A. Brettell and L. C. Yuan, California Institute of Technology; A. V. Haeff, RCA Mfg. Co.; H. H. Scott, General Radio Co.; William K. Hewlett and David Packard, Hewlett-Packard Co.; Dr. Willard H. Fenn, University of California; James W. Wallace, chief engineer, KVI; Dr. W. W. Hansen, Stanford University; John Pierce, Bell Laboratories; Martin V. Kiebert Jr., Jansky & Bailey, Washington; R. M. Wise, chief radio engineer, Hygrade Svlvania Corp.; H. S. Knowles, chief engineer and vice-president of Jensen Radio Mfg. Co., Chicago. Maj. Edwin H. Armstrong, developer of FM wide-swing transmission, is to address the joint session of IRE and AIEE.

EISLER ENGINEERING Co., Newark, has developed a new compact laboratory unit for schools and research laboratories, designed for construction of electronic tubes, incandescent lamps, radio, neon, television and fluorescent tubes, mercury switches, ampoules, vials and similar products.

25% of the North Carolina Market at less than 15% of the State Radio Cost!



CAROLINA BROADCASTING SYSTEM
Affiliated with Mutual Broadcasting System

3 shots are better than 1

You buy 3 favorites in this package

WRAL - WGTM - WFTC

are 3 to 1 for listeners . . . and

LISTENERS mean RESULTS!

Contact GIL MURRAY, *Gen'l Mgr.* WRAL, *Raleigh, N.C.*
or Sears and Ayer · NEW YORK · CHICAGO ·

BANGOR DECISION OF FCC APPEALED

CHARGING illegal, arbitrary, capricious and discriminatory action by the FCC June 18 in dismissing an application to transfer control and license of WLBZ, Bangor, Me., Congress Square Hotel Co., on July 5 appealed the FCC decision to the U. S. Court of Appeals for the District of Columbia. WLBZ seeks a court order reversing the FCC action and securing "a full, fair and open hearing" upon the application.

The controversy grew out of an application, filed May 4, 1939, by Thompson L. Guernsey, principal stockholder of Maine Broadcasting Co., licensee of WLBZ, requesting the FCC to revise the station license to make Congress Square Hotel Co. licensee in fact of WLBZ, concurrently with a transfer of control. Citing failure of Mr. Guernsey to prosecute his application, the FCC issued a final order June 18 dismissing the application and denying the request of Congress Square Hotel Co. for hearing.

In its appeal Congress Square Hotel Co. maintained that until the instant action it was the established administrative policy and interpretation of the FCC that such an application, when complete, would be acted upon "even though the transferor no longer desired that the transfer be effectuated and even though the transferor might seek formally to withdraw the same". The appellant also held that such an application would be designated for open and public hearing under the same established policy. Incorporated in the appeal proceeding was a motion directed to the appellate Court to suspend further proceedings in the case until disposition of *FCC v. Columbia Broadcasting System of California* in the U. S. Supreme Court.

WQXR-AFRA Pact

WQXR, New York, has signed a one-year contract with the American Federation of Radio Artists, calling for a minimum salary scale for a 40-hour week for the station's seven staff announcers, who are to be paid extra for handling commercial broadcasts. Usual closed shop provisions are included in the contract, which is dated from July 1, although signing took place July 8. WQXR also entered into a contract with the New York local of the American Federation of Musicians on July 1 [BROADCASTING, July 1].

WFBL

SYRACUSE

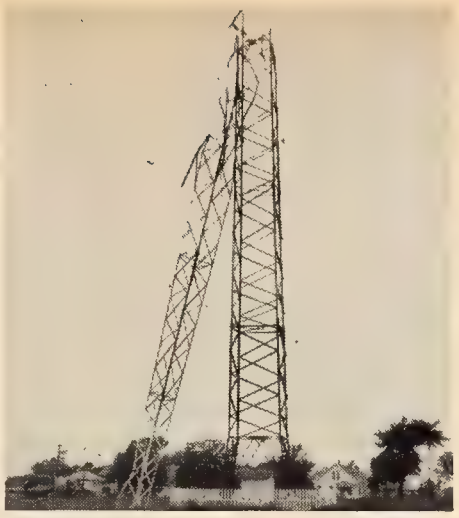
1st in Food and Drug Advertising

Because

1st in Merchandising Service

WRITE for details

WFBL
SYRACUSE, N. Y.
or Free & Peters, Inc.
National Representatives



SNAPPED OFF in a wind and rain storm July 1, only about 75 feet of the 210-foot antenna of KTOK, Oklahoma City, remained standing as the weather settled. Although the tower was almost completely demolished, KTOK lost only a few minutes of air time and continued regular service. General Manager Kenyon M. Douglass estimated damage at $2,500. Work on an auxiliary tower started immediately, pending reconstruction of the main tower. Although a 53-mile-per-hour wind was reported by the Oklahoma City Airport weather bureau, it was thought the tower must have been caught in a small tornado, since such a wind should not have damaged the tower.

New GE Crystal Unit, Thermocell, Introduced

ANNOUNCEMENT of a new crystal unit for broadcast service—Thermocell—was made July 3 by General Electric Co. in anticipation of the reallocation of standard broadcast stations in compliance with the Havana Treaty. Declared to have a guaranteed temperature-coefficient of less than one part per million per degree, the G30 is guaranteed to maintain transmitter frequency within 10 cycles, plus or minus, at any specified points in the broadcast band. Demands for more precise frequency control led to the development of the new cell. More than 700 of the 830 standard broadcast stations will be affected by the Havana Treaty shifts, it was stated.

The low temperature-coefficient of the quartz plate is possible through use of X-ray equipment during manufacture which determines the angle of crystal cut. From a cold start, the new crystal is ready to go on the air in less than 15 minutes, it was claimed. Only ¼th inch in diameter, the unit fits standard octal sockets and is easily adapted to an existing circuit. Adjustment of the crystal to almost the exact frequency is made at the crystal laboratory. Since the frequency is slightly dependent on the circuit in which the unit is used, final adjustment is made after installation in the crystal circuit by means of a trimmer condenser.

Covering Democratic Convention

CEDRIC ADAMS, who broadcasts news over WCCO, Minneapolis, twice daily for International Harvester and Purity Baking Co., is representing WCCO at the Democratic National Convention in Chicago. He is recording human interest slants and personal observations about the convention and the records are airmailed to WCCO to be played during his regular news period. Al Harding substitutes for him while away.



WNEW DELIVERS!

6 powerful reasons why:

1. TWICE THE AUDIENCE of any other New York independent station. (Hooper-Holmes and other impartial surveys.) **2.** THE NATION'S BIGGEST MARKET. (The 50-mile metropolitan trading area.) **3.** ONE-THIRD THE COST of any New York network station. **4.** RADIO'S OUTSTANDING PROGRAMS. ("Make Believe Ballroom" with Martin Block, "Milkman's Matinee" with Stan Shaw. And many others.) **5.** LOCAL ADVERTISERS *know* WNEW moves most goods—fastest. **6.** MORE COMMERCIAL TIME is bought on WNEW than on any other station in New York.



Nationally Represented by John Blair & Company

In Chicagoland
300,000 Lithuanians
Listen and Respond to
THE
LITHUANIAN
HOUR
Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily
• • •
A few facts:
1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.
• • •
for participation details, write
SALTIMIERAS'
RADIO ADVERTISERS
6912 S. Western Avenue
Telephone: Prospect 4050
CHICAGO, ILL.

Rancher to Stand Trial For Slaying Announcer

CLARENCE L. WALKER, 47-year-old Montana rancher, will have to stand trial for the murder of Edwin Woolverton, KHJ, Los Angeles, announcer, which he allegedly committed in the studios six years ago. An indictment was returned against him July 9 by the Los Angeles County Grandy Jury in Superior Judge Frank G. Swain's court. Deputy District Attorney Vernon L. Ferguson, who obtained the indictment, contended Walter, an inmate of Patton State Hospital for the Insane since 1934 when he assertedly stabbed Woolverton to death, is now sufficiently sane to stand trial.

Witnesses against Walter at the County Grand Jury meeting included C. Ellsworth Wylie, Los Angeles advertising agency executive, who was then manager of the station, and Warren Fehlman, Huntington Park, Cal. advertising agency executive, who witnessed the stabbing.

Witnesses on July 9 described the stabbing, which occurred when Woolverton tried to rescue Grace Kane, receptionist, from the knife jabs of Walter. Fehlman declared that he also had participated in the rescue and received cuts around the head.

FROM five different points in Great Britain, CBS on July 13 presented a first-hand picture of British preparations to fight Nazi invasion as seen through the eyes of five news correspondents. Participating in the transatlantic broadcast were Edward R. Murrow, chief of CBS European correspondents, Erland Echlin, Larry Leseuer, Eric Sevareid and Vincent Sheean.

Case for Advertising

RADIO advertising would not exist under a dictatorship in America, according to an article "The Case for Advertising" in the July issue of *Nation's Business*. Newspapers would "weazen into little pamphlets", the article continues in speculating on possible results of a United States with a dictator and without advertising. The article is sixth of a series on free enterprise.

AAAA Statistics Volume

VOLUME IX-a of *Market & Newspaper Statistics* was released late in June by the American Assn. of Advertising Agencies [$6 to other than AAAA members]. The volume deals with the 58 cities of over 100,000 population in the United States and Canada in which newspapers were audited to Sept. 30 and Dec. 31, 1939. Included are latest figures on population, number of families, English reading persons (English speaking persons for Canadian cities), income tax returns, audited newspaper circulations, linage, retail rates, general rates, the differential between retail and general rates, and an analysis of those sections of A.B.C. Audit Reports which deal with circulation inducements.

Hunt for Heatter

FRAZIER (Spike) HUNT, roving European correspondent for INS who has just returned to America from a six-month tour of Europe and the Near East, and Wythe Williams, MBS commentator, are taking over eight of Gabriel Heatter's 9 p.m. news broadcasts on WOR, Newark, while Heatter, on doctor's orders, takes a partial rest from his schedule of seven programs weekly. Williams broadcasts July 7, 8, 14 and 15, while Hunt handles Heatter's programs July 10, 12, 17 and 19.



ONE OF San Antonio's avid sportsman pilots, Ted Brown (left), organist of WOAI, explains the mechanics of flying to Monette Shaw and Hoyt Andres, WOAI announcer, who share honors with Brown on *Your Children*, heard twice weekly on WOAI and Texas Quality Network under sponsorship of Delaware Punch Co. of America.

NAB's Research Group Perfects Research Setup

THE PLAN for creation of a unit system of reporting broadcast advertising volume under NAB auspices was perfected by the NAB Research Committee at a meeting in Washington July 10. The plan, in preliminary form, will be dispatched to members of the NAB board of directors prior to its meeting in San Francisco Aug. 4 on the eve of the convention. Following board consideration and approval, the project will be placed before the members for action.

Attending the Washington meeting were William J. Scripps, WWJ, Detroit, chairman; James D. Shouse, WLW-WSAI, Cincinnati; Hugh M. Beville Jr., NBC research manager; Dr. Frank N. Stanton, CBS research director. William R. Cline, WLS, Chicago, sales manager and chairman of the Sales Managers' Steering Committee, was present as an observer. For the NAB were President Neville Miller; C. E. Arney Jr., assistant to the President, and Paul F. Peter, reseach director. Resignation of Scott Howe Bowen, WIBX, Utica, from the research committee on doctor's orders was announced. His successor has not been named.

Facts for Canadians

CANADIANS are to be more fully appraised of war perils according to a resolution of the Canadian Senate's special committee on war cooperation. Major Gladstone Murray, Canadian Broadcasting Corp. general manager, has been advised by the Senate Committee to "bring about a much more general and if possible universal appreciation of the peril of Canada . . . and the presentation of such facts and the driving home of such simple understandable arguments as would make everyone realize the seriousness of the present danger to our country and all its inhabitants."

The Amateur Pays

TO ASSIST the war relief campaign, WMCA, New York, is donating all proceeds to the Red Cross earned on its new *Hire A Hall* program, a weekly amateur show wherein the amateur pays for the privilege of being heard. The program starts July 15 from WMCA's studios at the New York World's Fair and allows anyone to give a speech or play a musical instrument at the rate of $3 per minute. Overtime is $6 a minute, and if the amateur wants a musical accompaniment by a member of Lee Grant's orchestra he pays 50 cents.

We're Staying Up
and Stepping Out



Yes, sir, KRRV has put on long pants and is now on the air full time with a power of 1,000 watts. Advertisers now may reach a primary daytime potential of 1,295,864 people in 36 counties of North Texas and southern Oklahoma, the heart of the Red River Valley in the land of prosperous and diversified industry. The $54,000,000 Denison Dam, flood control and hydro-electric project, is now under construction on Red River. And . . . good news to sponsors . . . there is NO increase in rates! For more information, write KRRV, Sherman or Denison, Texas.

1000 Watts Full Time
An Affiliate of the
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

The Sherman-Denison Station
KRRV
880 KC. 1,000 WATTS

Right of Courts to Overrule Congress In Copyright Protection Is Contested

LEGAL position of the broadcaster using phonograph records is succinctly stated by Zechariah Chafee Jr., professor at the Harvard Law School, in an article on "Unfair Competition", appearing in the June issue of the *Harvard Law Review*. Reviewing the history of unfair competition legislation, he distinguishes between the patent or copyright protection for originality and the legal decisions preventing passing off (a process wherein one product is passed off as being another better-known product) which protect good will.

"Some people," he states, "are always trying to protect originality under the guise of good-will. Their ideas are not patentable or they haven't taken the trouble to patent them—they haven't paid $2 for a copyright—so Congress has denied them protection. And then they go running to the courts and ask them to fill the hole left by Congress or by the plaintiff's own carelessness. My contention is that when Congress has said what original ideas shall be protected and how they shall be protected, the court should not do anything different.

Use of Recordings

"Cases like the *Cheney* necktie case [in which Cheney was denied relief against a competitor who copied his designs] are pretty hard on the plaintiff, especially if the designs were not patentable. But it was unpleasant for Dickens to see pirated American editions selling like hot cakes and for Victor Herbert to have his songs put on gramophone records in the days when the copyright law didn't extend to English novels or canned music. Yet the courts did not give Dickens and Herbert the protection which Congress had denied them. The courts waited until Congress had amended the Copyright Act to include them.

"Take a similar harsh situation today. *A*, a prominent conductor, and his orchestra, swings a familiar Bach air which is recorded by *B*, a gramophone manufacturer. *A* could copyright his arrangement of Bach, but doesn't. The statute does not provide for any copyright of the record. The defendant broadcasting station uses the record as an electrical transcription, against express orders from *A* and *B*. This practice infuriates *A*, because he and his orchestra frequently broadcast. Can *A* and *B*, who have not protection under the Copyright Act, enjoin the station's unauthorized use of the record as Unfair Competition?

"Two recent cases have so held [Waring case and RCA-Whiteman-WNEW case]. Yet, it might be wiser to deny protection until it be given by Congress under carefully specified conditions. One objection to judge-made relief is this. When a monopoly is created in something of general value, many persons will want to use the thing; and it is very important that they should know to whom to go to get permission. In the case of patents and copyrights, anybody who wants a license goes to the recorded owner. Now, if the broadcaster can be enjoined, he may want a license.

Crooner and Drummer, Too

To whom shall he go for it? Instead of one license as for copyrights, he must pay for at least two, one from *A* the conductor and another from *B* the recorder. How about *X* who played the sax and *Y* who hit the snare drum and *Z* who sang with alluring huskiness? Their performances make the record striking. Aren't they fairly entitled to royalties too? So the broadcaster may need five permits, besides a sixth from the composer if he is more recent than Bach and did copyright.

"You don't get into any such mess if a monopoly is set up by statute. For instance, a motion-picture film is a composite product like a record, but Congress allows the film to be copyrighted. The statute names only one person who copyrights,—the producer. So he gives the licenses. Similarly, when Congress gets around to copyrighting records of orchestral performances, it might vest all rights in A or in B. It's unpleasant for Benny Goodman and Victor to wait till Congress acts, but Dickens had to wait till 1891, after he was dead."

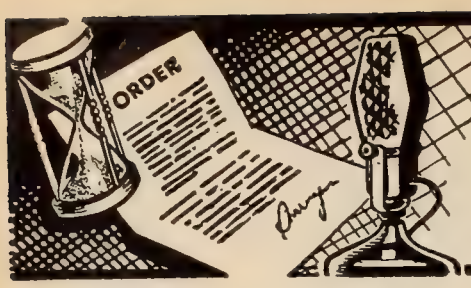
Independents to Attend General NIB Meeting

INVITATIONS to some 400 independent broadcasters, not affiliated with major networks, were dispatched July 10 by National Independent Broadcasters Inc. for a general convention in San Francisco Aug. 4 to be held in conjunction with the annual convention of the NAB.

With many problems of peculiar interest to non-network broadcasters on the agenda, President Harold A. Lafount and Secretary-Treasurer Lloyd C. Thomas, of NIB, said they foresaw good attendance. During the last year, since permanent organization of NIB, Andrew W. Bennett has been retained as counsel and Washington executive of NIB and has been instrumental in procuring measures of relief for independent stations from the FCC and in other quarters, it was pointed out. On the agenda will be such matters as copyright, Broadcast Music Inc., proposed restrictions on performance of phonograph records and FCC regulations of special interest to independent non-network stations.

CHNS
HALIFAX, NOVA SCOTIA
ONE OF THE FINEST EQUIPPED RADIO STATIONS OF CANADA
U. S. Representatives:
JOS. WEED & CO.
350 Madison Ave.
New York


Lively SHOWMANSHIP wins larger audiences in the Intermountain Market for KDYL
The POPULAR Station
Salt Lake City
NBC RED NETWORK
National Representative:
JOHN BLAIR & CO.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KPO, San Francisco

Armour & Co., Chicago (Treet), 3 *t* weekly, thru Lord & Thomas, Chicago.
Mentholatum Co., Wilmington, Del. (Mentholatum), 6 *sa* weekly, thru Dillard Jacobs Agency, Atlanta.
Blue Ribbon Books, New York (books), 6 *sa* weekly, thru Northwest Radio Adv. Co., Seattle.
Southern Pacific Co., San Francisco (transportation), 12 *sa* weekly, thru Lord & Thomas, San Francisco.
McIlhenny Co., Avery Island, La. (tobasco sauce), 6 *sa* weekly, thru John H. Dunham Co., Chicago.
California Fruit Growers Exchange, Los Angeles (Pectin), 3 *sa* weekly, thru Lord & Thomas, Los Angeles.
Mutual Citrus Products Co., Anaheim, Cal. (powdered lemon juice), 3 *t* weekly, thru Charles H. Mayne Co., Los Angeles.
Cook Products Corp., San Francisco (salad dressing) weekly *sa*, thru Rufus Rhoades & Co., San Francisco.
North American Accident Insurance Insurance Co., Newark, weekly *sp*, thru Franklin Bruck Adv., Corp., N. Y.

WOR, Newark

Alfred W. McCann Laboratories, New York, 5 *sp* weekly, direct.
Vanti Pa-Pi-A Corp., New York (beverage), weekly *sp*, thru Erwin, Wasey & Co., N. Y.
Graceland Management Corp., Elizabeth, N. J. (funeral park), weekly *sp*, thru Green-Brodie, N. Y.
Philadelphia Dairy Products Co., Philadelphia, *sp*, 5 *sa* weekly, thru Scheck Adv. Agency, Newark.
Quaker Oats Co., Chicago (cereals), 5 *sp* weekly, thru Ruthrauff & Ryan, Chicago.

WHN, New York

Krasne Bros., New York (Bernice food products), 6 *sa* weekly, 52 weeks, thru Peck Adv. Agency, N. Y.
Shubert Theatrical Productions, New York ("Separate Rooms"), 6 *sa* weekly, 4 weeks, thru Blaine Thompson Co., N. Y.
Riggio Tobacco Co., Brooklyn (Cort cigarettes), 6 *sp* weekly, 52 weeks, thru M. H. Hackett, N. Y.
A. B. Campbell Carpet Cleaning Co., New York, 24 *sa* weekly, 8 weeks, thru A. B. Landau, N. Y.

KNX, Hollywood

Milnor Inc., Los Angeles (importers), 5 *sa* weekly, thru Barnes-Chase Co., San Diego, Cal.
Chrysler Corp., Detroit (Dodge cars), 5 *ta* weekly, thru Ruthrauff & Ryan Inc., N. Y.
Langendorf United Bakeries, San Francisco (bread), 10 *sa* weekly, thru Leon Livingston Adv. Agency, San Francisco.

KFBB, Great Falls, Mont.

Par Soap Co., Oakland, Cal., daily *sa*, direct.
Mutual Citrus Products Co., Anaheim, Cal., 12 *t*, thru Charles H. Mayne Co., Los Angeles.
Pen Jel Co., Kansas City, 10 *sa*, thru David B. Mindlin Agency, Kansas City.

WGY, Schenectady, N. Y.

Armour & Co., Chicago (Treet meat loaf), 3 *t* weekly, thru Lord & Thomas, Chicago.
United Baking Co., Schenectady (canned foods, bread), 6 *sp* weekly, thru M. H. Hackett, N. Y.
California Packing Co., San Francisco (Del Monte pineapple juice), 10 *sp* weekly, thru McCann-Erickson, San Francisco.
Moxie Co., Roxbury, Mass. (soft drink), 3 *sa* weekly, thru Alley & Richards Co., Boston.

KYA, San Francisco

Biltmore Hotel, Los Angeles, 3 *sa* weekly, direct.
Crab Fishermen's Protective Association, San Francisco (fresh crabs) 3 *sp*, direct.
Sportsmen's News, Oakland, Cal. (periodical), weekly *sp*, direct.
Guaranty Union Life Insurance Co., Beverly Hills, Cal., *sa* series, thru Stodel Adv., Los Angeles.
Japanese Committee on Trade and Information, San Francisco (travel bureau), weekly *sp*, thru Brewer-Weeks Co., San Francisco.

WCMI, Ashland, Ky.

Ballard & Ballard Co., Louisville (bakery), *sa* series, direct.
Gulf Oil Co., Pittsburgh, 3 *t* weekly, thru Young & Rubicam, N. Y.
Coca Cola Bottling Co., Huntington, W. Va., 3 *t* weekly, direct.
Stanback Medicine Co., Salisbury, N. C., 24 *ta* weekly, direct.
Bonded Oil Co., Dayton, 12 *sa* weekly, thru Hugo Wagenseil & Associates, Dayton.
Red Top Brewing Co., Cincinnati, 3 *sp* weekly, thru Joseph Adv. Agency, Cincinnati.

WHO, Des Moines

Franklin County Coal Co., Chicago, weekly *sp*, thru C. Franklin Brown & Co., Chicago.
Hollywood Candy Co., St. Louis (Sundae-Mondae), 6 *t* weekly, thru Blair MacPhail Inc., St. Louis.
Haskins Brothers, Sioux City (Blue Barrel soap), 2 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Manhattan Soap Sales Corp., New York (Sweetheart soap), 3 *ta* weekly, thru Franklin Bruck Adv. Corp., N. Y.

WBT, Charlotte, N. C.

Thomas J. Lipton Inc., Hoboken, N. J. (tea), 8 *sa* weekly, thru Young & Rubicam, N. Y.
Armour & Co., Chicago, 3 *sp* weekly, thru Lord & Thomas, Chicago.
Miller High Life Brewing Co., Milwaukee, 6 *sa* weekly, direct.
Procter & Gamble Co., Cincinnati (Camay), 5 *t* weekly, thru Pedlar & Ryan, N. Y.

KGKO, Fort Worth

Gebhardt Chili Powder Co., San Antonio (sandwich spread), 5 *sa* weekly, thru Putluk Adv. Co., San Antonio.
Carnation Co., Milwaukee (Cho Cho), 90 *ta*, thru Neisser-Meyerhoff, Chicago.
Delta Air Corp., Fort Worth (travel), 26 *sa*, direct.
Superior Brewing Co., Fort Worth, 260 *sa*, thru Hi Johnson Adv., Fort Worth.
Grove Labs., St. Louis (tonic), 65 *sa*, 65 *sp*, thru H. W. Kastor & Sons, Chicago.

WHK-WCLE, Cleveland

Lacquerwax Co., Hartford (auto polish), weekly *t*, thru Wilson & Haight, Hartford.
Dill Co., Norristown, Pa. (Espotabs), 20 *sa*, thru Gotham Adv. Agency, N. Y.
Summit Hotel, Uniontown, Pa., 26 *sa*, thru W. Earl Bothwell Adv. Agency, Pittsburgh.
Quaker Oats Co., Chicago (puffed cereal), *sa* series, thru Ruthrauff & Ryan, N. Y.

KOA, Denver

Peter Paul Inc., Naugatuck, Conn., (candy), 3 *sp* weekly, thru Platt-Forbes, N. Y.
Hollywood Services, Denver (bread), 7 *sa* weekly, thru Woolley & Hunter, Denver.
Martin Bros., Denver (food products), 2 *t* weekly, thru Raymond Keane Agency, Denver.
Industrial Federal Savings & Loan Assn., Denver (finances), 6 *t* weekly, thru McCann-Erickson, Denver.

KFRC, San Francisco

Sunnyvale Packing Co., San Francisco (Rancho Soups), 6 *sa* weekly, thru Lord & Thomas, San Francisco.
Ex-Lax Mfg. Co., Brooklyn, 12 *ta* weekly, thru Joseph Katz Co., Baltimore.
Standard Oil Co. of Cal., San Francisco, 2 *sp* weekly (starting Oct. 3), thru McCann-Erickson, San Francisco.
Loma Linda Food Co., Arlington, Cal. (Ruskets), 5 *sa* weekly, thru Lisle Sheldon Adv., Los Angeles.

KSFO, San Francisco

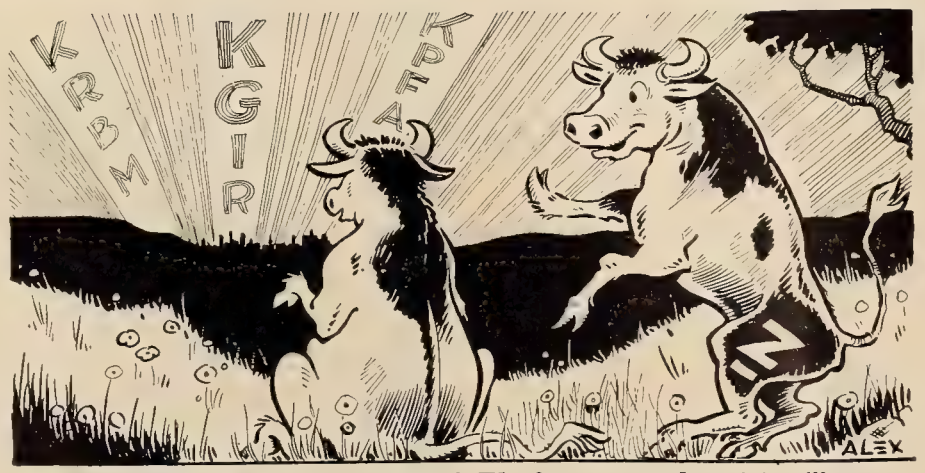
Southern Pacific Co., San Francisco, *ta* series, thru Lord & Thomas, San Francisco.

KCMO, Kansas City

Columbia Brewing Co., St. Louis, 15 *sp* weekly, thru Olian Adv. Co., St. Louis.

WBAP-KGKO, Fort Worth

Delta Airlines, Fort Worth, 26 *sa*, direct.



"Northern Lights nothing! That's smart advertising!" Pd. Adv.

KYW, Philadelphia

F. G. Vogt & Sons, Philadelphia (scrapple), *sa* series, thru Clements Co., Philadelphia.
W. H. Comstock Co., Morristown, N. Y. (liniment), *sa* series, thru Street & Finney, N. Y.
American Chicle Co., Long Island City, *sa* series, thru Badger & Browning & Hersey, N. Y.
Brown & Williamson, Louisville (Wings), *sa* series, thru BBDO, N. Y.
Manhattan Soap Co., New York, *sa* series, thru Franklin Bruck Adv. Agency, N. Y.
Quaker Oats Co., Chicago (cereal), *sa* series, thru Ruthrauff & Ryan, Chicago.
Philco Distributors of Pa., Philadelphia, *sa* series, thru Julian G. Pollock Co., Phila.
Commonwealth of Pennsylvania, Harrisburg (Safety Council), *sa* series thru Al Paul Lefton Co., Phila.
Peter Paul Inc., Naugatuck, Conn. (candy), 2 *sa* daily, thru Platt-Forbes, N. Y.
Prime Mfg. Co., Milwaukee (electric fence control), 5 *sa* weekly, thru Hoffman & York, Milwaukee.
Look Inc., New York (magazine), 3 *sa* weekly, thru Erwin Wasey & Co., N. Y.
G. H. P. Cigar Co., Philadelphia (La Azora cigars), 3 *sp* weekly, thru Aitken-Kynett, Philadelphia.
Lee Tire & Rubber Co., Conshohocken, Pa. (tires), 5 *ta* weekly, thru Benjamin Eshleman Co., Philadelphia.

CFCF, Montreal

Catelli Food Products, Montreal (canned goods), 3 *t* weekly, thru Vickers & Benson, Montreal.
Wabasso Co., Montreal (print cloth), 6 *sa* weekly, thru Eddy-Rucker-Nickels Co., Cambridge, Mass.
Templetons Ltd., Toronto (proprietary), 5 *t* weekly, thru United Radio Adv., Toronto.
Kennedy Mfg. Co., Montreal (insecticide), 5 *ta* weekly, direct.
Henry K. Wampole Co., Perth, Ont. (cod liver extract), 3 *ta* weekly, thru J. J. Gibbons Ltd., Montreal.
Peers Beverages of Canada, Montreal (soft drinks), 13 *t*, thru General Broadcasting Co., Montreal.
Cherry Growers of British Columbia, Vancouver, 13 *sp*, direct.
Ogilvie Flour Mills, Montreal, 30 *t*, thru J. J. Gibbons Ltd., Montreal.
Charles Gurd Co., Montreal (soft drinks), 6 *sp* weekly, thru Cockfield Brown & Co., Montreal.
Canadian Oil Co., Montreal, 100 *ta*, thru McConnell Eastman & Co., London, Ont.

KSFO, San Francisco

San Francisco Peninsula, Burlingame, Cal. (real estate), weekly *sa*, thru Gerth-Knollin Adv. Agency, San Francisco.
Langendorf United Bakeries, San Francisco (bread and pastry), weekly *sp* and 5 *sa* weekly, thru Leon Livingston Agency, San Francisco.
National Funding Corp., Los Angeles (loans) 3 *sp* weekly, thru Smith & Bull Agency, Los Angeles.
Acme Breweries, San Francisco, weekly *sp*, thru Brisacher, Davis & Staff, San Francisco.
Guaranty Union Life Insurance Co., Beverly Hills, Cal. (life insurance), weekly *sp*, thru Stodel Adv. Agency, Los Angeles.

KHJ, Los Angeles

Lindsay Ripe Olive Co., San Francisco (olives), 3 *sp* weekly, thru Lord & Thomas, San Francisco.
Lea & Perrins, New York (Worcestershire sauce), 104 *sa*, thru Schwimmer & Scott, Chicago.
C. H. Baker Co., Los Angeles (chain shoe store), weekly *sp*, thru Sidney Garfinkel Adv. Agency, Los Angeles.
Lyon Furniture Sales Co., Los Angeles (chain), 3 *sa* weekly, thru Chas. H. Mayne Co., Los Angeles.
Adohr Milk Farms, Los Angeles (dairy products), weekly *t*, thru Lord & Thomas, Los Angeles.

Radio Advertisers

HECKER PRODUCTS Corp., New York, on July 1 combined handling of Hecker flours and cereals through a newly formed flour and cereal division. Under the new division, advertising, sales management and merchandising of both cereals and flour products are combined. Executives of the new division include Duncan C. Menzies, general manager; R. G. Hamann, assistant general manager; Harry M. Jennison, field manager; Joseph M. Greeley, advertising manager. Erwin, Wasey & Co. will handle advertising for cereals and Presto cake flour; Leo H. Burnett Co., Chicago, for Ceresota, Hecker's and Aristos flour.

DEALERS of the Ford Motor Co., in the Sommerville territory of New England, on July 15 start a four-week campaign for used cars, using two announcements a night five nights a week on 24 stations in their immediate territory. McCann - Erickson, New York, handles dealer advertising for Ford.

COCA COLA BOTTLING Co., Cincinnati, is now using 4 hours and 45 minutes of time weekly on WKRC, its latest program being the *Singin' Sam* transcriptions which started July 9, heard five days weekly. They follow the company's 12:15 baseball quiz program, *You're the Player*, conducted by Mike Hunnicutt and George Sutherland with teams of nine persons each quizzed on their knowledge of baseball and awarded cartons of the sponsor's product and tickets to the Reds' games.

ARROWHEAD & Puritas Waters Inc., Los Angeles (bottled water), thru McCarty Co., that city, sponsored 16 exclusive play-by-play descriptions of the 41st annual Southern California Amateur Golf Championship on KMPC, Beverly Hills, Cal., June 20-23, totaling approximately five hours of time during the three days. John Canady described the matches.

DODGE DEALERS of Chicagoland, on July 7 started a weekly half-hour *Hall of Sports*, featuring a battle of wits between nationally-known sports authorities, on WMAQ, Chicago. Broadcasts are handled by Jimmy Evans, former All-American gridiron star of Northwestern U, and includes as regular members Marvin McCarthy, sports editor of the *Chicago Daily Times*, and Herbert Graffis, editor of *Golfing* magazine. Two guests are selected each week. Stan Hack, Chicago Cub's third baseman, and "Red" Grange, of Illinois football fame, appeared on the first program.

BRA-MOLL COSMETIC Co., Los Angeles, new to radio, and placing direct, in a 17-week test campaign which ends Nov. 4 is using thrice-weekly participation in *Andy & Virginia* on KMPC, Beverly Hills, Cal.

CHICAGO MAIL ORDER Co., on September 17 will start a 13-week campaign of thrice-weekly quarter-hour programs on WLS, Chicago. Live talent musical shows are being considered. Buchanan & Co., Chicago, placed the contract.

GENERAL MILLS, Minneapolis, on July 1 started transcribed version of *Hymns of All Churches* on WLS, Chicago. Contract for five-weekly quarter-hour shows, 52 weeks, was set by Blackett-Sample-Hummert, Chicago.

LAMBERT PHARMACAL Co., Toronto (Listerine) has added CJOR, Vancouver, CHSJ, St. John, N. B., and CHNS, Halifax, for the weekly transcribed show *Charlie Chan*. Account was placed by Lambert & Feasley, New York, thru Dominion Broadcasting Co., Toronoto.



FIRST contract signed on the first day under the new Westinghouse management of KDKA, Pittsburgh, July 1, was a 26-week organ series for Philadelphia Co., Pittsburgh utility. R. S. McCarty, sponsor's advertising manager, wielded the quill, with (l to r) W. E. Jackson, KDKA sales manager, and John Holman, general manager, enjoying the ceremony.

Burt's Boost

BURT'S Inc., Cleveland department store claimed to be the nation's largest local radio time buyer, recently signed a new contract with WCLE, Cleveland, which will increase its yearly radio billings to more than $70,000 starting July 15. The new contract adds eight spot announcements daily for a year to the present schedule, which takes 13½ hours of WCLE time each week. Devoting 90% of its advertising budget to radio, the firm started on WCLE several years ago with a small schedule of spot announcements and has used the station exclusively since. Simons - Michelson Co., Detroit, handles the account.

LAKE, SPIRO & COHN, Memphis agency, has placed a year's order for 800 spot announcements on WWL, New Orleans, for Plough Inc., advertising Mexican Heat Powder, Pentro Salve, Pentro Drops and St. Joseph Aspirin.

CANUSA MFG. Co., Toronto (medicinal), on July 1 started twice-weekly recorded interview-quiz feature, *What's The Answer*, with prize offer, on CKCL, Toronto. Radio Centre Ltd., Toronto, placed and produced the feature.

PROGRESSIVE OPTICAL System, Fresno, Cal. (chain optical house) on July 1 started sponsorship of *World on Parade*, a news broadcast on KGO, San Francisco, Monday through Friday at 8:25 a.m. (PST). The account is placed direct.

UNITED DIATHERMY Inc., Los Angeles (machine for home use), on July 8 started sponsoring the five-weekly quarter-hour *Early Morning News* on KMPC, Beverly Hills, Cal. Firm also sponsors a similar five-weekly program on KFWB, Hollywood, and plans to add other stations in Southern California. Sidney Garfinkel Adv. Agency, Los Angeles, has the account.

ONTARIO summer resorts and small town boards of trade have started a *Canada Calling* campaign featuring Ontario tourist attractions on WGR, Buffalo; WCLE, Cleveland; and CKLW, Windsor, Ont. Program is produced and recorded by Radio Centre Ltd., Toronto.

SEVEN new sponsors have been signed for the *920 Club* on WORL, Boston, according to Forjoe & Co., New York, WORL station representative. The program, heard seven hours daily in four sessions, features recorded music by name bands. Sponsors are Ex-Lax Mfg. Co., X-Bazin, Illustrated World History, Royal Crown Cola, Dioxygen Hand Cream and Hillcrest Laboratories. Forjoe also has announced the appointment of Charles Motta, formerly radio director of Reiss Adv. Agency, New York, as supervisor of the Italian-American advertising department.

TIP TOP DISTRIBUTORS, Cleveland (beer), is currently using daily 10-minute noon periods featuring racing news by Duke Lidyard on WHK, same city. Programs will continue throughout racing season. Ruthrauff & Ryan, Chicago, placed the contract.

BOTTLED MOTOR OIL Distributors, Los Angeles (Bottlube) new to radio, in a test campaign, on July 10 started for 13 weeks using seven time-signal announcements daily and six quarter-hour programs weekly on KFVD, that city. Glasser Adv. Agency, Los Angeles, has the account.

RALPHS GROCERY Co., Los Angeles (Southern California chain), frequent users of radio time, on July 8 started for 52 weeks, using participations five times weekly in the combined *California Kitchen, Bridge Club, Notebook* and *Mirandy* programs on KFI, that city. Other stations are being considered. Glasser Adv. Agency, Los Angeles, has the account.

KEELEY INSTITUTE, Dwight, Ill., has started a 13-week schedule of thrice-weekly quarter-hour transcribed musical dramatizations on WDZ, Tuscola, Ill. Beaumont & Hohman, Chicago, handles the account.

AJAX BREWING Co., Indianapolis, is currently sponsoring thrice-weekly quarter-hour *Hoosier Sport Shots* featuring Vic Lund on WIRE, Indianapolis. Appleton Adv. Agency, Muncie, Ind., handles the account.

HAMLIN RED CROSS Drug Stores, Binghamton, N. Y., is now sponsoring the thrice-weekly talks by Fulton Lewis Jr., MBS commentator, on WNBF, Binghamton.

CALDOW PAINT Co., Oakland, Cal., has started sponsoring the noon *Newspaper of the Air* thrice-weekly on KROW, Oakland.

Radio Publicity Prize

FIRST PRIZE of $25 for the best job of radio publicity in 1939 was awarded the Chicago Alliance of Business & Professional Women for its quarter-hour script, *Interpreting Chicago to Chicagoans*, heard on WBBM, Chicago, last September, according to an announcement July 7 by Myrtle Ellen LaBarr, of Greensboro, N. C., publicity chairman of the National Federation of Business & Professional Women's Clubs. The national organization awarded prizes in three classes —radio publicity, editorials and cartoons, and news stories. Judges of the radio division of the contest were Mrs. Albert Lathrop, of Women's College, North Carolina U.; Charles Keaton, program director, WAIR, Winston-Salem, N. C.; Maj. Edney Ridge, director, WBIG, Greensboro, N. C.

Sach's Opening Special

MORRIS B. SACHS, head of the Chicago retail clothing firm of the same name and one of the city's most consistent users of radio, on Aug. 2 will promote the opening of his rebuilt store with a full-hour, 9-10 p.m., broadcast on WENR featuring Joe Saunders and his orchestra; Nancy Martin, featured on the *NBC Breakfast Club;* Eddie Peabody, banjoist, and the Hoosier Hotshots, *National Barn Dance* quartet. NBC Announcer Charles Lyons will act as m.c. A 75-foot stage, with theatrical lighting and sound equipment, will be built in front of the store for the broadcast origination. The Wade Agency, Chicago, handles the account.

TRANSCRIPTION TOPICS by the LITTLE TAILOR



IF YOU will gaze deeply into the crystal ball, *Sahib*, Yogi Standard will read the future for you . . . Aha! The *Sahib* manages a radio station! How does the Yogi know? . . . *Listen, Bud, if I couldn't spot a station manager five counties away, there would be 11 million and 1 unemployed in the United States today!*

BUT NOW . . . I see a trip for you . . . I see a beautiful harbor, a handsome western city . . . I see a glorious Fair. (I see a rake-off from the San Francisco Chamber of Commerce, or they're dogs.)

I SEE tall, dark men . . . And short blondes . . . And red heads, and bald heads, and throbbing, splitting heads. Ah, yes! *A convention!*



NOW THE Yogi he hears music. Every kind of music: . . . concert . . . jive . . . hillbilly . . . martial . . . choral—But wonderful, all of it! And now—a half-minute drama leading up to a sock commercial climax—a SPOT-AD! But, of course—this could only come from the auditioning rooms Standard Radio will have at the St. Francis! Ah, today the Yogi he is too, too, divining.

MY FRIEND, you are shortly to hear Good News! In that very same Standard headquarters, you will hear an exciting message! All is not revealed, but the news concerns Tax-Free music—*a completely new Tax-Free set-up!*



YOU WILL come into Money! Heed the message of Standard at the NAB Convention, and you will find out how your station can come into Much Money under the profitable new Tax-Free plan!

HOW DOES the Yogi presage these things! Bud, when you've been presagent for the joint as long as the Yogi has—it's nothing, really.

Are Your Transcriptions Up to Standard?

Standard Radio

TAILORED TRANSCRIPTION SERVICE

CHICAGO • HOLLYWOOD



..IN LOS ANGELES AND SOUTHERN CALIFORNIA

Brief cases in hand, these gentlemen represent the three essential sales factors which KMPC combines to offer you the best dollar-for-dollar radio buy in the Pacific Coast's largest market.

COVERAGE



93.5% of Southern California's radio families—829,228 of them—live within the new KMPC .5 mv. Daytime contour. Actually, since this figure is based on communities of 2500 or more population within the area, the KMPC signal reaches many of the remaining 6.5% in smaller towns and rural districts.

AUDIENCE



Naturally, our blue prints for audience-building are being changed and added to constantly during the complete reorganization of the KMPC program structure. With all of this, the first five months of 1940 have shown an important increase in audience mail of 197%.

AVAILABILITIES



Here is something worth considering. At this point in KMPC's development, time and announcement availabilities are more attractive and abundant than on any other major Los Angeles station. And don't overlook several fast-building participating programs. We think you will be interested in things which have happened and are continuing to happen at

KMPC

THE STATION OF THE STARS

Beverly Hills • Los Angeles

NOW—5000 WATTS DAY

1000 WATTS NIGHT—710 KC.

ASSOCIATE CBS STATION

LEO B. TYSON, V. P. & GEN. MGR.

Representatives

NEW YORK: Roger E. Vernon, 101 Park Ave.
CHICAGO: A. K. Bucholz, 360 N. Michigan

BEST BUYS

Andy and Virginia—Southern California's early-morning favorites. Doing a great job for almost a dozen sponsors. Join the ranks at attractive participating costs.

Open House—Mildred Van conducts mid-morning studio variety feature now available on participating basis.

Purely PROGRAMS

A DAILY afternoon hour during which studio visitors of CFGP, Grande Prairie, Alta., can talk to their home folks, is a new feature of the station, farthest north commercial broadcasting station in the British Empire. With the station located in a sparsely settled rural area in northern Alberta, the daily hour is popular with visitors from farms and nearby towns, some of whom have travelled more than 75 miles to the town, for their shopping. By talking to their families, most of whom have no phones but radios, they can advise when they will return and incidents of the trip to Grande Prairie. About 25 visitors a day speak on each program, with more on Saturdays. The program is locally sponsored and fills in with music between every six visitors' messages.

* * *

Saver of Mates

A NEW TYPE of domestic problems program has been started on KFWB, Hollywood, by Hal Styles. Titled *Hearts Repaired*, the half-hour broadcast is a preachment against divorce. Styles conducts the program with 12 persons picked from the studio audience acting as a jury and rendering its verdict after hearing both sides of the problem presented. The radio audience acts as a court of appeal, with listeners invited to phone or write in their opinions. Each week a local judge is guest and gives his opinion on divorce. Styles is also creator and conductor of the job-finding program, *Help Thy Neighbor*, sponsored on KFWB by George Pepperdine Foundation, Los Angeles (philanthropic agency).

* * *

Child Delinquency

PROBLEMS and causes of delinquency in children are presented in dramatized form on *Why Children Come to Court*, weekly half-hour series of programs on WNYC, New York's municipal station, presided over by Judge Stephen S. Jackson, justice of the Domestic Relations Court, recently appointed to head a bureau for the prevention of juvenile delinquency by Mayor F. H. LaGuardia.

* * *

Women's Place

HOW American women aviators can assist in the national defense program is discussed on a series of weekly programs by members of the Women Flyers of America on WNEW, New York, featuring Mary Steele, Genia Novak and Ruth Haviland.

EL Paso
A "natural monopoly"
$118,786,000 market
is best reached by
KROD
the Southwest's newest station—the only
Columbia Outlet
serving the *REAL* SOUTHWEST



BY REMOTE from Flagstaff, KTAR, Phoenix, covered the annual Southwestern Indian powwow July 2-4. Here J. Howard Pyle, KTAR program director, is shown interviewing Chief Taptuka, a Hopi from the Indian village of Oraibi, Ariz., oldest continuously settled village in North America.

Dances of the Years

GROUPS of children at summer play schools in the New York area are participating in the program series *Come Dance Through the Ages*, presented weekly on WQXR, New York, by Gertrude Mittlemann, concert pianist and educator, in cooperation with the Board of Education Summer Play Schools and similar groups. Dances from primitive times to today are taught on the programs, with music and dialogue presentations of the story of each dance.

* * *

Choice of Mates

RKO THEATRES, Los Angeles, as promotion for the film "My Favorite Wife", shown at Hillstreet Theatre, that city, and Pantages Theatre, Hollywood, sponsored a series of daily quarter-hour interviews from the Los Angeles marriage license bureau on KFAC, June 26 to July 2, inclusive. Stunt was broadcast during the noon-hour rush, with Les Adams, station announcer, interviewing license applicants on "their favorite wife".

* * *

Over the Bounding Sea

QUARTER-HOUR program of interest to owners of all types of pleasure sailing craft is broadcast every Monday evening on WOV, New York, with Lewis King giving news of yacht clubs, races, cruises, care of boats and other such items.

KALTENBORN'S OIL
Analyst Sends Neat Reply to Coast Heckler

A RATIONAL approach to an unusual proposition is illustrated by the recent reply of H. V. Kaltenborn, NBC news analyst, to a critic challenging him to a duel. On a business letterhead identifying him with the olive oil industry, a San Francisco complainant addressed his terse ultimatum to Mr. Kaltenborn in care of "Jewish Propaganda Bureau, Washington, D. C.": "I consider that you are a menace to the security and welfare of the United States. Therefore I challenge you to a duel with guns, swords, or fists at such time and place as you may choose."

Responding the following day, June 30, Mr. Kaltenborn declared: "I should be delighted to accept your duel, but what about traveling expenses, or do we meet midway in Chicago? Of course, we might save travel and expenses by substituting words for swords and puns for guns. And we can fire those at one another by mail. Or what do you say to pouring a little olive oil to calm the waves of controversy?"

* * *

Sunday Night

CLIMAXING its Sunday broadcast day with two hours of late evening music, KSL, Salt Lake City, has started four distinct half-hour broadcasts between 10 p.m. and midnight as a fitting close for Sunday radio listeners. At 10 o'clock guest choral groups from Utah music centers are heard. The ZCMI string ensemble directed by Albert Shepard, sponsored by ZCMI Department Store, is carried during the next half-hour, with *Sunday Evening on Temple Square*, an organ program from the Mormon Tabernacle, and *Reflections in Music* following until midnight. To solidify the two-hour presentation, all continuity is handled by William Hardiman, with Albert J. Southwick handling production.

* * *

Where's the Fire?

AS A public service and to relieve the load on the local telephone exchange, KFAR, Fairbanks, Alaska, at the sound of a fire alarm, interrupts whatever program is on the air with a short announcement giving the fire's location. The station reports that the new service has eliminated the jam of calls that heretofore resulted every time a blaze was reported.

Directional over New York



Now! 5000 WATTS DAY and NIGHT

WBNX

YOUR BEST NATIONAL SPOT BUY

A NEW APPROACH TO THE NEW YORK MARKET

Five or Ten

STUDIO audience members can now win special cash prizes during the weekly *Play Broadcast* programs, sponsored on MBS by Illinois Meat Co., Chicago, following a reorganization of the show. Bill Anson and Bob Elson select contestants from the audience, who are offered the alternative of taking $5 on the spot and not participating, or taking a chance on a question, which, if answered correctly, doubles the original $5 prize. If the contestant fails to answer the query, he must give $4 of the original $5 to "Jack the Crackpot", the money then being added to the amount which the next contestant can win. Neisser - Meyerhoff, Chicago, handles the Illinois Meat account.

* * *

Labor Relations

TO PROMOTE public interest in the principles of arbitration for industrial disputes, WMCA, New York, is presenting a weekly *Labor Court* program during which arbitration cases are tried, the decisions of the board receiving full legal recognition. The board consists of three arbitrators, permanent member of which is Samuel Zack, authority on labor relations. The scope of the radio labor board includes all employe relationships, whether or not union contracts are involved.

* * *

Balloon Bucks

NOVEL man-on-street series started July 8 on WHK, Cleveland, is *Balloon Busters*, featuring Announcers Carl Mark and Francis Pettay in front of the city's Terminal Tower. Equipped with a dozen inflated balloons, each containing a question on a slip of paper, the announcers thrice - weekly invite passersby to puncture a balloon, answer the question and win a dollar.

* * *

Canton Greeting

GREETING the community's newest citizens, WHBC, Canton, O., has started a new thrice-weekly birth announcement program, *New Citizens*. Parents are congratulated over the air by Janet Baker, and the sponsor, a local dairy, mails greeting cards to each baby. Hospitals cooperate by supplying names and arranging for mothers to hear the program.

* * *

Guns of the Air

HUNTING enthusiasts are invited to participate in the instructive sessions of the new *Gun Club of the Air* on KGNC, Amarillo, Tex. General information on hunting, rifles, shotguns and cartridges, their uses and maintenance, are discussed by local sportsmen and rifle experts conducting the sessions.

* * *

Average Americans

TYPICAL American families, selected weekly from each State for an all-expense paid tour to the New York World's Fair, tell their experiences in weekly broadcasts on WMCA, New York, originating from the station's studios in the Johns-Manville Bldg. at the Fair.

* * *

Naval Lore

TRACING exploits of U. S. naval vessels and their commanders in war and peace, Colonial Network on July 2 started the new weekly series, *Famous Naval Men & Ships of History*. Originator and m.c. of the series is Lieut. Arthur C. Sullivan, USNR.

Under the Earth

TO PROMOTE mining safety 13 coal companies of the region are sponsoring the *Logan County King Koal Variety Show* on WLOG, Logan, W. Va. The Sunday afternoon half-hour presents mine employes and members of their families in variety stints, with the bulk of the program built around "The Old Inspector", who describes details of a mine casualty on each program and asks listeners for solutions to prevent repetition of the accidents. The winner of each contest appears on the following week's program. The show is written and directed by Martha Jane Williams, formerly of WHIS, Bluefield, W. Va., and Frederic W. Ziv Adv. Agency, Cincinnati.

* * *

Know Their Sponsors

NEW contest feature, *Do You Know?*, on WROK, Rockford, Ill., has 10 participating sponsors. Listeners win theatre tickets by listing the sponsors and answering a daily question, answer to which is given in one of the commercials. Daily and weekly cash prizes are awarded for best letters written about one of the firms or products advertised.

At the Curb

AS PART of its expanded farm program, WBIG, Greensboro, N. C., in July started Saturday pickups from the Greensboro curb market. The pickups feature interviews and impressions from the market, price quotations and other information designed to keep sellers in touch with the demand and to advise buyers on prevailing prices. The station also plans to extend its coverage of organized farm activities through cooperation with farm and home agents of the area.

* * *

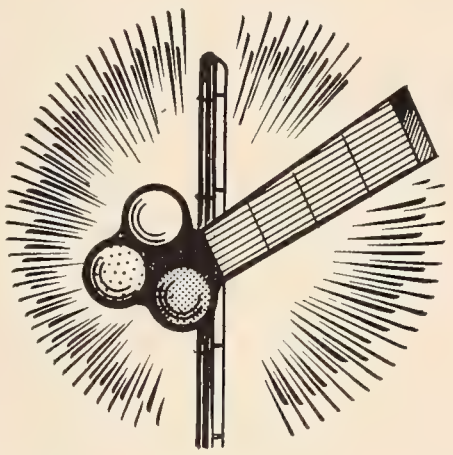
Advertising Dope

WOV, New York, on July 11 inaugurated a change in the weekly *Men Behind the Ads* program, which heretofore has featured quarter-hour talks by leading figures in the field of advertising. Program is now divided into three parts, first a general discussion of advertising, followed by a short dramatization of how an account is handled by an agency, and finally a consumer quiz. The July 18 program will feature Gilbert T. Hodges, former president of the AFA, now with the *New York Sun*, but July 25 starts the regular three-part setup.

Covered All-Star Game

ANNUAL All-Star baseball game played July 9 from Sportsman's Park, St. Louis, was broadcast from 3 p.m. to approximately 5:45 p.m. by CBS, MBS, and NBC-Blue. Mel Allen, sports commentator of WABC, New York, and Frank Laux of KMOX, St. Louis, covered the event for CBS; Red Barber, WOR, Newark, Bob Elson, WGN, Chicago, and John O'Hara, KWK, St. Louis, covered for MBS, and for NBC, Ray Schmidt and Tom Manning did the reporting.

Dominant
IN THE 9th RETAIL MARKET
KSTP
The Northwest's Leading Radio Station
NBC BASIC RED NETWORK
MINNEAPOLIS ● ST. PAUL, MINN.



NO STOPS

Full Speed Ahead!

Winter or summer the KFYR schedules carry a full quota of satisfied advertisers. See that your fall availability requests for preferred spots reach us early.

KFYR BISMARCK, N. DAK.

MEYER BROADCASTING COMPANY

NBC Affiliate • 550 Kilocycles • 5000 Watts Day • 1000 Watts Night

National Representatives: John Blair & Company

The Regional Station with the Clear Channel Coverage



REAL

THE FACT that it is *real* adds beauty, brilliance and value to a precious stone. The same thing might truthfully be said of broadcast sound. Programs are carefully cut and polished like a gem. Then they are entrusted to telephone circuits for transmission to network stations across the country.

It is a matter of scientific pride with telephone engineers that every network program be carried to each station with fidelity. That is why Bell Telephone Laboratories have worked, and continue to work, searching out new and better facilities for the transmission of network programs.

in the CONTROL ROOM

ALFRED E. ECKSTRAND, sound engineer for Communicating Systems Inc., has been appointed production manager for American Television Corp., an affiliate, which plans to have its Videor receivers on the market by Aug. 1.

BERNARD T. WILKENS, chief engineer of WKBN, Youngstown, is back from a naval reserve training cruise on the Great Lakes. He is an ensign.

ARNOLD NYGREN has been named chief engineer of WFIL, Philadelphia, according to an announcement by Roger W. Clipp, general manager. He has been acting chief engineer for the last six months, following the resignation of Frank V. Becker, who left to manage WTBO, Cumberland, Md.

KEN C. HEDDENS, formerly of KVFD, Ford Dodge, Ia., has joined the engineering staff of KGVO, Missoula, Mont. He succeeded Randolph Ogg, who resigned to join WCAU, Philadelphia.

JAMES HUDSON, formerly of WJBY, Gadsden, Ala., has joined the engineering staff of WSIX, Nashville.

MORT BORROW, engineer at WPEN, Philadelphia, married Harriet Baron in June while on vacation.

CLARENCE SEAMANS, KFI-KECA, Los Angeles, night engineering supervisor, and Margaret E. Halsted were married recently in Pasadena, Cal.

FREDERICK WHEELER, of the engineering staff of WKY, Oklahoma City, is author of an article, "What's Next in Radio?" in the July issue of *Cuff Stuff*, house organ of the Oklahome Publishing Co. Most of the article is devoted to FM.

DENNIS ROBINSON, Windsor, and Alex Thompson, Sault Ste. Marie, Ont., have joined CKLW, Windsor, as studio and transmitter engineer respectively.

BLAIR THRON, formerly of WTRY, Troy, N. Y., has joined the new WFPG, Atlantic City, as chief operator. Waldo Whitman, of WKIP, Poughkeepsie, N. Y., has succeeded Thron at WTRY.

ART PECK, engineer of WCCO, Minneapolis, is the father of a boy born recently.

WILLIAM LOWRY, for the last two years on the engineering staff of KITE, Kansas City, has been named chief engineer of the new WINN, Louisville.

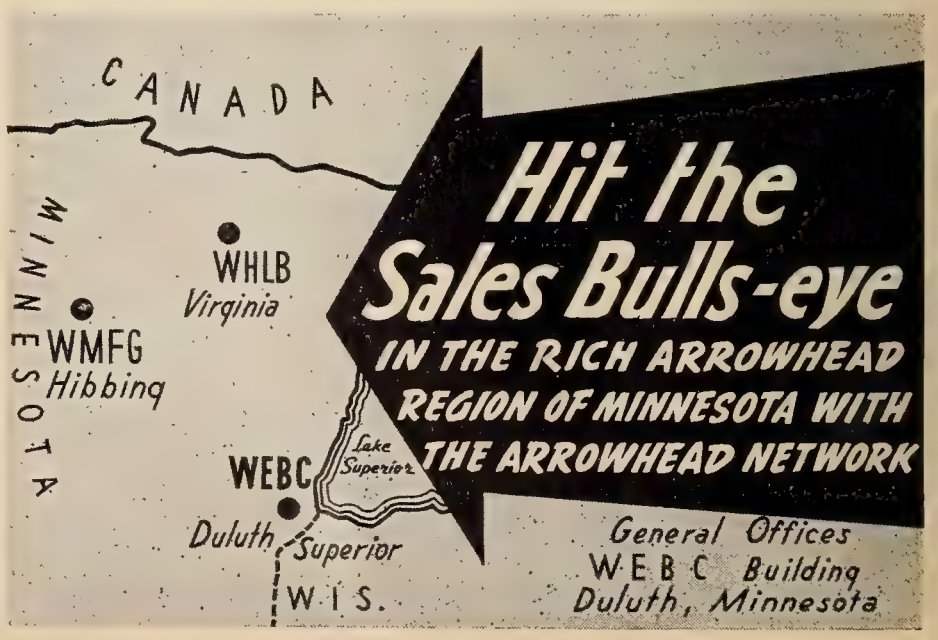


LISTENERS of WENR, Chicago, were treated to a radio trip through the station transmitter located in Tinley Park, Ill., during the weekly broadcast of *Radio Fanfare*, June 21, at 6 p.m. Homer Courchene, engineer (seated), was host to John Holtman, announcer, during tour of 50,000-watt transmitter. In recent weeks *Radio Fanfare* has featured back-of-the-scenes visits to various key departments of NBC, Chicago, such as the main control room, news department, continuity, sound effects and recording divisions. This program is written by the press department.

Government Engineering Exams

THE U. S. Civil Service Commission on July 8 announced examinations to fill engineering positions in the Government in various specialized fields, including radio, telegraph and telephone. Salaries range from $2,600 to $4,600 a year, less a retirement deduction of 3½%. Applicants must have had study in an engineering course in a recognized college, and professional engineering experience in the branch of engineering for which application is made. Applicants will not be given a written test, but will be rated on their qualifications as show in applications and corroborative evidence. Full information as to the requirements for the examinations, and the appropriate application forms, may be obtained from the Secretary of the Board of U. S. Civil Service Examiners, at postoffices, or from the U. S. Civil Service Commission, Washington, D. C.

JERRY BERANEK and Harlan Strothers, recent graduates of the electrical engineering department of the U. of Southern California, have joined the CBS Hollywood public relations staff. They are in charge of the new RCA television demonstrations which are a feature of the Columbia Square guided tours.



Relative Decline In Cost of Radio

Reduction of 48% in Cost to Sponsor Noted in Decade

CONCRETE figures on the declining relative cost of radio advertising, illustrating a trend applying to the whole industry, have been published by CBS after an examination of gross circulation figures and program ratings of the Co-operative Analysis of Broadcasting [BROADCASTING, July 1]. Applying research figures to its own situation, CBS announced that gross costs to an advertiser on CBS had declined from $1.48 per thousand listeners in 1930 to 77 cents in 1940, or a 48% reduction in 10 years, while since 1936 the net cost per thousand listeners had declined 43%, from $7.23 to $4.10 in 1940.

In making its calculations, CBS statisticians noted four "steady increase factors—radio ownership, radio use, CBS coverage and the CBS share of the listening audience. From an industry standpoint, it is notable that the first three factors—increased radio ownership, use and coverage—may apply generally to other networks and individual stations.

More Listening

The brochure, titled *More for Your Money,* developing various aspects of the trend, notes that major space media, as well as radio, are delivering more circulation per dollar in 1940 than in any previous year, although space costs have not dropped so spectacularly as time costs.

In its survey of gross circulation costs since 1930, CBS takes into consideration the growing number of U. S. radio homes since 1930, from 12,000,000 to over 28,000,000 families; the 259% increase in CBS-area radio homes; a jump from 64% to 96% of all U. S. radio families living in CBS primary evening areas; CBS' network growth from 61 to 110 stations by January, 1940, with increasing primary coverage through new stations and increased power at twice the rate of increase in total number of radio families. The 48% cost decrease is based on the rate of a CBS evening half-hour on entire network, plus 50% for talent each year.

Costs to the individual advertiser are cut still further, according to CBS, by the increase in listening. The brochure points out that in 1930 an average of 76% of all radio families listened sometime each day, for an average of 3.9 hours daily, while in 1940, 86% of all radio families listen an average of 5.1 hours daily. On this basis CBS claimed a 426% increase in the hours of family listening each day in its primary evening areas in the last 10 years.

Citing CAB program ratings for the median CBS evening half-hour program, CBS claimed a 99% increase in program ratings since 1936, jumping from 7.2 to 14.3. It also pointed out that all network ratings have increased since 1936, from 7.5 in 1936 to 12.8 in January-February, 1940.

Combining the effect of all these factors in estimating net circulation costs, CBS claimed a minimum increase since 1936 of 154% in actual audiences delivered to the sponsor of the median CBS evening half-hour program, with CBS time and talent costs increasing much slower than this. With CBS program audiences increasing from 1,333,440 in 1936 to 3,389,100 in 1940, actual net cost per thousand listeners on CBS was determined as dropping from $7.23 in 1936 to $4.10 in 1940, a 43% decrease.

BMI Plans

(*Continued from page 18*)

are prepared for radio presentation, he stated, adding that this is the first time stations have ever had a regular supply of music arranged especially for them. The interposition of a control room, where music can be amplified and modified, between the performers and their audiences, he said, makes arranging for radio a problem differing in many ways from that of arranging the same tune for performance in a theatre or concert hall.

Public domain music, always in demand, is today more popular than ever, Mr. Gutman stated, expressing the belief that this trend toward the old, familiar songs will continue for some time. With world conditions as they are, he explained, people instinctively reach back to the old songs, reminiscent of the days when there was security. There is also a definite trend toward a better type of popular music, he said. The widespread broadcasting of classical music has made the listening public unsatisfied with tunes that are flimsy or poorly constructed, and while most listeners may not realize it, they have become more critical of what they hear and are insisting that the popular tunes have real musical merit.

For Saturday Morning

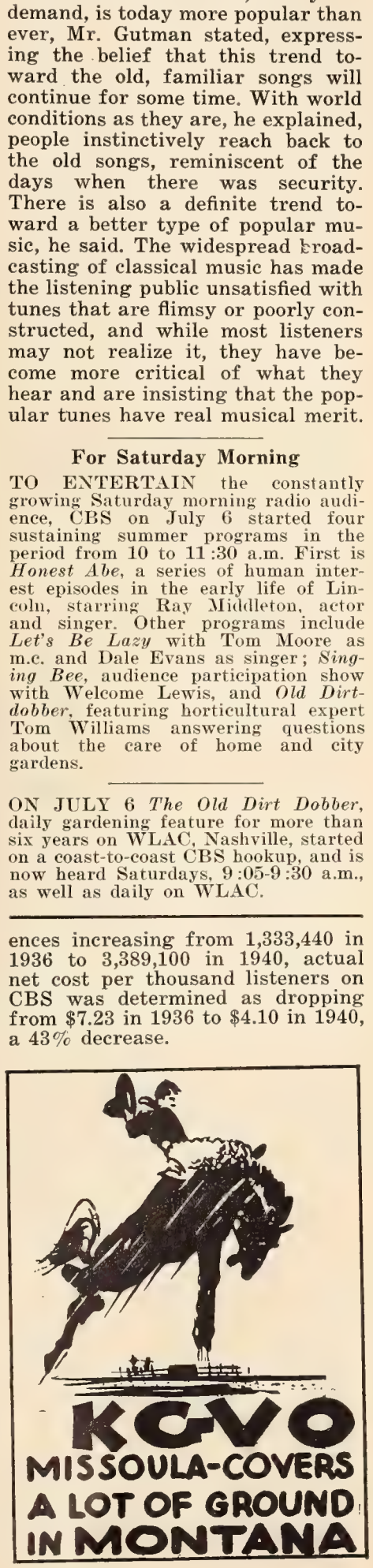
TO ENTERTAIN the constantly growing Saturday morning radio audience, CBS on July 6 started four sustaining summer programs in the period from 10 to 11:30 a.m. First is *Honest Abe,* a series of human interest episodes in the early life of Lincoln, starring Ray Middleton, actor and singer. Other programs include *Let's Be Lazy* with Tom Moore as m.c. and Dale Evans as singer; *Singing Bee,* audience participation show with Welcome Lewis, and *Old Dirt-dobber,* featuring horticultural expert Tom Williams answering questions about the care of home and city gardens.

ON JULY 6 *The Old Dirt Dobber,* daily gardening feature for more than six years on WLAC, Nashville, started on a coast-to-coast CBS hookup, and is now heard Saturdays, 9:05-9:30 a.m., as well as daily on WLAC.

Drug Chain's Displays

OPERATING 42 retail drug stores in Northeastern and Central Ohio, Weinberger Drug Co. on July 10 completed arrangements with WHK-WCLE, Cleveland, for special radio displays in windows in each of the stores for a two-week period starting July 29. Claimed the largest promotion of its kind in the area, the displays will feature WHK-WCLE advertised products. Arrangements were made by Marvin L. Kahn, advertising manager, and Frank Stastny, display manager of the drug company. Weinberger stores in and around Columbus will feature displays devoted to products advertised on WHKC, Columbus. Products to be displayed include more than 60 drug, tobacco, cosmetic, and household items.







We Welcome TEST CAMPAIGNS

—because KWKH serves one of America's most receptive markets within a 150 mile area of Shreveport.

50,000 Watts

A SHREVEPORT TIMES STATION

KWKH

Represented by The Branham Co.

CBS

Shreveport Louisiana

Youngstown's mills are booming. Youngstown people have money to spend. Reach them through the station they all listen to—

WFMJ

YOUNGSTOWN, OHIO



DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course

The MAYFLOWER

WASHINGTON, D. C.

R. L. Pollio, Manager

FTC's Procedure Criticized by ANA

APPEARING as representatives of the Assn. of National Advertisers, G. S. McMillan, ANA secretary, and I. W. Digges, ANA counsel, on July 10 attacked various phases of Federal Trade Commission procedure at a hearing of the Attorney General's committee on administrative procedure in Washington. During the last several weeks the committee has been holding hearings at which private parties are given an opportunity of voicing their suggestions on procedure of Government administrative agencies.

The ANA representatives' principal criticism lay with the FTC procedure in issuing complaints against business concerns "relating to alleged falsity of advertising claims before there has been any determination on the merits of such claims". Mr. McMillan declared this practice on complaints "often results in very real damage to national corporations", since the publicity accorded complaints may be used by competitors to damage a concern and also makes a bad impression on the public. Mr. Digges recommended that complaints be withheld until the defendants have an opportunity to answer, and that both sides of the case be made public simultaneously.

FCC Reforms

At an earlier hearing, on June 27, Duke M. Patrick, past president of the Federal Communications Bar Assn., advocated reforms in FCC procedure, designed to promote independence of decision. Charging there was "no shadow" of independent judgment or thought by FCC officials presiding at FCC hearings, Mr. Patrick recommended that trial examiners for Federal commissions be organized under a separate agency, such as the Department of Justice, and assigned as needed; also that steps be taken to advance the status and dignity of presiding officers if this function is retained.

Declaring that the FCC was reluctant to grant hearings on applications for broadcast licenses and was arbitrary in ruling upon petitions to intervene in proceedings, he also suggested that the judicial and legislative functions of the FCC be separated. He said that FCC decisions sometimes are based on information and interpretations received from technical divisions through memoranda and informal conferences, advocating that records include such information, to make it available to all parties.

On July 11 Russell P. Place, NAB counsel, advised the committee by letter of the NAB's endorsement of Mr. Patrick's stand, with three exceptions: (1) the FCC should be encouraged to express its principles and policies in formal regulations without undue procedural obstacles; (2) judicial review of rules and regulations should be limited to the U. S. District Court for the District of Columbia; (3) in all quasi-judicial proceedings before the FCC, there should be an opportunity for facts to be judicially found by an independent examiner or some independent tribunal. Mr. Place urged in particular that in cases involving revocation of or failure to renew broadcast licenses, and "where the licensee's entire business is at stake," there be provided a separate judicial determination of the facts as well as the law.

Covers Willkie

WITH radio established as a principal campaign media, NBC on July 12 announced appointment of Charles (Bud) Barry as special announcer assigned to GOP Presidential Candidate Wendell Willkie during the 1940 campaign. Starting with Mr. Willkie's acceptance speech in Elwood, Ind., Barry will accompany the Willkie campaign party wherever it goes, acting as general contact man for NBC as well as handling all the NBC appearances of the Republican candidate. His duties will parallel those of Carleton Smith, NBC presidential announcer. Barry, who entered radio in 1937 when he joined WRC-WMAL, NBC Washington keys, was night supervisor of the stations at the time of his appointment.

Few Continuities Catch FTC's Eye

Only 1 Out of 25 Scanned Is Selected for Investigation

COMMERCIAL radio continuities with few exceptions are maintaining their responsibility for advancing valid advertising representations, according to figures released July 15 by the Radio & Periodical Division of the Federal Trade Commission. The figures analyze results of the Division's scrutiny of advertising claims in newspapers, magazines and radio during the first half of 1939.

Of a total of 334,532 commercial radio scripts and transcribed programs, only 4.2% were marked for further investigation. Marking of the continuities indicates only initiation of inquiry and does not represent any final adverse action by the FTC, the Division explained. During 1939, 123,646 magazine advertisements were examined, 12.1% of which were marked for further investigation. Of 124,793 newspaper advertisements checked, 7.9% were marked.

Industry Breakdown

The Division examines scripts supplied by national and regional networks and by individual stations, as well as transcriptions supplied by producers of commercial recordings. Of a total of 24,618 national and regional network scripts examined, 16.4% were marked—22.2% of 15,390 national network scripts and 6.5% of regional network scripts. Among individual stations' commercial continuities, 2.3% of the 113,927 scripts supplied by low-power local stations were marked; 3.3% of 150,192 supplied by 1,000-watt stations; 4.4% of 19,736 by high-power regional stations (up to 10 kw.); 7% of 21,932 by high-power clear-channel stations. Of 305,787 continuities furnished by individual stations, only 3.3% were marked. Of 4,127 transcriptions examined, 13.4% were marked.

KXOK, St. Louis independent station, on July 9 originated the major League All-Star baseball game, played in St. Louis, for NBC-Blue. KXOK normally feeds the ball games to a six-station hookup in Illinois and Missouri, under Hyde Park Brewing Co. sponsorship, but waived the commercials to make the all-Star pickup.

Station Control By Westinghouse

WESTINGHOUSE has completed with "uninterrupted routine" its first fortnight of full operation and management of its radio stations since cessation of its programming-sales arrangement with NBC, according to announcement July 12 by Walter C. Evans, manager of the company's radio division. The new operations were touched off at a pre-opening executive meeting in Baltimore attended by A. W. Robertson, chairman of the board of Westinghouse. Mr. Robertson sketched the operating philosophy of the Westinghouse company, abstracted basic policies and set forth the ends to be served by the broadcasting operations.

Most of the individual members of the group introduced to Mr. Robertson had been employed by NBC. Stations represented at the meeting were KYW, Philadelphia; KDKA, Pittsburgh; WBZ-WBZA, Boston-Springfield, and WOWO-WGL, Fort Wayne. The latter two stations have been separately operated by Westinghouse in the past.

In discussing the new broadcasting activity under his direction, taken over July 1, Mr. Evans said: "We take over at a time of unusual opportunity for usefulness to the public. When there is such universal consciousness of the problem of our collective security, it seems important to point out that while national defense is not a state of mind, it proceeds from a state of mind.

"Radio and the press are man's most powerful tools to mould mass thiught. Together they constitute our first line of defense. When the public is groping along unfamiliar ways, perplexed and uncertain our responsibility is substantially greater.

"Westinghouse with 20 years broadcasting background is fully prepared to serve in any national emergency. At this time we renew our pledge to broadcast only those things which meet the test of public interest, convenience and necessity. Broadcasts which bear on this vital subject of defense will always reflect an accurate and trustworthy approach.

"Information presented over our transmitters under the guise of news will be news. As now, it will be carefully culled and filtered at the source. It will be intelligently processed, without bias. It will be objectively presented. Our service will be responsive and responsible, as we remain mindful of the incalculable power of the instrument entrusted to us."

KBIX Setup Changes

APPOINTMENT of O. C. Benjamin as station manager of KBIX, Muskogee, Okla., was announced July 11 by Tams Bixby, Jr., vice-president, along with other personnel changes. Mr. Benjamin will continue as sales manager. Tams Bixby III, former program director, was named assistant to Mr. Benjamin. Mark Weaver has been shifted to the program department, handling network and local traffic as well as programs. John Black was named chief announcer and Ed Edmondson and Sigfred Floren were added to the announcing staff. Allen Hall, new to radio, is in charge of promotion and merchandising.

Network Commentators in Paris Safe; German Shortwave Operations Confuse

FORMER Paris representatives of the American networks, who had deserted Paris following its capture by the Nazi Army and had followed the fugitive French Government first to Tours and then to Bordeaux and who had lost contact with their home offices in New York when the last French shortwave transmitter fell into German hands and ceased operations [BROADCASTING, July 1], are now all reported alive and safe.

Eric Sevareid and Edmond Taylor, CBS correspondents, and Taylor's wife escaped to Spain and from there took a tramp steamer to London, arriving there ten days after leaving Bordeaux. Taylor is now enroute to America, while Sevareid remains in London to assist Edward Murrow, chief of the CBS foreign staff.

Others Now Safe

Waverly Root, MBS commentator in Paris, and Victor Lusinchi, who covered the French Army for this network, with their wives and Root's infant daughter, were aboard the *Manhattan*, bound for New York. They too made their way from Bordeaux to Spain. NBC's Paul Archinard remained in Bordeaux until the armistice was completed and has since gone to establish his family in a small village in the unoccupied section of France before again taking up his duties for NBC. Another member of NBC's Paris staff, Miss Helen Hiett, managed to get into Switzerland and has been on the air several times from Geneva.

Newest member of radio's foreign reporting fraternity is David M. Anderson, who has just been named CBS correspondent in Stockholm. A native of California, Anderson has been in Sweden for the past year as an English teacher, translator, free-lance writer and broadcaster in English over the government shortwave station at Motala.

German Operations

Networks are maintaining their regular daily pickups from the European capitals, with Rome replacing Paris as the third regular stopping place on the roundups which include London and Berlin. In the lull in the fighting that has followed the French capitulation, there have been no broadcasts to equal in dramatic quality those of the signing of the armistice or the German "cease firing" broadcast.

The German acquisition of Norway, Denmark, Holland, Belgium and Northern France, including of course all of the radio facilities in these countries, both local and international, has caused a great deal of confusion among shortwave fans in America. Programs are heard from stations with familiar calls but operating on different waves and in such a way as to lead some listeners to the belief that practically all of Europe has been hooked up into a single German-controlled network.

Listening posts at CBS and NBC, however, report that as far as they can determine, Germany is now operating the stations and networks in the conquered territories and occasionally hooks them up for a special broadcast, but that nothing more elaborate has been done.

Further confusion occurred when Press Wireless reported that its listeners on Long Island had heard a German program broadcast by a Japanese station, indicating that the Nazi network had made a great stride toward encircling the globe. Investigation by the CBS listening post however, led to the discovery that a German station and a Japanese station both use the same wavelengths, 15.16 mc. As German stations frequently sign off without a closing identification, and as the Japanese station immediately signs on with its call letters, JZK, listeners erroneously identify the new call with the program just heard. Thus, says CBS, the report of the German-Japanese network is "premature".

TALE OF A TROUT
WTRY Angler Now Eligible For His Own Prize

DON LYON, continuity director, who conducts a tri-weekly fishing program featuring tall tales and titled *I Can Think of a Better One* on WTRY, Troy, N. Y., took time out the other day to do some fishing himself. He reports he caught a 40-inch lake trout weighing 25 pounds in Taylor Pond in the Adirondacks. He caught it, he avers, after his line had broken and he thought he had lost it. Another member of the party reeled in, thinking he had a strike and found Lyon's line caught on his hook.

The trout was said to be the second largest ever caught in Taylor Pond. The record catch, two ounces heavier, was made by Don's father. Whether Don is claiming for himself the weekly prize he offers for the "best one" of the week, was not reported.

DETROIT, ST. LOUIS FIRST TO SEEK FM

DETROIT and St. Louis respectively were applicants Nos. 1 and 2 for FM stations, pursuant to the rigid new rules and requirements specified by the FCC for commercial FM operation [see page 78].

James F. Hopkins, president of WJBK, Detroit local, filed July 10 for a 2,000-watt Class B station, in that city, to cover an area of 3,050 square miles, and was followed two days later by the *St. Louis Star-Times*, licensees of KXOK, St. Louis, and KFRU, Columbia, Mo. Elzey Roberts, publisher of the newspaper and head of the stations, and Chet Thomas, manager of KFRU, who is identified also with the management of the St. Louis outlet, personally filed the applications.

The St. Louis application is for a Class C station, to cover an area of approximately 8,900 miles, with output of 3,000 watts. It would be located atop the Continental Life Bldg., one of the tallest in the city.

LICENSES covering construction permits were issued by the FCC July 12 to the new WSOO. Sault Ste. Marie, Mich., and WHKY, Hickory, N. C., both of which are now in full operation.



Michigan's greatest advertising medium



For more information about WJR, one of the sixteen CBS 50,000 watt stations, inquire of Edward Petry and Company

THE GOODWILL STATION

Engineers Inspect Yankee FM Site

Some 350 IRE Delegates Take Trip to Paxton Transmitter

CLIMAXING a week-long annual convention held in Boston, more than 250 members of the Institute of Radio Engineers traveled some 50 miles from Boston to Paxton, Mass., June 29, to inspect the Yankee Network's 50,000-watt FM transmitter, W1XOJ, located atop Mount Asnebumskit, outside of Worcester.

The turnout, considering the fact that the excursion was held as the closing feature of the conclave, was surprising, since the large group of delegates stayed until late to hear a special relay demonstration.

More than a third of all delegates registered at the convention attended as guests of the Yankee Network, coming from Boston in a fleet of chartered buses.

New Equipment Inspected

In addition to the giant 50,000-watt REL transmitter, biggest regular FM plant in the country, the visitors inspected the beginning of W1XOJ's new antenna setup which will include a special steelwork tower on the brow of the mountain, effectively improving the station's coverage.

They stayed until late for a picnic supper and to hear Major E. H. Armstrong demonstrate the capabilities of FM with a relayed program that originated in Yonkers (W2XAG) and was sent via W2XMN and W1XPW to the Massachusetts mountain top some 225 miles distant. The large attendance, considering the mileage from Boston and that most delegates were in a hurry to return home after the week-long conclave, far exceeded expectations.

FM Sets on Market

STROMBERG - CARLSON Mfg. Co., New York, which has been promoting its FM sets with spot announcements on WQXR, New York, for some time, reports that its nine FM models, equipped with the 42 to 50 mc. band spread, are ready for merchandising and will be promoted extensively in regions where FM stations are located during 1940. The table model sells for $74.50, while console models, with AM as well as FM, range from $169.50 to $395, with phonograph combinations running from $265 up.

FM For Radio Ranges

CIVIL Aeronautics Authority has purchased four General Electric 250-watt FM transmitters to control radio-range equipment in Alaska, the company reports. The FM transmitters will be used by operators on the mainland to control remote radio ranges set up by the CAA on Hinchenbrook Island, near Cordova, and Ralston Island, near Juneau, as beacons for aircraft flying the beam over that area. Voice circuits are also provided so that weather reports may be sent out from the range stations by the operators on the mainland.

Brazil Plans Campaign

A CAMPAIGN to promote tourist trade between the United States and Brazil is planned by the Brazilian Government, which will open offices in New York, Chicago and perhaps San Francisco, according to the U. S. Department of Commerce.



HOSTS to more than 350 IRE conventioneers at the Yankee Network's Mt. Asnebumskit transmitter for a demonstration of FM were John Shepard 3d, president of the Yankee-Colonial networks (right) and Irving B. Robinson, chief engineer of WAAB, Boston.

Argentine Expansion

THE DUTCH radio manufacturing firm, Philips, is planning to extend production activity in Argentina, compensating for disruption of its Netherlands facilities, the U. S. Department of Commerce was informed July 11 by Vice-Consul Joe D. Walstrom, Buenos Aires. This expansion is blamed for the declining demand for American radio products. The Philips company accounted for half of the 2,000,000 tubes sold in Argentina last year. Argentine set sales amount to about 200,000 a year, most of them domestic products. American radio exports to the country, mostly parts and tubes, totaled $1,376,264 in 1939, $1,859,216 in 1938 and $2,621,806 in 1937.

BRUCE BARRINGTON, news editor of KXOK, St. Louis, and a captain in the anti-aircraft reserve, is assisting in the recruiting drive being pushed by the Army in the St. Louis area.

Better Reception, More Stations Loom, Says FM Group in Replying to Attack

ANSWERING the anonymous four-page mimeographed attack on frequency modulation, titled "Why Frequency Modulation?", mailed from Birmingham to broadcasters and newspapers throughout the country during the past two weeks, FM Broadcasters Inc. has prepared a reply, "Frequency Modulation? . . . And Why Not?"

Denying that either listener or broadcaster will benefit from the introduction of the FM system of broadcasting, the anonymous letter charges that only the manufacturers will benefit. As many more stations will be required under FM, "the sale of these transmitters would of course make a juicy little diet for the manufacturers," and as FM will also "mean a complete replacement of present day receiving sets, the total runs into a tremendous figure," it declares.

Static and Fidelity

FM's claim that it is desirable because less static and interference is received is met by the statement that, according to "any number of research bureaus", only about 3% of listeners are obliged to take their broadcasting with an amount of static which could be deemed disturbing.

FM's second claim, that it is capable of delivering a higher degree of fidelity, is likewise challenged by the letter. First it points out that there is no lack of high fidelity at the transmitters "because the FCC has set up standards which oblige transmitters to maintain a degree of fidelity far beyond that of which any household set is capable of reproducing."

Turning then to the receiver, the letter continues: "Commercial high-fidelity receivers can be purchased, but they are high priced and the desire has so far been expressed by not more than 15% of radio set purchasers, and the practice of these users has been to immediately destroy the actual high fidelity of the set by setting the 'tone control, so that they receive an excess of bass and low frequencies rather than enjoy the high fidelity of which these sets might be capable. It therefore becomes apparent that the public are not suffering through any lack of high fidelity through the present system of broadcasting."

So much for the listener, says the letter. What about the more than 800 broadcasters, "the great majority of whom have worked long and hard over a period of years to develop a franchise which they thought justified them in creating an American institution which was something besides just an advertising medium? . . .

"So far as any information is available to date, it would appear that the priority and development work of these broadcasters would go for naught . . . although they may have developed a high degree of efficiency and 'listener' following' through the use of their 'AM' facilities, they are quite apt to find a newcomer in their local field enjoying greater power, greater coverage, greater financially powerful affiliations and all the pioneering and development work and expense will have gone for naught."

Background Noise

Answering the charges, FMBI admits that surveys show that only a small percentage of listeners are bothered by static, but adds that surveys "also indicate that almost every urban dweller at some time or other during the day is bothered by an extremely high background noise emanating from man-made electrical devices. . . . It is not, however, necessary to resort to surveys to prove this point. The average American owns an amplitude modulation receiver; therefore the average American knows."

Denying any claim to "high fidelity," as a nebulous term which even radio engineers cannot define, the FM Broadcasters state that their method offers "a degree of naturalness that approaches far closer to actual sound than is possible under the existing system of radio transmission." Not just a higher treble range, but the entire frequency range is "perfectly reproduced . . . against a background of dead silence" by FM, is their claim. When the listener turns his set to the bass position, says the FM answer, it is because this position "minimizes the noisy background that affects the intelligibility of the amplitude modulation receiver and makes it sound brittle when highs are introduced."

The advantage that "permits hundreds and even thousands of FM stations to operate throughout the nation at the same time without cross - interference, time - sharing, power-juggling and all the other headaches that mark and mar standard broadcasting" is not mentioned in the attack, states the FM reply, adding "perhaps this omission is significant". On the one hand, since FM opens the way for more stations, which will need new personnel, and since manufacturers will also need more workers to produce new sets and equipment, the FM Broadcasters declare, "you have an impetus to business, employment, culture—plus an improved competitive service to the nation. On the other hand you have the prospect of a carefully entrenched clique of broadcasters being faced with unwanted progress and a little American institution known as competition. Only one of these has a place in what we like to call the American system of broadcasting."

Action Is Planned On FM Network

Independent Project Slated For Convention Discussion

ACTION on preliminary plans to establish an independently-owned network of FM stations, to cover some 40 major markets, may be taken within a few weeks, possibly in San Francisco during the NAB convention Aug. 4-7. The matter was first broached at a meeting in Chicago June 20 called by John Shepard 3d, president of Yankee Network and leading proponent of commercial FM [BROADCASTING, July 1].

The projected independent network would not be identified in any fashion with FM Broadcasters Inc., trade group formed to foster FM development, Mr. Shepard asserted July 7. Commenting on the report published in the July 1 BROADCASTING that "a group of members of FM Broadcasters Inc." discussed the plan, Mr. Shepard emphasized that the proposed network "has nothing whatever to do with the trade association", and pointed out that FM Broadcasters Inc. is open to all stations, even in the same cities. Mr. Shepard explained that a network operation of necessity cannot accommodate competing stations in the same market.

At the June 20 meeting several exploratory committees were appointed to study the indeyendent network project. These committees were assigned such tasks as determination of whether wire or radio relays or a combination of the two would be technically feasible; economic and rate data; programming, and kindred problems. Discussion centered around launching of the network by September, 1941.

Full discussion of FM during the NAB convention in San Francisco is planned. An open meeting tentatively has been set for Aug. 7, at which time all aspects of FM will be discussed. A demonstration of FM transmission also is planned, but this is contingent upon installation of necessary equipment and of finding a suitable location. Mr. Shepard is expected to preside at this meeting.

Over 95% Of All F-M Stations On The Air Use One Transmitter

Whose?

REL's, of course!

If you are planning to build an F-M station, Radio Engineering Labs., Inc., offers you a record of experience and progress unsurpassed among F-M transmitter manufacturers.

REL's experience is your insurance when buying an F-M transmitter. The stamp of approval is placed on REL F-M units by nearly every F-M station on the air. Over 95% of them use REL transmitters. Too, Major Armstrong, inventor of F-M, collaborated with REL in building the first F-M station on the air.

All REL F-M transmitters from one to 50 kw. employ the Armstrong method of modulation with crystal control of frequency . . . and all REL F-M transmitters are guaranteed to conform with the latest FCC rules governing high frequency broadcast stations.

We invite broadcasters to profit by REL's leadership in F-M transmitter manufacturing. Get the tested best . . . now!

REL

RADIO ENGINEERING LABORATORIES, INC.

35-54 36th STREET — Phone RAvenswood 8-2340 — Cable "RADENGLABS" — LONG ISLAND CITY, N. Y.

No Paley 'Ham' Award To Be Made for 1939

THE William S. Paley Radio Amateur Award, made annually to the "ham" showing the most proficiency and the best record for research and experiment for the preceding year, will not be awarded for 1939. This was announced by the CBS president July 12. He stated that the American Radio Relay League, national amateur organization, had reported that no award was justified for last year. However, it was added that plans are now under way to broaden the scope of the award's requirements so that "past records" and not necessarily the record for a particular year can be taken into account.

Canada Travel Series

TO STIMULATE tourist travel in Canada, which the Canadian Government is eager to promote despite the war, the Canadian Railway Assn., Montreal, on July 18 starts a series of programs on 42 NBC-Blue stations titled *Canadian Holidays* to run through the summer. The programs will feature travelogues by Malcolm LaPrade, with musical background, and will originate in New York. It will be heard Thursdays, 8-8:30 p.m. (EDST). Account was placed direct by the association, which comprises the Canadian National and Canadian Pacific railroads.

Eight Stormed Out

EIGHT New York metropolitan area stations were off the air shortly after 7 p.m. July 11 for periods up to a half hour. The breaks were caused by damage to power lines of the Public Service Co. of New Jersey caused by one of the most severe electrical storms in recent years. WOR, which had an unbroken record of 1½ years and won the Western Electric trophy early this year for its 1939 record, was forced to lose that distinction. Other stations affected were WJZ, WBNX, WINS, WNEW, WOV, WHOM and WHAT.

ESTIMATES of 1940 population of cities of 25,000 or more are being issued as fast as compiled by the U. S. Census Bureau, with more than 125 cities thus far reported. The figures are preliminary and subject to final tabulation.

Delay Perils Havana Treaty

(*Continued from page 13*)

for the FCC to promulgate the proposed allocations, most of which are specified in the treaty. All present broadcast licenses have been extended to Oct. 1 in anticipation of the treaty allocations. There is no disposition to make the allocation effective prior to the November Presidential elections because of the inconvenience that would be caused listeners in recalibrating their sets, particularly push-button models.

Nevertheless, it is felt the Commission should act with celerity by exchanging lists with Mexico, Canada and Cuba as provided in the treaty, and then set the actual "moving day" sometime ahead, permitting conflicts and discrepancies to be worked out. Thought is given in this connection to a Feb. 1 or possibly a March 1 date. But as far as formal word from the FCC is concerned, it has only stated that the reallocation will be handled "in due course".

Canada Reported Anxious

Reports also have been received here that Canada, beset with a war situation, is anxious to have the treaty provisions operative with greatest expedition. Inter-channel interference caused by the operation of Mexican and Cuban stations on wavelengths used in Canada is said to be seriously hampering Canadian wartime broadcast operations, according to these private reports.

Beyond that, it is felt that undue delay might lead to Mexican and possibly Cuban repercussions which could block effectuation of the allocation proposed. It has been generally agreed that the treaty as now devised inures to the benefit of all nations concerned, particularly since Mexico and Cuba never before have been parties to a compact involving allocations of broadcast facilities among the nations of this Continent. It is entirely possible, it is thought, that these nations might, if the occasion arose, seek additional concessions, particularly exclusive channel assignments.

Mexican Election

The treaty was hailed as a diplomatic triumph because efforts had failed during the preceding decade to work out arrangements with the Southern countries on elimination of interference through scientific allocation. Provision is made in the treaty to accommodate every station in the United States with equivalent if not better assignments than heretofore allocated, except for breakdowns in certain clear channels to which agreement was procured. The other signatories agreed to engineering principles devised in this country, providing definite limitations on interference to be caused stations in the other nations. Of paramount significance was the provision for elimination of the border stations.

With a change in administration in Mexico as a result of the Presidential elections of July 8, there may be further complications in connection with border stations. How far border station operators may have gone with one faction or the other in connection with retention of their facilities is not known here, though it is assumed that these operators, for the most part former American broadcasters or backed by American capital have left no stone unturned. Despite all this, it has been stated repeatedly by Mexican authorities that the letter of the treaty will be adhered to and that the border stations will pass out of existence as high-powered outlets promptly upon enforcement of the treaty terms.

The attitude of anti-clear channel FCC members can be reported with some degree of reliance, based on their past observations, views and statements. They feel that clear channels should be broken down and duplicated at several points in this country—on the East and West Coast and in the central portion, at least. Directional antennas, they insist, will minimize interference.

In this connection, however, it is thought that if this country breaks down the 25 exclusive channels provided for among the 32 waves to which the United States procures rights, the other nations would be privileged to assign stations on these frequencies within engineering limitations set forth in the treaty. In other words, if a present clear channel were duplicated in this country, it would automatically become a Class I-B channel, permitting Canada, Mexico and Cuba to assign regionals or locals on those frequencies, provided the interference limitations at the border are complied with.

Dangers of Breakdown

The rigid conformist group at the Commission feels that the rights of this country can be preserved only if the treaty is enforced as drafted. Should the question of clear-channel duplication arise, it is felt it might well be considered after the treaty allocation is effected continentally. Then each situation could be handled on its merits with maximum protection to stations in this country, it is pointed out. Moreover, it is felt that if the intention of this country is to break down the clear channels, contrary to the understanding of other signatories, we are obligated in good faith to let these countries know what our intentions may be. That is the tacit understanding under the treaty, it was pointed out.

It is even reported in some quarters that Mexico and Cuba probably would like to see this country abrogate the treaty terms and thereby be in a position to negotiate possible better terms for themselves. Moreover, it is known that the border stations are interested in blocking the treaty to preserve their own operations.

The FCC clear-channel opposition presumably grows out of the allocation provisions which would give to NBC and CBS owned and operated stations as well as to affiliates of those networks the lion's share of the Class I-A or fully clear channel assignments in this country. Anti-network views of at least three members of the FCC were clearly demonstrated in the Network Monopoly Report [BROADCASTING June 15] since the recommendations were to alter from top to bottom present network operations, particularly those of NBC and CBS.

Youthful
GRAYBEARD



"Old Heads," in radio, are found on young shoulders. Few are the "venerable" institutions—such as WOAI—that offer advertisers a service based upon 18 years of experience.

\+ { POWER, PRESTIGE, CLEAR CHANNEL, LISTENER PREFERENCE

WOAI San Antonio
50,000 WATTS
NBC AFFILIATE—MEMBER TQN

REPRESENTED BY EDW. PETRY & CO., INC.

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate 1,000 Watts
EXTRA MILLIONS OF DOLLARS!
The peak business season approaches . . . in Asheville and Western Carolina. Summer brings throngs of visitors . . . with millions to spend! Right now, schedule your sales messages over WWNC—sole blanket coverage of this bright spot!

Early Selection Of Air Defense Board Foreseen

Personnel Now Only Hitch; Industry Status Remains

(*Continued from page 13*)

indicate why he again found it desirable to restate previous observations on private management and control. Reports have been current, however, that competitive advertising media were whispering about imminent Government control of commercial broadcasting and Mr. Fly's observations may have been timed to refute such innuendos.

Personnel Prospects

Whether the President had veered from the original personnel plans respecting the Committee could not be learned in authoritative quarters. It has been reported [BROADCASTING, July 1] that the committee might be headed by a junior cabinet officer, Adolf A. Berle Jr., Assistant Secretary of State, or Breckenridge Long, Special Assistant to Secretary of State Cordell Hull. A new name mentioned in this connection, aside from that of Chairman Fly, is Lowell Mellett, one of the six Presidential secretaries, former executive editor of the Scripps-Howard Newspapers and head of the National Emergency Council, recently abolished. He headquarters in the White House and is regarded as the top public relations advisor to President Roosevelt.

It appears a foregone conclusion that such well-known communications executives as Maj. Gen. Joseph O. Mauborgne, Army Chief Signal Officer, Rear Adm. Leigh Noyes, director of Naval Communications, and Comdr. Joseph F. Farley, chief communications officer of the U. S. Coast Guard, will serve on the committee. The original plan was for a five-man board.

A subcommittee for the broadcasting industry presumably would comprise a representative for the NAB, representatives for the major networks, and possibly other important industry figures making for a cross-section of all broadcasting activity. At least the conversations with Government officials likely to serve on the committee have been in that direction.

Desire to have an industry coordinator appointed to the Knudsen-Stettinius Commisison stemmed from the view that the industry should have a spokesman in the highest defense councils. It is presumed Mr. Miller reached the decision to communicate with Chairman Fly in this regard after conferring with industry leaders. It is felt that the importance of radio as a medium of mass communication should not be overlooked and that the industry should have a voice in conduct of communications actively during the war emergency, aside from the proposed subcommittee functions under the projected Defense Communications Committee.

Meanwhile, the FCC, under direction of Chief Engineer E. K. Jett, moved quietly but swiftly toward its objective of setting up a 24-hour communications watch with the $1,600,000 fund allocated to it from the National Defense budget. Because of the confidential nature of the work, little publicity has been given to developments. The setting up of extensive monitoring operations and procurement of some 500 additional field personnel is the major phase of the FCC's efforts to detect and stamp out any possible subversive activity in communications. Requirements of proof of citizenship by all radio and communications operators already is well along, including issuance and return of fingerprint license forms [BROADCASTING June 15, July 1].

Organization of the Commission's new field inspection staff, to maintain the 24-hour watch, is being handled by Chief Engineer Jett and George Sterling, inspector in charge who has been given immediate supervision of the activities. Qualifications and records of hundreds of available prospects for the field work, taken from Civil Service lists, are being checked closely. The FCC also has purchased considerable direction finding equipment, receivers and other types of apparatus already manufactured to fit into its plan to set up some 100 additional detector stations in all parts of the country to tie into its major established monitoring stations.

Inspectors Training School

As part of this development, the FCC has established in Baltimore a training school for regular inspectors to aid them in instructing the new field forces. A substantial number of inspectors now are attending these courses. Chief inspectors from various sections also have been summoned to Washington to assist in the formation of plans for the new national defense policing of the air and related activities.

In again scuttling reports of danger to the status quo of broadcasting and other communications operations, Chairman Fly asserted that reports have been "far-fetched and unwarranted" and particularly unfair to broadcasters. Beyond the fact that no plans have been made to interfere with operations in any way, he said that the Government "is not qualified to take over broadcasting." Should we become involved in the hostilities, Mr. Fly indicated, there might be some "particular things" the military services might want to do, but he added these would not involve actual taking over of operations.

Surveillance System

The expanded monitoring activity, to curb espionage and possible Fifth Column developments, will involve establishment by the end of the summer in every State of the country and its territories and possessions of about 100 fixed detector stations, along with portable direction finder trucks. This will provide the most extensive and efficient radio surveillance in existence.

It is expected the FCC will add some 500 inspectors, engineers, and clerks to its staff for field duty during the entire emergency, supplementing the some 200 employes now in the field. Detector stations will not be concentrated at any one spot, but rather will be located at strategic places throughout the country.

The seven existing major monitoring stations will be supplemented by three others, to serve as key operation centers in guiding and inter-communicating with the 100 detector fixed stations. All frequency bands will be observed, recordings made, simultaneous bearings taken. When suspicious transmissions are heard, one or more contiguous base stations will dispatch direction finder trucks to cover the transmissions and seek to locate the source and check the signals.

Of significance to broadcasting operations will be efforts to detect broadcast propaganda, particularly in the foreign-language broadcasting field. Little elucidation is available from the FCC on its plans in this regard. It appears clear, however, that the FCC proposes to record, wherever possible, all foreign language commentary broadcasts as a means of detecting and ferreting out propaganda. All down the line, it is reported, station licensees have been cooperating to the fullest extent with the FCC.

WSIX

"The Voice of Nashville" Tennessee

Offers coverage of the hub city of a billion dollar market. Wire us or our representative for availabilities.

Mutual Broadcasting System

HEADLEY-REED CO., NATIONAL REPRESENTATIVE

WSPA

South Carolina's FIRST!

SPARTANBURG

FLASH! Spartanburg farmers to sell 2 million dollar peach crop during next 2 weeks. . . . Diversified farm income and diversified industrial payrolls make Spartanburg the HUB of nation's BEST BALANCED market. Sell this RICH Carolina market with WSPA!

1000 Watts • 920 Kc.

Walter Brown, Gen'l. Mgr.

IN BALTIMORE IT'S WFBR

NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

ON THE NBC RED NETWORK

UNDER CONSTRUCTION

5000 WATTS

FULL TIME IN

BOSTON

1470 KC.

WMEX

Levy Sees Radio Requiring Youths

Points to Job Opportunities For Young Specialists

DR. LEON LEVY, president of WCAU, Philadelphia, represented the radio industry in a series of articles sponsored by the *Philadelphia Bulletin*, inviting prominent figures in various lines of endeavor to discuss the "Outlook for Youth" in the industry.

"With thousands of boys and girls leaving school and college this month and turning hopefully to business and industry at this time," wrote Dr. Levy for the *Bulletin* in describing radio as a field for specialists, "it is well to weigh at this time possibilities that broadcasting holds for them.

"For the youth of America, radio broadcasting is an industry replete with careers waiting to be carved. Radio, by the very nature of its physical and technical demands, and its personnel, is youthful, the youngest of the Nation's great industries.

"Radio is growing and changing every day. Frequency modulation, facsimile and television, especially the latter, are in the offing. Complexity of the problems accompanying these developments are such they require above-average energy in the pursuit of their ultimate perfection, the kind of uncompromising energy that only youth can supply. Definitely there is a future in radio for youth, but youth must seek and carve out that future.

"In its overwhelming dependence on youth, radio differs greatly from other industries, but fundamentally it presents to youth the same problems of job-finding as do the others. Positions in radio are not plentiful, nor are they easy to get. Entree depends entirely upon the individual. If he or she has the basic qualifications — originality, personality, clear thinking, ambition and an overpowering desire to break into radio—then the battle is half won."

However, Mr. Levy warned that "radio broadcasting is an industry of specialists," and only by experience and steady application can one fit himself for a career in radio.

OWEN DRUG PRODUCTS, Salisbury, N. C. (OxO-Ment Medical) is using radio, newspapers and trade papers in a campaign placed by J. Carson Brantley Adv. Agency, Salisbury.

BYE-BYE RED INK!

Black Ink is always in vogue in the Winston-Salem market — that is for sponsors who choose this sales-producing station. For a real money-maker, choose—

WAIR

Winston-Salem, North Carolina
National Representatives
Sears & Ayer



JUST BLOWN IN to participate in the world premiere of the movie, "Grand Ole Opry", held June 28 in Nashville, is this group of New York agency, advertising and newspaper folks, part of the 500 or so invited to the event from all over the country by WSM, Nashville. The film, produced by Republic Studios in Hollywood, is built around the famed *Grand Ole Opry* feature heard for years on WSM and now extended to NBC-Red for R. J. Reynolds Tobacco Co. (Prince Albert tobacco). In honor of the WSM stars in the movie, and touting the picture as the first full-length feature ever made using the name and stars of a regular radio program, the station played host to this multitude at a three-day shindig built around the *Grand Ole Opry* motif of "fiddle and gittar" music and square dances. Just off the New York plane and ready to board the special Opry bus after being greeted by Harry Stone, WSM manager, are (l to r) Fletcher Turner, J. M. Mathes & Co.; Linnea Nelson, J. Walter Thompson Co.; Sheldon B. Hickox Jr., NBC-Blue; Elizabeth Black, Joseph Katz Agency; John Hymes, Lord & Thomas; Frank Conrad, McCann-Erickson; Henry Ringold, Edward Petry & Co.; John B. Crandall, Benton & Bowles; John Schultz, Erwin, Wasey Co.; Frank Silvernail, Pedlar & Ryan; William Maillefert, Compton Adv. Agency.

Intricate FCC Requirements for FM Cause Drop in Expected Applications

FCC OFFICIALS and others on the national radio scene have sharply revised their estimates of probable applicants for FM or "staticless" broadcast stations since they have had opportunity to analyze and digest the new rules, engineering standards and the exhaustive application form.

Whereas, based on inquiries received from all parts of the country, FCC engineering and licensing officials anticipated a flood of applications, possibly 1,000 as soon as the barrier was lifted, they are now inclined to revise their estimates to possibly one-half that number, and then only after a considerable time has elapsed.

Nothing Overlooked

The infinite detail of the application form (No. 319) [BROADCASTING, July 1], searching deeply into all aspects of the applicant's background, family, financial and other relationships, together with the rigid requirements on technical, financial and other showings, are expected to delay filing of applications, particularly by newcomers. Moreover, broadcast station licensees familiar with the vicissitudes of FCC procedure are scratching their heads wondering how they will be able to provide all of the data required without virtually stopping all other operations.

As a result of this, it is now expected that many possible newcomers, as department store owners, newspapers, and even those who had radio "get-rich-quick" ideas, will either throw in the sponge or delay their filing in hope the Commission will modify the drastic requirements.

As BROADCASTING went to press (July 12), not a single application for an FM station under the revised rules had been filed. This was understandable, however, since the applications had been available for only a week and a minimum of a month is thought necessary to execute the complicated forms. The fact that more than 150 applications previously had been filed under the experimental rules augurs for at least that many applications as soon as the data can be accumulated by the parties involved. The FCC estimates that perhaps as many as 1,000 possible applicants had stormed it with requests for information regarding applications prior to the issuance of the forms.

While too early to gauge general reaction to the allocation rules, it is indicated the FCC may find it expedient to alter the channel assignments. The rules specify six channels for towns of less than 25,000 with coverage radii of about 12½ miles; 22 channels for metropolitan areas of more than 25,000 with coverage radii of about 31 miles, and the remaining seven channels for big coverage stations, comprising two or more large cities or metropolitan areas with a substantial adjacent rural area.

Want Better Facilities

Advance indications are that most of the applicants will seek the seven wide-coverage assignments. Such stations would use power of not less than 50 kw. with probable coverage of 70-100 miles. Should there be an influx of such applications, justifiable on the record, it is likely that the Commission will decide to revise its channel classifications and increase the number to whatever number the facts may warrant, correspondingly reducing the totals in the other classifications. This problem may wind up in another allocations hearing restricted to the matter of frequency assignments.

Aside from the fact that the stiff requirements for FM will discourage many outsiders from attempting to become broadcasters, lack of experienced personnel to manage and operate new FM operations is a primary consideration. On the other hand, established broadcast stations already have experienced personnel, which probably would be loath to leave present jobs to take a gamble with a new service, just turned commercial.

As in most every other situation, it is expected that on the long haul, the natural laws of supply and demand will govern development of commercial FM. Meanwhile, large-scale campaigns are being launched by set manufacturers in anticipation of licensing of FM stations throughout the country.

Shed for Mutual

IN ADDITION to its financial costs of covering the Republican Convention, MBS reports that the four-day session resulted in a combined loss of 53½ pounds by its convention crew of 20 persons. Fulton Lewis Jr. lost the most, 10 pounds; Dave Driscoll came back seven pounds lighter, and Quin Ryan, Wythe Williams, Ed Content and Adolph Opfinger each shed five pounds. Bill Dolph reversed the trend by gaining three pounds during the sessions, a feat in which he was unique among the MBS staff.

JAMES R. CURTIS, president of KFRO, Longview, Tex., on July 4 made public protest against continued use of the word, "blitzkrieg", in daily news comments. Releasing his statement to neighboring editors and news services, he declared: "We feel that the constant use of the word 'blitzkrieg' has a tendency to advertise and idolize Adolf Hitler's accomplishments. We believe in America for Americans and the English language is good enough for us."

Fading Overcome In Radio Photos

Sweep Circuit Is Utilized in Press Wireless Experiment

PHOTOGRAPHS radioed 12,000 miles from the West Base of the U. S. Navy Antarctic Expedition were published July 8 in the *New York Times*. The remarkably clear pictures represented the first public showing of results of a new radio-picture technique, employing a specially developed "sweep circuit" to counteract selective fading, devised by research engineers of Press Wireless Inc.

The new development is particularly significant since the 12,000-mile transmission was accomplished by a 500-watt sending station in the Antarctic. Heretofore selective fading of the carrier frequency, even with high-power stations, had caused streaking and distortion of radioed pictures. The new "sweep circuit", inserted between the scanning apparatus and transmitter, evens out peaks and valleys of the radio transmission and thus eradicates streaks otherwise appearing in the photograph, caused by the change in density of the tone, according to the *Times*.

After the Night

The photographs reproduced July 8 were sent from the West Base station, KTRK, to the Press Wireless receiving station at Baldwin, L. I. The signals then were transferred automatically to a telephone circuit and passed on to studios of Times-Wide World Photos, where photo-scanning apparatus converted the sound signals into light rays and reproduced the pictures.

A regular photographic transmission schedule from the Antarctic is planned by the Times-Wide World organization, whenever radio conditions permit. As the expedition is inactive because of the long Antarctic night, only interior views probably will be available for some time. But after the sun appears and the scientific parties resume their outdoor rounds, highlights of their work are to be photographed and radioed to New York. The transmitting set in the base camp is under supervision of Clyde Bailey, radio engineer of the expedition.

FAMILY KITCHEN PRODUCTS Co., Phoenix, Ariz. (pie crust mix), has named Advertising Counsellors, Phoenix, as agency and is using radio and newspapers. I. N. Shun is account executive.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Hamilton Joins Texas Firm

RAY V. HAMILTON, former general manager of the *St. Louis Star-Times* radio properties, comprising KXOK, St. Louis, KFRU, Columbia, and experimental adjuncts, resigned June 29 to become affiliated with the J. M. West interests of Houston, Tex. West Publishers Inc. is headed by J. M. West, Texas capitalist, and publishes the *Austin Tribune* and *Dallas Journal*. Mr. West's companies have applications pending for new stations in Dallas, Houston, Corpus Christi and Austin. Mr. Hamilton will maintain headquarters in the Sterling Building, Houston. Mr. Hamilton joined the *Star-Times* in 1934 when it had no radio properties. When he left, the *Star-Times* had the two standard broadcast stations, ultra-high frequency station W9XOK and facsimile station W9XSP.



Mr. Hamilton

WLS TO BROADEN COUNTY SALUTES

WELL SATISFIED with the goodwill building propensities of its "county salute" broadcasts on the *National Barn Dance* show, WLS, Chicago, will expand the service starting July 20, according to an announcement by Glenn Z. Snyder, vice-president and general manager. Engineers, production men, announcers and a WLS mobile unit will visit different county seat towns in Illinois, Indiana, Wisconsin and Michigan each week to stage the county salute portion of the *Barn Dance* show and a one-hour stage show for local consumption.

Supplementing local cooperation by civic and service clubs, WLS will buy display in all county newspapers to announce each week's broadcast and show. Entertainment on the broadcasts is furnished by local amateur artists, as in the present series. Many participants already have trouped in *Home Talent Barn Dance* shows in the area, directed by Prairie Farmer—WLS Community Service Inc., in cooperation with local organizations. One act from the regular WLS staff also will appear on the county broadcast, with high school glee clubs, bands and other local units.

The county salute broadcast makes up a half-hour of the *National Barn Dance* program. A special hour show for local audiences will be produced, but not broadcast, just before the air show. In addition to a local speaker, a *Prairie Farmer* representative will appear on the program.

FIRST in PHILLY
C. E. HOOPER SURVEYS

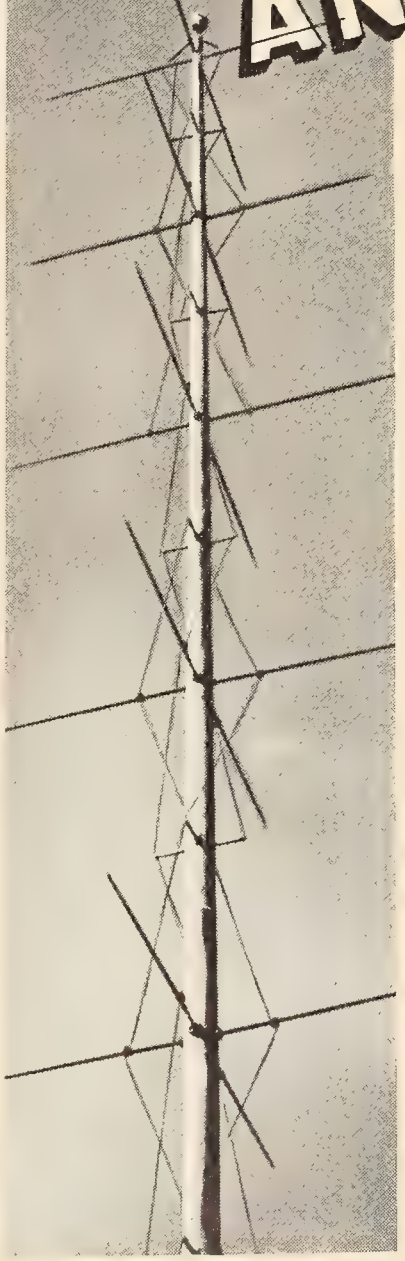
audiences of Phila. Network Stations
9-9:15 A.M. Mon. thru Fri.—4 Mo. Avg.

WFIL	27.1%
WCAU	14.7%
KYW	3.9%

% listeners identifying station and program

For LOWER COST Circulation
BUY WFIL

LINGO FM PATENTED TURNSTILE ANTENNAS



ALREADY PROVEN... Now Ready to Serve!

Lingo's reputation has been built upon over 43 years of experience in the manufacturing and erection of vertical structures. Now the name of Lingo becomes even more important with the advent of Frequency Modulation. For now Lingo quality of design, materials and workmanship take on a new importance in this advanced broadcasting development. Lingo has pioneered with FM from the beginning and our turnstile antennas at W2XMN, Alpine, N. J., has been used by Maj. E. H. Armstrong in his outstanding work. Now these *proven* FM antennas are available to the broadcasting industry — specially designed for each FCC application. We will be pleased to estimate on complete turnstiles comprising the essential tubular steel mounting pole, elements, insulators, wires, bands.

Write for Further Information

Our engineering staff will be pleased to assist you, without obligation, by planning the proper turnstile antenna for your particular building or supporting tower. Inquiries should indicate planned frequency, number of turnstile bays desired, location and height of building or supporting tower, etc.

JOHN E. LINGO & SON, Inc.

Licensed Manufacturers of Patented Turnstile Antennas

DEPT. B-715 CAMDEN, NEW JERSEY

LINGO VERTICAL TUBULAR STEEL RADIATORS

Labor Board Restricts Former WFBM Owners In Restraining Employes

IN AN order covering WFBM, Indianapolis, announced July 8 by the National Labor Relations Board, the Indianapolis Power & Light Co., which sold the station in late May, 1939, was required to cease discouraging membership in the Associated Broadcast Technicians' unit of the IBEW (AFL) or in any other labor union, including the United Utility Workers Organizing Committee (CIO). The NLRB order grew out of a situation which arose as early as March, 1937 when employes of WFBM were called to a meeting to discuss union organization.

According to the NLRB report, Russell Rennaker, an engineer, and a fellow employe called the meeting. Subsequently Rennaker was dismissed from WFBM. The NLRB found that he was discharged "because of his undertaking to form a local of the ABT" and that the company had thereby violated the National Labor Relations Act. Since Rennaker found other employment shortly after his WFBM discharge, and is at present employed as a radio engineer, the order serves chiefly to keep the record straight in regard to the utility company's actions up to the time it sold the station, according to the NLRB.

GROVE LABS., St. Louis, has been ordered by the Federal Trade Commission to cease certain claims for its Pazo Ointment and Dr. Porter's Antiseptic Healing Oil.

OVER
200
BIG TIME ADVERTISERS HAVE WRITTEN TO SAY
KOIL
IS TOPS!

KOIL
Basic CBS
OMAHA
Don Searle
Gen'l Mgr.
Katz Agy.
Nat'l Rep.

AN FM PRIMER FOR LISTENERS

Armstrong Invention Explained in Easy Terms — So Public Will Know What to Expect

Here is a listener's blueprint, an ABC of FM, which might well be adapted for use by stations in explaining to their audiences and to inquirers what FM actually means to them. Aside from being the president-manager of an important station, the author is an eminent engineer and former Yale professor who early foresaw the possibilities of FM.

By FRANKLIN M. DOOLITLE
General Manager, WDRC

MANY times in the past few weeks I have been asked to explain what frequency modulation radio means to the radio listener. As you know, frequency modulation is the new type so-called "staticless" radio which has been approved by the FCC and will, in the next few months, gradually go commercial as more FM receivers are sold.

The public is now pretty well informed about Maj. Edwin H. Armstrong's latest invention, but perhaps it still is a little doubtful as to how its advantages will be realized.

The public has been told that present radio receivers will be useless for frequency modulation reception. These are questions being asked:

Will new sets be required and will these sets receive their regular stations and programs which are now used and enjoyed?

Will the regular stations continue to operate? Will new stations spring up to transmit these new ultra-high frequency programs?

Evolutionary Effect

Things are happening fast.

First, let me say that while frequency modulation is revolutionary in the technical sense, as it gives radio its first effective method of fighting static and interference, it will be evolutionary in its effect on radio users.

Yes, it is true that present receivers, the ones you now have in your homes, will not receive FM programs. While it is possible to provide a so-called "converter" so the loudspeaker and some of the tubes in present sets can be used, the use of such converters will be temporary until sets are replaced.

Here's what's going to happen:

Frequency modulation will be introduced to the radio public as a new band on your present standard broadcast receiver. The receiver will not cost very much more than it would if this band were omitted.

Noises Omitted

How will these new receivers appear? Well, many sets will have one tuning band for frequency modulation, one for the standard longwave broadcasting, and a third for foreign stations—three bands. The appearance of the sets will be entirely conventional and they will be ultimately available in the various priced models with the exception of the very cheap ones.

Now, what do you get for your money? Why did the FCC greet this new frequency modulation radio with applause and approve it without hesitation?

Well, you will find that you can receive perfectly even during the heaviest thunderstorm. On your present radios, when lightning flashes, you hear a tremendous roar and crackle. Frequency modulation radio broadcasts do not change at all during such a storm—no roars, no thunderous booms.

You'll find that countless noises and crashes that mar radio reception these days, from electric shavers and vacuum cleaners, and so forth, are gone under frequency modulation and that naturalness of reception is greatly increased. There's an astounding difference in quality between the two types of broadcast. Under the new type radio, you'll think the performers are right there in the room with you, that's how natural it is.

Regular Programs, Too

What about the set-up of stations? In general, you will receive the reguar network programs. And in addition, there will be special programs originated by frequency modulation stations which give even greater fidelity than is now practical on network broadcasts that are transmitted on wire lines. Because, as you probably know, frequency modulation does not need wires to transmit network programs. One station can pick up another without loss of any quality or pick up of any interference. We know, because we've done it over chains of five and six stations and more.

And here's more.

There will be no "whistles" in the background from stations on adjacent channels. Even the "hiss" of your own receiver to which you have grown accustomed will be gone, and you will be able to hear every detail of a program in a new manner.

Greater Enjoyment

That's something to look forward to.

Frequency modulation will bring you greater radio enjoyment. It will not deprive you of present radio programs or cause existing stations to discontinue.

But it will, in a short time, bring you these programs with greater realism, greater fidelity, greater enjoyment.

I have, in this short article, attempted to give you—simply and directly—just what is ahead for frequency modulation. Much already has been said about the technical details of the Armstrong invention. Much more will be said.

In a very short time, the major question that will be asked about a radio receiver will be:

"Has it a frequency modulation band?"



A GUEST BADGE and medal were the reward of Harold J. Frank (left), manager of the recently inaugurated WSLB, Ogdensburg, N. Y., for the station's cooperation in publicizing the Veterans of Foreign Wars convention there July 3. Kenneth Ullman, State radio publicity director for the VFW, pins the badge as Announcer Joe Goerss looks on.

Neb. ASCAP Delay

NO DECISION in the case of Nebraska versus ASCAP will be reached until that state's Supreme Court meets early this October, according to Herman Finkelstein of Schwartz & Frohlich, ASCAP counsel. Mr. Finkelstein stated that ASCAP had filed and served the papers asking dismissal of Nebraska's appeal for a new trial after a three-judge court found the Nebraska anti-ASCAP law to be unconstitutional [BROADCASTING, April 1].

Swift Time Signals

SWIFT & Co., Chicago (meat products) on July 29 will use ten-weekly time signal announcements on WBBM, Chicago. Sponsor has also purchased a 25-minute Saturday feature on the same station, featuring Norman Ross and consisting of sidelights on news and musical transcriptions. J. Walter Thompson Co., Chicago, is agency.

NEW subscribers to Transradio Press Service are stations WMOB, Mobile; WFBC, Greenville, S. C.; WSOO, Saut Ste. Marie, Mich.; WJMS, Ironwood, Mich.; KID, Idaho Falls; WLBJ, Bowling Green, Ky.; KGFI, Brownsville, Tex.; WOCB, Yarmouth, Mass., the latter currently under construction.

1939 Annual Advertising Award

MAPS

VIGOROUS COPY THAT TELLS YOUR STORY BRIEFLY



LATEST DATA FROM ACCEPTED SOURCES ACCURATELY COMPILED

NO COPYRIGHT FEE

WALTER P. BURN & ASSOCIATES, INC.
7 W. 44TH ST. NEW YORK, N. Y.

"Research Achievement"

LATE *Personal* NOTES

JOHN F. GRINAN, radio pioneer who entered the field in 1906 and has been associated with such well-known engineers as Maj. Edwin H. Armstrong, Michael Pupin and others, arrived recently for a visit in the United States. Mr. Grinan is a member of the electrical board of Jamaica, British West Indies, and heads all communications on the island, including broadcasting. He erected the first broadcasting station in Jamaica.

JACK SAYERS, CBS Hollywood, assistant publicity director, has resigned effective July 20 to join the exploitation department of Young & Rubicam, that city. He succeeds Bill Stuart who was transferred to the agency's New York offices some months ago. Sayers will go to New York for a few weeks training, returning to Hollywood in early September. Prior to joining CBS, he was publicist of Don Lee Broadcasting System, Los Angeles. His CBS successor has not been announced.

LEE BLAND, producer of WCKY, Cincinnati, on Aug. 4 will succeed Edward J. Lord as program director of WFMJ, Youngstown.

ROBERT W. CARPENTER, formerly general auditor of WBT, Charlotte, N. C., has joined KMOX, St. Louis, in a similar capacity. Edward DeGray, formerly with CBS in New York, succeeded him at WBT. Wilbur Edwards, WBT account executive, has been transferred to the sales department of WABC, New York.

CLARK STANDIFORD has resigned as president and manager of the new KORN, Fremont, Neb., and W. J. Brinkley, formerly with KGFW, Kearney, Neb., has taken over the commercial management. Fred Christiansen, former program director of KGFW, is now program director of KORN. The Nebraska Broadcasting Co., KORN licensee, is now headed by Arthur Baldwin.

FRED O. GRIMWOOD, consulting engineer and owner of KLCN, Blytheville, Ark., has been retained by KXOK, St. Louis, to supervise construction of its new 5,000-watt transmitter and antenna system. Grimwood served in a similar capacity in 1938 when the station first went on the air. The new equipment is expected to be in service by early autumn, when KXOK will shift to 630 kc. with 5,000 watts unlimited time.

JOHN BERNBOM, talent division salesman of WGN, Chicago, is the father of a boy, John Anthony.

AL DAVIS, announcer of KGVO, Missoula, Mont., has resigned to practice law. He received his law degree this spring from Montana State U. Jimmy Barber, KGVO program director, has been notified by Davis & Schwegler, Los Angeles music publishers, that his composition, "Blue Mood", is being recorded by Al Golden and his orchestra, and along with six other D&S tunes will receive intensive promotion during the coming months.

BOB SHIELD, announcer of KDKA, Pittsburgh, recently married Elaine Kinder, of the Kinder Sisters trio heard on the station.

JOHN BOLER, president of North Central Broadcasting Co., regional chain of Minnesota, North and South Dakota, was host at a cocktail party at the Palmer House, Chicago, July 11, for Chicago agencies and the press.

ROBERT N. BROWN, formerly program director of WBBM-CBS, Chicago, and more recently supervisor of Wrigley programs originating in California, has rejoined the Chicago station. Stuart Dawson, formerly acting program director, continues as executive assistant to Brown.

BERNARD WEINBERG, co-partner of Milton Weinberg Adv. Co., Los Angeles, is the father of a boy born July 8.

KNOX MANNING, CBS Hollywood commentator, has been signed to play a similar role in the film, "Meet John Doe", to be produced by Warner Bros., under direction of Frank Capra.

JOHN N. LAING, formerly of NBC, New York, and more recently KFAC, Los Angeles, summer relief announcer, has joined the announcing staff of KFI-KECA, that city, succeeding Jim Gibson, resigned.

DAVID S. BALLOU has been made manager of KYOS, Merced, Cal.

JACK MURRAY, accountant of WEEI, Boston, is the father of a girl born July 5. Mrs. Murray was the former Peg Grady, of the WEEI general service department.

STANLEY LEVEY, formerly a salesman of WIND, Gary, Ind., has joined the local sales staff of WBBM, Chicago.

LESTER GOTTLIEB, MBS publicity director, on July 9 left New York on his annual trip to discuss publicity policies with various Mutual affiliates. He is visiting Buffalo, Cleveland, Detroit, and during the week of July 15 will handle MBS publicity at the Democratic convention in Chicago. After stops in Minneapolis, St. Louis and Cincinnati, he will probably go to San Francisco for the NAB convention.

LOIS BERG, member of the CBS Hollywood script department for the last three years, will marry Robert Johnson, oil company executive, on Aug. 13.

RAY ERLENBORN, CBS Hollywood sound effects engineer, has been promoted to the production department as contact man.

WILLIAM T. KNIGHT, III, son of the general manager of WTOC, Savannah, on his 21st birthday July 6 was made a vice-president of the Knight Drug Stores of Savannah, parent company of the station. He is the third generation of the W. T. Knight family who has entered the 50-year-old drug-broadcasting concern.

WILLIAM SLOCUM Jr., publicity director of CBS in Washington, on July 8 was transferred to CBS headquarters in New York as assistant to Paul White, director of public affairs succeeding John Fitzgerald, resigned.

BURT SQUIRE, recently with the Henry Souvaine program agency and formerly head of the New York State Network formed by the Hearst interests, has joined J. W. Pepper, New York agency, as radio director. He succeeds L. N. Marks.

JIM McNAMEE, of the maintenance staff of KYW, Philadelphia, on June 29 married Jeanne Jackson. Roy Anspach has joined the control staff of KYW for vacation relief.

MRS. GRADY RAPIER, traffic manager of KROD, El Paso, underwent an emergency appendectomy recently. Her condition is reported satisfactory.

SYD GOLD, sales director of Tel-Pic Syndicate, New York, is in Los Angeles to establish West Coast offices. He announced 127 new station subscribers to the service. Gold will be headquartered in Los Angeles after attending the NAB convention.

BILL WATSON, formerly of KRGV, Weslaco, Tex., John Harrison and Bob Petrie have joined the announcing staff of KTSM, El Paso, Tex. John Guffey has joined the KTSM continuity department.

FRED FEJFAR, of WNAX, Yankton, is in the hospital as a result of proving that he can roller skate. He broke his leg in two places.

J. E. RUDOLPH has been named head of the sales service department of WLW, Cincinnati.

FCC Field Shifts

WITH defense activity pointing to a substantial transfer of FCC field personnel to new localities, the following switches were announced to BROADCASTING July 12 by the FCC: Joseph W. Reid, from the Kansas City field office to New York; Joseph H. Eichel, from Philadelphia to New York; James E. Barr, New York to Washington; Samuel W. Lichtman, Grand Island, Neb., to Chicago. Amos B. Collins on June 30 resigned from FCC service, and his future plans were not announced.

IN THE HEART OF THE MOTOR INDUSTRY!

WCAR

1000 *Streamlined* WATTS

LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST

WCAR
PONTIAC, MICHIGAN

National Representatives
RADIO ADVERTISING CORP.
New York · Chicago · Cleveland

CALL IT "GUMPTION"

Call it what you will, but when the newspapers say—

"Most ambitious undertaking by an independent station for the coverage of the convention (Republican National) is that of WPEN. Completely out-manned by other local stations which have been bolstered by the networks, WPEN's Special Events Department is winning the plaudits of local radio row."

Behind the Mike with Raymond
Philadelphia Daily News
June 24, 1940

"WPEN turned out the only independent station to try bucking the networks in Convention coverage in any elaborate manner and made it a good job. It had its control room and booths at Convention Hall and also wires in the Walton Hotel, Union League, Heymann Bldg. and other points of vantage that the networks occasionally missed out on."

George Lilley, Radio Editor
Philadelphia Record
June 30, 1940

it means only one thing . . . that WPEN does a progressive, thorough, independent job in Public Service and keeps a weather eye to interesting special events which will continue to add to its ever-growing audience.

WPEN Phila.
1000 Watts



PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Russ Bldg., San Francisco, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

CLIFFORD YEWDALL
Empire State Bdg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
7134 Main Street, Kansas City, Mo.
Branch office, Crossroads of the World
Hollywood, Cal.

FM RULES & STANDARDS

Complete Reprints Ready!

Including: Standards of Good Engineering Practice Governing High Frequency (FM) Stations: 43-50 Mc.
—Adopted by the FCC June 28, 1940

Text of Rules Governing FM
—Adopted by the FCC June 22, 1940

One to 9 copies, 10c each • 10 or more copies, 5c each

BROADCASTING
National Press Building — Broadcast Advertising — Washington, D. C.

Mrs. FDR's Radios

THAT Mrs. Franklin D. Roosevelt has a penchant for making people gifts of radios, was disclosed by Harlan Miller, newspaper columnist, in his July 11 column in the *Washington Post*. "She buys them by the wholesale," Miller reported, "sometimes around a hundred a year, to give to friends and acquaintances. Probably she buys more radio sets than any other individual."

P&G Adopts Serial

PROCTER & GAMBLE Co., Cincinnati, which has taken over *Those We Love*, former Standard Brands program, is expected to start the program the first week in October on NBC-Red, Saturdays, 8-8:30 p. m., although the contract had not been set when BROADCASTING went to press. The program probably will be presented for Drene through H. W. Kastor & Sons, Chicago.

B & W Placements

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Big Ben smoking tobacco), on Aug. 5 will start sponsorship of the weekly *Renfro Valley Barn Dance* 7-7:30 p. m. (EST) with rebroadcast for Western stations at 10 p. m. (EST) on 18 NBC-Red stations with three optional yet to be decided upon. Stations selected are WLW WAVE WSM WMC WSB WBRC WJDX WSMB KVOO WKY WFAA WBAP KPRC WOAI KTBS KARK KGBX KSD. Optionals are KRGV KGNC KTSM. Sponsor is also buying twice-weekly quarter-hour *Twilight Trails* as a spot schedule on WHO, Des Moines. Russell M. Seeds Co., Chicago, handles the account.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), whose *Life Can Be Beautiful* daytime serial is currently running on NBC-Red without a Chicago outlet, and on CBS, on July 15 started the five-weekly quarter-hour show on transcription over WMAQ, Chicago, 5:45-5 p.m. (CDST). Compton Adv., New York, handles the account.

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Employees—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors. Box 864, Denver, Colo.

High Salaried Positions. Confidential intermediary creates outstanding employment opportunities. Small cost. Let us help you. Details free. Write. PERSONAL PROMOTION SERVICE, 3 Crandall, Binghamton, N. Y.

Situations Wanted

ANNOUNCER-ENGINEER—sports, news, programming. Own new portable recorder. Available September 15. $35 weekly. Box A870, BROADCASTING.

Good Salesman—proven record high sales over long period. Young, aggressive with ideas. Desires change. Box A877, BROADCASTING.

First-Class Announcer—worked over major networks. Agency caliber copywriter. Record, etc., available. Box A873, BROADCASTING.

Commercial Manager or Salesman—over 6 years production, executive and sales experience. Good references, successful ideas. Box A879, BROADCASTING.

Engineer—age 26. Seven years experience electrical maintenance. RCA graduate. First class telephone license. References and personal history on request. Box A875, BROADCASTING.

Personality Announcer—with full commercial experience, now employed, wishes connection with network affiliate. Can furnish excellent references from present and past employers. Box A874, BROADCASTING.

Young man—with some announcing schooling desires position leading up to announcers post. East Coast preferred but will go anywhere. All information on request. Box A876, BROADCASTING.

Employers—We have experienced radio employees in every section of the United States. Let us submit summaries of qualified applicants whose references have been verified. No cost to you through National Radio Employment Bureau. Box 864, Denver, Colo.

Situations Wanted (Continued)

Young man—desires position in radio, FM or television. First telephone, second telegraph licenses. Six months operator Great Lakes. Graduate Dodge Telegraph and Radio Institute. Box A878, BROADCASTING.

Salesman or Commercial Manager—trained radio and newspaper advertising. Employed. Single. Age 27. Start $35.00 week. Unencumbered. North Central States. Box A869, BROADCASTING.

Continuity, production, sales production, ideas, five years exceptional radio experience. Write, produce selling copy, all types programs. Past three years at outstanding Midwest regional. Best references. Box A880, BROADCASTING.

Dramatic Actor and Playwright—with 12 years experience on the stage. Some radio experience. Would like position with broadcasting station where there is chance for advancement. Age 32. Ht. 5 ft. 10¾ in. Wt. 155 lbs. Black hair and eyes. Good speaking voice. Can write continuity. Good ideas. Reliable, willing and capable. Will go anywhere. Good M.C. Box A871, BROADCASTING.

OWNERS and MANAGERS—young executive ten years' experience production, management desires position as station manager or program director. Varied experience on three major networks, regional clear channel stations has given me thorough knowledge in management, programming, sales, merchandising, operations. Have no big city philosophy despite extensive metropolitan training, successful career in selling, producing, directing commercial programs on major networks. Want to settle in market where sincere, intelligent effort can produce worthwhile results for all concerned. Best recommendations. Respected among national agencies, advertisers. Married. Box A872, BROADCASTING.

For Sale

RCA TMV 75-B field intensity equipment. Herb Hollister, KFBI, Wichita, Kansas.

3 Manual 11 Stop Wurlitzer Pipe Organ—with many additional combinations added for broadcasting. Available only because of change in studio location. Excellent condition. This unsurpassed real organ will be sold for little more than an electric. Write WJJD, Chicago.

American Radio Liked by Latins

Federal Official Says They Like News Programs Especially

INCREASING popularity in Latin America of radio programs originating in the United States, particularly news reports, is indicated in consular reports reaching the Department of Commerce from the Latin American countries, according to John H. Payne, chief of the electrical division.

While it is frequently reported that reception in certain of the countries is not good, due to adverse atmospheric conditions or technical limitations, the excellent quality of the programs is commented upon in most of the communications.

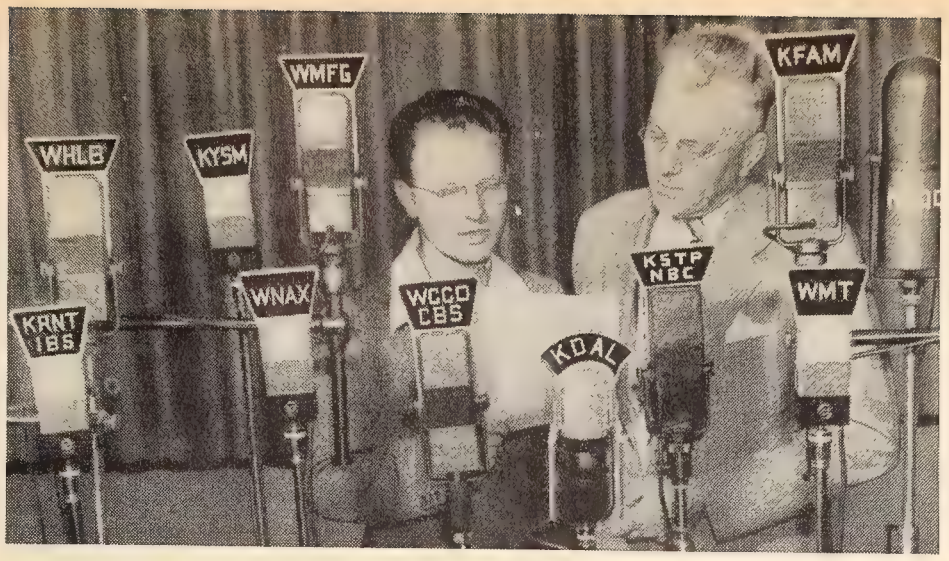
Mr. Payne said that transmission of radio programs to Latin America is considered of mutual benefit, since it makes available many of the high-quality programs heard in the United States and at the same time is a medium through which the Latin American public is informed of our customs, culture and endeavors.

Popularity of News

News reports emanating from American shortwave broadcasting stations have probably acted as the greatest single factor in enhancing the popularity of American broadcasts among Latin American listeners. Mr. Payne said he believes, too that emphasis on entertainment value which characterizes American broadcasts also contributes greatly to their popularity.

Publication in newspapers and other periodicals in Latin America of schedules of shortwave programs originating here and beamed on Latin America is being effected by the Department of Commerce in close cooperation with the Department of State, Radio Manufacturers Assn. and the broadcasting industry. Mr. Payne indicated that a greater volume of shortwave programs is put on the air by American broadcasters than in any foreign country.

Weekly schedules of forthcoming radio programs, especially prepared or selected on the basis of known preferences of radio listeners in Latin America and frequently presented in the languages most widely understood in that area, are distributed in Latin American countries through the foreign offices of the U. S. Government.



MINNESOTA-IOWA stations and regional networks, disregarding their competitive status, joined with tourist and booster associations last month for an *On to Minnesota* program, promoted by WCCO and the *Minneapolis Star-Journal* and carried jointly over the Northwest network of CBS, the Minnesota Radio Network and the Iowa Broadcasting System. George Grim (left) and Ed Shave faced a battery of 11 microphones in the WCCO studios, and the newspaper, owned by the Cowles radio-newspaper interests which include the *Star-Journal,* ran this picture in eight columns after its artist had painted in the various call letters. A special cast dramatized vacation and resort advantages of the State, enacting the arrival of a typical out-of-State family at the Minneapolis Aquatennial July 21-28. An official "Aquatennial March", composed by Rollie Altmeyer of WCCO, was broadcast for the first time. Promoting the event by direct mail, KSTP has forwarded giant illustrated invitations to the trade.

VANTI'S DANCERS
28,500 Bring Bottletops and Swamp Gotham Beach

SOME KIND of a record for a "studio audience" as well as for outdoor dancing was set July 8 when 28,556 men, women and children jammed Manhattan Beach's bandstand for the second broadcast of *On the Spot,* program sponsored on WOR, Newark, by Vanti Pa-Pi-A Corp., New York. Dancers are admitted to the floor for three Vanti bottletops with a chance to participate in the broadcast from 8:30-9 p.m. when stopped on certain "spots" to answer questions for cash prizes.

So large was the crowd, which poured in even after the program was over, that 46 handball courts, two outdoor and one indoor dance floors as well as the sidewalks were used, and police reserves were called out to establish order and direct traffic. Erwin, Wasey & Co., New York, handles the Vanti account.

Expands FM Schedule

W2XMN, FM station owned by Maj. Edwin H. Armstrong at Alpine, N. J., has increased its daily schedule to include a special three-hour program of full-fidelity recordings, now operating Mondays through Saturdays, 11 a.m. to 2 p.m. The programs offer both light and semi-classical music, marches and other selections chosen to display the noise-free, full-fidelity characteristics of FM. W2XMN continues its regular transmission of CBS programs from 4-11 p.m. weekdays and 3-6 p.m. Sundays.

ARNOWITZ & HEIT, New York store selling Heit-Kraft clothes, about Sept. 16 will start a spot announcement campaign using New York stations only, according to Rosette Adv. Agency, New York, recently appointed to handle the account.

Cudahy Names B-S-H

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), has named Blackett-Sample-Hummert, Chicago, as agency. Media plans will be announced later.

Ban on Foreign Tongues By Two Boston Stations Brings Council Backfire

FIRST repercussions to banning of foreign language broadcasts by stations as a result of the war emergency came in Boston June 28 when City Councilor Russo said he would demand a probe of WMEX and WCOP unless a satisfactory explanation is given of purported refusal to permit Italian broadcasts since Italy's entrance into the war.

The stations, in conformity with newly-instituted policy, it is reported, decided to eliminate certain types of foreign language programs. WMEX, authorized to operate with 5,000 watts in lieu of its present local assignment, has decided to eliminate all foreign language programs because of its change in coverage status, it was declared.

Mr. Russo said it had been reported to him that the stations forbid broadcasting in a foreign language "with the exception of advertisements". He said that as a member of the City Council representing all people regardless of race, color or creed, he wanted a satisfactory explanation and that unless such was made it was his intention to introduce before the Council an order demanding "an inquiry into this condition".

WIBC
1050 K C—1000 WATTS
•
Indiana's Fastest Growing Station!
Well planned musical features, alert showmanship, and thoughtful consideration to community service—these are the things that have made WIBC the most talked of, and most listened to, station serving Central Indiana—an area wherein 450,000 radio families are influenced in the spending of $300,000,000 yearly by the messages heard over Indiana's Friendly, Compelling Voice—WIBC!
•
WIBC
1050 K C—1000 WATTS
Indianapolis
Howard H. Wilson, *Nat'l Rep.*

HAY-ADAMS HOUSE
In hospitality, charm and dignity as well as service and cuisine, the Hay-Adams House perpetuates these two great names. An ideal location, directly opposite the White House, overlooking beautiful LaFayette Park. Write for free "Guide to Washington."
From $3.50 Single $5. Double
Completely Air Conditioned

SIXTEENTH STREET AT H
WASHINGTON D.C.

LANG-WORTH planned programs
LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD
•
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave. New York

Yours for Better Letters
WOODSTOCK TYPEWRITERS

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

JUNE 29 TO JULY 12, INCLUSIVE

Decisions . . .

JUNE 29

MISCELLANEOUS — WAAB, Boston, Mayflower Bcstg. Corp., Boston, continued to 7-25-40 oral argument re Mayflower application new station and WAAB renewal application; WINN, Louisville, granted license new station 1210 kc 100-250 w unl.

JULY 2

MISCELLANEOUS—WLOL, Minneapolis, granted license new station 1300 kc 1 kw unl.; WPRA, Mayaguez, P. R., granted license change to 780 kc 1-2½ kw unl.; WBNX, New York, granted license increase to 1 kw etc.; WMBD, Peoria, Ill., granted mod. license change to WMBC Bcstg. Co.

JULY 5

KVI, Tacoma, Wash.—Granted consent voluntary transfer of control to Laura M. Doernbecher.

WSUN, St. Petersburg, Fla.—Granted CP increase to 5 kw N & D.

WFLA, Tampa—Granted CP increase to 5 kw N & D directional N.

KWFT, Wichita Falls, Tex.—Granted CP increase to 1-5 kw 620 kc unl.

KQW, San Jose, Cal.—Granted mod. license to 5 kw N & D.

WMFR, High Point, N. C.—Granted consent voluntary transfer of control to James E. Lambeth.

WGCM, Gulfport, Miss.—Granted CP move trans., increase N to 250 w, new antenna.

WKOK, Sunbury, Pa.—Granted CP increase to 250 w N & D, change equip.

WHAT, Philadelphia—Granted consent transfer control to Philadelphia Record Co., with proviso that it "shall not be construed as a finding with respect to a future transfer of control of the licensee corp. to the preferred stockholders of the Philadelphia Record or the Courier Post. Co."

KIUP, Durango, Col.—Granted CP new trans., increase to 250 w.

WCHV, Charlottesville, Va. — Granted transfer of control to Charles Barham Jr.

WIBG, Glenside, Pa.—Granted CP increase to 1 kw ltd.

NEW, Kokomo Bcstg. Corp., Kokomo, Ind.—Deferred applic. CP Class IV 1420 kc 250 w unl. pending treaty allocations.

MISCELLANEOUS — NEW, Anthracite Bcstg. Co., Scranton, granted motion dismiss without prejudice applic. CP 1370 kc 250 w unl.; NEW, General Bcstg. Inc., Miami, Fla., granted petition to amend applic. to 920 kc 5 kw unl. directional; WREN, Lawrence, Kan., granted extension time to file exceptions etc. re applic. move to Kansas City.

JULY 6

KGKB, Tyler, Tex.—Proposing to affirm recommendations of Commissioner Payne to revoke license for transfer of rights without Commission consent.

NEW, Joe W. Engel, Chattanooga—Granted CP 1370 kc 250 w unl.

JULY 8

KRRV, Sherman, Tex.—Granted license change to 880 kc 1 kw unl. directional, new trans.

WFNC, Fayetteville, N. C.—Granted license 1340 kc 250 w D.

WABC, New York—Granted CP new antenna, trans., move to New Rochelle.

WQXR, New York—Granted mod. CP increase power for new trans., change antenna.

WLOG, Logan, W. Va.—Granted license 1200 kc 100 w D.

JULY 10

KVOS and Bellingham Bcstg. Co., Bellingham, Wash.—Continued oral argument to 7-18-40.

KOB, Albuquerque, N. M.—Granted mod. CP increase to 50 kw re trans.

JULY 11

NEW, Paul R. Heitmeyer, Cheyenne, Wyo.; NEW, Frontier Bcstg. Co., Cheyenne—Paul R. Heitmeyer denied motion to grant applic. CP without further hearing but complied with alternative request that his application be dismissed; granted Frontier Bcstg. Co. motion to reconsider action remanding applic. for hearing and granted without further hearing CP 1420 kc 100-250 w unl.

WSAR, Fall River, Mass.—Denied reconsideration and hearing of applic. WHOM CP increase to 500 w-1 kw, without prejudice to submission of engineering proof that WHOM operation as proposed has caused objectionable increase in interference.

NEW, Pierce Marine Corp., Youngstown, N. Y.—Denied as in default applic. CP.

JULY 12

MISCELLANEOUS — WBRC, Birmingham, granted CP move trans.; WHEB, Portsmouth, N. H., granted license increase power; WMPS, Memphis, granted license change trans.; WRAW, Reading, Pa., granted license increase power; WHIZ, Zanesville, same; WICA, Ashtabula, same; WHKY, Hickory, N. C., granted license new station 1370 kc 50 w unl.; WSOO, Sault Ste. Marie, Mich., granted license new station 1200 kc 100-250 w unl.; NEW, Glover Weiss Co., Jacksonville, Fla., denied as in default applic. new station 1440 kc 250 w unl.

Applications . . .

JULY 2

WTRY, Troy, N. Y.—CP directional change to 1 kw unl. III-B.

WGAN, Portland, Me.—CP new trans., change antenna, change to 560 kc 5 kw unl. III-A.

WNBF, Binghamton—Auth. transfer control to John C. Clark.

NEW, Batavia Bcstg. Corp., Batavia, N. Y.—CP 640 kc 250 w D II.

WHIZ, Zanesville, O.—License increase power etc.

WSPD, Toledo—Mod. CP increase power etc., to extend completion date.

WARM, Scranton, Pa.—License new station.

WHKY, Hickory, N. C.—License new station.

WBRC, Birmingham—CP directional N, increase to 5 kw N & D, amended to omit request for increased power and directional antenna.

JULY 3

WEAF, New York—Mod. CP move trans., directional antenna, to change equip.

NEW, Capital Bcstg. Co., Washington—CP 1420 kc 250 w unl., amended re trans., radiator.

WMMN, Fairmont, W. Va.—CP increase to 5 kw N & D.

NEW, Wilkes-Barre Bcstg. Corp., Wilkes-Barre, Pa.—CP 1210 kc 250 w unl. IV, asks WBAX facilities.

WING, Dayton—Auth. transfer control to Charles Sawyer.

JULY 5

WSNJ, Bridgeton, N. J.—CP Class IV 1210 kc 100-250 w unl., synchronize with WSNJ.

WHEB, Portsmouth, N. H.—License new trans., increase power.

WSAM, Saginaw, Mich.—Mod. license to 250 w N & D.

WMBG, Richmond, Va.—Mod. license to 5 kw N & D.

WSOO, Sault Ste. Marie, Mich.—License new station.

WLBJ, Bowling Green, Ky.—License new station.

WRAW, Reading, Pa.—License new trans., increase power.

FCC Schedule

WHILE seeking to avoid a summer recess, the FCC will operate on a somewhat curtailed schedule during the remainder of the summer, with provisions made to handle routine business by less than a quorum of its membership. Chairman James Lawrence Fly declared July 8 that the FCC does not propose to close down for the summer to the same extent as in the past and that such hearings as necessary will be held. The FCC held a regular meeting July 5 but is not scheduled to hold another session until July 19. There may be one other full FCC session prior to resumption of the normal schedule after Labor Day.

WICA, Ashtabula, O.—License increase power.

WJAS, Pittsburgh—CP increase to 5 kw N & D directional N, Class III-A.

WAGF, Dothan, Ala.—Voluntary assignment license and CP to John T. Hubbard. Julian C. Smith, Fred C. Moseley and Horace Hall d/b Dothan Bcstg. Co.

JULY 8

WTIC, Hartford, Conn.—Mod. license to 1040 kc unl. directional N.

WGNY, Newburgh, N. Y.—CP change to 1370 kc 250 w unl.

KFDA, Amarillo, Tex.—Mod. license to 1200 kc.

WMBD, Peoria, Ill.—Voluntary assignment license to Peoria Bcstg. Co., a Delaware Corp.

KGFW, Kearney, Neb.—Auth. transfer control to Lloyd C. Thomas.

NEW, Central Eillamette Bcstg. Co., Albany, Ore.—CP 1210 kc 250 w unl. IV.

JULY 10

KLZ, Denver—License increase power, directional.

KSRO, Santa Rosa, Cal.—CP change to 1320 kc increase to 1 kw, new trans., directional.



SETTING THE PACE for promotion of and at the Middletown Food Fair at Middletown, O., early in July was the participation of WSAI, Cincinnati, centering around this booth located in front of the Food Fair building. The promotion, directed by Dick Ruppert, also had the backing of Socony Vacuum Oil Co., sponsor on alternate days of Cincinnati Reds baseball broadcasts. Eleven programs were remoted direct from the Fair, climaxed on the final night with presentation of a WSAI live-talent show. Attributed to the promotion, attendance this year was estimated at 25,100, compared with 15,000 in 1939. WSAI mobile units, with Socony trucks, headed a parade opening the Fair. A popular feature was the broadcast of a direct-wire baseball reconstruction from the WSAI booth, with Dick Bray and Roger Baker explaining reconstruction technique. In booth are (l to r) Dick Ruppert, Roger Baker, Dick Bray, telegrapher.

New Video, FM Tubes Are Announced by GE

TWO NEW three-electrode transmitting tubes, Types GL-8002 and GL-8002R, designed for use as radio-frequency power amplifiers at ultra-high frequencies, have been announced by the General Electric Co. The GL-8002R is equipped with a milled-copper radiator for forced air cooling and the GL-8002 is water-cooled; otherwise the tubes are identical.

Particularly designed for FM and television transmitters, the new tubes are capable of an output of 1,800 watts and may be used at full rating up to 120 mc. (forced air cooled) or up to 150 mc (water cooled). At reduced inputs, frequencies as high as 200 mc (air cooled) and 300 mc (water cooled) can be used.

The over-all dimensions of the GL-8002 and GL18002R are maximum length of 4 11/16 and 5 3/8 inches respectively and maximum diameters of 1 7/8 and 3 11/16 respectively. The inductance to the three electrodes is minimized through the use of multiple leads for both the filament and grid connectors.

Opinion on Wages

CARETAKERS at radio transmitters are covered by the Fair Labor Standards Act and must be paid a minimum of 30 cents an hour with time-and-a-half for overtime above 42 hours a week. This opinion was advanced July 8 by Rufus G. Poole, associate general counsel of the Wage & Hour Division of the Labor Department, in reply to an inquiry by Joseph L. Miller, NAB director of labor relations. According to the interpretation, a yard man caring for transmitter grounds and performing horticultural work could be covered by the maximum hour and wage provisions of the act, and would not be regarded as engaged in agriculture or acting as a domestic servant and therefore exempt.

Government Regulation Of Programs Proposed

GREATER Government participation in the programming of broadcast stations and networks is proposed in *National Policy for Radio Broadcasting* [Harper & Brothers, New York $3]. Author is Cornelia B. Rose Jr., who conducted an inquiry on behalf of the National Economic & Social Planning Assn.

Public interest is not sufficiently safeguarded by the competitive system, Miss Rose writes, because the system is principally an economic concept of organization. She takes the position that the Government should take positive measures to encourage improvement as well as to eliminate evils. Network system should be the basis of American radio, she says, adding that they should become fully national in service. Responsibility for what goes on the air should be made to rest with broadcasters, she says.

Network Accounts

All time EDST unless otherwise indicated.

New Business

MENNEN Co., Newark (shaving cream), on Sept. 29 starts *Quixie Doodle Contest* on 52 CBS stations, Sun., 5:30-6 p.m. (EST). Agency; H. M. Kiesewetter Adv. Agency, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on July 11 started *Dixieland Music Shop* on 52 NBC-Red and Blue stations, Thurs., 7:30-8 p.m. Agency: Wm. Esty & Co., N. Y.

MENNEN Co., Newark (shaving cream), on July 15 starts *Bob Garred's News* on 7 CBS Pacific stations, Mon., Wed., Fri., 7:30-7:45 p.m. Agency: H. M. Kiesewetter, N. Y.

MACFADDEN PUBLICATIONS, New York (*Liberty* magazine), on June 20 started for 26 weeks a recorded version of *The Voice of Liberty*, featuring Gabriel Heatter, on 3 Don Lee California stations, (KHJ KGB KFRC), Thurs., Sat., 7:30-7:45 p.m. (PST). Agency: Erwin, Wasey & Co., N. Y.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Avalon cigarettes), on Aug. 5 shifts *Showboat* from NBC-Blue to 57 NBC-Red stations, Fri., from 7-7:30 p. m. (EST) with reb. 10-10:30 (EST). Agency: Russel M. Seeds Co., Chicago

CANADIAN RAILWAY Assn., Montreal, on July 18 starts *Canadian Holidays*, with Malcolm LaPrade in travelogues, on 42 NBC-Blue stations, Thurs., 8-8:30 p. m. Placed direct.

Renewal Accounts

COLGATE-PALMOLIVE-PEET Co., Jersey City (dentifrice), on Aug. 15 renews *Ask-It Basket* on 63 CBS stations, Thurs., 8-8:30 p. m., reb. 11:30 p. m. Agency: Benton & Bowles, N. Y.

MARS Inc., Chicago (candy bars), on Aug. 26 renews for 52 weeks *Dr. I. Q.* on 59 NBC-Red stations, Mon., 9-9:30 p.m. Agency: Grant Adv., Chicago.

WM. WRIGLEY JR. Co., Toronto (gum) on July 9 renewed till Oct. 1 *Treasure Trail* on 5 Ontario stations, Tues. 9.30-10 p.m., and on Aug. 20 renews till Nov. 12 on 9 CBC Prairie Network stations, Tues. 10-10.30 p.m. Ontario net originates CFRB, Toronto: Prairie net originates CKY, Winnipeg. Agency: Tandy Adv. Agency, Toronto.

LAMONT, CORLISS & Co., Toronto (Pond's Cream) on Sept. 18 renews till Dec. 25 *Those We Love*, on CKAC, Montreal; CHRC, Quebec; Wed. 9-9.30 p.m. Agency: J. Walter Thompson Co., Toronto.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to —

1. REGRIND your present crystal to higher new frequency **$17.50**
2. NEW CRYSTAL (less holder) **$22.50**
3. NEW CRYSTAL fully mounted .. **$30.00**

LOW DRIFT - APPROVED BY FCC

Scientific
RADIO SERVICE
124 Jackson Ave.
University Park, Md.

Arbitrators Fix Minimum Talent Rates For Network Key Stations in Chicago

DECISION handed down July 12 by a three-judge panel of the American Arbitration Assn. establishes the following minimum rates for the services of radio artists employed on commercial programs broadcast by network key stations in Chicago:

For quarter-hour programs, actors and announcers (including actors on dramatic commercials) are to be paid $9; singers in groups of five voices or more, $6; singers in groups of two to four voices, $9; soloists, $20. Minimum rates for half-hour and hour broadcasts are to be four-thirds and five-thirds respectively of the 15-minute rates.

Decision, originally scheduled for June 12 but postponed for 30 days at the request of the judges, includes a series of conversations, negotiations and disputes that have continued since the signing of the American Federation of Radio Artists Code of Fair Practice for network commercial programs in February, 1939. Since that time the Chicago scale for talent has been the subject of numerous discussions between the national networks and the national office of AFRA and between the Chicago office of AFRA and the managements of WMAQ, WENR, WBBM and WGN, stations affected by the AAA ruling.

Negotiations having reached no conclusion, AFRA requested the AAA to arbitrate the question of wages and conditions for talent on commercial programs originating from the Chicago key stations. The networks opposed AFRA's motion, stating that the subject was one for negotiation, not arbitration. An AAA hearing on that point was held last February with the decision that the question was suitable for arbitration [BROADCASTING, March 1]. Argument on the main question was then presented early in April before arbitrators George Bowden, named by the networks, Wesley A. Sturges, named by AFRA, and Nathan Isaacs, chairman. [BROADCASTING, April 15]

In its decision the three-man board ruled that "working conditions laid down in the code shall apply in the absence of specifications or necessary implications to the contrary to local commercial broadcasts produced in Chicago at the major stations of the companies party to this arbitration (NBC, CBS, WGN)," and "that rules and rates for rehearsal shall likewise be those laid down in the same code." This ruling is contrary to the pleas of the broadcasters who argued that completely separate contracts should cover the employment of talent on local and network programs and who asked for three-year contracts with AFRA covering talent employed on local shows in Chicago.

Broadcasters are favored, however, in the final clause of the decision which reads "that where station announcers are used for commercial programs the rates stipulated herein shall apply only so far as consistent with the terms of their general contract of employment, which shall govern the question whether their salaries covered all or any part of the services required on such programs and if not whether upon receipt of the special fees recited herein any deduction shall be made from their regular salaries for the time so paid for."

WKAT's Meow

BLUE angora kittens provided the "live announcement" July 15 by WKAT, Miami, of its affiliation with NBC-Blue network. International Radio Sales, New York, had to get permission from the SPCA to send out blue-dyed felines to 25 New York timebuyers for its Miami client. A special vegetable dye produced the desired effect, which was guaranteed to come out in the wash. The angora stunt tied up the WKAT call letters and the first part of the name of WKAT's owner, A. Frank Katzentine, and tags bore the label "The KAT Goes Blue". Steve Hannigan, New York, handled publicity.

KRAFT CHEESE Co., Chicago (cheese), on July 25 renews for 52 weeks *Kraft Music Hall* on 79 NBC-Red stations. Programs heard Thurs. from 8-9 p.m. (CDST). Agency: J. Walter Thompson Co., Chicago.

Network Changes

GILLETTE SAFETY RAZOR Co., Boston, on July 9 renewed *Elmer Davis & the News* on 88 CBS stations, Tues. and Fri., 8:55-9 p.m. Agency: Maxon Inc., N. Y.

CUMMER PRODUCTS Co., Bedford, Ohio (Energine), on July 24 replaced *What Would You Have Done?* with *Metropolitan Airport* on 45 NBC-Blue stations, Wed., 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

STANDARD OIL Co. of California, San Francisco on Oct. 3, shifts *Standard School Broadcast* on 12 NBC-Pacific Blue stations, Thurs., 11-11:45 a.m. to 32 Pacific Coast Don Lee stations, Thurs., 11:15-11:45 a.m.

STANDARD OIL Co. of California, San Francisco. on Oct. 3 shifts *Standard Symphony Hour* on 6 NBC-Pacific Red stations, Thurs., 8:30-9:30 p.m., to 29 Pacific Coast Don Lee stations, Thurs., 8-9 p.m. (PST).

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Big Ben mixture), on Aug. 5 starts *Renfro Valley Barn Dance* on 21 NBC-Red stations, Mondays, 7-7:30 p. m. (EST). Agency: Russell M. Seeds Co., Chicago.

CAMPBELL SOUP Co., Camden, N. J. (Franco-American spaghetti), on Aug. 5 shifts *Lanny Ross* on 27 CBS stations from Mon. thru Fri., 7:15-7:30 p. m. to Wed., Thurs., Fri., 7:15-7:30 p. m. Agency: Ward Wheelock Co., Philadelphia.

• men in 350 broadcasting stations select CREI training

• The fact that ambitious men in more than 350 broadcasting stations selected CREI courses is indicative of the type of training we offer men who KNOW what is required of those seeking better jobs in Radio. The men who will carry on "tomorrow" must be equipped with the ability to know "how and why." CREI training supplies this practical and theoretical knowledge. Our new booklet just off the press explains in detail.

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-7 3224-16th St., N. W., Washington, D. C.



Networks Sending Same Staffs for Democrat Session

NBC Arranges to Use Films For Television Coverage

WITH announcement by NBC that it would offer visual coverage of the event in the New York area by televising special Pathe newsreels, radio coverage of the Democratic National Convention, opening July 15 in Chicago, will parallel that at the Republican Convention in Philadelphia late in June.

Using substantially the same staffs as at Philadelphia, the national networks have completed plans for blanketing the principal events of the Chicago conclave. In addition, WLW-WSAI, Cincinnati, which sent a special six-man crew to Philadelphia for independent direct-wire pickups, will do the same at Chicago [BROADCASTING, June 15, July 1].

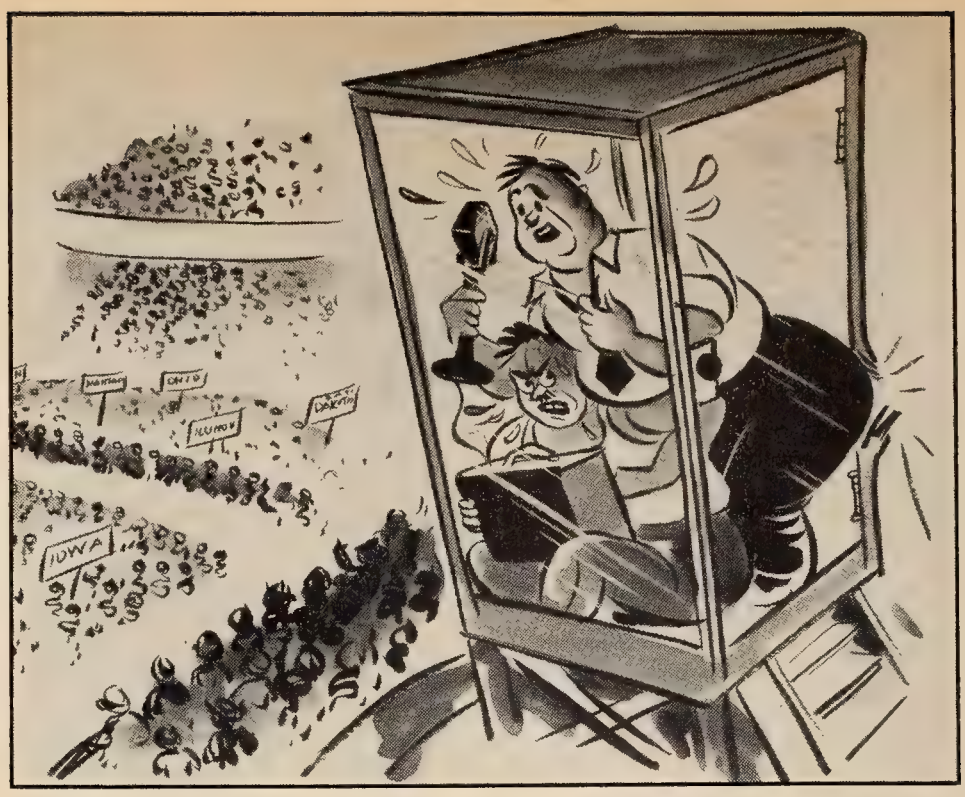
Pathe to Send Films

According to terms of an agreement between NBC and Pathe News, announced July 10 by Alfred H. Morton, NBC vice-president in charge of television, the newsreel organization during the convention will ship about 1,000 feet of film daily by plane to New York City. The films, to be made exclusively for television and covering both afternoon and evening sessions, will be transmitted twice daily, at 3:30 and 9 p.m. starting July 16, on W2XBS, NBC television transmitter atop the Empire State Bldg. in New York. The 10-minute film reviews of convention activities thus will be televised in New York the following day. In announcing the film coverage of the Democratic convention, Mr. Morton pointed out that no technical facilities existed in the Chicago area for relaying television programs direct from the convention site, as was done via coaxial cable between Philadelphia and New York during the GOP convention.

The networks have been carrying pre-convention programs since early July, immediately after adjournment of the Republican convention, featuring Democratic leaders and commentators on the Republican - Democratic convention theme. Meantime network staffs have been in Chicago for more than a week, making and testing installations at the Chicago Stadium, convention site, and in the Stevens Hotel, convention headquarters.

Essentially the same groups of commentators, announcers and technicians will handle network pickups as at Philadelphia. In addition to its regular commentator staff, NBC will present Postmaster General Farley, Democratic national chairman, in nightly five-minute resumes of the day's convention activities at the end of each sesion. In Philadelphia NBC presented similar nightly resumes by John D. M. Hamilton, Republican chairman.

The CBS staff of news analysts and special events reporters again will include Elmer Davis, Bob Trout, Paul Sullivan, Albert Warner, Bill Henry and James Fleming. John Charles Daly, CBS presidential announcer, and Clyde Hunt, engineer on presidential broadcasts, will remain in Washington, at least until the President's plans are known.



Drawn for BROADCASTING by Sid Hix

"We Greet You Again From This Great Air-Cooled Auditorium in the Windy City!"

GOP SESSION COST NETWORKS $364,700

COSTS of covering the Republican National Convention to the major networks ran well over $350,000 when all reports were in, topping preliminary on-the-spot estimates by approximately $100,000 [BROADCASTING, July 1]. Of this total more than $300,000 was accounted for by rebates for time and talent made to advertisers whose programs were cancelled or curtailed in order that the listening public might follow every step in the process of nominating a Presidential candidate.

Out-of-pocket costs of convention coverage were set at $15,000 by NBC, $25,000 by CBS and $8,000 by MBS, a total of $48,000. Commercial cancellations cost NBC $87,500 for time and $58,000 for talent rebates. CBS lost $125,000 in time charges and $45,000 in talent rebates. Mutual cancellations totaled $1,200. Combined costs total $364,700.

NBC's commentator - announcer group includes Walter Lipmann, Raymond Clapper, Lowell Thomas, H. V. Kaltenborn, Earl Godwin, Baukhage, Carleton Smith, George Hicks and Charles Lyons.

MBS will have a staff of 25 at the Chicago convention, with WGN, Chicago key station, handling a large share of the assignment. The MBS commentator staff includes Quin Ryan, Fulton Lewis Jr., Wythe Williams, Arthur M. Evans, Arthur Sears Henning and Ruth DeYoung Kohler. Mr. Ryan and Frank Schreiber, WGN special features director, will be in charge of MBS broadcasting activities, with Carl J. Meyers, WGN chief engineer, in charge of engineering; Adolph Opfinger, network traffic; Lester Gottlieb, publicity.

The same six-man crew that handled WLW-WSAI pickups at Philadelphia has gone to Chicago for similar duties. Headed by Cecil Carmichael, the staff includes Peter Grant, Elizabeth Bemis, Marsha Wheeler, Fred Thomas and James Cassidy. WLW and WSAI plan to originate seven programs daily.

Apropos

MUSICAL directors might take a lesson from Leon Cole, of WSM, Nashville, in fitting theme songs to commercials. With a new musical show for Blackstone Products Co., New York, makers of Blackstone aspirin tablets, Cole cast about purposefully for a moment or two and then greeted his audience and sponsor with—of all things—"You're a Sweet Little Headache".

NAB Legislative Board Seeks Free-Radio Plank In Democratic Platform

A PLEA on behalf of the broadcasting industry for inclusion of a "free radio" plank in the convention platform, will be made to the Resolutions Committee of the Democratic National Convention in Chicago during the week of July 15 by NAB President Neville Miller.

Since the Republican National Convention in Philadelphia June 19 unanimously adopted a radio plank endorsing the principle of free radio on a parity with the press, it is logically expected that the Democratic Convention will follow through in similar fashion [BROADCASTING July 1]. Mr. Miller and members of the NAB Legislative Committee had appeared before the Republican Resolutions Committee on behalf of such a plank.

In addition to President Miller, it is likely that Harry C. Butcher, CBS Washington vice-president and member of the Legislative Committee; John A. Kennedy, West Virginia Network, chairman of the Legislative Committee, and F. M. Russell, NBC Washington vice-president, will appear before the Democratic board.

JACKSON & PERKINS Co., Newark, N. Y. (nurserymen), has appointed Flagler Advertising Inc., Buffalo, as its agency.

Cheyenne Gets Second Station

A SECOND station in Wyoming's capital, Cheyenne, was authorized for construction by the FCC in a final decision announced July 11 which writes finis to long litigation involving rival applicants. Earlier [BROADCASTING, July 1] the Commission had granted a new station in Cheyenne to Western Broadcasting Co. of Wyoming, authorizing 250 watts on 1370 kc.

The new grant is to Frontier Broadcasting Co., which was given 100 watts night and 250 day on 1420 kc. Coincidently, the Commission denied an application for the same facilities by Paul R. Heitmeyer, now manager of KLO, Ogden, Utah, and dismissed the application at his request.

The Frontier grant, though it involves the frequently raised issues of absentee and newspaper ownership, was obviously made in pursuance of the new policy of granting all comers providing they meet financial, legal and technical requirements and will cause no appreciable interference to other stations. In line with this policy of "survival of the fittest," the Commission has already made dual local grants in such small communities as Salisbury, Md. (where one dropped out) and Las Vegas, Nev. [BROADCASTING, June 15].

President of Frontier is S. H. Patterson, owner of KSAN, San Francisco, and onetime owner of KVOR, Colorado Springs, who holds 25% of the stock. Cheyenne Newspapers Inc., publishing the *Wyoming Eagle* and the *Wyoming Tribune & Leader*, the city's two dailies, and their publisher, Tracy S. McCracken, own 26%. The Stock Growers Bank of Cheyenne, as executors of the estate of J. H. Schroeder, holds 25%. William C. Grove, manager and chief engineer of KSAN, owns 9%; United Mine Workers, 10%; John Arp, hotel owner, 5%.

WJTN REORGANIZES STAFF AFTER SALE

COMPLETE staff reorganization of WJTN, Jamestown, N. Y., was announced July 10 with the appointment of Simon Goldman, of Carthage, N. Y., as executive vice-president and general manager. Mr. Goldman has been acting manager for several weeks and was formerly associated with WSYR, Syracuse, in its sales department. Coming also from WSYR is Marshall Shantz Jr. of Utica, program director, replacing George Callison, who has joined WXYZ, Detroit. Mr. Shantz was formerly with WPRO, Providence, and WCAU, Philadelphia, as well as WSYR.

Tom McKee, who has been with WJTN for 18 months, is chief announcer. He was formerly with WMCA, New York, and WGR-WKBW, Buffalo. Musical director is John P. Lewis, formerly of WIBX, Utica, and former member of the Utica Symphony. A. E. Spokes, recent graduate of Syracuse University, is promotion and publicity manager.

WJTN recently was sold by Col. Harry C. Wilder to Jay E. Mason, of New York [BROADCASTING, June 15]. Col. Wilder continues to operate WSYR, Syracuse; WTRY, Troy, and KEEN, Keene, N. H.



SPRINGFIELD, OHIO

Population, 1930 68,743
Retail Sales, 1939 .... $3,049,000*
Wholesale Sales, 1939 . $9,751,000*
Radio Homes (Clark Co.) . 22,890
*Estimated by Sales Management

A BUYING CENTER FOR WLW-ADVERTISED PRODUCTS

In the three rich Ohio counties that make up the Springfield trading area, listeners have consistently shown a preference for WLW. As a result, these consumers likewise show a preference for brands advertised on WLW—a buying habit that inexorably influences Springfield merchants and wholesalers in stocking their shelves. This situation is repeated in scores of trading areas in the great territory served by the Nation's Station.

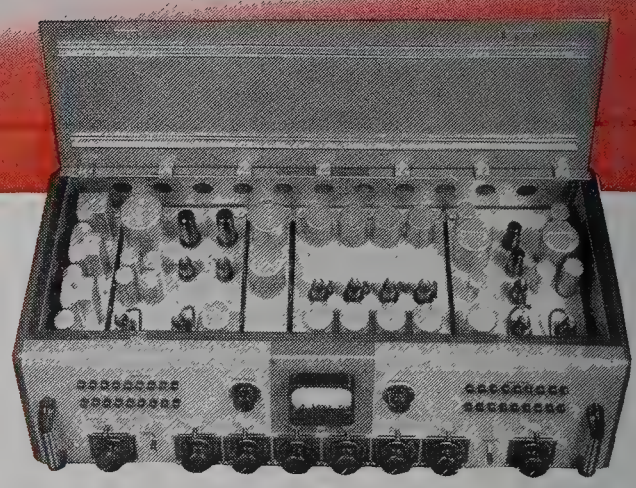
NEW YORK: REP. TRANSAMERICAN BROADCASTING & TELEVISION CORP. CHICAGO: WLW, 230 NORTH MICHIGAN AVE.

WLW THE NATION'S *most "Merchandise-Able"* STATION

COMPACT...FLEXIBLE...ECONOMICAL!

RCA 76-BI





Consolette Speech Input System... with Interlocked Push-Button Switching

HIGH FIDELITY... unexcelled flexibility... in a modern, *complete* speech input system, ideal for one and two studios! That's the RCA 76-B1, for simultaneous broadcasting and auditioning—with push-button control for more circuit *combinations* with simpler switching operations.

Monitoring, auditioning, cueing, and talk-back are all under push-button control. The high-fidelity program channel affords 6 mixer controls—4 microphone pre-amplifier input channels with switching control for as many as 6 microphones. Location of control knobs and correct slope of panel give greatest visibility and ease of control. High power output to line and loudspeakers. Hinged top and chassis mounting for instant accessibility of parts.

And all at a price that even the smallest station can afford! Get the facts on RCA 76-B1—write today for complete data.

No Other Consolette System offers Push-Button Flexibility plus All These Features!

- ★ Independent Auditioning and Program Channels
- ★ Talk-back facilities for two studios and remote lines
- ★ Emergency Amplifier and Power Supply
- ★ 6 Step-by-step Mixers—Dual Turntable Faders
- ★ 6 Remote Inputs—Push-Button Cueing Control
- ★ New Illuminated Scale VU Meter
- ★ Two Line Repeating Transformers
- ★ Plate Current Meter and Relay Power Supply
- ★ Attractive Appearance–Two-Tone Umber Grey Finish

There is an RCA tube for every purpose in broadcasting.

FOR FINER PERFORMANCE... GO RCA ALL THE WAY

Microphones
Speech Input Systems
Associated Equipment
Transmitters

Use RCA radio tubes in your station for finer performance.

RCA

Broadcast Equipment

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. Chicago: 589 E. Illinois St. Atlanta: 530 Citizens & Southern Bank Bldg. Dallas: Santa Fe Bldg. San Francisco: 170 Ninth St. Hollywood: 1016 N. Sycamore Ave.

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NAB CONVENTION ISSUE: SURVEY OF BUSINESS PROSPECTS

BROADCASTING

Broadcast Advertising

Vol. 19 • No. 3

AUGUST 1, 1940
WASHINGTON, D. C.

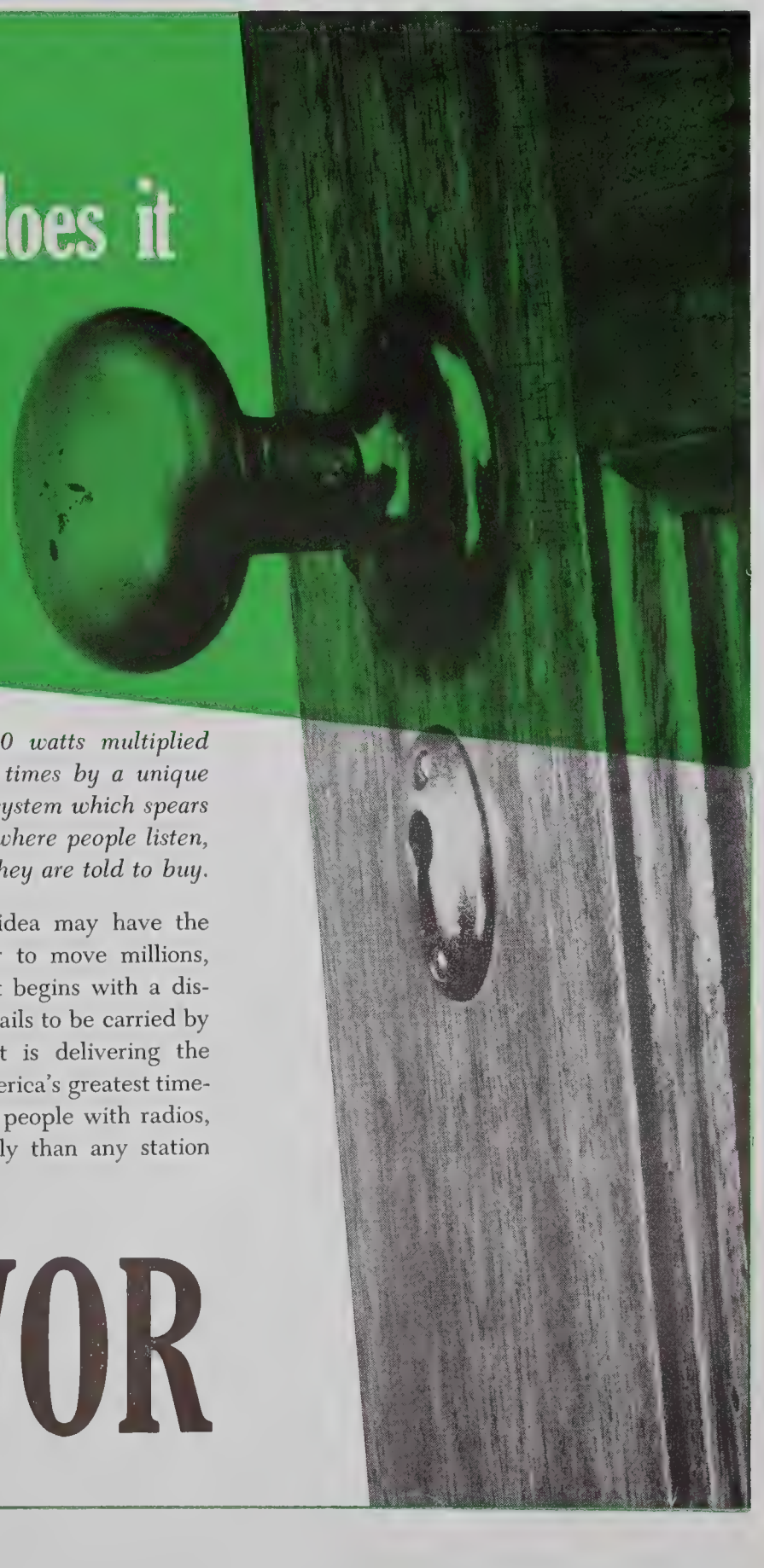
Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

it's the twist that does it

—not the knob



If we were an advertiser selecting a radio station, we'd give more than a moment's thought to this remark regarding the doorknob. For it illustrates rather simply one unique quality that makes WOR the most power-full dollar for dollar advertising investment in New York.

For example, when you buy WOR you buy more than 50,000 watts guaranteed to cover an area containing approximately 4,250,000 homes with radios.

You buy 50,000 watts skillfully twisted away from ocean dead-space on the East and the thinly populated portions of those states on the West.

You buy 50,000 watts multiplied more than two times by a unique directive-array system which spears them on cities where people listen, and buy what they are told to buy.

Your program idea may have the potential power to move millions, but obviously it begins with a disadvantage if it fails to be carried by the station that is delivering the messages of America's greatest time-buyers to more people with radios, more power-fully than any station anywhere.

that power-full station— **WOR**

Sells Goods Here



IN CHICAGO AND
MIDWEST AMERICA

Sells Goods Here



IN PHOENIX AND THE
"GARDEN OF EDEN"

Two good stations in two great markets—doing the same fine job for advertisers—proved by sales results—by mail response—and by consistent renewal contracts. For details call Bill Cline, Sales Manager WLS, Chicago, or Fred Palmer Manager, KOY, Phoenix. Or any John Blair man.

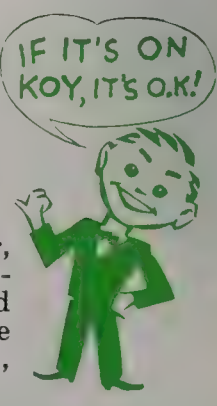


WLS

870 The Prairie Farmer Station, Chicago . . . Burridge D. Butler, President . . . Glenn Snyder, Manager . . . 870 Kilocycles, Clean Channel, 50,000 Watts. NBC Blue Affiliate.

KOY

550 Phoenix . . . Burridge D. Butler, Chairman . . . Fred Palmer, Manager . . . 550 Kilocycles, 1000 Watts Day and Night . . . CBS Affiliate. Key Station, The Arizona Network—KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee.



BROADCASTING
and
Broadcast Advertising

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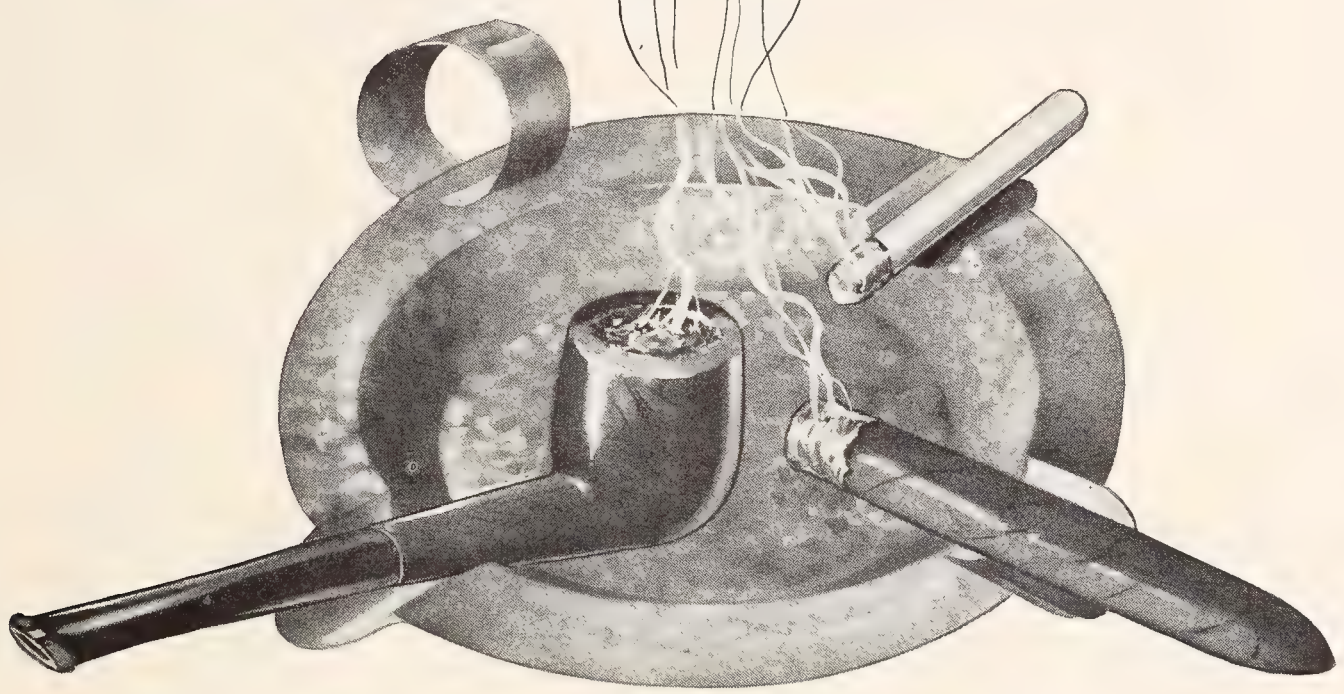
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WHERE THERE'S SMOKE, THERE'S-

-Selling!



WNAC
Boston
★
WTIC
Hartford
★
WEAN
Providence
★
WTAG
Worcester
★
WICC
Bridgeport
New Haven
★
WNLC
New London
★
WCSH
Portland
★
WLBZ
Bangor
★
WFEA
Manchester
★
WSAR
Fall River
★
WNBH
New Bedford
★
WHAI
Greenfield
★
WBRK
Pittsfield
★
WLLH
Lowell
Lawrence
★
WLNH
Laconia
★
WRDO
Augusta
★
WCOU
Lewiston
Auburn
★
WSYB
Rutland

In New England, the Total is $91,527,000 a Year

NEW ENGLANDERS have "money to burn" for cigarettes, cigars and pipe tobacco.

They spend $45,574,000 more for beauty preparations—toilet requisites—hair treatment and other personal care commodities.

Here are but two sales sectors of the prosperous New England sales market that merit consistent cultivation by every maker of the products concerned.

New Englanders are receptive and responsive. They can be sold if your sales appeals GO WHERE THEY LIVE, work and spend!

The 18 locally-accepted stations of The Yankee Network go where New Englanders are, combining concentrated effectiveness with the COMPLETE COVERAGE essential for a thorough selling job in one of America's greatest markets. Choose the network with proven sales power for your next campaign.

THE YANKEE NETWORK

21 Brookline Avenue, Boston, Mass.

EDWARD PETRY & CO., Inc.
Exclusive National Sales Representatives

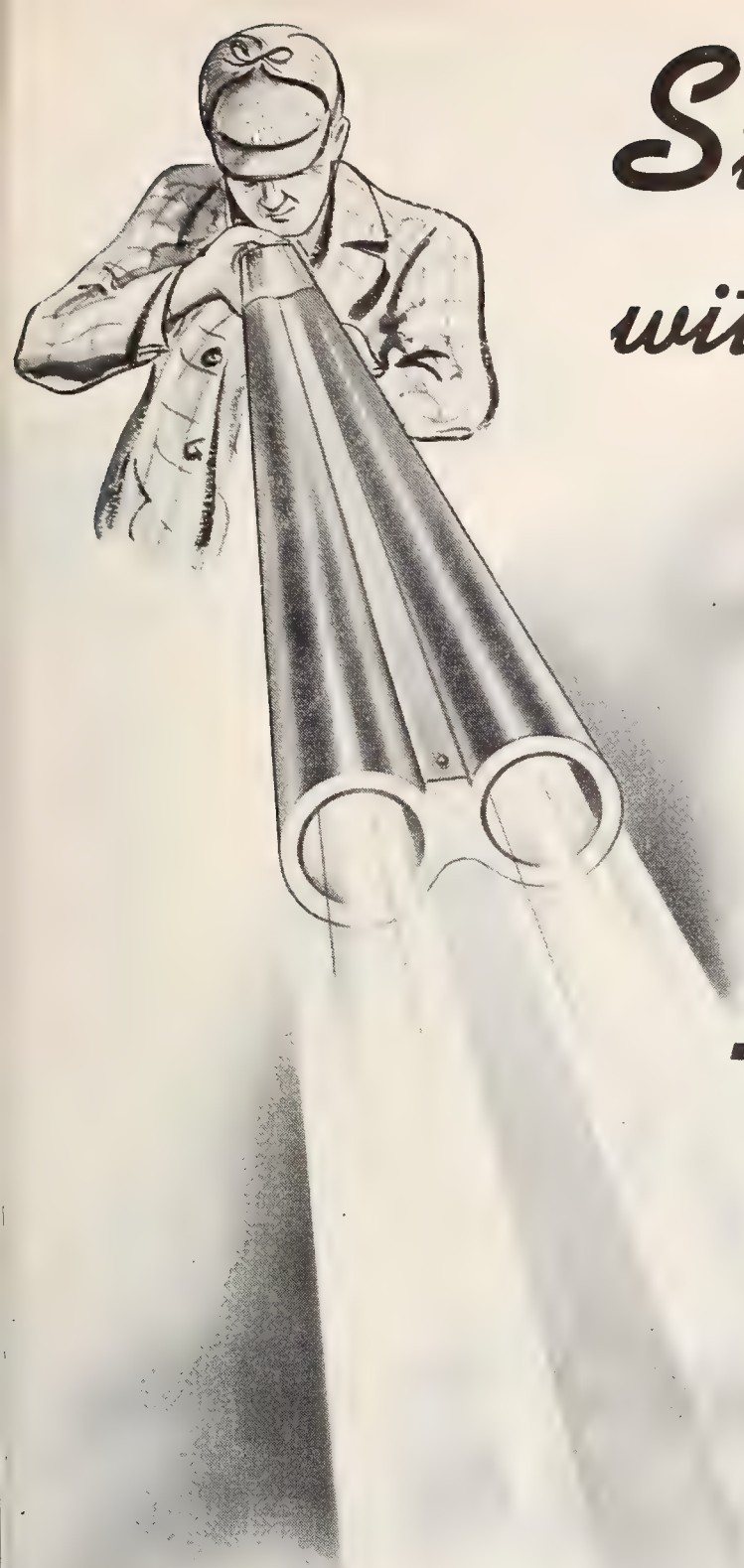
ıblished semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

The latch string
is out for you
at the McClatchy Stations

WELCOME N.A.B.

KFBK SACRAMENTO
KMJ FRESNO
KWG STOCKTON
KERN BAKERSFIELD
KOH RENO, NEVADA

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA



Standard Radio lets go with BOTH BARRELS!

1 Standard Radio's New TAX-FREE LIBRARY

Right now: one of the largest NON-ASCAP services, with 1600 TAX-FREE selections, and not less than 60 new selections monthly.

By January 1941: we can offer 2000 TAX-FREE selections and 100 new selections monthly.

Available in whole or in part at lowest prices.

2 Standard Radio's New SPOT-ADS

Your investment in Standard Library now pays you cash dividends. Complete units of unique, easily sold dramatized commercials averaging 35 seconds each. Series A for USED CARS, Series B for RETAIL CLOTHING and Series C for RETAIL FURNITURE—now being distributed to Standard subscribers. Additional series now in production.

Are Your Transcriptions Up to Standard? Make your answer YES—assure yourself of the best solution to the copyright music question—and provide yourself with selling aids that SELL!

At the Convention—Be sure to get details of these two important Standard features. Complete audition facilities in our headquarters at the St. Francis.

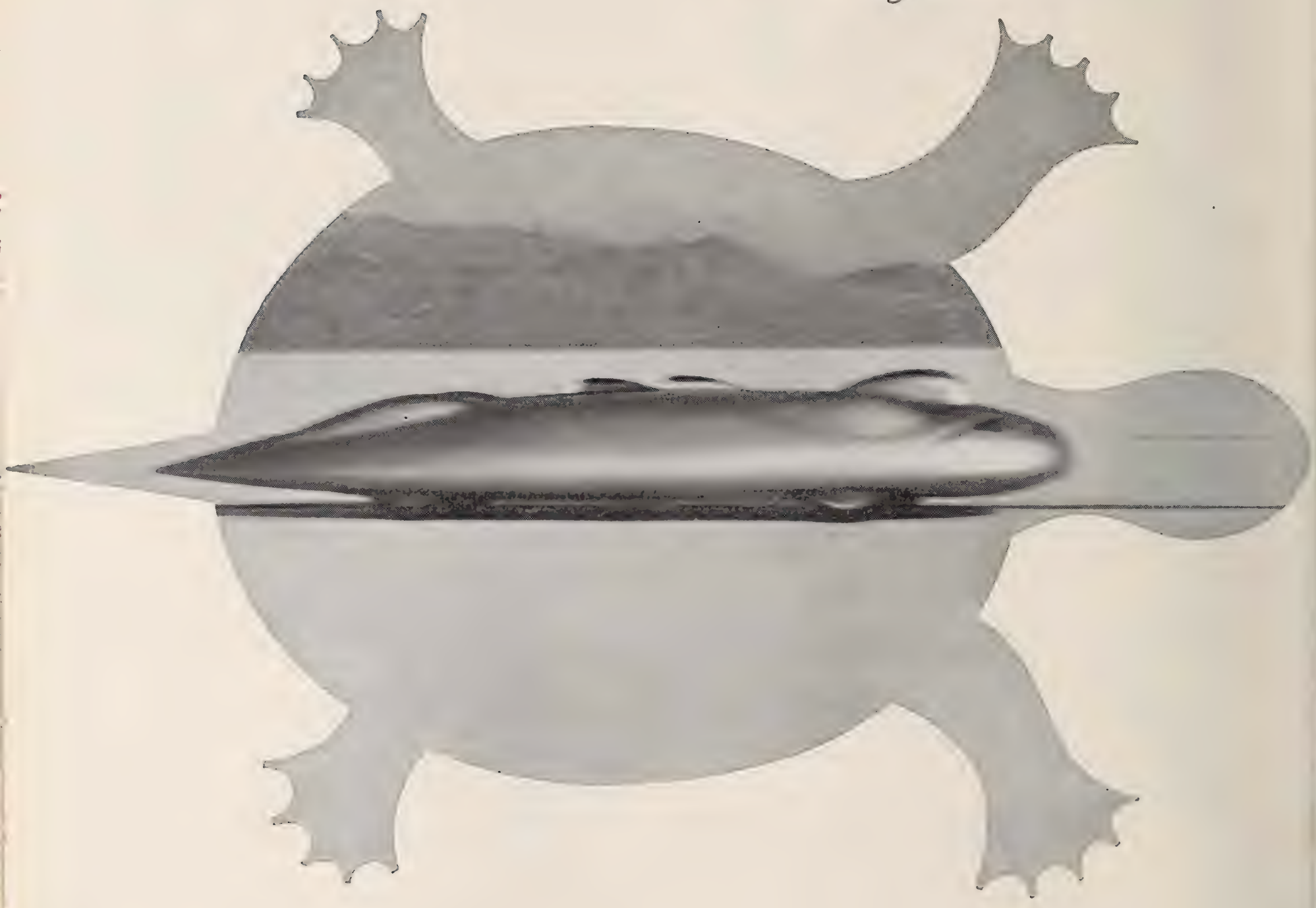
Standard Radio

HOLLYWOOD CHICAGO

slowpoke slowpoke slowpoke slowpoke slowpoke
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slowpoke slowpoke

RED

slowpoke
slowpoke slowpoke
slowpoke



slowpoke
slowpoke slowpoke
slowpoke slowpoke
slowpoke slowpoke

RED LION

368 m.p.h.



SPEED A lightning flash on wheels this Red Lion, swiftest of all automobiles . . . but s-l-o-w, tortoise s-l-o-w compared to radio that girdles the globe in 1/6 of a second! That can rush first-hand war news from one continent to another in less than 1/60th of a second!

SPEED In five years, this country's radio listeners have reached the amazing total of 28,000,000 radio families . . . who listen 344,872 hours a day, 125,878,200 hours a year.

SPEED In these same five years, Mutual has grown from an independent network of four stations to an independent network of 142. Its annual billings now exceed the $3,000,000 mark.

SPEED In the recent political conventions, Mutual's coverage of 6 hours a day was more thorough . . . more timely . . . more up-to-the-second than any other offered the listener.

SPEED This spring, Mutual announced its new Volume Plan, further scissoring network costs . . . **already two of the largest radio agencies in the country, Blackett-Sample-Hummert and J. Walter Thompson, have placed orders for 76 station hook-ups.**

At a word, Mutual will place before you the facts and figures with surprising *speed!*

MUTUAL BROADCASTING SYSTEM

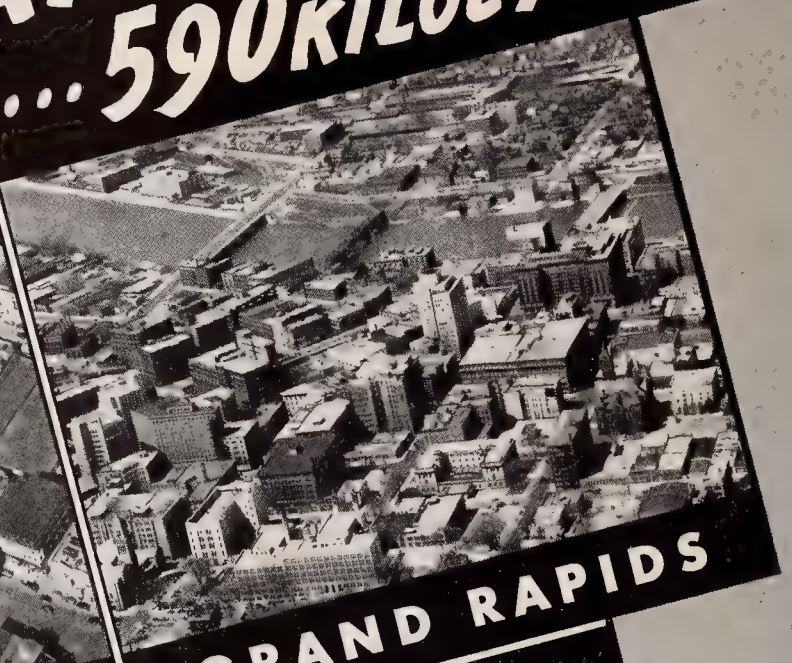
SPEED **Watch This Cooperative Network of Independent Stations!**

COLUMBIA'S EXCLUSIVE FULL TIME OUTLET
FOR WESTERN MICHIGAN !

WKZO

KALAMAZOO
1000 WATTS ... 590 KILOCYCLES





SERVING 708,596 PEOPLE IN THIS AREA
176,350 RADIO FAMILIES
FULL TIME OPERATION—18 HOURS DAILY
SERVING MICHIGAN'S SECOND LARGEST MARKET
THE KALAMAZOO AND GRAND RAPIDS AREA

Representative **HOWARD H. WILSON** *New York • Chicago • Kansas City • San Francisco*

JOHN E. FETZER President and General Manager

MASTER THE MASTER MARKET
WITH 50,000 WATT

K D K A

P I T T S B U R G H

The Only Station That Completely Covers the

WORLD'S RICHEST INDUSTRIAL SECTION



BEYOND the Pittsburgh horizon . . . and completely within the KDKA primary area, are scores of important markets, such as STEUBENVILLE, WHEELING, WEIRTON, BUTLER, NEW CASTLE, SHARON, MEADVILLE, JOHNSTOWN, ALTOONA, CLAIRTON, ALIQUIPPA, HOMESTEAD, BRADDOCK, McKEESPORT, etc. . . . in short, *60 towns of 10,000 population or over, in the KDKA primary area alone.*

KDKA is represented by

NATIONAL BROADCASTING COMPANY, NATIONAL SPOT SALES DIVISION

with offices at 30 Rockefeller Plaza, New York

Merchandise Mart, Chicago
275 Tremont Street, Boston
111 Sutter Street, San Francisco
NBC Building, Cleveland
Trans-Lux Building, Washington, D. C.
Sunset Boulevard and Vine, Hollywood

Westinghouse KDKA Pittsburgh

"The Only Master Key to the Master Market"

THE NEW FACTOR

in the New York Market!



★ *New Operations begin: Fall, 1940*

WAAT

Jersey City, N. J.

N. Y. SALES OFFICE
SUITE 2217 • RKO BLDG., RADIO CITY, N. Y.
CIrcle 5-5780

DOMINATING THE NATION'S 3RD PROSPERITY MARKET!

YOUNGSTOWN—steel center of the prosperous Mahoning Valley District—ranks THIRD in business improvement, compared with any other territory containing over a million population, according to a recent issue of Forbes Magazine. This greatly expanded activity very definitely means greatly increased spending power—not for a brief period—but for many months to come.

WKBN—now more than ever—is the key to this rich purchasing area—dominating the market of 2,000,000 listeners with strong, clear reception!

WKBN BROADCASTING CORPORATION

17 NORTH CHAMPION ST. · YOUNGSTOWN, OHIO

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

National Representatives: RADIO ADVERTISING CORPORATION

WAVE GOES 5,000 WATTS— BUT STILL DOESN'T COVER CHINA!

Our engineers tell us that our brand-new 5000-watt transmitter (which goes on the air about September 29) will extend our primary coverage right considerably—but honestly, we *still* won't cover the teeming populace of either Shanghai (China) or Shine On (Ky.) . . . To tell you the truth, WAVE isn't much interested in reaching *anything* outside of the Louisville Trading Area (where the bulk of all Kentucky's business is done). We *are* interested in the fact that, with an extra 4000 watts, we'll be able to give your message an even stronger, clearer voice, throughout the Area you want! . . . So it's still "China for the Chinese"—and WAVE for those million-plus people who can best afford your wares, in the best part of Kentucky.

An N. B. C. Outlet . . . FREE & PETERS, INC., National Representatives

Station WAVE Louisville

1000 WATTS

INCORPORATED

940 K. C.

WCOP

The FIVE STAR

(NOT FINAL, IT'S ONLY OUR 5th BIRTHDAY)



ULTIMATE

FOR SUCCESSFUL RADIO SALES RESULTS IN THE GREATER BOSTON AREA

TOWERING TO *Still Greater* HEIGHTS

Way back in 1933, KMBC's new integral plant-antenna was big news to advertisers! Now KMBC's new 544 foot Blaw-Knox antenna—broadcasting 5,000 Watts Day and Night—is news again! Newsworthy because it is a symbol of KMBC's constantly improved technical perfection . . . of program production showmanship that won Variety's 1939 Plaque . . . of our ability to produce effective results for advertisers in the prosperous Middle West!

National Time Reps:
Free & Peters, Inc.

National Program Reps:

George E. Halley
400 Deming Place
Chicago, Ill.

Columbia Artists, Inc.
485 Madison Ave.
New York City

Columbia Management, Inc.
Columbia Square
Hollywood, Calif.

KMBC Trade Press Announcement, September, 1933

TOWERING TO *New* HEIGHTS

Installing the newest, most advanced transmitting equipment, Kansas City's leading radio station now becomes the most modern in America!

Selected by the Columbia Broadcasting System as a Key Station — originating chain programs broadcast throughout the West, KMBC has built a program and talent staff that is distinguished throughout the United States.

There is no guesswork about KMBC's intensive coverage in the Kansas City Market Area. KMBC's merchandising service is unique among broadcasting stations. Your distribution methods and problems are of first importance in building a radio program. KMBC realizes this, and its organization — designed solely to function in broadcast advertising — acts on facts gained by actual investigation.

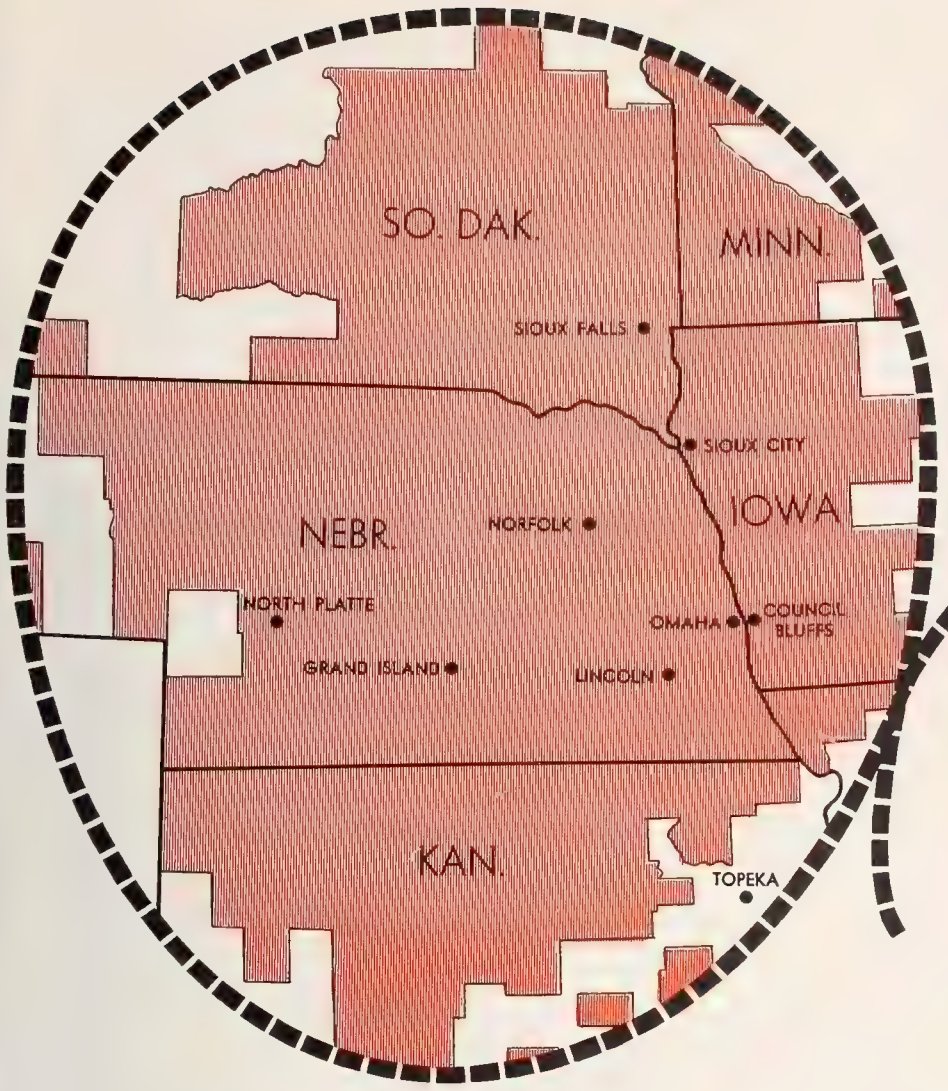
An inquiry about KMBC service entails no obligation

Midland Broadcasting Company
Hotel Pickwick Kansas City Phone HArrison 2654

KMBC

THE *TESTED* SPOT FOR TEST PROGRAMS

KMBC OF KANSAS CITY





Tear Around Dotted Line

GO ON, tear around dotted line. Get yourself out of breath. You've got parts of six states to cover—thousands of miles around. You'll circumnavigate 259 counties, with 816,690 radio homes and billions of dollars of spendable income.

Buy WOW— cover the entire market with one radio station. WOW provides more selling impacts, in more counties, with more spendable income, than any other medium in the market. If you want the Omaha market— you want WOW!

RADIO STATION

WOW

OMAHA, NEBR.

John Gillin, Jr., Mgr. . . John Blair & Co., Representative. . . On the NBC Red Network. . . Owned and Operated by the Woodmen of the World Life Insurance Society. . . Write for Comprehensive Surveys and Maps.

5,000 Watts Day and Night on 590 KC Covers the Omaha Market

RADIO WOULD HAVE MADE IT THE "MILD" WEST!



BACK IN THE DAYS when the stagecoach careened through the "wild west," highway bandits were the terror of travellers. Inadequate communications slowed reports of robberies, made capture of criminals difficult.

Had radio been available at the time, this lawlessness would not have flourished. Today, radio aids highway patrols and police everywhere in the important task of stamping out crime.

Radio today gives vital news to the world almost as soon as it happens. In making and keeping modern Americans the best informed people on earth, an RCA Service, the National Broadcasting Company, operates two nation-wide networks 35 hours a day.

Vitally important also is the role of R. C. A. Communications with its direct transmission to and from 43 countries, and between leading U. S. cities.

So that all America may keep tuned to the pulse of the world by radio... so that quality will be ever higher... prices ever lower... the RCA Laboratories continuously engineer new developments, which are made available to RCA licensees, including the RCA Manufacturing Company, for radio sets, records, transmitting equipment, and other radio and sound apparatus.

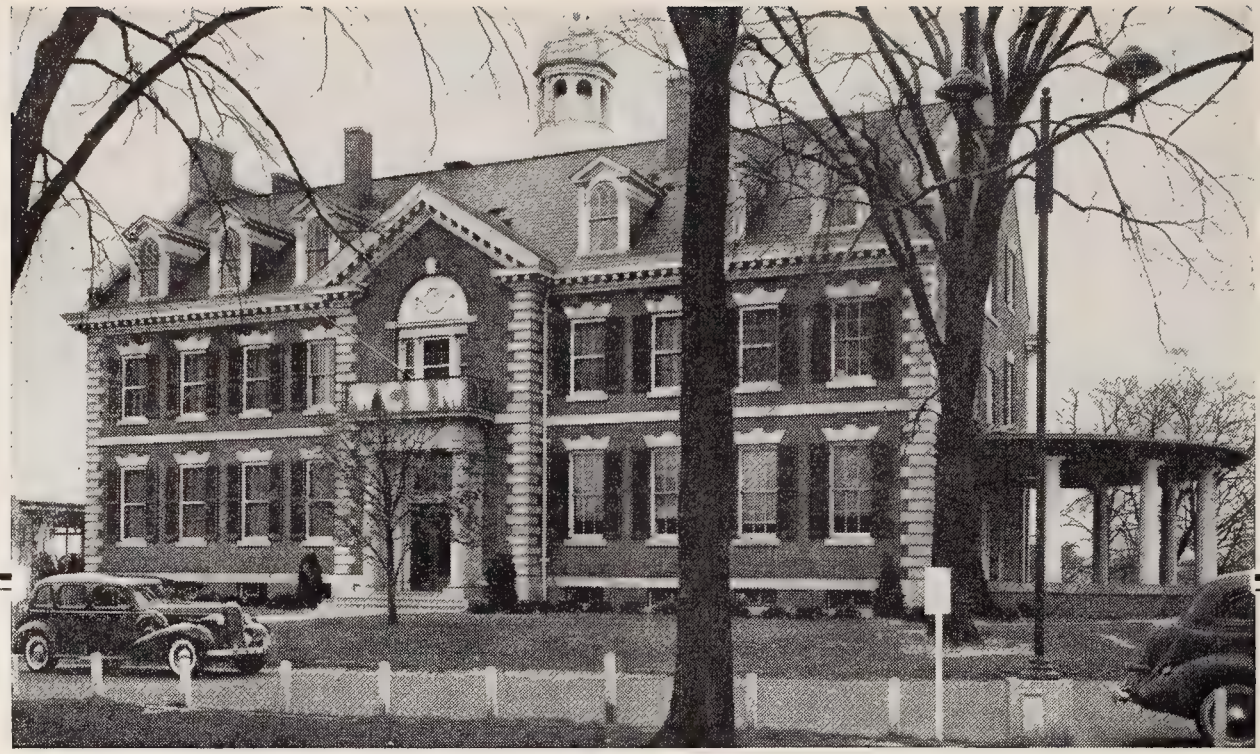
RCA Manufacturing Company, Inc
Radiomarine Corporation of Americ
National Broadcasting Company
R. C. A. Communications, Inc.
RCA Laboratories
RCA Institutes, Inc.



RCA

RADIO CORPORATION OF AMERICA

RADIO CITY • NEW YORK



WCBM Studios — a recognized landmark and beauty-spot in Baltimore!

POWER *Concentrated* TO SELL BALTIMORE, MARYLAND MORE *Effectively* - MORE *Economically!*

A shot-gun scatters its fire over a WIDER AREA, but a RIFLE hits the target HARDER! WCBM's power is CONCENTRATED to deliver your advertising message, with satisfactory volume and clarity, most effectively in the 238,860 radio-equipped homes IN THE BALTIMORE METROPOLITAN TRADING AREA! That's why increased sales IN BALTIMORE obtained through WCBM advertising are HIGH in proportion to advertising cost.



JOHN ELMER
President

★



GEO. H. ROEDER
General Manager

★

WCBM

Affiliated With The

MUTUAL BROADCASTING SYSTEM

National Representatives

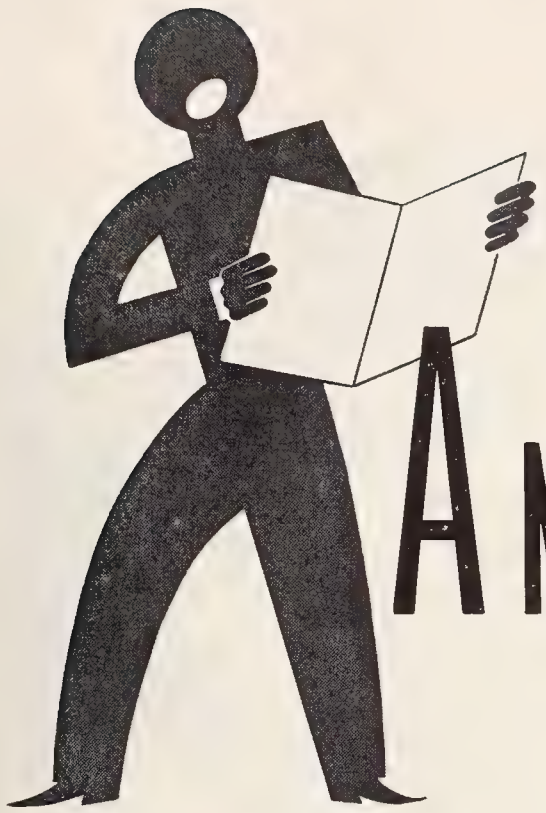
THE FOREMAN COMPANY

247 Park Ave.
New York

★

Wrigley Bldg.
Chicago





ANNOUNCEMENT

Columbia Recording Corporation, a subsidiary of Columbia Broadcasting System, Inc., is now actively engaged in the electrical transcription business.

Complete recording studios, incorporating the most modern facilities, will be available September first, in New York, Chicago and Hollywood. Manufacturing and processing facilities are at Bridgeport, Connecticut, and Hollywood, California.

You are invited to hear a demonstration of the recording characteristic of a Columbia Electrical Transcription, during the N.A.B. Convention, Hotel St. Francis, San Francisco, beginning August 4.

TRANSCRIPTION DIVISION

COLUMBIA RECORDING CORPORATION

A SUBSIDIARY OF COLUMBIA BROADCASTING SYSTEM, INC.

NEW YORK, 799 SEVENTH AVENUE • CHICAGO, WRIGLEY BUILDING • HOLLYWOOD, COLUMBIA SQUARE

WGR

WKBW

"Spots Before Your Eyes"

Buffalo

This is the Era of MORE POWER!

MORE POWER TO NAB

Greetings and welcome to our first
Pacific Coast National Convention

from the

"Evergreen Land" The Pacific Northwest

and

KOIN

The Journal

Only CBS Outlet in the Great Oregon Market

ALSO

MORE POWER TO KOIN

Now operating on newly authorized 5000watts
Directionalized Night Power

MORE POPULATION

Advance census figures show healthy Oregon Increase

MORE POWER TO REACH THEM WITHOUT EXTRA COST

No increase in rates so far
announced by

KOIN

The Journal

Affiliated with the
COLUMBIA BROADCASTING SYSTEM

Represented in the
National Field by FREE & PETERS

"Take an extra week," the boss told me!



"Sales manager gets vacation! It's glorious, dear. And imagine . . . I had given up all hope when your boss suggested that business trip through Michigan and Ohio."

"Thank radio, darling! Sales started humming when I put that campaign on WJR and WGAR. Those two stations are as popular out there as you are at the club dances. 'Nice work,' the boss said . . . 'you have earned a real vacation! Take an extra week.'"

THE GREAT STATIONS OF THE GREAT LAKES

BIRDSEYE OF THE "GOLDEN HORSESHOE"

Annual grocery bill of nearly three-quarter billion dollars.

More than a hundred million dollars annually in retail drug sales.

More than 15% of the wage earners of the United States.

Highest average wage in the nation.

Weekly pay rolls of ten million dollars in iron and steel industry, nine million in automotive industry.

10% of the nation's farmers; a billion dollar yearly farm income.

Larger automobile registration than any single state.

Speaking of Vacations, more than a half billion retail dollars are being spent this year by vacationists within the "Golden Horseshoe," the moneyed market served by WJR and WGAR. That's more than in any single state, except New York. Add to this the extra millions being poured into ever-increasing pay rolls, the dollars that defense is depositing here for things of iron and steel. Little wonder most radio schedules these days include the Great Stations of the Great Lakes!



Thirsty People, these "Horseshoeites!" In one year, they down twenty million dollars worth of soft drinks—almost enough to supply New York state. But "pop" is only one of the products that WJR and WGAR have popped to new sales peaks!



FORBES TABS "HORSESHOE" HOT MARKET

Tycoons guided by "Sales High Spot" maps of Forbes Magazine noted that the July 15th edition cited Cleveland for the 4th consecutive time, pinned the 12th successive blue ribbon on Detroit. They should know, also, that the best way to "spot" advertising in these high spots is to use WGAR and WJR!

WJR
THE GOODWILL STATION
Detroit

WGAR
THE FRIENDLY STATION
Cleveland

Basic Stations . . . Columbia Broadcasting System

Edward Petry & Co., Inc., Nat'l Representatives

BROADCASTING
and
Broadcast Advertising

Vol. 19. No. 3 WASHINGTON, D. C., AUGUST 1, 1940 $3.00 A YEAR—15c A COPY

Time-Buying Boom Foreseen for Autumn

All Branches of Industry Anticipate All-Time Records; War Danger Fails to Influence Budgets Adversely

RADIO ACTIVITIES of practically all users of the medium will either continue on "normal" schedules or will be expanded this autumn and winter.

With neither the war nor any other economic factors exerting an appreciably adverse influence on radio budgets—with national defense expenditures, indeed, stimulating business and advertising—there is every reason to expect that the business of broadcasting will maintain its upward trend and that the 1940-41 season will continue to bring record month-by-month revenues.

These conclusions are drawn from a consensus of key advertising agencies, major sponsors of network and national spot programs and surveys reported in this issue by correspondents of BROADCASTING in the leading advertising centers of the United States and Canada.

All Optimistic

Besides assigning its correspondents to survey their local and regional fields, BROADCASTING asked nearly 50 agencies which ranked top in network and spot billings in 1939 to wire their comments on fall and winter prospects direct, and the telegraphed replies received are published in full on pages 26-27.

Practically to a man, their outlook was optimistic—in many cases even enthusiastic. With such glowing reports from the national field, plus the comments of our correspondents on selected local and regional situations, it is fair to assume that local radio advertising will hold up just as well. It has become axiomatic in the broadcasting field that local radio sales follow practically the same curves as national—this despite the fact that the more network and national spot sold, the less time available for local

On the other hand, the preponderance of stations is in the local category, most of them having no network affiliations and many of them until recent years enjoying relatively little national spot business That they are due for more of this business, is evident from the generally wider use of spot contemplated, either as supplementary to network or because so many more advertisers are turning to the spot medium.

In addition to the "key" surveys appended hereto and the agency symposium published in full, BROADCASTING has received brief but similarly favorable reports from some of the most important sponsors of radio programs, both network and spot.

Proctor & Gamble, for example, the largest user of radio time, reported: "We expect to continue through the fall on the present scale."

Donald D. Davis, president of General Mills, wired: "Use of radio network and spot programs continues an important part of our advertising activities, and we see no present reasons for any major adjustments in our comprehensive schedules, approved by our directors in May, for the fiscal year beginning June 1, 1940."

Other Sponsors Say Same

Thomas L. Smith, president of Standard Brands, wired BROADCASTING as follows: "Standard Brands' advertising plans for the fall include aggressive campaigns on the radio and in magazines and newspapers. Our Chase & Sanborn radio program, now off the air for the summer, will resume its activities early in September with the same cast and famous guest stars. Our *One Man's Family* program will continue throughout the summer, and the *I Love a Mystery* program will return in October."

The Kellogg Co., Battle Creek, Mich., indicates that its fall advertising program will continue to use "spot radio, color pages in black and white ads in national magazines, newspapers and other miscellaneous media." Said this company: "Prospects indicate a very firm volume of business on all of our products."

"Prospects for advertising use of radio, both spot and general, depend largely on international developments as well as domestic within the next few months," according to Lee H. Bristol, vice-president in charge of advertising of Bristol-Myers Co. "There is no strong evidence yet to favor curtailment on most advertising programs for consumer merchandise. The average manufacturer's viewpoint is cautious and conservative but not extreme in either direction."

The Pepsodent Co. reported its advertising budget is the same as originally planned for the fall, slightly higher than last year. It expects to use the same network for Bob Hope's show in September.

Adam Hat Stores, sponsor of prizefights, will "continue our present advertising policies without curtailment".

Miles Laboratories, through President C. S. Beardsley, reported itself as "optimistic on advertising outlook for the fall" and is changing neither network nor plans, using approximately the same budget as last year.

Network Plus Spot

Indicative of the combination network-spot user is Nehi Corp., Columbus, Ga., whose advertising manager, John D. Anderson, wired: "We are going ahead during the fall of 1940 without the slightest curtailment. Bob Ripley is under contract to continue his radio program for Royal Crown Cola over an 89-station CBS hookup. In addition, local bottlers of Royal Crown are using one-minute spot recordings and other local radio programs. A national survey made last fall indicated to us that retail dealers feel radio is one of the most effective mediums that can be used."

Similarly, Continental Baking Co., New York, through its advertising manager, Lee Mack Marshall, reports no plan to curtail its *Sky Blazers* and *Pretty Kitty Kelly* shows on CBS nor to change its policy of using announcements and spots in local markets in special cases. "Extenuating circumstances" might possibly arise to cause Continental to change its present plans, but none is foreseen at present.

Following are the surveys as reported by the correspondents of BROADCASTING:

NEW YORK

By BRUCE ROBERTSON

RADIO will hang up new records in 1940, with advertising income far above the normal increase over 1939. Networks and individual stations alike have had the best first six months of any year in radio history and, unless all present indications are wrong, the last half of the year will be even better. Without adversely affecting network business, spot radio is skyrocketing at a pace unequalled since the earliest days of this type of advertising, and many stations, especially those in manufacturing centers, are already hanging out SRO signs for their preferred hours during the fall.

That's how the situation was sized up in late July by more than 50 New York advertising agency radio executives, station representatives and station and network officials, interviewed by BROADCASTING in an off-the-record caucus. Without exception, these men reported radio activity unparalleled for this time of year, with more business on the air and more orders already signed for fall campaigns than ever before. Old advertisers are renewing almost 100%, many with schedules expanded to include additional markets, and advertisers new to radio are scheduling test campaigns in unprecedented numbers. Furthermore, many of these campaigns are starting in August and early September instead of the more usual end-of-daylight-saving-time date, and advertisers who are holding off until October have already signed orders for time.

War Not a Factor

What's back of this radio boom? 1940 is a year of war abroad, a war which has already eliminated most of the foreign markets for American goods and a war whose course may further impinge on our interests. 1940 is a Presidential campaign year and such years are notoriously bad for business. Yet none of the interviewees reported any instance of an advertiser holding up a campaign because of the war, or of holding off until after election. In fact, at first glance neither war nor politics seems to have had any effect on the radio picture one way or the other, and radio appears to be booming because general business is good.

One does not have to dig very

deeply beneath the surface, however, to discover that the business uncertainty produced by war and politics is a vital factor in the radio upswing, especially in the pronounced trend to spot radio. Faced with an unpredictable future, American business has apparently decided that the wisest course to pursue is to ignore this future which it cannot control and to devote its energies to doing as much business as it possibly can today. This line of thought naturally calls for increased advertising, of which radio would naturally get its share.

But that's only the first step in the reasoning. Not being able to plan intelligently for the future, advertisers are avoiding, as far as possible, tying themselves up with future commitments. They are seeking elastic media, in which campaigns may be altered rapidly to meet rapidly changing conditions, in which copy appeals may be altered at the last moment and which will permit cancellations, should they become necessary, on the shortest possible notice. And that's where spot radio comes in.

Quick Placement

To place and carry out an advertising campaign in national magazines takes approximately six months. It takes about four months to get in and out of national newspaper or billboard campaigns. Campaigns on the nation-wide networks may be cancelled on 13 weeks notice. But the standard contract for spot radio advertising contains a two-week cancellation clause. A number of representatives report that their stations are even waiving this requirement and are accepting business on a "till forbid" basis that permits the advertiser to halt his broadcasts on 24 hours' notice.

The war and rearmament orders, which have lifted employment and retail sales figures to levels above those for even the boom days of the first world war or of the late 1920's in the country's manufacturing centers, have naturally resulted in increased time sales for stations in those cities. One such station, established for more than a decade and presumably having reached its normal business level, reports that its time sales in the first six month of 1940 were more than 25% ahead of those in the same period of last year, with prospects for an even larger increase for the second half of the year.

But prosperity, in America, is never confined to a few cities. Workers in the industries stepped up by war conditions are spending their overtime pay for merchandise made in other cities, enabling workers in these other cities to increase their earnings and their purchases and making it profitable for advertisers to widen their campaigns proportionately to the widening circles of increased incomes. That this has happened is clearly shown in the reports of the station representatives that their billings for the first half of 1940 are anywhere from 25% to 100% over those for the like period of 1939, with even larger increases looming up for fall. It is probably significant that the smaller increases were reported

(*Continued on page 94*)

Agencies Highly Optimistic Over Outlook

J. E. AINLEY
Radio Director
Aubrey, Moore & Wallace Inc.

OUR CLIENTS are looking ahead to a good fall and winter season and are planning equal or increased appropriations for both network and spot radio advertising.

R. H. ALBER CO.
Los Angeles

WE ARE making definite plans now to more than double our present schedule of both network and spot radio next fall and winter for our client, Gospel Broadcasting Association. Two more of our clients have tentatively authorized material increases from former schedules which have been released network and spot. We have every reason to believe that their tentative increases will materialize.

JOHN L. ANDERSON
Director of Radio
McCann-Erickson Inc.

IT IS DIFFICULT to predict with any certainty the trend of the radio industry this coming season. It is natural to suppose that clients will wish to have radio commitments in as fluid a state as possible. At the present time we expect to do a little more radio business this season than in the one just past.

EMIL BRISACHER
President & Radio Director
Brisacher, Davis & Staff

OUR PRESENT commitments for fall and winter broadcasting indicate that our billing will be up around 20% on network time. Our commitments for spot radio are about the same as last year.

MAURICE H. BENT
V.-P. & Account Executive
Blackett-Sample-Hummert Inc.

FALL PROSPECTS of Blackett-Sample-Hummert accounts: Look for continuation of present commitments with only slight increases such as single station additions to present schedules. Total radio billing should be higher due to new use of radio and new accounts. To date European situation has had practically no effect as only small foreign language schedule cancelled due to this cause.

LAWTON CAMPBELL
V.-P. & Radio Director
Ruthrauff & Ryan, Inc.

WE HAVE every indication now that our clients will increase radio advertising for fall and winter and expect more radio programs and radio billing for this agency this fall than in any previous similar season.

C. H. COTTINGTON
Vice-President
N. W. Ayer & Son

THE OUTLOOK on radio advertising for the forthcoming fall and winter appears to be excellent. I see no reason why the advances made continually since 1932 should be halted by anything other than scarcity of time itself. Each succeeding year offers advertisers more circulation and more intense listening in the field of radio and sale of time has always paralleled this increase.

ROBERT G. JENNINGS
V. P. & Radio Director
H. W. Kastor & Sons Adv. Co.

INDICATIONS point to excellent fall and winter season on both spot and network business. There is an easing up of the time availability situation both on spot and network at present. Last minute orders will, I believe, alter this before time change. Because of the uncertain situation in Europe, contracts generally will probably contain more conservative cancellation clauses. But other than this, radio generally should equal or better 1939.

FRANK W. FERRIN
V.-P. & Radio Director
Henri, Hurst & McDonald Inc.

GREATEST difficulty I see in the immediate radio picture is time availability. Our radio billing is considerably up and there is every indication that our fall billing will be even higher. The outlook for fall and winter, barring an unforeseen catastrophe, should show an all-time peak for the industry.

EDWARD J. FITZGERALD
Radio Director
Erwin, Wasey & Co., Inc.

THE RADIO outlook for this fall is encouraging. There are increased budgets to some extent, and accounts which for a time forgot broadcast advertising are showing increased interest. Because available network time demands high talent costs necessary to offset competitive programs, this agency has drifted to a high percentage of spot buying. Despite added cost of handling, spots are proving economically solid. Nevertheless, this agency looks forward to some increase in network broadcasting.

C. F. GANNON
V.-P. & Radio Director
Arthur Kudner Inc.

ALL INDICATIONS point to a brisk fall and winter business in radio for Kudner clients. Some accounts, originally radio that had reverted to other media, will resume radio this fall in a major way and there is no likelihood of any cancellation of current business.

CHARLES H. GARDNER
Time Buyer
Gardner Adv. Co.

BELIEVE outlook for radio is optimistic. Every indication general listening is on upgrade. Our clients made good use of both network and spot this spring and summer. Expect equally good business for fall and winter. Comments of most midwest network and station representatives also indicate favorable trend for radio throughout this area in coming months.

E. A. GOBLE
Secretary
Stack-Goble Adv. Agency

THE EXTENSIVE use we have made of radio in the past is proof positive of what we think of it as a medium and we have no reason to expect or anticipate but that radio will go on and on to greater heights.

Dollar Volume of Network Sponsors Analyzed for Half-Year by Industries

RADIO ADVERTISER expenditures on all major networks advanced from $41,176,150 in the first six months of 1939 to $47,048,571 during the same period of this year, a gain of 14.3%. Analysis of the combined billings of NBC, CBS and MBS by industries reveals the totals by industry classifications as follows for the first six months of 1940 and disclose that, as in previous periods, foods and food beverages and drugs account for more than 55% of the networks' billings:

CLASSIFICATION	*NBC*	*CBS*	*MUTUAL*	*TOTAL†*	*% OF TOTAL**
Automotive	$ 499,778	$ 964,742	$ 8,728	$ 1,473,248	3.1%
Building		6,026	80,911	86,937	
Tobacco	3,541,898	3,176,051	440,578	7,158,527	15.2
Clothing	106,566		35,216	141,782	
Confectionery & Beverages	464,479	964,301	8,240	1,437,020	3.1
Drugs & Toilet Goods	8,171,582	4,395,451	172,650	12,739,683	27.1
Financial & Insurance	7,824	438,007	8,450	454,281	
Foods & Food Beverages	6,075,437	6,698,834	739,591	13,513,862	28.7
Garden					
Furniture & House Furnishings	481,213		105	481,318	1.0
Jewelry & Silverware		152,368		152,368	
Petroleum & Lubricants	980,590	1,515,632	147,427	2,643,649	5.6
Machinery, Farm & Mech. Supplies					
Office Equipment					
Paints & Hardware	171,400	23,178		194,578	
Radios & Musical Instruments		32,995	28,472	61,467	
Schools & Corresp. Courses	45,500			45,500	
Shoes & Allied Goods	92,964		14,992	107,956	
Laundry Soaps & Cleansers	3,501,510	2,004,958	32,050	5,538,518	11.8
Sporting Goods					
Stationery & Publishers		67,603	15,385	82,988	
Travel & Hotels	168,028	9,399	1,086	178,513	
Brewing			9,274	9,274	
Miscellaneous	251,107	7,827	288,168	547,102	1.2
GRAND TOTAL	$24,559,876	$20,457,372	$ 2,031,323	$47,048,571†	96.8%*

* Note: Fractions of less than 1% omitted.

† Note: For comparison of this column with first six months of 1939, see page 68 of Aug. 1, 1940 BROADCASTING.

They See Good Season Ahead



Mr. Gannon



Mr. Holcomb



Mr. Ferrin



Mr. Fitzgerald



Mr. Wade



Mr. Latham



Mr. Jennings



Mr. Pryor

LAWRENCE HOLCOMB
Radio Director
Sherman K. Ellis Co.

I BELIEVE this fall and winter will see a tremendous amount of spot radio. With the country completely sold on radio as an advertising medium and with the networks getting more and more sold out, the advertiser is naturally turning more and more to spot radio. Naturally the chains will do their usual tremendous amount of business.

WILFRED S. KING
Director of Radio
J. M. Mathes Inc.

SPOT broadcasting for fall, insofar as this agency is concerned, promises to be a larger operation than ever before. Our advertisers who have used it are going to continue with increased appropriations and some of our new accounts who have not used this form of radio before are including it in their plans. We are placing business now because we are confident it will become increasingly difficult to obtain the choice availabilities for our clients as the summer progresses. Last winter brought some 40 closeout schedules but it seems as though the same condition will occur only earlier and on more stations.

CHESTER J. LA ROCHE
President
Young & Rubicam Inc.

ALL SIGNS point to another big year for radio advertising, with a continuation of the steady increase in both network and spot billings. It seems evident that the style of network programs will continue to change. This trend is away from the expensive, big name shows, particularly the big variety hours. These are being replaced, to a certain extent, by programs that show greater ingenuity and imagination. This trend is due largely to two factors: (1) Radio producers, through experience in program building and a greater knowledge of audience psychology, have discovered or developed a greater variety of program types to entertain listeners at less expense. (2) Increased costs of radio advertising, meaning greater time charges, union scales and production costs, are forcing many radio advertisers to cut their talent expenditures.

Spot advertising should continue to grow due to the greater flexibility of this means of reaching the ultimate consumer. The advertiser is not committed to such large scale operations or long term time contracts. Also, he can change his program in one territory where it does not obtain results without upsetting his campaign in another territory.

GREGORY WILLIAMSON
Radio Director
Pedlar & Ryan Inc.

THERE ARE many sound reasons for looking at radio advertising for this fall and winter with a healthy optimism. We certainly see no reason for any decline in spot or network operations so far as overall plans are concerned. We do not believe that recent world developments materially affect radio as an advertising medium. Total expenditures should remain substantially the same.

EDWARD LASKER
V.-P. in Charge of Radio
Lord & Thomas

WE EXPECT all of our clients using both spot and network radio to continue on the air through the fall and winter periods. At this date we are not anticipating any changes in schedules or shows from the programs our clients used last year.

JACK R. LATHAM
Benton & Bowles

FROM ALL indications we expect a banner fall season both in spot and network radio. All clients currently on air continuing, and expect considerable additional radio beginning in fall.

RICHARD MARVIN
Radio Director
Wm. Esty & Co.

SEVEN shows are now on the network and scheduled for fall continuance and there will be substantial increases in spot appropriations. This will undoubtedly be a peak year.

JOHN E. McMILLIN
V.-P. & Director of Radio
Compton Advertising Inc.

THE FALL and winter outlook for network and spot radio looks healthy and strong on all our accounts.

PAUL F. MONROE
Buchanan & Co. Inc.

CONSIDERING our plans with what I have been told as regards other clients, all things point to a most encouraging season for radio advertising—probably the best in its history. Radio certainly year by year has proven itself to be the most progressive and powerful of media. On our part, we have completed our network plans for the Texas Co. for the 1940-41 season, presenting the *Texaco Star Theatre* starring Fred Allen with Kenny Baker and company on an 88-station CBS network. We also anticipate regional coverage in Florida for the winter season; in Texas, with daily news broadcasts; in the Mountain Zone, with news and spot announcements.

ROBERT W. ORR
Executive Vice-President
Lennen & Mitchell

THE SITUATION on radio for the fall and winter is very encouraging. Network radio looks as though it will continue at the same if not greater volume than last year. We definitely expect spot radio to be greatly increased.

ARTHUR PRYOR, JR.
V.-P. & Radio Director
BBDO

NETWORK and spot radio schedules in prospect for fall of 1940 appear to reflect normal yearly increase in use of medium as effective advertising vehicle. They do not reflect any apprehension of war or political campaign. Defense program with later increase in purchasing power might conceivably stimulate additional commitments in late fall or early winter.

RUSSEL M. SEEDS CO.

UNLESS unforeseen difficulties arise, our clients are planning an extended fall schedule. No curtailment of any advertising is anticipated unless actual war comes to this country. Some of our clients are watching the situation very closely but as yet no actual schedules have been held up.

OTTO R. STADELMAN
Secy.-Treas. & Time Buyer
Needham, Louis and Brorby Inc.

OUR CLIENTS' radio spot and network advertising for the coming fall and winter will be slightly ahead of the same period last year.

WALTER A. WADE
V.-P. Account Executive
Wade Adv. Agency

THIS LOOKS like an extra good year for radio advertising. News of the war plus the coming political campaigns will keep more people glued to their radios this fall and winter than perhaps in any previous year. Summer tests, which we have been conducting, have shown more good sales reaction and greater promise than at any previous time. All indications are that our clients will be using more network and spot broadcasting this fall and winter than they have in the past two years.

CHICAGO

By EDWARD CODEL

MIDWEST agency time-buyers, station managers, representatives, transcription and production firms all have optimistic viewpoints and predict a decided increase in billings for fall and winter. The war, which for a while caused some concern in regard to renewals and new business, seems not to have acted adversely at all but in many cases is believed to be the determining factor for appropriation expansion due to the added defense fund money in circulation. Some agencies report that at the time of the fall of Belgium there was a general holding back for a while but this was short-lived. A few foreign-language programs were cancelled during the last few months and there has been much more discussion of advertiser protection in regard to long-term contracts for time and talent. But on the whole prospects seem fitted with rose-colored glasses designed for long wear.

Meat Industry Active

One example of a heretofore almost static industry, insofar as radio is concerned, jumping on the bandwagon for a big ride, is the meat industry. Radio is expected to figure prominently in the plans of the Institute of American Meat Packers which will spend $2,000,000 annually for an indefinite number of years to inform the public of meat's essential place in the diet. This is the largest cooperative campaign in food industry history. Armour & Co. is currently promoting its Treet in a national quarter-hour spot series; Geo. A. Hormel Co. is using *Burns & Allen* on network to promote its Spam; Swift & Co. is reported contemplating a campaign in behalf of Prem. In addition, these and many other meat packers are producers of pet food and many new schedules are contemplated in addition to the dozen or so now being heard on network and spot.

Others placed in this territory now on the air or which have been planning expansion in the near future include Colgate - Palmolive-Peet. Brown & Williamson Tobacco Co., currently using four network shows — *Plantation Party* (Bugler tobacco), *Uncle Walter's Doghouse* (Sir Walter Raleigh smoking tobacco), *Showboat* (Avalon cigarettes), and a two and three-quarter hour Saturday evening show on the Don Lee network for Wings—is contemplating three more network shows. Northwestern Yeast Co. (Maca yeast), will enlarge its present national spot schedule. Mar-O-Oil (shampoo), is returning to the air with a spot campaign. Also active are General Mills, Cudahy Packing Co., Procter & Gamble, The Wander Co., Mars, Inc., Pabst, Campbell Cereal Co., Grove Laboratories, Welch Grape Juice Co., Schaeffer Pen, Household Finance and many more.

Selling the Distributor

Agency executives feel that the coming season will bring with it the greatest merchandising campaigns ever conducted, both by advertisers and stations. In the case of the advertiser, stress is being laid more and more on selling the

distributor. More personal representatives of the home company will call on retailers and distributors to promote products in conjunction with radio programs than in the past. It is expected that distributors will have more say in how the advertising dollar is spent.

Another definite trend is the supplementing of network shows with chain-break and one-minute announcements. These are spotted during particular daytime and evening periods to reach definite types of listener. The Pure Oil Co. has done this in the past. Many others have included it in their fall and winter schedules.

Still another trend, according to agency executives, is toward fewer unproved or "wildcat" programs. It has been a common occurrence in the past to buy untried but seemingly good idea programs and place them on network or national spot. After much expenditure, they often prove to be duds insofar as general public acceptance and pulling power. There is developing a "farming out" system of testing in a few chosen markets, gathering pertinent information on results, and then, if proved successful, placing on a nation-wide basis. This serves equally as protection to advertiser and agency, and in some cases to the listener as well.

Transcriptions Bullish

Transcription companies are unanimous in their prediction that fall and winter will see them operating at full capacity. In addition to the general upswing in business which they feel is unquestioned, other contributing factors, they say, are:

1. Transcriptions have graduated from the experimental stage and are now on a production and performance par with any live shows.

2. The "local angle" which transcriptions afford offer an incentive to retailers and distributors, especially if their names are mentioned in signatures, to merchandise programs.

3. The general trend of using announcements, many of which are transcribed, to supplement network shows (mentioned previously as suggested by agencies).

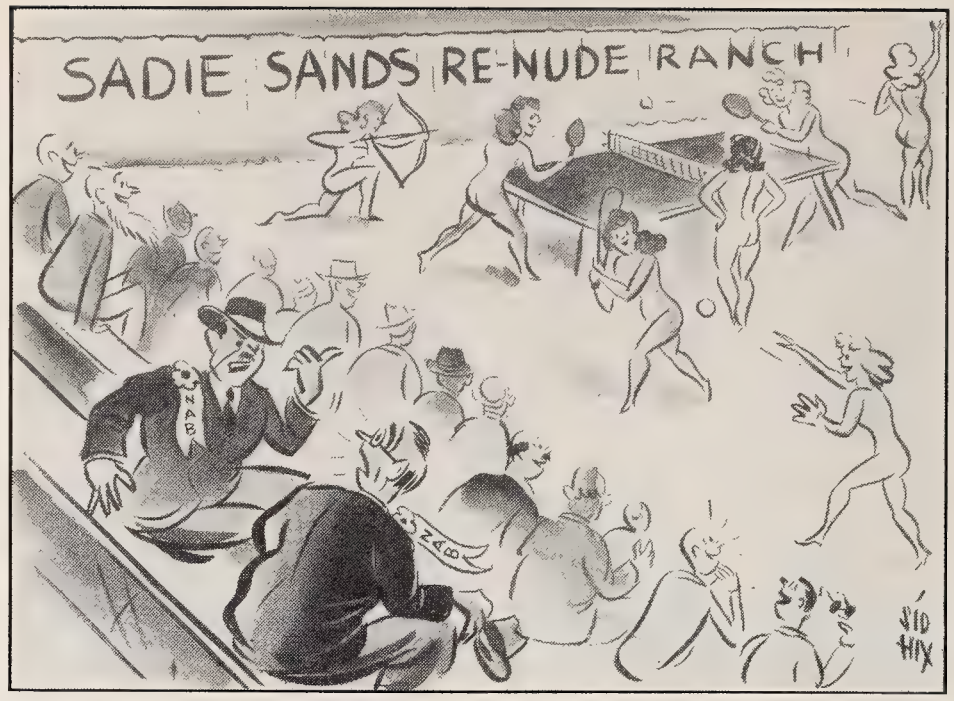
4. The flexibility of transcribed shows in "spotting" them in best available local time.

According to the outlook and advance orders, one company expects to produce well over 700 discs a month. Others are equally optimistic.

Spot Record Foreseen

It is predicted that more national and regional spot campaigns will start in the coming season than ever before. Many agencies talk continually of "specific market" schedules which can be accomplished only by using this type of program. Others will use spot as a test and prelude to network expansion.

It is generally predicted that there will be exceedingly little, if any, "undesirable" time on stations in the future which means, therefore, in a few months little time will be available. The periods considered less worthy than others by advertisers are receiving particular attention in this section by a building process of presenting better programs at these times to attract more listeners.



Drawn for BROADCASTING by Sid Hix

"Let's Get Out of Here! They're Not Playing BMI Music!"

SAN FRANCISCO

By J. CLARENCE MYERS

THE GRADUAL breaking down of retail store resistance to radio, together with a healthy "shot in the arm" from political accounts and better than usual regional, national spot and network business, promises San Francisco radio one of its best fall seasons.

That is the combined prediction of station managers, sales managers, advertising agency executives and radio directors and station representatives in the Golden Gate city.

If there is any war scare among those who buy time on the air in the country, it is practically unnoticeable in Northern California, where "business as usual" has been the case throughout the summer months.

The business lost by San Francisco radio because of the uncertainty of the situation in Europe has been negative from a local standpoint. However, there have been a few national spot accounts placed out of the East which were expected to renew at the termination of their contracts, but failed to do so. This may or may not have been due to the war.

Exceptionally Good Autumn

Most station managers interviewed stated that their local, national spot and network business was up over the summer of last year, and that from present commitments the fall season shows every indication of being the best in history.

The exceptionally strong fall season will be accountable in part to a heavy political schedule—network, regional network, spot and local. In addition to the national political business, California has many competitions for office this year as well as a score or more of propositions and amendments on the ballot. Because most of the major network affiliates are sold out solid in the evening hours, the lesser independents reap a rich harvest in politicals.

San Francisco radio has been historically weak in retail advertising, particularly large department stores and specialty shops. But that resistance is gradually being broken down by some of the major stations. KSFO, the CBS affiliate, and KPO-KGO of the NBC, as well as KFRC, the Mutual station, have gone after the retail merchants' business with "idea presentations" that fit their particular needs. To a certain extent they have been successful.

But the retailers are still cautious. They are "feeling their way" with radio by placing small campaigns.

Lincoln Dellar, general manager of KSFO, stated that those retailers who have come to radio, in most cases have been won over by the medium and continue to include radio in their advertising budget. According to Dellar his station was just as crowded with business during the summer months as during the spring and winter.

Spot, Net Both Look Good

The national spot business promises to outdo itself in San Francisco this season in the opinion of some station men. A number of the national advertisers using spot radio are leaning towards considerably larger expenditures than in the past, they state.

The regional network business looks healthy, too, particularly to the Don Lee-Mutual chain, which recently "snagged" the Standard Oil Company's two programs from NBC for release on about 30 Mutual stations twice weekly [BROADCASTING, July 15].

San Francisco independents for the most part enjoyed a spring and summer season that was equally as good as if not a shade better than in 1939. All are optimistic concerning the fall season, which promises them a large hunk of the political business.

Local business boomed a little a year ago when the Golden Gate Exposition opened, but such was not the case this year. But the locals made up for the loss in securing other business.

From present indications national and regional spot business will be up a little for the locals over the same period last year.

Some of the largest placers of radio time in San Francisco unhesitatingly forecast a healthy fall season for radio in the Golden Gate area.

McCann-Erickson, which has the largest billings for radio time, reports that from present indications the last quarter of 1940 would surpass any other quarter of the current year in amount of air business placed through its office. Among the accounts handled by McCann-Erickson are the Northern California Ford Dealers, who plan a comprehensive spot campaign in the fall; W. P. Fuller & Co., paint manufacturers, which will use nearly 60 stations in a spot campaign starting in September; Lucky Lager Beer, using a spot campaign during the summer and remaining on during fall months.

California Packing Corp., handled by the same agency, recently completed a nationwide spot campaign, and may resume late in the fall. In addition McCann-Erickson handles the Standard Oil of California account, which shifts its two programs to Mutual on Oct. 3, and the Pacific Gas & Electric Co. *Evening Concert* two hours nightly on KYA.

Much Optimism

Other agencies placing radio were optimistic for the coming quarter. A few would not commit themselves, stating that the picture at present was neither encouraging nor discouraging. A number of the medium sized and smaller agencies handling from two to a dozen radio accounts were optimistic, however, and saw bright prospects for the autumn. Several stated they had new shows or spot campaigns in the working stage and that there was every indication they would come on the air later in the year.

While a number of agency radio executives laid emphasis on dramatized transcribed spots being very much the vogue this season, others stated the leaning for the fall was toward programs rather than live or transcribed announcements.

All in all, San Francisco radio presents a composite picture of business health with prospects of letting out a couple of notches in the belt when the "autumn feast" begins.

LOS ANGELES

By DAVID GLICKMAN

IF FORECASTS made by Pacific Coast broadcasters, agency timebuyers and station representatives on fall radio business prospects come true, the industry is in for one of its most prosperous years. The forecasts are most optimistic. National and regional radio business originating on the Pacific Coast this past year exceeded $2,000,000 and the outlook for the 1940-41 season is even brighter, according to leading West Coast agency executives and station operators. They predict an increase of between 25 and 40% over last year in spot business alone. The volume in regional network usage will also be much higher than the last year. Timebuyers and station sales managers do not expect a sudden splurge. It is their opinion that the increase will be gradual and steady. Station representatives are also of that opinion, and those "in the know" state that several important campaigns are contemplated with outlets and markets now being discussed for fall placement.

Besides the usual renewals of coast-wise shows, many new adver-

tisers have been signed for regional network time. Other prospective sponsors are inquiring into the potentialities of radio advertising. Executives of CBS, NBC and Don Lee report that time already sold and reserved on their respective networks precludes any possible slump during the coming season's high spots. This does not include politicals.

More Inquiries Than Ever

There have been more inquiries than ever before for regional network time. Some come from former users of radio, advertisers who have not used that media in recent years. Others have been spot users only, and are now planning to expand radio advertising operations with network shows. No particular trend is predicted, but it is the general opinion that West Coast sponsors using regional network time, will go in for cheaper shows this coming season, thereby cutting down production and talent costs. They show interest in compact shows, preferably the one-map type, and also audience participation programs. Others are inquiring about news broadcasts, commentaries, quiz shows and morning participation programs.

Agency folks still look to San Francisco as the spot headquarters of the Pacific Coast, but both Los Angeles and Seattle have placed a goodly share too, and will continue to do so. Practically every southern California agency of any importance has become spot conscious these past few years, and are strongly recommending that type of radio advertising to their clients. Some recommend spot to supplement network time.

While unwilling to estimate how much spot radio will be placed during the next several months, agency men contacted agree that every campaign placed from Los Angeles and Hollywood, and now in force, will continue at least through the Christmas season. What will come after that is difficult to say. Several agency executives express the belief that their clients will continue to include spot broadcasting in late fall and winter advertising schedules. Some, they say, are already planning such campaigns, and others are making inquiries, which substantiates predictions.

Some Buy More Stations

In many instances sponsors will use additional stations to increase coverage as markets are established. Other advertisers, it was stated, are seasonal users of radio time, and agency executives handling such accounts declare that a great deal of West Coast spot placement will be on short-term contracts.

The optimists declare that loss of foreign markets by manufacturers of various commodities, and food product concerns, will cause additional expenditure of advertising dollars to nourish the domestic market. Radio therefore is expected to receive its share.

Several local and regional accounts of Los Angeles and Hollywood agencies are talking spot campaigns, using one-minute live and transcribed announcements with dealer tie-in. Others are interested in quarter hour strip shows with juvenile appeal. Southern California agency men who are sold on the effectiveness of spot broadcasting stress the point that it has a number of definite advantages



Manning in Salt Lake Tribune
"Away from it all."

For report on outlook for radio in Canada, see page 88.

over network advertising, under certain merchandising conditions. They state that spot broadcasting is being successfully adapted to specific regional sales and distribution problems. Others believe that national and regional advertisers need local sales "push" to help dealers and they find it in spot schedules. Therefore this type of radio advertising will be recommended to clients for autumn campaigns. Agency executives also stress the fact that radio is in need of new ideas, originality and greater variety.

1940 So Far Good

Checkup with Los Angeles area stations reveal that during the last six months business has increased from 10 to 40% over that of last year this time. From contracts on hand, it will continue at present levels. Although the first couple months of the current summer season saw a slump for many stations on the West Coast, radio as a whole held its own, picking up to an accelerated tempo in July. Station sales managers expect it to continue, thereby getting the industry on the Pacific Coast off to a good start for the 1941 season.

Department stores on the West Coast went in heavier for radio than in past years. Chain drug and furniture concerns, with several stores in the Southern California area, for the first time are using radio advertising. Some are using spot announcements for special sales. Others are concentrating on news broadcasts, while still others have gone in for commentaries and various types of quarter hour programs on local stations.

Hollywood Produces

Hollywood will continue to play an important part as a production center for network shows—both Pacific Coast programs and transcontinentals. Besides the tried and seasoned programs, there will be several new ones originating from that city. Trade paper scareheads that shout big-time radio is moving to New York are ridiculed by Pacific Coast executives of the three networks. Although advertisers are interested in cheaper shows, they still want "name" attractions and therefore must come to Hollywood for them. This consensus is based on assured and prospective business already signed for the fall season. In a survey just completed, practically every sponsor using Hollywood originating network programs have reserved their same time for the coming season.

New advertisers have also been signed, with all choice time reported "sold out" on the NBC-Red and CBS. NBC-Blue and Don Lee also announce a list of new advertisers and the renewal of old ones. By all odds these major buyers of talent and network time, according to the consensus, will continue to find Hollywood's highly exploited entertainment resources their richest advertising asset.

It has been pointed out time and time again, that as long as Hollywood talent shows continue to sell the advertiser's product, there will be buyers for these kind of programs.

Many firms which had the impetus of an early start in using radio advertising several seasons ago, and have kept constantly at it, are now reaping the harvest, with more sales and consequently increased profit. Major advertisers have steadily increased their radio budgets on the basis of results obtained. In direct relation, talent requirements have likewise risen. No other talent center in the country today has anything approaching Hollywood in resources which now have become dominantly essential to the success of network radio, agency executives here declare. While Hollywood contributed nothing new to radio this past year, the standard has improved.

DETROIT

AN IMPROVED feeling about business prospects is quite apparent in Detroit, and general expectation is for an enlargement of radio activity. However, there is yet no sign that the large-scale automotive advertisers will be on the air any more heavily this fall and winter than was the case in the same period a year ago.

Had not the war intensified, the automotive accounts might well have considered return to their substantial time buying of years past. Such buying was drastically curtailed when 1937 volume thinned in the business retreat of 1938. It expanded quietly during the latter half of 1938 and all through 1939, although spot buying was the main point of activity, rather than network programs. Meanwhile, automobile sales were improving noticeably. Feeling had been that if the climb indicated for the 1941 model season — soon to start—proved out, it would be the signal for some resumption of chain shows.

The uncertainty created by the war, however, has minimized this possibility. At this writing there is definitely no sign that the Government rearmament program will interfere with normal auto output in any manner whatsoever. But there are still enough unknowns, not only in manufacturing but in merchandising and profit margins as well, to bring the auto companies toward a policy of "doing nothing new".

However, autodom will bring a substantial amount of spot buying, from present indications, to stations during the coming two months, when 1941 models are introduced. Some introductions will be made of new cars from mid-August on, and as usual the announcement drives will be heavily bulwarked by radio copy. Complete plans are not yet formulated.

In Other Industries

Conditions pertaining to the automobile industry do not apply, however, to the more general types of accounts handled by Detroit agencies. For these the air is decidedly clear.

Account executives and advertising managers anticipate that the rearmament program and the general outlook of business will stimulate employment intensely during coming months, enlarge payrolls, and thus increase the spending power. As a result, they look for better business everywhere. The planning seems to be to make liberal use of radio in forthcoming advertising programs.

Confirmation of such general expectations may well be seen in Detroit retail advertising over radio as now scheduled. One executive pointed out that there are today probably more retail establishments using Detroit stations than ever before, although he admitted their total volume of time used might not be so large as in years past, due to schedule curtailments by a few top users. Even so, however, he pointed out that the particular "top user" stores in question have been practically off the air for a few seasons past, and are now resuming time commitments.

He also pointed out the interesting fact that many smaller stores are turning to agencies to prepare their copy programs for them, in contrast to the earlier practice of handing such work to the store's advertising departments. He interpreted this as a growing appreciation of the importance of radio and the importance of professional, radio-minded planning for use of the medium.

PHILADELPHIA

By MAURICE H. ORODENKER

THE PREVAILING war jitters to the contrary, there are positive indications on every count that Philadelphia radio will experience another "boom" year with the coming of the 1940-41 season. In spite of the fact that there have been marked decreases in advertising revenue in other media, radio here continues on the upbeat. And it's a normal upswing. There are no variables that the station sales manager or the agency timebuyer can point to. It's just that radio, as a prime advertising media, has taken deep root locally. It's no longer a question of selling radio per se to a prospective advertiser. Instead, it's a question of finding available time on the already crowded schedules to take care of the advertisers clamoring at radio's doors.

A marked indication of what the new season will bring is seen in point at one of the largest non-network stations here. Since the beginning of the year, time on the station has been at a premium, and already it has been necessary to turn down business for the fall. At the present time, the station will not accept any business for Sep-

(Continued on page 147)

Program of the 18th Annual NAB Convention

St. Francis Hotel, San Francisco, August 4-7

SUNDAY, AUG. 4

REGISTRATION (Mezzanine Balcony)

10:30 A.M.

GOLF TOURNAMENT (California Golf Club)
- BROADCASTING Trophy

1 P.M.

COMMITTEE MEETINGS (Places to be announced)
- Sales Managers Steering Committee
- Research Committee

4 P.M.
- BMI Board of Directors

4:30 P.M.
- Legislative Committee

5 P.M.
- Code Committee (Open to all Broadcasters)

6 P.M.
- Labor Committee
- Accounting Committee
- Engineering Committee

4-7 P.M.

COCKTAIL PARTY (Press Club Bldg., 449 Powell St.) San Francisco Press Club

6:30 P.M.

BOARD OF DIRECTORS DINNER

MONDAY, AUG. 5

10 A.M.

BUSINESS SESSION (Colonial Ball Room)
- Address of Welcome—Hon. Angelo J. Rossi, Mayor of San Francisco
- President's Annual Report
- Appointment Convention Committee
- Secretary-Treasurer's Report
- Labor, Wages and Hours—Joseph L. Miller, NAB Director of Labor Relations
- Proposed amendments to By-Laws
- Report of Nominating Committee on Directors-at-Large

12:30 P.M.

LUNCHEON (Colonial Ball Room)
- James Lawrence Fly, Chairman, FCC, speaker, "Radio Faces the Future" (To be broadcast over CBS and MBS)

2:15 P.M.

GROUP MEETINGS
- IRNA—Samuel R. Rosenbaum (WFIL) presiding
- NIB—Harold A. Lafount (WCOP) presiding
- National Sales Managers, station and agency representatives—Owen Uridge (WJR) presiding

4:15 P.M.
- Clear Channel—Edwin W. Craig (WSM) presiding
- Regional Stations—John Shepard (Yankee Network) presiding
- Local Stations—John Elmer (WCBM) presiding

Exposition

All delegates will be guests of the Exposition at Folies Bergere, America-Cavalcade of a Nation and Billy Rose's Aquacade on Treasure Isand.

TUESDAY, AUG. 6

8:30 A.M.

BREAKFAST SESSIONS—NAB Staff Directors presiding
- Engineering Roundtable—Lynne C. Smeby, presiding
- Public Relations Roundtable—Ed Kirby, presiding
- Research Roundtable—Paul F. Peter, presiding
- Law Roundtable—Russell P. Place, presiding
- Labor and Wages and Hours Roundtable —Joseph L. Miller, presiding

10 A.M.

BUSINESS SESSION (Colonial Ball Room)
- Report of Nominating Committee
- Election of Directors-at-Large (Ballot boxes open 10 A.M. to 4 P.M.)

10:05 A.M.

BROADCAST MUSIC Inc.
- Neville Miller, President, BMI
- Sydney M. Kaye. Vice-President and General Counsel, BMI
- Merritt E. Tompkins, General Manager, BMI
- Carl Haverlin, Stations Relations Director, BMI

12:30 P.M.

LUNCHEON (Colonial Ball Room)
- Hon. Louis Johnson, former Asst. Secy. of War, speaker. "Sponsors of National Defense" (To be broadcast over MBS and NBC)

2:15 P.M.

BUSINESS SESSION (Colonial Ball Room)
- NAB Sales Managers Division—Bureau of Radio Advertising meeting—Owen Uridge (WJR) vice-chairman, presiding

2:15 P.M.

"THE UNIT PLAN OF VOLUME MEASUREMENT — A BROADCASTER'S VIEWS"—William Scripps, Chairman, NAB Research Committee

2:30 P.M.

REPORT ON "THE UNIT PLAN OF VOLUME MEASUREMENT" — Paul F. Peter, NAB Director of Research

2:45 P.M.

ROUNDTABLE ON UNIT PLAN OF VOLUME MEASUREMENT
- Representative of ANA
- Representative of AAAA
- Representative of NRDGA
- Representative of Sales Managers

3:15 P.M.

GENERAL DISCUSSION
- Unit plan of volume measurement

3:45 P.M.

VOTE
- Unit plan of volume measurement



ROUNDING out two-years as the first paid president of the NAB, Neville Miller will preside over the 18th annual convention of the NAB in San Francisco Aug. 4-7. He is shown here in a new pose made exclusively for BROADCASTING just prior to leaving for the convention.

3:50 P.M.

AUDIMETER AUDIENCE MEASUREMENT
- A. C. Neilsen, A. C. Neilsen Co.

6:30 P.M.

MEETING NEW BOARD OF DIRECTORS

7:30 P.M.

TELEVISION
- "Apparatus Requirements for Television Stations"—Ted Smith, Manager Television Transmission Sales, TCA
- "Television Station Operation and Telecast Pickups"—Harry Lubcke, Director of Television, Don Lee Broadcasting System
- Television Demonstration
- Roundtable Discussion on Television

WEDNESDAY, AUG. 7

8:30 A.M.

BREAKFAST SESSIONS—NAB Staff Directors presiding (Places of meetings to be announced)
- Engineering Roundtable — Lynne C. Smeby, presiding
- Bureau of Radio Advertising—Ed Kirby and Paul F. Peter, presiding
- Law Roundtable—Russell P. Place, presiding
- Labor and Wages and Hours Roundtable—Joseph L. Miller, presiding

10 A.M.

BUSINESS SESSION—Neville Miller, presiding (Colonial Ball Room)

NAB CODE SESSION — Edgar Bill (WMBD) Chairman, Code Compliance Committee, presiding

REPORT OF CODE COMMITTEE—Ed Kirby, Secretary, Code Compliance Committee
- Dr. Frank Kingdon, Executive Director, Citizenship Educational Service

CODE DISCUSSION

11:05 A.M.

BUSINESS SESSION
- Neville Miller, Presiding

ANNOUNCEMENT OF "THE PEABODY RADIO AWARDS FOR PUBLIC SERVICE"—Dr. John E. Drewry, Director, School of Journalism, University of Georgia

11:15 A.M.

HANDLING OF SPECIAL EVENTS
- European War Coverage
- Political Broadcasts
- Special Events Programming
- Mark Ethridge, WHAS, presiding
- Herbert Hollister, General Manager, KFBI, Wichita, Kansas
- A. A. Schecter, Director of News and Special Events, NBC
- Paul W. White, Director of Public Affairs, CBS
- Van C. Newkirk, Director Special Events, Don Lee

12:30 P.M.

LUNCHEON (Colonial Ball Room)
- Auspices International News Service

2:15 P.M.

BUSINESS SESSION
- Neville Miller, presiding

FM BROADCASTING—John Shepard, 3rd, President, FM Broadcasters, Inc., presiding

FM ROUNDTABLE—Paul deMars, Vice President in Charge of Engineering, Yankee Network

FM DEMONSTRATION—Radio Engineering Laboratories in cooperation with Radio Station KSFO, San Francisco

4 P.M.

BUSINESS SESSION
- Reports of Committees
- Unfinished Business

4:30 P.M.

EXECUTIVE SESSION—FM Broadcasters Inc. (Colonial Ball Room)

8 P.M.

ANNUAL BANQUET (California Ball Room, Treasure Island)
- "Greener Pastures"—a satirical musical comedy.
- Award of BROADCASTING Golf Trophy

Fly Has Busy Schedule For Pacific Coast Trip

CHAIRMAN James Lawrence Fly of the FCC, will fly part of the way to the NAB convention in San Francisco Aug. 4-7, where he is scheduled as one of the principal speakers. Arranging an active itinerary, Chairman Fly will meet in New York July 31 with the new Radio Manufacturers Association Television Systems Committee, accompanied by Chief Engineer E. K. Jett. He plans to leave for the Coast the same day, and on Aug. 3, in advance of the convention, will participate in the "Broadcasting's Day" ceremonies at the Golden Gate Exposition. While on the Coast he plans to visit Don Lee, DeForest and other television experimental operations. Chairman Fly said he would talk to the convention about matters of mutual interest, and that he was not so much interested in making coast-to-coast broadcasts about industry problems as in getting together with groups of a dozen or 15 broadcasters to talk over industry-FCC problems.

TALE OF ONE NAB DELEGATE

Alphabetical Adventures of a Transcontinental Traveler Enroute to the Coast

By C. E. MIDGLEY Jr.

THIS is not a WOR story. It is the tale of a SHEPARD WHO had tended his flocK SO long, heard the eWES Groan, the coWS Moo and the COX KROW and finally decided to go to the NAB convention. He didn't KNOW WEBER to FLY or not but finally bought a ticKUT And berth to PALEY Alto.

After leaving his forWARDing address for MALAND telegrams he got on the train. It wasn't a sloW OLd train. HoW NEW it was—a streamlined loKOMOtive and shining PULLIAM CARRs. Once on the train he WAS Hardly at ease—noW SYRious noW GARrulous. Finally one man spoKE LOw as the country grew WILDER and the trees WHIZzed by and asked him "Is that an ELMER CHERRY?" He could talK FIne about subjeKTS Around nature and soon disKLOsed his knowledge.

The second day out in KANSas the train stopped at a small toWN ACross the river. He heard a BELL ringing on a CHURCH in the GLADE. He kneW SUNday dinner WOOD soon be served in the diner and got his KOIN ready.

The next day the train stopped at ROOSEVELT DAMM and he saw hoW BIG it was. Soon they arrived at the Golden Gate and he thought it would be a GUDE idea to travel NORTON south.

After the Convention he wanted to do MORENCY more there so he went to the Fair. He had heard that the gardens were FREE and went there first because he was BROKAW wouldn't admit he had no KALE. The gardens were unusual with fertile SEARLE, not a single WEED, a row of LOUNSBERRY HEDGES surrounded by STONE and in the middle a CHRISTAL ball on a BARREL. He thought they WOOTEN be that WAY unless some HALFF-WITT CARPENTER had planned them. How he FELTIS hard to describe so he put on a WIIG, managed to DODGE the FELLOWS and started to TRAVERS the distance to Hollywood.

When he arrived there he went right to the movie studios. Three SCRIPPS were in production. One was a picture with FAY KAROL called "An UnTRAMMELed Soul". Another was a mining picture "There A'int GOULD in Them Thar HILLs". The other one was a GOLDEN HORSE-SHOE production called "AMERICA'S MONEY BELT, or, If It FITZ PATRICK It Fits COWLES."

Then he decided to take a bus to THORNBURGH or DUNVILLE. As he went to CROSS LEYhigh Avenue he WASS MERry until one little boy from a group of street GAMMONS asked him for a dime. He gave him a PATT on the head and said "All I have is COULSON you'll have to ask MYERS or SHOUSE or GILMAN." "Tell me where they are and I'll WOW 'em and WHAM 'em" the boy said.

War, ASCAP Dominate NAB's Agenda

By SOL TAISHOFF

Business-as-Usual Will Be Keynote at San Francisco; Code, Labor, Treaty to Hold Delegates Attention

REFUSING to allow conditions wrought by the warring Old World to blight normal processes in radio, the nation's broadcasters will convene in San Francisco Aug. 4-7 at the 18th annual convention of the NAB to devise means of safeguarding their welfare during the emergency period and to declare their independence in music copyright after nearly two decades of ASCAP-dictated bondage.

Despite the long haul to the Pacific Coast and the ominous forebodings of the war situation which is rapidly transforming the nation into a defensive arsenal, the convention keynote will be "business as usual" consistent with the demands of the times. There will be affirmation of the industry's pledge to the national Administration of unqualified support in the national defense planning. But to ward off any attempted grab for power by bureaucratic opportunists, which would defeat the very objective of the Government in these tense times, an integrated plan for voluntary cooperation will be formulated.

Plain Talk to Prevail

The gloves will be removed when the convention moves into such fields as copyright, self-regulation via the code route and the inroads of labor, organized and otherwise, into all phases of broadcast operations. The tempo of the convention, however, will be pitched largely to the copyright issue, with every sign now pointing to ASCAP-less music over the networks after next January 1, and the industry-owned Broadcast Music Inc. as the new supplier of radio's most important raw material. With $1,250,000 already pledged to BMI since last September, at least an equivalent amount—and possibly four times the figure—may be sought from stations to guarantee capacity operation of BMI in turning out music of sufficient quantity and quality to meet the industry's demands. Acquisition of additional catalogs, outside ASCAP's monopolistic accumulation, also is part of the planned modus operandi scheduled for convention action.

Upwards of 200 registrations of broadcasters already have passed through the NAB convention committee headquarters at the Hotel St. Francis in San Francisco. Eleventh-hour registrants are expected to swell the total to more than 300, and with the attendance of related industry groups such as network representatives, transcription producers, station representatives, equipment manufacturers, engineers, attorneys and agency men, the gross attendance may eclipse the total of some 600 at last year's convention in Atlantic City. There were nearly 400 broadcasters representing 273 member stations at the Atlantic City meeting.

While many eastern broadcasters will foresake the convention because of the transcontinental trip, increase in the NAB's membership to a new all-time high of 460 stations is expected to offset some of the lost Eastern attendance. Moreover, many West Coast stations which heretofore have found it inconvenient to attend eastern meetings will be present at the first convention west of the Rockies since the Colorado Springs meeting in 1935.

Neville Miller, first paid president of the NAB, will give the convention an accounting of his two years of stewardship as head of the vastly expanded trade association operation. It will be his third appearance before the industry as a whole. His first convention was the Atlantic City meeting in July, 1939. The special convention in Chicago last September resulted in the declaration of war against ASCAP and the formation of BMI as a going concern, and constituted his last appearance.

Emergency conditions provoked by the war have consigned to Congressional oblivion several proposed efforts to investigate radio and to saddle it with additional regulatory restraints. Instead, the whole nation has been paying tribute to the job being done by radio in its war coverage and in aiding the military and civil establishments of the Government in their defense mobilization planning. The industry, moreover, has found solace in the actions of both the Republican and Democratic conventions in drafting "free radio" planks in their campaign platforms.

Fly to Talk

The convention will hear first-hand reactions of high ranking government officials on radio and its future role. Chairman James Lawrence Fly of the FCC will be the principal speaker at the opening business session Aug. 5. Foremost proponent of the plan to create a Defense Communications Committee of Government officials, opposed in principle by many leading industry figures, the FCC chieftain is expected to seek to placate the industry and reassure it as to the future. As he has done repeatedly since the war emergency arose, he probably will say flatly that Uncle Sam has no idea of encroaching on commercial radio.

Col. Louis Johnson, who resigned as Assistant Secretary of War July 25, is on the agenda with his topic "Sponsors of National Defense". Radio's role in maintaining public morale and in assisting national defense planning by giving freely of its time for recruiting and other activities, may predominate in his message. From both principal speakers, however, can be expected the note of exercise of utmost care against possible espionage activities and use of their facilities, particularly international broadcast stations, for subversive purposes.

An unscheduled topic of fundamental importance to all radio may well be the plight of the standard broadcast reallocation provided for in the Havana Treaty adopted two years ago. FCC Chairman Fly has promised action post haste by the FCC, after publication [BROADCASTING, July 15] of the report that the treaty conceivably can go by default under its automatic time limitations, unless the FCC promulgates the allocations required under it. Unless the FCC acts affirmatively prior to the convening of the San Francisco sessions, spontaneous outbreaks on the floor, with a demand for action, can be expected.

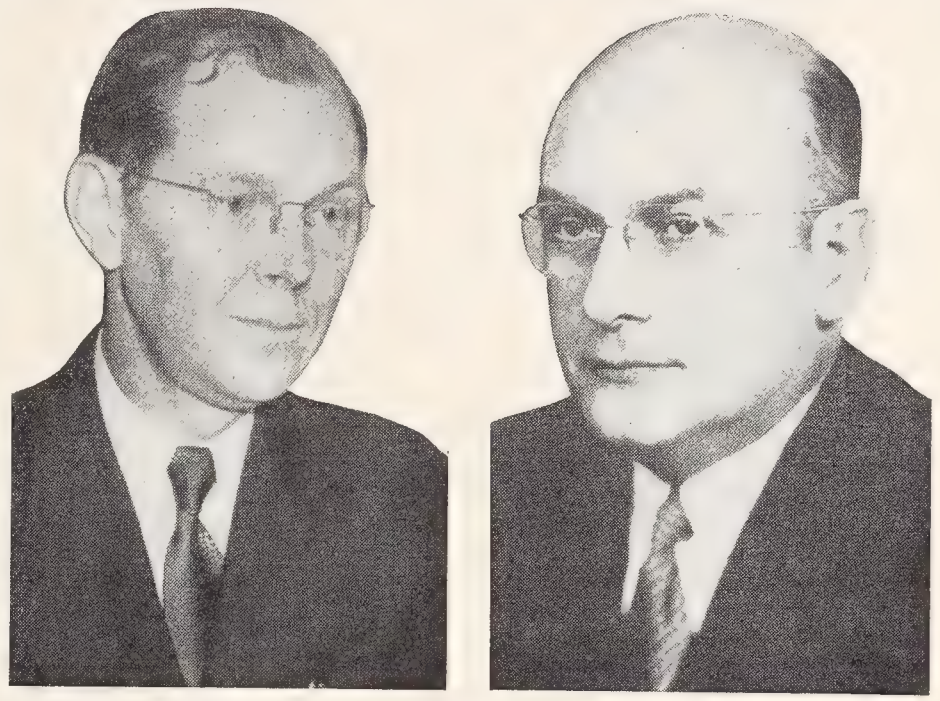
The fact that the treaty has been ratified by the Senate, and therefore constitutes a sovereign commitment which cannot be violated by a subordinate administrative agency, unquestionably will warrant convention attention, with appropriate demands to proper places lest all the advantages of the continental reallocation be lost. Of great significance is elimination of the vexatious interference conditions precipitated by operation of outlawed high-power border stations under temporary Mexican authorizations that have continued for a decade.

Paine Plea Rejected

Copyright hits the agenda at the second day's session Aug. 6, with no holds barred. An inkling of the likely temper of this session was given in an exchange of correspondence between NAB President Miller and ASCAP General Manager John G. Paine, after the latter had suggested that an ASCAP emissary, presumably President Gene Buck, be given a place on the program to expound on ASCAP's new contract proposal. President Miller minced no words in declining the bid and in descending upon ASCAP with both feet. [See page 34 for texts of letters]. He reaffirmed his statement [BROADCASTING, July 15] that "San Francisco will be no Munich"

(*Continued on page 78*)

PRINCIPAL SPEAKERS BEFORE NAB



NATIONAL DEFENSE and radio will keynote the NAB convention in San Francisco Aug. 4-7. FCC Chairman James Lawrence Fly, in his first face-to-face meeting with the body politic of the industry since his assumption of the FCC helm last Sept. 1, has selected as his subject "Radio Faces the Future" for an address to be delivered Aug. 5. Col. Louis Johnson, formerly Assistant Secretary of War, in addressing the convention Aug. 6, will use his theme "Sponsors of National Defense".

Talks to Be Aired

ADDRESSES of FCC Chairman James Lawrence Fly and former Assistant Secretary of War Louis Johnson before the NAB convention in San Francisco will be broadcast over nationwide networks. The Fly speech on Aug. 5, will be carried over CBS and MBS 5:30-6 p.m. EST (1:30 p.m. PST), and that of Col. Johnson on Aug. 6 at the same times over NBC and MBS.

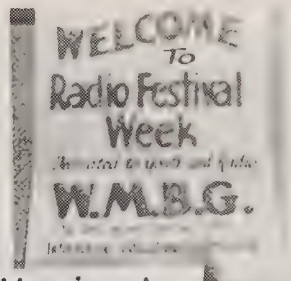
Typical Station Participations in National Radio Festival

under auspices of

NAB



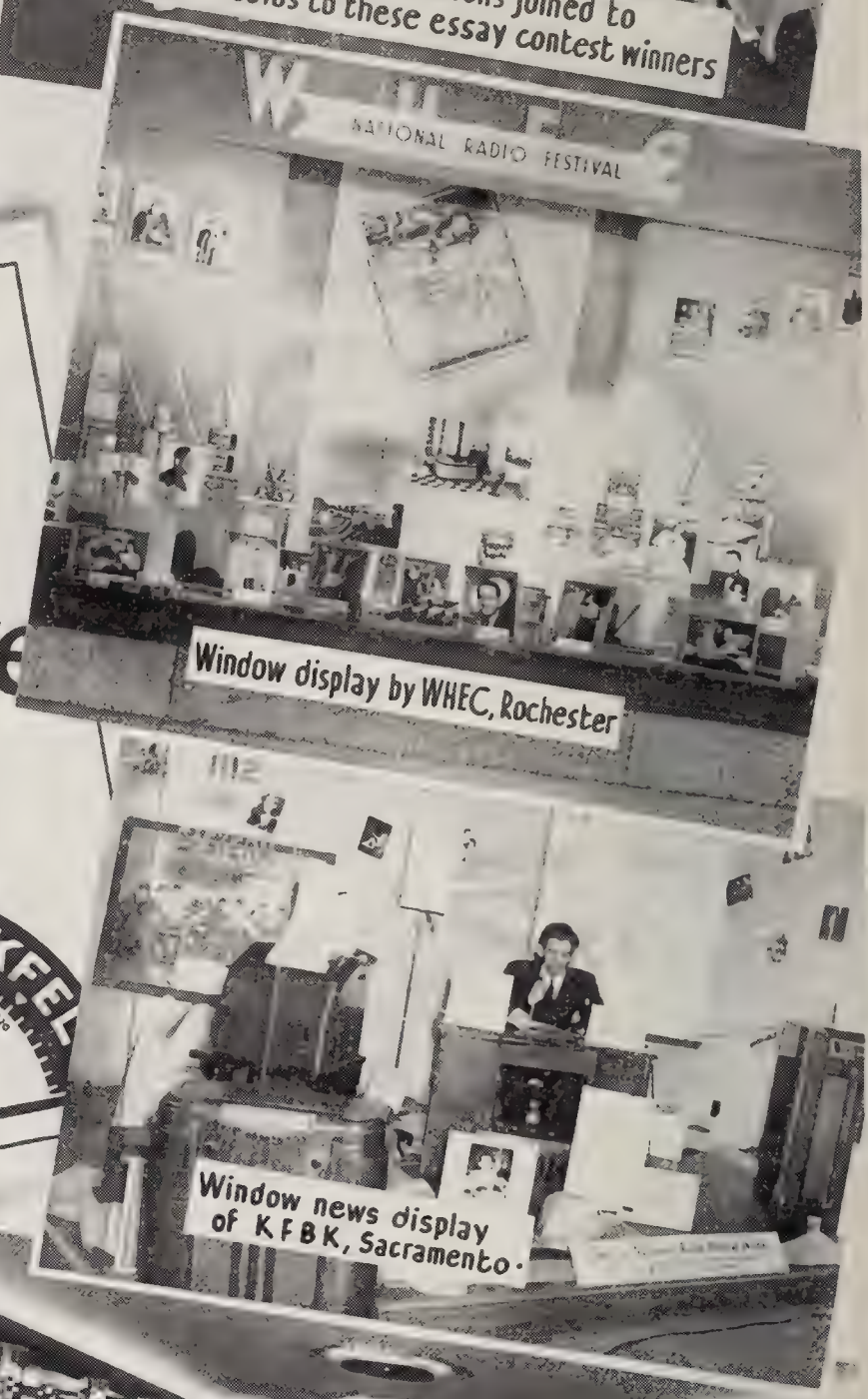
Window display by WHIO, Dayton



Lobby sign at WMBG Richmond



All Connecticut's Stations joined to give radios to these essay contest winners



Window display by WHEC, Rochester

Denver stations displayed these posters in varying sizes.





Window news display of KFBK, Sacramento.



30,000 visited WCAU, Philadelphia, studios—and 5000 posed before the television camera.

Special studio show at WWL, New Orleans

Monthly Radio Business Index May Be Reinstated by the NAB

Scripps Committee Favors Plan Measuring Time Sales by Units Instead of Dollars

REINSTATEMENT of a business index for broadcasting, modernized and streamlined, under which detailed monthly analyses of broadcast advertising volume would be made available as a service to the industry, will come before the NAB membership meeting in San Francisco Aug. 6, after a year of exploratory study by the NAB Research Committee and Research Director Paul F. Peter.

Designed to supplant the former system of dollar volume measurement, which was eliminated because of constantly recurring headlines about radio rolling in wealth, the plan encompasses a unique method of unit measurement of radio advertising. Prior to submission to the convention itself, the NAB board, at a meeting scheduled for Aug. 4, will pass finally on the proposal. William J. Scripps, chairman of the research committee, will present the plan to the convention, assuming final board approval.

The board last February instructed the research committee to study the feasibility of measuring broadcast advertising volume in terms of time units and to prepare for its consideration a "workable plan" under which this data could be currently reported to the industry. It is expected that the plan, using the base of one program unit as equal to one minute of program time, will receive board approval and thus be presented to the convention as tentatively scheduled.

Practical Data Sought

The purpose is to provide data of maximum practical use to broadcasters, advertisers and prospective advertisers and agencies. It is argued that such a plan will not only aid the individual station in spotting the classifications of business where sales pressure is needed, but will also be of primary value in securing the business.

The committee which participated in drafting the plan comprises Chairman Scripps; Hugh M. Beville Jr., NBC; Arthur B. Church, KMBC, Kansas City; James D. Shouse, WLW-WSAI, Cincinnati; Dr. Frank N. Stanton, CBS; Theodore C. Streibert, WOR-MBS, and Research Director Peter.

In advocating reinstatement of the modified plan, the committee said it is surprising the extent to which advertiser executive judgment is based on what his competitor is doing or what like businesses in other parts of the country are doing in an advertising way. Whatever the underlying psychology, a pattern reaction of advertisers to broadcasting sales approach is the ready question, "How much broadcast advertising is placed by businesses like mine?"

Comparisons with other media as to advertising volume would provide information of sales value to stations, national representatives, networks and advertising agencies in establishing radio's position in the general pattern, it was held. "The establishment of industry unit volume measurement and comparisons with other media using indices and no expenditure figures", said the committee, "will correct a situation detrimental to the broadcasting industry which now exists".

Cited as an example was the re-

(*Continued on page 114*)

INS Luncheon Party

TO OBSERVE its fifth anniversary in radio as a news service, International News Service Aug. 7 will honor the broadcasting industry with a luncheon party at the St. Francis Hotel, San Francisco, NAB convention headquarters. Walter E. Moss, INS sales director in charge of radio, Joseph V. Connolly, president, and Barry Faris, editor-in-chief, will play host. Arrangements have been made to have the managers of the 10 San Francisco stations, all INS subscribers, serve as honorary hosts.



Mr. Moss

Networks to Name 3 NAB Directors; Convention Will Broaden Membership

ELECTION of nine new directors —three of them to represent the major networks as such for the first time—constitutes the scope of political electioneering scheduled for the NAB convention in San Francisco Aug. 4-7. Membership of the board, pegged at 23 since the reorganization of the association two years ago, will be increased to 26 to accommodate the NBC, CBS and MBS representatives, assuming the membership approves an amendment to the bylaws.

Two Already Elected

Under existing bylaws, each convention must elect six directors-at-large, two each representing large stations, medium stations and small stations. These directors will be selected from among 12 nominees (four for each station classification) whose names will be brought in by the 17 district directors. The elections, by ballot, are scheduled for Aug. 6.

Two new district directors already have been elected at district meetings held during the last two months, while six others whose terms were to expire with the convention have been reelected for two-year terms.

The new directors are Harrison Holliway, general manager of KFI and KECA, Los Angeles, succeeding Donald W. Thornburgh, CBS Pacific Coast vice-president, and Clarence Wheeler, vice-president and general manager of WHEC, Rochester, in place of Col. Harry C. Wilder, WSYR, Syracuse, who declined to run for reelection. Mr. Thornburgh was not a candidate because of the proposed new provision for network directors to be elected as such.

Assuming passage of the bylaws amendment authorizing network directors, it is expected that network officials close to Washington will be named, so they can be available to NAB headquarters on emergency matters. Likely selections are Frank M. Russell, NBC Washington vice-president; Harry C. Butcher, CBS Washington vice-president, and Theodore C. Streibert, MBS-WOR vice-president. They have been active in NAB affairs. Terms will be for one year.

In addition to the bylaws amendment for network directors, another amendment slated for action at the convention is one that would broaden the base of NAB active membership, to permit new commercial radio pursuits such as FM, television, and other prospective services to enjoy full membership privileges. The existing bylaws prescribe that active membership shall be limited to stations licensed within the band 550 to 1600 kc. The proposed amendment provides that the frequency band clause be deleted and that active membership shall be allowed all stations engaged in radio broadcasting. The latter term is defined as "the free dissemination to the general public, by means of electromagnetic waves, of intelligence and entertainment appealing either to the aural or visual senses or both".

District directors reelected for two year terms at recent district meetings are John A. Kennedy, WCHS, Charleston, W. Va.; Edwin W. Craig, WSM, Nashville; John E. Fetzer, WKZO, Kalamazoo; John J. Gillin Jr., WOW, Omaha; Herb Hollister, KFBI-KANS, Wichita; Eugene O'Fallon, KFEL, Denver.

Holdover district directors whose terms expire next year are Paul W. Morency, WTIC, Hartford; Clifford M. Chafey, WEEU-WRAW, Reading; W. Walter Tison, WFLA, Tampa; J. Harold Ryan, WSPD, Toledo; William H. West, WTMV, E. St. Louis; Earl H. Gammons, WCCO, Minneapolis; O. L. Taylor, KGNC, Amarillo; Howard Lane, KFBK, Sacramento; C. W. Myers, KOIN-KALE, Portland, Ore.

Directors-at-large, whose terms expire with the convention, are Harold V. Hough, WBAP, Fort Worth, and F. M. Russell, NBC, Washington, for large stations; George Norton Jr., WAVE, Louisville, and Don S. Elias, WWNC, Asheville, for medium stations; John Elmer, WCBM, Baltimore, and Harry R. Spence, KXRO, Aberdeen, Wash., small stations.



HEADQUARTERS STAFF of NAB which will direct activities at the annual convention in San Francisco, Aug. 4-7. Seated (l to r): Sam Henry Jr., Bureau of Radio Advertising; Everett Revercomb, auditor; President Neville Miller; C. E. Arney Jr., assistant to the president; Russell P. Place, counsel. Standing (l to r): Edward M. Kirby, director of public relations; Joseph L. Miller, labor relations; Lynne C. Smeby, engineering; Paul F. Peter, research; J. Robert Myers, research assistant; Arthur Stringer, promotion.

Fairs Poised for Tribute to Industry

Notables to Participate In Lauding Progress Of Broadcasting

"THIS is the American System of Broadcasting".

That network-break announcement, to be supplemented by individual station-breaks such as "of which Station XYZ is proud to be a part", will be intoned for the first time in radio's meteoric history when Broadcasting's Day is observed Aug. 3 over the biggest single network ever aligned.

The occasion will be the tribute to American broadcasting arranged by the World's Fair of New York and the Golden Gate International Exposition in San Francisco, during which identical plaques symbolic of Radio by the American Plan will be unveiled. Some 500 stations—possibly more —will carry the epoch-making program, with non-network outlets tying into NBC, CBS and MBS at 8-9 p.m. (EDST). Stephen Early, secretary to President Roosevelt, will press the button, unveiling the plaques simultaneously in New York and San Francisco.

Notables to Appear

In addition to individuals high in the official, business, religious and educational life of America, some twoscore famous stars of radio and the stage will appear in person at the expositions to participate actively in the gigantic tribute to American Radio. Coming on the eve of the NAB convention in San Francisco, Aug. 4-7, Neville Miller, NAB president, will accept the plaques in behalf of the industry. Pageants depicting radio's public service will precede the broadcast ceremonies at both fairs.

Use of the inspired "American System" station-break will be restricted in the future to industry-wide observances. The ready willingness of all segments of Government and industry to participate in the event may lead to an annual observance of Broadcasting's Day.

The plaques have been designed by Anton Refregier of New York following the theme of Walt Whitman that "The liberties of the people will be preserved so long as there are tongues to speak and ears to hear."

Another feature, to close the broadcast portion, will be the performance of an original patriotic tone poem written by Carl Haverlin, of Broadcast Music Inc., and scored by Paul Nordoff, protege of Leopold Stokowski, titled "More Perfect Union". Simultaneous singing by thousands of school children assembled on the fair grounds in New York and San Francisco of patriotic hymns, with the voices intermixed to portray the national unity achieved through American radio, also has been arranged.

Among those scheduled to participate in the tribute are FCC Chairman James Lawrence Fly, from San Franciso, where he will address the NAB Convention; William Green, president, American Federation of Labor; Mrs. Harold V. Milligan, president, National Council of Women; Dr. Walter W. Van Kirk, executive secretary, Federal Council of the Churches of Christ in America; Rabbi Jonah B. Wise; Dr. John W. Studebaker, Commissioner of Education, and Roger Baldwin, director, American Civil Liberties Union.

Famous Stars Volunteer

Famous radio names to participate, volunteering their services, are James Melton, Major Bowes, Raymond Gram Swing, San Francisco Symphony, Rudy Vallee, Kate Smith, Lowell Thomas, Francia White, Lanny Ross, Phil Cook, Alfred Wallenstein, Frank Black, H. V. Kaltenborn, Dorothy Gordon, Tommy Riggs, Howard Barlow,

(*Continued on page 111*)



NAB CONVENTION delegates who know Al Nelson, the popular general manager of KPO-KGO, San Francisco, may get invitations to a snack prepared by George M. Mardikian, here shown being appointed official chef for the NBC San Francisco stations. In a city noted for its fine eating places, Mr. Mardikian's Omar Khayam restaurants are especially esteemed by local radio executives.

President Miller Denies ASCAP Plea For Place on NAB Convention Agenda

SUGGESTION by ASCAP that one of its representatives (presumably President Gene Buck) be invited to address the NAB convention in San Francisco Aug. 4-7, to give "first-hand facts" about ASCAP, has brought from NAB President Neville Miller a vehement "No", expressed in a two-page letter in which he reviewed the grievances of the broadcasters against the music "monopoly".

The exchange of letters is seen as the opening of a new phase of the copyright battle, slated to reach its zenith as the year closes, when present industry contracts with ASCAP, based on a percentage of gross, expire. Meanwhile, broadcasters have lined up solidly behind Broadcast Music Inc., as the industry's own music reservoir, and NBC and CBS have commited themselves unalterably against a separate deal with ASCAP at its quoted terms.

General Manager John G. Paine July 8 wrote President Miller suggesting that an ASCAP speaker be placed on the NAB Program. Since President Buck is on the Coast, it was presumed Mr. Paine meant his chief. Mr. Miller, in his reply July 17, told Mr. Paine that the program had been set for weeks, and then gave his categorical reasons why the request was ill-timed and ill-convinced.

Simultaneously, the NAB sent to the industry a new booklet titled *Let's Stick to the Record*, to offset ASCAP large-scale "educational campaign" on the music question. The booklet was described as a compilation of questions and answers in explanation of the current dispute between NAB and ASCAP.

The texts of the Paine-Miller exchange follow:

The Paine Letter

The interest shown by your members in the new ASCAP contract, is keenly appreciated by this Society. It indicates to us that the entertainment, cultural, and educational values of music, and its contribution to the progress of radio, is at long last being realized.

In view of this awakened appreciation of music, I believe it will interest the members of your organization who are going to attend your forthcoming convention, to get some first-hand facts about the plans, purposes and policies of ASCAP, and its desire to contribute to the advancement of radio, particularly as they affect the public interest.

We therefore would be pleased to send a representative to San Francisco, at our expense, to address your convention.

I would greatly appreciate hearing from you at your earliest convenience, so that our speaker can be fully prepared to present a paper worthy of the importance of the occasion.

The Miller Reply

I have your letter requesting time on the NAB convention program. We appreciate your interest in our convention, and willingness to send an ASCAP representative at your expense to San Francisco, all of which confirms our opinion that the NAB convention is a most important meeting for broadcasters and will be attended by representative broadcasters from all parts of the country.

I regret that the interest of your Society in the NAB, and your recognition of the fact that it represents the radio industry, comes at such a late date. When I assumed the presidency of the NAB, I called upon you and the other officers of your Society, and did all in my power to effect a working arrangement between our two groups, so that the terms of renewal of the present contracts could be discussed by representatives of our groups on a business basis, which would have been mutually advantageous to all concerned. You will recall that I appointed a committee of broadcasters who came to your office a number of times, but our efforts were thwarted by the refusal of your president to appoint a committee to meet with the broadcasters, even though your board of directors had authorized the appointment of such a committee.

Ignored the NAB

Your present contract was drawn up behind closed doors; the broadcasters, from whom you receive approximately two-thirds of your entire revenue, were not consulted regarding its terms; and, you will recall, that when the contract was made public, the NAB was intentionally ignored, and not invited to your meeting.

However, in spite of this attitude on the part of ASCAP, the broadcasters have always been glad to extend every courtesy to your Society, and, as you know, your Mr. Claude Mills has addressed a number of our district meetings. Unfortunately, our program for this coming convention has been completed for some weeks, and due to recent developments in the radio field, our schedule is very crowded and it is impossible now to include any additional speakers.

In your letter you state that NAB members have shown an interest in the new ASCAP contract. Such interest is natural, but I am positive has been misinterpreted by ASCAP. Broadcasters have long been keenly aware of the value of music and its importance, not only to radio, but in the cultural life of our country. Broadcasters would like to be able to stimulate the creative musical interests of this country, but ASCAP's new contract is merely an attempt to perpetuate the present ASCAP monopoly, and to extract for its relatively few members the money which should be divided among all writers, according to their talents and the use of their music.

ASCAP's policy has done more to retard music progress in this country than any other factor, and broadcasters are bitterly opposed to the continuation of this policy.

Interested But Unwilling

Broadcasters are interested further in your contract because of the splendid music written by the members of your Society, and would like to continue to use this music, but they are unwilling to contribute all the funds available for the purchase of music to the comparatively few members of your Society and close the door upon the meritorious music of the many young writers who previously have been prevented by the ASCAP contract from finding an audience for their works.

Our industry at this moment pays 40 times as much for each dollar of its gross revenue as any other industry which does business with your Society, and not being content with that, you now demand we pay 80 times as much and increase our payments from approximately $4,500,000 to almost $9,000,000.

The interest of broadcasters in your contract is accompanied by the strongest condemnation of its terms, and resentment of the injustice which your Society is trying to impose upon the industry by virtue of your present monopolistic power. That interest has not caused any broadcaster to sign your contract, but rather has caused representative broadcasters, who pay over two-thirds of the money your Society receives from all broadcasters, to establish Broadcast Music Inc. as a means to introduce to the American public the meritorious music of many young writers and to give broadcasters the right to purchase music in a free competitive market the same as they purchase other requirements.

The basic principles in which broadcasters are interested were known to you at the time your new contract was drawn. I believe recognition of these principles and a more cooperative approach would have made any explanation of the contract unnecessary.



"You'll need this pin

to show WHO coverage!"

● If you'll sit down a minute, Sir, and listen to a few statistics, we think we can show you some things that may greatly influence your thinking about radio coverage in Iowa.

In the first place, this big State has a total population of 2,470,900, but nary a city of as many as 175,000 souls. . . . We have *seventeen* cities between 10,000 and 170,000 population—and actually sixty-four good towns of less than 10,000! . . .

In addition, we have 967,979 people living on farms.

The only way any radio advertiser can reach a sizeable proportion of all these people at minimum cost is to use WHO—the *one* station in Iowa which has enough power to cover the State. . . . WHO is "heard regularly" in daytime by 70% of Iowa's urban people—by 86.1% of our village people—by 85.1% of our farm people. No other station is heard regularly, in Iowa, by even so much as *half* of these percentages, in any of the three categories.

That's about enough statistics for today. But there are dozens of other highly significant facts, about all phases of listening habits, in the new 1940 Iowa Radio Audience Survey, by H. B. Summers of Kansas State College. *Write* for your copy, today!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

Joint Ownership of KGKO Voted

FCC Approves New Division Of Fort Worth Holdings

ACQUISITION of half interest in KGKO, Fort Worth, Tex., for $250,000, by trustees for the A. H. Belo Corp., which publishes the *Dallas News* and owns WFAA, was approved July 25 by the FCC. Under the arrangement, the *Fort Worth Star-Telegram,* which operates WBAP, retains 50% interest in KGKO, equally dividing the holdings of the Dallas-Fort Worth newspapers in both WFAA-WBAP and the Fort Worth outlet. The application involving KGKO was filed March 20.

WFAA and WBAP use a common transmitter and divide the 800 kc. clear channel as a fulltime NBC-Red outlet. KGKO, regional with 1,000 watts night and 5,000 watts day on 570 kc., is the NBC-Blue outlet for the Fort Worth-Dallas area and is the key of the Lone Star Network.

Joint Sales Plan

It is understood that, with the approval of the transfer, KGKO will be operated in conjunction with WFAA-WBAP. Unlike the new 50-50 ownership of KGKO, however, WFAA and WBAP are individually owned but the sales operation is maintained jointly. The new KGKO Broadcasting Co. will have as its president either Amon Carter, president of the *Star-Telegram* and WBAP, or G. B. Dealey, president of the Belo Corp. As approved, the transfer of 350 shares of new common stock was to G. B. Dealey, E. M. Dealey, J. M. Moroney and M. M. Donosky, all *Dallas News* executives.

Under the operating plans, a new sales organization will be established, to be headed by Martin B. Campbell, general manager of WFAA, who is expected to serve as general sales manager of both the Red and Blue network operations. Harold V. Hough, general manager of WBAP and KGKO and circulation manager of the *Star-Telegram,* is the executive of the Fort Worth operations and will continue as managing director of the new operating structure.

It is expected that Alex Keese, assistant to Mr. Campbell, will become manager of WFAA. George Cranston, general manager of KGKO, is slated for the management of WBAP.

Mr. Carter purchased half interest in the WFAA transmitter, near Grapevine, Tex., for WBAP several months ago, after which negotiations were entered into for sale of half interest in KGKO to the *Dallas News* interests. WFAA and WBAP have shared time virtually since they began operations in 1922.

GENERAL FOODS Corp., New York (Jell-O), on July 7 signed a 52-week contract renewal, allowing for a 13-week hiatus for the *Jack Benny* program, which returns Oct. 6 to 93 NBC-Red stations, Sundays, 7-7:30 p.m. New contract runs through June 29, 1941. Young & Rubicam, New York, is the agency.

Reviews of NAB departmental activities during last year will be found on pages 142-147.

PLAQUE DEDICATED TO FREE RADIO



PLAQUE TRIBUTE

Identical Symbols Will Be Unveiled at Fairs

SYMBOLIC of a free American radio is the plaque (above) to be unveiled Aug. 3 as the first national tribute to the tradition of the broadcaster. Identical plaques will be dedicated in ceremonies at the New York and San Francisco World's Fairs during observance of Broadcasting's Day. Stephen Early, secretary to the President, in the name of the chief executive, will officiate by remote control from Washington.

The plaque shows the American broadcaster (closest to the microphone) whose devotion to freedom of speech has behind it the nation's tradition of a free American democracy, represented on the plaque by the heads of Lincoln, Washington, Patrick Henry, Thomas Jefferson and Benjamin Franklin. Everything for which radio stands today (in this country) expresses what these statesmen fought and were willing to die for—a free American democracy.

The artist is Anton Refregier, a young American painter and sculptor with exhibits in all major national museums and at the World's Fair in New York. The plaque is of bronze against a walnut background, with gold leaf inscription from Walt Whitman, reading: "I say there can be no safety for these states . . . without free tongues and ears willing to hear the tongues." The dedication is "to a Free Radio in the Public Interest."

Radio's Gridiron

WHAT MAY be the forerunner of an annual radio skit, during which industry figures and events will be lampooned, following the pattern of the famed Gridiron Dinners of Washington newsmen, will be presented at the NAB banquet in San Francisco Aug. 7. Titled "The Greener Pastures", the burlesque was written by J. Kenneth Jones, until recently publicity director of the Federal Radio Education Committee, in collaboration with Ed Kirby, NAB public relations director. It will be presented under the auspices of the Do-Do Club, organized two years ago by Lambdin Kay, WSB, Atlanta, made up of broadcasters of "ancient vintage". The elaborate presentation will employ a professional cast, and will be directed and produced by Mr. Jones.

AUGUSTA, ROANOKE GET NEW LOCALS

For other grants, see page 72

TWO NEW local stations, both identified with newspaper ownership, were authorized for construction by the FCC in decisions announced July 25. They will be located in Augusta, Ga., and Roanoke, Va.

The Augusta grant was to Twin States Broadcasting Co. and covered 250 watts fulltime on 1210 kc. Officers and stockholders, each holding one-third interest, are F. Frederick Kennedy, president, an attorney and part owner of the local Battery Tool Corp.; Glenn R. Boswell, secretary-treasurer, publisher of the *August Herald;* Millwee Owens, vice-president, editor of the *Augusta Herald.* J. B. Fugua has resigned as chief engineer of WCSC, Charleston, S. C., to become general manager of the new Augusta station.

The Roanoke grant, to Roanoke Broadcasting Corp., covered a new 250-watt outlet on 1500 kc. Officers and stockholders are Paul C. Buford, president, who is president of Shenandoah Life Insurance Co., which would hold 20% of the stock; Edward A. Allen, vice-president, owner of WLVA, Lynchburg, 13 1/3%; Philip P. Allen, manager of WBTM, Danville, 13 1/3%; Henry E. Thomas, secretary, vice-president of the Shenandoah Life Insurance Co.

The Allens' Lynchburg Broadcasting Co., which controls WLVA and owns 49% of WBTM, holds another 13 1/3% in the Roanoke company. J. P. Fishburn Jr., publisher of the *Roanoke Times & World-News* and operator of WDBJ, Roanoke, while not an officer, holds the remaining 40% of the company's stock.

Riverside, Cal., Grant Recalled for Hearing

WHAT is seen as a possible new test of the newspaper ownership issue was the sudden action of an FCC board July 26 in reconsidering its July 17 grant of a new local station, 250 watts on 1420 kc., to Riverside Broadcasting Co., Riverside, Cal. The Commission acted on its own motion and set aside its previous grant [see earlier story on page 72] on the basis of "new facts". Acting were Chairman Fly and Commissioners Walker and Thompson.

The Riverside Broadcasting Co. application was ordered set for hearing simultaneously with two conflicting applications — those of Broadcasting Corp. of America, seeking 1,000 watts fulltime on 1390 kc., and Mollin Investment Co., seeking 500 watts daytime on 1390 kc., both in Riverside.

Riverside Broadcasting Co. had as its officers and stockholders the following: Richard T. Sampson, chief engineer of KAWM, Gallup, N. M., president, 2½% stockholder and subscriber for an additional 47½%; James K. Guthrie, musician, vice-president, 15%; Howard H. Hayes, tourist auto service owner and director of the *Riverside Enterprise* and *Press,* 15%; W. Harry Hammond, published of the *Riverside Enterprise* and *Press,* 15%; J. C. and E. W. Lee, co-owners of KFXM, San Bernardino, 5%.



Encore-Encore-

SHOWMANSHIP WINS DETROIT'S BILLION DOLLAR AUDIENCE!

This year individuals in the Detroit and WXYZ market will be paid over a billion dollars. We know that they respond to and applaud good showmanship.

That's been proved time and again by the success gained by radio productions originated by the WXYZ organization. Advertisers applaud this response because of sales gains that mean profits.

This unique combination is offered at the Lowest Radio Dollar Rate in Detroit.

WXYZ

KEY STATION OF MICHIGAN RADIO NETWORK
5000 WATTS *Daytime* . . . 1000 WATTS *Nighttime*
Basic Detroit Outlet for NBC Blue Network

National Sales Representative, PAUL H. RAYMER CO.

Thurman Arnold Takes Over Government's ASCAP Case

Asks Detailed Data From Stations and Other Copyright Users on Relations With Society

GOING into high gear in its anti-trust action against ASCAP after five years of slumber on the Federal court dockets, Assistant Attorney General Thurman Arnold, trust-busting executive of the Department of Justice, is personally taking a hand in the current proceedings.

Leading industry figures conferred with Mr. Arnold for an hour July 26 in connection with the litigation. Participating were NAB President Neville Miller, Niles Trammell, NBC president; Edward Klauber, CBS executive vice president; Alfred J. McCosker, chairman of the board of MBS; John J. Burns, CBS attorney and director, and Sydney M. Kaye, vice president and general counsel of Broadcast Music Inc.

Beyond the observation that the conference was "entirely satisfactory", Mr. Miller made no comment. No word was forthcoming from the Department. It is presumed, however, that the conference centered around the newly-instituted procedure against ASCAP and that in behalf of the industry the Assistant Attorney General was advised that the questionnaire data sought would be filed as fully and as expeditiously as possible.

Would Speed Case

Apparently anxious to speed the Department's case, Mr. Arnold on July 18 personally dispatched to all stations a questionnaire seeking detailed information on dealings of stations with ASCAP and other copyright organizations and delving into all other music contractual aspects of broadcasting.

"The information acquired by means of this questionnaire," Mr. Arnold stated, "will be used by the Department in an endeavor to ascertain whether or not your business and that of other broadcasters has been subjected to unreasonable restraints imposed by any combination of owners of copyrighted music. All documents supplied by you in response to this questionnaire will be preserved and returned to you when they have served their purpose."

Letters and questionnaires also were dispatched by Mr. Arnold to music publishers, hotels, motion picture exhibitors and other copyright users. The quest for information by questionnaire follows submission to the Department by ASCAP of files and records which had been requested in criminal proceedings instituted in New York by the Department after ASCAP repeatedly had refused to supply it.

After a motion to quash the Government's subpoena had been denied in the Federal District Court in New York [BROADCASTING, June 15, July 1, July 15], ASCAP supplied the information voluntarily. ASCAP has been informed in no uncertain terms, it is reliably reported, that the Department intends to pursue the five-year-old anti-trust suit pending before the New York Court, or perhaps even institute criminal proceedings.

Victor Waters, special assistant to the Attorney General, has been in immediate charge of the ASCAP case, reporting, however, to the Assistant Attorney General. It is understood he is making a thorough analysis of the ASCAP data. Presumably the precise course of action will not be decided upon until the results of the questionnaire analysis are ascertained.

Questions Asked

Questions asked of stations, regarding ASCAP cover such matters as form of contract, blanket licenses, threatened infringement suits, hotels, motion picture exhibitors, dance halls or others who have been sued or have received threats of litigation from ASCAP; number of tunes ASCAP claims to control; other interrogatories designed to ascertain whether ASCAP has claimed a monopoly, restrained trade, or has otherwise contravened the statutes.

Other questions relate to network affiliation, and whether such outlets were required, contractually or otherwise, to have ASCAP licenses; newspaper form of contract; negotiations through NAB for ASCAP licenses, and the like.

The final questions go to the ASCAP requirement that a percentage of station revenue derived from programs irrespective of whether ASCAP music is performed, must be paid as a license fee. Stations are asked whether radio artists, musicians or orchestras have received requests or instructions from ASCAP or its representatives that they refrain from performing non-ASCAP music.



SUCCESS of the weekly half hour *Burns & Allen Show* is in the hands of this capable crew of radio executives and artists. They are: Top (l to r), Dave Elton, NBC Hollywood director; Wayne Griffin, BBDO producer of the series; Jack Smalley, Hollywood manager of the agency; lower, George Burns, Gracie Allen, featured comedians; and Artie Shaw, musical director. Program is sponsored by George A. Hormel & Co. (Spam), on 62 NBC-Red stations, Mondays, 7:30-8 p. m. (EDST).

HAMMOND DEVICE AUGMENTS PIANO

SOLOVOX, a new electronic musical instrument, has been invented by Laurens Hammond, inventor of the Hammond electric organ and Novachord. The instrument, designed to augment piano music, incorporates an auxiliary keyboard of three octaves with miniature keys, attached by thumbscrews to the underside of the piano keyboard. The Solovox keys are slightly below the level of the piano keys, and the fingers of one hand can span both keyboards.

The Solovox is claimed to add "singing voices" like orchestral instruments to the tones of the piano. The player carries the melody on the Solovox with the right hand as the left accompanies on the piano. A slim tone cabinet is attached inconspicuously beneath a grand piano or set alongside a vertical model. Costing under $200, the Solovox apparatus includes 14 standard radio tubes.

Do Your Music Shopping Now . . . Without ASCAP

(An Editorial)

BROADCASTERS have within their grasp complete victory in the attack of organized music upon radio, which harks back 17 years. ASCAP, after an uninterrupted sway of totalitarian rule of Tin Pan Alley, which it seeks to perpetuate, now for the first time is on the defensive.

Complete victory may not be easy, but it definitely can be achieved if broadcasters, their clients and the advertising agencies do not yield to the pressure sure to come from the ASCAP quarters and its satellite operations. Broadcast Music Inc., flanked by independently owned catalogs available for radio *can* supply radio's demands after ASCAP contracts expire Dec. 31.

Fears are expressed in some station quarters that the networks might "run out" on BMI, and sell the independents "down the river". The networks are on record, in strong and forthright statements by Niles Trammell, NBC president, and Paul W. Kesten, CBS vice-president, urging their advertisers and agencies to help in the battle by planning to get along without ASCAP music. They have made unequivocal statements to their affiliates.

And other things have happened. The move to ban performances of phonograph records over stations, which may or may not have had ASCAP origin, has fallen flat with the opinion of the U. S. Circuit Court of Appeals in the Whiteman-RCA-WNEW case. Performing artists and record manufacturers have no right to collect royalties once the record is sold, says the court. AFM, which admittedly had an ASCAP tiein, is disposed to deal somewhat more equitably, at this moment in any event.

ASCAP makes a grandiose gesture by having no less a figure than Elliott Roosevelt, as president of the Texas State Network, sign the first contract renewal. That obvious sort of byplay may be all right for public consumption, but it certainly won't draw anything more than a rousing Bronx cheer from the industry. Elliott has been at loggerheads with the industry too long on too many issues to make any lasting impression in playing ASCAP's game.

Trust-busting Assistant Attorney General Thurman Arnold has taken over active direction of the Government's anti-monopoly suit against ASCAP. For five-years broadcasters have helped ASCAP thwart the Department's efforts by a lackadaisical, non-cooperative attitude. The Department has sent to stations questionnaires eliciting information on ASCAP dealings. It is the duty of every broadcaster to supply that information, however meagre it may be. It is the duty of every broadcaster to write to the Attorney General, either directly or via his closest Congressional representative, expressing his views on the ASCAP holdup.

In five months present ASCAP contracts expire. Much will happen in the interim. Broadcasters have but to play heads-up ball to make it happen *their* way, and fix ASCAP's status as a seller of music in what for the first time can be a competitive market for radio's essential raw material.

WEED AND COMPANY

NEW YORK
DETROIT
CHICAGO
SAN FRANCISCO

★

RADIO STATION
REPRESENTATIVES



FCC Finds Net Time Sales of 130 Million

11% Increase for Year Shown in Analysis

See pages 118-119 for Analysis of 1939 Broadcast Station Revenues by Regions and States: FCC Report Covering 519 Stations.

CONFIRMING to a surprising degree the estimates made by BROADCASTING last February, the FCC July 23 announced that net time sales of practically the entire broadcasting industry for the calendar year 1939 amounted to $129,968,026, or about 11% more than the preceding calendar year, based on an official analysis of data submitted by networks and stations.

The estimates made by BROADCASTING, as published in its 1939 *Yearbook* Feb. 1, were $130,800,000, or approximately 12% ahead of the preceding year.

In virtually all net time sales categories, the FCC official figures varied less than a percentage point or two from the BROADCASTING estimates, made by Dr. Herman S. Hettinger, associate professor of marketing, University of Pennsylvania. Dr. Hettinger, BROADCASTING'S consulting economist, in using the more conventional figure of gross time sales, which is comparable with figures of other advertising media, arrived at a total of $171,000,000, or an increase of 14% over 1938. The FCC analysis, if projected on a gross basis, it was stated authoritatively, would result in approximately the same figure.

Increased Expenses

The official figures were compiled by the Commission's Accounting, Statistical & Tariff Department on the basis of reports from the three major networks and 705 stations, including those owned, managed or operated by the networks. Despite the increase in volume, the FCC found that expenses skyrocketed, due to increased items of overhead.

Total broadcast expenses of the industry for 1939 were given as $100,043,920, as against $92,503,594 for the previous year, or an increase of about 8%. Networks and their 23 affiliated stations had 54.1% of the total business last year, but their proportion of the net business, after deduction of commissions and payments to affiliates, was given as 38.2%. The proportion of the 682 other stations was 61.8%, according to the FCC. Time sales last year resulted in agency commission payments totaling $17,405,414, as against $16,487,200 for 1938.

The FCC concluded, based on its analysis, that the three major networks (NBC, CBS and MBS) had earned incomes (before Federal tax and similar fiscal items) of $5,631,228 or about 24% of the total earned income figure for the industry. The 23 managed, owned or operated stations had incomes of $5,428,924 — nearly approximating that of the networks — which amounted to 23% of the total. Net income, computed on the same basis, of the 682 other stations, was $12,777,792, or about 53% of the total.

All branches of business — network, national and regional spot and local—while ahead of 1938, nevertheless maintained their relative positions percentagewise as to the total for the industry. The FCC's tabulation was as follows:

	1939		1938	
Class of Time	*Amount*	*Ratio to total %*	*Amount*	*Ratio to total %*
Major network time (U. S.)	$61,310,571	47.3	$55,114,258	47.0
National non-network time	30,472,053	23.4	28,109,185	23.9
Local time	37,315,774	28.7	33,402,801	28.5
Regional network time	869,628	0.6	753,215	0.6
Total	$129,968,026	100.0	$117,379,459	100.0

Of the aggregate number of stations reporting, there were 186 which had revenue for the year totaling less than $25,000—an increase of 11 over the preceding year. These stations had total sales of $2,724,807, as against $2,520,026 for 175 in 1938.

The FCC analysis disclosed that while 1939 net times sales were only 11% ahead of the preceding year, and while expenses increased about 8%, the earned incomes of all stations showed an increase of about 25%. The 1939 total of what the FCC calls "Broadcast Service Income" was $18,206,716, as against the 1938 total of $14,505,338. For the industry as a whole, including the major networks, the 1939 total earned income was given as $23,837,944. This compared with a total of $18,854,784—an increase of $4,983,160, or 26%.

In addition to the domestic network business of $61,310,571, the FCC stated they realized $1,311,118 for network business placed over Canadian and other extra territorial stations, making their grand total $62,321,689.

H. D. COLLIER, since 1931 vice-president of Standard Oil Co. of California, San Francisco, has been elected president. He succeeds the late W. H. Berg, who died in June.

1939 Combined Income Statement of U. S. Broadcasters

(FCC Report Covering Three Major Networks and 705 Standard Broadcast Stations)

Item (Col. 1)	Networks (Col. 2)	Broadcast Stations: 23 Managed and operated stations [1] (Col. 3)	Broadcast Stations: 682 Other stations (Col. 4)	Broadcast Stations: Total 705 stations (Col. 5)	Grand total (Col. 6)
A. REVENUE FROM THE SALE OF TIME					
Revenue from the sale of station time:					
(1) Network—					
Sale of station time to networks and stations					
Sale of station time to major networks	.....	$5,791,030	$16,709,911	$22,500,941	
Sale of station time to regional networks	.....	.....	1,139,244	1,139,244	
Sale of station time to other networks and stations	.....	.....	473,943	473,943	
Total sale of station network time	.....	5,791,030	18,323,098	24,114,128	
(2) Non-network (before commissions)—					
Sale of station time to advertisers or sponsors (including their agencies)					
Sale of station time to national and regional advertisers or sponsors	.....	5,667,105	24,804,948	30,472,053	
Sale of station time to local advertisers or sponsors	.....	3,031,217	[2] 34,284,557	37,315,774	
Total sale of station non-network time	.....	8,698,322	59,089,505	67,787,827	
Total sale of station time	.....	14,489,352	77,412,603	91,901,955	
Revenue from the sale of network time:					
(3) Network—					
Sale of network time to advertisers	$61,599,851				
Sale of other network time	1,921,838				
Total sale of network time	62,621,689				
Total sale of network and station time	62,621,689	14,489,352	77,412,603	91,901,955	
(4) Deduct—					
Portion of sales of network time paid to networks and stations	[3] 23,812,059	5,451	738,108	743,559	
Balance, before commissions	38,809,630	14,483,901	76,674,495	91,158,396	$129,968,026
Commissions to regularly established agencies, representatives, brokers, and others	[4] 9,277,959	1,228,609	6,898,846	8,127,455	17,405,414
Balance, amount retained from sale of network and station time	29,531,671	13,255,292	69,775,649	83,030,941	112,562,612
B. REVENUE FROM INCIDENTAL BROADCAST ACTIVITIES (after deduction for commissions):					
Talent:					
Sale of talent under contract to, and in the pay of, networks and stations	1,150,928	879,535	3,644,684	4,524,219	5,675,147
Commissions, fees, and profits from obtaining or placing talent	1,009,260	27,527	82,735	110,262	1,119,522
Sundry broadcast revenues	2,199,359	459,096	1,866,128	2,325,224	4,524,583
Total revenue from incidental broadcast activities	4,359,547	1,366,158	5,593,547	6,959,705	11,319,252
Total broadcast revenues	33,891,218	14,621,450	75,369,196	89,990,646	123,881,864
C. TOTAL BROADCAST EXPENSES OF NETWORKS AND STATIONS	28,259,990	9,192,526	62,591,404	71,783,930	100,043,920
D. BROADCAST SERVICE INCOME	5,631,228	5,428,924	12,777,792	18,206,716	23,837,944

[1] Stations licensed to major networks, and those licensed to others but managed by major networks as to programs, time, or sales. One station less after November 27, 1939.

[2] Since stations with revenue of less than $25,000 for the year were not required to report details, this figure may include some amounts for national and regional non-network business and some amounts for network business. However, the greater portion of the revenue for these stations is from time sold to local users.

[3] This amount does not agree with the amount shown in column 5 as sales to major networks, since it includes amounts paid to Canadian and other extra-territorial stations and to other networks.

[4] Applicable to the total sale of network time, $62,621,689.

FCC REPORT ON 1939 BROADCAST INCOME OF STATIONS

By Class and Network Affiliation

Item (1)	Clear Channel: 50,000 Watts: Unlimited[4] (2)	Clear Channel: 50,000 Watts: Part-time (3)	Clear Channel: 5,000 to 25,000 Watts: Unlimited[3] (4)	Clear Channel: 5,000 to 25,000 Watts: Part-time[4] (5)	Regional: Unlimited (6)	Regional: Limited and Day (7)	Regional: Part-time (8)	Local: Unlimited (9)	Local: Day and Part-time (10)	Total (11)
Stations Serving as Outlets for Major Networks										
Stations with time sales of $25,000 or more:										
Number of stations	33	4	19	5	174	14	12	96	4	361
Revenues from the sale of station time:										
To major networks	$10,170,247	$366,140	$1,532,042	$62,155	$9,382,520	$57,364	$449,500	$476,318	$4,655	$22,500,941
To regional networks	46,977	10,020	32,638	.....	860,152	9,279	8,445	127,765	12,674	1,107,950
To other networks	18,778	29,338	6,854	5,965	153,869	18,117	6,123	21,708	210	260,962
To stations	65,131	.....	18,905	.....	92,583	.....	.....	19,625	.....	196,244
Total sale of chain broadcast time	10,301,133	405,498	1,590,439	68,120	10,489,124	84,760	464,068	645,416	17,539	24,066,097
To national and regional users	12,981,329	1,116,162	1,787,769	341,201	9,948,002	209,775	462,153	750,491	20,647	27,617,529
To local users; Sale of other station time	4,149,408	181,709	1,426,536	226,337	13,331,992	844,497	588,300	4,200,298	118,831	25,067,908
Total sale of local broadcast time	17,130,737	1,297,871	3,214,305	567,538	23,279,994	1,054,272	1,050,453	4,950,789	139,478	52,685,437
Total sale of station time	27,431,870	1,703,369	4,804,744	635,658	33,769,118	1,139,032	1,514,521	5,596,205	157,017	76,751,534
Deductions from the sale of station time:										
Payments to networks and stations (from sale of time)	252,454	678	24,983	857	311,613	18,288	18,726	69,501	4,687	701,787
Commissions to regularly established agencies	2,407,758	90,483	382,314	45,123	2,241,818	66,558	80,754	130,909	2,667	5,448,384
Commissions to representatives and brokers	572,078	62,193	125,716	21,334	866,566	14,059	45,353	61,988	468	1,769,755
Total deductions from sale of station time	3,232,290	153,354	533,013	67,314	3,419,997	98,905	144,833	262,398	7,822	7,919,926
Balance, net time sales	24,199,580	1,550,015	4,271,731	568,344	30,349,121	1,040,127	1,369,688	5,333,807	149,195	68,831,608
Revenues from incidental broadcast activities:										
Talent:										
Sales	1,916,619	160,329	152,628	36,733	1,531,452	53,303	56,169	75,850	.....	3,983,083
Commissions, fees, and profits from obtaining or placing talent	87,405	.....	2,396	.....	9,645	317	838	6,375	.....	106,976
Sundry broadcast revenues	851,542	47,893	111,989	22,318	858,461	6,327	34,661	129,777	.....	2,062,968
Total revenues from incidental broadcast activities	2,855,566	208,222	267,013	59,051	2,399,558	59,947	91,668	212,002	.....	6,153,027
Total broadcast revenues	27,055,146	1,758,237	4,538,744	627,395	32,748,679	1,100,074	1,461,356	5,545,809	149,195	74,984,635
Expenses:										
Technical	3,485,524	209,341	740,522	100,100	4,148,281	157,742	179,084	774,116	23,738	9,818,448
Program	7,377,439	611,831	1,333,326	188,162	9,377,162	392,393	374,937	1,580,880	43,967	21,280,097
Sales, advertising, promotion, and publicity	1,740,220	143,735	439,680	69,696	3,493,978	163,523	183,337	772,541	23,946	7,030,656
General and administrative	5,076,862	391,999	1,249,371	180,106	9,314,993	326,486	427,615	1,848,388	40,923	18,856,743
Total broadcast expenses	17,680,045	1,356,906	3,762,899	538,064	26,334,414	1,040,144	1,164,973	4,975,925	132,574	56,985,944
Broadcast service income	9,375,101	401,331	775,845	89,331	6,414,265	59,930	296,383	569,884	16,621	17,998,691
All commercial stations:										
Number of stations	33	4	19	5	177	14	16	125	4	397
Broadcast revenues	$27,055,146	$1,758,237	$4,538,744	$627,395	$32,814,648	$1,100,074	$1,520,084	$6,069,069	$149,195	$75,633,492
Broadcast expenses	17,680,045	1,356,906	3,762,899	538,064	26,420,795	1,040,144	1,239,272	5,548,619	132,574	57,719,318
Broadcast service income	9,375,101	401,331	775,845	89,331	6,393,853	59,930	281,712	520,450	16,621	17,914,174
Stations Not Serving as Outlets for Major Networks[5]										
Stations with time sales of $25,000 or more:										
Number of stations	.....	.....	.....	.....	24	42	12	69	11	158
Revenues from the sale of station time:										
To major networks	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
To regional networks	.....	.....	.....	.....	$23,390	$7,904	.....	.....	.....	$31,294
To other networks	.....	.....	.....	.....	384	.....	.....	$4,995	.....	5,379
To stations	.....	.....	.....	.....	4,740	.....	.....	6,618	.....	11,358
Total sale of chain broadcast time	.....	.....	.....	.....	28,514	7,904	.....	11,613	.....	48,031
To national and regional users	.....	.....	.....	.....	1,017,310	945,733	$410,946	444,776	$35,759	2,854,524
To local users; Sale of other station time	.....	.....	.....	.....	2,149,442	2,213,373	1,303,468	3,352,405	504,371	9,523,059
Total sale of local broadcast time	.....	.....	.....	.....	3,166,752	3,159,106	1,714,414	3,797,181	540,130	12,377,583
Total sale of station time	.....	.....	.....	.....	3,195,266	3,167,010	1,714,414	3,808,794	540,130	12,425,614
Deductions from the sale of station time:										
Payments to networks and stations (from sale of time)	.....	.....	.....	.....	32,701	47	1,873	7,151	.....	41,772
Commissions to regularly established agencies	.....	.....	.....	.....	259,788	191,994	151,034	66,731	13,041	682,588
Commissions to representatives and brokers	.....	.....	.....	.....	49,172	66,633	17,674	92,791	458	226,728
Total deductions from sale of station time	.....	.....	.....	.....	431,661	258,674	170,581	166,673	13,499	951,088
Balance, net time sales	.....	.....	.....	.....	2,853,605	2,908,336	1,543,833	3,642,121	526,631	11,474,526
Revenues from incidental broadcast activities:										
Talent:										
Sales	.....	.....	.....	.....	365,721	99,308	44,250	29,388	2,469	541,136
Commissions, fees, and profits from obtaining or placing talent	.....	.....	.....	.....	782	529	1,462	490	23	3,286
Sundry broadcast revenues	.....	.....	.....	.....	111,698	55,808	33,868	60,002	880	262,256
Total revenues from incidental broadcast activities	.....	.....	.....	.....	478,201	155,645	79,580	89,880	3,372	806,678
Total broadcast revenues	.....	.....	.....	.....	3,331,806	3,063,981	1,623,413	3,732,001	530,003	12,281,204
Expenses:										
Technical	.....	.....	.....	.....	461,164	452,037	242,939	531,242	91,512	1,778,894
Program	.....	.....	.....	.....	1,304,801	989,249	516,090	1,262,669	156,573	4,229,382
Sales, advertising, promotion, and publicity	.....	.....	.....	.....	462,493	468,336	250,475	508,386	95,359	1,785,049
General and administrative	.....	.....	.....	.....	1,137,663	988,992	532,555	1,285,708	150,008	4,094,926
Total broadcast expenses	.....	.....	.....	.....	3,366,121	2,898,614	1,542,059	3,588,005	493,452	11,888,251
Broadcast service income	.....	.....	.....	.....	*d* 34,315	165,367	81,354	143,996	36,551	392,953
All commercial stations:										
Number of stations	.....	.....	.....	.....	29	59	16	164	40	308
Broadcast revenues	.....	.....	.....	.....	$3,422,784	$3,302,609	$1,688,854	$5,040,288	$902,619	$14,357,154
Broadcast expenses	.....	.....	.....	.....	3,449,286	3,198,224	1,617,056	4,940,070	859,976	14,064,612
Broadcast service income	.....	.....	.....	.....	*d* 26,502	104,385	71,798	100,218	42,643	292,542

(Continued on next page)

FCC REPORT ON 1939 BROADCAST INCOME OF STATIONS

By Class and Network Affiliation

(*Continued from page 41*)

Item (1)	Clear Channel: 50,000 Watts: Unlimited[4] (2)	Clear Channel: 50,000 Watts: Part-time (3)	Clear Channel: 5,000 to 25,000 Watts: Unlimited[3] (4)	Clear Channel: 5,000 to 25,000 Watts: Part-time[4] (5)	Regional: Unlimited (6)	Regional: Limited and Day (7)	Regional: Part-time (8)	Local: Unlimited (9)	Local: Day and Part-time (10)	Total (11)
All Commercial Stations										
Stations with time sales of $25,000 or more:										
Number of stations	33	4	19	5	198	56	24	165	15	519
Revenues from the sale of station time:										
To major networks	$10,170,247	$366,140	$1,532,042	$62,155	$9,382,520	$57,364	$449,500	$476,318	$4,655	$22,500,941
To regional networks	46,977	10,020	32,638	.....	883,542	17,183	8,445	127,765	12,674	1,139,244
To other networks	18,778	29,338	6,854	5,965	154,253	18,117	6,123	26,703	210	266,341
To stations	65,131	.....	18,905	.....	97,323	.....	.....	26,243	.....	207,602
Total sale of chain broadcast time	10,301,133	405,498	1,590,439	68,120	10,517,638	92,664	464,068	657,029	17,539	24,114,128
To national and regional users	12,981,329	1,116,162	1,787,769	341,201	10,965,312	1,155,508	873,099	1,195,267	56,406	30,472,053
To local users / Sale of other station time	4,149,408	181,709	1,426,536	226,337	15,481,434	3,057,870	1,891,768	7,552,703	623,202	34,590,967
Total sale of local broadcast time	17,130,737	1,297,871	3,214,305	567,538	26,446,746	4,213,378	2,764,867	8,747,970	679,608	65,063,020
Total sale of station time	27,431,870	1,703,369	4,804,744	635,658	36,964,384	4,306,042	3,228,935	9,404,999	697,147	89,177,148
Deductions from the sale of station time:										
Payments to networks and stations (from sale of time)	252,454	678	24,983	857	344,314	18,335	20,599	76,652	4,687	743,559
Commissions to regularly established agencies	2,407,758	90,483	382,314	45,123	2,501,606	258,552	231,788	197,640	15,708	6,130,972
Commissions to representatives and brokers	572,078	62,193	125,716	21,334	915,738	80,692	63,027	154,779	926	1,996,483
Total deductions from sale of station time	3,232,290	153,354	533,013	67,314	3,761,658	357,579	315,414	429,071	21,321	8,871,014
Balance, net time sales	24,199,580	1,550,015	4,271,731	568,344	33,202,726	3,948,463	2,913,521	8,975,928	675,826	80,306,134
Revenues from incidental broadcast activities:										
Talent: Sales	1,916,619	160,329	152,628	36,733	1,897,173	152,611	100,419	105,238	2,469	4,524,219
Commissions, fees, and profits from obtaining or placing talent	87,405	.....	2,396	.....	10,427	846	2,300	6,865	23	110,262
Sundry broadcast revenues	851,542	47,893	111,989	22,318	970,159	62,135	68,529	189,779	880	2,325,224
Total revenues from incidental broadcast activities	2,855,566	208,222	267,013	59,051	2,877,759	215,592	171,248	301,882	3,372	6,959,705
Total broadcast revenues	27,055,146	1,758,237	4,538,744	627,395	36,080,485	4,164,055	3,084,769	9,277,810	679,198	87,265,839
Expenses:										
Technical	3,485,524	209,341	740,522	100,100	4,609,445	609,779	422,023	1,305,358	115,250	11,597,342
Program	7,377,439	611,831	1,333,326	188,162	10,681,963	1,381,642	891,027	2,843,549	200,540	25,509,479
Sales, advertising, promotion, and publicity	1,740,220	143,735	439,680	69,696	3,956,471	631,859	433,812	1,280,927	119,305	8,815,705
General and administrative	5,076,862	391,999	1,249,371	180,106	10,452,656	1,315,478	960,170	3,134,096	190,931	22,951,669
Total broadcast expenses	17,680,045	1,356,906	3,762,899	538,064	29,700,535	3,938,758	2,707,032	8,563,930	626,026	68,874,195
Broadcast service income	9,375,101	401,331	775,845	89,331	6,379,950	225,297	377,737	713,880	53,172	18,391,644
All commercial stations:										
Number of stations	33	4	19	5	206	73	32	289	44	705
Broadcast revenues	$27,055,146	$1,758,237	$4,538,744	$627,095	$36,237,432	$4,402,683	$3,209,838	$11,109,357	$1,051,814	$89,990,646
Broadcast expenses	17,680,045	1,356,906	3,762,899	538,064	29,870,081	4,238,368	2,856,328	10,488,689	992,550	[6] 71,783,930
Broadcast service income	9,375,101	401,331	775,845	89,331	6,367,351	164,315	353,510	620,668	59,264	[6] 18,206,716

d Deficit or other reverse item.

[1] Four frequencies designated as high power regional channels in 1938 were classified as clear channel, effective August 1, 1939.

[2] Includes data for one station which was classed in 1938 as high power regional. Also includes data for station WLW which was licensed to operate with a power of 500,000 watts until March 1, 1939.

[3] Includes data for seven stations which were classed in 1938 as high power regional.

[4] Includes data for one station which did not serve as an outlet for any network.

[5] Includes data for 11 stations serving as outlets for regional networks only.

[6] Includes $254,000 additional expenses with respect to certain responses in California.

Note A: The term "network served" means networks from which the stations received revenue during all or some part of the year 1939. Thus a station may be included in this classification but might not have been serving as an outlet for a network at the end of the year.

Note B: The term "part-time" as used in this table refers to share-time and specified-hour stations.

'Info Please' to Luckies

AMERICAN TOBACCO Co., New York, will begin sponsoring *Information Please* Nov. 15 for Lucky Strike cigarettes, taking over the program the week following the conclusion of its present series for Canada Dry Ginger Ale. While contracts have not yet been signed, it is learned that the new sponsor will shift the program from the Blue to the Red Network. Present sponsor's discontinuance is said to be due to the increased price asked for *Information Please* by Dan Golenpaul, its creator and owner, reported to be $8,500 a week. The current spot announcement campaign for Luckies has been dropped, effective Aug. 1. Agency is Lord & Thomas, New York.

COMET RICE MILLS, New York (rice), in its fall advertising campaign will use certain Southern and Southwestern stations as well as newspapers and national and trade magazines. Freitag Advertising Agency, Atlanta, handles the account.

Speech by Hitler Cut Off by Don Lee; Nazi's Refuse to Feed MBS Programs

TO PREVENT his "attempted justification of the crimes he has committed", Adolf Hitler's speech to the German Reichstag was cut off the air on 32 Pacific Coast stations of the Don Lee Broadcasting System July 19 by orders of Lewis Allen Weiss, vice-president and general manager.

"The management of this network is of the opinion that it is not in the public interest nor in harmony with the attitude of this Government, to permit the continuation of this broadcast by Mr. Hitler from Germany", said a statement by Mr. Weiss which was read over the network. "We feel sure that our American listeners will concur in our opinion that Mr. Hitler should not be permitted to use our American facilities to justify his crimes against civilization itself."

Hitler's speech was cut off from Los Angeles shortly after it began, as the announcer read the statement. Shortly after Stu Wilson, KHJ, Los Angeles, announcer and commentator, read the announcement, Don Lee officials in Los Angeles and San Francisco said they were swamped with numerous telephone calls complimenting them on the action. Both CBS and NBC stations on the West Coast continued the broadcast of Hitler's speech without interruption.

* * *

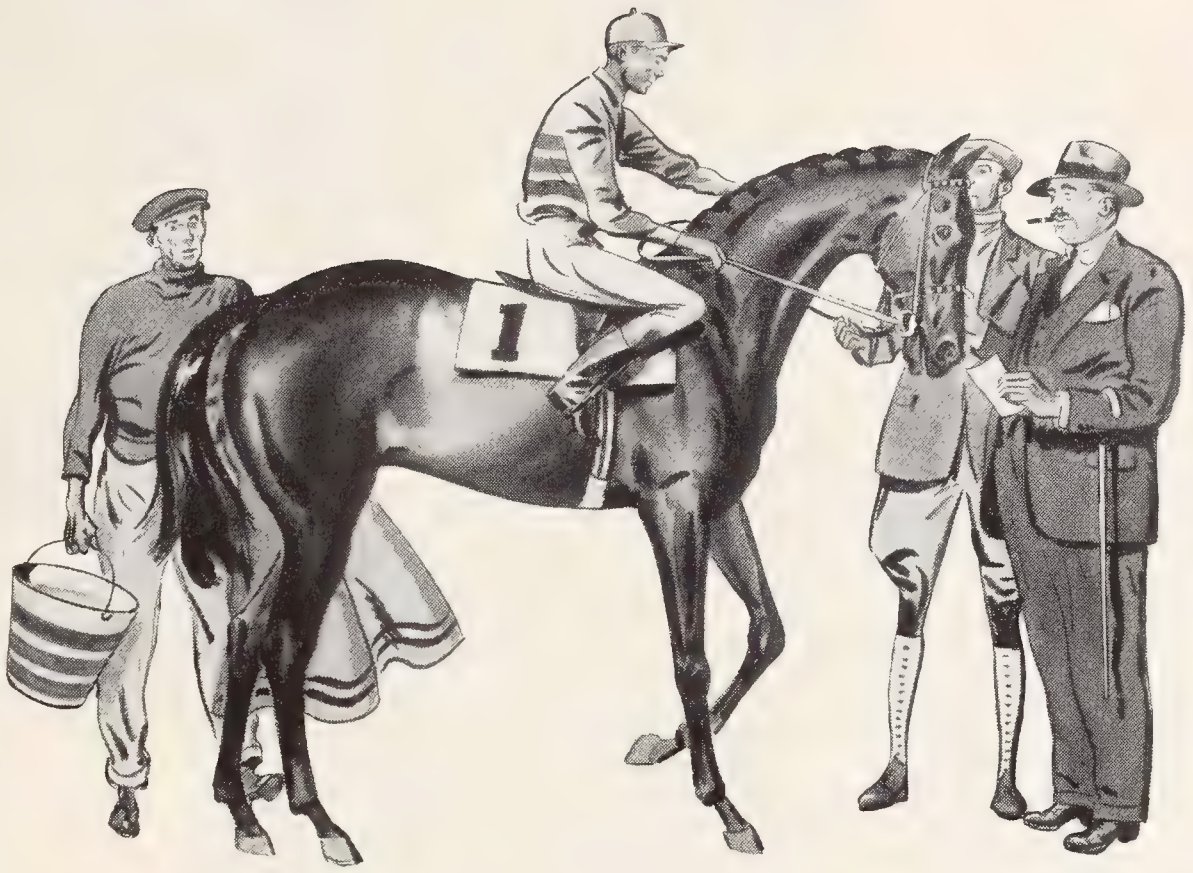
Nazi Ban Imposed

THE BAN on German-originated programs for broadcasting in MBS, instituted by the Nazi Propaganda Ministry in retaliation for the action of Don Lee in cutting off the MBS broadcast of Hitler's address, was still in effect as this issue of BROADCASTING went to press, despite the cabled explanation of Mutual's general manager, Fred Weber, that under the American system of broadsasting a network cannot compel its affiliated stations to carry programs they do not individually consider in the public interest.

Service Cut Off

Sigrid Schultz, MBS correspondent in Berlin, notified Mutual headquarters in New York that Dr. Otto Dietrich, personal press representative of Hitler and chief of the Reich Rundfunk, has asked her for an explanation. Mr. Weber's cabled reply that MBS should not be held responsible for the actions of an affiliated group over which it could exercise no control apparently did not satisfy Dr. Dietrich, for he immediately ordered service to Mutual discontinued. First program affected was a news broadcast by Miss Schultz, scheduled for July 21, which did not go on, nor has MBS had any programs from German territory since that time.

KGO is in second place in San Francisco



. . . but so was this horse in the Kentucky Derby

Recognize him? That's right, it's Bimilech—one of the truly great horses in racing history. That he lost to Gallahadion at Louisville this year in no way minimizes his greatness. On the contrary, the mere fact that he ran a close second in the most famous race on turfdom's calendar is a testimonial to that greatness.

We feel the same way about KGO. Thus we do this unprecedented thing—we frankly admit that in circulation it is in second place among San Francisco stations. But being second to KPO, one of largest two stations in the West, in no way minimizes KGO's importance. On the contrary, when you take KGO's considerably lower costs into consideration, such a position is a testimonal to KGO's importance as an outstanding radio advertising buy.

This importance KGO has carefully built up until today its leadership is recognized in many fields—vital fields, such as

NEWS: Programs every few hours, edited from complete U. P. and I. N. S. services—plus NBC Blue news features and alert special events.

SPORTS: Play-by-play professional baseball and college football, championship fights, local sports commentaries.

CULTURE: Town Meeting, Metropolitan Opera, NBC Symphony and all the NBC Blue educational shows.

AGRICULTURE: Daily service programs directed by a veteran full-time farm program director—plus National Farm and Home Hour.

There's *class!* And if you want *mass*, 7,500-watt KGO can deliver that for you too . . . as, for instance, it does for Homestead Bread with a Monday night amateur hour bucking major network shows. During its three years Homestead Amateur Hour has pulled up to 90,000 votes a week, ranked first for its time in coincidental survey.

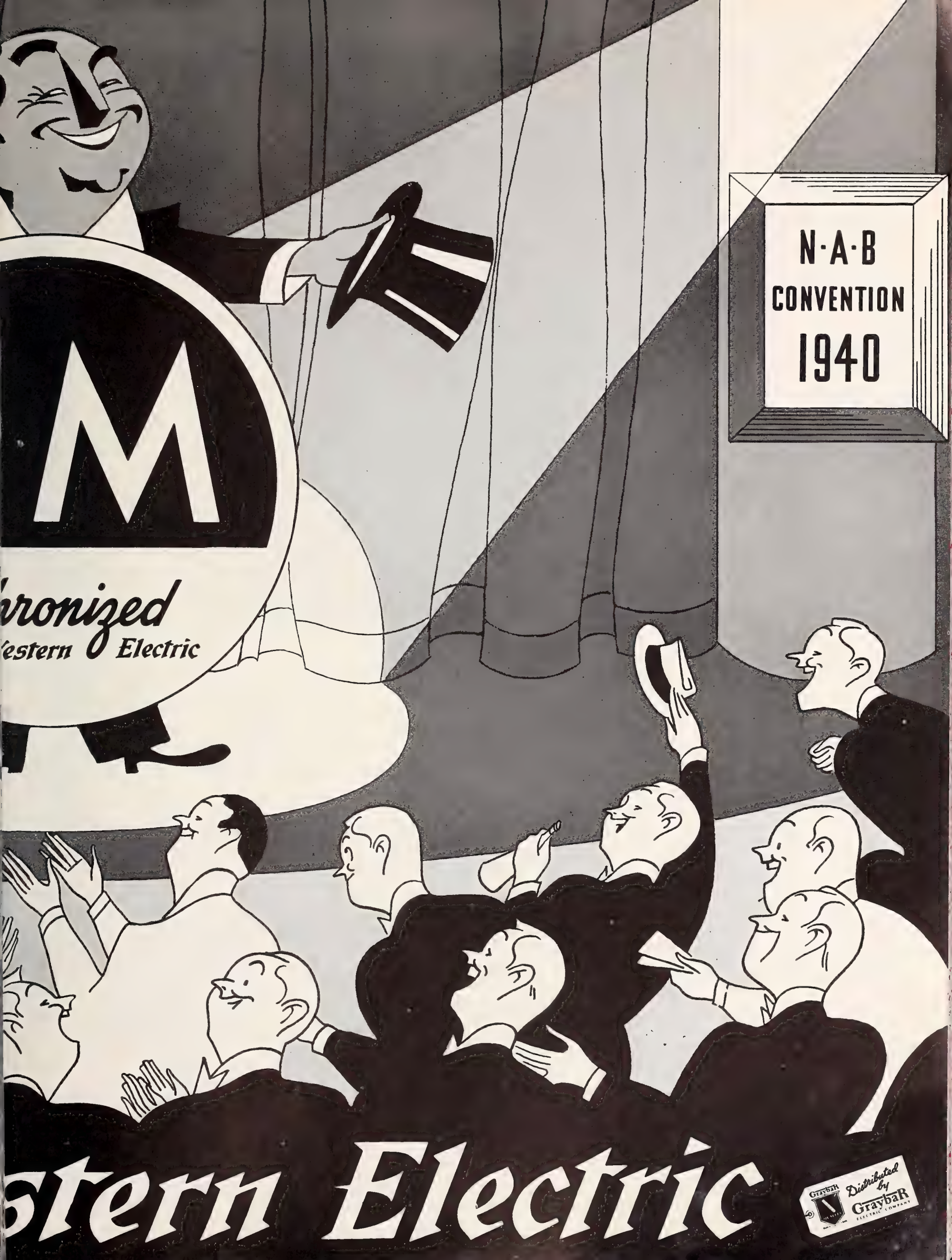
KGO boasts case histories in all divisions. Ask your nearest NBC representative for those in your own field of interest.

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CLEVELAND · DETROIT · HOLLYWOOD · PITTSBURGH


ST. FRANCIS
HOTEL
ROOM 270
STEALING THE SHOW!
Come and see
WESTERN ELECTRIC'S
New Synchronized
FM TRANSMITTER
perform—and don't miss
the all-star supporting
cast of high quality Mikes,
Amplifiers, Speech input,
Transcription pick-ups
and other broadcasting
accessories.
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Mullen Is Slated To Fill New NBC Executive Position

Trammell to Head Quartet, Including Woods, Russell

UPON recommendation of President Niles Trammell, the NBC board of directors at its meeting Aug. 2 is expected to elect Frank E. Mullen, RCA vice-president and a veteran in network broadcasting, to the newly-created post of NBC vice-president and general manager.

Moulding his own executive organization since his assumption of the NBC presidency July 12, Mr. Trammell urged the Mullen appointment, which had been agreed to by David Sarnoff, RCA president and chairman of the NBC board. Mr. Trammell has planned executive management of NBC under a quadrumvirate comprising himself, Mr. Mullen, Frank M. Russell, NBC Washington vice-president, and Mark Woods, vice-president and treasurer. On July 17 he gave to Mr. Woods added responsibilities covering practically all non-sales and non-programming operations, and himself took over direction of all other activities.



Mr. Woods

Shift in Functions

Mr. Mullen, in his new capacity, will report directly to Mr. Trammell, a business associate and friend of more than a dozen years. Both first began their careers with NBC in Chicago. Department heads now reporting to President Trammell under the new executive alignment presumably will report to Mr. Mullen, leaving the president free to handle all policy matters.

While his status as Washington vice-president will remain unchanged, Mr. Russell is expected to figure more prominently in executive management. He has worked closely with Mr. Trammell during the last decade, even while the latter was vice-president in charge of NBC's central division. Mr. Mullen, as RCA vice-president, has been in frequent and close association with Mr. Russell in his official capacity. Moreover, they were classmates at Iowa State College, and before the advent of network brodcasting were agricultural journalists. Station relations, fundamental network policy and related matters presumably will come before the new high council created by Mr. Trammell.

Mr. Mullen, energetic, good-natured and resourceful, is thoroughly familiar with practically all phases of broadcast operations. He was agricultural director of NBC from 1926 until 1934, created the *National Farm & Home Hour*, and was directly responsible for the sale of a number of network programs in the farm category during his Chicago tenure. Since 1934 he has been with RCA in New York, first as manager of its department of information, and since May, 1939 in the then newly-created post of vice-president in charge of advertising and publicity.

Horton Heath, manager of the department of information of RCA and a veteran employe of the parent company, will continue with that title, but is slated to take over Mr. Mullen's executive duties in connection with advertising and publicity. He has been with RCA some four years, and prior to that was partner in an advertising agency.

Less than a week after he took over the presidential assignment at NBC, Mr. Trammell issued an order revising executive operations of the network organization. He had served as executive vice-president under Lenox R. Lohr since Jan. 1, 1939, and was entirely familiar with the functioning of the organization. So far as is known, Mr. Trammell does not at present contemplate any additional major executive changes.

New Lineup

Under the new orders, Mr. Trammell specified that the following department heads and vice-presidents would report to the president, and presumably to the new vice-president and general manager when Mr. Mullen takes over:

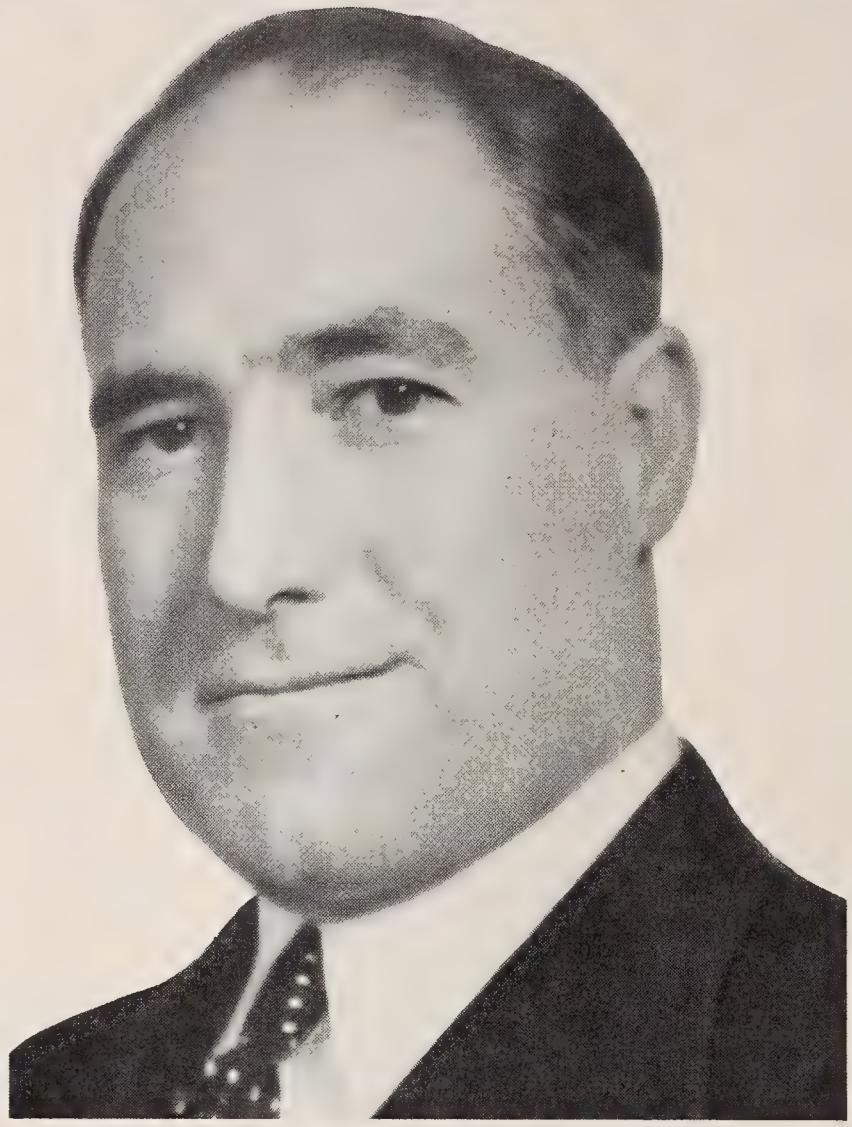
Roy C. Witmer, Red Network sales; Edgar Kobak, Blue Network sales; John F. Royal, programs; Frank E. Mason, information; A. L. Ashby, legal; Janet MacRorie, continuity acceptances; Sidney N. Strotz, Chicago chief; Don A. Gilman, Pacific Coast head, and Vice-President Russell.

In expanding the responsibilities of Mr. Woods, the July 17 order specified that in addition to his present duties, he will actively supervise and direct artists services, engineering, television, general service, radio recording, auditing, treasury and international broadcasting, both sustaining and commercial.

Executives who will report to Mr. Woods are George Engles, artists service; O. B. Hanson, engineering; Alfred H. Morton, television; Vincent J. Gilcher, general service; C. Lloyd Egner, transcriptions; Harry F. McKeon, auditing; R. J. Teichner, treasurer's department; Frank E. Mason, international broadcasting (sustaining) and L. P. Yandell, international broadcasting (commercial).

Mr. Woods has been in radio since 1922 when he began setting up an accounting system for the radio department of AT&T, then in the broadcasting business. Still only 39, he joined NBC on Nov. 1, 1926, when AT&T turned over its broadcasting operations to NBC and became the network's assistant treasurer, assistant secretary and office manager. He became treasurer a year later, was made assistant executive vice-president in 1934 and vice-president and treasurer in 1936.

NBC'S NEW V.-P. AND GENERAL MANAGER



FRANK ERNEST MULLEN

BORN: Aug. 10, 1896, Clifton, Kan., son of Frank E. and Florence Nellie Mullen.

EDUCATION: Public school, Presho, S. D.; Mitchell High School, Mitchell, S. D.; Iowa State College, Ames, graduated 1916, received A.B. degree in agricultural journalism in 1922. Member of Alpha Gamma Rho, Sigma Delta Chi fraternities.

MARRIAGE: Lois V. Coulter in 1922, one son, Russell, born 1924; January, 1940, married Florence Wilcock.

WAR SERVICE: In July, 1917, joined 20th Engineers, A.E.F., rank of bugler; released from service February, 1919.

BUSINESS CAREER: Associate editor *Swine World*, Des Moines, 1920; editor *Nevada Representative*, 1921; farm page editor *Sioux City Journal*, Sioux City, Ia., 1922; radio editor *Stockman & Farmer*, Pittsburgh, 1923-26; NBC director of agriculture, Chicago, 1926-34; manager of RCA department of information, New York, 1934-39; RCA vice-president in charge of advertising and publicity since May, 1939.

CLUBS: National Press Club, Washington; Advertising Club of New York; University Club, Chicago; Academy of Political Science; American Forestry Assn., vice-president; Masonic Lodge, commandery; Future Farmers of America.

Tilford Jones Purchases Full Control of KXYZ

A PURCHASE deal whereby M. Tilford Jones will become sole owner of KXYZ, Houston, has been made with Fred J. Heyne, identified with the Jesse Jones interests, and FCC approval for transfer of control of the NBC-Blue outlet is being sought.

Mr. Jones, nephew of the chairman of the Reconstruction Finance Corp., proposes to buy the 50% stock interest held by Mr. Heyne for $95,000. Mr. Heyne himself holds 30% of the stock, and 10% each is held by C. M. Brown and E. S. Williams with Mr. Heyne as beneficial holder. The station is a 1,000-watt outlet on 1440 kc., and through the Jesse Jones interlocking interests has been identified with the *Houston Chronicle* and *Houston Post*.

Young Jones also owns 50% of the stock in Gulf Coast Broadcasting Co., licensee of KRIS, Corpus Christie, in which the Houston Harte-Bernard Hanks newspaper-radio interests hold the remainder.

Radio Executives Seek New Local in Worcester

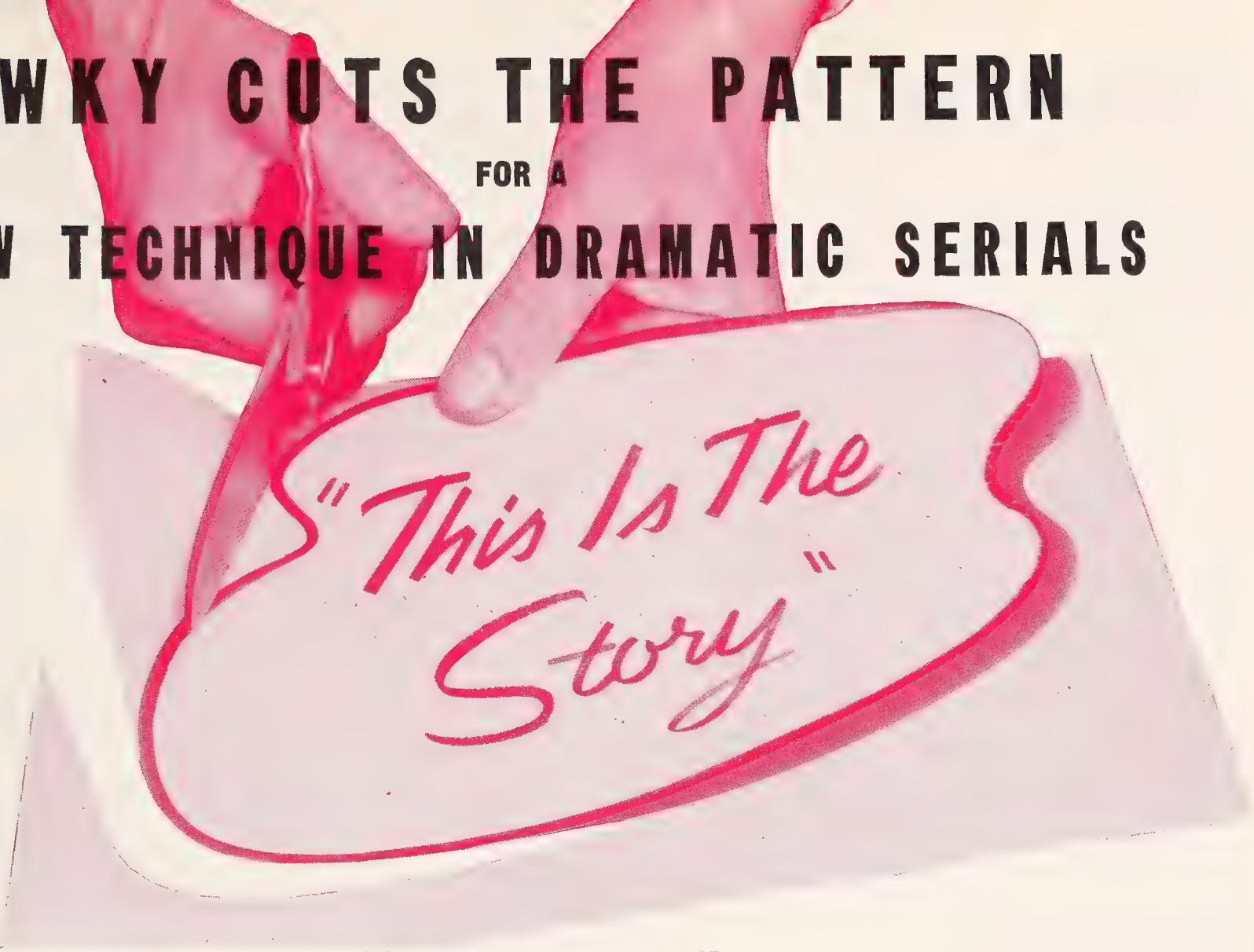
A GROUP of three prominent figures in the radio business has applied to the FCC for a new 250-watt station on 1200 kc. in Worcester, Mass. They have formed Worcester Broadcasting Inc., each owning one-third of the stock. They are Easton Woolley, manager of the service division of the NBC station relations department in New York, president; Joseph Katz, of Baltimore, president of the Joseph Katz Advertising Agency, vice-president; G. Bennett Larson, former program director of KDYL, Salt Lake City, now with Young & Rubicam, New York. Mr. Larson is slated to become manager of the station if it is granted.

ALAN HALE, sports announcer of WISN, Milwaukee, on July 17 was elected president of the baseball announcers of the American Association at their meeting in Kansas City.

WKY CUTS THE PATTERN

FOR A

NEW TECHNIQUE IN DRAMATIC SERIALS



This Is the Story of "THIS IS THE STORY"

"Thank you for something really worthwhile in entertainment."

"The type of story is appreciated. Prefer the shorter ones to the long drawn-out, extremely emotional ones."

"We who have wished for a higher type of daytime program are hoping that 'This Is the Story' will be continued."

"So thrilled and delighted to thank you for these programs."

These statements are repeated over and over again in the flood of listener comment which pours in to WKY since "This Is the Story" made its bow.



THE PROGRAM

"This Is the Story" is a daily dramatic serial for which the world's best writers have already fashioned the scripts and plots . . . novels and stories, each of which took months to write . . . good (but not highbrow) literature, both classic and modern.



THE TALENT

Against a background of novachord music that colors the scene and interprets the action, Madeline Douglas Bullard, talented play writer and critic, brings the story and its characters to life. Combining narration with the important dramatic episodes of each story, Mrs. Bullard clearly and faithfully interprets all characters herself.

FLEXIBLE IN APPEAL, LENGTH

"This Is the Story" restricts itself to no specific listener group. Each story is unfolded in from 5 to 10 days. Stories for all ages and all tastes give change of pace and change of interest to the program from week to week. Its new technique has captured widespread interest and secured the vociferous approval of WKY listeners.

• "This Is the Story" typifies WKY's ability to serve its audience a fare of radio entertainment that tempts the most jaded appetite. WKY does not stop with developing talent and producing shows of network caliber. WKY feeds production shows to the network. It is the only station (not owned or operated by the National Broadcasting Company) off the basic Red network to do this. And because of such sparkling programming WKY is able to get noteworthy results for sponsors . . . to earn repeated citation for performance in product exploitation in the Southwest.

WKY

THE PRODUCTION STATION

OKLAHOMA CITY

NBC Affiliate—900 Kc.

OWNED, OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS SERVICE
KVOR, COLORADO SPRINGS ★ KLZ, DENVER *(Affiliated Mgmt.)* ★ REPRESENTED BY THE KATZ AGENCY, INC.

A Radio Formula For Department Stores

Selling Their Merchandise by Radio Requires Time, Care, Staff

By JOSEPH CREAMER and JOHN P. NELL

TIME AND AGAIN department store executives say, "Yes, we've used radio. It doesn't work."

The trouble with this statement is that it rarely, if ever, is followed by the reasons why.

Perhaps the unsuccessful user really doesn't know, anyway. For, after carefully questioning the executives and buyers of 15 leading stores located in as many major cities in the East and Middle West, one automatically discovered that those who had used, or were using, radio successfully from day to day definitely followed a basic and almost identical formula which supplied the answer.

Peculiarly enough, those stores which hadn't used radio successfully ran completely counter to this formula on each of its three basic points.

The Unintelligent Users

Let's consider the unsuccessful user of radio first. On what evidence might he be convicted of not using radio intelligently to sell department store merchandise?

The evidence breaks into four parts.

1. He had made a more or less careless selection of program and personality. His choice was *not* based on any proven precept.
2. His radio advertising was placed in the hands of people utterly unacquainted with this specialized medium.
3. His radio promotion was not planned with the same care and intelligence devoted to his black-and-white advertising.
4. He failed to give radio sufficient time within which to demonstrate its value; i.e., even if the show originally selected had been the right one, it was not given an opportunity to prove so.

What, then, was the formula followed closely by those department stores which were found to be using radio successfully? Nothing more than three simple points:

a. The selection of a proven program formula.

b. Careful store administration and selection of skilled radio personnel.

c. The signing of a contract with the radio station for sufficient time within which to permit radio to demonstrate its value.

At first glance this three point formula for successful department store use of radio seems a comparatively simple and obvious thing. But, let's look more closely into each of the three points.

The Right Program

A careful study of the programs used by the department store and radio station executives questioned indicated that successful department store programs usually groove themselves into four basic types. These four classifications are not to be accepted as final. But they *are* shows which have proved their value by moving department store merchandise in double-quick time and increasing store traffic from 14 to 43%. Further experimentation by radio stations and stores throughout the country should, in time, add greatly to this basic list.

The four classifications are: (a) The Shopping Show; (b) Morning Musical Clock; (c) Amateur Participation Show; (d) News Broadcast.

You'll notice that of these four types, each dictates the use of a particular time of day. The time of day, in turn, in most cases determines the type of merchandise to be plugged.

The Morning Musical Clock, for instance, has been used most successfully in the early morning to get the attention of the family as a group. The Shopping Show has been used to attract the housewife before she begins her day's marketing. The Amateur Participation Show, however, is being used successfully on Saturday morning by one large Eastern store. The news broadcast is the most elastic of all and never more elastic than at the moment when interest in the day's news is as keen at night as it is at all other periods of the day. We might say then that the news broadcast can be spotted at *any* time of day. Well and good. But particular news broadcasts must carry merchandise messages at those times when the department store is most certain to gain the attention of a particular type of audience. In other words, any time may be selected for the news broadcast, but the message must be selected for the time.

Personality Sells

More important than the obvious consideration of the type of program is the personality a store selects to conduct it. All four basic programs just mentioned are built about a dominant personality and all these personality shows have been successful in varying degrees. The real significance rests in the reason for this variance. A comparative study of the personality types has proven that (1) the success of the show depends entirely upon the popularity of the personality selected; (2) a good show can be ruined by the selection of the wrong personality and vice versa. This is rather elemental, but it's been ignored too often to be quietly accepted as always taken for granted.

Willard Campbell, publicity director of Fox's Department Store, Hartford, and Kenneth Taylor, executive vice-president of Taylor's, Kansas City, put it quite pithly when they jointly state: "The more vivid and friendly the personality around whom the department store radio show evolves, the more successful the results."

This joint judgment is anything but casual. Both men have been successful radio users for years.

'Fox Musical Clock'

Williard Campbell, for instance, has built his show around the vivid, friendly personality of Ben Hawthorne who conducts the *Fox Musical Clock* over WTIC.

The general structure of the Fox show is basically simple and has many imitators throughout the country. What makes it outstandingly effective and popular is the personality of Hawthorne and his stooge Bessie, a cow, whom he frequently brings into the show for comedy relief.

Hawthorne treats all commercials with a deft, humorous touch. Generally, Hawthorne might be called a hired clown. But . . . he sells Fox merchandise. He has been selling it, in fact, for years—on a highly satisfactory cost ratio basis.

Let's pause for a moment and demonstrate how Hawthorne sells; the manner in which he makes goods move . . .

Fox's had some wicker furniture which it had not been able to dispose of for years. Finally, after exhausting all other media, the store asked Hawthorne to do his best with it.

How Hawthorne Does It

Hawthorne talked about the furniture pretty much as follows with his morning listeners, "These pieces of wicker furniture I'm looking at are probably the worst pieces of furniture that have ever been built. Furthermore, if you sit in them on your lawn on a windy day you are apt to get seasick, etc."

Result: Fox's cleaned out its stock of unmovable wicker in three days!

Though Hawthorne's technique is unique, Williard Campbell stressed the point that it can be done to death. It must be handled with restraint, variance and discretion. Hawthorne, it might be said, knows his listeners and knows what he can and what he cannot do.

Similar experiences, in greater or lesser degree, can be cited for other stores; the "greater" and the "lesser" degree depending entirely upon the strength and popularity of the personality involved.

How Personalities Rate

Not only do proven department store-radio program personalities sell goods, but they clock outstandingly good audiences. One might say offhand that this can be taken for granted. Not so. Some extremely successful department store shows have comparatively small audiences according to available ratings and unsuccessful ones have the reverse.

The Joanne Taylor show which is sponsored by Taylor's in Kansas City, regularly rates between 45 and 55% of the listeners and was selected as Kansas City's top daytime program during the 1938 *Billboard* poll. Fox's, in Hartford, regularly rates approximately 75% of the listeners. Both are very profitable shows.

Store Backing Counts

Point two of the department store formula which was presented early in this article stressed the importance of store administration and the selection of skilled radio personnel.

Though it's impossible to cover this point thoroughly and completely within the brief space of this article, let's briefly look into those factors, within the store, which have been found to definitely effect the success or failure of a department store program.

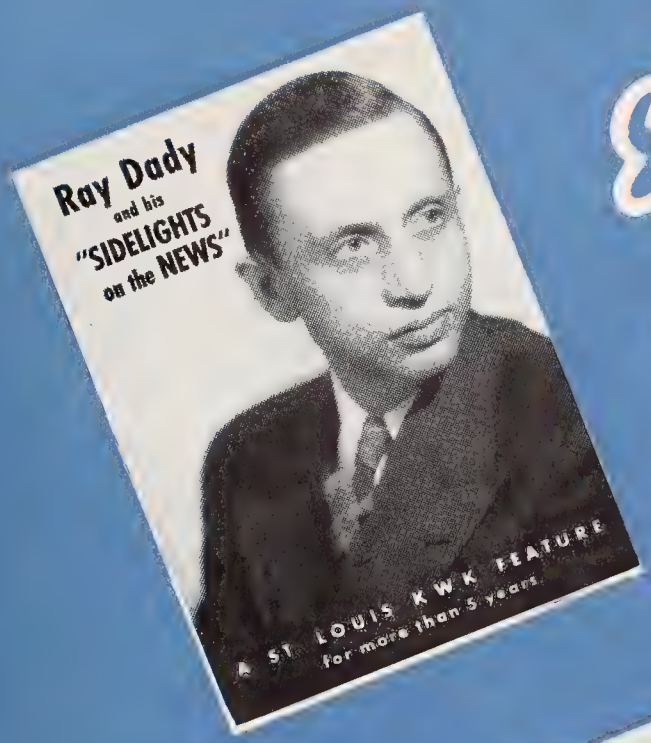
Most important, but not always considered so, is cost allocation. Yet, there is wide disagreement on this point even among the successful users of department store radio.

Montgomery-Ward, Minneapolis, and Fox, Hartford, charge every department directly. Kaufmann, Pittsburgh, and Sibley, Rochester, charge general expense. Taylor's

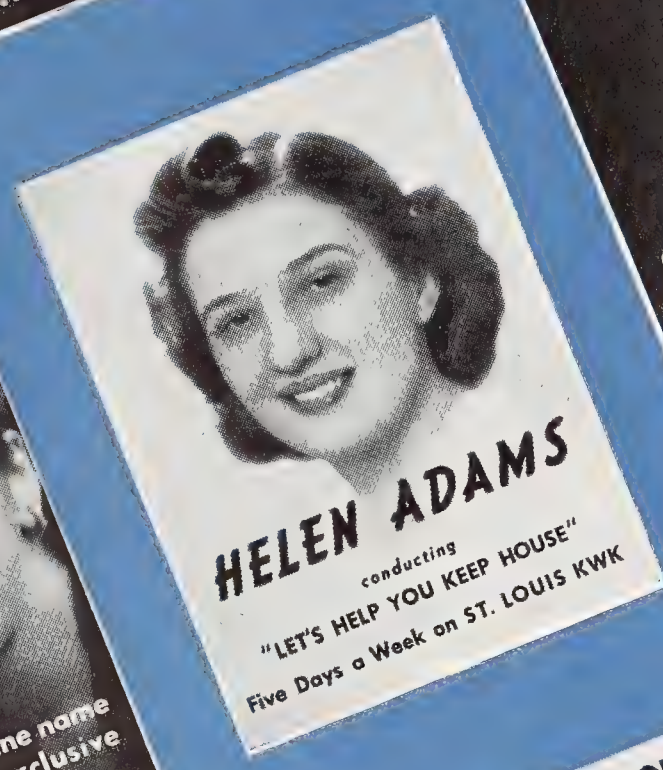
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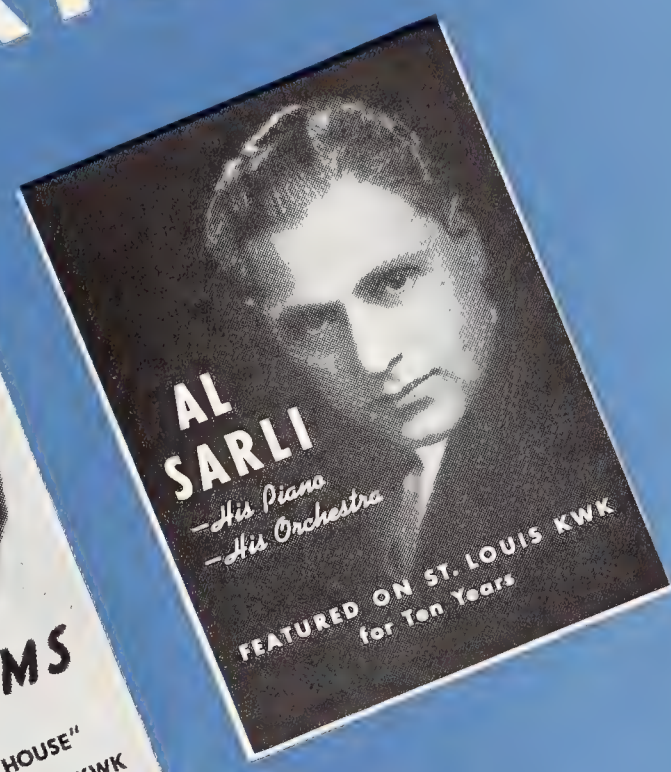
"SHOW ME what radio has done! Give me some program formulas that have proved they can work!" These are two of the many challenges that were hurled at John P. Nell, WOR retail account executive and Joseph Creamer, WOR promotion director, when they began campaigning for New York department store business less than a year ago. Though eager to show them, Nell and Creamer soon discovered that radio had gathered little or nothing to show. Nobody, it seemed, had made a comprehensive study of radio and the department store. This was the impetus that prompted WOR to send Nell on a 3,000-mile department-store radio field survey during which he visited 29 radio stations in 15 cities in the East and Middle-West and interviewed executives of 15 leading department stores. This article is based upon excerpts from the WOR study which will be released this fall in a book by Mr. Creamer.

Established— Audience FEATURES



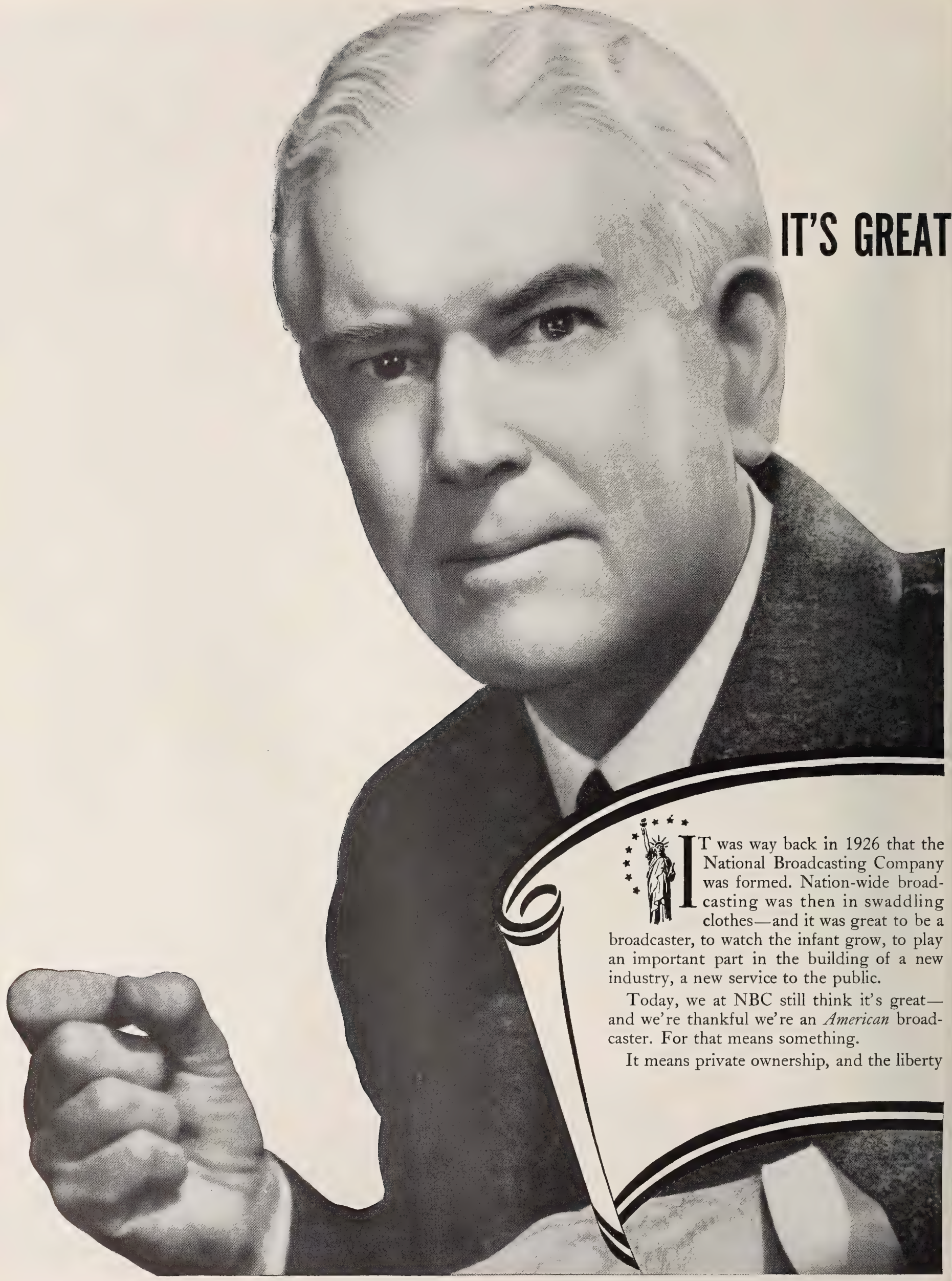








ST. LOUIS
KWK
THOMAS PATRICK, INC.
Represented Nationally by
PAUL H. RAYMER CO.



IT'S GREAT

IT was way back in 1926 that the National Broadcasting Company was formed. Nation-wide broadcasting was then in swaddling clothes—and it was great to be a broadcaster, to watch the infant grow, to play an important part in the building of a new industry, a new service to the public.

Today, we at NBC still think it's great—and we're thankful we're an *American* broadcaster. For that means something.

It means private ownership, and the liberty

TO BE A BROADCASTER—

AN *American* BROADCASTER!



to present the American public with facts—pro and con—about any and all issues.

It means we can give them the news of the world unvarnished, untarnished and true.

It means we can give our listeners the kind of entertainment *they* want to hear, entertainment that heightens their spirit and morale.

It means we can contribute to their fullness of life with programs that will broaden their minds.

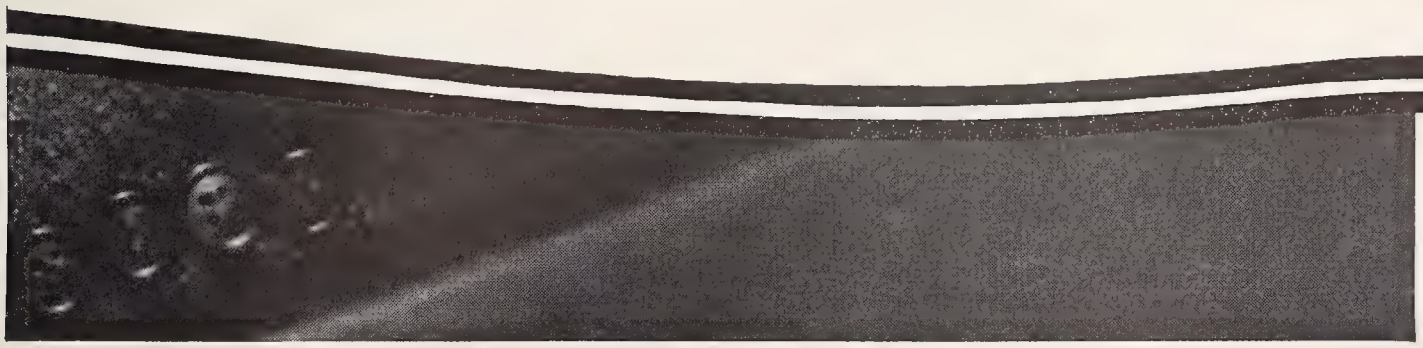
It means that we can offer this great force to our country in the aid of national defense.

In short, it means freedom of speech and action on our part—freedom of listening for those we serve... No wonder American broadcasting is without equal anywhere else in the world! And no wonder we're proud of the contributions and accomplishments of NBC in making it the finest.

NATIONAL BROADCASTING COMPANY

WORLD'S GREATEST BROADCASTING SYSTEM

A Radio Corporation of America Service



Rate Chiseling Seen Rampant, NAB Urged to Revise Code

Egolf, KVOO, Charges Stations Still Suckers for Cut-Rate 'Buys' Under Various Guises

DESCRIBING the commercial section of the NAB Code, which becomes effective Oct. 1, as "a gold crown for a rotten tooth", Willard D. Egolf, commercial manager of KVOO, Tulsa, in an "open letter" to NAB President Neville Miller July 18 urged stringent reforms in industry rate practices to prevent "chiseling".

"Chiseling is so rife in radio that it is doubtful if an appeal to honor will accomplish a return to rate cards everywhere", Mr. Egolf stated. He advocated a "commercial rate code" with penalties for violation, as a possible solution, and urgently suggested that the NAB convention in San Francisco Aug. 4-7 take up the problem.

Mr. Egolf is an attorney, a former advertising agency executive, president of the Tulsa Advertising Federation, director of the 10th District of the Advertising Federation of America and a director of the Tulsa Better Business Bureau.

Here is Mr. Egolf's "open letter":

"On my desk is a copy of the Commercial Section of the NAB Code, which becomes effective Oct. 1, 1940. This is a handsome effort but it is a gold crown for a rotten tooth. The lovely figure on the cover, holding the scales of justice, is impressive in her pose, but she is a Jezebel in the conduct of her own affairs. Those two fingers aloft must mean that she wants to go, for she is bound to feel uncomfortable in her deception.

Our Private Morals First

"What a farce it is for the radio industry to buttress its public morals when its private morals are as weak as Minnie the Moocher's. Even more can be said for Minnie. She gets her price, or more, seldom less. She is rarely the victim of a commercial, synthetic friendship.

"I take this means of advising you that the 'spot' rate structure of radio has become as much of a hollow shell as it was in the dark days of 1933. Radio, of all things, the strongest selling force in the world today, the most popular advertising medium in existence, where demand far exceeds supply, is allowing itself to be freely pillaged by time buyers. Fastening upon everything that presents an excuse, time buyers chisel under the names of 'package buys,' 'service features,' 'courtesy announcements,' 'minimum budget requirements.' Some even plead the fact that their agencies have been put on the spot by the chiseling activities of competitive agencies, therefore the stations must help them make a showing as good as the competition's, in order to hold the accounts involved.

"One time buyer, by making a special trip, boasts that he was able to buy announcements at approximately 50% less than the card rate on an entire list of stations.

"The statement was made recently that only KVOO and one other station on a time buyer's list would not cut rates.

Reps Look Other Way

"Preliminary telephone conversations between time buyers and radio station representatives are rapidly eliminating a discussion of rates. Instead these conversations are filled with assurances to the time buyer that such and such a station is 'friendly' or that the time buyer 'need not worry' about a certain station.

"Station representatives are developing the increasing habit of referring any and all chisel deals direct to the stations, not daring to turn them down out of fear that the stations might actually be interested.

"We have been in business a long time here at KVOO, therefore we have had our moments of weakness. But we reformed and did penance to the tune of many thousands of dollars of chisel business which we turned down, therefore we claim the privilege of speaking our piece without having to answer the charges usually hurled at a "reformed reformer.'

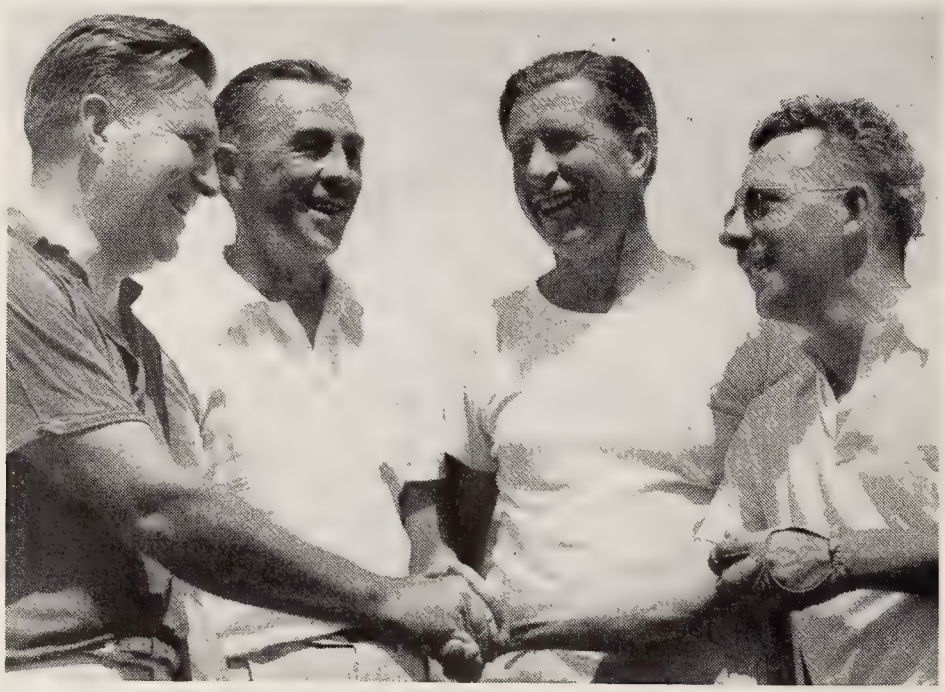
"A man of our acquaintance is prominent in the American Hotel Association. He stated that hotels were once victimized by convention managers who would chisel one hotel against the other, claiming that one hotel quoted, for example, $8 per person per day, on the American Plan, and 12 'free' rooms for the use of officials, which would influence the second hotel to cut its rates and furnish 15 or more 'free' rooms for officials, and so on, ad infinitum. The American Hotel Association overcame this situation by establishing a 'clearing house' or system of exchanging information whenever quotations were made. Even in the face of diminishing, instead of increasing, hotel business, these men recognized the weakness that they were exhibiting in the control of their business and corrected it.

Suggests Clearing House

"Chiseling is so rife in radio that it is doubtful if an appeal to honor will accomplish a return to rate cards everywhere. A Commercial Rate Code, with penalties for violation, offers one solution. A 'clearing house', with branches for each section of NAB, with which copies of all quotations will be filed, presents a possibility.

"If commercial radio continues to follow its wayward trend, freely victimized by time buyers and exhibiting less and less ability at self control, the least we can expect is an 'industry dictator', while as business men our mental superiors will regard us with generous and increasing contempt.

"What can the 1940 NAB convention do about this problem?"



WHEN NBC Hollywood employees held their second annual golf tournament at Annadale Golf Club, Pasadena, Cal., on July 14, besides network executives, those from affiliated southern California stations, and advertising agencies also participated. But George Hatch, page boy, repeated his fine play of last year by taking the first flight with an 85 gross, 8 handicap and 77 net. Here's a group of participants talking it over (l to r) John Swallow, NBC western division program manager; Cecil Underwood, Hollywood manager, Needham, Louis & Brorby Inc.; Lew Frost, executive assistant to Don E. Gilman, NBC western division vice-president, and Harrison Holliway, manager of KFI-KECA, Los Angeles. Swallow turned in a 92-20-72; Underwood, 95-16-79; Frost, 100-22-78. Holliway, with 88-18-70, topped the guest flight.

Tetley Tea in East

JOSEPH TETLEY & Co., New York, is using radio in Philadelphia and Washington to advertise iced tea through the hot weather. On WCAU, Philadelphia, the *Mystery Chef* is sponsored for two morning quarter-hours weekly; on WRC, Washington, a participating program is used. Programs were placed through Blackett-Sample-Hummert, New York.

50 kw. For WPTF, WLAW Full Time

APPROVING a mutual agreement regarding interference limitations between the stations, the FCC July 17 granted WPTF, Raleigh, an increase in power from 5,000 to 50,000 watts, while WLAW, Lawrence, Mass., got 5,000 watts fulltime in lieu of daytime on 680 kc. A pending application of KWK, St. Louis, filed July 12 for 50,000 watts on this channel, was not considered, and no action was taken on a conflicting application, previously filed, of KFEQ, St. Joseph, Mo. [BROADCASTING, July 15].

The decisions, it was pointed out, do not preclude action on the applications for fulltime assignment on the channel in Missouri. KWK proposes that it be given 680 kc. with a directional antenna, and that KFEQ, now operating limited time on the frequency, be shifted to the present KWK assignment on 1350 kc. making possible generally improved service, according to the KWK claim.

WPTF, NBC outlet, several months ago, was awarded fulltime on 680 kc., on which KPO, San Francisco NBC-owned outlet, has been the dominant station on the erstwhile clear channel. WLAW has operated with 1,000 watts daytime on the frequency, but sought fulltime operation. With the agreement between the two stations for use of directional antennas, the FCC authorized both grants. WPTF, under its construction permit, will use a directional antenna at night with 50,000 watts, as will WLAW with its new 5,000-watt transmitter.

IRNA Meeting Planned Aug. 5 by Rosenbaum

A MEETING of Independent Radio Network Affiliates at the St. Francis Hotel, San Francisco Aug. 5, to which all affiliated stations are invited, was called July 23 by Samuel R. Rosenbaum, chairman of IRNA, in conjunction with the annual meeting of the NAB. Only affiliates that have paid dues to IRNA are legally entitled to vote, he pointed out, but the majority of the IRNA board has resolved to invite all affiliates, regardless of membership, during the "open" session, at which membership business will not be transacted.

General affiliate matters on the agenda cover such subjects as the FCC network-monopoly report, the present situation with regard to ASCAP, status of relations with American Federation of Musicians, and general standards of practice in network commercial broadcasting, especially in connection with commercial continuity and station breaks.

National Biscuit Spots

NATIONAL BISCUIT Co., New York, on July 22 started a series of thrice-weekly quarter-hour *Musical Clock* programs for its breakfast cereal, Cubs, on WBBM, Chicago. Programs feature transcribed music, time signals and weather reports. Lord & Thomas, Chicago, placed the business.

WYTHE WILLIAMS, radio commentator and former foreign correspondent, has joined the Colonial Network, according to WICC, Bridgeport, Conn. His new series of thrice-weekly sustaining news commentaries will be fed to MBS stations, not including WOR.

TIME-BUYER *eyes* DENVER

So the Advertiser May
Know WHICH Station Is . . .

FIRST in DENVER

in Everything!

*ADVERTISING POWER SHOWMANSHIP
AUDIENCE PROGRAMS SALES RESULTS

*ADVERTISING

Question: "What station should I buy for my client in the Denver Market Area for best results and lowest advertising cost per thousand listener families?"

Answer: The station on which more national, local, and spot advertisers place the largest dollar volume of radio advertising in the Denver Market Area!

Of course, it's **KOA**

Year after year—locally, regionally, nationally—the greatest advertising names are found using KOA for superior results at lowest cost.



GENERAL ELECTRIC STATION

KOA
DENVER
50,000 WATTS · 830 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · CLEVELAND · DETROIT · HOLLYWOOD · PITTSBURGH

Once Upon a Time: A Veteran Reminisces

By J. M. MATHES
President, J. M. Mathes, Inc., New York

Agency Executive Who Handled 'Eveready Hour' Tells How It Started Modern Broadcast Trends

THE TREMENDOUS growth of radio in recent years is one of the best examples I know of advertising's contributions to progress. Radio is so new that most of us can remember its "stone age." Listeners who now push buttons to tune in symphonies or swing from distant points can still remember the howls and noises made by the early regenerative receivers, or indeed even the earlier crystal sets, with their filaments of wire poised on little pieces of galena. After all, that was less than two decades ago.

I believe almost everyone who ever twisted the many dials of an old-time radio receiving set still remembers the *Eveready Hour* broadcasts which ran from 1923 to 1929. Certainly those old Eveready radio programs were outstanding. Indeed, they would be outstanding even by today's standards.

When they began I had the pleasure of being associated with the National Carbon Co., as senior vice-president with the agency handling the account. Because of this association I was privileged to play a part in the early development of radio advertising.

Queensborough First

There had been commercial broadcasts before the National Carbon Co. first went on the air. It is now fairly well established that the first company to pay for the use of radio for advertising purposes was the Queensboro Corp., which first used the facilities of the American Telephone & Telegraph Company's transmitter WEAF on Aug. 28, 1922. Other advertisers who employed radio at about that time were E. R. Squibb & Sons, Shur-on Optical Co., Mineralava, Tidewater and American Express. Two of these, Squibb and Shur-on, I helped to arrange.

These programs ran for 10 minutes and consisted of talks, usually by some member of the advertiser's own organization. When the National Carbon Co. decided to go on the air, its program followed the general pattern. Each program lasted for 10 minutes and consisted of a talk on radio batteries by George C. Furness, a National Carbon official. The first of these broadcasts was July 26, 1923.

From this it will be seen that advertisers were not rushing into radio in those early days. No one, including AT&T, whose station was then the only one selling time, quite knew what they had to sell or how to go about it. Indeed, I am told that in 1922 four questions were bothering the people who ran WEAF: Does the public want broadcasting? What sort of programs does the public want? Who is going to give the public the programs? Who is going to pay for them?

Early Reluctance

With radio a doubtful quantity even to the people who operated the broadcasting stations, it is not surprising that there was a certain reluctance on the part of advertisers and agency men in regard to its use. Some of my associates were apprehensive or opposed to using it. Because of their doubt, it was necessary for me to have our early programs handled as a special service of the agency's publicity department.

Paul Stacy, a member of the department, was put in charge of the work. Closely associated with him in the building of the famous *Eveready Hour* series were William B. Okie, of the agency, who is still associated with me; Douglas Coulter, of the agency, now with CBS; George C. Furness, of the National Carbon Co.; George Podeyn, then with WEAF, and William Ensign, also with WEAF and now with CBS.

In building the Eveready programs we were seeking a formula that would make radio so interesting that millions of people would listen to it. All tube-operated radios at that time were powered with batteries, and we were selling Eveready batteries. The advertising slogan for the batteries was, "The air is full of things you should not miss," and the broadcasts had to bear out that promise. Incidentally, by getting



MR. MATHES

into radio when we did, we had for a time a virtual monopoly on radio advertising insofar as the battery business was concerned, since at that time WEAF maintained a policy of permitting no competitive advertisers to use the station's facilities.

Personalities Participate

When, on Dec. 4, 1923, we started the *Eveready Hour* series, as against the ten-minute battery talks, there was no cut and dried plan to follow. Among those who appeared in these programs were Eddie Cantor, John Drew, D. W. Griffith, Julia Marlowe, George Gershwin, Moran & Mack, Weber & Fields, the Flonzaley String Quartet, Irvin S. Cobb, Trader Horn, "Chick" Sale, and Pablo Casals. Many such artists made their radio debuts before one of our *Eveready Hour* microphones.

We did not know what people wanted, so we gave them everything we could think of. The first program presented a one-act play, "The Bungalow," with Eugene Lockhart, Eva Taylor and Lawrence Grattan. However, each week's show was different, worked out on Thursday preceding the following Tuesday night's broadcast by the group I have previously mentioned. We had jazz orchestras and concert stars, comedy and drama—in short, everything possible in the way of entertainment. Never before, or since, was such a formidable job undertaken by a single sponsor.

In the course of this it was only natural that we established an impressive list of "firsts." The *Eveready Hour* under sponsorship presented the first drama, the first stage show, the first sound effects, the first original script show, the first man-in-the-street program, the first classical music program under commercial auspices, the first nationally known guest stars who were paid for their performances, the first radio adaptation of a book, the first rounded variety program — and others that now escape me.

Mike-Fright a Problem

There were many interesting experiences in connection with this pioneering. We ran across that strange malady known as mike-fright, even with such troupers as Elsie Janis and Will Rogers. We had an early experience with studio audiences in connection with Rogers. He had been offered the then fabulous figure, for radio, of $1,000 to appear on the show and comment on election returns.

At first he insisted that he broadcast with no one in the studio. After a short time, however, he asked for a few people as an audience. Assistants were sent to round up some spectators who were ringed around the cowboy philosopher. With this group, one of the earliest of studio audiences, Will Rogers was able to broadcast at ease. The program was a success. Incidentally, a month after this, our auditors noticed that his check had not been cashed, and Mr. Ensign called on him at his Ziegfeld Follies dressing room to ask about it. The check, forgotten, was found in a suit hanging in a corner.

Some of the programs then generated almost spontaneously proved so popular they were repeated. One of these was a reading of Ida Tarbell's "I Knew Lincoln", given by Edgar White Burrill. Listeners liked this so much it was given each year as close to Lincoln's birthday as possible.

Another favorite was the story of an adventure on the Galapagos

(*Continued on page 152*)

SAN FRANCISCO'S CHINATOWN

Merchants Take to the Air to Market Their Merchandise Through a Chinese Hour

THE ANCIENT customs of their ancestors, carried down through the centuries, have given way in part to the modern mode for nearly 50,000 inhabitants of San Francisco's famed Chinatown. They recently adopted radio as a means to move their merchandise.

Six nights a week, Monday through Saturday, direct from the heart of Chinatown, the Chinese present in their own broadcasting studios, a full hour program in Chinese on KSAN, San Francisco. The programs consist of rare Chinese music, played by live talent on Chinese instruments, some of them centuries old, songs by pretty Chinese maidens, sports activities and news flashes in Chinese. An Oriental master of ceremonies presides over the entire broadcast, released from 10:05 to 11 p. m. (PST).

A group of Chinatown businessmen recently formed the Golden Star Radio Co. The firm has purchased the time on KSAN and in turn sells participating spots on its programs. Sam and Tommy Tong are two of the major figures in the unusual enterprise. Although the program has been on the air but a few weeks, the Chinese promoters are finding it commercially satisfactory. To date they have signed up a number of noted Chinese cafes, cocktail bars, curio shops and large merchandise houses. The commercial announcements are given both in Chinese and English.

The news flashes are given only in Chinese. Although most of the program is directed to the Chinese population in San Francisco and adjacent area, frequently the m.c. will make announcements in English to keep the American listener posted as to what is going on. S. H. Patterson, manager of KSAN, states that he believes this to be the only all-Chinese commercial program on the air in the United States.

MANY MARKETS are served and sold by WLW. It is the daily listening habit of millions of consumers living within its primary area. Merchants serving these consumers are naturally guided by the resulting preference for WLW-advertised brands.

REPRESENTATIVES:

NEW YORK—TRANSAMERICAN BROADCASTING AND TELEVISION CORPORATION, CHICAGO—WLW, 230 NORTH MICHIGAN AVENUE.



WLW

THE NATION'S *most Merchandise-able* STATION

WPTF

will soon be operating with



50,000 WATTS

C. P. GRANTED JULY 17, 1940.

Serving, better than ever, the LARGEST TRADING AREA between Baltimore and Atlanta

NBC RED-BLUE
680 KILOCYCLES

WPTF RADIO CO., Inc.

RALEIGH
NORTH CAROLINA

FREE & PETERS, Inc. New York • Chicago • Detroit • Atlanta • San Francisco • Los Angeles



ADVERTISING FRATERNITY of New York were guests at an NBC party July 15 to introduce NBC's new president, Niles Trammell. At left are Allen Billingsley, president of Fuller & Smith & Ross (left) and William Reydel, vice-president of Newell-Emmett Co. Second photo shows Frank E. Mullen, RCA vice-president and prospective NBC executive vice-president (left), with Sheldon Coons, executive vice-president of Lord & Thomas. Third picture shows Mr. Trammel (left) with W. A. Jones, president of Cities Service Co. At right are Stanley Resor, president of J. Walter Thompson Co. (left), and Harold K. McCann, president of McCann-Erickson Inc.

Extensive NBC Survey of Listeners To Shed Light on Audience Habits

AFTER months of tabulation and analysis, checking and interpretation, NBC is just beginning to release the results of the "first all-county census of network listening habits and preferences", the most extensive and probably the most expensive listener survey ever conducted by an individual radio company.

Before the survey was launched Feb. 8, 1940, NBC research specialists had spent nearly two years in preliminary investigations, aimed at perfecting a practical and practicable technique which would give a picture of network listening habits in every part of the country.

Postcard Questions

On the surface this technique appears simple enough, impressive only in its magnitude. What NBC did was to mail 1,425,000 postcard questionnaires to as many homeowners, located in every one of the country's 3,072 counties. Each card asked the recipient to answer a radio "quiz" because "the sponsors of your favorite programs want to find out what stations people listen to." The quiz consisted of two simple questions: "What radio stations do you listen to *regularly?*" and "Which *one* of these stations do you listen to *most?*" Each question was asked for daytime and for evening listening.

Answers were received from 166,000 families, equivalent to one out of every 168 radio families in the entire country. Every county in the United States was represented in the returns, which listed the call letters of every station regularly heard in this country, including a number of Canadian and Mexican stations. Addressed to "John T. Williams", the cards were delivered to C. E. Hooper Inc., research firm, which tabulated the more than 1,000,000 station votes separately for night and day listening, evaluated each county in terms of its radio families, and translated the results into nationwide network circulation and preference.

This is the first time, says NBC, that an attempt has been made to measure all stations in the country on a direct-to-listener all-county basis, to set up as a criterion for each station and network the quality of service rendered by competing stations and networks. The technique differs from that used several years ago by Price Waterhouse & Co. in their surveys for CBS (which this new survey most closely resembles) in two important respects, according to NBC statisticians.

Covers More Ground

The Price Waterhouse surveys were made only in cities in which CBS had stations, whereas this survey covers all network station cities, all other cities of 25,000 or more population, and all small-town and rural areas, on a county-by-county basis. The Price Waterhouse surveys started by asking "Which station do you listen to most?," which was followed by "What others do you hear?" By reversing this order and injecting the word "regularly" NBC believes it has eliminated mentions of stations listened to rarely and that it gets a surer measure of the most popular station by first focusing the mind of the person answering on the family's regular listening habits.

To those who question the mail survey method as compared to personal interviews, NBC cites the six months of special studies conducted under the direction of Dr. Paul F. Lazrsfeld, director of radio research of Columbia U, which satisfied him that mail questionnaires could be depended upon to give an accurate measurement of the network station listening habits of radio families. Before the questionnaire finally used was adopted, 37 distinct field tests were made, using various sizes and colors of cards, wording of questions, etc.

In fact, says NBC, for a survey of this type, a mail questionnaire has at least one distinct advantage over the personal interview, in that the mail response is more likely to reflect the habits and preferences of the entire family rather than of the particular member questioned by the interviewer. A test showed that 77% of people filling out the questionnaire reflected the listening habits of other members of the family in their answers, while 50% of this group actually consulted with other members of the family in filling out the cards.

In the rural areas and small towns surveyed, the cards were sent to post office and RFD box holders of all types and income groups. In the cities, cards were mailed to names selected at random from telephone directories, with no attempt to divide the list by income levels. NBC points out that while such a division is important in measuring the audience to any particular program, it has no significance in this study. The goal was to determine not program but network preference and the wide variety of programs offered by all national networks cuts across all class lines and therefore makes an income breakdown useless.

Test studies, NBC states, revealed no difference by economic groups in the network stations families listened to, and mail returns were representative on this point. The probability that people most interested in radio returned the cards in greater proportion than those who listen only occasionally is a virtue rather than a fault, NBC believes, as it gives a natural weighting to the results that makes them correspond more closely to actual listening. When the tabulations of stations "listened to most" in certain cities were compared with the actual percentages of listening to those stations as measured by coincidental surveys, a close correlation was found.

Boyhood Secret

IT REMAINED for *Time* Magazine (July 22) to disclose a hitherto carefully guarded secret about Niles Trammell, newly elected president of NBC. Down in Marietta, Ga., his hometown, he was formally known as Leander Niles, informally as "Pud," reported *Time*. "A member of a Mark Twainish clan of moppets called 'The Dirty Dozen,' Pud was a bit on the model side," the magazine related, "until the boys persuaded him to smoke a few cigarettes, toss off a couple of noggins of beer."



AMONG THOSE PRESENT at NBC's July 15 party were (l to r) Linnea Nelson, A. K. Spencer and John U. Reber, of J. Walter Thompson Co., the latter vice-president in charge of radio, and Ed Kobak, recently named NBC vice-president in charge of Blue network sales.

STANDARD BRANDS, New York, has appointed Kenyon & Eckhardt, New York, to handle advertising for Fleischmann's Foil Yeast, according to an announcement July 17 by Thomas L. Smith, president of Standard Brands. J. Walter Thompson Co., New York, which formerly handled the account, had already signed a renewal contract for the Fleischmann program *I Love a Mystery* to return Sept. 30 to NBC-Blue, and according to the new agency, the program will be resumed as scheduled.

Right to Broadcast Recordings Upheld

Ruling for Radio Upsets Lower Tribunal

IN A PRECEDENT-making decision which is a 100% victory for the broadcasting industry, the United States Circuit Court of Appeals for the Second Circuit July 25 reversed the lower court and found that a broadcaster may buy ordinary phonograph records and use them on the air without the necessity of obtaining permission to do so from either the manufacturing company or the recording artist and "in entire disregard of any attempt" on the part of either manufacturer or artist to restrict such use.

Fees Postponed

While a further appeal to the U. S. Supreme Court is almost a certainty, this ruling postpones, at least, any danger that in addition to the demands of unions and other groups broadcasters will be faced with the necessity of paying monthly fees for the right to broadcast phonograph records.

A unanimous decision of the three-judge court, written by Justice Learned Hand, with Justices Charles E. Clark and Robert P. Patterson (just named Assistant Secretary of War) concurring, the ruling reverses that of Judge Vincent L. Leibell in the Federal District Court (handed down exactly a year and a day previously) in the case of RCA Mfg. Co. against Paul Whiteman, WBO Broadcasting Corp. (operator of WNEW, New York) and Elin Inc. (sponsor of a record program broadcast on WNEW), in which Justice Leibell found the station and sponsor guilty of unfair competition and granted permanent injunctions to both RCA and Whiteman restraining WNEW from broadcasting their records without permission [BROADCASTING, Aug. 1, 1939].

Appeals from the Leibell decision were taken by RCA, Whiteman and WNEW, with the National Assn. of Performing Artists acting for Whiteman and the NAB similarly underwriting the appeal of WNEW. In the oral argument of the appeals on June 17, Col. Joseph M. Hartfield of White & Case, co-counsel for the broadcasters with Stuart Sprague of Crawford & Sprague, made the plea that the broadcasting industry is already paying millions of dollars annually to the copyright proprietors of the music used on the air under the provisions of the national Copyright Act, and that now the record companies and performing artists, who have been unable to get even this limited copyright protection from Congress, are asking the courts to give them "perpetual monopolies" on their alleged common-law property rights [BROADCASTING, July 1].

Agreeing with this argument, the circuit court decision states that "certainly when the 'common-law property' is in a work which the Copyright Act covers there can be no doubt; Congress has created the monopoly in exchange for a dedication, and when the monopoly expires the dedication is complete. . . . We see no reason why the same acts that unconditionally dedicate the common-law copyright in works copyrightable under the act should not do the same in the cases of works not copyrightable. Otherwise it would be possible, at least *pro tanto*, to have the advantage of dissemination of the work at large, and to retain a perpetual though partial monopoly in it. That is contrary to the whole policy of the Copyright Act and of the Constitution. Any relief which justice demands must be found in extending statutory copyright to such works, not in recognizing perpetual monopolies, however limited their scope."

Recognizing that "the law is otherwise in Pennsylvania," the opinion states that faced with the choice of denying any injunction whatever or enjoining WNEW "from broadcasting throughout the Union and in Canada in order to prevent a tort in Pennsylvania alone" the latter would be "an obvious misuse of the writ which goes only in the aid of justice."

Appeal Planned

Regarding the unfair competition claims of RCA and Whiteman, the opinion says that if they "cannot bring themselves within the law of common-law copyright, there is nothing to justify *a priori* any continuance of their control over the activities of the public to which they have seen fit to dedicate the larger part of their contribution." RCA's appeal that WNEW was guilty of a tort in buying records from Bruno-New York in violation of this company's agreement with RCA, the court dismisses as having no legal effect on WNEW.

Before the present appeal was taken, the broadcasters, NAPA and RCA agreed that, whatever the result, the case would be taken to the Supreme Court for final decision. Sufficient extra copies of the documentary evidence presented to the Circuit Court were printed so that they are now ready for presentation to the Supreme Court, together with copies of this new decision. While no such action has as yet been taken, it is expected to follow promptly.

Restrictions on Artists

In addition to halting, temporarily at least, any plans of record manufacturers for licensing broadcasters to play phonograph records, the decision imposes the same restriction on the recording artists. NAPA, together with the New York Local (802) of the American Federation of Musicians, has been considering a plan for the distribution of money collected from radio stations for NAPA licenses to broadcast phonograph records among the members of the orchestras making these records. About 80% of NAPA members also belong to AFM, most of them to 802 since most of the recording of phonograph records is done in the New York area.

Plan of Payment

Plan, discussed at a NAPA meeting in New York July 26, is somewhat along the lines of the ASCAP system of royalty payments. Books would be kept of all musicians engaged in making phonograph records and at regular periods, possibly once a year, the income from NAPA's radio licenses would be divided among leaders and band members according to a system based on a number of factors, including the number of records made, size and prominence of the orchestra, popularity of the records, etc.

In addressing the group of more than 50 artists, James J. Walker, ex-mayor of New York and now president of NAPA, compared the lot of the composer who writes one hit and then, as an ASCAP memmer, draws royalties on it for the rest of his life, and the performing artist who gets only immediate compensation for his labor, regardless of the continuing sale of his records. Other speakers included Jacob Rosenberg, president of Local 802, and Maurice J. Speiser, NAPA's general counsel, who reviewed the history of the litigation instituted by NAPA to gain recognition of the rights of performing artists in the records they make.

Text of Court Decision in Phonograph Record Case . . .

TEXT of decision of U. S. Circuit Court of Appeals for the Second Circuit, No. 357, October term, 1939, argued June 17, 1940, decided July 25, 1940, RCA Mfg. Co., plaintiff, against Paul Whiteman, WBO Broadcasting Corp. and Elin Inc., defendants, on appeals by RCA Mfg. Co., WBO Broadcasting Corp. and Paul Whiteman from judgment of District Court for the Southern District of New York, before L. Hand, Clark and Patterson, circuit judges:

L. HAND, C.J.:

This case comes up upon appeals by the plaintiff, RCA Mfg. Co. Inc., and the defendants, Paul Whiteman and WBO Broadcasting Corp. Before the action was brought Whiteman had filed a complaint against WBO Broadcasting Corp. and Elin Inc., to restrain the broadcasting of phonograph records of musical performances by Whiteman's orchestra. By leave of court RCA Mfg. Co. then filed the complaint at bar, as ancillary to Whiteman's action, asking the same relief against WBO Broadcasting Corp. and Elin Inc., as Whiteman had asked in his action, and in addition asking that Whiteman be adjudged to have no interest in the records of his performances, because of contracts between him and itself.

Change in Legend

Whiteman thereupon discontinued his action, leaving only the ancillary action in which the judgment on appeal was entered. The dispute is as to whether WBO Broadcasting Corp., as the purchaser of phonographic records prepared by RCA Mfg. Co. of Whiteman's orchestral performances, may broadcast them by radio. Whiteman's performances took place in studios of RCA Mfg. Co., which arranged for their reproduction upon ordinary phonographic disc records, and which, with the consent of Whiteman, sold the records to the public at large.

Of the nine records here in question five were sold between November, 1932, and Aug. 15, 1937, during which period every record bore the legend: "Not Licensed for Radio Broadcast". (Apparently the four earlier records did not advise the purchaser of any such limitation.) After Aug. 15, 1937, this notice was changed to read as follows: "Licensed by Mfr. under U. S. Pats. 1625705, 1637544, RE 16588 (& other Pats. Pending) Only For Non-Commercial Use on Phonographs in Homes. Mfr. & Original Purchaser Have Agreed This Record Shall Not Be Resold Or Used For Any Other Purpose. See Detailed Notice on Envelope." These later records were inclosed in envelopes which even more clearly gave notice of the same limitations. WBO Broadcasting Corp. every week bought from a New York company, Bruno-New York Inc., such records as it needed; it used them thereafter to broadcast over its radio system.

Bruno-New York Inc., had bought the records in question under a contract with RCA Mfg. Co., in which they agreed after its date (Aug. 9, 1937) to resell "only for non-commercial use on phonographs in homes as per the notice appearing on the record labels and envelopes." It may be assumed that WBO Broadcasting Corp. is charged with notice of the legends on the records, and with the contract of Bruno-New York Inc., and that it broadcasts them on its radio system in disregard of both.

The questions raised below were whether Whiteman and/or RCA Mfg. Co. had any musical property at common-law in the records which radio broadcasting invaded; whether Whiteman had passed any rights which he may have had to RCA Mfg. Co., under certain agreements, not necessary to be set out; and whether, if either Whiteman or RCA Mfg. Co., had any such common-law property, the legends and notice enabled them, or either of them, to limit the uses which the buyer might make of the records. The judge held that all of Whiteman's rights had passed to RCA Mfg. Co., which for that reason was entitled to enjoin the broadcasting of these records; and that Whiteman was also entitled to an injunction against WBO Broadcasting Corp. because it was unfair competition to broadcast his performances without his consent.

All parties appealed except Elin Inc. The RCA Mfg. Co., appealed because the judge did not recognize its common-law artistic property, arising out of the skill and art necessary to obtain good recording, and also because of the affirmative relief granted to Whiteman. Whiteman appealed because of the holding that he had lost all his rights to RCA Mfg. Co. under its contracts with him. WBO Broadcasting Corp. appealed because any relief was granted against it.

Power to Reproduce

It is only in comparatively recent times that a virtuoso, conductor, actor, lecturer, or preacher could have any interest in the reproduction of his performance. Until the phonographic record made possible the preservation and reproduction of sound, all audible renditions were of necessity fugitive and transitory; once uttered they died; the nearest approach to their reproduction was mimicry. Of late, however, the power to reproduce the exact quality and sequence of sounds has become possible, and the right to do so exceedingly valuable; people easily distinguish, or think they distinguish, the rendition of the same score or the same text by their favorites, and they will pay large sums to hear them. Hence this action.

It was settled at least a century ago that the monopoly of the right to reproduce the compositions of any author—his "common-law property" in them—was not limited to words; pictures were included. *Turner* v. *Robinson*, 10 Ir. Ch. 121; S.C. 10 Ir. Ch. 522; *Prince Albert* v. *Strange*, 1 McN. & G. 25. This right has at times been stated as though it extended to all productions demanding "intellectual" effort; and for the purposes of this case we shall assume that it covers the performances of an orchestra conductor, and —what is far more doubtful—the skill and art by which a phonographic record maker

(*Continued on page 116*)



forecast . . .

already come true!

FIRST REPORT ON COLUMBIA'S COAST-TO-COAST NEW PROGRAM PRESENTATIONS

NEW...*fourteen*



IT WAS only a few weeks ago that we announced an entirely new, logical program plan . . . an idea, deep-bedded in common sense, which is, nevertheless, a daring departure from the conventional in radio.

We created fourteen completely new network programs —with fresh and vital new material, new ideas, new productions for radio. The fundamental plan behind each program fuses the right idea, the right director, the right material and the right performers into one smooth-running unit. *And does this fourteen times over!*

"Auditions"... Air-Tested

We are now offering these new programs to audiences *and sponsors* at the same time... through actual broadcasts over the coast-to-coast Columbia Network. The series—twelve half-hour and two full-hour programs—is scheduled each Monday evening throughout the summer.★

We ventured into the precarious field of prophecy when the name of this series was first announced: "FORECAST." We said then, among other things, that...

"at the end of the eight week season, 'FORECAST' *would be acclaimed by the audience for its discoveries"...and*

"radio editors, from Portland to Portland, would hail 'FORECAST' *as a brilliant innovation."*

★ Mondays 9:00 to 10:00 P.M. starting July 15, 1940

times over!

As we go to press, the first of the eight-week series has been aired (and the second is about to go on the air).

"Best ever heard...cleverest"

Already mail has poured in, from listeners throughout America. Excited, exciting letters. Such comments as: "one of the best programs to come along in years"..."give us more"..."the idea is grand—can't be beat"..."cleverest in a long time"..."ought to get a medal"..."most enjoyable radio hour in many months"..."refreshingly good"... "henceforth, Monday night will be my radio star night"... "marvelous—please keep it on the air"..."perfect program" ..."don't know when I've been so enthusiastic"..."best half-hour I've ever heard"...marvelous...grand...masterpiece...bravo...bravo...

Again, CBS sets the pace

We go ahead with our plans—more confident now than ever that, once again, Columbia provides a substantial milestone in the record of radio's progress. Now, the vitalizing freshness of *new* ideas and *new* talent to radio can be heard under actual broadcast conditions... making possible an accurate, intelligent choice of good radio for *their* needs.

There follows, on the next page, a partial list of the contributors to "Forecast"...

Radio Critics Applaud

Radio editors have not waited for the completion of the series. Already, their professional plaudits—their confirmation of our proud prophecy—ring in our ears.

Said Variety:

"Bright; lively...basic conception smart...production tight ...script splendid...a remarkable accomplishment."

And Radio Daily:

"Excellent showcase...adept handling...acting of extremely high standing...the program shines."

Walter Winchell threw "New Yorchids" in "Forecast's" direction and Alton Cook of the *New York World-Telegram* added his approval with the words, "The audience in the studio was rapturous... a good program."

CBS



"Forecast" of Characters

WE raise the "FORECAST" curtain just high enough to give you an alphabetical glimpse of the talent that is scheduled to appear during "FORECAST'S" eight full hours on the air.

Actors and Actresses... Edith Barrett, Lee Cobb, Jane Cowl, Frank Craven, Florence Eldridge, Clifton Fadiman, Ruth Gordon, Walter Hampden, Rush Hughes, Elsa Lanchester, Charles Laughton, Elliott Lewis, Fredric March, Herbert Marshall, Burgess Meredith, Martha Scott, Margaret Sullavan, Virginia Vale, Loretta Young.

Comedians... Roy Atwell, Arthur Q. Bryan, Ed Gardner as "Archie," Eddie Green, Edward Everett Horton, Danny Kaye, Alan Mowbray, Colonel Stoopnagle.

Writers... Marjorie Bartlett, John Tucker Battle, True Boardman, Abe Burrows, Norman Corwin, Nat Curtis, Helen Deutsch, George Faulkner, Sylvia Fine, Eddie Foreman, Keith Fowler, Frank Galen, John Houseman, Sinclair Lewis, Alan Lomax, Harold Medford, Brewster Morgan, Stuart Palmer, Nicholas Ray, Roswell Rogers, Booth Tarkington, John Whedon, P. G. Wodehouse.

Directors... Philip Cohan, Norman Corwin, David Elman, Ed Gardner, Alfred Hitchcock, John Houseman, Brewster Morgan, Earle McGill, Ken Niles, Davidson Taylor, Glenhall Taylor, Charles Vanda, George Zachary.

Music... Larry Adler, Howard Barlow, David Brockman, Bernard Herrmann, Frankie Hyers, John Kirby, Wilbur Hatch, Jelly Roll Morton, Lyn Murray, Raymond Paige, Earl Robinson, Harry Salter, Albert Spaulding, Joe Venuti, Mark Warnow.

Song... John Boles, Joan Edwards, Fredda Gibson, Golden Gate Quartet, Woody Guthrie, Hall Johnson Singers, Frank Luther, Gertrude Niesen, Paul Robeson.

We hope you will follow the actual program listings—week to week—and join us in listening to "FORECAST". And that you will give us *your* opinion of these new efforts.

CBS

Columbia Broadcasting System

Networks Prepare to Drop ASCAP Music

Stations, Sponsors Told Dec. 31 Is Deadline

For current developments of Broadcast Music Inc., see page 106.

IF IN LATE JULY there was still any lingering belief that in forming BMI the broadcasting industry was merely making a move to secure better terms from ASCAP, and that at the last moment the networks would get together with ASCAP and settle the matter for another five or ten years, it was rudely dispelled by letters sent by NBC and CBS to all their affiliate stations, to all orchestras playing on network sustaining programs and to all advertisers and advertising agencies using the networks' facilities.

Keynote of all letters was the direct statement that after Dec. 31, 1940, no ASCAP music will be broadcast by either network and that stations, bands and advertisers should make their plans accordingly.

Getting Ready

The networks state that they themselves have already taken steps to make the transition as painless as possible and to insure an adequate supply of music following the end of the year.

Meanwhile, Elliott Roosevelt, president of Texas State Network, July 26 became the first broadcaster to accept the new ASCAP licensing agreement, using the move as a springboard to denounce NAB as the tool of the networks and describing BMI as the networks' attempt to extend their "monopolistic control" of radio in the music field. He charged this would give them "life and death power over the whole amusement industry."

Effective July 31, every orchestra playing a sustaining program on NBC must include at least one non-ASCAP number on each broadcast. CBS, which since April has reduced the use of ASCAP music on sustaining programs by 33⅓% and in May eliminated all restricted ASCAP numbers requiring special credits from its remote dance band pickups, will also require one non-ASCAP number from all remote bands beginning Aug. 5. Both networks say that the proportion of non-ASCAP music required will be steadily increased.

In addition to the rapidly-mounting catalog of BMI music, the networks have available music controlled by the Society of European Stage Authors & Composers, by Associated Music Publishers, by G. Ricordi & Co. (Milan), by the Society of Jewish Composers, Publishers & Song Writers, and by other concerns and individuals plus, of course, special arrangements of the entire vast supply of public domain music.

NBC's letter to orchestra leaders suggests they study their signature tunes and if the ones they are currently using are ASCAP numbers that they consider changing them now to numbers they will be able to use after the first of the year. All three of NBC's letters were signed by Niles Trammell, the network's new president. Paul W. Kesten, CBS vice-president and director, signed that network's letter to advertisers and agencies; Edward Klauber, executive vice-president, signed the letter to CBS affiliates, and Lawrence W. Lowman, vice-president in charge of operations, signed the one to orchestras.



IN THE ASCAP WAR, as in others, propaganda is an important weapon. Emanating from ASCAP, the publicity accompanying this photograph states that "because of his pioneering activities in promoting the cultural value of music through the Southwest", ASCAP granted Elliott Roosevelt, president of Texas State Network, the first new license. Shown in the photograph, an event widely publicized by ASCAP, are (l to r) Milton Diamond, attorney; Robert Womboldt, Texas State Network; Elliott; John G. Paine, ASCAP general manager; Louis Bernstein, ASCAP vice-president; A. P. Waxman, ASCAP advertising counsel.

Elliott's Statement

Elliott Roosevelt signed the contract in the presence of a score of newsmen, photographers and ASCAP executives gathered in the ASCAP board room for the ceremony. The contract covered a five-year period from Jan. 1, 1941 for the network. Earlier in the day, Mr. Roosevelt said he had signed individual contracts for the nine TSN stations controlled by himself and his associates: KFJZ, Fort Worth; KABC, San Antonio; KCMC, Texarkana; KPLT, Paris; KBST, Big Spring; KRBC, Abilene; KGKL, San Angelo; WACO, Waco; KNOW, Austin. The remaining affiliates of the chain would sign up within a few days, Mr. Roosevelt said, declaring that none of the 19 stations is a member of NAB.

Mr. Roosevelt said he signed the contract because it offers "all the established names in music" at a "ridiculously low price". Furthermore, he said, "it places the lion's share of the costs at the source which gets the lion's share of the income" in contrast to the present system under which "the networks get most of the advertiser's money but the station pays all the music fees." He added BMI has nothing to offer stations in the way of a library.

Charging that the "chain-controlled NAB" has organized BMI "for the announced purpose of using that music exclusively and barring the music of the 1,100 composers and authors represented by ASCAP," Mr. Roosevelt said he considered this "an extremely dangerous precedent". He said he was not being an "alarmist" but that he saw no difference between organizing a music publishing company and barring all other music publishing offices from the air, and organizing a cosmetic company and barring all other cosmetic companies from the air.

John G. Paine, ASCAP general manager, said that while ASCAP had received some 140 applications for licenses from broadcast stations, Mr. Roosevelt was "given the courtesy of being the first to secure ASCAP's new license because of his pioneering activities in promoting the cultural values of music throughout the Southwest."

SESAC Addition

Society of European Stage Authors & Composers has signed the Arthur P. Schmidt Co. of Boston, obtaining the performing rights to a catalogue of more than 10,000 selections, chiefly in the field of standard music. Founded in 1876, the Schmidt Co. has long been America's largest independent publisher, until now refusing to become associated with any licensing group. Publisher of the works of Edward MacDowell, one of the most popular American composers in the semi-classical field, the Schmidt Co.

(Continued on page 117)

ADVICE TO ADVERTISERS AND AGENCIES

NILES TRAMMELL
President, NBC

"In order to avoid possible copyright infringements we recommend that advertising agencies and their clients make an immediate study of their program music problems. Particular care should be taken to check signatures and theme music presently used on your programs to make sure that such music can be broadcast by NBC after the end of the year. We feel that there is much that can be done immediately to accustom yourselves to the new situation which will be in effect on Jan. 1, 1941. For example, you may want to instruct your orchestra leaders to commence using in the body of your NBC programs music which NBC will be licensed to broadcast.

"This problem will involve not only the NBC network shows but also the local programs, whether live or electrically transcribed, which are broadcast over NBC managed and operated stations. We suggest that if you now have any such programs, or contemplate them in the future, that you check carefully material incorporated in them. Many advertisers who already have on hand electrical transcriptions or who make them before the first of the year may contemplate their use on NBC M&O stations *after* Jan. 1. Obviously, such records should be carefully checked to be sure that all musical material will be licensed for broadcast."

PAUL W. KESTEN
Vice-President, CBS

"The gun ASCAP is pointing at our heads will be fired Jan. 1, 1941, after which no ASCAP music will be available for CBS programs. But by that time, with the work that has been done and which can be done by our advertisers and ourselves between now and then, there should be nothing but a blank cartridge in the breech.

"Even a superficial study of the question indicates that ASCAP has been able to throttle broadcasters and advertisers largely because of the unintended cooperation of program builders and the activities of ASCAP song pluggers.

"Reduced to its plainest terms, only one thing is needed between now and Jan. 1 to free radio broadcasting from ASCAP's $4,400,000 squeeze-play. This thing is the determination of radio advertisers that they will popularize only the music which will continue to be available to them after December 31, 1940. And that can be accomplished very simply—just by playing this music on the air on commercial programs. If the transition to non-ASCAP music is begun at once, virtually every hit tune in America should lie outside of ASCAP's clutch before Jan. 1."

WLS, Chicago, has arranged for UP news to be sent by teletype to the *Prairie Farmer*-WLS exhibits at the Illinois, Wisconsin and Indiana state fairs so that fair-goers may be informed of the latest war news.

Programs in Foreign Tongues Continue Under Surveillance

Meeting Under NAB Auspices Emphasizes Note of Americanism; Results Are Reported to FBI

CONTINUANCE of foreign-language programs, but under close surveillance by station managements in order to guard against improper activity during the period of national stress precipitated by the war, was decided upon as the logical course at a meeting of foreign language station operators in New York July 24, held under NAB auspices. NAB President Neville Miller, who presided at the meeting, will appoint a committee to study means of enlarging foreign language programs emphasizing Americanism.

Results of the meeting were reported July 26 by the NAB to Hugh Clegg, special assistant to J. Edgar Hoover, chief of the Federal Bureau of Investigation. Mr. Clegg, it is understood, has been placed in charge of espionage activity, and has evinced a special interest in efforts by broadcast stations to avoid improper use of their facilities.

Their Only Contact

"Following a careful study of the foreign-language broadcasts over domestic stations", Mr. Miller said, "I am happy to say that American broadcasters are rendering a distinctly meritorious and patriotic public service in reaching great groups of our population in the language they understand and reachable through no other media.

"Our foreign-language broadcasts are not foreign broadcasts; they are American broadcasts in a foreign language. These broadcasts are propagating Americanism throughout our foreign-born population. Should broadcasts in foreign language ever be removed a serious blow would be struck in our own campaign of preparedness and national unity. These groups would then be driven to get their news and their concepts of democracy from government-controlled shortwave radio stations abroad broadcasting in their own tongues.

"American broadcasters rendering this foreign-language service have shown a high degree of responsibility in formulating policies designed to protect the best interests of the country. All employes are carefully investigated before hiring and full personnel records are kept. Foreign language news broadcasts are simply translations of the regular news reports taken directly from the wires of the same press services which supply our daily newspapers and radio stations. Scripts are carefully checked and appraised in light of national defense and Americanism. Trusted and competent linguists are employed to exercise careful supervision of everything said over the air to eliminate any sinister influence which may be attempted by those unfriendly to our way of life."

Mr. Miller said complete files of programs and continuities are being kept by stations for inspection by proper Government authorities.

On June 27 Mr. Miller had sent to all stations a questionnaire eliciting information on foreign language broadcasts, to be used as a basis for discussion at the July 25 meeting. Questionnaires had been mailed to 836 stations, and returns were received from 398. Of the latter, 93 indicated they are currently carrying foreign-language broadcasts. In addition, 13 stated that no such programs are now broadcast, indicating they had been carried in the past but were discontinued because of the war stiuation.

The 93 stations currently carrying foreign-language programs enumerated programs in 30 languages. Polish headed the list, with 36 stations, Italian is used on 35, German on 18, Spanish on 17, Hebrew on 15, Swedish on 14, Hungarian on 13, with the remainder 10 or less.

WOV, New York, leading Italian-language station, has announced that, effective Aug. 15, it will broadcast only in English after 6 p.m., moving its Italian programs now aired at night to afternoon hours.

Attending the New York meeting were Arthur Simon, WPEN, Philadelphia; Milton Laughlin, WHAT, Philadelphia; A. W. Dannenbaum Jr., WDAS, Philadelphia; Louis G. Baltimore, WBRE, Wilkes-Barre; Martin Antoncio and Carl George, WGAR, Cleveland; Edythe F. Melrose, WMBC, Detroit; James F. Hopkins, WJBK, Detroit; Quincy A. Brackett, WSPR, Springfield; Gerald Morey, Edwin J. Morey and Ivan B. Newman, WNLC, New London; Aaron Kronenberg, WARD, New York; Samuel Gellard, WLTH, New York; M. S. Novick, WNYC, New York; David Casem, WOV, New York; William I. Moore, WBNX, New York; Aristides G. Lazarus, WEVD, New York; Emil Dorer, WWRL, New York; Frank E. Mason, NBC, New York; Salvatore D'Angelo, WVFW, New York; Joseph Lang, WHOM, Jersey City; J. Franklyn Viola and Forrest U. Daughdrill, New York.

Decade in Raleigh

FORMATION of a Ten-Year Club, honoring employes connected with the station for a decade or more, was announced July 23 by WPTF, Raleigh, N. C. At that time 10 WPTF officials and staff members were presented 21-jewel wrist watches "in appreciation of 10 years loyal service". The 10 cited were J. R. Weatherspoon, president and treasurer of WPTF Radio Co.; S. B. Coley, vice-president; D. L. Cozart, secretary; E. T. Burr, consultant; Richard H. Mason, station manager; Henry Hulick, technical supervisor; Felton Williams, control supervisor; Howard Sugg, transmitter operator; Lacy L. Dawkins, transmitter operator; J. Kingham Scott, musician.

TALL CORN SWEEPSTAKES AGAIN

West Virginia's WCHS Renews Challenge to WHO As KFH Drops; Prizes by WHO

ONCE AGAIN the WHO-Iowa State Fair National Tall Corn Sweepstakes will defend Iowa's supremacy as the "State where the tall corn grows." For the second consecutive year the title has been challenged by WCHS, Charleston, in behalf of West Virginia.

"We have made up our minds we are going to take the title," wrote Howard L. Chernoff, assistant general manager of WCHS. Last year the West Virginia challengers admitted defeat when D. D. Hill, Batavia, Ia., copped the sweepstakes with a stalk measuring 18 feet 2½ inches and bearing an ear. WHO's "ace in the hole" was a 23 foot 10¾ inch stalk grown by Don Radda, Washington, Ia. Radda's entry received a special award but did not qualify for sweepstakes winnings because it did not bear an ear.

West Virginia's prize stalk was 17 feet 9 inches tall.

Also in the 1939 interstate contest, Kansas was represented by KFH, Wichita, exhibiting a stalk measured at 15 feet 4 inches. Clark Luther, KFH promotion manager, this year declined entry in the tall corn competition but offered to stake his State's wheat or tumbleweeds against all comers.

J. O. Maland, in behalf of WHO and Iowa, declined the Kansas challenge on grounds that Iowa is not primarily a wheat-growing State nor are tumbleweeds plentiful. Chernoff dismissed the wheat-tumbleweed contest until West Virginia "is established as the corn champion".

Awards in the WHO-Iowa State Fair National Tall Corn Sweepstakes, to be announced during State Fair week, Aug. 22-30, include $250 in cash and the Col. B. J. Palmer gold trophy. The Iowa winner will receive an Oliver Plowmaster two-bottom tractor plow, retailing at $115.65.

In addition to its individual tall corn contests, WHO also will sponsor the second annual Corn Belt Plowing Match, to name the champion plowman of Iowa and Missouri. The plowmen will enter a national contest to be held Oct. 29 in conjunction with the National Cornhusking Match, near Davenport. Seven Iowa counties plan local matches from which the winners will enter the Corn Belt competition before the national contest. WHO's 1939 contest was claimed as the first plowing match on record with no territorial limits. The national meet will be the first official match in which the winner is to be crowned "Master Plowman of the United States".

WQXR Is Given AP News Rights

Both Sponsored, Sustaining Service Are Included

UNDER an arrangement similar to that made a month previously by WNEW, New York [BROADCASTING, July 1], WQXR, New York, has acquired the rights to broadcast Associated Press news, either sustaining or sponsored, at any period during its broadcast day.

As in the case of WNEW, WQXR's negotiations were conducted through the *New York Daily News*, although the owners of the *News* have no connection, financial or otherwise, with either station. But newspaper intervention was necessary in each instance, as the AP regulations permit the use of its news on the air only through the medium of a member newspaper.

Other Requests

W. J. McCambridge, assistant general manager of AP, said that several other stations have requested contracts for AP news similar to those secured by WNEW and WQXR. Differing from the usual contract, by which the member paper pays a surcharge on its normal AP assessment for the privilege of broadcasting AP news, these contracts call for a specified minimum payment by the station, plus a percentage of the station's net income from the sale of this news to sponsors.

First sponsor signed by WQXR for its AP news broadcasts was Horton Beer, which started July 22 to sponsor a daily news program, 6:25-6:30 p.m. Charles W. Hoyt Co., New York, will take over the period Oct. 7 for Charles Gulden Inc., New York.

WQXR previously had broadcast several periods of AP news daily on a sustaining basis under the press association's "public service" arrangement, through which AP furnishes news to a number of stations and networks for sustaining use, making no charge to the broadcasters except the actual expense of installing and maintaining AP tickers. With the development of AP's "liberalizing" program to permit the broadcasting of its news on a regular commercial basis such as is offered by the other news services, this "public service" basis of operation is gradually being eliminated.

Cosmetic Spots

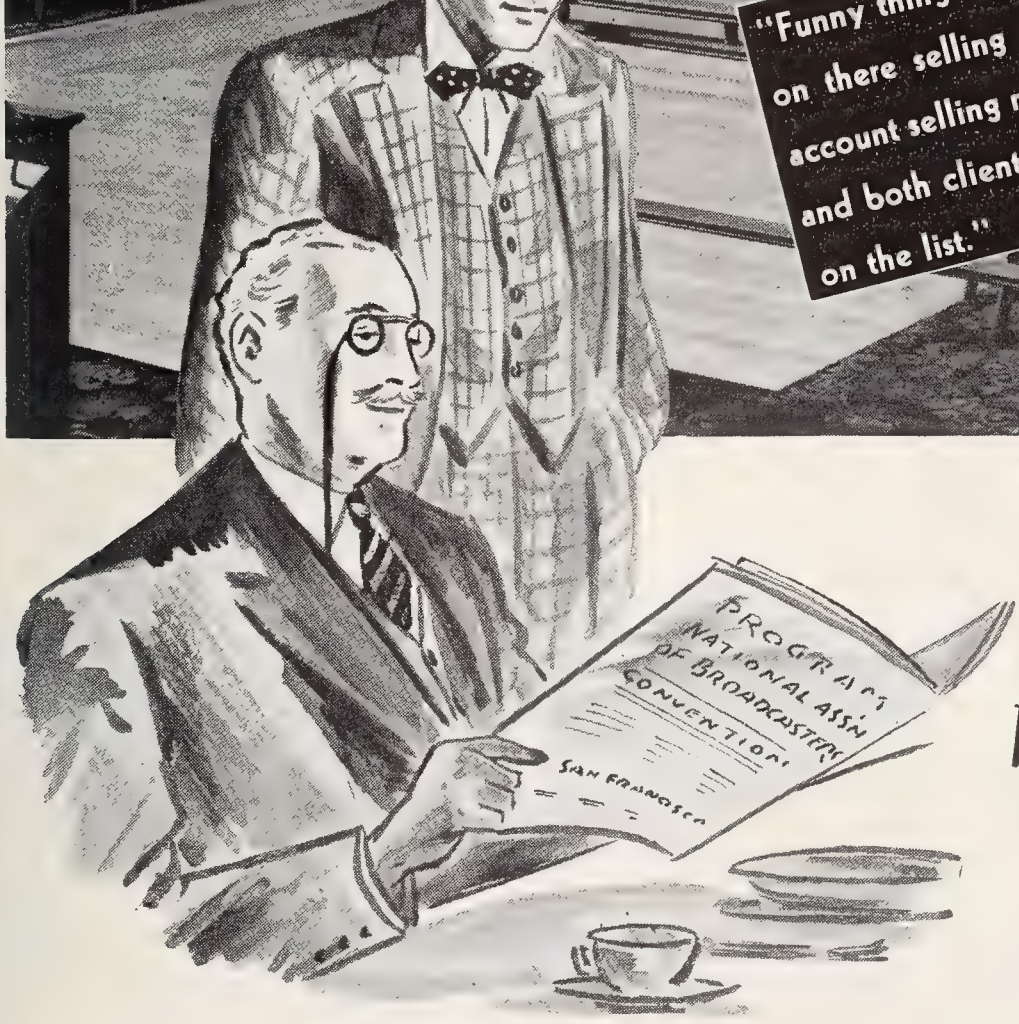
CUSTODIAN TOILETRIES Inc., Chicago (cosmetics), on July 22 started a 13-week schedule of 10-weekly one-minute transcribed announcements on nine Texas, Oklahoma and Louisiana stations. Being used are KOMA WFAA KGKO KGNC KFYO WOAI KPRC KWKH KVOO. H. W. Kastor & Sons, Chicago, handles the account.

DOROTHY THOMPSON, noted woman columnist, inaugurated a new Canadian Broadcasting Corp. series, *Let's Face The Facts*, on the CBC national network from Montreal on July 21. The talk was at the invitation of Canada's Director of Public Information and was shortwaved to Great Britain. On July 28, Frederick Birchall, *New York Times* correspondent in Canada and former *Times* European press chief gave the second talk in the series.

"Funny thing about WSM. We have one account on there selling a ten cent product and another account selling machine units that start at $795 . . . and both clients say it's one of the best producers on the list."

"Sure. WSM has studied the listening habits of its audience for 16 years with a resulting high in popularity. WSM doesn't cost . . . it pays."

The Mural Room of the St. Francis. Favorite meeting place of San Francisco advertising men . . . as well as the N. A. B.



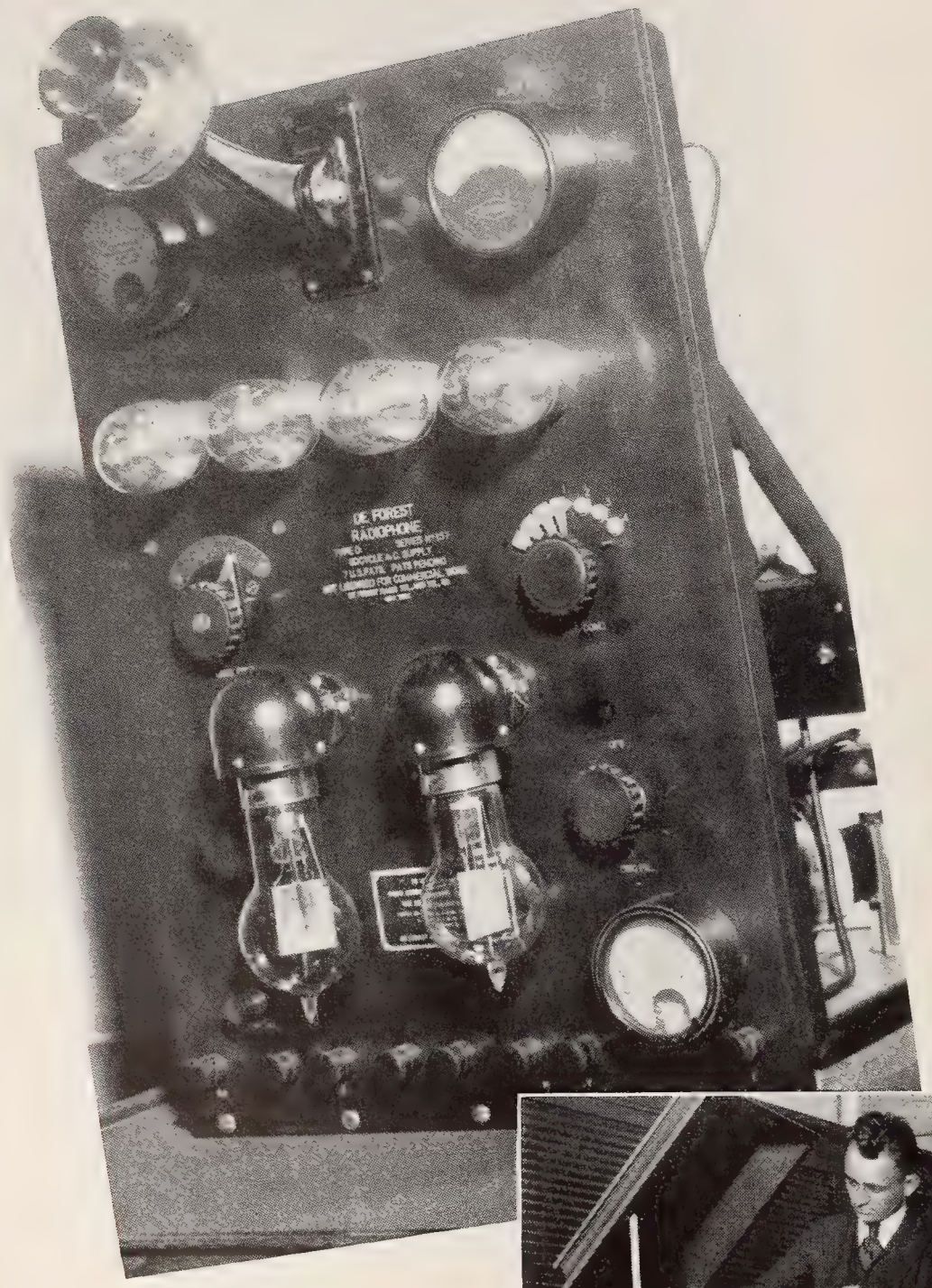
W Air Castle of the South E
50,000 WATTS CLEAR CHANNEL
WSM

HARRY L. STONE, Gen'l. Mgr.

NASHVILLE, TENN.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

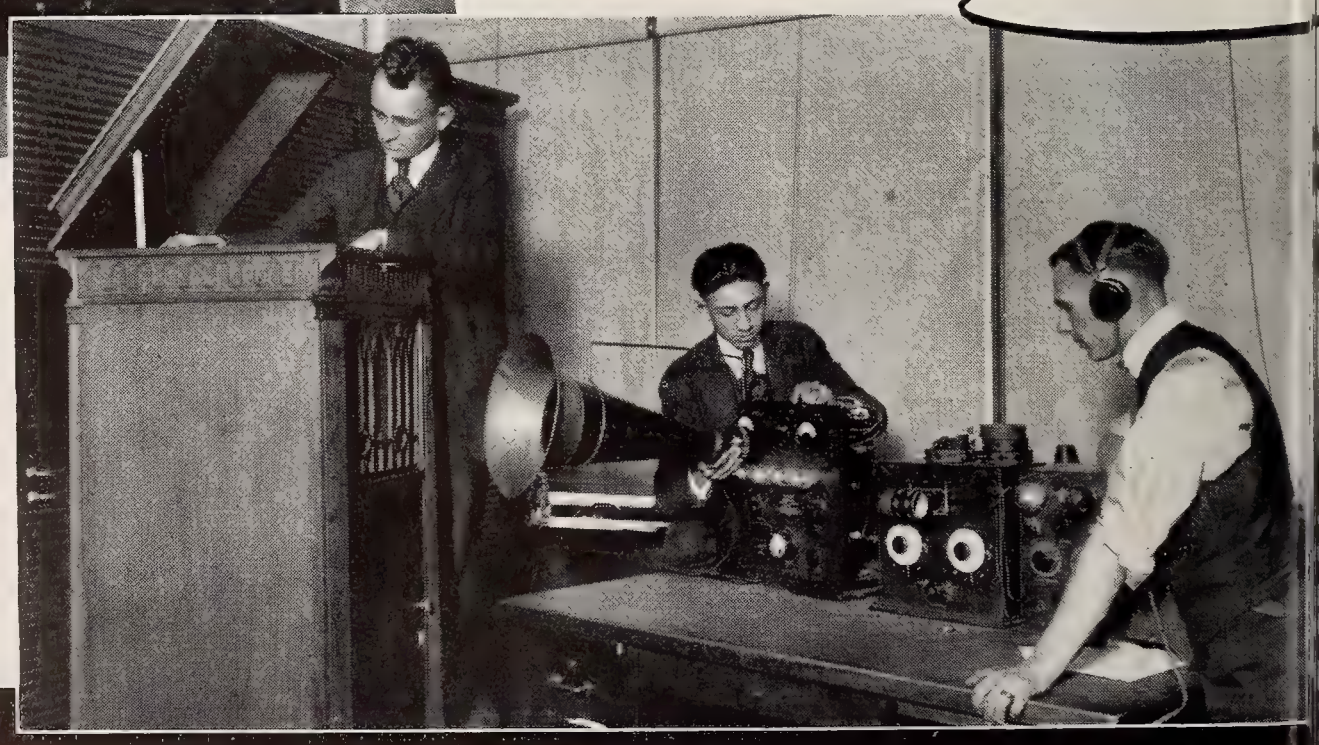
America's Pioneer Broadcasting Sta



TWENTY YEARS AGO a small but curiou
in a little room on the fourth floor of The
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incidentally, was *the first regularly scheduled*
station in America. A cardboard horn stood b
20-watt de Forest transmitter. Operators exc
"Annie Laurie" and "Roses of Picardy" were
one then played "Taps" and the first WWJ

TWENTY YEARS have brought much prog
broadcasting. Twenty years of broadcasting h
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accomplishments. For not only has WWJ ful
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and held, a listener-preference in Detroit unsur
tion in Michigan . . . equalled by few radio

WWJ
National Representatives
George P. Hollingbery
New York -:- Chicago -:-
San Francisco -:- Los A



Above—The original transmitter of WWJ, built by Dr. Lee de Forest. Photo at right shows how recorded music was carried to the transmitter in the early days at WWJ.

Est. August 20, 1920

tion Celebrates 20 Years of Progress

group of spectators gathered
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WWJ's first broadcast, which,
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Above—The modern studio building of WWJ, completed in 1936. At left is WWJ's transmitter building which houses the most up-to-the-minute equipment known to radio broadcasting.

Member NBC Basic Red Network







ON THE FLOOR and in the booths above the speakers' platform national network staffs were busy as birddogs covering activities of the Democratic National Convention, held July 15-18 in Chicago, following a busy week at the Republican Convention in Philadelphia a fortnight before. And as at Philadelphia, WLW-WSAI, Cincinnati, sent a six-man squad to Chicago for independent pickups. In addition to Chicago Stadium, convention site, other broadcasts originated at the Stevens Hotel, Democratic headquarters, and various focal points of convention activity. Hard at work on the Stadium floor during one of the rousing Roosevelt demonstrations, using an NBC "beer mug" transmitter (at left), are Durward Kirby and James Thornburg (in background), engineer of the Chicago NBC staff. In center are three of CBS' convention news luminaries in the CBS booth, eyes fixed on some commotion on the floor—(l to r) Paul W. White, CBS director of public affairs; Albert Warner, CBS Washington commentator; Bob Trout, CBS roving reporter. At right, in the MBS booth in the Stadium, Quin Ryan, manager of WGN, Chicago, and veteran newscaster, spiels off a bit of convention comment as he watches goings on through a window.

Time Sales During Campaign Offset by Convention Losses

Networks Drop $600,000 Covering Nominations; Listeners Protest Dropping of Boxing Match

WHILE the major political parties spent nearly $1,275,000 for time on the nationwide networks during the 1936 campaign, and while they are expected to spend even more this year, the networks are not anticipating any great increase in net profits for 1940 because of political business.

In the first place, the costs of covering the Republican and Democratic conventions have set the networks back for the combined sum of nearly $600,000. Furthermore, as most speeches of Presidential candidates are made before live audiences as well as over the air, they come during the choice evening hours which have already been sold to commercial sponsors.

Entries, Not Revenue

That means that while the political parties are expending large sums for time—and for talent on the displaced commercial programs who get paid whether the programs are broadcast or not—for the networks a great share of the political business means merely a number of bookkeeping entries, but no additional revenue.

In covering the Democratic National Convention from its opening session on July 15 until the close of the demonstration following the address of President Roosevelt from the White House in the early morning hours of July 19, the major networks estimate that their combined costs totaled $233,942. Added to the $364,700 expended in covering the GOP sessions in Philadelphia three weeks previous [BROADCASTING, July 1, July 15] the total reaches $598,642 which the networks spent as a part of their public service operations in keeping the public fully informed.

Out-of-pocket expense for the Democratic coverage is set by NBC at $13,250, by CBS at $25,000 and by MBS at $6,000, a total of $44,250. Commercial cancellations cost NBC $52,267 in lost time revenue after discounts and $35,425 in rebates for talent. CBS lost $75,000 for time and $25,000 for talent. MBS figures its losses at $2,000 for time and talent. The total commercial lost for all networks thus amounts to $189,692. Mutual explains its low losses because it was able to arrange for makeup broadcasts for most of its clients whose regular programs were cut out by convention broadcasts.

Total expenses for each network for the conventions were as follows: NBC, $160,500 for the Republican and $100,942 for the Democratic conventions; CBS, $195,000 and $125,000; MBS $9,200 and $8,000.

Totals for both conventions were: NBC $261,442; CBS, $320,000; MBS, $17,200.

Fight Protests

Democratic coverage costs were uniformly lower than for covering the Republican sessions because the Democratic sessions fell chiefly in the late evening hours and because the Democrats wound up their convention with the Thursday night session and thus did not interrupt normal Friday schedules.

In most cases where the convention received precedence over the program normally scheduled for that time, listeners accepted the substitution without complaint. The sole exception was on July 17, when NBC-Blue carried the convention instead of the Armstrong-Jenkins fight, which would normally have been broadcast under the sponsorship of Adam Hats. At 9 p.m., when the fight was scheduled to start, Senator Robert F. Wagner of New York was reading the Democratic platform and, not wishing to cut him off mid-way, NBC arranged with fight officials to delay the boxing match until 10 p.m.

At 10, however, Senator Wagner was still reading and the fight officials decided not to hold off any longer. A few minutes after 10 the NBC announcer cut into Senator Wagner's speech to announce that the fight would be put on the air the moment the Senator was through. At 10:34 the speech was ended and at almost exactly that moment Lew Jenkins failed to enter the ring for the seventh round and Armstrong was given the decision, which NBC announced almost immediately.

During the half-hour and for an hour afterwards, NBC's switchboards were flooded with calls from indignant fight fans who did not agree with the decision of network officials that the reading of the Democratic platform was an event of more national importance than the fight.

Pro Sports Gets Another Radio Figure as Owner

WITH the disclosure that former Gov. James M. Cox of Ohio is one of Postmaster General James Farley's backers in the purchase of the New York Yankees baseball club from the Jacob Ruppert estate, another radio figure becomes prominently identified with the ownership of sports clubs. Gov. Cox, besides publishing the *Dayton News*, *Miami News* and *Atlanta Journal*, owns WHIO, Dayton; WIOD, Miami, and WSB, Atlanta.

Powel Crosley Jr., operator of WLW-WSAI, Cincinnati, is owner of the Cincinnati Reds, and through WSAI owns the Cincinnati pro football team. G. A. (Dick) Richards and Leo Fitzpatrick, operators of WJR, Detroit, formerly owned the Detroit Lions pro football team but sold their holdings last season. WJAR, Cleveland, also has an ownership stake in the Cleveland Rams pro football team. Howard E. Pill, one-third owner and manager of WSFA, Montgomery, and H. S. Durden, also one-third owner of the station, each holds 37½% interest in the Montgomery baseball club.

Civil Liberties Union Reports

Sees Fewer Complaints Against Radio; Code Has Helped

"FREEDOM on the radio has shown marked improvement during the year," reports the American Civil Liberties Union in its annual survey of United States civil liberties, published in a 72-page pamphlet titled *In the Shadow of War*. "The new personnel of the FCC has refrained from the pronouncements concerning programs which marked the Commission a year ago," the survey continues. Station program managers, under the influence of the new NAB code, have shown a far greater appreciation of radio's function in presenting all sides of controversial issues, with the public type of forum discussion becoming more widespread, it stated.

Complaints of exclusion of speakers on the air have fallen off markedly, the Union noting only one instance involving political candidates and another incident involving organized labor.

An examination of the working of the NAB code was made by the representatives of the National Council on Freedom from Censorship, ACLU affiliate, on all types of stations, with the net conclusion that the code has promoted "a far larger and fairer degree of discussion of public issues."

When the President declared a national emergency in September, 1939, the Union, fearing that he might act under the law to take over and operate radio stations, reports in the survey that it prepared a bill to take that power from the President. Though such a bill was introduced in Congress, it has made no headway, and the pamphlet states that there has been no indication that the power granted the President will be so used.

MORE than 2,000 gold carnations were distributed to delegates, national committeemen and distinguished guests at the Democratic convention in Chicago by MBS. The flowers were tagged with "compliments of MBS" and given out by attractive blonde girls.

WBZ DOMINATES BOSTON!

New Directional Antenna, on New Strategic Location Focuses WBZ's 50,000 watts Full on Metropolitan Boston, Making WBZ Your Best Buy in Boston!

It's time to change all your old ideas about radio stations in Boston. It's time to know that *one station* dominates the city of Boston and all its suburbs.

WORLD'S MOST MODERN 50,000 WATT TRANSMITTER—WBZ Boston has the world's most modern, thoroughly efficient 50,000 watt transmitter. It dominates Boston because its signal is so clear, so powerful, and so far-reaching. But WBZ Boston has more than a sensational new transmitter . . .

NEW, STRATEGIC LOCATION FOR TRANSMITTER — On the clear unobstructed shore of Boston Harbor, directly across from the city itself, you can see two gigantic towers looming on the horizon. That paradise for transmitting facilities at Hull, Mass., is the *new location* of WBZ's powerful 50,000 watt transmitter. But even that's not all the news . . .

NOW! MORE EFFICIENT TYPE OF DIRECTIONAL ANTENNA—Westinghouse engineers use a type of directional antenna especially suited to WBZ requirements. This directional antenna directs the full force of Boston's WBZ in a great, invisible stream right on the city and its suburbs. All of WBZ's power goes to Boston and inland. Now—right now—one station dominates Boston and its suburbs, one station supplies a minimum strength of 50 MV/M in the city of Boston and a dominating 10MV/M carrier in the outer reaches of Metropolitan Boston. That station is WBZ!

BETTER LISTENING, MORE LISTENING

Put your programs on Boston's WBZ. It provides better listening for 2,500,000 people in the rich Boston market . . . and *better* listening means *more* listening! New power, new transmitter location, new directional antenna, new and better coverage make WBZ your *Best Buy* in *Boston*.

EASY TO BUY! Westinghouse Station WBZ is represented nationally by the National Broadcasting Company Spot Sales Office (New York, Chicago, San Francisco, Boston, Cleveland, Detroit, Hollywood, Pittsburgh). The WBZ studios are in Hotel Bradford, Boston. Ask for complete information on WBZ.

NEW TRANSMITTER WENT INTO OPERATION JULY 27TH!

• • •

WBZA| SPRINGFIELD (1,000 WATTS) IS SYNCHRONIZED WITH WBZ BOSTON

WBZ *a Westinghouse Station* W WESTINGHOUSE ELECTRIC

MBS to Include 150 Stations for Baseball Classic

Gillette Again to Sponsor World Series Broadcasts

FOR THE second consecutive year the World Series baseball games will be broadcast exclusively over Mutual Network, sponsored by Gillette Safety Razor Co., Boston, sponsor of the baseball classic last year. More than 150 stations in the United States, Canada, Mexico and Hawaii will be included in the list carrying the games, MBS announced, and shortwave facilities will take the play-by-play descriptions to all parts of the world.

Deal, which adds $100,000 to baseball's post-season receipts, was announced July 22 from the Chicago office of Judge Kenesaw Mountain Landis, baseball's high commissioner. Contract was signed by Judge Landis, J. P. Spang Jr. Gillette president, and Fred Weber, general manager of MBS. The $100,000 fee for the broadcasting rights will be divided among the two pennant winners, the commissioner's office, the leagues and the clubs in the same manner as are the gate receipts. The broadcasts of the 1939 series added nearly $600 apiece for each member of the series-winning New York Yankees.

Background of Series

Last year's World Series broadcasts were carried by 238 stations, including some affiliates of both NBC and CBS but not, curiously enough, by either WLW or WSAI, Cincinnati stations owned by the Crosley Corp., whose president, Powel Crosley Jr., is owner of the Cincinnati Reds, the National League champions. MBS had offered the broadcasts to WLW and when that was rejected the network in turn refused to accept the offer of WSAI to carry the Series without charge. NBC and CBS were reported to have made a similar offer to Gillette, which was rejected because of the company's commitment to MBS, and to have attempted to get their affiliates not to accept the MBS broadcasts [BROADCASTING, Sept. 15, Oct. 1, Oct. 15, 1939].

This controversy was called to the attention of the FCC, and is referred to in the report of the committee appointed by the Commission to supervise the investigation of chain broadcasting (the so-called Monopoly Report) as an illustration of the detrimental effect of exclusive outlet contracts. The report states:

Past Sponsors

"Mutual obtained exclusive privileges from the baseball authorities for the broadcasting of the series with the Gillette Co. as commercial sponsor. It then attempted to purchase time from stations in various communities, making offers to stations which were then under contract with other networks. Columbia and National immediately called upon their outlet stations to respect the provisions of their contracts under penalty of jeopardizing their rights under the contracts. This prevented certain licensees from accepting a program for which they believed there was public demand and which they thought was in the public interest.

"It also deprived the advertiser of network advertising in some areas, and prevented the licensee from receiving income which could have been obtained from acceptance of the program series. Mutual, on the other hand, refused to allow other stations to broadcast the program in communities where it had exclusive outlets and also refused the program to stations in other communities which it considered were within the areas covered by Mutual outlets. As a result, thousands of potential listeners failed to hear the World Series of 1939."

The World Series of 1938 was broadcast as a sustaining feature by the major networks. The three previous years, 1935, 36 and 37, the Ford Motor Co. sponsored the series' broadcasts on NBC, CBS and MBS. Each year the baseball industry received from radio a fee of $100,000 for the broadcast rights.

Mutual listeners were informed of this year's Series broadcast plans in a special MBS broadcast the evening of July 22. Program originated in Chicago and New York and included Leslie J. O'Connor, secretary to Judge Landis; Mr. Spang; William Harridge, president of the American League; Ford Frick, president of the National League; Bob Elson and Red Barber, MBS baseball announcers who will probably be chosen to broadcast the 1940 Series.



FOR THE SECOND straight year exclusive broadcast rights for the World Series went to Gillette Safety Razor Co., Boston, and MBS, following a July 22 meeting with baseball officials in Chicago. Here (l to r) are Judge Kenesaw Mountain Landis, baseball's high commissioner, Fred Weber, general manager of MBS, and J. P. Spang Jr., Gillette president, who is putting his John Henry on the $100,000 line.

Sunnyvale on Don Lee

SUNNYVALE PACKING Co., San Francisco (Rancho Soups) has launched a 52-week radio campaign over 31 Don Lee stations on the *Bess Bye, the Market Scout* program, Mondays, Wednesdays and Fridays, 8:40 to 8:45 a. m., PST. In addition the advertiser is using the same program Tuesdays, Thursdays and Saturdays over nine stations of the Mutual network in Northern California. Account was placed through Lord & Thomas, San Francisco.

Radio's Refugees

MEMBERS of the Canadian Association of Broadcasters, collaborating with the CBC, have agreed to find places in the homes of Canadian broadcast executives and employes for children of the employes of the British Broadcasting Corp. to be evacuated from England. Station managements also agreed to canvass radio advertisers and advertising agencies. The children are between ages 5 and 16. Maj. Gladstone Murray, CBC general manager, and Harry Sedgewick, CFRB, Toronto, who is president of the CAB, have been delegated as special officers to handle the project.

'RAMPARTS' PLUGGED

Van Vorhis Flits Wildly in Shower of Spots

ALL FOUR Washington stations participated in the ambitious promotion campaign conducted July 21-25 in the nation's capital in connection with the world premiere of the movie, "The Ramparts We Watch", sponsored by the editors of *Time* and *Life* magazines and the *March of Time* staff. Claimed the largest individual promotion campaign ever arranged in Washington, 132 live announcements were carried on the four local stations—WRC, WMAL, WJSV, WOL—during the five days, all voiced by Cornelius Van Vorhis, the voice of the *March of Time* series.

From 4 o'clock July 21 through July 25 Announcer Van Vorhis made a one to 5-minute announcement every 15 minutes, each time on a different station, from 8 a. m. until 11 p. m. each day. A car with chauffeur was furnished for his shuttling back and forth among the stations, and special permission was granted for parking privileges at studio entrances. Stanley Bell, of the NBC sales staff, met Van Vorhis on his arrival and accompanied him to all his broadcasts.

At the world premiere of the picture, held July 23 at the local Keith's Theatre, WRC-WMAL, Washington, NBC stations, carried two programs before and after the invitation showing, incorporating first-night descriptions and interviews with Government officials and other prominent guests.

'Screen Guild' Returning

GULF OIL Corp., Pittsburgh, will bring the *Screen Guild Theatre* back to the air in October on CBS in the interests of its gasoline and motor oil. Program presents each week a different set of Hollywood stars who donate their services with the sponsor turning the normal talent charges over to the Motion Picture Relief Fund, which is using the money to build a home for the needy and indigent of the film industry. Series started on CBS about a year and a half ago as a Sunday evening feature and will return to the Sunday spot, 7:30-8 p.m., following its summer layoff, during which time the sponsor is presenting *Adventures of Ellery Queen* in the same period. Agency is Young & Rubicam, New York.

Radio Sends Own Reporters to Cuba

TO COVER the Inter-American Conference on Hemisphere Relations, which started July 20 in Havana, Cuba, CBS sent a special staff of four experts to attend the meeting and arrange for special broadcasts during its session. Sterling Fisher, CBS director of education, was in charge of the event, while commentators were Albert Warner, CBS Washington correspondent; Alberto Zalamea of the CBS shortwave division, and Howard Pierce Davis, former foreign editor of the *Boston Transcript*.

The regular CBS *People's Platform* program July 20 originated at the conference with Mr. Davis officiating and delegates to the conference as guest speakers. Mr. Fisher also supervised a demonstration in Spanish of the CBS *School of the Air* and arranged for talks by the statesmen in the 10:15-10:30 p.m. period on July 24, 25 and 27. Albert Warner gave a daily report of developments during the conference on the *World Today* news program at 6:45 p.m., and Mr. Zalamea shortwaved a report in Spanish to CBS in New York for recording and re-shortwaving later in the evening to Latin America.

Daily Broadcasts

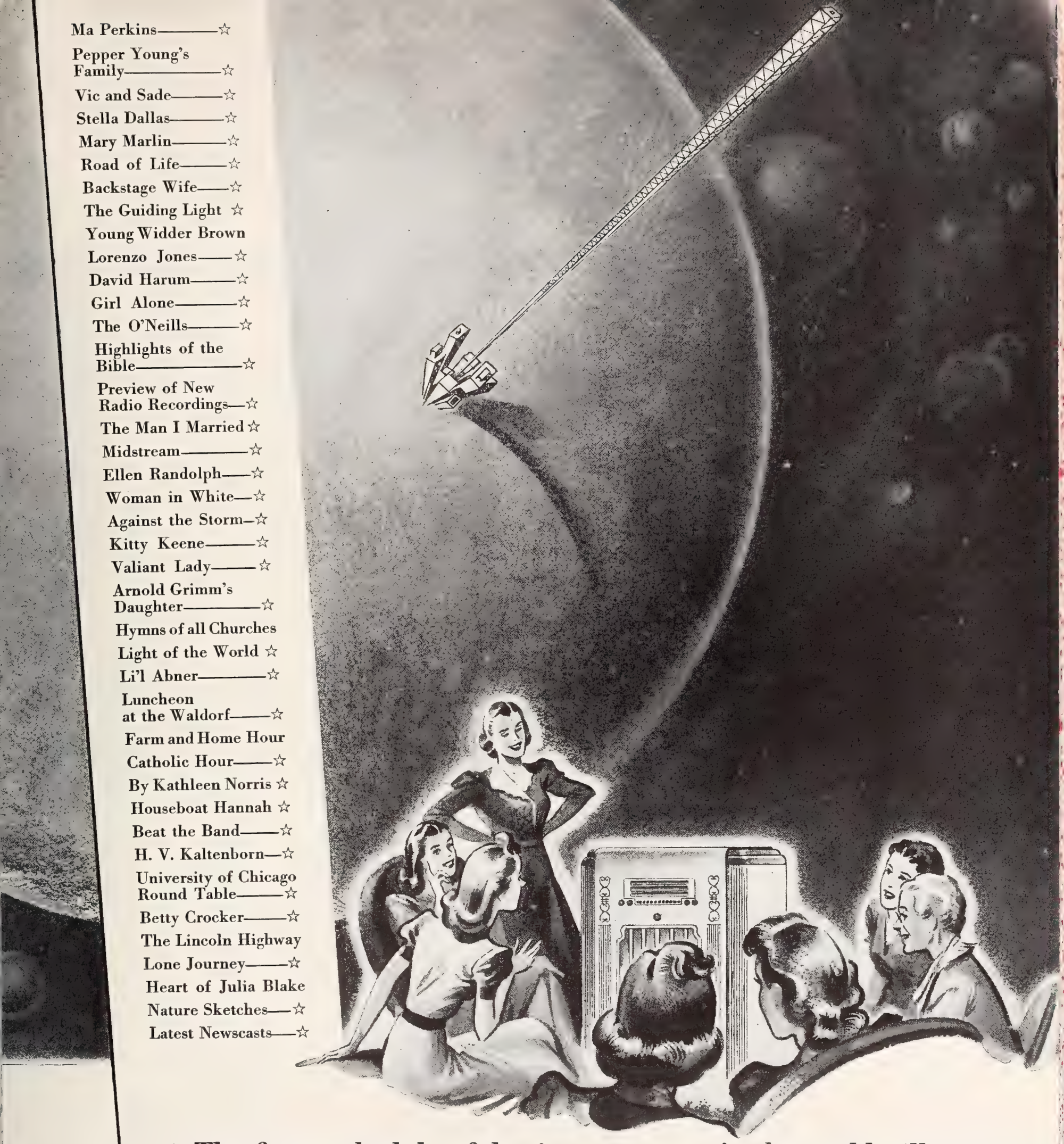
To further favorable relations among the Americas, CBS has established a shortwave studio in Inter-America House at the New York World's Fair, from which noteworthy events will be shortwaved to South America via WCBX, New York, and WCAB, Philadelphia, CBS two shortwave stations. This new schedule was inaugurated July 24 with a program commemorating "Simon Bolivar Day," in honor of the great liberator. Consul generals of six South American countries were guest speakers. Earlier that day, Dr. John Crane, Brazilian author, broadcast a talk on Simon Bolivar on CBS as part of *Columbia's Lecture Hall*, 4-4:15 p.m.

NBC arranged for two daily broadcasts from the conference beginning July 20 and continuing for the duration of the meeting, at approximately 7:15-7:25 p.m. on NBC-Red, and on the Blue from 10-10:10 p.m. Edward Tomlinson, NBC's expert on Pan American affairs, analyzed each day's events on the two daily programs from Havana. Howard J. Trueblood, Latin American expert of the Foreign Policy Assn., gave a special talk on the meeting July 21 on NBC-Blue, 3:15-3:30 p.m.

Fulton Lewis jr. is covering the conference for MBS. Leaving Washington, where he is Mutual's regular correspondent, immediately after his broadcast on July 22, Lewis flew to Havana, from which he broadcasts his regular program each evening, summarizing the day's happenings. In addition, Lewis has had a number of special broadcasts presenting outstanding events of the conference.

NEW subscribers to International News Service include: KEAW, Reynosa, Mexico; WINX, Washington; WLLH, Lowell; WFTM, Ft. Myers, Fla.; KJBS, San Francisco; WEVD, New York; KRIC, Beaumont; WIL, St. Louis.

Ma Perkins——☆
Pepper Young's Family——☆
Vic and Sade——☆
Stella Dallas——☆
Mary Marlin——☆
Road of Life——☆
Backstage Wife——☆
The Guiding Light ☆
Young Widder Brown
Lorenzo Jones——☆
David Harum——☆
Girl Alone——☆
The O'Neills——☆
Highlights of the Bible——☆
Preview of New Radio Recordings—☆
The Man I Married ☆
Midstream——☆
Ellen Randolph——☆
Woman in White—☆
Against the Storm—☆
Kitty Keene——☆
Valiant Lady——☆
Arnold Grimm's Daughter——☆
Hymns of all Churches
Light of the World ☆
Li'l Abner——☆
Luncheon at the Waldorf——☆
Farm and Home Hour
Catholic Hour——☆
By Kathleen Norris ☆
Houseboat Hannah ☆
Beat the Band——☆
H. V. Kaltenborn—☆
University of Chicago Round Table——☆
Betty Crocker——☆
The Lincoln Highway
Lone Journey——☆
Heart of Julia Blake
Nature Sketches—☆
Latest Newscasts—☆



★ The finest schedule of daytime programs in the world will unquestionably attract the greatest number of women listeners in any market.

In Chicago it's on.... **WMAQ**

50,000 WATTS—670 KC. CHICAGO
KEY STATION OF NBC RED NETWORK

It happened in '35 AT COLORADO SPRINGS



The highlight at the N. A. B. Convention at Colorado Springs back in 1935 was the birth of NBC THESAURUS—"treasure house of recorded programs."

NBC introduced this service to help local stations secure new advertising revenue through the "big time" programs which advertisers could get at economical cost.

In '35, NBC Thesaurus started off with 580 selections. Today it has 3000. These include programs of dance music, popular vocal music by groups and soloists, instrumental solos, mountain music, concert and symphonic selections, as well as mood music and sound effects.

From the very first, NBC Thesaurus has been successful. Because it offers a real service to broadcasters. Its "name" talent includes 75 individual artists and musical groups, names that listeners know—names that can be used profitably—names like

Rosario Bourdon	Harry Horlick	Ranch Boys
Xavier Cugat	Richard Leibert	Allen Roth
Al Donahue	Mary Lewis	Jan Savitt
Jimmy Dorsey	Vincent Lopez	Nathaniel Shilkret
Shep Fields	The Master Singers	Ted Steele
Fields & Hall	Russ Morgan	Thomas L. Thomas
Hildegarde	Will Osborne	*and many others*

NBC Thesaurus Service provides weekly continuity for 21 outstanding program series—a total of 65 individual program periods a week. In addition, Thesaurus offers the extra advantage of NBC ORTHACOUSTIC—recording which literally makes programs sound like live studio broadcasts.

—and it's meant more profits for stations ever since!

...and in San Francisco in '40...

We'll be at the St. Francis Hotel during the N. A. B. Convention. Be sure to visit us to hear and see the new ideas and new plans we have, to make NBC Thesaurus and NBC Syndicated Programs work even harder and with greater results for you. If you are unable to drop around to see us, be sure to write your nearest NBC office for full details.

These stations are subscribers to NBC THESAURUS Service:

Anniston	WHMA
Birmingham	WSGN
Gadsden	WJBY
Huntsville	WBHP
Mobile	WALA
Montgomery	WSFA
Opelika	WJHO
Phoenix	KTAR
Prescott	KYCA
Tucson	KVOA
Fort Smith	KFPW
Hot Springs	KWFC
Little Rock	KLRA
Bakersfield	KPMC
Beverly Hills	KMPC
Fresno	KMJ
Monterey	KDON
Sacramento	KFBK
San Diego	KFSD
San Francisco	KGO-KPO
San Jose	KQW
Santa Barbara	KTMS
Visalia	KTKC
Colorado Springs	KVOR
Denver	KOA
Lamar	KIDW
Waterbury	WBRY
Wilmington	WILM
Washington, D.C.	WMAL-WRC
Jacksonville	WJAX
Miami	WIOD
Tampa	WFLA
Atlanta	WSB-WAGA
Augusta	WRDW
Moultrie	WMGA
Nampa	KFXD
Wallace	KWAL
Aurora	WMRO
Chicago	WENR-WMAQ
Cicero	WHFC
Anderson	WHBU
Fort Wayne	WOWO
Indianapolis	WIBC
Des Moines	WHO
Dubuque	WKBB
Mason City	KGLO
Coffeyville	KGGF
Kansas City	KCKN
Lawrence	WREN
Salina	KSAL
Wichita	KANS
Louisville	WAVE
Owensboro	WOMI
Monroe	KMLB
New Orleans	WSMB
Shreveport	KTBS
Portland, Me.	WCSH
Cumberland, Md.	WTBO
Boston	WBZ
Boston	WBOS
Lawrence	WLAW
New Bedford	WNBH
Springfield	WBZA
Worcester	WORC
Bay City	WBCM
Detroit	WXYZ
Flint	WFDF
Kalamazoo	WKZO
Lansing	WJIM
Muskegon	WKBZ
Pontiac	WCAR
Duluth	WEBC
Mankato	KYSM
Minn.-St. Paul	KSTP
Jackson, Miss.	WJDX
Columbia	KFRU
Joplin	WMBH
St. Joseph	KFEQ
St. Louis	KSD
Springfield	KGBX
Billings	KGHL
Omaha	WOW
Scotts Bluff	KGKY
Laconia	WLNH
Manchester, N. H.	WFEA
Portsmouth	WHEB
Atlantic City	WBAB
Jersey City	WAAT
Albuquerque	KOB
Carlsbad	KLAH
Buffalo	WBEN-WEBR
Freeport	WGBB
New York	WEAF-WJZ
New York	WMCA
Ogdensburg	WSLB
Olean	WHDL
Plattsburg	WMFF
Poughkeepsie	WKIP
Schenectady	WGY-WGEA
Charlotte	WSOC
Goldsboro	WGBR
Hickory	WHKY
Raleigh	WPTF
Wilmington	WMFD
Fargo	WDAY
Akron	WAKR
Cincinnati	WCKY
Cleveland	WTAM
Columbus	WCOL
Dayton	WING
Lima	WLOK
Mansfield	WMAN
Portsmouth	WPAY
Toledo	WSPD
Ardmore	KVSO
Oklahoma City	WKY
Okmulgee	KHBG
Bend	KBND
Medford	KMED
Portland	KEX-KGW
Easton	WEST
Hazleton	WAZL
Johnstown	WJAC
Newcastle	WKST
Philadelphia	KYW
Pittsburgh	KDKA
Pittsburgh	WPIT
Reading	WRAW
Scranton	WARM
Uniontown	WMBS
Providence	WPRO
Charleston	WCSC
Columbia	WIS
Greenville	WFBC
Aberdeen	KABR
Sioux Falls	KSOO
Knoxville	WROL
Memphis	WMC
Austin	KTBC
Beaumont	KFDM
Dallas	WFAA
El Paso	KTSM
Houston	KPRC
San Antonio	WOAI
Sweetwater	KXOX
Provo	KOVO
Salt Lake City	KDYL
Waterbury, Vt.	WDEV
Lynchburg	WLVA
Richmond	WMBG
Suffolk	WLPM
Seattle	KJR-KOMO
Beckley	WJLS
Huntington	WSAZ
Welch	WBRW
Wheeling	WWVA
Janesville	WCLO
Madison	WIBA
Rock Springs	KVRS
Fairbanks, Alaska	KFAR
Honolulu, Hawaii	KGU
Manila, P. I.	KZEG-KZRM
Calgary, Alberta	CFAC
Edmonton, Alberta	CJCA
Fort William, Ont.	CKPR
Fredericton, N. B.	CFNB
Halifax, N. S.	CHNS
Hamilton, Ont.	CKOC
Hull, Quebec	CKCH
Kelowna, B. C.	CKOV
Kirkland Lake, Ont.	CJKL
Lethbridge, Alberta	CJOC
London, Ont.	CFPL
Montreal, Quebec	CFCF
North Bay, Ont.	CFCH
Regina, Sask.	CKCK
Saskatoon, Sask.	CFQC
Sudbury, Ont.	CKSO
Sydney, N. S.	CJCB
Timmins, Ont.	CKGB
Toronto, Ont.	CBL
Trail, B. C.	CJAT
Val d'Or, Quebec	CKVD
Vancouver, B. C.	CJOR
Winnipeg, Man.	CKY
St. John's, N. F.	VOCM
Bogota, Col.	HJCF
Caracas, Venez.	YV5RS
Colon, Pan.	HP5K-HP5O
Mexico City, Mex.	XEW
Guatemala City	TGW
Georgetown, Br. Guiana	VP3BG
Berne, Switz.	S.R.
Melbourne	3DB
Perth	6ML
Sydney	2CH
Amalgamated Wireless, Ltd. New Zealand	
Auckland	Christchurch
Dunedin	Wellington(2)
Capetown	So. Africa
Durban	So. Africa
Johannesburg	So. Africa

NOTE TO ADVERTISERS: *If you are planning a local or spot radio campaign in any of the above markets, ask the THESAURUS station to audition any one or all of the twenty-one THESAURUS Program Series. They are established in listener popularity—ready to go to work for you!*

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

Radio City, New York • Merchandise Mart, Chicago • Sunset and Vine, Hollywood

Highlights of NRDGA Are Published by CBS In Promotion Brochure

IN A LARGE (12 x 18″) brochure, titled "What the Department Stores have found out about the impact of Radio", CBS has printed (in henna and black) highlights of the radio panel discussion at the 1940 annual meeting of the National Retail Dry Goods Assn. [BROADCASTING, Feb. 1].

Booklet is being mailed to advertisers and agencies by CBS with a letter pointing out that "no group in America knows more about the next day's results from advertising than the men and women who spend the department store advertising dollar" and that the summary of their experiences with radio makes "a useful report for every . . . advertiser who wants more results for his money."

Together with condensations of the discussion, the brochure presents four conclusions of the department store executives: "Radio gives greater coverage than is possible through the use of any other media available to department stores at any reasonable cost. Radio is used as much in a farm house as in a New York apartment.

"Radio offers a variety of techniques, all good for the retailer, each of which, used for its proper purpose, will produce satisfactory results.

"Radio provides an extraordinarily low cost ratio to sales, as low as 3% against direct sales of all radio-advertised merchandise.

"Radio gives results in creating a definite personality for the store, in selling specific merchandise, in building good will, in selling the policies of the organization."

Cummer Change

CUMMER PRODUCTS Co., Bedford, O., has started *Manhattan at Midnight*, a weekly half-hour dramatic series, on NBC-Blue, replacing *What Would You Have Done?*, audience participation show previously sponsored by this company in the same period, Wednesday from 8:30 to 9 p. m. New series takes the place of *Metropolitan Airport*, originally scheduled to succeed the quiz show. Advertising is handled by Young & Rubicam, New York.

Democrats Adopt Free Radio Plank

AS DID the Republicans at their June convention, the Democratic National Convention on July 10 adopted a platform plank affirming the freedom of radio and suggesting legislative steps to assure the same protection from censorship now afforded the press under the Constitution. The Democratic platform framers adopted the plank, and it was included in the platform unanimously adopted by the convention, after NAB President Neville Miller had appeared before the resolutions committee at Chicago to urge it. The plank reads:

"Radio has become an integral part of the democratically accepted doctrine of freedom of speech, press, assembly and religion. We urge such legislative steps as may be required to afford the same protection from censorship that is now afforded the press under the Constitution of the United States.

"We must strengthen democracy by improving the welfare of the people. We place human resources first among the assets of a democratic society."

The Republican platform's section on radio reads as follows:

"The principles of a free press and free speech, as established by the Constitution, should apply to the radio. Federal regulation of radio is necessary in view of the natural limitations of wave lengths, but this gives no excuse for censorship. We oppose the use of licensing to establish arbitrary controls. Licenses should be revocable only when, after public hearings, due cause for cancellation is shown."

Behind-the-Scenes Encounter Is Waged As Democrats Adopt 'Free Radio' Plank

A BEHIND-THE-SCENES battle over adoption of the "free radio" plank in the Democratic National Convention platform took place in Chicago in mid-July, with Senator Wheeler (D.-Mont.) responsible in the final analysis for both the Resolutions Committee's and the convention's action. Flanking Senator Wheeler in his battle to push through the plank, over the steadfast opposition of Senator Wagner (D.-N. Y.) chairman of the committee, were Senators Harrison (D.-Miss.) and Byrnes (D.-S. C.).

While clear-cut in an anti-censorship sense, the plank would have been far stronger had Senator Wheeler and his adherents had their way. The committee representing the broadcasting industry had proposed five-year licenses, a declaration against program censorship and other assurances against undue governmental interferences. The convention committee, however, stripped the resolution to the expression of "free radio" on a parity with the press.

Senator Wheeler had sought an even stronger expression, proposing that all parties involved in revocation or license renewal proceedings be given a judicial review both on the law and the facts. He did not support flat five-year licenses for broadcast stations, but favored a "longer" license term than the three years now specified in the law, or the one-year tenure now authorized by the FCC within its discretionary power.

Sen. Wagner's Opposition

Senator Wagner's opposition to any radio plank at all was unexplained. He opposed vigorously, it is understood, the longer license term provision. It is presumed the FCC had been contacted in this connection, and that Chairman Wagner, as the Administration spokesman on the committee, had reflected the FCC's views.

NAB President Neville Miller headed the industry contingent which appeared before the Platform Committee. In Chicago also were John A. Kennedy, West Virginia Network, chairman of the NAB Legislative Committee, and Harry C. Butcher, Washington vice-president of CBS, also a legislative committee member. Walter J. Brown, vice-president and general manager of WSPA, Spartanburg, S. C., until recently a prominent Washington newspaper correspondent, also is reported to have given the NAB committee great assistance in bringing about action on the plank.



DIRECT from the farm of Wendell L. Willkie, Republican Presidential nominee, near Rushville, Ind., WLW, Cincinnati, recently carried interviews with some of the homey folks playing a part in his agricultural activities. Here are (l to r) Elizabeth Bemis, woman's news commentator of WLW, and Ed Mason, WLW farm program director, interviewing Miss Mary Sleeth, manager of the Willkie agricultural interests. At right is Howard Chamberlain, of the WLW program department. Before her marriage, Mrs. Willkie was an assistant to Miss Sleeth in the public library at Rushville.

Woodbury Spots on 60

ANDREW JERGENS Co., Cincinnati, on Aug. 1 starts an eight-week campaign of 30-second to one-minute transcribed announcements for Woodbury's soap thrice weekly on 60 stations throughout the country. The list is similar to the 60 NBC-Blue stations carrying the company's Sunday evening program, *The Parker Family*. The campaign will promote the offer of a package of four cakes of Woodbury soap for the regular price of three plus one cent. Agency is Lennen & Mitchell, New York.



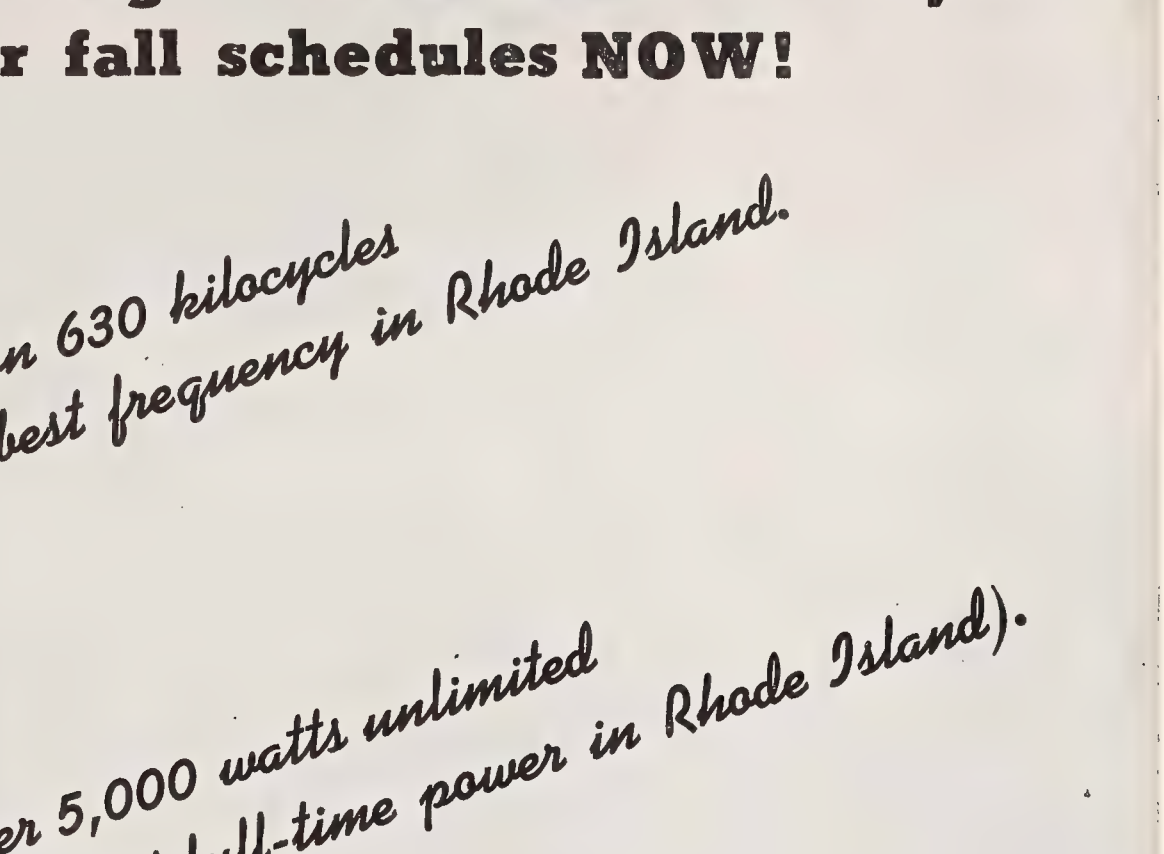
MICROPHONE MOODS of the Willkie's, as snapped on the GOP Presidential Candidate's Colorado vacation trip. Left photo shows Mr. Willkie facing battery of Denver microphones, flanked by Gov. Carr, of Colorado, as he arrived in Denver's Union Station; program was relayed to MBS by KFEL. In second picture he is interviewed en route in Omaha by KOIL's Cliff Johnson and A. J. Carlson. At Denver (third photo) F. W. Meyer, KLZ manager, presented him with a blownup fishing license, measuring 2 x 3 feet—Colorado Fishing License No. 1. In photo at right Wauhillau Lahay, of KLZ-KVOR, interviews Mrs. Willkie (left), as Manager Dud Tichenor, of KVOR, Colorado Springs, looks on. This was said to be her first interview with a woman radio reporter, and a transcription was presented to Mrs. Willkie.

Fall bookings are highest in WPRO's history.
Place your fall schedules NOW!

We're on 630 kilocycles
the best frequency in Rhode Island.

Power 5,000 watts unlimited
(greatest full-time power in Rhode Island).

RCA 5DX transmitter just installed.
Also new 400 ft. Blaw-Knox towers
erected in salt water marshes.



WPRO • *Providence, Rhode Island* • **CBS Basic**

National Representatives: *Paul H. Raymer Co.*

New Regionals, Locals Granted

Syracuse, Paterson Get 1 kw.; Marion, Riverside Locals

FOUR new broadcasting stations, two of them regionals, were authorized for construction by the FCC in July 17 decisions, all being granted without hearings. The regional stations will be located in Salina, N. Y., a suburb of Syracuse, and in Paterson, N. J. The new locals will be located in Marion, O. and Riverside, Cal., in neither of which communities a station now operates.

The Salina, N. Y. grant to all intents and purposes gives Syracuse another station, and was made to the Sentinel Broadcasting Corp., allocated 1,000 watts fulltime on 620 kc., using directional antenna. Its officers and stockholders are Frank C. Revoir, motor dealer, president, 70%; William T. McCaffrey, president of the Lincoln National Bank of Syracuse, vice-president, 10%; Alexis M. Muench, candle manufacturer, vice-president, 10%; Francis E. Doonan, bookbinding and printing business, 10%.

The Paterson, N. J. grant was to North Jersey Broadcasting Co. Inc., and authorizes a 1,000-watt daytime station on 900 kc. The officers and stockholders are James B. Cosman, tube sales manager for Federal Telegraph Co., president, 49%; Mrs. Ella M. Cosman, secretary-treasurer, 1%; Frank B. Falknor, CBS chief engineer in Chicago, vice president, 25%; Rex Schepp, CBS Chicago salesman, 25%.

The Local Grants

The station in Riverside, Cal. was granted to Riverside Broadcasting Co., and was authorized to use 250 watts fulltime on 1420 kc. President of the company is Richard T. Sampson, owner of 2½% of the stock and subscriber to an additional 47½%; he is now chief engineer of KAWM, Gallup, N. M. Vice-president is James K. Guthrie, musician and conductor of San Bernardino, owning 15%; secretary-treasurer is Howard H. Hayes, tourist auto service owner and director of the Riverside *Enterprise and Press*, 15%. Other stockholders are Harry W. Hammond, publisher of the *Riverside Enterprise and Press*, 15%, and J. C. and E. W. Lee, co-owners of KFXM, San Bernardino, 2½% each.

At the same time it made the Riverside grant the Commission ordered a hearing on the application of Mollin Investment Co., of Riverside, for a new 500-watt daytime station there on 1390 kc.

The station in Marion, O., was granted to Marion Broadcasting Co., using 250 watts fulltime on 1500 kc. President and prospective manager of the station is Robert T. Mason, younger brother of Frank E. Mason, NBC vice-president who with his wife are the financial backers. Young Mason holds 35% of the stock, while 32½% each is held by Mr. and Mrs. Frank Mason, designated as vice-presidents. Secretary-treasurer is Howard F. Guthrie, of Marion, secretary of the Ohio Civil Service Council.



EXECUTIVES of Wesson Oil & Snowdrift Sales Co., New Orleans, and WLS, Chicago, literally ate up a recent demonstration held in the studios of the station when Ruth Williams, home economics director of the oil company, prepared a variety of spring salads. The feast was described over the air by Martha Crane and Helen Joyce, directors of the Wesson *Feature Foods* program on WLS. Shown (l to r) are Martha Crane; Ruth Williams; George Losey, producer; Al Boyd, production manager; Chick Freeman, WLS salesman; H. N. Wick, western sales, and E. L. Reinke, district Wesson manager; Frank Baker WLS continuity head.

Gets Bridgeport Local

A SECOND station in Bridgeport, Conn. was authorized by the FCC July 19 in an order granting the application of Harold Thomas for a new station with 250 watts on 1420 kc. Mr. Thomas is also owner and operator of WATR, Waterbury, Conn., and WBRK, Pittsfield, Mass.

New Transmitter Plant Of WIP Is Dedicated

WIP, Philadelphia, on Aug. 1 formally dedicated its new $80,000 5,000-watt transmitting plant, located at Belmawr, N. J., a few miles from downtown Philadelphia. A large number of theatre and radio personalities, along with mayors of various cities in the listening area, participated Aug. 1 in a special two-hour dedicatory program from 8 to 10 p.m. In addition to dedicatory remarks from FCC Chairman Fly and Neville Miller, NAB president, brief statements were made by Bernard F. Gimbel, president of Gimbel Bros.; Ellis A. Gimbel, chairman of the board, and Benedict Gimbel Jr., president of WIP, who also was host at a dedication dinner. As a feature of the dedication, the station inaugurated hourly broadcasts, on a 24-hour basis, of the Arlington time signals.

The plant incorporates a 5,000-watt Western Electric transmitter and a directional antenna system with two 275-foot towers. The transmitter building, designed by Silverman & Levy and constructed by Charles J. Laesslie Jr., includes kitchen, sleeping quarters, studio, office, workshop, laboratory and a two-car garage. The entire construction project was under supervision of Clifford C. Harris, WIP technical supervisor. It is planned to completely dismantle the former transmitting plant, built three years ago at a cost of $55,000.

Golden Gate's De Forest Day

DR. LEE DE FOREST will be honored Sept. 7, when the Golden Gate International Exposition names the day after him. Festivities will be under auspices of the Veterans Wireless Operators Assn. of which Dr. de Forest is honorary president. Program calls for transcontinental broadcasts and one to South America, with a VWOA banquet in the evening. Mayor Rossi of San Francisco is to present him with the keys to the city at a luncheon to be held in the Palace Hotel.

Better Facilities Granted WGAN, Portland, After FCC Proposes Shifts

FOLLOWING through on its new doctrine of improvement by negotiation, the FCC July 17 granted WGAN, Portland, Me., limited time station, a construction permit for fulltime on 560 kc. with 5,000 watts, after having suggested to the station that it apply for these facilities. The grant was part of an arrangement under which the FCC plans to give to WABI, local in Bangor, Me., a regional facility, assuming that station withdraws its pending application for assignment on 560 kc. [BROADCASTING, July 15].

It is understood the Bangor station will file for assignment on 970 kc., channel now used by WCFL, Chicago, and KJR, Seattle, in compliance with a suggestion from the FCC. The Commission, through Chairman Fly, initiated the series of actions following an exchange of telegrams with the Newfoundland Government, under which it was given priority on 640 kc., now occupied by WGAN, and in return relinquished priority on 560 kc., both facilities being earmarked for assignment in Newfoundland under the terms of the pending Havana Treaty.

A complicating factor in the series of moves was seen with the filing of an application by William H. Rines, of Portland, for a construction permit to use the 560 kc. assignment, with 1,000 watts night and 5,000 watts day. Moreover, it is not expected that WABI will withdraw its pending application for 560 kc. until action is taken by the FCC on the proposal for the fulltime assignment on 970 kc. Mr. Rines, son of the late Henry Rines and a recent Harvard graduate, is identified with the Congress Square Hotel interests, licensees of WCSH, Portland.

Style Show Campaign

F. SCHUMACHER & Co., New York, during the week of Sept. 23 will use radio for the first time to promote Waverly Bonded sister prints on a "radio style show" campaign on 40 stations throughout the country. The company will use participations on local homemaking type programs, as well as daily five-minute announcements. Agency is Anderson, Davis & Platte, New York.

Three on 580 kc. Get Full 5 kw.

Eight Others Get Increases In Time and Power

THREE regional stations on 580 kc. vaulted into the preferred Class III-A status July 17 with authorizations from the FCC for power increases to 5,000 watts full-time. They are WIBW, Topeka, WCHS, Charleston, W. Va., and WDBO, Orlando, Fla.

Simultaneously the FCC granted a number of stations increased time and power, awarding to WTMJ, Milwaukee, an increase to 5,000 watts fulltime on 620 kc., while at the same time changing the occupancy of that frequency through licensing of a new station on it in Syracuse, and shifting a Knoxville station to the channel.

Sentinel Broadcasting Corp. of Salina, suburb of Syracuse, was given 1,000 watts, fulltime on 620 kc. [see story on this page], while WROL, Knoxville, was shifted from 1310 to 620 kc. with an increase in power from 250 watts to 500 watts night and 1,000 watts day fulltime. WHJB, Greensburg, Pa., which sought an assignment on 620 kc. with 1,000 watts unlimited time in lieu of its present 250-watt daytime operation, was redesignated for hearing on the application. The WROL action came on the granting of a petition for reconsideration.

WGAN Fulltime on 560

WJHL, Johnson City, Tenn., on a petition for reconsideration and grant without a hearing was given a change in assignment from 1200 kc. 250 watts fulltime to 880 kc., with 1,000 watts fulltime, using a directional at night.

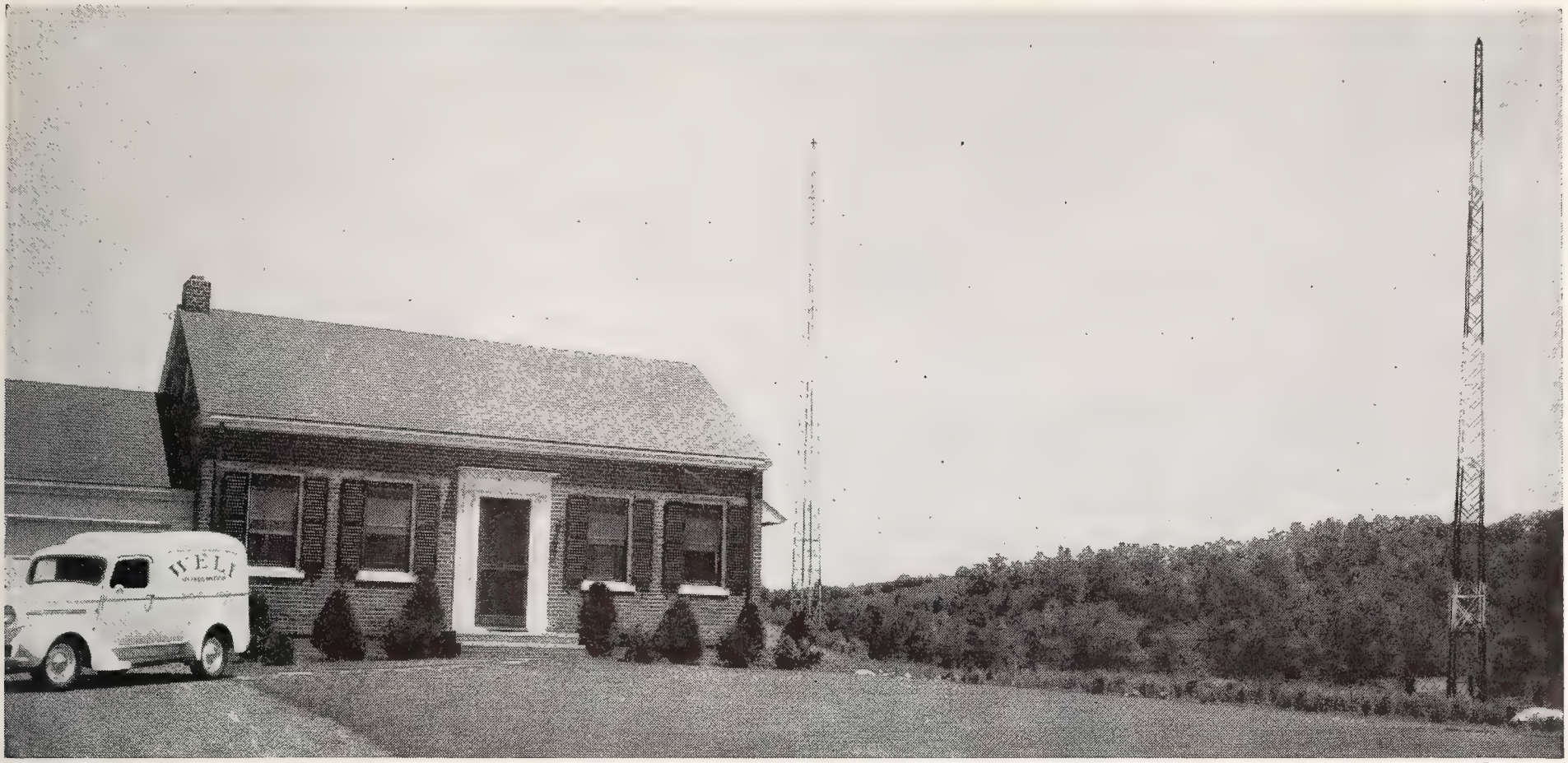
WGAN, Portland, Me., in the first phase of a multi-station shift evolved by the FCC largely to accommodate demands of Newfoundland, was given a fulltime assignment on 560 kc. with an increase in power from 500 to 5,000 watts and a change in hours from limited to unlimited time. Now on 640 kc., the shift was made to permit Newfoundland to assign a station on that frequency. WABI, Bangor, Me., which has an application pending for 560 kc., presumably is slated for assignment fulltime with 5,000 watts on a regional frequency in lieu of its present local assignment, as part of this parlay, initiated by the FCC [BROADCASTING, July 15].

Granted power increases to 250 watts fulltime on their local frequencies, as part of the horizontal power boost schedule provided under the pending Havana Treaty, were KPHO, Phoenix, WFBG, Altoona and WLPM, Suffolk, Va.

Boler Group Seeks Another

JOHN W. BOLER, of St. Paul, president of the North Central Broadcasting System, a regional network, is one of the principals in an application for a new station with 500 watts night and 1,000 day on 1230 kc. to be located in Brainerd, Minn. He holds 30% of the stock, the same amount owned by David Shepard, retired banker of St. Paul, and Howard S. Johnson, in the railway supply business in St. Paul. Edward Tom O'Brien, district census supervisor at Brainerd, owns 10%. The Boler-Shepard-Johnson group has pending an application for transfer of KRMC, Jamestown, N. D., and also recently purchased KVOX, Moorhead, Minn.

FULLY EQUIPPED TO DO YOUR NATIONAL SELLING JOB!



WELI, with new, modern Lehigh Towers enabling its signal to reach 1,913,000 sales prospects, is now ready to do your national selling job in the prosperous, populous New Haven-Long Island test market which annually spends over $700,000,000 in retail sales.

New Haven's only station which is RCA equipped throughout thoroughly covers this famous diversified manufacturing area with a program policy of progressive showmanship distinctly attuned to community service.

The second largest city in Connecticut, New Haven, is the home of Yale University which adds over 5,000 potential sales during the school year. With its 242 foot Lehigh Towers situated on Long Island Sound, WELI throws an exceptionally clear signal to wealthy Long Island residents, in addition to its intensified coverage of southern Connecticut.

If you want sales results in this area which has an annual payroll of over $477,000,000, WELI is your first advertising medium.

930 Kilocycles **WELI** **500 Watts**

NEW HAVEN, CONN.

JAMES T. MILNE, GENERAL MANAGER

National Representatives: **William Rambeau Co., New York, Chicago**

MBS Seeks Ban On New Network Affiliation Pacts

Delay Pending FCC Action on Monopoly Report Is Urged

MOVING once more against the "long-term restrictive contracts" of NBC and CBS, MBS on July 17 filed with the FCC a motion to adopt a regulation maintaining the status quo by prohibiting the writing of new or renewal station-network contracts beyond a date to be specified by the Commission, pending FCC action on recommendations of the Chain-Monopoly Committee. The brief, submitted by Louis G. Caldwell, Frank D. Scott and Percy H. Russell Jr., Washington counsel of the network and MBS key stations, explained that the proposed regulaton was sought to prevent NBC and CBS from further jeopardizing MBS' position as a national network before the FCC acts to remedy the network contract situation, as recommended by the Chain-Monopoly Committee.

Monopoly Claimed

The July 17 motion is the third of its kind offered by MBS since the six-month chain-monopoly investigation concluded in April, 1939. Following the initial offer in the closing stage of the hearings, the request for a regulation was filed again July 6, 1939. The latest proposed regulation reads:

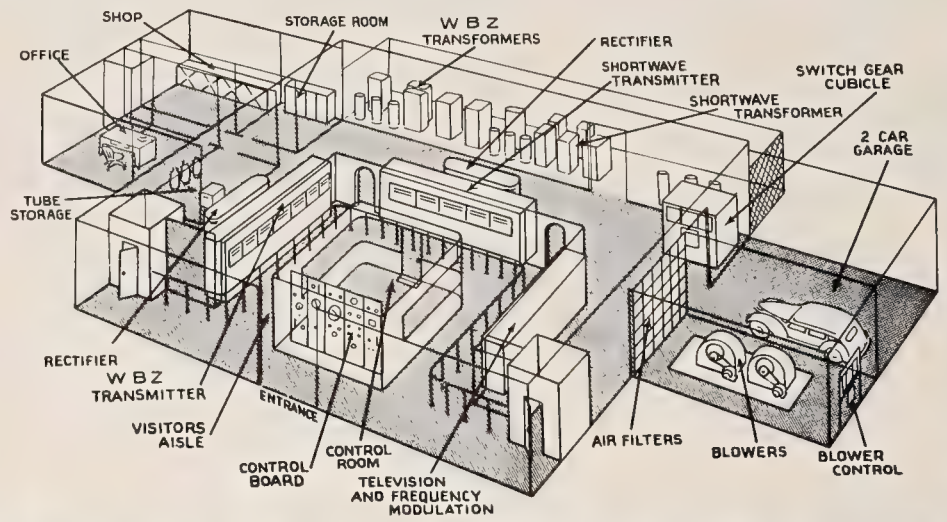
"No licensee of a standard broadcast station shall enter into a contract, agreement or other arrangement with any national network organization covering or dealing with the affiliation of such licensee's station with the national network organization, or into any renewal or extension of any such existing contract, agreement or other arrangement, or exercise any option or other privilege contained in any such existing contract, agreement or other arrangement for renewal or extension thereof, for a period extending beyond ----------".

In offering the proposal, MBS reviewed its principal arguments against NBC and CBS operations at the time of the chain-monopoly inquiry, charging that their operations, centering on station-network contract arrangements, have resulted in "a substantial monopoly of the more desirable outlets or the more desirable broadcasting time" amounting to a restraint of trade in the network broadcasting field. Special comment was made on exclusivity clauses in NBC and CBS contracts, time optioning provisions in the agreements and the long term duration of the contracts

The MBS counsel also pointed out that the continuing practice of NBC and CBS in imposing these "unlawful" contractual clauses upon affiliates, in addition to placing MBS at a disadvantage, will "as a practical matter seriously impair the power of the Commission to exercise effective jurisdiction over the subject-matter if and when it promulgates regulations thereon".

The exclusive contract matter precipitated a heated controversy lats fall when MBS, with exclusive broadcast rights for the World Series, was unable to service a number of NBC and CBS affiliates, reportedly anxious to carry the MBS baseball broadcasts, because of network restrictions. However, MBS' stand on exclusive contracts took an about-face shortly afterward when steps were taken to form a new national network, Transcontinental Broadcasting System. At that time MBS revealed to the FCC that it had started a new policy of writing contracts with its stations, explaining that since no steps had been taken to check exclusivity, MBS necessarily had to adopt the exclusive contract in self-protection.

Model Plant of New 50 kw. WBZ





DEDICATED with appropriate ceremonies the night of July 27 was the new 50 kw. Westinghouse transmitter plant of WBZ, Boston, located at Hull, Mass., across the harbor from Boston and replacing the old Millis setup. Located on a salt-water marsh often inundated during high tide, the new WBZ transmitter is housed in a Cape Cod type building in keeping with the Colonial atmosphere of the town. Two 500-foot antennas give directional effects. Above diagram shows the model transmitter house layout, planned and installed under the direction of D. A. Myer, WBZ plant manager (left).

Troy Lore

WHEN Carol Gould Lawrence in mid-July discussed the founding of Lansingburgh, a suburb of Troy, N. Y., on WTRY's *Sidelights of History*, she told how Abraham Jacob Lansing had laid out the community back in 1771. After the broadcast she learned that the great-great-great-grandson of the founder of Lansingburgh, Gerald Hall Lansing, was the announcer for her program.

SEEKING a new 250-watt station on 1370 kc. in Tyler, Tex., where the FCC must yet act on proposed findings to delete KGKB [BROADCASTING, July 15], is a group of citizens of Tyler and Lafayette, La., formed as Rose City Broadcasting Co. Judge S. A. Lindsey, Tyler industrialist, heads the company, which includes as a 25% stockholder George H. Thomas, part owner of KVOL, Lafayette.

New 50-kw. Transmitter Is Dedicated by WBZ

FEATURING a special NBC-Blue program originating in New York, WBZ, Boston, on July 27 formally dedicated its new 50-kw. transmitter, located at Hull, Mass. The half-hour NBC program, which opened the 50-kw. operation, switched from New York to Boston and later to Pittsburgh, Philadelphia and Fort Wayne, Ind., for congratulatory pickups from Westinghouse stations in those cities.

Excerpts from WBZ programs, and talks by Vincent F. Callahan, WBZ general manager; Gov. Leverett Saltonstall, of Massachusetts; Mayor Maurice J. Tobin, and Clarence V. Nickerson, chairman of the board of selectmen of Hull, featured a special 75-minute show from WBZ, following the network program. The NBC-Blue salute included a congratulatory message from President Roosevelt.

Buying KRSC Control

PALMER K. LEBERMAN, onetime NBC staffman on the West Coast and now vice-president in charge of sales of *Family Circle* magazine, with headquarters in New York, and his wife will acquire control of KRCS. Seattle, under a deal made with E. W. Andrews, Seattle real estate man, for which FCC approval is sought. Mrs. Leberman already owns 35% of the stock, and Mr. Leberman proposes to buy Mr. Andrews' 45% for $29,000. Robert E. Priebe, station manager, will retain his 10%.

EARL C. DUNN, onetime engineer with KGFI, Brownsville, Tex., is 50% stockholder in a company applying for a new 250-watt station on 1500 kc. in Corpus Christi, Tex. Charles W. Rossi, Corpus Christi oil operator, is the other stockholder.

KWK 50 KW. PLEA OPPOSED BY KFEQ

OPPOSITION to the petition of KWK, St. Louis, for assignment on 680 kc. with 50,000 watts in a suggested shift under which KFEQ, St. Joseph, Mo., now operating limited time on that channel, would take over the present KWK facility on 1350 kc., was filed with the FCC July 22 by the St. Joseph station.

Asking that the KWK application [BROADCASTING, July 15] be designated for hearing and that its own application for fulltime on 680 kc. be granted, or that both applications be set for joint hearing, KFEQ contended that the engineering data submitted by KWK "does not reflect a true and accurate picture" of the proposed operation. Assignment of 680 kc. to St. Louis as proposed "will not result in the best use of the frequency" from an engineering standpoint, KFEQ contended.

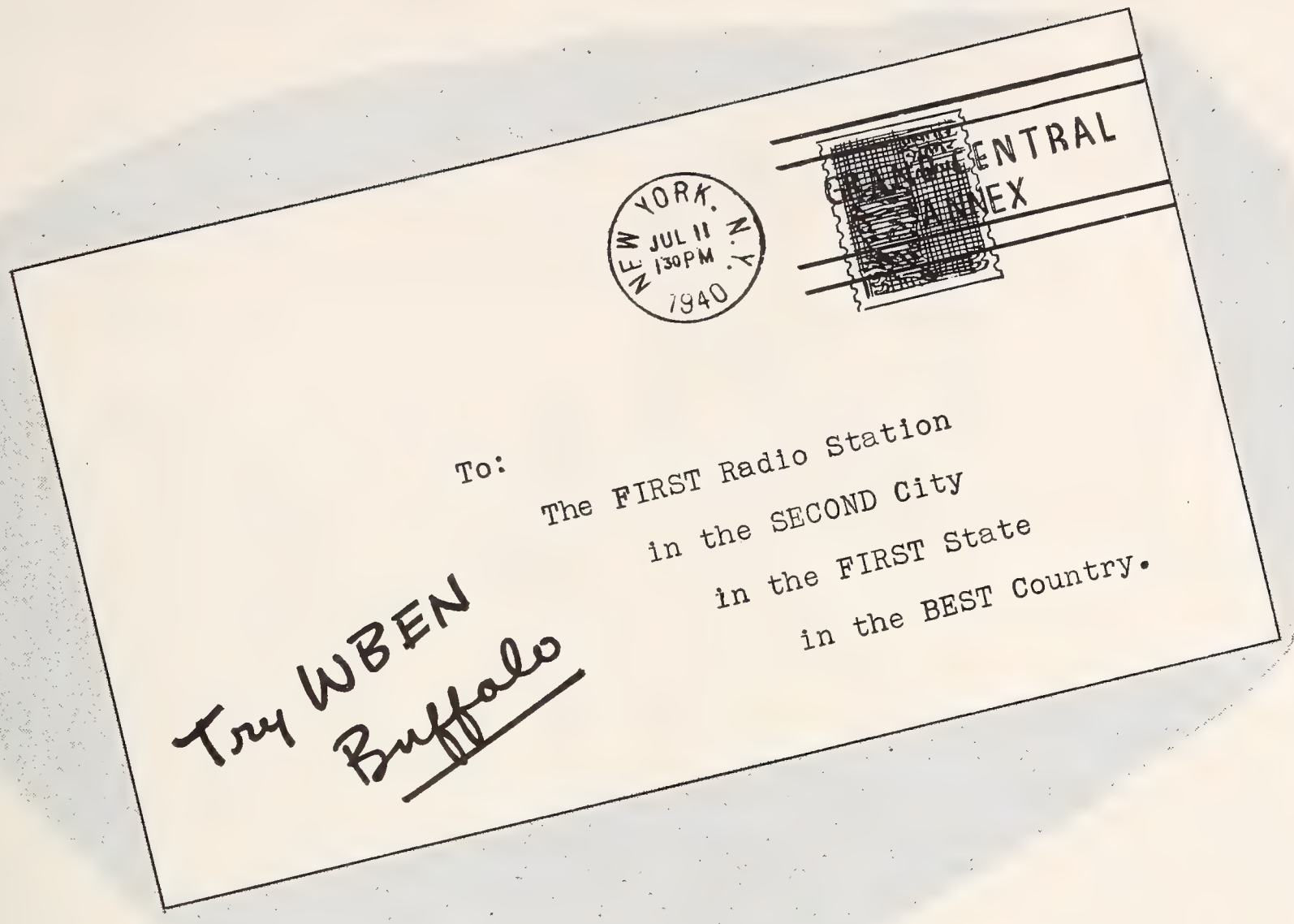
The switch in frequencies as suggested would cut in half the service area of KFEQ, according to the answer. It was stated that KFEQ is an independent station, and has operated for 14 years. KWK, on the other hand, was described as a network affiliated station on both NBC-Blue and MBS, and that because of other recent grants made in St. Louis is "in fear of losing its chain affiliation with resulting loss in revenue". As a consequence, it was alleged, the station seeks the KFEQ facilities "to insure KWK's continued chain affiliation or possibly a more profitable chain affiliation, regardless of to what degree the assignment in frequencies may injure KFEQ on the vast farm audience which it serves."

Publishers Plan Sept. 1 Start for New KMYC

SCHEDULED to begin operating Sept. 1, the new KMYC, Marysville, Cal., authorized for construction last January, has ordered an RCA transmitter and Wincharger tower, and will be linked to the group comprising KHSL, Chico, Cal.; KVCV, Redding, Cal.; KYOS, Merced, Cal., and KWLK, Longview, Wash., all outlets of the Don Lee Network. Staff appointments thus far announced are Hugh McClung, general manager; Walter Conway, manager; William Musladin, commercial manager; Robert S. Hambley, production manager; Leon Stauffer, chief engineer; Dorothy E. Hartwig, accountant.

Marysville-Yuba City Broadcasters Inc., which will be licensed to operate the new 100-watt station on 1420 kc., is headed by Horace E. Thomas, president, publisher of the *Marysville & Yuba City Appeal-Democrat*, 50% stockholder. Treasurer is Hugh McClung, who is co-publisher of the *Merced Sun-Star*, which owns KYOS. He holds 49.5% of the stock, and his brother Peter McClung holds a half share. Mr. Thomas also owns 25% interest in KHSL, in which the McClung family has a 50% interest. The McClungs also control KWLK.

BETTY BURBRIDGE, Hollywood film writer, is doing scripts for the CBS *Melody Ranch* program, sponsored by Wm. Wrigley Jr. Co. She also writes the Gene Autry screen plays. Deal was made with J. Walter Thompson Co., Hollywood, agency producing the program.



Yes, sir,
that's sound advice.
Try WBEN
Buffalo

900 kcs • 5000 watts day • 1000 watts night ★ Represented Nationally by Edward Petry & Co., Inc.

How the War Affects Radio Listening

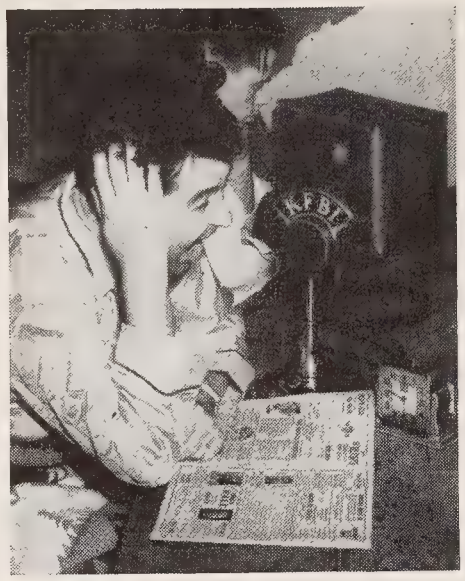
Surveys Show Set Use Keeps Close Pace With News

By C. E. HOOPER
C. E. Hooper Inc.

THE WAR in Europe has cast its shadow over the American scene. It has affected the thoughts, the emotions, the hopes and the fears of America's millions. It has also affected their activities, and radio listening habits have not been exempt from change. For radio is more than a medium for entertainment or for advertising. It is a medium for the dissemination of news.

We have seen the radio audience increase during national elections as America held its breath for the latest returns. We have seen the radio audience increase during presidential speeches when America is wondering what stand the President will take on an important issue. Lately we have seen increased audiences as America was roused by the lightning moves of a former Bavarian paperhanger.

The degree of increase in radio listening coincident to the development of any given "news situation" is one guide to the general interest in, of emotional response to, that situation. Consider the following table of radio listening percentages showing "set use" for the "normal" years 1937-39 (averaged) compared with 1940. The percentages are averages by months covering the evening periods from 7:00-10:30 p.m. They are the result of calling more than a million homes in the Hooper Control Area.*



"SERENADE" to a sunrise "slugfest" might well be the title of this picture which shows Vic Rugh, sports and special events director of KFBI, Wichita, as he reported the first 5 a.m. ball game in the annuals of the sport at the Kansas State semi-pro tournament in Wichita. Having broadcast the night game the day before, Rugh slept in the press box of the ballpark in order to be on hand for the milkman's matinee.

Average "Sets-in-Use" Comparisons, 1937-39 and 1940

	1937-39 Averaged	*1940*	*Point Increase*	*Percent Increase*
January	34.4%	37.9%	3.5	10.2%
February	34.8	39.2	4.4	12.6
March	33.3	37.7	4.4	13.2
April	31.5	39.6	8.1	25.7
May	26.9	31.6	4.7	17.5
June	22.8	25.6	2.8	12.3

The minimum difference between 22.8% and 25.6% for June or even the maximum difference in the April findings of 31.5% and 39.6% may not seem, at first glance, to be particularly significant. It is well to remember, however, that each percentage point, if projected literally to total radio homes, represents something over a quarter of a million families. It follows that three-fourths of a million homes were involved in the June comparison, and that two and a quarter million homes were represented by the increase in April, 1940 over the average for the three preceding Aprils.

Headlines and Listening

Now let us dramatize the timetable of increases in listening by adding a summation of news headlines for the days represented in each period:

January, 1940: Increase Above Normal (1937-39) 10.2%. Headline Summary: Red Divisions Wiped Out in Finland! Chamberlain Pledges Support for Finns! Aerial Warfare Between England and Germany!

February, 1940: Increase Above Normal (1937-39) 12.6%. Headline Summary: Finland Repulses New Advances! Terroristic Bombing Raids on Finland! Welles Sent on Peace Tour!

March, 1940: Increase Above Normal (1937-39) 13.2%. Headline Summary: Finns Peace Emissary in Berlin! Italy Protests Blockade! Allies May Send Army to Finland! British Fly Over Poland!

April, 1940: Increase Above Normal (1937-39) 25.7%. Headline Summary: War Raging in Norway! Germans Capture Oslo! Big Battle in Skaggerak! Nazi Transports Sunk! Nazi Warships Bottled up in Oslo Harbor!

May, 1940: Increase Above Normal (1937-39) 17.5%. Headline Summary: Hitler Orders March on Narvik! Ouster of Chamberlain Demanded! German Driven Back in Rotterdam! Dutch Open Dikes! Germans Bomb Brussels and Amsterdam!

June, 1940: Increase Above Normal (1937-39) 12.3%. Headline Summary: 335,000 Allied Troops Rescued in Flanders! Nazis in Drive to Seize Paris! Hundreds of Nazi Tanks Destroyed! Air Raid on Berlin! Italy Declares War and Invades France!

Then, Too Much War!

The listening crescendo reached a climax in April, although the headlines have become increasingly dramatic right up to the present. Why the comparative decline in May listening and again in June? Two probable reasons undoubtedly contribute to the explanation of the phenomenon. The first is that American nerves have probably rebelled at hearing too much war news. The emotional peak has passed; and may not again be reached unless events in some future time strike "nearer home".

The second possible reason is quite different in character. Listening to, just like broadcasting of, war news has probably assumed a more regular pattern since April than in the preceding months. Moreover, many must be virtually repetitions of the previous news broadcasts. This has resulted in tuning in and out of scheduled news programs rather than continuous tuning to catch news flashes, plus concentration on those programs considered the best.

There follows a list showing comparatively the number of weekly scheduled-in-advance news periods, or programs, covering late afternoon and evening hours for New York stations as listed by one of the consumer publications. Keep in mind that in April, 1938 the total was 97.

Month	*No. of Scheduled News Periods*
January, 1940	181
February, 1940	199
March, 1940	205
April, 1940	209
May, 1940	238
June, 1940	253

News Becomes Routine

A comparison of the listening percentages with the number of scheduled news programs seems primarily to indicate that news broadcasts are on a more orderly basis, and that listening to late news is merely a matter of consulting the radio log in a newspaper. There are relatively few periods during which news cannot be found listed for some stations.

During the earlier months of the year there almost certainly were as many or perhaps even more news periods than in June, but at that time fewer were scheduled in advance. News flashes tended rather to interrupt or to cut short other programs. Now, when we want news, we know where to find it. It is probably that our interest in the European war news has not waned a great deal. Audiences to individual long-established news programs have not shown decreases in spite of the overall increase in news broadcasting. As an example (for Raymond Gram Swing) the ratings, based on total homes called, have been by months:

January, 1940	8.4
February, 1940	8.1
March, 1940	8.8
April, 1940	12.7
May, 1940	13.6
June, 1940	14.5

Whatever may be the cause, we predict that average "set use" will continue at a higher level as long as events in Europe are front page news.

*The Hooper Control Area includes a group of 17 cities within the "Basic Network Area" where programming, time of reception, and competitive broadcasting conditions, are relatively uniform.

Defense Program Meeting Delays

But Progress Is Made Despite Shortage in Some Lines

THOUGH the FCC is making "excellent progress" in the establishment of its national defense field organization, financed by a $1,600,000 budget procured from the national defense fund, delays are being caused by shortage of certain types of monitoring equipment and lack of qualified personnel.

The goal is to establish a 24-hour communications watch, with monitoring equipment capable of keeping under constant surveillance all radio operations. The defense program is being carried out under the direction of FCC Chief Engineer Ewell K. Jett and George Sterling, assistant chief of the field section. Chairman James Lawrence Fly, at his July 22 press conference, praised Lieut. Jett's organization of the field operations.

Foreign Tongue Check

A number of foreign language broadcast programs have been recorded by field stations and the FCC plans to increase this phase of its operations, to discover possible improper activities. It also is surveying all international programs to this country to determine their content, the frequencies used and the relative signal strength of such stations in various parts of the country.

Activities of monitoring stations are being accelerated as new equipment and personnel are procured. When the organization is completed there will be a complete network of monitoring stations, flanked by mobile units, spanning the radio communications and broadcasting spectrums. Applications for positions as radio operators are now beginning to flow into the FCC, as a result of the arrangement made with the Civil Service Commission permitting employment of such personnel temporarily pending examination. Moreover, brief training courses of the regular FCC field personnel have been completed at the school established in Baltimore, and these inspectors are now back on their regular assignments.

The FCC already has purchased about $150,000 in radio equipment, including receiving apparatus, dual-type recorders, direction finders and accessory devices, now being delivered to designated field offices. The program contemplates expenditure of several hundred thousand dollars in additional monitoring and related apparatus.

WCBS, WAKR to Blue

TWO additions to the Blue Network—WCBS, Springfield, Ill., and the projected new WAKR, Akron—have been announced by NBC, bringing the total number of NBC affiliates to 195. WCBS, operating with 250 watts on 1420 kc., becomes a Blue supplementary station Aug. 1. WAKR, with 1,000 watts on 1530 kc., will join the basic Blue about Oct. 1. WCBS will be offered at a base network rate of $80 per evening hour, WAKR at $140.

JEROME SCHWARTZ, CBS Hollywood continuity writer, has sold radio rights to his first book, "Oscar the Ostrich", to Arch Oboler.

NEW

Recording Engineers!...
PRESTO AIR BLOWER ENDS TROUBLES WITH DISC SHAVINGS

Reduces surface noise . . . crackles . . . pops
Makes your cutting needles last longer



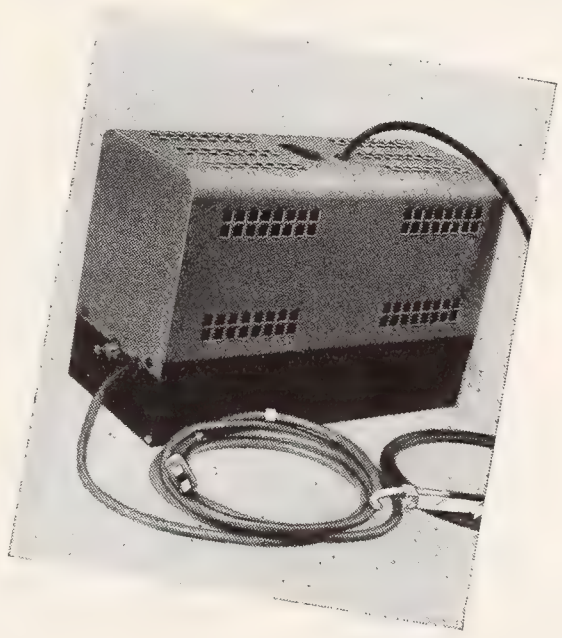
THE NEW PRESTO AIR BLOWER SYSTEM
Sends a tiny blast of air across the disc just behind the cutting head, cleaning every particle of dust and grit from the surface of the disc just before it passes under the cutting needle.

NO CHANCE FOR TANGLING
The airstream whisks the shaving across the disc and winds it in a ball on the center spindle. No need to touch outside-in recordings until the record is finished.

BETTER THAN A VACUUM SYSTEM
. . . the airblast is kept away from the cutting needle where it cannot produce "air noise".

BETTER THAN A BRUSH OR WIPER
. . . It can't scratch the surface of the disc or interfere with the speed of the turntable.

Models for every type of Presto turntable ready for immediate delivery. Special models for other makes of turntables. Give make, type and serial number when ordering.



FREE 10 DAY TRIAL to any Presto owner. No charge or obligation except transportation costs. Order your Presto type 400-A Blower system today. List price complete, ready for quick easy attachment $75.00 FOB, New York.

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment

ON DISPLAY

AT

ST. FRANCIS HOTEL

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N. A. B. CONVENTION

New

- ***Professional Recording Tables***
- ***Transcription Turntable***
- ***Portable Transcription Playback***
- ***Transcription Editing and Re-recording Equipment***
- ***Recording Discs and Needles***
- ***Portable 16" Recorder***

EXHIBIT MANAGER

NORMAN B. NEELY

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242 W. 55th St., New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment

When you think of

NEW ORLEANS

you think of:

Delicious

CREOLE COFFEE



and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

War, ASCAP Dominate NAB Agenda

(*Continued from page 31*)

and that broadcasters will offer no appeasement to any group "seeking plunder or special favor". BMI is his answer.

The copyright proposal which the convention will be called upon to vote will take one of two predetermined courses, both with BMI as the base and with ASCAP out of the picture as of Jan. 1, 1940. The more ambitious of the plans envisages acquisition of the catalogs of Metro-Goldwyn-Mayer, motion picture producers, for some $4,350,000, but interest in this move has waned. Inability of M-G-M to deliver, unencumbered, the rights attaching to its important catalogs might make this acquisition hazardous, it is understood. Nevertheless, the matter will be brought to the attention of the convention with definite recommendations.

To finance this project, the NAB board recommendations to the some 310 BMI station members would have been a three-year plan of assessment under which stations would pay to BMI an amount equal to 2½% to 5% of net time sales for 1939, with the networks paying the same percentage for owned or operated stations and an additional 1% on all network time sales for 1939, exclusive of payments to affiliates.

Fee Boost Opposed

The second project—and the one most likely to be presented with a favorable recommendation — is for speeding up of the present BMI operation of acquiring writers and independent publishers in its own right. To finance this, each BMI member would be asked to commit a sum equivalent to 2½% of its 1939 net time sales, with the networks paying one-half of 1% of their net income from the sale of network time. This would raise an approximate $1,250,000 for the next year. For smaller independent stations, thrown a sop by ASCAP in its proposed new contracts, a new sliding scale already has been adopted by BMI, working with National Independent Broadcasters, which would more than offset the seeming advantages of the ASCAP offer, it is stated.

At this writing it appears certain that NBC and CBS will not capitulate to ASCAP demands for a 7½% tax on income, and that the majority of the industry is not disposed to go along with the plan which would mean an overall boost beginning next year of from approximately $4,500,000 to almost $9,000,000 in royalties. Moreover, the BMI plan has won strong support among advertisers and agencies, who see in the ASCAP proposal an inevitable increase in radio time and programming costs. They are aware of the inability of radio to absorb these increased charges.

Carrying the copyright issue to the floor will be President Miller, as president of BMI; Sydney M. Kaye, prominent New York attorney, serving as BMI vice-president and general counsel, and the drafter of the basic BMI plan; M. E. Tompkins, BMI general manager, and Carl Haverlin, BMI station relations director, who has barnstormed most of the country in selling the BMI plan to broadcasters.

The convention agenda carries its full load of commercial and business subjects, with the beleaguered self-regulation code expected to reverberate long and loud during the sessions. Code Committee Chairman Edgar L. Bill, of WMBD, Peoria, will pilot this discussion, aided by a majority of the NAB board, which is geared to fight off any effort to weaken the commercial creed. Ed Kirby, Code Committee secretary and NAB public relations director, who has borne the brunt of enforcement activity under direction of the committee, is expected at the Aug. 7 session to recount code benefits which already have inured to the industry.

Second only to the code deliberations on the commercial agenda is the plan to reinstate a business index under NAB auspices, to measure monthly business volume of stations. William J. Scripps, chairman of the NAB Research Committee, will floor-manage this move, assisted by NAB Research Director Paul F. Peter. The former business index was knocked out some five years ago by the NAB convention because of exaggerated reports of radio's wealth, which purportedly made it the target of every itching-palm group and easy bait for union organizers and even government functionaries who wanted the Government to retrieve some of that gold by dollar-per-watt or some such similar confiscatory license fee systems.

New Radio Services

New broadcast services, such as FM and television, will get full convention attention at sessions on Aug. 6 and 7. John Shepard 3d, president of FM Broadcasters Inc., and an important figure in FM commercial development, has arranged an elaborate session, including an FM roundtable presided over by Paul deMars, vice-president in charge of engineering of Mr. Shepard's Yankee Network, and an actual demonstration of FM transmission and reception at the closing session Aug. 7. The transmitter will be installed by Radio Engineering Laboratories in cooperation with KSFO, San Francisco. There will be an executive session of FM Broadcasters Inc. following this demonstration.

At a night session Aug. 6, Ted Smith, RCA television transmitter sales chief, and Harry R. Lubcke, Don Lee television supervisor, will discuss development of the visual medium, in non-technical terms, and describe audience reaction, apparatus requirements and the role of the present day broadcaster in television's development.

The first convention day, Sunday Aug. 4, will be given over to

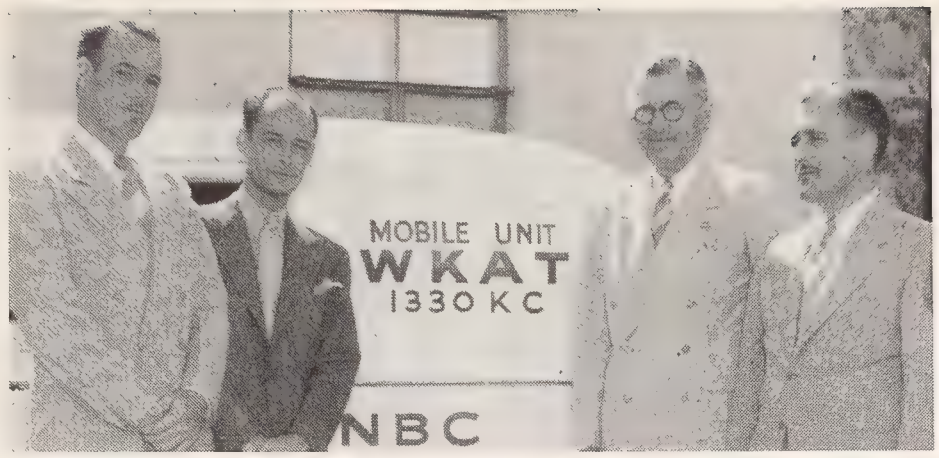
committee meetings, and the customary board of directors dinner session that evening to devise convention policy and to consider additions to the agenda. The first business day Aug. 5, opening formalities, rendition of reports of officers and directors and consideration of amendments to by laws, will feature Chairman Fly's address at a luncheon session.

Group Sessions

In keeping with the innovation at last year's convention, the afternoon of Aug. 5 will be given over to group meetings, permitting various industry segments, with peculiar problems, to devise convention policies and transact other business. These meetings, already scheduled, include a session of Independent Radio Network Affiliates, which may vote on a permanent organization, with retention of paid counsel and personnel; National Independent Broadcasters; National Sales Managers, with station representatives and advertising agency men; Clear Channel Group; National Association of Regional Broadcast Stations; Local Stations.

During each convention day, NAB department heads will be available for breakfast sessions, in the form of roundtables. Presiding at these sessions, scheduled for 8:30 a.m., will be Lynne C. Smeby, engineer; Ed Kirby, public relations and code; Paul F. Peter, research; Russell P. Place, law; Joseph L. Miller, labor and wages.

Following adjournment sine die of the convention on Aug. 7, the annual banquet will be held that evening on Treasure Island at the Golden Gate Exposition. Instead of the customary radio entertainment, a specially written satire titled "Greener Pastures" will be presented, with profesisonal actors depicting various personality roles. J. Kenneth Jones, radio writer, recently with the Federal Radio Education Committee, is the author and producer. Ed Kirby collaborated in the writing. During the banquet the BROADCASTING Magazine Gold Trophy, will be awarded to the winner of the tournament scheduled at the California Golf Club Aug. 4.



WHEN WKAT, Miami Beach, recently was authorized to go from local status to regional, using 1,000 watts on 1330 kc., it was immediately signed for NBC-Blue by Easton C. Woolley, manager of the NBC service division (right). Mr. Woolley is here shown with executives of the station, photographed before WKAT's mobile unit (l to r): Alex Campbell, commercial manager; John C. McCloy, general manager; C. A. Wampler, business manager.

Trammell's First Mike Chore

AS HIS first "station relations" chore after being elected president of NBC on July 12, Niles Trammell was guest speaker saluting the new NBC-Blue supplementary group of Florida stations which joined the network July 15. The stations are WKAT, Miami Beach; WJHP, Jacksonville; WMFJ, Daytona Beach, and WTMC, Ocala. NBC announced network base rates for the stations as follows: WKAT, $140 per evening hour; WJHP, $120; WFMJ, $60; WTMC, no charge.

CHEYENNE'S newly authorized station, which the FCC on July 11 authorized Frontier Broadcasting Co. to construct [BROADCASTING, July 15], will bear the call letters KFBC.

PACIFIC STATIONS SIGN WITH AFRA

CONTRACTS between the American Federation of Radio Artists and KPO-KGO, San Francisco; KQW, San Jose; KROW, Oakland, Cal., affecting announcers, sound effects men and staff artists, were signed recently, according to Vic Connors, executive secretary of the San Francisco AFRA chapter.

In each instance, according to Connors, the contracts call for a 40-hour, five-day week with two consecutive days off for the announcers and sound effects men. In the most part announcers received slight increases in pay due to the AFRA contract. The contract also calls for a raise in salary every six months.

Connors stated AFRA is now negotiating with KSFO, San Francisco affiliate of CBS. When the KSFO contract is signed, AFRA will negotiate with KYA, which will be the only remaining station not yet signed by AFRA, he indicated. The San Francisco chapter of AFRA moved its headquarters on August 1 to 111 O'Farrell Street, taking over the entire fourth floor.

CBS Drops Theatre

WITH CBS Hollywood now utilizing two new studios recently constructed and adjoining Columbia Square building, the network has relinquished its lease on the Music Box Theatre on Hollywood Blvd. The 1,500-seat theatre was used for nearly four years as the originating point of *Lux Radio Theatre,* sponsored by Lever Bros. With return of the weekly program in fall, it will originate at the CBS Vine St. Theatre.

KNX
LOS ANGELES
50,000 WATTS
CBS

With the largest habitual audience in the West, KNX extends its primary night-time coverage over seven million people in 272 counties in eleven Western states.

For more information about KNX, one of the sixteen CBS 50,000 watt stations, inquire of Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N.C., San Francisco

COLUMBIA'S WORKSHOP IN THE WEST

IT'S CURTAIN T

FOR YOUR



Are you all ready for the American auc
with your Fall radio program?

If you have *goods* to sell that *radio* ca
use the World plan of broadcasting . .
your own markets . . . intensify here anc
down there . . . start in a hurry and sto
hurry, if this suits your sales strategy.

And with all this broadcasting flexib
which is so desirable today, you enjoy an
tremendous advantage working thr
World. Wherever your program goes o
the heart of radioland or in the heart o
plains—World broadcasts are heard wit
form clarity. Our unique method of re
ing—the Western Electric vertical-cut
Range system—actually gives your aud

STUDIOS: NEW
BRANCHES:

WORLD BROADC

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ALL PROGRAM

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near and far a higher fidelity broadcast than they can enjoy through any other vehicle of sound.

So how about that Fall program? Need an idea? We can help you as we have helped dozens of sponsors, big and small. We work closely with agencies, assuming any desired part of the program preparation, from idea straight through to broadcast.

To give you the fullest and most modern broadcasting service, World's studios are located in the three talent centers—New York, Chicago, Hollywood—with branches in San Francisco and Washington.

It's nearly curtain time . . . may we serve you?

ORK • CHICAGO • HOLLYWOOD
FRANCISCO • WASHINGTON

BROADCASTERS' BLUE BOOK

World Program Service Subscribers

ALABAMA
WHMA . . . *Anniston*
WMSL . . . . *Decatur*
WMOB . . . . *Mobile*
WJRD . . . *Tuscaloosa*

ARIZONA
KOY . . . . *Phoenix*
KTUC . . . . *Tucson*

ARKANSAS
KELD . . . *El Dorado*
KARK . . . *Little Rock*
KUOA . . *Siloam Springs*

CALIFORNIA
KPMC . . . *Bakersfield*
KIEM . . . . *Eureka*
KGER . . . *Long Beach*
KHJ . . *Los Angeles*
KLX . . . *Oakland*
KGB . . . *San Diego*
KFRC . . *San Francisco*
KDB . . *Santa Barbara*
KSRO . . . *Santa Rosa*
KGDM . . . *Stockton*
KHUB . . . *Watsonville*

COLORADO
KFEL . . . . *Denver*
KFXJ . *Grand Junction*
KGHF . . . . *Pueblo*

CONNECTICUT
WTIC . . . *Hartford*
WELI . . . *New Haven*

DIST. OF COLUMBIA
WJSV . . *Washington*

FLORIDA
WRUF . . . *Gainesville*
WJHP . . *Jacksonville*
WQAM . . . . *Miami*
WDBO . . . *Orlando*
WDLP . . *Panama City*
WTSP . . *St. Petersburg*
WSPB . . . . *Sarasota*
WJNO . *West Palm Beach*

GEORGIA
WGPC . . . . *Albany*
WATL . . . . *Atlanta*
WRDW . . . . *Augusta*
WMOG . . . *Brunswick*
WRBL . . . *Columbus*
WMAZ . . . . *Macon*
WTOC . . . *Savannah*
WGOV . . . *Valdosta*
WAYX . . . *Waycross*

IDAHO
KIDO . . . . *Boise*
KRLC . . . *Lewiston*

ILLINOIS
WGN . . . . *Chicago*
WDAN . . . . *Danville*
WSOY . . . . *Decatur*
WTAD . . . . *Quincy*
WCBS . . . *Springfield*

INDIANA
WTRC . . . . *Elkhart*
WGBF-WEOA . *Evansville*
WIRE . . *Indianapolis*
WLBC . . . . *Muncie*

IOWA
WMT . . *Cedar Rapids*
WOC . . . *Davenport*
KMA . . *Shenandoah*

KANSAS
KFBI . . . . *Wichita*

KENTUCKY
WHOP . . *Hopkinsville*
WLAP . . . *Lexington*
WPAD . . . . *Paducah*

LOUISIANA
WJBO . . *Baton Rouge*
KWKH . . . *Shreveport*

MAINE
WLBZ . . . . *Bangor*

MARYLAND
WBAL . . . *Baltimore*
WTBO . . *Cumberland*
WFMD . . . *Frederick*

MASSACHUSETTS
WEEI . . . . *Boston*
WCOP . . . . *Boston*
WHAI . . . *Greenfield*
WESX . . . . *Salem*
WTAG . . . *Worcester*

MICHIGAN
WHDF . . . . *Calumet*
WJR . . . . *Detroit*
WDMJ . . . *Marquette*
WKBZ . . . *Muskegon*

MINNESOTA
KATE . . . *Albert Lea*
KVOX . . . *Moorhead*
KROC . . . *Rochester*
KSTP *St. Paul-Minneapolis*

MISSISSIPPI
WAML . . . . *Laurel*
WSKB . . . *McComb*
WQBC . . . *Vicksburg*

MISSOURI
KWOS . . *Jefferson City*
WMBH . . . . *Joplin*
KMBC . . *Kansas City*
KWOC . . *Poplar Bluff*
KWK . . . *St. Louis*

MONTANA
KGCX . . . *Wolf Point*

NEBRASKA
KFAB-KFOR. . . *Lincoln*
KOIL . . . . *Omaha*

NEVADA
KOH . . . . . *Reno*

NEW JERSEY
WBAB . . *Atlantic City*

NEW MEXICO
KGGM . . *Albuquerque*
KVSF . . . . *Santa Fe*

NEW YORK
WGR-WKBW . . *Buffalo*
WENY . . . . *Elmira*
WHCU . . . . *Ithaca*
WKNY . . . *Kingston*
WOR . . *New York City* (Newark)
WINS . . *New York City*
WQXR . . *New York City*
WHDL . . . . *Olean*
WHAM . . . *Rochester*
WFBL . . . *Syracuse*
WTRY . . . . . *Troy*
WFAS . . *White Plains*

NORTH CAROLINA
WWNC . . . *Asheville*
WCNC . . *Elizabeth City*
WBIG . . . *Greensboro*
WEED . . *Rocky Mount*
WAIR . . *Winston-Salem*

NORTH DAKOTA
KDLR . . . *Devils Lake*
KRMC . . . *Jamestown*
KLPM . . . . *Minot*

OHIO
WJW . . . . *Akron*
WHBC . . . . *Canton*
WSAI . . . *Cincinnati*
WGAR . . . *Cleveland*
WBNS . . . *Columbus*
W8XVH . (FM) *Columbus*
WKBN . . . *Youngstown*

OKLAHOMA
KCRC . . . . . *Enid*
KBIX . . . *Muskogee*
KOMA . . *Oklahoma City*
KVOO . . . . . *Tulsa*

OREGON
KUIN . . . *Grants Pass*
KFJI . . *Klamath Falls*
KOIN . . . . *Portland*

PENNSYLVANIA
WCBA-WSAN . *Allentown*
WFBG . . . . *Altoona*
WLEU . . . . . *Erie*
WKBO . . . *Harrisburg*
WCAU . . *Philadelphia*
WIP . . *Philadelphia*
WCAE . . . *Pittsburgh*
WRAK . . *Williamsport*

RHODE ISLAND
WJAR . . . *Providence*

SOUTH CAROLINA
WAIM . . . *Anderson*
WSPA . . *Spartanburg*
WFIG . . . . *Sumter*

TENNESSEE
WOPI . . . . *Bristol*
WTJS . . . . *Jackson*
WKPT . . . *Kingsport*
WREC . . . *Memphis*
WLAC . . . *Nashville*

TEXAS
KGNC . . . *Amarillo*
KRIC . . . *Beaumont*
KGKO . *Dallas-Ft. Worth*
WBAP . *Dallas-Ft. Worth*
KTRH . . . . *Houston*
KPDN . . . . *Pampa*
KPAC . . *Port Arthur*
KTSA . . *San Antonio*

UTAH
KEUB . . . . . *Price*
KDYL . . *Salt Lake City*

VIRGINIA
WSVA . . *Harrisonburg*
WRVA . . . *Richmond*
WDBJ . . . . *Roanoke*

WASHINGTON
KXRO . . . *Aberdeen*
KIRO . . . . *Seattle*
KUJ . . . *Walla Walla*
KPQ . . . *Wenatchee*

WEST VIRGINIA
WHIS . . . . *Bluefield*
WCHS . . . *Charleston*
WBLK . . . *Clarksburg*
WPAR . . *Parkersburg*

WISCONSIN
WHBY . . . *Appleton*
WEAU . . . *Eau Claire*
WTAQ . . *Green Bay*
WKBH . . . *La Crosse*
WIBA . . . . *Madison*
WISN . . . *Milwaukee*
W9XAO . (FM) *Milwaukee*
WSAU . . . . *Wausau*

HAWAII
KHBC . . . . . *Hilo*
KGMB . . . *Honolulu*

CANADA

ALBERTA
CFAC . . . . *Calgary*
CJCA . . . *Edmonton*

BRITISH COLUMBIA
CKWX . . . *Vancouver*

MANITOBA
CFAR . . . *Flin Flon*
CJRC . . . *Winnipeg*

NEW BRUNSWICK
CKCW . . . *Moncton*
CHSJ . . . *Saint John*

ONTARIO
CKPC . . . *Brantford*
CKCA . . . . *Kenora*
CBO . . . . *Ottawa*
CFOS . . *Owen Sound*
CKSO . . . . *Sudbury*
CKCL . . . . *Toronto*
CKLW . . . . *Windsor*

QUEBEC
CKAC . . . *Montreal*
CKCV . . . . *Quebec*
CHLN . . *Three Rivers*

SASKATCHEWAN
CKBI . . *Prince Albert*
CJRM . . . . *Regina*
CJGX . . . . *Yorkton*

FOREIGN

AUSTRALIA
5 DN . . . *Adelaide*
4 BC . . . *Brisbane*
3 KZ . . . *Melbourne*
2 KO . . . *Newcastle, New South Wales*
2 GB . . . . *Sydney*

NEW ZEALAND
2 ZB . . . *Wellington*
3 ZB . . *Christchurch*
4 ZB . . . . *Dunedin*

MEXICO
XEW . . . *Mexico City*

SOUTH AFRICA
South African Broadcasting Corp.
Cape Town
Durban
Grahamstown
Johannesburg

VENEZUELA
YV5RA-YV5RN . . *Caracas*

ASTING SYSTEM

BROADCASTING and Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published by
BROADCASTING PUBLICATIONS, Inc.

Executive, Editorial And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● EDWARD CODEL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
Subscription Price: $3.00 per year—15c a copy • Copyright, 1940, by Broadcasting Publications, Inc.

NAB's 'Anti-Snatch'

BROADCASTERS, at their annual convention in San Francisco, could do worse than adopt a one-word slogan, evolved to fit any contingency. We humbly submit "anti-snatch".

A glance at the agenda for the convention—admittedly one that may have an important bearing on shaping of the industry's future—reveals how apt such a slogan can be.

Many broadcasters view with gravity a possible snatch of control of Radio by the American Plan as an outgrowth of the war emergency, despite assurances to the contrary.

It's ASCAP that seeks to snatch new dollars from broadcasting's exchequer. And it's a snatch at those same dollars that motivates the AFM's the AFRA's and kindred groups.

Unlike most previous conventions, the war situation has cast a pall over the San Francisco sessions. Broadcasters have but to turn an eye toward Europe, either enslaved by dictatorship or at total war, to realize what the snatch means in radio. The first move of the dictator upon his conquest of new territory is to take over radio, under the theory that a stooge radio (and press) is more potent than mightiest artillery in subjugating the people.

It is different over here, not only because of our brand of democracy and our geographical advantage, but because, unlike Europe's, radio here even in peacetime, is a free competitive enterprise. Moreover, our radio under the current stress has acquitted itself in such a way as to win praise from every segment of the public and of the Government. It is working in complete harmony with the national defense plans and has adjusted itself almost overnight.

But national defense planning means nothing more nor less than planning for actual war. In those plans we are assured that commercial radio will continue unmolested. That will be so as long as radio continues to conform with the policy as it is at that moment.

It is not our intention to inject a scare-element into the war mobilization picture. Our only purpose is to admonish those who convene in San Francisco to think ahead in terms of what might happen, and shape plans to fit. The best defense against any possible snatch activity is that which recognizes the danger.

This, to our mind, adds up to adequate and responsible representation of the broadcasting industry in the communications councils of the Administration. The industry has plenty of brainpower. There are a dozen men who could qualify as a communications coordinator working with the National Defense Advisory Committee. It is more than a mere protective device we have in mind. It is the patriotic duty of the broadcasting industry voluntarily to shape its operations in such fashion as to give our Government the maximum service of which it is capable. Practical broadcasters, who *live* radio every day, are best qualified to fashion such a plan.

The San Francisco convention, in more ways than one, is destined to make radio history. It will be the convention at which ASCAP's bluff will be called—unless we miss our guess. It will be a convention devoid of many of the customary bickerings and small talk.

But every broadcaster who attends can carve his initials in a new creed for radio, and leave it as a heritage to future broadcaster generations, who may be transmitting sight, sound, and perhaps even heat and light, by adopting the "anti-snatch" slogan and applying it to every eruption that endangers free radio.

Outlook Good

HARDLY a discordant note is discernible in the glowingly optimistic reports of broadcasting business prospects gathered by BROADCASTING from key sources and published at length in this issue. By and large, this summer is holding up exceedingly well; the networks, bellwethers for the industry as a whole, are running well ahead of last year, and fall and winter bookings and prospective bookings already assure continued new monthly records. Except for copyright demands, growing labor costs and new capital expenditures necessitated by equipment installations either for improved facilities or new techniques such as FM, the business outlook for radio apparently is rosy indeed.

As the networks do, so does the business of broadcasting as a whole—this has become virtually an axiom in charting the industry's revenues. In this connection, a word of caution spoken before might well be heeded again. We refer to the apparent dependence of radio on a few industry categories for the bulk of its income. The six-month classification of industry revenues by industries published in this issue, while gratifying so far as grand total is concerned, shows again a tendency to place radio's eggs in too few baskets.

Again foods and food beverages account for more than one-fourth the networks' revenues, 28.7% as against 30.57% for the same period of last year. Again drugs and toilet goods runs a close second, 27.1% as against 27.36% last year. Again there is a wide margin before the next ranking categories are reached—tobaccos, 15.2% as against 12.61%; laundry soaps and cleaners, 11.8% as against 11.22%. Again no other classification ranges anywhere near as high as 10%.

It is true that these are basic consumer commodities especially well adapted for radio advertising. But it is also true that a "break" in any one of these industries, so far as advertising appropriations are concerned, would seriously disrupt the whole economic structure of radio. Certainly radio doesn't want any of these industries to curtail, but certainly a big selling job to other lines of distribution remains to be done by radio. All of which means radio has not by any means reached the peak of its sales possibilities.

'As Free as the Press'

WHETHER it's Roosevelt or Willkie in November, radio should be sitting pretty. Never before has the broadcasting industry been given the kind of endorsement and assurance of a "free radio" as that voted unanimously both by the Republican and Democratic conventions in separate radio planks of their respective party campaign platforms.

Inclusion of the radio planks, pledging radio on a parity with the press, whose freedom is constitutionally guaranteed, is an eloquent example of what can be done through objective planning. Delegations representing the broadcasting industry, under the aegis of the NAB, appeared before the Resolutions Committees of the two conventions.

Radio is non-partisan. But even if it were not, on the basic issue of Radio by the American Plan, it should have no qualms about the victory of either party candidate. The President has been more than friendly to radio from the start of his administration in 1933. He stands for a free and unfettered radio even though his selections of personnel for the FCC have often been criticized.

Mr. Willkie has made no public expressions regarding radio. His whole business background, however, is such that it appears indisputable that he will be 100% for the maximum freedom for radio. He has his own ideas about regulation, too, from what we are able to glean, and, if elected, probably will introduce a new government process of running alphabetical agencies through the meat-grinder.

It is hardly likely that radio will be a campaign issue, except possibly for a few pot-shots at the bungling tactics of the FCC as a New-Deal agency, particularly with respect to television. But it is already apparent that radio will play a greater part than ever before in the actual political campaigning. President Roosevelt, for example, chose to make his third-term announcement via radio. And his acceptance of the nomination likewise came via radio.

Also tying into the action of the political conventions in adopting radio planks is the observance of Broadcasting's Day at the New York and San Francisco fairs with the unveiling of plaques depicting the spirit of free American radio. That is purely nonpolitical.

These events, we submit, should peg 1940 as radio's coming-out year and should effectually silence those who have constantly clamored for a gagged and bound and politically hamstrung radio.

We Pay Our Respects To —



DANIEL JOSEPH DANKER, Jr.

ABOUT 13 YEARS AGO, Hollywood chuckled up its sleeve when a young chap whose pockets bulged with soap began showing himself regularly around film studios trying to get big name talent to sign testimonials for use in advertising the product he represented. He knew that soap had never before been endorsed by motion picture stars. Hollywood wiseacres laughed and said it couldn't be done. But he was persistent. And when newspaper and magazine advertisements began appearing, glorifying these film stars, the value of such exploitation was obvious. The young fellow was right, and the wiseacres wrong. Thereafter he had less trouble getting cooperation. Within a few years there was hardly an important film personality in Hollywood who hadn't participated in the advertising campaign.

That young fellow with soap in his pockets was Daniel Joseph Danker Jr., now Southern California vice-president of J. Walter Thompson Co., who is headquartered in Hollywood. He still signs contracts with the film stars, but they are of a different nature. He contracts them now for appearance on radio shows. He signs them today for such agency-produced programs as *Lux Radio Theatre, Kraft Music Hall, Chase & Sanborn Show* and other nationally known sponsored broadcasts serviced by his firm. Contracts he arranged during the last year have paid Hollywood film talent and other celebrities millions of dollars in salaries and fees.

Ever since radio began to use film names, Danker has been signing them. In fact, he has the record of contracting more motion picture stars and name talent for radio programs than any other person in the world today. Only a few celebrities, like Greta Garbo, Charlie Chaplin and Shirley Temple, have refused to go on commercial radio programs. But they have promised to let Danker know if ever available.

Only 37 years of age, this young fellow refuses to be a "big shot". He is known to everybody in radio and advertising as "Danny." Few address him as Mr. Danker because he dispenses with all formality. Although serious minded, he has that jovial air of good fellowship that makes him one of the most popular agency executives on the West Coast. Mention his name to any man in radio or advertising, and he'll always have a good word to say about Danny Danker, and of his ability to "get around".

Danny is known as the unofficial Mayor of Hollywood because of his wide personal acquaintance with folks in films and radio. He knows everybody, from name stars to gatemen, secretaries and page boys at the studios. He takes a personal interest in their problems, too. They all like to chat with Danny Danker and he always manages to find the time to do it. He has won and held their confidence.

Danny was born on March 14, 1903, in Boston, where he received his early education first graduating from Phillips Exeter. He received his A. B. from Harvard in June, 1925. He was one of the ten young college men chosen by J. Walter Thompson Co. that year as apprentices.

When he came to Hollywood as the agency's representative two years later, he was only 24. There was little commercial broadcasting in those days. Radio was just getting out of its experimental stage. Danker made his headquarters in the Roosevelt Hotel in those days, handling testimonials and other agency assignments. But with increased activity in Southern California, three years later, in early 1930, he established offices in downtown Los Angeles, and worked on the Goodrich, Balto Dog Food and other agency accounts.

Meanwhile, advertisers were showing increased interest in the possibilities of radio. Maxwell House Coffee started using local shows, and had a program featuring the banjoist Eddie Peabody, originating in San Francisco. Guests were being used on occasion, and along with his other agency duties, it was Danny's job to supply talent, signing it in Hollywood.

He also supplied occasional Hollywood guest talent for another San Francisco-produced program featuring Rudy Sieger, violinist and his orchestra, which originated from the Fairmont Hotel, under sponsorship of Shell Oil Co. That was back in 1928. Danker likes to relate his varied experiences of those days. The old *Shell Chateau* featuring Benny Rubin with Horace Heidt's orchestra, was another J. Walter Thompson account which used guests who were also sent to San Francisco from Hollywood. When Al Jolson took over that show and moved to New York, Danker continued to sign its talent.

The *Rudy Vallee Show* then sponsored by Fleischmann's Yeast on NBC, and originating in New York, actually started the guest artist vogue in 1933. That was really the beginning of the Hollywood name talent trend in radio, according to Danker. Besides his other heavy agency responsibilities he was kept busy signing talent. He sent them to New York in wholesale lots. Danny would find out which movie stars were going to New York and when. Then he would sign them for guest appearances on that show. He had to extol the advantages of radio to many a film star, and often sought them out in the most unusual places. But Danny Danker, like the Northwest Mounted Police, "always got his man".

In a few short months other J. Walter Thompson produced shows started in New York with talent also being signed by Danker in Hollywood for their appearances. The *Lux Radio Theatre*, opened in New York in October 1934, using Broadway as well as movie talent. Danker sent many from Hollywood during the two years the weekly program emanated from New York. If talent wasn't planning a New York visit then, he would persuade it to go there especially for appearances on the *Vallee Show* or *Lux Radio Theatre.*

It wasn't easy in the beginning. Hollywood film talent wasn't always sure that radio appearances were to its advantage. Danny recalls having spent an entire day around William Powell's swimming pool, selling the star on the idea of doing a broadcast of "The Thin Man". On another occasion, an actress, signed for a guest spot on a weekly one-hour show, phoned Danker the morning of the broadcast which happened to be Monday, and asked him to postpone the program until later in the week, preferably Friday. "It was something new to them, and they were afraid", he relates. "They didn't understand. You would have to argue for months to get them on a program. They would go jittery with mike fright. But after the broadcast they would say, 'Well, when do I go on again? Next week?'"

Burns and Allen got their first radio break on the *Rudy Vallee Show.* Then they went on their own. Shortly after they came to Hollywood on a motion picture

(*Continued on page 97*)

Personal NOTES

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, Los Angeles, participated in the Conference on Radio & Education, sponsored by Stanford University and the Federal Radio Education Committee on the college campus July 25-26. He was special guest speaker at the dinner meeting, and later took part in the conversation group. He also appeared with a board of experts who were challenged by questions from guests attending the conference.

REG. M. DAGG, commercial manager of CKWX, Vancouver, B. C., is the father of a boy born in mid-July.

ROBERT A. STREET, sales manager of WCAU, Philadelphia, has returned to the mainland from a vacation trip to Honolulu. He will attend the NAB convention in San Francisco before returning to his station duties.

GERALD F. BOURKE has returned to CKCA, Kenora, Ont., as manager, replacing George A. Titus.

HARVEY HARDY, formely manager of KBST, Big Springs, Tex., and Waynond Ramsey, of KOMA, Oklahoma City, have joined the sales staff of KABC, San Antonio.

JOHN HART, of the Toronto commercial department, Canadian Broadcasting Corp., recently married Theresa Turner of Ottawa.

ARTHUR L. FORREST, director of sales promotion of WBT, Charlotte, N. C., resigned late in July, announcing no plans.

DEANE S. LONG has been named manager of the new WBOC, Salisbury, Md., which he reports is scheduled to start operating about Sept. 15. WBS library service and Transradio news have already been ordered.

FRANKLIN C. SALSBURY, for two years administrative assistant to FCC Commissioner Thad H. Brown and for the last six months an attorney in the FCC Law Department, has resigned effective Aug. 25 to enter private practice in Washington. A graduate of Yale, he was appointed to the FCC from Cleveland. He is the author of an article, "The Transfer of Broadcast Rights", in the current issue of *Air Law Review*, published by New York U.

WILLIAM S. CHERRY Jr., president of WPRO, Providence, R. I., during a recent fishing trip off Martha's Vineyard hooked and landed a 205-pound swordfish.

W. D. WORKMAN Jr., manager of WTMA, Charleston, S. C., is the father of a boy born July 3.

G. L. KIRK recently was named commercial manager of KPAC, Port Arthur, Tex.

ROBERT I. GARVER, of the sales staff of *Tide* magazine, on Aug. 5 is to join the sales department of WOR, Newark.

BOB MAGEE, sales manager of WEEU and WRAW, Reading, Pa., and Cherries Wolff, are to be married Sept. 8 at the Valley Forge Memorial Chapel, Valley Forge, Pa.

MARTIN BLOCK, director of *Make Believe Ballroom* on WNEW, New York, and George M. Cohan, noted stage star, were co-masters of ceremony at a "Swing Carnival" staged July 25 at the New York World's Fair for the benefit of America's defense program. Show, featuring an all-star band, ran from 9:30 p.m. to 2 a.m.

G. W. RICHARDSON, assistant secretary of the Canadian Broadcasting Corp., Ottawa, has joined the Royal Canadian Air Force.

L. D. (Bill) LARIMER, for the last seven years sales representative of KFOR, KFAB and KOIL, Lincoln and Omaha, has resigned to join Consolidated Aircraft Co., San Diego, effective Aug. 1.

WILLIAM WALLACE, formerly of WDAY, Fargo, N. D., and other Midwest stations, has joined the sales staff of KFBB, Great Falls, Mont.

BEHIND the MIKE

DOROTHY MALLINSON, formerly of Gardner Adv. Co., Chicago, and previously a radio actress and scriptwriter, has joined the CBS production staff in New York, and will produce the weekly *Grand Central Station* program, sponsored by Lambert Pharmacal Co. for Listerine. Miss Mallinson and Miss Betzy Tuthill are the only two women on the CBS production staff.

ROBERT WOOD, formerly news editor of CBS, has been appointed assistant to Paul White, CBS director of public affairs.

BRIAN HODGKINSON, announcer of CKY, Winnipeg, has joined the Royal Canadian Air Force. His place is being taken at CKY by Wilfred Carpenter, announcer and program director of CKX, Brandon, Man.

AL COLLINS, formerly of WIOD and WQAM, Miami, and WKAT, Miami Beach, has joined the announcing staff of the new WLOG, Logan, W. Va., along with Fred Parson, formerly of WSAZ, Huntington, W. Va. Ted Eiland, of WLOG, has joined the announcing staff of WCHS, Charleston, W. Va.

RUSS SALTER, program director of WJW, Akron, has returned to his post after a honeymoon. Chet Phillips has resigned from the WJW announcing staff to join WADC, Akron.

ALLAN H. MILLER has joined WTOL, Toledo, as production manager. Karl Nelson recently was named chief announcer of the station, and Bernard Young, new to radio, has joined the WTOL announcing staff. Stanley Wyszatkcki, director of Polish programs on the station, early in July married Marja Mianowska.

JOHNNY BERNBOM, salesman in the talent division of WGN, Chicago, is the father of a boy born early in July.

HILDA KIRBY, of the publicity staff of WFIL, Phladelphia, has resigned to write continuity and handle a woman's program on WPID, Petersburg, Va.

PAUL GLYNN, formerly in charge of the night press desk of CBS in New York, has been appointed publicity director of WJSV, CBS affiliate in Washington. He replaces Bill Slocum, who has been transferred to New York to handle special events and sports.

CHRIS YACICH, musician at WWL, New Orleans, recently placed four tunes for publication with Rialto Music Corp.—"Life Is a Mighty Long Time", "We Will Meet by the Bend in the River", "The Little Green Mound on the Hill", "When There's Tears in the Eyes of a Potato". Writing songs for the last 20 years, Yacich has had about 50 published.

HERALD GOODMAN, formerly head of the artists bureau of KVOO, Tulsa, has joined the program and announcing staff of WFAA, Dallas.

DAVID CONNOR has joined the announcing staff of KGNF, North Platte, Neb.

H. V. KALTENBORN, news analyst, will be the chief speaker at the AFRA benefit in the Auditorium Theatre, Chicago, on Aug. 8. His subject will be, 'We Look at the War".

DOROTHEA O'HERON, formerly of the stenographic department of NBC-Chicago, has been named assistant secretary to S. N. Strotz, head of NBC Central Division, replacing Alice Barrow, resigned. Georganne Huxley, stenographer, replaces Margaret E. Huffman, resigned, as assistant supervisor of audience mail.

Ray B. Van BenSchoten

FUNERAL services were held in Syracuse July 23 for Ray B. Van BenSchoten, radio salesman of WSYR, who was drowned while vacationing at his camp in the Adirondacks. Mr. BenSchoten apparently fainted while sitting on a dock, and fell into the lake. He had been with WSYR since its inception, and was the first full time salesman in Syracuse.

John G. Bridges

JOHN G. BRIDGES, 34, program director and sports announcer of WALA, Mobile, Ala., died July 13 following a 10-day illness. With WALA for several years, Mr. Bridges was active in handling sporting events for the station.

Mrs. Marion M. Ward

MRS. MARION M. WARD, 45, former actress, radio playwright and director of the weekly half-hour *Dramas of Youth* sustaining series on Don Lee Broadcasting System, was found dead in her Los Angeles home July 20, apparently from natural causes. Mrs. Ward had been ill for some time. Born in Shanghai, China, she began a stage career as a young girl and toured the United States in stock companies. More recently she organized a drama school in Huntington Park, Cal., and directed the Shelley Players Little Theatre there.

RAN KALER, program drector of WFAS, White Plains, N. Y., recently married Beatrice Eleanor Thabault. Helen Hokanson, secretary to Frank A. Seitz, WFAS managing director, also was married recently to James DuBois Roosa Jr. She will continue with the station.

DON FRANK, formerly of WAPI, Birmingham, has joined the announcing staff of WCAU, Philadelphia.

LARRY MALLERY, announcer of WHAT, Philadelphia, early in July married Berly Evans.

JOHN MOORE, formerly of WBBM, Chicago, and the Iowa Network, has joined the announcing and production staff of KROW, Oakland, Cal.

ALAN STRONG, formerly with the Nantucket Players and director of International Productions, has joined the announcing staff of WOV, New York.

HELEN BAYLIS, receptionist of WOR, Newark, recently was married to Raymond Richard Withey, air-conditioning engineer, in Elmhurst, Long Island.

ERWIN DARLINGTON, announcer of WRVA, Richmond, Va., was given a leave of absence recently in order to substitute for Ralph Edwards in announcing the NBC show, *Against the Storm.*

ADA BETH PEAKER, of the talent staff of WHO, Des Moines, is the author of "Years From Now", a song recently accepted for publication by Broadcast Music Inc.

MERRILL MULREADY, chief announcer of KSCJ, Sioux City, Ia., for the last two years, has resigned as of Aug. 9 to take journalism at the U of California at Los Angeles. Gay Fergason, formerly of KABR, Aberdeen, and KUSD, Vermillion, S. D., has joined the KSCJ announcing staff.

TOM KRITZER has joined the merchandising department of KGNC, Amarillo, Tex.

WAYNE C. BYERS, program director of WHLB, Virginia, Minn., is the father of a boy born early in July.

BILLY ROSE, formerly of WGY, Schenectady, and WQDM, St. Albans, Vt., has joined the announcing staff of WCAX, Burlington, Vt.

Meet the LADIES



GLADYS CRONKHITE

HER FELLOW workers attest to the abilities of Gladys Cronkhite, home economics director of KGO and KPO, San Francisco. Recently she baked a batch of pumpkin and mince pies for staff members, and proved she knows what she talks about on her five-a-week morning *International Kitchen* programs.

Born in Nebraska, educated in the Northwest, she is a Californian by choice and a veteran of San Francisco's radio world. Editing a women's page in a Northwest newspaper formerly occupied her time, but in the last ten years she has had only three months vacation from the ether waves. Listeners to her KGO-KPO programs like her voice and send her all kinds of unusual presents, from a miniature Bible to a potato masher carved from an apple tree limb. She collects cook books and old food facts as a hobby.

Cupid at CBS Hollywood

WITH Dan Cupid running rampant through the CBS Hollywood studios, six marriages are scheduled for August and September. Lois Berg of the script department will marry Robert Johnson, Standard Oil Co. account executive, on Aug. 13. Marrie Fleck, head of the network's Hollywood music library, and Clark Casey, CBS sound effects engineer, have set Aug. 19 for their wedding. Meredith McCubbin of the production division, and Thomas A. Nolder, San Francisco bond broker, will marry on Aug. 31. James Murphy, sound effects engineer, and Adlynn Craig, former film actress, have announced Sept. 3 as the date of their wedding. Elizabeth Heineman, sales department secretary, and Bradford Swope, special investigator for the U. S. Farm Security Administration, will take their vows Sept. 4.

HARRIET HESTER, educational director of WLS, Chicago, has been added to the summer school faculty of Northwestern U where she will conduct a course in "Music Education for Rural and Village Schools."

DOUG CARTER, former free-lance actor of Chicago, has joined the announcing staff of WJHO, Opelika, Ala.

GEORGE HEINEMAN, newest member of the WBBM, Chicago, newsroom staff, has been awarded a full scholarship in the School of Speech of Northwestern U. He is a third year man at that school.

JOE HERGET, formerly continuity director of WSAZ, Huntington, W. Va., has joined the new WBRW, Welch, W. Va., as program manager.

GORDON HITTENMARK, *Timekeeper* of WRC, Washington, was selected by the D. C. Department of the American Legion to receive one of its five 1940 "good citizenship" awards. He received his award Aug. 1 during special ceremonies at the Legion convention.

PAUL BARTLETT, a June graduate of Harvard U and formerly in radio with the McClatchy stations on the West Coast and NBC in New York, has joined the announcing staff of KOA, Denver.

AL CAPATISTI, announcer of WBAB, Atlantic City, is to marry Jane Smathers, daughter of U. S. Senator Smathers, in September.

LORNE GREENE, chief newscaster of the Canadian Broadcasting Corp., Toronto, on Sept. 3 will marry Rita Hands of Toronto.

RUTH PETERSON, actress at KPO-KGO, San Francisco, was married July 3 to Charles Patrick Breen, of San Francisco.

DON HEYWORTH, announcer of KYW, Philadelphia, is the father of a boy born in mid-July.

HUGH CARLISLE, announcer of WRTD, Richmond, is recovering from an emergency appendectomy. Carl Goodwin, sports announcer of WPID, Petersburg, Va., handled his WRTD programs during his absence.

HUB JACKSON, formerly program director of WJW, Akron, has joined KABC, San Antonio, Tex., in the same capacity. Bill Brazil and Travis Cabaniss have joined the KABC announcing staff. Mary Blair has joined the continunity department and June Hagin the traffic department of KABC. Beatrice Berry has joined the clerical staff.

BILL BIVENS, announcer of WBT, Charlotte, N. C., is the father of a boy born July 17.

JOHN CANNON, formerly of WEDC, Chicago, has joined the announcing staff of WHK, Cleveland, replacing Harry Brown, resigned.

HUGH BARTLETT, Canadian Broadcasting Corp. announcer in Toronto, on Aug. 3 will marry Pauline Schnurr of Toronto.

RAY GIRARDIN, announcer of WEEI, Boston, is the father of a boy born July 17.

CHARLES BANFE Jr., U of Chicago graduate, has joined the continuity staff of WWAE, Hammond, Ind. Howard Dunavan, chief announcer of WWAE, is the father of a boy born July 15.

PETER J. HARKINS, formerly a script writer with both CBS and NBC, has joined the announcing staff of WBTM, Danville, Va. He is to marry Virginia Greenhaw, of Washington, in mid-September.

SAM HAYES, Hollywood commentator, takes the part of a fight announcer in the Warner Bros. film, "City For Conquest," to be released shortly.

AL STEVENS, announcer of WFIL, Philadelphia, is sporting a bandage over his eye and owns a new car as a result of a head-on collision while driving July 12 with his wife and children. They all escaped with scratches.

RUS BISHOP, formerly staff organist with WCCO, Minneapolis, KLZ, Denver, and KSCJ, Sioux City, has been named staff organist at WBBM-CBS, Chicago, by Musical Director Milton Charles. Dave Bacal is the other staff organist.

STUART MIMS, author of "Russian Bank", Broadway stage show, has joined the announcing and production staff of WAPI, Birmingham.

DOROTHY ROBERTS, formerly of KGNF, North Platte, Neb., has joined the continuity department of KFBB, Great Falls, Mont., along with Ruth Heggin, formerly of KWNO, Winona, Minn.

BOB CUNNINGHAM, formerly assistant program director in charge of traffic for WBBM-CBS, Chicago, on July 19 was transferred to CBS, New York, where he will assist Gerald Maulsby in traffic and general supervision. His successor in Chicago has not been named.

WALTER COMPTON, MBS presidential announcer and news commentator of WOL, Washington, on July 22 married Frances Miller.

FRANCIS B. SCHIPPER, accountant of WELI, New Haven, Conn., on Aug. 17 is to marry Helen McHough.

CHARLES GUSSMAN, author of the NBC serial, *Li'l Abner*, is the father of a girl born July 8. Mrs. Gussman is the former Mary Young of the Ziegfeld Follies and Ballet Russe.

PAUL MOSELEY, recent graduate of Minnesota U, has joined the announcing staff of KFJM, Grand Forks, N. D. In addition to studio duties, he is assisting Elmer Hanson on baseball broadcasts and has taken over the daily *KFJM Sports Review*.

JOHN CONTE, Hollywood announcer of the NBC *Kay Kyser's College of Musical Knowledge*, sponsored by Lucky Strike, has relinquished that assignment to Ken Carpenter. Conte will undergo a screen test at Warner Bros. and later fulfill stage assignments.

BYRON PALMER, formerly of the CBS Hollywood junior staff, has joined KFAC, Los Angeles, as news editor. Morton Block, formerly of KERN, Bakersfield, Cal., has joined KFAC as announcer.

GENE EUBANKS, formerly NBC Chicago producer for five years, is now in Hollywood where he plans to relocate in radio. He is a pioneer in West Coast radio and motion pictures, having made his home in Hollywood for many years before going to Chicago.

HAL FIMBERG, Hollywood radio writer, has been signed by Republic Studios, that city, to script "Belle of Atlanta", which will be filmed shortly.

SIDNEY MOFFETT, new to radio, has joined KRIC, Beaumont, Tex., as assistant to Franklin Whitehead, program director. New also to the staff is Irene Mitchell, in charge of special sales.

HARVEY HELM, formerly Hollywood gag writer for *Burns & Allen*, has joined the writing staff of the CBS *Al Pearce & His Gang* program, sponsored by R. J. Reynolds Tobacco Co. (Camel).

JULIA MEDLOCK, formerly public relations director of Kellems Products and the Allerton New York Corp., has joined Tom Fizdale in charge of fashions. She was previously radio director of the *San Francisco Chronicle*.

CAPT. BILL ROYLE, nationally known in radio, is in the Veteran's Hospital, Sawtelle, Cal., recovering from a serious illness.

JOE PARKER, NBC Hollywood producer, and Betty Hill, film singer and actress, were married July 22 in Tiajuana, Mex.

WILLIAM CASS, formerly of the WBBM-CBS, Chicago, continuity department, has left for New York where he will assist Lester Weinrot in writing and producing *Meet Mister Meek*, weekly quarter-hour CBS serial.

TAMARA ANDREEVA, CBS New York fashion editor, is being transferred to Hollywood to handle styles and women's news.

EDWARD A. CLELAND, for the last six years with WINS, New York, has joined the continuity staff of WBBM-CBS, Chicago.

DON FORBES, Hollywood commentator on the NBC *Richfield Reporter*, sponsored by Richfield Oil Co., plays the role of a football announcer in a film being produced by 20th Century-Fox Studios.

BEN ALEXANDER, NBC Hollywood commentator, portrays a fight announcer in a Universal Studios film now being produced.

Wynn's Thrill

DICK WYNN, announcer of KSFO, San Francisco, played a role in a real life thriller recently when he found himself practically in the center of a gun battle between a holdup man and a store proprietor. One bullet struck a passerby, who was dropped to the pavement, wounded in the abdomen. Wynn dashed for the nearest policeman and then ran back to the scene of the shooting. The holdup man was captured.

HAL MOON has been named chief announcer and Frank McIntyre news editor of KGVO, Missoula, Mont. Verne Sawyer, formerly of KVI, Tacoma, Wash., has joined KGVO as sports announcer.

CHARLES WALTERS, program director and chief announcer of WRDW, Augusta, Ga., recently married Mildred Brooks, formerly of the continuity department of WMC, Memphis.

RALPH CAMARGO, announcer of KOIN-KALE, Portland, Ore., is the father of a girl born in mid-July.

WILLIAM JEFFRAY, formerly of the radio department of Geyer, Cornell & Newell, New York, has joined the announcing staff of WAAT, Jersey City. Mr. Jeffray also writes a syndicated musical column via State-Wide Features.

HALL BRADLEY, well known in radio acting, has joined the announcing staff of KMPC, Beverly Hills, Cal.

JESS KIRKPATRICK, announcer of WGN, Chicago, is featured on the cover of the July issue of *Golfing* magazine.

Mendel Jones Appointed Manager of New WAKR

ALTHOUGH the starting date has not yet been fixed, S. Bernard Berk, who will be operator of the new WAKR, Akron, has announced the appointment of Mendel Jones as general manager. Mr. Jones, who has resigned as production manager and program director of WCKY, Cincinnati, has already reported for duty in Akron, working from Mr. Berk's law offices in the Second National Bank Bldg. It is hoped to have the station, which will operate with 1,000 watts fulltime on 1530 kc., in operation this autumn.



Mr. Jones

Authority to construct WAKR was first granted in August, 1938 but opposition held it up and a regrant was issued last January. Mr. Berk, who heads Summit Radio Corp., the licensee, owns the city's largest wholesale and retail sporting goods firm, in addition to which he practices law. His new manager is a veteran of many years in radio, having started as a band leader and then served as salesman with the old WEDH, Erie, Pa., and the old WJAY, Cleveland. Mr. Berk also announced the appointment of Don Dayton, local radio man, as chief engineer of WAKR.

MRS. EDWIN PETTIS, sister of Burridge D. Butler, president of WLS, Chicago, and publisher of *Prairie Farmer*, died July 9 at her home in Grand Rapids, Mich.

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Ladies First . . . as News Listeners, Too

CBS Finds Fair Sex Faithfully Follows Broadcasts

By JOHN J. KAROL
CBS Market Research Counsel

DURING the last two years, there has been a large increase in the number of news programs heard over the radio. This has resulted in speculation by the broadcasting companies and news sponsors on how much and what sort of audience these programs reached. How many people listened and just how many of them were women.



Mr. Karol

CBS has just collected and collated the results of many studies by different investigators which throw light on the subject of *how* women felt about news broadcasts. CBS researchers took charge of the marshalling of facts, both past and present, and the woman-hunt was on!

More and More Facts

In country, in city, on farm and in factory the researchers have gathered more and more facts on news-listening. From Providence, R. I., to Madison, Wis.; from Philadelphia to the "typical prairie State" of Kansas, the questions were asked, over and over again:

"What type of radio program do you like best?"

"Where do you ordinarily get most of your news?"

And many other questions in the same vein, with perhaps slightly different syntax. All of them concerned news and women.

A group of these researchers from Ohio State University tackled the city of Dayton, armed with 18 radio program classifications, and asked men and women encountered there to check their five favorite types of programs. News won overwhelmingly with both sexes; 81.5% of the men preferring that type of radio program, 79.7% of the women favoring it:

MEN	%	*WOMEN*	%
News	81.5	News	79.7
Comedy	63.7	Drama	54.1
Pop. Music	57.8	Comedy and Pop. Music	53.4

That survey was taken of both sexes, so when the researchers moved on to Madison, the question was asked only of housewives. (In this way any desire of women to show off their knowledge before men would be eliminated, and there would be no compulsion to say "news" because it sounded more intellectual, and would impress their menfolk.) Ten programs were listed, and the favorite five were to be checked.

When the dust of the pencils had been cleared away, news again led all the rest, being the first choice of 36.4% of the women, against 25.3% for the second choice—popular music:



PROBLEMS OF HOUSEWIVES and how to go about solving them, was the topic when these three nationally-known home economists got together in Southern California to compare notes. They are (l to r) Beth Bailey McLean, head of the home makers department, Swift & Co., Chicago; Norma Young, director of the daily *Happy Homes* program on KHJ, Los Angeles, and Verna Miller, home economics department director of Frigidaire Co., Dayton. Their discussion, in part, was televised over the Don Lee television broadcasting station W6XAO, Los Angles.

	FIRST CHOICE
News	36.4%
Popular Music	25.3
Short Plays	13.0
Classical Music	13.0
Sports	4.0

The data thus far, which had shown that women not only were interested in the news but preferred hearing it over all other programs, had been collected in mid-western cities. For a more cosmopolitan view the hunt shifted its operations to Philadelphia.

Scouts on the Job

Here the Philadelphia Council of the Boy Scouts of America loosed their Eagle Scouts, and those of lesser rank, on some 35,000 unsuspecting citizenry. The same question which had been used out west was repeated in these thousands of personal interviews: Which type of radio program do you prefer?

At the conclusion of this survey, the Boy Scouts found that they really had done their good deed in helping to do away with a faulty axiom—that men might be more interested in the news than women. For the Philadelphia story showed that almost as many women were interested in news programs as men, and that women favored news programs over other types of radio programs even more than men! It seems that men, judged by their radio entertainment choices, are more escapist than the weaker sex. The women want to know what's going on!

In choosing their first five favorite types of programs the women of Philadelphia put *news bulletins* second only to popular music, ahead of all the rest. On the other hand, the Philadelphia men, who also placed popular music first, could do no better with news bulletins than place them fifth.

In actual percentages the men and women were closer than a photo finish. 33.4% of Philadelphia's women picked news bulletins as their second choice in radio programs, while 36.6% of the men favored this type of show, landing it only in fifth place. (Fourth spot went to sports news, showing that men will be boys.)

Here's the complete result of the survey:

MEN	%	*WOMEN*	%
Pop. Music	77.0	Pop. Music	60.0
Melodrama	48.1	*News Bulletins*	33.4
Comedy	40.6	Semi-Class. Music	30.0
Sport News	39.7	Household	27.3
News Bulletins	36.6	Melodrama	25.9

By now pretty well satisfied that the urban woman of America listened whenever news sent on the air, the research boys wanted to check the rural area, to see what the farmer's daughter (and wife) listened to, when there was nothing better to do.

News in Kansas

Dr. Harrison B. Summers, of Kansas State College, sent his research staff into the fields of Kansas, to discover the first five program choices of 9,335 men and women on the farms and in the towns of that State.

News broadcasts were the first choices of town men and women, and farm women; second choice, by a narrow squeak, of the farm men, beaten only by weather information, (which is considered news by many). Eighty-eight percent of the first place choices of the town women went to news broadcasts, against 85% of the town men's choices, while 90% of the favored ballots of the farm women put news broadcasts in first place. Ninety-one percent of the farm men registered their preference for news broadcasts, 1% more than the farm women, but 92% of the first choices of the farm men were given to weather information, so that the farm women *actually preferred* news broadcasts above all others, while their better halves put it second to the weather. (This of course, is understandable, since the farmer is highly dependent on weather news each day, else his earning power and livelihood would be rather speculative. If weather information, which is actually "news", were to be included in that cate-

(*Continued on page 134*)

Test in Supreme Court Is Possibility in WCPO Appeal of WCOL Grant

NEW indication of an eventual Supreme Court test of the authority of the FCC to curtail coverage of existing broadcast stations through assignment of other transmitters on the same channel, without the formality of a hearing, was given July 20 with a second FCC denial of a petition by WCPO, Cincinnati, against assignment of WCOL, Columbus, on its channel [BROADCASTING April 15].

WCPO, operated by Scripps-Howard Radio Inc., originally had appealed from the FCC decision of Oct. 10 granting WCOL a construction permit without hearing for assignment on 1200 kc. with 250 watts unlimited time, involving a shift from 1210 kc. The Cincinnati station claimed its service would be reduced and sought a hearing or rehearing. When this was denied, WCPO took an appeal to the U. S. Court of Appeals for the District of Columbia, against the issuance of the construction permit. With the action of July 20, denying its second petition for rehearing or hearing, WCPO, through its counsel, Paul M. Segal, now plans to appeal to the appellate court from the issuance of the license to WCOL.

In its new decision the FCC said it denied the WCPO petition because it "merely suggests that operation by WCOL under the grant results in interference in petitioner's present service area, but sets forth no facts in any way indicating that the Commission erred" in concluding that public interest would be served by the grant."

Plans for New WKPA

TENTATIVE plans for WKPA, daytime regional outlet in New Kensington, Pa., near Pittsburgh, to go on the air about Sept. 1 were announced by the station's recently appointed general manager, Les Ryder, formerly of WPID, Petersburg, Va. Authorized by the FCC June 25 to operate with 250 watts daytime on 1120 kc., the station was granted to the Allegheny-Kiski Broadcasting Co., a group of seven local business men and city officials, each holding equal interests, and headed by C. Russell Cooper [BROADCASTING, July 1]. Selection of the station personnel has not yet been completed. Studios and transmitter will be RCA equipped throughout.

WHKY Staff Completed

JOHN McALLISTER, formerly of WBT, Charlotte, is manager of the new WHKY, Hickory, N. C., authorized last September by the FCC to operate on 1370 kc., 250 watts fulltime. James McClendon, previously with WSTP, Salisbury, N. C., is program manager; Orville Campbell, assistant commercial manager; E. S. Long, formerly of WSPA, Spartanburg, and WGNC, Gastonia, chief engineer; Wesley I. Nodine, assistant engineer. Announcers are Bing Bennett and Weston Hatfield. An RCA transmitter with Western Electric reproducers, Fairchild turntables, and Collins console is being used. A Truscon tower is located atop the Hotel Hickory, adjacent to the studios.

We thought this was terrific...but LOOK—



THE SAME WAR MAP OFFERED AGAIN ON DON LEE BROUGHT 23% INCREASE IN RESPONSE!

When 60,000 Avalon packs were mailed in as a result of six announcements on Don Lee in the first Brown & Williamson war map offer, we thought we had a whale of a story – so did Brown & Williamson and their dealers . . .

But now B. & W. makes another war map offer, only this time listeners had to send in 10c, and what happened . . . a 23% increase in returns! No wonder Pacific Coast dealers and distributors prefer the Don Lee Network. They know, *from experience,* Don Lee brings action where it counts – at the cash register.

MUTUAL DON LEE BROADCASTING SYSTEM

1076 W. 7th St., Los Angeles, Calif.
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
Affiliated with Mutual...Represented by Blair

THE NATION'S GREATEST REGIONAL NETWORK

Draft to Deplete Canada Stations

Preponderance of Youthful Personnel Vital Factor

AS THE NUMBER of Canadian broadcasters enlisting in the army continues to grow, Canadian broadcasters are faced with a problem of depleted staffs during the next few months. Conscription of single men from 21 years up starts late in August or early in September. Conscription has been legislated in Canada for home defense, enlistment for overseas service still being on a voluntary basis.

Offices of the Canadian Assn. of Broadcasters are daily being queried by broadcasters for information, but at this writing no government regulations have as yet been released on dates when conscription registration starts or what classes will be called up. Most stations will be heavily affected, inasmuch as most staffs consist largely of young men. One group of stations has practically its entire staff within the age limits, with many of the staff single. The Canadian Broadcasting Corp. is similarly affected, as much of its staff consists of men under 30.

No Exemptions

At the outset of the war, it is learned, a register was made by the CAB of all staffs of all privately-owned stations, and forwarded to Ottawa for reference purposes. At that time it was also announced that the CBC staff and the technical staffs of the private stations would be exempt from war services as broadcasting was considered an essential wartime service. The situation has changed, and the government conscription for home defense regulations does not allow exemptions.

Present government-announced conscription for home defense plans call for a training of about six weeks, some in evening time, some in camp. Employers are to continue to hold positions open for men called up, to pay full salaries or make up the difference between army pay and their regular salaries, as conscripts will not be paid for dependents while in training. Conscripts can voluntarily join the Canadian Active Service Force.

It is understood there will be some cooperation between the government and industries, including broadcasters, so that entire staffs will not be depleted for home defense training. In addition to the conscription of young men, there will also be voluntary evening training in militia units similar to the United States National Guard regiments with camp training for those able to attend. This is for married men and those not called in conscript classes.

More Auto Radios in Canada

AUTO radios took a boost in Canada in 1939, according to figures just released by the Radio Branch, Department of Transport, which reports a total of 35,578 auto radios licensed in the fiscal year ending March 31, 1940, as compared to 28,844 in the previous fiscal year. Ontario accounted for 42% of the total number licensed. Every province showed an increase except Ontario. Free radio licenses were granted to 4,699 blind persons in Canada, as compared to 3,926 in the previous year.

Joins Regiment, Woman Manager in Charge





CALLED TO THE COLORS, Lieut. J. Don Buchanan (left), owner and manager of CKPC, Brantford, Ont., has left the station in charge of Miss Evelyn Feely "for the duration". Lieut. Buchanan has joined his regiment of the Canadian Active Service Force. Miss Feely becomes Canada's only woman station manager. She began with CKPC as secretary to Lieut. Buchanan seven years ago, and has served as announcer and commentator under the name of Martha Lee. For the last few years she has been program director.

THE BUSINESS OUTLOOK: CANADA

By JAMES MONTAGNES

RADIO advertisers have not and do not plan to stint on commercial radio advertising just because Canada is at war. That is the consensus after a survey of Canadian broadcasters, advertising agencies and station representatives. The spot broadcasting and the network broadcasting pictures both look good in Canada, with an increase expected for autumn business this year as compared to last year. As one leading time buyer stated: "Everything points to a normal increase in spot and network time, the same normal increase which has been evident the last five years." That speaks plainly for radio advertising in a country at war for nearly eleven months.

Spot Holds Up Well

It is as yet too early for many of Canada's radio advertisers to have finally arranged for their fall schedules, but advertising agencies are busy with the Canadian Broadcasting Corp. station representatives and stations for time schedules for the regular radio advertisers and for a number of advertisers who are trying radio for the first time. No executive interviewed was pessimistic on the radio advertising picture for the last months of 1940. All opined that it would be as good and possibly better than last fall.

Spot broadcasting has held up well in Canada despite the war. Few advertisers found it necessary to curtail or abandon their plans for radio, though a few did. These were mainly companies who imported their products and were not sure of deliveries in quantities large enough to warrant radio advertising. One was a tea company, branch of an English concern. Another, as an example, was an electric public utility with an educational campaign to stimulate use of more electric current. With war industries booming, all surplus current would be industrially needed, and so that organization dropped its radio plans.

To make up for the few abandoned campaigns a number of new large campaigns were started during the last spring and in the early summer. These were transcription campaigns on a Canada-wide basis, more than making up for the few abandoned campaigns. And for this autumn, agencies mentioned that a growing number of accounts which never or only slightly used radio in the past, are planning fair-sized campaigns to take advantage of greater employment in Canada with war industries speeded up in recent months and considerable drops in the relief rolls.

According to the figures of one large station representative firm bookings have increased during the first ten months of the war by 20%. As this representative has stations throughout Canada, it gives a clear indication that there is no falling off in spot broadcasting. The same executive stated that only a few days after Prime Minister Churchill's broadcast of July 14, advertisers who had held back in recent weeks from new campaigns because of the war situation were showing restored confidence in the future and getting ready to sign autumn campaigns.

Appropriations Enlarged

In addition to new radio advertisers coming on the air, agency executives and station managers report that appropriations of regular radio advertisers have in a number of cases been enlarged, and expansion is still continuing to take place. There is a more than normal inquiry for small regional and larger custom-made networks, and at least one sponsor will broadcast intercollegiate football games on regional networks.

More national network campaigns are booked for this fall than were on the air last year, including a fair number of American and Canadian advertisers new to Canadian networks. Reasons given for this growth include the fact that some Canadian advertisers are nationalizing their regional distribution, are making radio advertising appropriations on a yearly instead half-yearly basis, and are turning from spot to network campaigns.

While there have been no commercial wartime programs developed, it is believed in some quarters that some angle of the variety program may be developed featuring war songs and sketches. Most agency executives are of the opinion, however, that enough talk and news about the war are carried on the air, and that listeners want other radio entertainment on commercial programs.

The quiz show is felt by some to be on the way out. Until the sponsored newscast situation (there is strong newspaper-backed movement for the elimination of sponsored newscasts in Canada) is finally settled in August, national advertisers plan to use other program material. There are two Canada-wide sponsored news services now on the air in the Dominion, and other big advertisers have shown an interest, when the situation clears.

Transcriptions and Elections

Despite increased customs duty and the difference in Canada and United States dollars, transcription shows continue to be imported into Canada. The transcription sales of imported shows are on a par with last year, before war outbreak, according to one large importing firm. On the other hand, custom-made transcriptions in Canada are continuing in demand, one special set recently made being for a food firm with an Italian name to tell its all-Canadian ownership story in 13 Canada-wide musical broadcasts.

The war actually benefited Canadian broadcasters this past spring when Canada held a federal election. Past elections saw the cancellation of commercial broadcasts to clear time for network election talks. This time, with war control on election broadcasts by the CBC, and each election talk, local and network, having to be approved by the CBC, broadcasters found that less commercial broadcasts had to be cancelled for network election talks, although there were as many as in the past. Result was more money for the stations.

With prospects of increased business this fall, advertising agency executives report that specific time is constantly becoming more difficult to obtain on individual stations, while network time is considered so hard to get that "a shoehorn is needed".

All in all, it looks as if the war will mean excess profit taxes for most Canadian stations, instead of a slump in radio advertising as expected in some quarters when war broke out last September.

WDEF are the call letters assigned by the FCC for the new local station in Chattanooga which Joe W. Engel, president of the Chattanooga baseball club, has been authorized to construct [BROADCASTING, July 15].

NAB · LANG-WORTH
MUSIC LIBRARY SERVICE
is recorded by

Columbia

Columbia engineering has developed a transcription which is incomparable in tonal fidelity.

During the past five months we have seen blase union musicians thrill like "school-boys" at first hearing a Columbia reproduction of their work.

We have enjoyed the sensation of being forced to telephone a broadcasting station to prove to an advertiser that the "live orchestra" he thought he was listening to, was a NAB-Lang-Worth transcription.

Yes, we have even had a complaint from a program manager who wrote: . . . "These new NAB-Lang-Worth transcriptions are making me trouble. They are so real they embarrass my live orchestra!"

When the agreement between NAB and Lang-Worth was signed, Lang-Worth pledged itself to provide Radio stations with a transcription service of the highest possible technical excellence at the lowest possible cost.

That Service is NOW ready for YOU!

LANG-WORTH FEATURE PROGRAMS, INC.

Exclusive Producers of NAB-Lang-Worth Music Library Service

420 MADISON AVENUE, NEW YORK, N. Y.

PACA Vancouver Radio Session Is Big Success

Feltis Committee Brings U. S., Canadian Radio Delegates

By LINDSEY SPIGHT*

BROADCASTERS from the United States and Canada, as well as West Coast advertising and agency representatives, who attended the radio departmental of the Pacific Coast Advertising Club's Association in Vancouver, in mid-July left the session feeling more worldly-wise on commercial radio. That was because the departmental, which concluded the business sessions of the 37th annual PACA convention, was the best attended of all special functions and was hailed as the most successful session in recent years.

Devised under the chairmanship of Hugh Feltis, commercial manager of KOMO-KJR, Seattle, and a committee of West Coast broadcasters, the program was designed to give delegates from the States an idea of the problems of Canadian broadcasting, particularly under the stress of war conditions. A list of representative speakers opened discussion on major industry problems.

Daylight Time Issue

A subject of great importance to Pacific Coast broadcasters and advertisers—daylight saving time—was fully discussed with the expected sympathies for elimination of the summer differential, which put Eastern originations into the Coast an hour earlier. It was concluded that the PACA convention was not the place to take positive action, and the radio delegates proposed to raise the question at district meetings in San Francisco preparatory to the NAB convention Aug. 4-7.

C. P. MacGregor, head of the Hollywood transcription company of that name, opened with a spirited plea for station managers and network support of Broadcast Music Inc. He reported the recently concluded arrangements between BMI, and the leading recording studios to have available by the NAB Convention 5,000 recorded pieces and the guarantee by the participating recording companies to furnish an additional 75 tunes per month prior to the expiration of the present ASCAP contracts at the end of this year.

CBC War Activity

In the absence of Horace Stovin of CBC, Toronto, who was scheduled to speak on "Regulation No. 13", which concerns the handling of medical copy in Canada, Ira W. Dilworth, regional director of the Canadian Broadcasting System, spoke on "The CBC in Wartime." This reflected the temper of the convention which was keenly interested in comparing war sentiments and international viewpoints from both sides of the border.

F. R. Gamble, managing director of American Assn. of Advertising Agencies presented the agencies' viewpoint towards radio as a medium stressing particularly the problems of cash discounts and unstable rate structures. The convention was also glad to learn from him of the agencies active interest and cooperation with the industries' fight for broadcast music.

Dr. Frank J. Clancy, formerly director of the bureau of investigation of the A. M. A. and now a practicing Seattle physician, brilliantly satirized radio medical copy from the standpoint of scientific fact. His talk, illustrated by recordings of actual commercials, from an entertainment standpoint, was generally considered the outstanding speech of the convention. Underneath the humor and satire was a sincere and serious charge against some of our present copy practice and many of the prominent broadcasters present would like to see him included in the coming NAB convention program in San Francisco in August.

Charles Brown, Pacific Coast sales promotion manager for NBC, Hollywood, explained the working principles behind the Pacific Coast Hooper reports. His general discussion of the quality and quantity of radio fact finding, which places it in the top of 20 American industries in appropriations spent in research, proved surprising to most of the audience.

The writer attempted to summarize the preceeding speakers' remarks from the strictly commercial standpoint. He gave examples of improving station management, better rate practice and copy control, coming in voluntarily through self regulation in the industry.

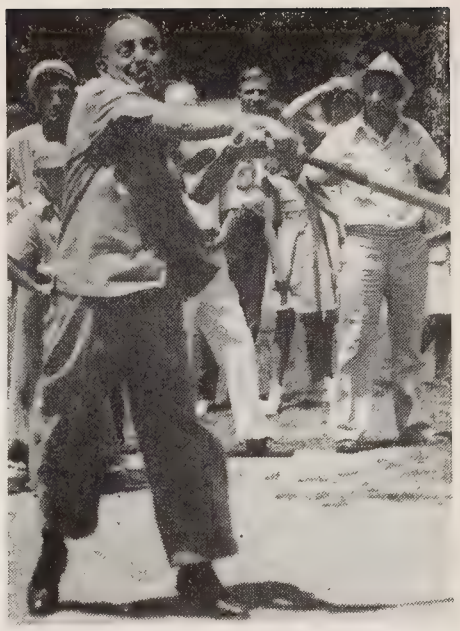
Belding Elected President

Chairman Feltis' technique in arranging an industry business meeting rather than a show won many expressions of commendation not only from the broadcasters but the convention at large. It has set a pattern that will be difficult to excel at future radio departmentals of the PACA.

Don Belding, vice-president and manager of the Los Angeles office of Lord & Thomas was elected president of the association for the coming year. Next year's convention was awarded to Santa Barbara.

Members of the committee for the PACA radio departmental, in addition to Chairman Feltis, were Don Thornburgh, CBS, Los Angeles; Lewis Allen Weiss, Don Lee-MBS, Los Angeles; C. E. Hooper, New York; Sydney Dixon, NBC, Los Angeles; John C. Kendall, attorney, Portland; Lindsey Spight, John Blair & Co.; Walter Burke, McCann-Erickson, San Francisoc; Walter Wagstaff, KDYL, Salt Lake City; Carey Jennings, KGW-KEX, Portland, Ore.; George Chandler, CJOR, Vancouver; Reg Dagg, CKWX, Vancouver; Jack Morse, Dan B. Miner Co., Los Angeles; Dick Lewis, KTAR, Phoenix; G. A. Wellington, Seattle representative, KFAR, Fairbanks, Alaska; C. W. Myers, KOIN, Portland; Earl J. Glade, KSL, Salt Lake City.

* Pacific Coast Manager, John Blair & Co.



JUST LIKE CASEY was Clair Shadwell, program director of WSAI, Cincinnati, as he strained into this high-swinging third strike during a baseball game at the big picnic given July 14 under auspices of the *Cover Pullers* program of WSAI. More than 2,000 persons, members of the Cover Pullers Club and their guests, attended this first annual jamboree, engineered by Batsman Shadwell and Layman Cameron, m.c. of the early morning program.

ONE OF THE FIRST

KFH Baseball Quiz Marks 125th Broadcast

A PIONEER quiz show, *Quizzer Baseball*, recently completed its 125th weekly broadcast on KFH, Wichita, under the cooperative sponsorship of its original four backers. Broadcast from the stage of the local Civic Theatre, the contest feature simulates a real baseball game, with Larry Stanley, sports announcer, supplying play-by-play color. Prizes from $25 up to more than $100, built up cumulatively, are awarded in addition to regular prizes by O. F. Sullivan, theatre manager.

For the broadcast Vernon Reed, KFH program director, distributes to audience participants miniature baseball bats, numbered to correspond with particular questions. Each question is good for one, two, three bases or a home run, if answered correctly, depending upon its difficulty. A single pays the batter $1, with a home run worth $4. The special awards are given for answers to questions pertaining to a picture at the theatre. Listeners get $1 and two theatre passes for questions used on the program. The feature was originated by E. F. Scraper, KFH sales manager, and is being presented in several other theatres and stations. The program, distributed by Civic Enterprises Inc., Wichita, is copyrighted.

Assist for Hodges

RUSS HODGES, sportscaster of WBT, CBS affiliate in Charlotte, N. C., should share honors for the two-hit shutout game recently pitched by Buck Newsom of the Detroit Tigers over the Washington Senators. While broadcasting, Hodges heard that Newsom was worrying about his father, ill with a heart attack, and sent out good luck wishes to the sick man. Newsom's sister, Ileen, heard the broadcast in Hartsville, S. C., phoned WBT that her father had improved and wanted Buck to "stay in there and pitch." WBT phoned the news to Buck in the player's dugout in Washington and the shutout game resulted.

Bushnell Joining BBC To Operate Shortwave Services for America

ERNEST L. BUSHNELL, Canadian Broadcasting Corp. supervisor of programs at Toronto, has been loaned to the British Broadcasting Corp. to develop shortwave services directed towards North America, the CBC announced in Ottawa July 18. He was to proceed to England within a few days of the announcement, his third trip overseas since the outbreak of war. His two previous trips were to organize CBC programs from England, including news talks and broadcasts of activities of the Canadian armed forces in England.



Mr. Bushnell

Because of the present close association of the CBC and BBC, Bushnell will retain his title as CBC program supervisor, and will keep in close contact with George Taggart and Charles Jennings, his assistants at Toronto, under the same arrangement as during his two previous trips to England.

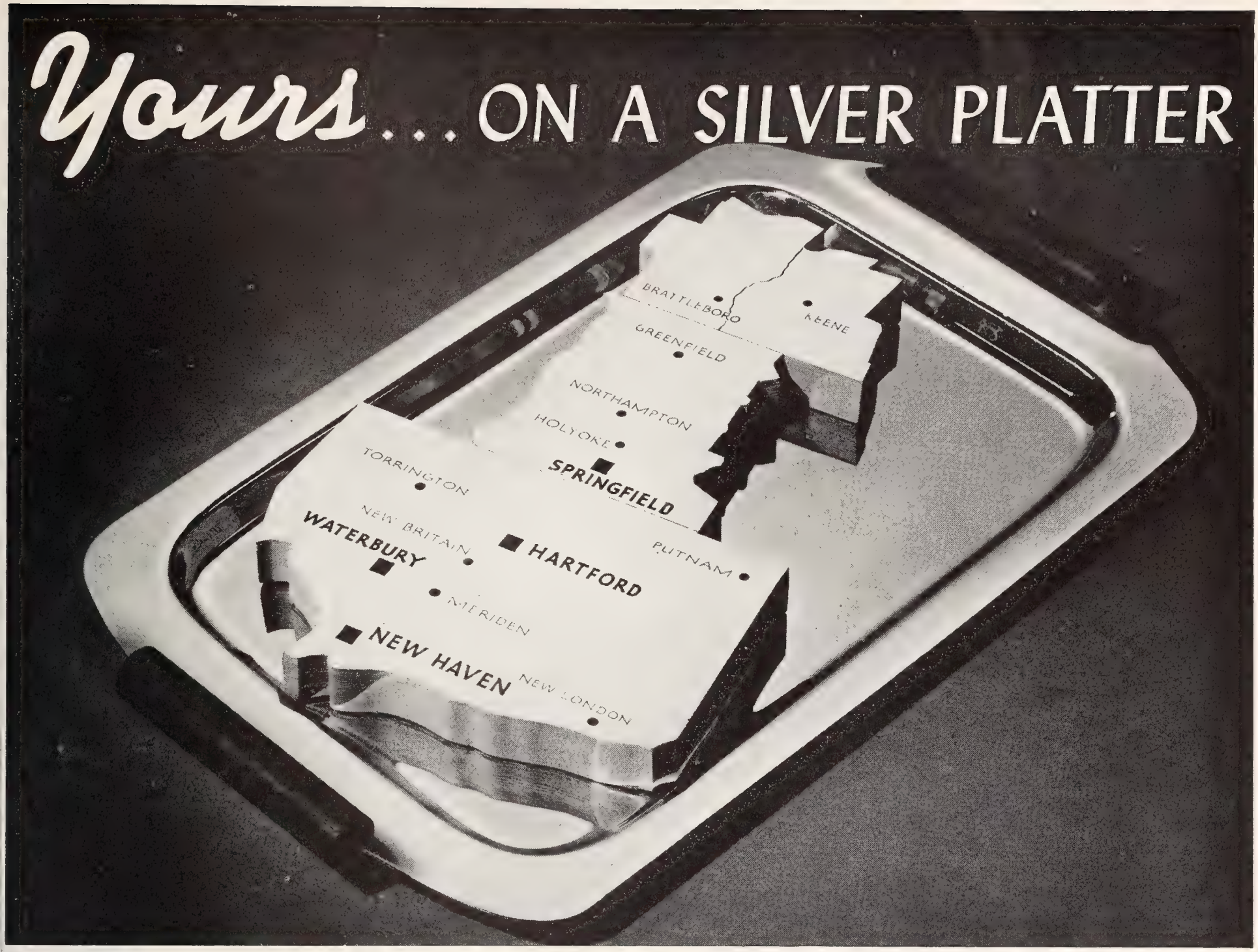
Mr. Bushnell has been in radio since 1921 when he first sang over the former CFCA, onetime *Toronto Star* station. Born on a farm near Port Perry, Ont., on Nov. 19, 1900, he graduated from the University of Toronto's Conservatory of Music in 1922, for the next five years toured Canada and the United States with a male quartet, and in January, 1927, formed one of the first radio advertising agencies in Canada with Charles Shearer, now assistant radio censor at Ottawa. At the same time Bushnell assumed joint managership of CFRB, Toronto. In 1930 he was made manager of Canadian National Carbon Co. (Eveready Batteries) station CKNC, Toronto, now CBY, Toronto.

In 1933 on formation of the Canadian Radio Broadcasting Commission, predecessor of the CBC, he was appointed regional program director. When the CRBC became the CBC in November, 1936, Bushnell became program supervisor.

Johnson Wax Shortwave

S. C. JOHNSON Co., Racine, Wis., on July 12 started two Friday shortwave programs via NBC's shortwave stations WNBI and WRCA, to promote Johnson's wax in South America. Series will run 52 weeks. One program, in Portuguese, is titled *Hollywood Life* and features Iracema de Mallo, 7:15-7:30 p.m. (EST). The second program, *Hollywood,* is carried in Spanish with Olga Andre, 9:30-9:45 p.m. (EST). The scripts are prepared weekly in Hollywood, then mailed to NBC in New York for translation into the proper languages and transmission to Latin America. Erwin, Wasey & Co., New York, handles the export advertising of the company.

A HEARING has been ordered by the FCC on the application of the *Huntsville* (Ala.) *Times* for the facilities of WBHP, Huntsville, 250 watts on 1200 kc. The *Times* is owned by the same interests that publish the *Birmingham News* and *Age Herald* and operate WSGN, Birmingham.



. . . THE MARKET WITH *more money* TO SPEND

Year in and year out, the prosperous WTIC market ranks with the nation's best. The latest figures show this grand market more than ever at the top of the heap today.

Last year, for instance, the 420,895 families in our primary area alone had—and spent—84.3% *more* money per family for consumption goods than the national average.* Their per family purchases even topped the remainder of better-than-average New England by 10.9%! **

Here's a market that can and will buy your product—*lots of it.*

WTIC gives you this big, convenient, billion-dollar market literally on a silver platter!

**National Resources Committee*

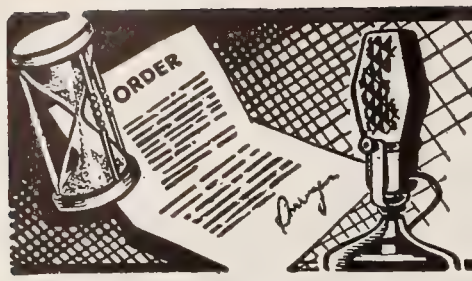
***Printers Ink Market Explorations*

WTIC 50,000 WATTS

A "MUST" FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET

The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network

Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KNX, Hollywood

Dr. Pepper Bottling Co., Los Angeles (beverage), 5 *sa* weekly, thru Tracy-Locke-Dawson, Dallas.
Langendorf United Bakeries, San Francisco (bread), 10 *sa* weekly, thru Leon Livingston Adv. Agency, San Francisco.
Lindsay Ripe Olive Co., Lindsay, Cal. (olives), 6 sp *weekly*, thru Lord & Thomas, San Francisco.
Wilmington Transportation Co., Avalon, Cal. (pleasure resort), 6 *sp* weekly, thru Neisser-Meyerhoff Inc., Los Angeles.
Coleman Lamp & Stove Co., Los Angeles (electric stoves), 6 *sp* weekly, thru W. Austin Campbell Co., Los Angeles.
Wesson Oil & Snowdrift Sales Co., New Orleans (Snowdrift), 6 *sp* weekly, thru Fitzgerald Adv. Agency, New Orleans.
Biltmore Hotel, Santa Barbara, Cal. (resort hotel), 3 *sa* weekly, direct.
Hudelson Sales Corp., Los Angeles (fruit juice), 6 *sp* weekly, thru Scholts Adv. Service, Los Angeles.
Procter & Gamble Co., Cincinnati (Dash), 6 *sp* weekly, thru Pedlar & Ryan, N. Y.

KSFO, San Francisco

American Chicle Co., Long Island City, N. Y. (chewing gum), 6 *sa* weekly, thru Badger, Browning & Hersey, N. Y.
Lever Bros. Co., Cambridge, Mass. (Spry), 2 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap) *sa* series, thru William Esty & Co., N. Y.
Globe Grain & Milling Co., Los Angeles (flour), 5 *t* weekly, thru Dan B. Miner Co, Los Angeles.
Weinstein's, San Francisco (department store chain), *sa* series, thru Long Adv. Service, San Francisco.
Chrysler Corp., Detroit (Dodge), 7 *sa*, thru Ruthrauff & Ryan, N. Y.

KYW, Philadelphia

Philadelphia Dairy Products (Dolly Madison ice cream), Philadelphia, 18 *sa* weekly, thru Scheck Adv. Agency, Newark.
Manhattan Soap Co. (Sweetheart soap), New York, *sa* series, thru Franklin Bruck Adv. Corp., N. Y.
American Chicle Co. (chewing gum), New York, *sa* series, thru Badger & Browning, N. Y.
W. H. Comstock & Co., Morristown, N. Y. (liniment), *sa* series, thru Street & Finney, N. Y.

KABR, Aberdeen, S. D.

Carter Products, New York (liver pills), 260 *t*, thru Spot Broadcasting, N. Y.
Creamette Co., Minneapolis (Creamettes), 100 *t*, thru John H. Dunham Co., Chicago.

WEAF, New York

Miles Laboratories, Elkhart, Ind. (Alka Seltzer), 3 *t* weekly, thru Wade Adv. Agency, Chicago.

WABC, New York

Federal Life & Casualty Co., Detroit, 3 *sa* weekly, thru Green-Brodie, N. Y.

KDKA, Pittsburgh

W. H. Comstock & Co., Morristown, N. Y. (liniment), 78 *t*, thru Street & Finney, N. Y.
Procter & Gamble Co., Cincinnati (Lava soap), 5-weekly *t*, 52 weeks, thru Blackett-Sample-Hummert, Chicago.
Baldwin Laboratories, Saegertown, Pa. (Dwin), 26 *sa*, thru Don Stratton Agency, Cleveland.
Dr. Ellis Sales Co., Pittsburgh (beauty preparations), 26 *sa*, thru Smith, Hoffman & Smith, Pittsburgh.
Pittsburgh Institute of Aeronautics, Pittsburgh (flying school), 2 *sa* weekly, direct.
Philadelphia Co., Pittsburgh (electricity), *sa* series, direct.
E. L. Knowles, Springfield, Mass. (Rubine), *sa* series, thru Lawrence M. O'Connell, Springfield.
RCA Mfg. Co., Camden, N. J. (records, turntables, radios), weekly *sp*, thru Lord & Thomas, N. Y.

KMPC, Beverly Hills, Cal.

Ocean Park Amusement Corp., Ocean Park, Cal., (amusement park), 6 *t* weekly, thru Charles Davis Agency, Los Angeles.
Bra-Moll Cosmetic Co., Los Angeles (cosmetics), 3 *sp* weekly, direct.
Union Pacific Railway, Omaha (transportation), 5 *sa* weekly, thru Caples Co., Omaha.

WOR, Newark

American Chicle Co., Long Island City, N. Y. (Chiclets), weekly *sp*, thru Badger, Browning & Hershey, N. Y.
Sweets Co. of America, Hoboken, N. J. (Popsicles), 3 *t* weekly, thru Biow Co., N. Y.
Grove Laboratories, St. Louis (Bromo-Quinine), weekly *t*. thru Stack-Goble Adv. Agency, N. Y.

KYA, San Francisco

Guaranty Union Life Insurance Co., Beverly Hills, Cal. (life insurance), *sp* and *sa*, thru Stodel Adv. Co., Los Angeles.
J. E. French Co., San Francisco (Dodge autos), 5 *sp* weekly, thru Ruthrauff & Ryan, San Francisco.
Union Furniture Co., San Francisco (furniture) 6 *sp* weekly, thru Allied Adv. Agencies, San Francisco.

KGO, San Francisco

Progressive Optical System, San Francisco (chain optical stores), 5 *sp* weekly, thru W. L. Gleeson Agency, Riverside, Calif.

WMCA, New York

Wm. Wrigley Jr. Co., Chicago (Spearmint gum), 36 *sa* weekly, 52 weeks, thru Vanderbie & Reubens, Chicago.
I. J. Fox, New York (furriers), 70 *sa* weekly, 23 weeks, thru Lew Kashuk N. Y.
Foster-Milburn Co., Buffalo (Doan's pills), weekly *ta*, 52 weeks, thru Street & Finney, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 50 *sa*, 3 weeks, 21 *sp* weekly, 39 weeks, thru Franklin Bruck Adv. Corp., N. Y.
United Shoe Exchange, New York, 60 *sa* weekly, 52 weeks, thru Klinger Adv. Corp., N. Y.
Egofoam Shampoo, New York, 6 *sp* weekly, thru Bob Wheaton Radio Features, N. Y.
Warren Norge Co., New York (Farnsworth radio and television sets), 5 *sp* weekly, 7 weeks, direct.

WGY, Schenectady

Baldwin Laboratories, Saegertown, Pa. (Dwin insecticide), 3 *sp* weekly, thru the Yount Co., Erie, Pa.
P. Lorillard Co., New York (Rum-cured tobacco), 2 *sp* weekly, thru Lennen & Mitchell, N. Y.
Procter & Gamble Co., Cincinnati (Oxydol), 5 *sp* weekly, thru Blackett-Sample-Hummert, Chicago.
Beacon Milling Co., Cayuga, N. Y. (animal feeds), 5 *sp* weekly, 13 weeks, direct.
Richardson Co., Philadelphia (U-All-No mints), 2 *sp* weekly, thru N. W. Ayer & Sons, Philadelphia.

WBNX, New York

Wm. Wrigley Jr. Co., Chicago (Spearmint gum), 30 *t* weekly, 52 weeks, thru Vanderbie & Reubens, Chicago.
Prudential Insurance Co., New York, 3 *sp* weekly, 13 weeks, thru Benton & Bowles, N. Y.
Procter & Gamble Co., Cincinnati (Oxydol), 5 *sp* weekly, 52 weeks, thru Blackett-Sample-Hummert, Chicago.

KMPC, Beverly Hills, Cal.

Helms Bakeries, Los Angeles (chain home service), 9 *sp* weekly, thru Martin Allen Adv., Los Angeles.
Energy Research Associates, Los Angeles (D-B-G Tablets), 6 *sp* weekly, placed direct.

WQXR, New York

Campbell Soup Co., Camden, N. J. (consomme and madrilene), 18 *sa* weekly, 10 weeks, thru Ward Wheelock Co., Philadelphia.



"—and you boys work the other side of the street!"

Pd. Adv.

WGAR, Cleveland

Brown & Williamson Tobacco Corp., Louisville (Wings cigarettes), daily *sa*, thru BBDO, N. Y.
Quaker Oats Co., Chicago (cereal), 4 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Lever Bros., Cambridge, Mass. (Rinso), 2 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Chrysler Corp., Detroit (Dodge cars), 6 *sa* weekly, thru Ruthrauff & Ryan N. Y.
Carter Products Co., New York (Arrid), 3 *sa* weekly, renewal, thru Small & Seiffer, N. Y.
Armour & Co., Chicago (Treat), 3 *sp* weekly, thru Lord & Thomas, Chicago.
Stanco Products, New York (Flit), 5 *t* weekly, renewal, thru McCann-Erickson, N. Y.

KHJ, Los Angeles

Fels & Co., Philadelphia (soap), 6 *sp* weekly, thru Young & Rubicam Inc., New York.
Schwabacher-Frey & Co., Los Angeles (chain stationery supplies), 7 *sa* weekly, thru W. Austin Campbell Co., Los Angeles.
Sears Roebuck & Co., Los Angeles (retail merchandise), 30 *sa*, thru Mayers Co., Los Angeles.
Union Pacific Railroad, Omaha (rail transportation), 3 *sa* weekly, thru Caples Co., Los Angeles.
Lyon Van & Storage Co., Los Angeles (chain) 30 *sa*, thru Chas. H. Mayne Co., Los Angeles.
Wander Co., Chicago (Ovaltine), 4 *sa* weekly, thru Blackett-Sample-Hummert Inc., Chicago.

WHN, New York

Cushman's Sons, New York (bakery), 5 *sa* weekly, 4 weeks, thru S. C. Croot Co., N. Y.
National Schools of New York, 6 *sa*, *t* weekly, 52 weeks, thru Huber Hodge & Sons, N. Y.
John Irving Shoe Corp., New York, 21 *sa*, one week, direct.
Rosen-Edison Co., New York (Waldorf Men's Clothing), daily *sa*, 52 weeks, thru the Piedmont Agency, N. Y.
American Cigarette & Cigar Co., New York (Pall Malls), 97 *sa* weekly, 2 weeks, thru Young & Rubicam, N. Y.
Jacob Ruppert Brewery, New York (Old Knickerbocker beer), 12 *ta* weekly, 4 weeks, thru Ruthrauff & Ryan, N. Y.

KFI, Los Angeles

Chrysler Corp., Detroit (cars), 52 *ta* and *sa*, thru Ruthrauff & Ryan, N. Y.
Blecho Co., Los Angeles (clothes bleach solution), weekly *sp*, thru Dan B. Miner Co., Los Angeles.
Planters Nut & Chocolate Co., Los Angeles (peanut oil), 5 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.
Maryland Pharmaceutical Co., Baltimore (Rem and Rel), 5 *t* weekly, thru Joseph Katz Co., Baltimore.

KECA, Los Angeles

People's Committee for Wilkie, Philadelphia, (political), 13 *ta*, placed direct.
Ex-Lax Inc., Brooklyn (laxative), 5 *ta* weekly, thru Joseph Katz Co., New York.
Golden State Co. Ltd., Los Angeles (Frizz), 3 *sp* weekly, thru Warren P. Fehlman Adv., Huntington Park, Cal.

KQW, San Jose, Cal.

Los Angeles Soap Co., Los Angeles, 6 *sp* weekly, thru Raymond R. Morgan Co., Los Angeles.
Loma Linda Food Co., Arlington, Cal. (Buskets), 40 *sa*. thru Lisle Sheldon Adv., Los Angeles.

KOA, Denver

Skinner Mfg. Co., Omaha, Neb. (Raisin-Bran), 6 *sa* weekly, thru Ferry-Hanly Co., Kansas City.
Dr. A. Reed Shoe Stores, Denver chain), weekly *sa*, placed direct.

Radio Advertisers

SOUTHERN COTTON OIL Co., New Orleans (Wesson Oil & Snowdrift) through Fitzgerald Adv. Agency, that city, on July 15 started for 13 weeks participations six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. May Co., Los Angeles (department store), in a 13-week campaign which ends Oct. 19, through Milton Weinberg Adv. Co., that city, also is using six-weekly participation in those programs. Other new participating sponsors include Coleman Lamp & Stove Co., Los Angeles (air conditioning systems), thru W. Austin Campbell Co., that city, for 13 weeks ending Oct. 12, and Schwabacher-Frey Co., Los Angeles (chain stationery) for 52 weeks, ending July 5, 1941. W. Austin Campbell Co., is the agency. Lindsay Ripe Olive Co., Lindsay, Cal. (olives), through Lord & Thomas, San Francisco, on Aug. 5 starts daily participation in those programs for 13 weeks. Hudelson Sales Corp., Los Angeles (Cherefresh fruit juice), also has contracted for 13-week participation starting Sept. 2, placing through Scholts Adv. Service, that city.

KIP Corp., Los Angeles (sunburn lotion), seasonal users of radio, thru Philip J. Meany Co., that city, in a 26-day campaign which ended July 31, used daily transcribed announcements on eight California stations (KMPC KRKD KFOX KERN KJBS KDB KFXM KIEV).

GOLDEN STATE Co., Los Angeles (dairy products), frequent users of Southern California radio time, in a test campaign to introduce Frizz, a prepared ice cream product, on July 15 started sponsoring for 13 weeks the thrice-weekly quarter-hour, *Word Hunters*, on KECA, Los Angeles. Warren P. Fehlman Adv., Huntington Park, Cal., services the account.

McMAHAN FURNITURE Co., Santa Monica, Cal. (retail chain), in an eight-week campaign ending Aug. 8, is sponsoring a six-weekly early morning quarter-hour commentary program featuring Fleetwood Lawton, on both KFI and KECA, Los Angeles. Ad Carpenter Adv. Agency, Santa Monica, has the account.

ENERGY RESEARCH Associates, Los Angeles, newly organized and using radio for the first time, to introduce D-B-G Tablets, a vitamin food product, in a test campaign is sponsoring six participations weekly in the *Andy & Virginia* early morning program on KMPC, Beverly Hills, Cal. Contract, ending Sept. 16 and placed direct, is for nine weeks.

ADOHR MILK FARMS, Los Angeles (dairy products), occasional user of Southern California radio, has started sponsoring a weekly 60-minute program of recorded classical music on KHJ, that city. Contract is for 52 weeks, started July 5. Alfred Leonard contributes interesting stories and plans each program presented. Agency is Lord & Thomas, Los Angeles.

GENERAL DRY BATTERIES of Canada, Toronto, on Aug. 31 starts as a test a live half-hour barn dance on CKNX, Wingham, Ont. Account was placed by A. McKim, Ltd., Toronto. Canada Starch Co. Ltd., Toronto (corn syrup) on Sept. 1 starts daily noon hour Transradio newscasts six times weekly on CKNX, placed by Vickers & Benson, Ltd., Toronto.

RUTLAND FAIR Assn. has purchased spots through August and September to promote the Vermont State Fair via WGY, Schenectady. WGY also reports thrice weekly participations in its *Market Basket* sponsored by Baldwin Laboratories (Dwin) and placed by Young Co., Erie, Pa.

On the Line

FOR YEARS KRE, Berkeley, Cal., has suffered unasked train sound effects resulting from location of the Southern Pacific mainline tracks within a block of the studios and transmitter. Since the railway has been using "canned" train effects all over the Coast, Sam Styles recently sold it on the idea of KRE's picking up the actual sound of each passing train, preceded and followed by an S. P. plug for the particular train. The pickups are made through a mike anchored on the studio roof. Pleased with the idea, Lord & Thomas, agency handling the account, has placed a trial order for 260 spots.

SOUTHERN PACIFIC Ry., to introduce its new coach-tourist train *The Beaver* between Portland and San Francisco, is using 1-minute transcribed announcements on KOIN and KALE, Portland, handled by Leith Abbott, advertising manager. Opening with the sound of a passenger train whistle, the short transcriptions dramatize features of the train, including its low-cost meals.

TAYLOR-REED Corp., Mamaroneck, N. Y., on July 22 started a test campaign for its milk amplifier, Cocoa Marsh, using spot announcements thrice daily on WORL, Boston. If the test proves successful, the campaign may be enlarged. W. I. Tracy, New York, is the newly-appointed agency handling the account.

SEABOARD FINANCE Co., Los Angeles (auto and furniture loans), a heavy user of California radio time, is sponsoring six weekly participations in the *Alarm Klock Klub* on KJBS, and a similar number in *Rise & Shine* on KFRC. In addition, the firm is using 42 spot announcements weekly on KYA and 72 a week on KRE. Seaboard Finance Co. is also sponsoring a thrice weekly quarter-hour news broadcast on KSFO and KFI. An extensive fall schedule, with new stations being added to the list, is being planned. Smith & Bull Adv., Los Angeles, has the account.

KELLEY KAR Co., Los Angeles (used cars), consistent users of Southern California radio time, on July 21 started sponsoring for 52 weeks a seven-weekly quarter-hour sports news program, with Ken Barton as commentator, on KECA, that city. The concern is also sponsoring a two-hour Sunday morning program of recorded popular music on that station, with a similar six-weekly half-hour noon broadcast on KFAC. In addition Kelley Kar Co. uses a one-hour program of recorded classical music on the latter station five nights weekly. Smith & Bull Adv., Los Angeles, has the account.

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on July 15 started a schedule of five-weekly quarter-hour transcribed programs, *Friendly Neighbors*, on WLS, Chicago. Wade Adv. Agency, Chicago, handles the account.

RAINIER BREWING Co., San Francisco (beer and ale), through Buchanan & Co., Los Angeles, in a summer campaign is using two spot announcements weekly on KGHF, Pueblo, and KVOR, Colorado Springs, and three a week on KFEL, Denver. Firm in addition is using 15 weekly on KFKA, Greeley, Col.

RUSSELL MILLER MILLING Co., Minneapolis, on Aug. 6 will start a schedule of thrice-weekly quarter-hour local shows, *Name the Tune*, on WLS, Chicago. Shows will be heard 10-10:15 a.m., Tues, Thurs. and Sat., for 39 weeks. N. W. Ayer & Sons, New York, handles the account.

WXYZ's 'Ned Jordan' Sponsored by Candy Co.

ANOTHER of the WXYZ, Detroit, serials originated by George W. Trendle goes commercial Aug. 13 with the sponsorship of *Ned Jordan, Secret Agent*, anti-espionage drama, on WXYZ, WGR, Buffalo, WLW, Cincinnati, WGN, Chicago and Michigan Radio Network by the Walter H. Johnson Candy Co., Chicago (Powerhouse candy bars). The half-hour drama has been presented coast to coast over MBS Tuesdays at 7 p.m. (EST) for the last several months as a sustainer and will continue on the network unsponsored except on the stations mentioned.

The program is produced by WXYZ, which also has to its credit *The Lone Ranger* and *The Green Hornet*, originated by Mr. Trendle, president of the King-Trendle Broadcast Corp., owners of WXYZ and operators of MRN. Franklin Bruck Agency, New York, placed the account. The program theme deals with fifth-column elements in America and the efforts of Ned Jordan, railroad claim agent, and his employer, J. B. Medwick, transportation tycoon, to combat them.

Samuel R. Hornstein

SAMUEL R. HORNSTEIN, 53, president of Coast Fish Co., Wilmington, Cal., and a pioneer in the use of Southern California radio advertising, died July 14 at his Los Angeles home after a brief illness. Born in Cairo, Egypt, he was educated in Japan and came to San Francisco in 1908 to engage in the rice business. He later established his home and business in Los Angeles county. His firm, for Balto Dog Food, was the first in Southern California to use newscasts and sponsored "Uncle John" Daggett's *Digest* on KHJ 12 years ago, when that station was affiliated with the *Los Angeles Times*. Surviving is his widow, Mrs. Myrtle Hornstein; two sons, William and Robert, and his mother, Mrs. Charles Houghton.

CHARLES J. COWARD, formerly with Ralph H. Jones Co., Cincinnati, in charge of appliance advertising for the National Electrical Manufacturers Assn., has been appointed director of advertising and promotion of the Kelvinator Division of Nash-Kelvinator Corp., Detroit. He succeeds J. Nelson Stuart, resigned.

J. SCOTT WEBSTER, formerly sales promotion manager, has been elevated to advertising manager of W. & J. Sloane Co., Beverly Hills, Cal., chain furniture and interior decorator concern.

H. M. ELLSWORTH, formerly advertising manager of Sterling Products Co., Easton, Pa., has been named advertising manager of Pennsylvania Salt Mfg. Co., Philadelphia, and its subsidiaries.

J. E. DAWSON last month was named manager of the Pacific Coast Division of the Wesson Oil & Snowdrift Sales Co., sponsors of the NBC Pacific Coast network show *Hawthorne House*. He succeeded E. L. Haynes, who retired after 20 years with the company.

AL C. JOY, advertising manager of the Pacific Gas & Electric Co., San Francisco, which sponsors the 2-hour nightly *Evening Concert* on KYA, has been elected first vice-president of the Public Utilities Advertising Assn.

R. B. DONNELLEY, formerly of Vick Chemical Co., New York, has joined Waitt & Bond, Newark (Blackstone cigars), as vice-president in charge of sales and advertising.



TRANSCRIPTION TOPICS by the LITTLE TAILOR



I DON'T care if this is the Navajo Reservation, Junior, I'm not going to buy that blanket. We're going to get one from some Indians in San Francisco. I distinctly heard your father say that the first thing he was going to do at the Convention was to visit the Standard Reservation and sign a blanket contract!

THE STANDARD tribe? . . . Oh, quite tame, I guess. You can't keep on making wampum if you practise scalping the customers. As I understand it, they're unsurpassed in the wax craft. You see that Navajo hammering grooves into a silver tray? Well, you've often heard your father exclaim that at the Standard camp they certainly groove out some marvelous platters!



VANISHING AMERICANS? I should say not! Just a few weeks ago they claimed more members to their tribe than ever before, and since then I've read that they've adopted WCFL, Chicago, WTNJ, Trenton, N. J.; WMJM, Cordele, Ga.; WTMJ, Milwaukee; KVER, Seattle; WHDL, Olean; WOKO and WABY, Albany; WKOK, Sunbury; WINN, Louisville; and WOI, Ames, Ia., which now makes a total of 261 braves!

AH, THESE aboriginal craftsmen! Will you look at that Indian building his little house . . . without tools . . . without nails! And do you know, Junior, I heard your father say that the Chiefs at Standard have just constructed a whole new library COMPLETELY FREE OF TACKS!!



Are Your Transcriptions Up to Standard?

Standard Radio

TAILORED TRANSCRIPTION SERVICE

CHICAGO • HOLLYWOOD

CANADIAN NATIONAL Carbon Co. Ltd., Toronto (Eveready Batteries) on July 15 expanded its *Eveready Joe* transcribed spot announcement campaign to 29 stations across Canada. Stations added six times weekly are CHWK, Chilliwack, B. C.; CJAT, Trail, B. C.; CKOV, Kelowna, B. C.; CKPR, Fort William, Ont.; CJRC, Winnipeg; CFLC, Prescott, Ont.; CFPL, London, Ont.; CKCR, Kitchener, Ont.; CKNX, Wingham, Ont.; CKSO, Sudbury, Ont.; CFCH, North Bay, Ont.; CKCH, Hull, Que.; CFNB, Fredericton, N. B.; CHGS, Summerside, P. E. I.; CFCY, Charlottetown, P. E. I.; and five times weekly on CKRN, Rouyn, Que.; CJBR, Rimouski, Que.; CHNC, New Carlisle, Que. Account was placed by Clarke Locke Ltd., Toronto.

SWIFT & Co., Chicago (Pard dog food), late in July started a 13-week schedule of varying announcements and quarter-hour programs in three midwest markets. J. Walter Thompson, Chicago, is the agency.

RAILWAY & STEAMSHIP Storage Co., Los Angeles (furniture), new to radio, in a 13-week campaign which ends Oct. 18 is sponsoring a thrice-weekly quarter-hour noon newscast on KECA, that city. Firm also is using a similar type of program six times weekly on KFVD, placing through Smith & Bull Adv., Los Angeles.

PHOENIX BAKING Co., Phoenix, Ariz., has signed to sponsor *The Lone Ranger* thrice-weekly for the third straight year on five Arizona Broadcasting Co. stations—KTAR, KVOA, KCRJ, KWJB, KGLU. Gulf Fish Co., Phoenix, marketing fresh seafood in Arizona, has renewed a 52-week announcement contract with KTAR, Phoenix, for the second time.

GEORGE WIEDEMANN BREWING Co., Newport, Ky., has started a transcribed announcement campaign on WIRE, WFBM and WIBC, Indianapolis, and WCHS, Charleston, W. Va. Agency is Strauchen & McKim, Cincinnati.

SKELLY OIL Co., Kansas City, has brought the total number of stations carrying its early-morning NBC-Red newscasts, featuring Capt. E. D. C. Hearne, to 14 with the addition of KANS, Wichita; KGBX, Springfield, Mo., and KSD, St. Louis [BROADCASTING, April 15]. Twenty-week contracts were placed by Henri, Hurst & McDonald, Chicago.

I. J. FOX, New York (furrier), to promote August fur sales, is sponsoring a series of 10 one-minute announcements on eight New York stations, recently completed by the transcription department of WOR, Newark. Account is handled direct.

SAN GABRIEL WINE Co., New York, on July 29 started a test campaign of one-minute Italian spot announcements 50 times weekly on WOV, New York, for Columbo dry wine. More stations will be added later for the announcements, which include a dramatization, music and a short commercial, according to Emil Mogul Co., New York, newly-appointed agency in charge.

Record Lutheran Hookup

AN MBS HOOKUP of 112 stations will carry the 1939-40 *Lutheran Hour* series to be sponsored starting Oct. 27 by Lutheran Church headquarters in St. Louis. In addition, about 90 other stations will carry the program on transcriptions, reports Kelly, Stuhlman & Zahrt Inc., St. Louis, the agency. When the series was started in 1935 only eight stations were scheduled, 28 in 1936, 62 in 1937, 66 in 1938 and 94 in 1939. In the latter year 78 also carried the program on discs. Program is scheduled for Sundays, 1:30-2 p.m. EST, with repeat for western stations 4:30-5 p.m.



EIGHTH YEAR of sponsorship of the noon newscasts on WOWO, Fort Wayne, was celebrated when Kamm & Schellinger, Mishawaka, Ind. (beer) renewed again last month. Bob Wilson is current newscaster on the series which in the past has had at the mike such notables as Harry Flannery, now with KMOX, St. Louis; J. Howard Ackley, now a WOWO executive; George Applegate, now in West Coast radio. Seated (l to r) are A. J. Kamm, sales manager of the sponsor firm; Rudolph Kamm, president; Clarence Kamm, brewmaster; standing (l to r) are Lincoln J. Carter, handling the account for Carter, Jones & Taylor, South Bend agency, and Ford Billings, manager of WOWO-WGL.

THE BUSINESS OUTLOOK: NEW YORK

(*Continued from page 26*)

by firms whose station lists include chiefly the larger, well established stations which might be presumed to have approached their saturation points, while the reports of doubled sales came from representatives of smaller stations with more time available under normal conditions.

Renewals a Help

Another interesting angle, stressed by many representatives, is that much of the business increase is due to expanded spot campaigns of present advertisers, who are almost unanimously renewing their contracts and in many cases are adding more time on stations already used as well as going on the air in new markets.

While the expansion is based primarily on better business conditions, several representatives expressed the feeling that the renewals were at least partly due to the growing realization on the part of station managements that it is less expensive to hold an old account than to secure a new one.

The increased merchandising, promotion and other cooperation given to advertisers by these stations has had an appreciable effect in raising the percentage of renewals, the representatives believe.

Agency executives also reported an increased interest in spot radio among their clients, both those who have never been on the air and who are planning test campaigns in selected markets and those who have heretofore confined their broadcasting to the networks but are now adding spot campaigns in supplementary markets. There is no tendency for network advertisers to drop that medium in favor of spot, however. In all of its calls, BROADCASTING was told of only one example of an advertiser replacing a network campaign with a spot campaign and in that case there were unusual conditions that made the advertiser unwilling to be tied up by a network contract with its 13-week cancellation requirement.

Red Network Sellout

With network billings for the first six months some 14% higher than those of a year ago, with summer business at a higher level than ever before and with advertisers already competing for the time still available for fall and winter, network executives expect an extremely good fall season, in which optimism the agency time buyers generally concur. NBC reports that the Red Network is already sold out between 8 and 10:30 p.m., which has never before happened at this time of year. On all networks there is a noticeable decrease in the summer hiatuses, with advertisers who formerly took 13-week vacations now reducing them to much shorter periods or, in many instances, remaining on the air straight through the summer.

Fall renewals are also coming through in good shape and with some expansion, it is reported, CBS mentioning that several of its clients are adding 25 or more stations to their present networks. In addition to the regular commercial business, the networks report that they are already receiving inquiries for political time on a regular schedule. In the 1936 campaign the politicians learned that while it was usually possible to clear time for an address by a Presidential candidate the public resented undue interruptions of their normal listening habits.

Plans of the Politicians

Furthermore, when a commercial advertiser relinquishes his time for a political speech, the party must pay not only for the time but also for the advertiser's talent, greatly increasing their expenses. Therefore, if they can arrange for their candidates to speak on a regular schedule the political parties can secure more time for their money and avoid offending any regular follower of a commercial program.

Following President Roosevelt's statement that the troublous international situation would prevent his conducting a normal campaign, fear was expressed that this might curtail political purchases of radio time by the Democrats, with the Republicans following suit. The general feeling, however, is quite the opposite: That if the President and Congress are kept in Washington and so are unable to make their usual in-person appearances they will of necessity do their campaigning by radio, thus increasing rather than decreasing their radio expenditures.

The broadcasting industry's action against the music monopoly of ASCAP, which may quite possibly lead to the banning of ASCAP music from the air after Jan. 1, 1941, has as yet had no effect on the placement of advertising on the air, either network or spot. Many agencies expressed the opinion that "the networks will settle this matter before anything really happens, just as they always have in the past." A few of the larger agencies said that they were watching the situation closely, but that there was nothing they could do now and they were not planning any action before the NAB convention in any event.

The New York situation may be summed up in a single sentence: The outlook for radio is better than it has ever before been at this time of year.

Breakfast Club on NBC Now Has 30 Sponsors

FIRST comprehensive report on the *NBC Breakfast Club* as a locally sponsored show indicates that in the final week of June the program had 30 different sponsors in 25 cities. The *Breakfast Club* was offered as an NBC-Blue presentation offered for local sponsorship last February.

Sponsors and stations are as follows: B. C. Remedy Co. and American Railway Express, WCFL, Chicago; Lewis-Howe Co., WJZ, New York; Schneider Grocery, WSAI, Cincinnati; Griffin's Shoe Cleaner, WRTD, Richmond; Hygeia Milk Products, KRGV, Weslaco, Tex.; Montgomery-Ward, WTCN, Minneapolis; Crescent Laundry, WJDX, Jackson, Miss.; Manchester Biscuit Co., WDAY, Fargo; Adler Women's Wear, August Ebks Motors and Les Wheeler Electric Co., WEBR, Buffalo; Sheriff Ltd., CBL, Toronto, and CFCF, Montreal; Lewis-Howe Co., KWK, St. Louis; Kay Jewelry and Willys-Overland Sales, WCOL, Columbus; McCrea Laundry and Morris Plan Bank, WSOC, Charlotte, N. C.; Wesson Oil and Perry-Mann Electric Co., WIS, Columbia, S. C.; Kimball Laundry and Schulze Baking Co., KOWH, Omaha; Nehi Beverage, WHK, Cleveland; Jenkins Auto Sales and Frigidaire Sales, WING, Dayton; Derst Bakery, WSAV, Savannah; Mann Baking Co., KGNC, Amarillo; Caplestons, WTMA, Charleston, W. Va.; Willys-Overland Sales, WSPD, Toledo.



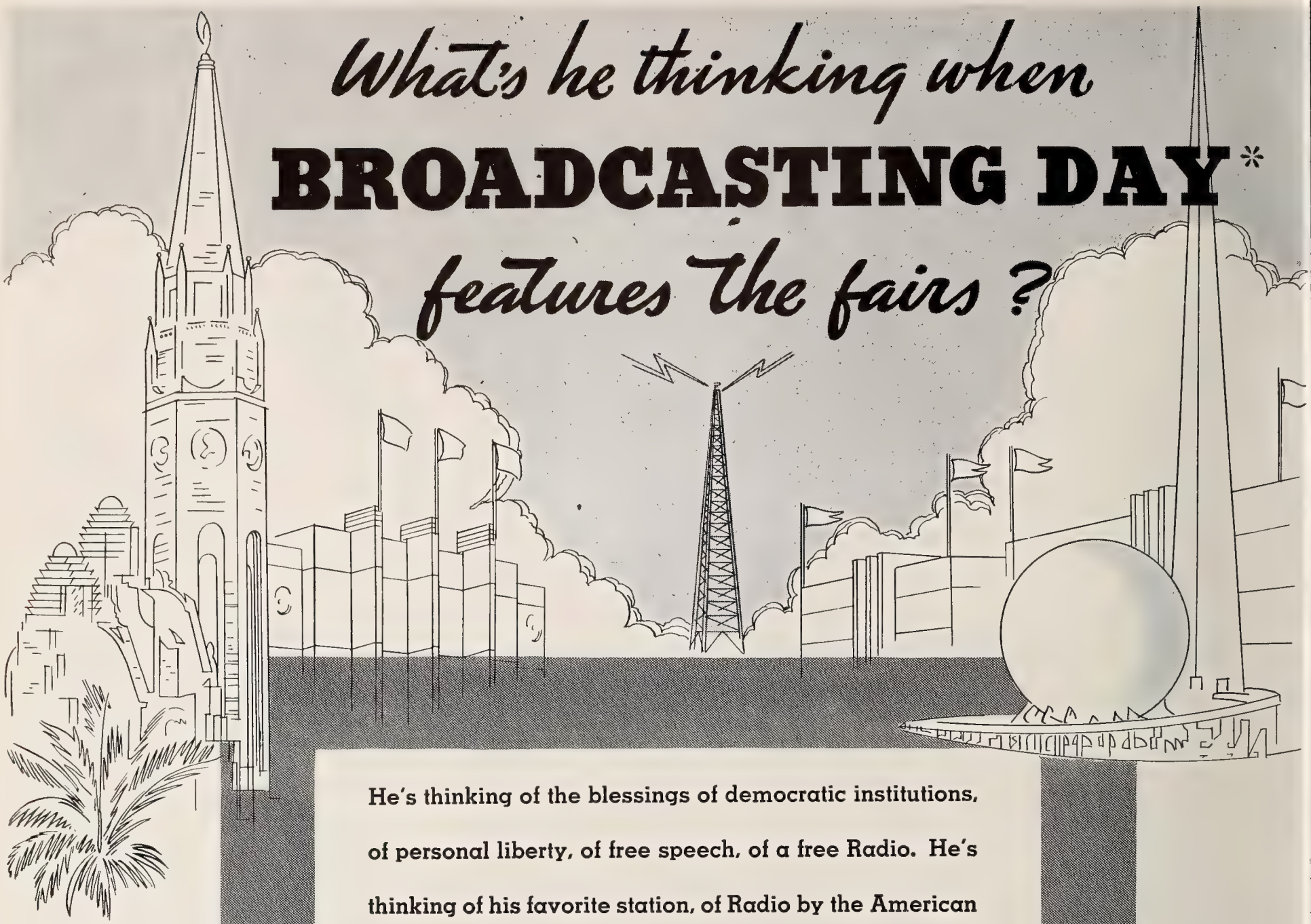
Vigilance...

SKYWARD, by day and night, they strain anxious eyes for signs of danger on Europe's once-peaceful horizon. And they are not alone. In a lesser degree, on other horizons, tireless vigilance is more than ever needed in the midst of today's far-reaching, bewildering changes. . . . On news fronts throughout the world Transradio keeps a 24-hour watch for signs and portents of vital concern to this country. Through its own correspondents and its unexcelled affiliations with leading news agencies abroad, Transradio offers the utmost in authoritative, swift and accurate news coverage. Its growing staff of military, diplomatic and other experts supply lucid, informed interpretation. With redoubled vigilance, Transradio is doing the most outstanding news job in radio today.

Transradio Press Service

521 FIFTH AVENUE · NEW YORK, N. Y.

What's he thinking when **BROADCASTING DAY*** *features the fairs?*



He's thinking of the blessings of democratic institutions, of personal liberty, of free speech, of a free Radio. He's thinking of his favorite station, of Radio by the American Plan. He's thinking Radio.

And when he reads BROADCASTING,
he's thinking Radio, too!

Small wonder everyone thinks Radio when he reads BROADCASTING. It's 100% Radio all the time . . . nothing but Radio. It blankets your prospects. It's the fast, sure, economical way to sell your story. BROADCASTING will work for you!



They're Radio-Minded when they read **BROADCASTING**

BROADCASTING BLANKETS TIME-BUYERS!

*August 3 at the New York and San Francisco Fairs.

AGENCY Appointments

HORLICK'S MALTED MILK Corp., Racine, Wis., to Erwin, Wasey & Co., Chicago.

ROMA WINE Co., Lodi, Cal., Western advertising to Robert Kahn & Associates, Chicago.

CHAP STICK Co., Lynchburg, Va. (Fleet's Chap Stick), to Lynn Baker Co., N. Y. Radio may be used later.

ANATOLE ROBBINS SALES Corp., Hollywood (cosmetics), to Sidney Garfinkel Adv. Agency, Los Angeles.

WILLIAMSON CANDY Co., Chicago (Oh Henry bars), to Aubrey, Moore & Wallace, Chicago.

COLUMBIA RECORDING Corp., Bridgeport, Conn., to Benton & Bowles, New York, effective immediately. No media plans have been formulated as yet.

SHRIMP CANNERS National Advertising Assn., New Orleans (canned shrimp), to Fitzgerald Adv. Agency, New Orleans.

CHEMICALS Inc., Oakland, Cal. (Van-O cleaner), to Botsford, Constantine & Gardner, San Francisco.

SAN GABRIEL WINE Co., Long Island City, N. Y. (Colombo wines), to Emil Mogul Co., New York. Test campaign beginning, and extensive use of radio included in expanded advertising program.

DETROIT-MICHIGAN STOVE Co., Detroit, to Zimmer-Keller Inc., Detroit.

GEORGE EHRET BREWING Co., Brooklyn, N. Y., to L. H. Hartman Co., New York. No media plans yet made.

COLUMBIA ALKALI Corp., New York division of Pittsburgh Plate Glass Co., to Chas. W. Hoyt Co., New York, effective Oct. 1.

UNIVERSAL Television & Radio-Phone Corp., Los Angeles, has been granted by the California State Division of Corporations, permission to sell 15,000 shares of stock, its total capitalization at $1 par.

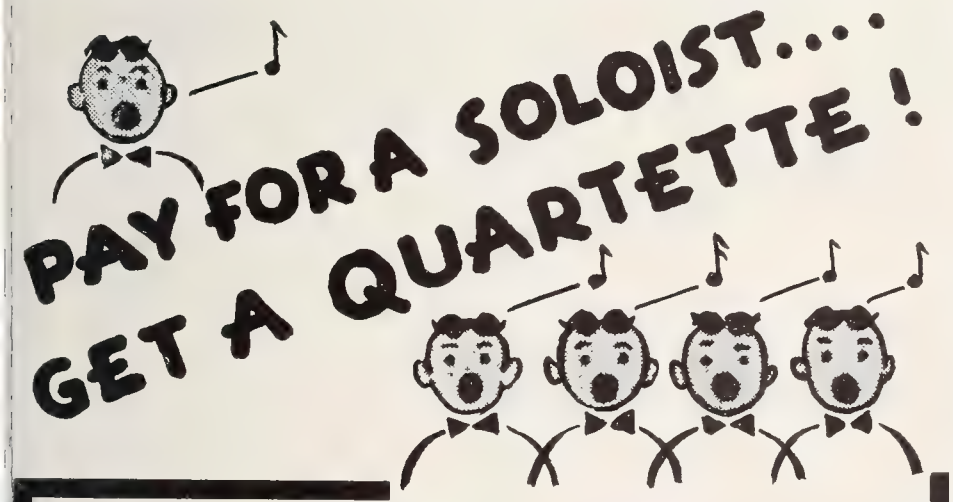
WINDOW STUDIO
For WCOP News Flashing
Sells Furniture

UNTIL television comes along commercially, newscasting from store show-windows suits Summerfield's, in Boston. For the last month this furniture store, in the downtown district, has presented WCOP news flashes three times daily from its main display window, performing to crowds gathered on all corners. The innovation has proved so successful the store plans similar installations in its outlets in other New England cities serviced by stations.

The window is transformed into a complete studio. Raymond Morgan, WCOP newscaster, reads the news flashes direct from the International News Service printer, also in the window. A man is on hand to edit copy. In addition to the WCOP mike, another ties into the store's public address system and also serves a couple of speakers on the outside of the window for the street audience. The INS ticker attracts passersby all day long.

More Man vs. Horse

WCSC, Charleston, S. C., did not stage the 40-mile race between a man and a horse to raise money for the Finnish relief and Red Cross funds, as stated in the July 15 BROADCASTING, according to a notice from R. M. Hitt Jr., sports editor of the *Charleston News & Courier*. Mr. Hitt declared he was "in sole charge of the race and all its aspects", at the request of Dr. Suominen, who ran the race. The BROADCASTING story was based on a release from the station indicating its participation in the event.



When you buy WLAW, LAWRENCE, you only pay for Lawrence but you cover four big cities—a total population of 714,892.

For WLAW covers Lawrence, Lowell, Haverhill and Nashua—all at WLAW's modest rate for 1000 watts—680 kilocycles.

Plus this with a thorough merchandising understanding of these markets brought about by joint ownership of WLAW and the *Lawrence Eagle* and *Tribune*.

WLAW

LAWRENCE, MASS.

Daniel J. Danker, Jr.

(*Continued from page 83*)

deal, and General Cigars took the comedy team under sponsorship. It was one of the first big coast-to-coast network shows produced by the J. Walter Thompson Co. to originate from Los Angeles. It originated from the KHJ studios when Don Lee network was affiliated with CBS.

By the end of 1935 Danker had enticed more than one half the Hollywood stars and other film talent to the mike. He believes that the average Hollywood actor and actress today is well aware of what to do and what not to do on the radio, but it took them a few years to acquire that knowledge. They have learned that a properly handled radio appearance enhances their value to the box-office and also "humanizes" them with the American public. Hollywood has approximately 400 big names today who are billed as stars. With very few exceptions these men and women, plus directors, producers, writers, photographers, fashion authorities and technicians, have been signed by Danker for radio appearances.

Danker is one of the youngest executives of the J. Walter Thompson Co., having been made a vice-president in early 1937. Although talent buying for radio programs is an important function, it is just one of the agency responsibilities that rests upon his shoulders. For the last five years many executive duties have been added to his role of Hollywood's No. 1 radio talent buyer, and he carries these responsibilities comfortably. He acts as liaison between the client and permanent talent on the weekly network programs which emanate from Hollywood, and it is his job to keep everybody happy. Danny has also negotiated many an important deal, bringing many a new advertising client to the J. Walter Thompson fold.

When the Southern California offices of the agency were consolidated and moved to the present Hollywood headquarters at 1549 N. Vine St., Jan. 1, 1939, Danker personally designed and furnished the setup to meet all requirements. It is today one of the most modern and best equipped advertising agency offices on the Pacific Coast, and one of the few to boast its own Little Theatre for auditions.

Danny has never had the desire to produce a program. He frankly admits his interest lies in the business end of radio advertising and in talent buying. He likes to work out the policies of a show and then assign production duties to his very able staff. He knows exactly what he wants done and expects them to carry on. That staff, incidentally, varies from 30 to 70 persons, depending upon the number of network shows being produced at the moment. Through his offices passes an interminable parade of agency writers, producers, publicity men and others essential to the success of a radio show. Each draws on Danker's knowledge of radio, talent and general company policy.

Blue-eyed, with brown hair, Danny stands 5 foot, 11 inches tall and weighs 190 pounds. He was married Dec. 6, 1934, to Lorena Layson, Warner Bros. film actress, and they have one child, Suzanne, who is the pride and joy of the Danker household. She reigns supreme. When he is talking to Hollywood glamour girls about a radio contract, Danny is usually master of the situation, but when 2½ year old Suzanne turns on her charm, he is powerless. He has no hobbies besides his work, which is almost a 24-hour job because it keeps him constantly on the go. Danny does like to putter around the garden of his Beverly Hills home, with his wife and daughter doing the supervising. His greatest ambition is to raise his family successfully. He's not a joiner, although he does belong to the Harvard Clubs of Boston and New York. Although he played end on the football team during both his prep school and college days, and also went in for a bit of hockey, Danker has little time for sports today. He does, however, keep up with the activities of the Hollywood baseball club of which he is one of the stockholders.

Second Outlet in Year In Atlantic City, WFPG, Is Placed on the Air

LESS than two months after the FCC on May 24 had granted WFPG, Atlantic City, its construction permit to operate with 100 watts night and 250 day on 1420 kc., the new station went on the air July 19. Licensee is the Neptune Broadcasting Corp., a group of 20 local business men, each owning 5% of the stock, and headed by A. Harry Zoog [BROADCASTING, April 15].

Mr. Zoog is president and general manager of the new station with Edwin Kohn as commercial manager. Emory Ellis is program director and Blair Throm, chief engineer. Operators are Joseph Handchet, Charles Drock, Bryant Johnson and Frederic Krause. Announcers are George Thomas, formerly of WCAU, Philadelphia, and Ralf Brent and Joel Chesney, formerly with WTNJ, Trenton.

The studios and transmitter, RCA equipped throughout, are located on the Million Dollar Steel Pier, one-half mile out in the ocean. A 150-foot Lingo tower was erected, 200 feet above the surface. INS news service is used. Formal dedication ceremonies, attended by local and state dignitaries, took place July 27.

Philip Morris Change

PHILIP MORRIS & Co., New York, on Aug. 4 is replacing its "Rhymo" game on the CBS *Johnny Presents* program for Philip Morris cigarettes, Sundays, 8:30-8:55 p.m., with a dramatic series by Max Marcin titled "Crime Doctor". In each week's drama a "prisoner" who has served his minimum term tells his life story to an examining committee. Listeners can win cash awards for letters of not more than 100 words recommending the convict's release or retention, the two best letters receiving $50 each and the next 10 best rating $10 each. The Biow Co., New York, is the agency.

A SMALL-TOWN radio station was the setting for "Tune in My Heart," a romantic comedy by Frank Shane and Bill Thomas, performed by Claire Trevor (as owner) and Don Ameche (as manager) during their Old Gold show July 19 on NBC-Red.

for delivery on



A New Fr
A 5 Fold
An Approx
in Effectiv

RADIO STATION

Nationally represented by Weed & Company, New York, Chicago, Detroit and San Francisco. Owned and operated by the St. Louis Star-Times. On approximately October 15th, KXOK will change its frequency from 1250 kc. to 630 kc. and its power from 1000 watts to 5000 watts day and night.

or about October 15th.

equency of 630 KC.
ncrease in Power
mate 10 Fold Increase
Night Time Range

KXOK ST. LOUIS, MO.

Kentucky U Completes AM Shortwave Outlet

UNIVERSITY of Kentucky, leader in the use of radio as an educational medium, has announced completion of its new 100-watt noncommercial shortwave broadcasting station, located at Beattyville, Ky. and operating on 41.9 mc. It will be financed by the Lee County Board of Education and will operate on a five-day-a-week schedule of directed broadcasts to schools, farmers and adults. Receivers are to be provided each of the 54 schools in the county system. The transmitter uses amplitude modulation.

Kentucky U also announces publication of a new booklet listing its program schedule for the last six months of 1940, to be carried over MBS and a special Southern Network comprising WHAS, Louisville, WLW, Cincinnati, and WLAP, Lexington. A list of the university's mountain listening centers and description of the new Beattyville transmitter are included in the booklet, which is available without charge.

Radio Asked to Aid the Military In Locating Men for Skilled Jobs

WITH 100,000 skilled civilian workers needed by the military establishment of the country, the broadcasting industry has been asked to aid on the job of locating this manpower and placing it in contact with proper authorities in their areas, and the NAB has pledged full industry support. In a special bulletin to the industry, NAB President Neville Miller July 19 notified stations of the NAB pledge and asked them to cooperate by spotting announcements which will be sent out from Washington in quest of the skilled workers.

Mr. Miller pointed out that the national defense needs of the country require immediate employment of 100,000 skilled civilian workers in the War and Navy Departments, Civil Aeronautics Authority and several other departments. To locate these men speedily is an "urgent and patriotic duty that radio can perform best", he said Asking the vigorous help of every broadcaster, he said these men must be reached and urged to return to former trades to avoid bogging down preparedness plans. Clerical workers and laborers are not now needed, he said.

Data to Stations

Announcements mailed to stations will designate definite jobs open in particular sections of the country, Mr. Miller stated. Only in exceptional cases is it likely to be necessary to release blanket announcements. The jobs will be Civil Service, but all red tape has been cut, stations were notified. The applicant does not have to pass a written examination.

Emphasizing that the need is urgent, Mr. Miller said that men responding to the radio announcements can secure application blanks at the nearest first or second class postoffice.

Every week, stations were told, NAB will confer with the Civil Service Commission about jobs. "It is expected that needs at certain points will change frequently. As they change, superseding announcements will be sent", the notice stated.

"Therefore", stations were advised, "in the interest of efficiency, in this hour of emergency, we shall operate on the assumption that stations will continue to broadcast an announcement until it is killed or modified to meet the changing conditions." Stations were asked to "turn on the heat" to locate the men needed for the country's defense. Suggestions also were solicited.

Submitted to stations were blanks to be signed under which stations confirmed their desire to cooperate in the effort. Mr. Miller pointed out that it is necessary to provide the Civil Service Commission with accurate knowledge of the areas being covered by the announcements.

Allen Joins KFBI

FRED L. ALLEN, for the last three years commercial manager of KLZ, Denver, has joined KFBI, Wichita, Kan., in the same capacity, according to an announcement by Herb Hollister, KFBI manager. Mr. Allen has been identified with the commercial side of radio for the last 10 years, and during his three years with KLZ was credited with numerous successful program and merchandising innovations. Before entering radio he was with a Denver advertising agency and was sales and advertising manager of a national distributor of men's apparel.



Mr. Allen

Ford's Used-Car Week

FORD DEALERS Advertising Fund, Kansas City (used cars), on July 22 started a concentrated one-week campaign of two-daily one-minute announcements on 26 stations in its home territory. Stations used were KUOA KDRO KWTO KGBX WHB WDAF KMBC KITE KCMO WMBH KFH KFBI KANS WIBW KSAL KOAM WREN KCKN KWBG KVGB KIUL KGNO KVAK KGGF KFEQ. McCann-Erickson, Chicago, handles the account.

Change in WMSL Control

THE 48 shares of stock in Tennessee Valley Broadcasting Co. Inc., licensee of WMSL, Decatur, Ala., for which Ted R. Woodward held supscription rights, would advert to Mutual Savings Life Insurance Co., now holder of 40 out of the 150 issued shares, under a deal for which FCC approval is sought. The insurance company would take up the stock in default of a note. WMSL was sold last September by James R. Doss to a group including the insurance company and its executives, Manager Woodward and Clarence H. Calhoun Jr., Atlanta attorney. Mr. Calhoun, who manages WGST, Atlanta, acquired 60 shares, which he retains.

DR. HENRY B. KRANZ, former Viennese journalist and dramatic critic and now a member of the staff of the CBS shortwave listening post on Long Island, is on a lecture tour, discussing "Inside Radio War Propaganda."



SINCE early pioneer days, folks in WIBW's territory have made their purchases and placed their trust in brand names. Acceptance was slow and tedious in those days . . . depending solely on word-of-mouth recommendation.

TODAY, "brand-consciousness" of even the *newest* product is established in days instead of years. WIBW's friendly, neighborly recommendations get prompt, positive action from the 1,321,980 members of Our Family throughout Kansas and adjoining states.

Let us show you how quickly and economically Our Family can be influenced to start asking for *your product* . . . BY NAME!

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

Ten Video Stations Granted By FCC as Interest Slackens

NBC, CBS, DuMont, Don Lee, WCAU Applications Are Approved; RMA Action Gets Endorsement

SEEKING to keep alive interest in television, which had waned sharply following its actions knocking out limited commercial operation last May, the FCC July 17 announced first regular grants of facilities to NBC for New York and Don Lee for Los Angeles and San Francisco and on July 20 announced similar grants to DuMont in New York and Washington, and to CBS in New York. Three additional grants were announced July 25 to WCAU, Philadelphia and to Purdue and Iowa State U.

Simultaneously, it gave its blessing to the action of the Radio Manufacturers Assn. in organizing a national television systems committee to seek to work out technical standards or visual radio.

Supplementing its action of June 18, when it announced tentative approval of 23 applications for television stations, the FCC now has confirmed the approval for these ten station operations. This was done on the basis of showings by the stations that they would carry on programs of research and development, experimentally, designed to contribute to advancement of the art. Presumably the other applicants have not yet complied with these conditions to the FCC's satisfaction [BROADCASTING, July 1].

RMA Committee Named

Appointment of Dr. W. R. G. Baker, of Bridgeport, vice-president in charge of engineering of General Electric Co., as chairman of the new National Television Systems Committee, was formally announced July 17 by RMA President J. S. Knowlson. A meeting in New York of the committee has been set for July 31, with both FCC Chairman Fly and Chief Engineer E. K. Jett slated to attend.

President Knowlson said the committee would include all industry interests, whether or not members of RMA. The committee will have 13 members. Companies invited to nominate representatives are CBS, Don Lee, Allen B. DuMont, Farnsworth, General Electric, Hazeltine, J. V. L. Hogan, Hughes Tool Co., Institute of Radio Engineers, Philco, RCA, Stromberg-Carlson and Zenith.

"I think I am safe in saying", said President Knowlson, "that both the Commission and RMA feel that in this way we are setting the vexing problem of television standards on a path which will lead to a satisfactory solution. We are both encouraged to feel that by so doing we are serving the interests of all concerned".

Two on West Coast

The three stations given the much-abused "green light" on July 17 are W2XBS, NBC's outlet in New York, W6XAO, Don Lee's pioneer video transmitter in Los Angeles, and a new Don Lee station, call letters yet undesignated, in San Francisco. All three stations are assigned to the new Television Channel No. 1 (50-56 mc.).

At its July 20 meeting, the FCC authorized regular grants to Allen B. DuMont Laboratories and to CBS. DuMont's new Washington station will operate on Television Channel No. 1, wih 1,000 watts for both aural and visual transmission. Its New York station will use Channel No. 4 (78-84 mc.) with similar power. DuMont's present television station, W2XVT, at Passaic, N. J., is authorized to increase power to 5,000 watts aural and visual, and transmit on Channel No. 4. The CBS station, W2XAB, New York, not yet on the air, was assigned to Channel No. 2 (60-66 mc.) with 7,500 watts, aural and visual.

WCAU, College Grants

At its meeting July 25 the FCC announced grants to WCAU, Philadelphia, for a station on Channel No. 5 (84-90 mc). with 1,000 watts aural and visual; to Purdue University, West Lafayette, Ind., on Channel No. 3 (66-72 mc.) with 750 watts both emissions, and to State University of Iowa, Iowa City, on Channels No. 1 and 12 (50-56 and 210-216 mc.) with 100 watts visual only. Neither of the school stations will engage in public program service, but will concentrate on transmission standards, systems of modulation and similar technical pursuits. The WCAU adjunct would experiment with 441 to 729 lines and 15 to 30 frames, along with interference checks and compare FM with AM as the sound component for video transmission.

The FCC said that the NBC New York station will continue to use the RMA standards but will increase the number of frame lines from 441 to 507, and will continue experimentation in collaboration with RMA. Both Don Lee stations will experiment with 525 lines-30 frames, or 441 lines-30 frames, the

(*Continued on page 124*)

Seek Met Sponsor

NEW NBC-Blue Network sales force has hopes of selling the Metropolitan Opera series of 16 Saturday afternoon broadcasts next winter, since the setting of a blanket price of $225,000 for the whole series, including time and talent, a reduction of more than a third from the previous quotations. Several advertisers, NBC reports, have expressed interest in the series, which has not been sponsored since the season of 1933-34 when American Tobacco Co. purchased the opera broadcasts for Lucky Strikes.

SCOPHONY PLANNING AMERICAN BRANCH

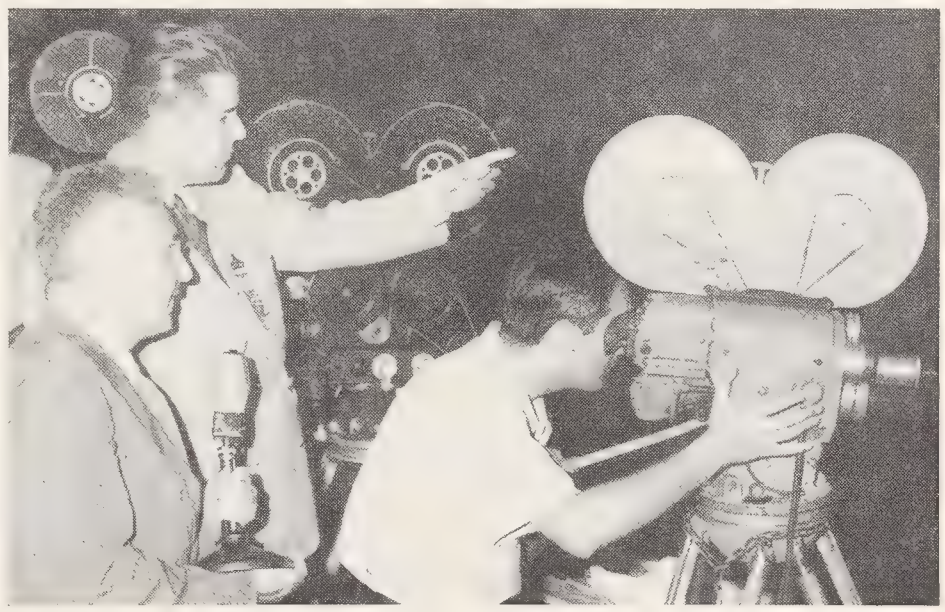
AN AMERICAN branch of Scophony Ltd., English manufacturer of television transmitters and receivers, is being formed, according to Arthur Levey, Scophony official, who arrived in New York July 24. Company, to be called American Scophony Television & Radio Corp., has secured financial backing, Mr. Levey stated, which he could not yet divulge.

About two years ago, when Sol Segall, managing director of the English concern, visited in New York, it was reported the Scophony television process would be exploited over here with the backing of Eddie Cantor.

The new company also plans to broadcast television programs, Mr. Levey said, and will ask the FCC for permits to operate two video stations—one in Chicago and one in Los Angeles.

Mr. Levey said he brought with him a complete line of Scophony receivers, ranging from the junior home size, which gives a picture 18 x 15 inches, to the large screen receiver similar to that installed in London's Odeon Theatre, prividing an image 18 x 15 feet. All Scophony receivers operate on the projection principle, he said, describing it as an "electrical-optical" process.

Mr. Levey said he is negotiating for a theatre for demonstration and research.



SOMETHING NEW in the way of spot television coverage, using special newsreel films, was achieved by NBC in mid-July at the Democratic National Convention in Chicago through cooperation of Pathe News. A special 1,000-foot film of convention proceedings was made each day and air-expressed to New York for telecasting on NBC's W2XBS twice during each following day. Here is the NBC-Pathe crew filming high spots of the July 15 opening session in the Chicago Stadium—(l to r) Clarence W. Farrier, of the NBC television staff, describing the scenes as they are filmed; George M. Dorsey, chief cameraman of Pathe Newsreel; Anthony Caputo, Pathe cameraman.

NBC Shuts Down Television Plant

W2XBS Off the Air Pending Transfer to 507 Lines

INTERRUPTING a regular television program service maintained by W2XBS, New York, since May 1, 1939, NBC on Aug. 1 is shutting down this video transmitter to make the necessary adjustments in its equipment to conform with the recent FCC order moving the station from the 44-50 mc. band, now assigned to frequency modulation, to 50-56 mc., which is to be television's new No. 1 channel.

At the same time, the transmitter will also be altered to increase the picture definition from its present 441 lines to 507. Work of rebuilding, retuning and readjustment is expected to take between six weeks and two months, with W2XBS returning to the air about Oct. 1.

Revives Old Standard

While no official explanation has been made, it is believed that in changing from 441 to 507 lines, RCA is returning to its ideas of several years ago, when it urged that 507-line images be adopted as the RMA standard, but when outvoted on this stand agreed to the majority rule in favor of 441 lines. The reason for selecting 507 lines instead of some higher definition, such as the 625-line images which the Du Mont video transmitter will broadcast, is that 507 is the maximum number of lines which can be transmitted at 30 frames per second interlaced. With 625 lines, the Du Mont transmitter will broadcast only 15 frames per second interlaced.

It has also been learned that NBC will retain one transmitter sending out 441-line images, so these pictures can be compared with those of 507-line definition. The change will necessitate a slight adjustment in the receiving sets, it was said.

SCHUDT TO EXHIBIT COLUMBIA RECORDS

TO SUPERVISE final preparations for the Sept. 1 entry of Columbia Recording Corp., CBS subsidiary, into the transcription field [BROADCASTING, July 1], William A. Schudt Jr., general manager of CRC's transcription and commercial recording division, is spending several days in Chicago completing the selection of personnel for his staff in that city, which will be headed by Girard (Jerry) Ellis. Following the NAB convention, where he will demonstrate CRC equipment and products, Schudt will visit the CRC transcription office in Hollywood, where Paul Crowley is in charge.

I. P. Rodman, director of engineering and development for CRC, is also visiting Chicago and Hollywood, making final arrangements for the installation of technical equipment. The precision-operated, custom-built apparatus in all CRC studios was designed and built by CBS and CRC engineers under the direction of Rodman and Vincent Liebler of CRC's engineering staff. While not previously equipped to get into the commercial recording field, CRC has for some months been recording the Lang-Worth Program Service.

Broadened Exemption Sought For Fair Labor Standards Act

NAB Suggests Changes in Definitions to Permit Inclusion of More Personnel as Executives

By LEWIE V. GILPIN

BROADENED exemption for radio employes under the Fair Labor Standards Act was proposed July 25 by Joseph L. Miller, NAB labor relations director. The proposal was offered at a hearing, the fourth of a series in recent weeks, held in Washington by the Wage-Hour Division of the Labor Department. The series of hearings was scheduled to give representatives of various industries an opportunity to advance recommendations redefining the "executive", "professional" and "outside salesman" classifications exempt under the Act.

The NAB proposal held special significance for the industry in the light of a July 16 opinion by the Wage-Hour Division that an advertising solicitor does not qualify for exemption from overtime provisions as an "outside salesman" under the Act. Holding that an "outside salesman" must make sales resulting in transfer of title to property, Rufus G. Poole, associate general counsel of the Division, declared in a letter answering an inquiry by Mr. Miller: "An advertising solicitor is not engaged in performing work resulting in the transfer of title to property, but is merely negotiating contracts for the broadcast of prescribed material over the facilities of the radio station".

Speaking for the radio industry, Mr. Miller proposed revisions in the accepted definitions which would remove the principal difficulties met by radio operators, arising from the Act's maximum-hour restrictions and overtime provisions. Application of these restrictions to such station officials as chief engineers, program directors and salesmen has caused most difficulty.

High Average Wage

Pointing out that minimum wage requirements were of minor concern to the broadcasting industry, with one of the highest average wages of all U. S. industries, Mr. Miller declared the present narrow definition of "executives", "professionals" and "outside salesmen" was proving "both burdensome and undesirable".

Also appearing at the July 25-29 hearing, presided over by Harold Stein, assistant director of the hearings branch of the Wage-Hour Division, were representatives of American Newspaper Publishers Assn., National Editorial Assn., American Association of Schools & Departments of Journalism and other organizations in the communications, transportation, publication and public utilities fields. Labor interests actively represented, both in presenting testimony and cross-examining witnesses, included International Brotherhood of Electrical Workers, American Newspaper Guild, American Communications Assn. and American Federation of Radio Artists.

Mr. Miller recommended that the Wage-Hour Administrator's definition of an "executive" be amended by striking out the provision that he do "no substantial amount of work of the same nature as that performed by non-exempt employes". Thus, a chief engineer, program manager or sales manager, as a "bona fide executive" who manages his department, directing employes under him and enjoying the power to hire and fire or make suggestions along that line, and who makes not less than $30 a week, would qualify for exemption from the maximum hour and overtime provisions.

Citing FCC figures, Mr. Miller stated that the networks and 660 commercial stations had 18,359 fulltime employes during the week beginning Dec. 11, 1938, receiving an average wage of $45.20 for that week, one of the highest paid by any industry. The FCC figures also show an average weekly compensation of $78.51 for station executives, Mr. Miller pointed out.

Exemption Effect

"We recently asked stations to inform us how many of their executives, not now exempt, would be exempt if the section were amended as we propose," he continued. "Two hundred and seventy-seven station managers so far have informed us that the total in their stations would be 546; 121 small stations said 178 executives, now subject to the Act, would be exempt with the change, their average compensation being $39.31 a week; 136 medium stations said 317 of their employes now covered would be exempt with the change, and that their average pay was $50 a week; 20 large stations reported the change would exempt 51 of their employes now receiving an average of $68.67 a week.

"We believe this a typical cross-section. If we are correct, the change we propose would exempt somewhat less than 1,500 employes who receive an average weekly pay check of $47.18. In considering that the change we recommend would exempt approximately 9% of the industry's 18,000 fulltime employes, it must be remembered that the average broadcasting station has few employes compared with most industrial units. The 660 stations employed an average of 22 persons on a fulltime basis.

"It appears only natural that an industrial unit producing as varied an output as does a radio station would need more executives than most industrial units with such a small number of employes per unit. Those 22 employes include technicians, writers, salesmen, announcers, directors of both musicians and actors, auditors, stenographers, janitors and others. The general manager of a station rarely could find time to give necessary executive direction to all these classes of employes. And yet, under Section 541.1, as it stands, the general manager is often the only 'bona fide executive' in the station."

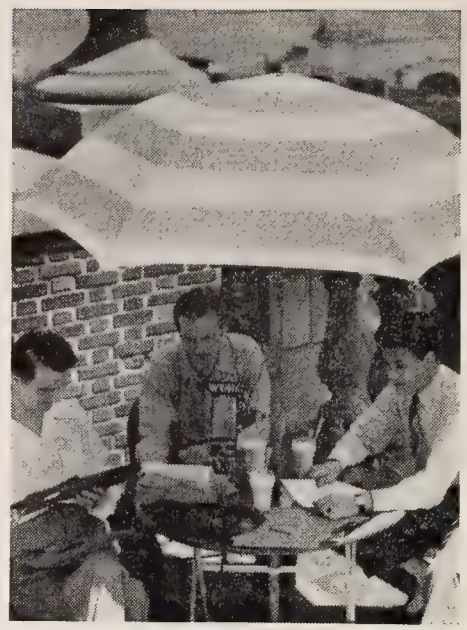
Flexibility Desired

Mr. Miller declared the broadcasting industry was seeking flexibility, not a longer work week, in recommending the change, commenting that radio is a type of work that "just cannot be confined to a rigid and inflexible number of hours." "Creative endeavor cannot be turned on at 9 and off at 5," he stated.

Going into the question of outside salesmen, Mr. Miller said the 660 stations employed 1,298 outside salesmen who received an average compensation of $48.41 a week. He recommended that the Wage-Hour Division's regulations be amended to broaden the definition of "outside salesman" to include those making sales other than transactions resulting in the transfer of title to property. Sale of services such as radio time should be included in the factor of definition as well as the sale of goods, he emphasized.

The emphasis in this section of the Act should be on the word "outside" rather than on "salesman", Mr. Miller maintained. He pointed out that "the least common denominator of these exempt employes (outside salesmen under the narrow definition of the classification) is the element of the employer's inability to control their time".

"To be sure, those employed in a 'local retailing capacity' do not fit our least common denominator, as do 'executives', 'administrators' and 'professionals'; but this classification was doubtless intended to exempt those employes engaged in intrastate commerce who work for an employer who also does intrastate business, and in no wise detracts from the fact that the intention of Congress was to exempt employes whose time from the nature of their employment could not be controlled."



SINCE SUMMERS get pretty hot in the Connecticut River Valley around Hartford, announcers of WDRC are permitted—on exceptionally hot days—to do their spieling from a 16th floor terrace outside the studios. Here are three WDRC announcers, with cool drinks handy, putting on one program and preparing for the next on the terrace. They are (l to r) Gil Bayek, Harvey Olson and Bob Provan Jr.

AFRA to Review Disc Negotiations

Membership to Get Reports On Status of Dickering

STATUS of negotiations between committees representing the transcription industry and the American Federation of Radio Artists over the AFRA code of wages and standards for the employment of actors, announcers, singers and sound effects men on recorded programs was to be reported to the AFRA membership at meetings scheduled to be held in New York on July 30 and on about the same date in Chicago, San Francisco and Hollywood.

Reception of AFRA's code [BROADCASTING, June 1] by the transcription manufacturers and the counter proposals of the recorders will be reported in full to the union members, according to Mrs. Emily Holt, executive secretary of AFRA, who said reaction of the membership to these reports would determine the future course of the negotiations.

Convention Delay

Although there are still a number of points on which the union and employer viewpoints are widely divergent, and although the advent of the NAB convention will interrupt the committee meetings for at least a week, Mrs. Holt expressed belief that it might be possible to conclude negotiations before the AFRA convention, which is to be held in Denver, Aug. 28-31. Meanwhile, a series of negotiations with network executives to work out a new contract for talent employed on sustaining network shows, succeeding the present contract which expires Aug. 12, was scheduled to get under way this week.

Discussion of these two sets of negotiations so occupied the AFRA board at its meeting July 25 that it did not find time for consideration of the one-big-union plan for combining all branches of the Associated Actors & Artistes of America into a single organization in lieu of the present set-up, under which each field of entertainment has its own union. The council of Actors' Equity Assn., at a special meeting July 19, announced approval of the plan, but to date the other AAAA organizations have not acted on it.

Bromo Plans Return

EMERSON DRUG Co., Baltimore (Bromo-Selzer), has appointed Ruthrauff & Ryan, New York, as agency. Plans now being completed call for a weekly half-hour program on NBC-Blue, starring Ben Bernie, with time and station list unsettled. Account has been the subject of lively solicitations by a number of agencies since it left J. Walter Thompson Co. recently.

CEREMONIES and events of New Jersey Day at the New York World's Fair, July 30, were broadcast over a special Jersey Network, made up of WHOM and WAAT, Jersey City; WCAP, Asbury Park; WTNJ, Trenton; WCAM, Camden; WBRB, Red Bank; WBAB, Atlantic City; WSNJ, Bridgeton.

Unions on Coast Violate Pickets

Workers Refuse to Recognize Patrol of NBC Studios

PICKETS continued to patrol the NBC Hollywood studios as no indication, at press time, of a settlement of the dispute involving the network and three AFL unions was apparent. The line, representing stagehands, janitors and electrical workers, was thrown around the network's western division headquarters July 17, following a breakdown in negotiations.

Picketing was ordered by Local 33, International Alliance of Theatrical & Stage Employes, International Brotherhood of Electrical Workers, and Building Service Employes International, in an effort to enforce recognition as bargaining agency for workers in those classifications. The unions declared NBC is now employing non-union help in departments over which they claim jurisdiction.

Spurn Gilman Proffer

Don E. Gilman, NBC western division vice-president, stated that none of the pickets were NBC employes and that no worker from that company was on strike. He declared that "NBC is ready at any time and has been ready to negotiate with any labor organization which has proper representation under the law among our employees".

He further declared that the picket line was thrown about the studio with no advance notice other than a telephone conversation about 10 minutes before the pickets arrived. Mr. Gilman recommended that the three unions take the case before the National Labor Relations Board and that NBC "would be glad to cooperate in such a procedure".

Carl Cooper, head of Local 33, IATSE, admitted that the local had no membership in the studio, but declared that "we belong" there and that the unions were seeking agreements similar to those with CBS. He charged that inexperienced boys were being employed to do work of stagehands, and non-union workers were employed in other technical departments. Unions claim they are picketing the NBC studios because network officials refused to bargain. They refuse to take the matter to the NLRB declaring that "this is purely a matter of recognizing our jurisdiction and nothing for the Labor Board". The unions accuse NBC of failing to negotiate with them, although meeting with network officials had been held.

Efforts to have AFRA and the musicians union join the picketing and proposed strike have failed. Musicians and radio artists unions have international agreements with NBC, which bar walkouts. Hollywood union leaders feel that only the combined action of their internationals can bring about a settlement. Meanwhile musicians and actors have been walking through the picket line to fulfill engagements on network programs.

Some 22 pickets took position July 17 when the strike line was established, but on the following day there were less than a dozen on duty, with the number dwindling to four at press time. There has been no disturbance.

COMMUNIST POLICY
WFIL Refuses to Sell Time, Donates Half-Hour

BECAUSE of uncertainty whether Communist Party candidates will be allowed on the Pennsylvania ballot in the November election, WFIL, Philadelphia, has refused to sell the party time, although President Samuel R. Rosenbaum gave time for a special 30-minute broadcast July 26. Carl Reeve, educational director of the Communist Party of Pennsylvania, at that time answered attacks made on the right of the party to have its candidates appear on the ballot.

In a statement outlining his reasons for refusing to sell the Communists time, Mr. Rosenbaum said WFIL was informed "that until existing doubts are removed, the Communist Party may possibly not be a duly qualified political party, the name of which will properly appear on the ballot". He explained further that since he abhorred and opposed censorship of free speech by force, and because he refused to make Mr. Reeve a "martyr", he had given him 30 minutes time on July 26. He added that WFIL will grant similar facilities "to a proper representative of those who hold other views" if they wish to answer the Communist speaker.

FHA Autumn Campaign Includes Use of Radio

RADIO has been included in plans for the fall modernization drive starting under auspices of the Federal Housing Administration. Although local and sectional FHA field offices handle the housing programs in various regions, the FHA radio section in Washington has announced it will issue a double-face recording containing three 5-minute dramatizations on one side and 12 dramatized spot announcements on the other, available for local sponsorship by building concerns.

In addition, the modernization drive will be featured in the regular weekly spot announcement service of the FHA headquarters, and it is planned to issue a special series of 13 five-minute talks on modernization which will be sent to field officials for broadcast. Cooperating with FHA, World Broadcasting System is producing a new weekly transcribed series, *So You Want to Build a Home*, concerned with the planning and building of low-cost homes through the FHA setup.

Sinclair Dealer Discs

SINCLAIR REFINING Co. has informed its dealers and service station operators that they must use NBC *Thesaurus* transcriptions on their local stations under the Sinclair 50-50 advertising plan, with the company paying half of the cost. Dealers were told of the arrangement the company has made with NBC in a folder listing 21 *Thesaurus* musical series, ranging from a single quarter-hour to six full hours weekly, as well as a number of dramatic programs, if the dealer prefers them. Folder also lists stations currently broadcasting the *Thesaurus* service. "Actual recordings require no approval—Sinclair has already approved them," the folder states. "You must, however, use the 'commercials' sent you by the District Office."

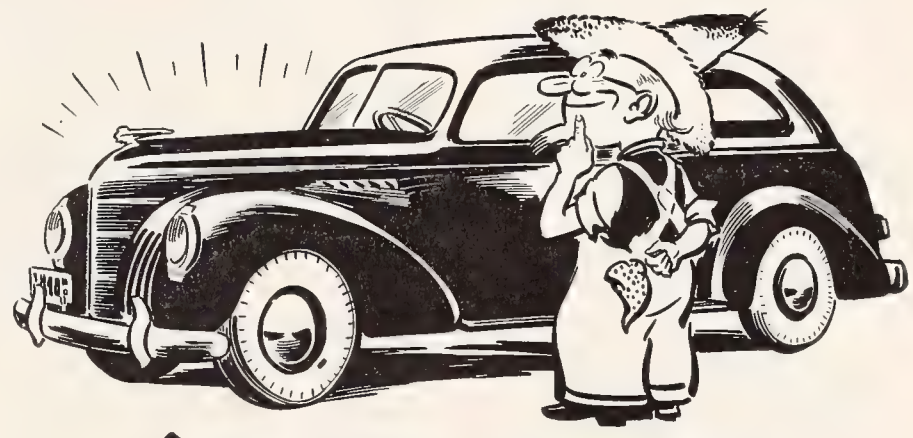
Sutton's Marlin

FIRST blue marlin to be taken in North Carolina waters this season was brought into Cape Hatteras July 23 by George O. Sutton, Washington radio attorney, fishing from his cruiser *Happy Day II*. It weighed 246 lbs. and was taken on 39-thread line. Sutton is one of radio's most ardent deep-sea fishermen, and has many big catches to his record, particularly white marlin, of which he caught a dozen last season.

FREEMAN SHOE Corp., Beloit, Wis., has appointed Ruthrauff & Ryan, Chicago, as agency. L. R. Northrup is account executive.

General Oil Football

GENERAL PETROLEUM Corp., Los Angeles, out of radio for more than two years, on Sept. 18 starts for 13 weeks *Football Forecasts* with Sam Hayes, on nine CBS West Coast stations (KNX KSFO KARM KOIN KIRO KVI KFPY KOY KTUC), Wednesdays, 6:45-7 p. m., PST. Agency is Smith & Drum, Los Angeles. Hayes is also commentator on the five-weekly quarter-hour early morning *Sperry News*, sponsored by Sperry Flour Co., San Francisco, on 6 NBC-Pacific Red stations, Monday, through Friday, 7:45-8 a. m., PST. That series, through Westco Adv. Co., San Francisco, has been renewed for 52 weeks, effective Aug. 12. In addition, Hayes is commentator on the *Weekly Spectator*, an NBC-Pacific Blue network sustaining program.



'BOUT TIME TO TRADE 'ER IN, I GUESS!

Out here in the prosperous Red River Valley, our well-heeled hayseeds live in a style that lots of so-called "sophisticates" would like to get accustomed to! That's evidenced by the fact that this area accounts for 46.8% of all automotive sales in North Dakota, South Dakota and Minnesota [excluding the counties containing St. Paul and Minneapolis].

All the Valley's million and a half buyers are within easy listening distance of WDAY—the only chain station reaching 'em all! Does that put a bee in your bonnet?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

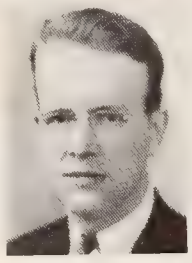
FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

FCC Probe Unit Head Appointed

Lloyd Named Investigation Counsel; Lawyers Added

CREATION of a permanent investigation unit of the FCC, to ferret out information regarding the responsibility and character of applicants for new facilities, principally in broadcasting, was effected July 17 by the FCC with the appointment of David Lloyd, of New York, as special counsel in charge of such a unit in the Law Department.



Mr. Lloyd

Mr. Lloyd's appointment came coincident with the addition of five other attorneys to the FCC staff, most of whom will be assigned to broadcasting. FCC Chairman James Lawrence Fly long has advocated creation of an investigation unit, having told committees of Congress that the FCC has been handicapped in checking qualifications of applicants because of lack of such an organization. He estimated that about $50,000 would be required for the personnel of the unit, to headquarter in Washington.

Mr. Lloyd who is 29, was formerly assistant chief counsel of the Senate Civil Liberties Committee. His appointment as special counsel gives him a salary of $5,600. It is presumed other attorneys on the FCC staff, and possibly experienced investigators from other governmental agencies, in due course will be assigned to function under the new investigation chief.

Other Appointments

Another important legal appointment was that of Lucien Hilmer of New York, to be special counsel in the broadcast section of the Law Department. Mr. Hilmer becomes "second man" in the broadcast section. He was in charge of the New York office of the Senate Interstate Commerce Committee in its railroad investigation.

The remaining four appointments were under Civil Service classifications. Leo Resnick, of Oklahoma, was appointed associate attorney at $3,200, and has been assigned to national defense operations. While attached to the Law Department, he presumably will function as legal aide to Chief Engineer E. K. Jett. He came to the FCC from the legal staff of the Public Works Administration.

Marcus Cohn, of Tulsa, a graduate of the University of Oklahoma, University of Chicago Law School and Harvard Law School, was named an associate attorney at $3,200, and is expected to be assigned to broadcast work. Oscar Schachter, of New York, was named an associate attorney at $3,200, and will be attached to the litigation section under Assistant General Counsel Joseph L. Rauh Jr. and Anthony Cottone. Philip Elman, of New York, law clerk to Circuit Judge Calvert Magruder, of the First Circuit, was appointed assistant attorney at $2,600, and probably will be assigned to the broadcast section.

Chairman Fly declared July 22 that the Investigation Unit probably will start out with a half-dozen men, but will draw upon regular FCC personnel for supplementary aid. Its activities will not be limited to broadcasting or to new applications, he said, but it will "investigate where investigation seems necessary".

Pointing out that in the past "ex parte" representations have formed a substantial basis of official action by the FCC, Mr. Fly said this did not contribute to "good administration". The first hand investigation should eliminate this in many cases, he added. Among other things, Chairman Fly said it is hoped to get someone out of the Investigation Unit qualified to handle labor problems that arise in the industry. He disclaimed any intention of waging a "crusade".

George B. Porter to Leave FCC Post To Enter Practice of Law With Haley

TERMINATING nearly a decade as assistant general counsel of the Federal Radio Commission and its successor, the FCC, George B. Porter has resigned, effective Aug. 1, to enter private practice of law in Washington, specializing in radio and departmental matters.



Mr. Porter

Actively identified with broadcast matters during his entire official radio tenure, Mr. Porter has been assistant general counsel in charge of broadcasting since creation of the FCC in 1934. He will establish offices in the Earle Bldg., Washington, and Andrew G. Haley, FCC attorney who resigned last September, will join him. The firm will be known as Porter & Haley. Mr. Porter plans a brief vacation upon his retirement from the FCC.

FCC Chairman James Lawrence Fly, in commenting on Mr. Porter's resignation, said the Commission "reluctantly relinquishes to private practice a man ideally qualified by experience and training for the important work which he has so satisfactorily performed".

Telford Taylor, FCC general counsel, paid high compliment to Mr. Porter in a statement accepting his resignation, and expressed regret over his decision to leave the Government service. Mr. Taylor said:

"Mr. Porter's long experience and expertness in the field of radio law has been highly important and invaluable in the performance of the Law Department's duties. I deeply regret that my association with him has been so brief and extend to him every good wish in his new activities."

Successor Not Named

No announcement yet has been made of Mr. Porter's successor. Lucien Hilmer, of New York, who on July 17 was named special counsel of the FCC, and assigned to Mr. Porter's office at $6,500, is a possible selection for the post, which pays $7,500. He was in charge of the New York office of the Senate Interstate Commerce Committee in its railroad investigation and is 32. Mr. Hilmer's status now is that of senior assistant to Mr. Porter.

Other possible selections, it was thought, might be from the ranks. Ralph L. Walker, FCC senior attorney, who has been on the Radio Commission and FCC staff since 1928, has been Mr. Porter's principal assistant for several years. Another possible selection is Rosel Hyde, senior attorney, and also with the FCC and its predecessor since 1928.

Mr. Porter's resignation follows by less than three months those of William J. Dempsey and William C. Koplovitz as general counsel and assistant general counsel respectively. They were succeeded by Mr. Taylor and Joseph L. Rauh Jr.

Son of Commissioner Claude R. Porter of the Interstate Commerce Commission, George Porter was appointed an attorney on the Radio Commission staff on Feb. 24, 1931. He was named assistant general counsel by then General Counsel Thad H. Brown on Nov. 1, 1931, and placed in charge of all hearings. Mr. Porter became acting general counsel of the Radio Commission early in 1933 upon the resignation of Duke M. Patrick and served in that capacity until creation of the FCC on July 11, 1934, at which time he reverted to his permanent rank of assistant general counsel and was given charge of broadcasting.

Drafted FCC Bill

During his service as acting general counsel, Mr. Porter acted as FCC legal advisor to Chairman Dill of the Senate Interstate Commerce Commission and Chairman Rayburn of the House Interstate & Foreign Commerce Committee in drafting the legislation which resulted in creation of the FCC. A total of 99 separate drafts of the measure were written before final enactment. Mr. Porter has served under six general counsels — Brown, Patrick, Spearman, Gary, Dempsey and Taylor.

A native of Iowa, Mr. Porter practiced in Des Moines from 1927 until 1929. Then he became secretary to his father on the ICC, serving until he joined the Radio Commission in 1931. He is a graduate of the University of Iowa (AB, 1923) and George Washington U (LLB, 1926).

Mr. Porter, in 1932-33 was in charge of criminal prosecutions of "outlaw" stations in the Southwest, trying seven cases and procuring six convictions. Some 200 "outlaw" broadcast stations were involved, and the remainder folded. He also was FCC counsel during most of the protracted litigation involving KNX, Los Angeles prior to its acquisition by CBS and the WLW, 500,000-watt case. Mr. Porter has been FCC counsel in many hearings on rules, including the 1936 proceedings which resulted in the drafting of the present broadcast rules and standards.

Tornado Topples Antenna

A FREAK tornado on July 24 toppled the 325-foot $10,000 vertical antenna of KSCJ, Sioux City, snapping it off 30 feet above the base. Chief Engineer Steve Dier and his staff immediately set up a temporary antenna, losing less than five hours broadcasting time.

Election Delays Monopoly Report

FCC Invites Briefs, to Be Filed Up to Sept. 15

ALLOWING all parties until Sept. 15 to file briefs in connection with the report of its Network-Monopoly Committee, which has drawn sharp criticism both in Congress and from the industry, the FCC July 26 indicated that no final action is likely on the controversial report until after the presidential elections.

Action was taken upon a petition filed on behalf of CBS by its chief counsel in the monopoly proceedings, John J. Burns, of Boston. Judge Burns had suggested a Nov. 1 date, but the FCC fixed Sept. 15. Whether oral arguments will be held following submission of the briefs presumably depends upon later developments and possible requests to that end.

Replies Invited

The FCC said copies of the report, released by the committee June 12 [BROADCASTING June 15], are being sent to all broadcast station licensees. The Commission invited the submission of views on the issues raised. Simultaneously, it stated that the petition of MBS [page 74], that the FCC adopt a temporary regulation designed to maintain the status quo in network affiliations pending the promulgation of permanent regulations, likewise would await the filing of the briefs.

The briefs, said the FCC, should be directed solely to accuracy of actual statements in the committee's reports, to the recommendations contained in its memorandum of submittal and to the advisability of adopting the suggested MBS temporary regulation.

G. Franklin Wisner

G. FRANKLIN WISNER, 61, press chief of the old Federal Radio Commission and successor FCC from 1927 to late 1938, died July 25 in Garfield Hospital, Washington, after a long illness, He had been living more than two years in retirement at his Silver Spring (Md.) home. Mr. Wisner had been relieved of his FCC post in 1938 on short notice during the personnel purge instituted by the then chairman, Frank R. McNinch. Born in Hampstead, Md., he was graduated from St. John's College, Annapolis, after which he was principal of the Towson (Md.) High School. He started his newspaper career with the *Baltimore Sun*, later shifting to the *Baltimore American*, and after coming to Washington in 1921 served as correspondent for the *American* and later the *New York Herald* and *New York World*. Surviving are his wife and a daughter.

Mapleton Test

FLEMING-HALL Co., New York, is using daily quarter-hour spot commentaries on two stations in a test campaign for Mapleton cigarettes and smoking tobacco. On WHN, New York, the company is sponsoring *Today's Baseball*, Bert Lee's round-up program broadcast seven nights weekly from 7:15 to 7:30, and a similar series is being used on WIND, Gary. Weiss & Geller, New York, is agency.

Pact Allocations Received by FCC

Action After Labor Day Seen On Treaty Wave Tables

WITH FIVE of its seven members present, the FCC July 19 formally received from its engineering department the long-slumbering standard broadcast reallocation tables provided for under the so-called Havana Treaty and decided to give it detailed study, with active consideration planned after Labor Day, Sept. 2.

Under the terms of the treaty itself [BROADCASTING, July 15] the FCC must exchange allocation lists 180 days after the last nation of the Big Four on the continent ratified the pact, which becomes finally effective March 29, 1941. An earlier date can be agreed to mutually by Mexico, Canada, Cuba and the United States, but the absolute deadline is March 29.

Status of Clears

Present at the meeting were Chairman Fly and Commissioners Craven, Walker, Thompson and Payne. Commissioner Case is convalescing at his summer home on Narragansett Bay, while Col. Thad H. Brown, nominated for a seven-year tenure from July 1, still awaits Senate confirmation and until it is forthcoming cannot sit officially at FCC meetings.

Deep concern has been shown in broadcasting circles over failure of the FCC to act on the treaty allocations. Moreover, the fact that certain members of the FCC favor wholesale changes in the prescribed treaty allocations, as a means of breaking down clear channels, has caused apprehension [BROADCASTING, July 15]. It is stated, however that the FCC proposes to complete its consideration in advance of the Sept. 29 notification date and that diligence will be employed to avoid serious complications.

The July 19 meeting was the last held by an FCC quorum. Three members (Fly, Walker and Thompson) met July 23 and July 26, but only as a board, and took actions subject to ratification by a quorum under recently instituted procedure. The FCC, it is understood, does not contemplate another regular meeting before Labor Day.

Van-O Cleaner Tests

CHEMICALS Inc., Oakland, Cal. (Van-O cleaner), in July started a 13-week test campaign on five California stations in behalf of its product, comparatively new on the market. Five-minute dramatized transcriptions are being used on KFBK, Sacramento; KWG, Stockton; KHSL, Chico; KVCV, Redding; KTRB, Modesto. Account is handled through Botsford, Constantine & Gardner, San Francisco.

Grove Labs. in Canada

GROVE LABS., St. Louis (Bromo-Quinine), in October will start a varying schedule of quarter-hour programs, news periods and local 100-word announcements on 20 Canadian stations. Contracts will run through March, 1941. Russell M. Seeds Co., Chicago, places all Canadian advertising for this account.

WSB Adds to Staff

SINCE the recent acquisition of WSB and the *Atlanta Journal* by the James M. Cox radio-newspaper interests, many staff additions have been made by J. Leonard Reinsch, new general manager. Staff appointments include: Ernie Harwell, formerly on the sports staff of the *Atlanta Constitution* and recent journalism graduate of Emory U, sports editor; Elmo Israel, former assistant publicity director of Alabama U, publicity director; James Bridges, recent Georgia U graduate, continuity editor and announcer; Hubert Batey, formerly with WGPC, Albany, Ga., news announcer; Bill Spencer, formerly with WBRC, Birmingham, and WAPO, Chattanooga, announcer; Claude Wilson, formerly with WTOC and WSAV, Savannah, continuity and announcing; Lorin Myers, recent Emory graduate, salesman; Bill Prance, formerly with the AAA, farm director. In addition, WSB has appointed Charles Wells, Georgia U junior, and Harry Hutchins, Emory U junior for "interneships".

Wins—But Loses

THE *Revenge*, Class A cruiser owned by Blair Walliser, producer of CBS, Chicago, and Ken Griffin, CBS actor, on July 23 was first to cross the finish line in the Chicago-to-Mackinac yacht race. As a "scratch" boat, the yacht had to stand by while other smaller boats which were given handicap times surpassed its 65 hours, 35 minutes and 24 seconds established time. The *Revenge* was winner of this race two years ago.

Richfield's 10th Renewal

RICHFIELD OIL Co., Los Angeles (petroleum products), through Hixson-O'Donnell Adv. Inc., for the tenth consecutive year on Aug. 11 renews for 52 weeks the five weekly quarter-hour *Richfield Reporter* on six NBC-Pacific Red stations (KFI KMJ KPO KGW KOMO KHQ), Sundays thru Friday, 10-10:15 p. m. (PST).

Hughes News Sponsored By Langendorf Bakeries

LANGENDORF UNITED Bakeries, San Francisco, West Coast bakery chain, on July 22 started sponsorship of *News by Hughes*, featuring John B. Hughes, news analyst, on six CBS Coast stations (KSFO KNX KARM KIRO KVI KROY), Monday through Friday, 1:30-1:45 p. m. (PST). Contract, for 52 weeks, was placed through Leon Livingston Agency, San Francisco. Hughes, for nearly five years a newscaster on KFRC, San Francisco, will retain two of his commercial newscasts on that station and the Don Lee-Mutual network.

Brown & Williamson Tobacco Co. (Avalon cigarettes), sponsors his *News & Views* Monday, Wednesday and Friday at 6:30 p. m. (PST) and Bristol-Myers Co. (Sal Hepatica) sponsors the same feature Tuesday, Thursday and Saturday nights over Don Lee stations in California. Hughes gave up a 4:30 p. m. news period on the Northern California network of Don Lee-Mutual, sponsored by Bordens.



BMI Ships 50 Transcription Numbers

450 More Slated As Production Expands

WITH DETAILS of the transcription plan by which Broadcast Music Inc. will insure a steady supply of transcribed non-ASCAP music to its small-station members who are largely dependent on records for their musical broadcasts not yet completely worked out, the plan has already produced its first fruits—six double-faced transcriptions containing more than 50 non-ASCAP compositions, which were shipped last week without charge to all BMI members.

An additional 450 such numbers will also be transcribed and distributed before the end of the year and details are now being worked out by which BMI stations will be assured of a regular flow of non-ASCAP music in recorded form.

New Fee Formula

Announcement of the transcription scheme was made following a BMI board meeting, held in New York July 16, at which a new formula for license fees, to go into effect at the end of the initial license period, was also adopted. The new fees are based on a sliding scale of payments designed to greatly reduce the payments to be made by stations in the lower income classes [BROADCASTING, July 1].

Report of BMI progress to date was made at the July 16 board meeting by Neville Miller, president of the NAB, who listed seven major accomplishments of the industry-owned publishing house:

1. BMI has made the first comprehensive study of the musical requirements of broadcasters and has begun the preparation and production of material to meet those needs for 1941.

2. In its first three months of operation, BMI has given broadcasters more than 100 numbers published under its own imprint and is now on a production schedule of 130 selections a month—30 new tunes and 100 new arrangements of public domain music—a rate never surpassed in music publishing history.

3. BMI's new popular tunes have been successfully used on the air, both by networks and local stations, and are being played with increasing frequency in all parts of the country.

4. BMI's transcription plan will make several hundred selections available in recorded form by the end of the year. Also BMI's tunes are being recorded on phonograph records for home use.

5. BMI has acquired catalogs containing more than 5,000 copyrights and producing more than 40 new numbers monthly. Negotiations for other important catalogs are in progress.

6. BMI staff has begun compiling all non-ASCAP music available for performance, including that of all other licensing societies, that already recorded and that of publishers not affiliated with ASCAP. More than 7,000 non-ASCAP selections have already been transcribed.

7. BMI has maintained the support of a united front of broadcasters representing all branches of the industry, despite ASCAP's efforts to split the industry into antagonistic groups. It is this united backing which has enabled BMI to make its present record of achievement. BMI members now number 306 commercial stations representing more than 68% of the dollar volume of business done by the entire industry and including 108 stations of 100 to 250 watts power as well as 38 of the nation's 41 fifty-kilowatters.

NIB Endorsement

At the July 16 session, the BMI board elected a new member, Niles Trammell, succeeding Lenox R. Lohr, whom he had a few days earlier succeeded as president of NBC, as NBC's representative on the board. In addition to Mr. Trammell, the meeting was attended by Edward Klauber, CBS; John Elmer, WCBM; John Shepard 3d, Yankee Network; Walter J. Damm, WTMJ; Paul W. Morency, WTIC; Neville Miller, NAB; M. E. Tompkins and Sydney Kaye, BMI.

Following the BMI board meeting, the National Independent Broadcasters sent a letter to all non-network stations, calling to their attention the fact that while BMI's original subscription agreements "made it difficult, if not impossible, for many small broadcasters to participate," they "now have the opportunity to receive the services and benefits of the industry-owned music supply at a reasonable and fair cost."

Signed by Harold A. Lafount, NIB president; Lloyd C. Thomas, secretary-treasurer, and Andrew W. Bennett, general counsel, who, the letter states, have had many discussions with BMI regarding a revision of fees for small stations, the letter urges these broadcasters to give the new BMI scale "deliberate and careful consideration in the light of your own particular needs before making any contractual commitments for future music." Stations are also urged to make every effort to attend the NIB meeting to be held in San Francisco in conjunction with the NAB convention.

Another angle of approach to stations still outside the BMI fold was explored July 25 when some 30 station representatives were the guests of BMI at a luncheon at the Seymour Hotel in New York. Following addresses by M. E. Tompkins, BMI general manager, and Carl Haverlin, in charge of station relations, each representative was given a letter containing a list of his stations, checked to indicate which were BMI members, with the suggestion that if he is sold on the idea of BMI he try to get all of his station list lined up.

Discs for Small Stations

The BMI transcription plan, first discussed early in July with representatives of firms producing library services for stations [BROADCASTING, July 15], rediscussed by the BMI board on July 16 and expected to be finally worked out at San Francisco, is based on the necessity of supplying small stations, without staff orchestras and so unable to use the orchestrations distributed by BMI of its new tunes as well as of the BMI arrangements of public domain music, with enough recorded music to permit their continued operation without ASCAP contracts after Jan. 1, 1941. This task, which BMI is resolved to do, could be accomplished by BMI going into the transcription business itself. The alternative step, which is the one now under consideration, is a plan whereby the records required can be furnished by the existing transcription services, who have offered their full cooperation.

It is proposed that each of these library services record each month certain transcriptions which will be available not only to the subscribers to each service, but to stations subscribing to any transcription library. The difficulty is chiefly legal, due to the exclusivity clauses in some of the library contracts, which it is hoped all stations will be willing to waive in this emergency for the common good. The transcription companies say that if the legal difficulty can be overcome and that if BMI will make available a sufficient number of tunes to furnish an adequate supply to the stations, then they will cooperate in every way.

'Bonus' Numbers

Already six transcribers have released "bonus" transcriptions, which have been sent not only to their own subscribers but to all BMI members as well, including some 50 non-ASCAP tunes, as follows:

NBC Thesaurus: *There's an Old Easy Chair by the Fireplace, Pied Piper Jr., Shining Hour, High on a Windy Hill,* and *Phantom in the Dark,* all BMI tunes, on one side, with six patriotic selections on the other—*Star Spangled Banner, America, Dixie, Maryland, My Maryland, Yankee Doodle* and *Co-*

Further Hearing on Brown Nomination Is Called as Senate Action Is Blocked

THE INSPIRED campaign to block Senate confirmation of the nomination of Thad H. Brown to serve a new seven-year term as a member of the FCC continued unabated during the last fortnight, with the outlook for further hearings. Another session is set July 31. Meanwhile, Col. Brown remained in the status of commissioner-designate without portfolio or salary, since his old term ended June 30 and he cannot sit until the Senate confirms his nomination.

Senator Tobey (R-N.H.) continues to lead the opposition, and has demanded that the nominations be rejected by the Senate Interstate Commerce Committee on the ground that Col. Brown is not qualified for the post. A new recruit against confirmation has blossomed, it is now reported, in the person of Rep. Lawrence J. Connery (D-Mass.) persistent critic of the FCC and the networks. Rep. Connery, it was disclosed at the Senate Committee, had advised it of information he had procured which he indicated would shed light on some of the activities of FCC members and staff.

Inside Stuff

It was reported in reliable quarters that the General Accounting Office had been asked to supply detailed information on travel vouchers of Commissioner Brown and certain other FCC officials respecting a trip to Texas, California and the Southwest several years ago, including a trip to Agua Caliente. Because of the nature of the information requested and the kind of quizzing to which Col. Brown was subjected by Senator Tobey regarding "wild parties", the view in both Senatorial and FCC circles is that the "tips" have emanated from within the FCC itself.

Chairman Wheeler (D-Mont.) it is stated, has become impatient with dilatory tactics employed in considering the Brown nomination. The last hearing July 10 resulted in a castigation of the FCC Network Monopoly Committee's report by Senators, with Col. Brown in the position of whipping boy for the FCC. Chairman Fly was present but did not testify, and was asked to return when the committee again meets.

Also to appear before the committee again is Ralph F. Colin, CBS general counsel, who testified July 10. After a rather tumultuous start, he apparently convinced the committee that CBS and its executives were in no way guilty of "stock-rigging" as charged by Senator Tobey. Commissioner Brown's testimony previously had been to the effect that the FCC had looked with disfavor on the manner in which CBS purportedly had manipulated its stocks.

As things stand now, the committee will hear Col. Brown and Mr. Colin July 31. Chairman Fly also had planned to appear but was excused because of plans to leave the city. Meanwhile, Col. Brown's status will remain unchanged. Despite all the fireworks, it is predicted his nomination will be reported favorably, though not unanimously, by the committee, and that in due course he will be confirmed by the Senate and installed in office. Chairman Fly is supporting his confirmation.

Before that, however, it is likely more of the FCC's "dirty linen" will be opened to public gaze, and that further demands will be made for a far-reaching investigation of the agency and its membership. What irks most of the members of the FCC is the confirmed view that all these eruptions can be traced to the FCC itself, since few if any people on the outside could know so much about the personal conduct of FCC members.

lumbia, the Gem of the Ocean. BMI numbers were recorded by Allen Roth and his orchestra and the patriotic numbers by a 60-piece orchestra under the direction of Dr. Frank Black, NBC music director.

Assiciated Music Publishers: *Minute Waltz, Schubert Waltzes, Prelude in G Minor* and *Cuckoo Waltz,* recorded by Nathaniel Shilkret and his orchestra. Other side: *Tango de la Nuit, Out of the Grey, Don't the Moon Look Pretty* and *Montevideo,* the last two BMI numbers, recorded by Alexander Semmler and his orchestra.

World Broadcasting System: *I Could Tell That You Knew, Twenty-five Additional Words, What Good's the Moon? Let's Trade Hearts, Short Order Love, Fooey on You, Madam Will Drop Her Shawl* and *I'm Beginning to Know You,* all BMI, all recorded by Victor Arden's orchestra.

Lang-Worth Feature Programs: *Swing Low, Sweet Chariot, My Heart at Thy Sweet Voice, La Cumparsita* and *Melody in F,* recorded by Wohl's Sophisticates, with the reverse side given over to selections from "H. M. S. Pinafore", recorded by the Lang-Worth Opera Co., directed by Emil Cote.

C. P. MacGregor: *There I Go, This Is Our Dance, I Could Be a Superman for You, Love, You are Mine Tonight, Do What You Want To Do, The Rest of My Life, Window Wishing* and *Swinging at the Seance,* all BMI numbers and all recorded by Henry King and his orchestra.

Standard Radio: *The Same Old Story, Flat Tire? Why Dream? Practice Makes Perfect* and *Horn Power,* BMI tunes recorded by Don Allen and His Music; reverse: *La Source Ballet, Tarantelle, Espana, Air for G String* and *La Golondrina,* recorded by the Earl Towner Concert Orchestra.

Contest Started

A nationwide contest for amateur songwriters was launched July 27 on NBC-Red, in a new program called *Tunesmith's Tournament,* featuring the music of Tommy Dorsey. Contestants are required to fill out entry blanks, then submit their songs, the winners being played on the program. Three tunes are picked each week, with cash prizes of $25, $15 and $10 for first, second and third place winners. Choice of ranking is determined by tabulating the votes of the listening audience. In addition, all prize-winning numbers will be published by BMI. Contest was announced by Tommy Dorsey during his program from the Astor Roof on July 20, pulling 1,500 entries for the first broadcast of his new series, broadcast each Saturday at 5 p.m. (EDST).

A three-color, 16-page, brochure, the "ABC of BMI" will be distributed at the NAB convention. Book gives the history of BMI, its purpose, aims and intentions, what it has done and its plans for the future. Book, illustrated with 30 photographs, is the work of Russell Clevenger, BMI director of public relations.

Most recent additions to the BMI list, bringing the total to 308 stations, are: WJTN, Jamestown, N. Y.; KDYL, Salt Lake City; WSFA, Montgomery, Ala.; and WLVA, Lynchburg, Va.

George Marlo, general professional manager of BMI, has announced the following additions to his exploitation staff: Billy Chandler, formerly with Mills Music Co., and Jerry Lewin, formerly with Larry Spier and Irving Berlin, in New York; Harry Hume, formerly with Larry Spier, in California, and Jimmy Cairns, formerly with Mills Music Co., in Chicago.

First BMI tune to be used on a network commercial program was "My Mind's on You", by Richard Ullman and Bernard Simon, broadcast July 28 on the *Ford Sunday Evening Hour* on CBS.

Drafting of Ethridge Proposed As Communications Liaison

Industry Trouble Shooter Would Be Coordinator With the Knudsen-Stettinius Commission

WHITE HOUSE consideration is being given to appointment of Mark Ethridge, former president of the NAB and the industry's all-front trouble shooter, as defense communications coordinator to function with the National Defense Advisory Commission.

A move to draft Mr. Ethridge, now vice-president and general manager of the *Louisville Courier-Journal* and *Times,* which operates WHAS, for the emergency service as representative of the broadcasting, telephone and telegraph industries, is understood to be under way. Regarded as one of the broadcasting industry's outstanding statesmen, Mr. Ethridge is held in high regard in Administration circles, and often has been called in by President Roosevelt for conferences on broadcasting and newspaper matters.

FCC Coolness

Mr. Ethridge figures in a plan whereby the proposed Defense Communications Committee [BROADCASTING, July 1, 15] would be tied in more closely to the all-powerful Knudsen-Stettinius commission, following the precedent established with other basic industries. It does not mean abandonment of the Defense Communications Committee plan, under which a Government board of five officials would be named to plan communications defense activities. But it does propose to make this board subordinate to the Knudsen-Stettinius operation, by a direct liaison established through the medium of the proposed industry coordination, which niche Mr. Ethridge presumably would fill.

The Ethridge move apparently is not looked upon with too much favor by the FCC, particularly since Chairman James Lawrence Fly espoused and personally was instrumental in drafting the proposed executive order, now pending at the White House, and which would create the Defense Committee without an industry coordinator as such. Instead, Mr. Fly proposed that the committee designate purely advisory subcommittees for the various industries under its supervision. The executive order draft has been before the President, after having cleared all essential departmental routine, for at least a month. Chairman Fly himself had proposed to act as spokesman for the broadcasting industry, with the Army, Navy, Coast Guard and State Department designating other committee members.

The industry coordinator proposal was submitted to Chairman Fly July 3 by President Neville Miller of the NAB. Simultaneously the White House became aware of it. Mr. Fly, so far as known, has not yet responded to the Miller letter, orally or otherwise.

The basic proposal advanced was that the industry (including telephone, telegraph, cable and other pursuits regulated by the FCC) desires voluntarily to cooperate in war defense planning. It was pointed out that the pattern already has been cut, since other basic industries either are represented on the seven-man National Defense Commission or through coordinators. The fact that the 1916 Act, under which the Knudsen-Stettinius commission was established, limits its membership to seven reulted in the subsequent appointment of industry coordinators.

Highly Regarded

Barry Bingham, president of WHAS and publisher of the Louisville newspapers, visited the President in mid-July. It is presumed, among other things, that the question of Mr. Ethridge's drafting for the coordinator post was discussed. Forty-four years old, Mr. Ethridge has had a distinguished career in journalism, first as a reporter and during the last 10 years as a publisher. He served as interim president of the NAB from March 30, 1938 until President Miller was designated in July, 1938, having been instrumental in bringing about the association's reorganization during its worst internal strife. He has the confidence of the industry's rank and file, and is regarded as radio's strongest personality.

Many broadcasters look askance upon the Fly proposal for a Government board, since there would be no practical industry representation on it. It is felt the actions of the Governmental committee should flow through the seasoned brain of some one experienced in business, rather than through a board of military and civil department Government officials with no practical knowledge of business.

The President has made no formal comment on the defense communications plans aside from a recent observation that he had discussed the matter with Chairman Fly. It is known, however, that the whole question is being actively considered, and that in White House quarters there is support for the industry-coordinator project and for drafting Mr. Ethridge for that post.

NEW FM LICENSES AWAIT LABOR DAY

WITH a total of only 11 applications for new commercial FM stations on file since promulgation of the new "green light" rules June 22, the FCC is not likely to license any new stations until after Labor Day. The 11 applications already filed, in order of their receipt, are:

1. Detroit, James F. Hopkins (WJBK), 46,500 kc. to cover 3,050 sq. miles, 2,000 watts (Class B).
2. St. Louis, *St. Louis Star-Times,* (KXOK), 43,100 kc., to cover 9,900 sq. miles, with 3,000 watts (Class C).
3. New York, Loew's Inc. (WHN), 43,500 kc. to cover 12,940 sq. miles with 50,000 watts (Class C).
4. Baton Rouge, La., Baton Rouge Broadcasting Co. (WJBO), 44,100 kc. to cover 8,100 sq. miles, with 1,000 watts (Class B).
5. Chicago, Moody Bible Institute (WMBI), 43,900 kc., to cover 15,300 sq. miles, with 50,000 watts (Class C).
6. Milwaukee, The Journal Co. (WTMJ), 43,900 kc. to cover 15,642 sq. miles, with 50,000 watts (Class C).
7. Chicago, WGN Inc., 44,300 kc. to cover 16,822 sq. miles with 50,000 watts (Class C).
8. Columbus, Ohio, WBNS Inc., 43,100 kc. to cover 12,400 sq. miles with 10,000 watts (Class B).
9. Alexandria, La., Alexandria Broadcasting Co., Inc. (KALB), 43,300 kc. to cover 3,025 sq. miles with 250 watts (Class A),
10. Binghamton, N. Y., Howitt-Wood Radio (WNBF), 44,100 kc. to cover 18,000 sq. miles with 5,000 watts (Class C).
11. Evansville, Ind., Evansville On The Air, Inc. (WGBF-WEOA), 43,700 kc. to cover 8,397 sq. miles, with 10,000 watts (Class B).

Network Crews on Job For War Game Pickups

AMERICA'S largest peacetime maneuvers, to be held in the Plattsburg-Watertown, N. Y. area Aug. 3-31 with 100,000 men and officers participating [BROADCASTING, July 15], will be thoroughly covered by the major networks. No definite schedules of broadcasts are available, but each network has announced that it will do its part to give the greatest war-game coverage in radio history.

NBC has three men at Army headquarters at Ogdensburg, making preliminary arrangements—Arthur Feldman, of the special events division; Don Whittemore, of field engineers, and Tom Dolan, of traffic. CBS will have a crew of 14 announcers, special events men and engineers "at the front" when maneuvers begin, headed by Bob Trout, ace announcer who will be at the line of battle to give a shot-by-shot description, and Maj. George Fielding Eliot, CBS military expert, who will fly over the area of combat and give an air-view analysis of the "war" beneath. MBS has announced no plans as yet except that it, too, will cover the maneuvers.

Gen. Mills' New Serial

GENERAL MILLS, Minneapolis, has started a new serial on CBS, *Beyond Those Valleys,* Don Becker's story of a girl who dreams of happiness beyond the valleys of the small town in which she lives. Program is broadcast on 17 CBS stations for Gold Medal Flour at 5:15-5:30 p.m., Monday through Friday, following the same sponsor's *By Kathleen Norris,* heard on 24 CBS stations five times weekly for Wheaties. New Program was placed through the Chicago office of Blackett-Sample-Hummert.

LATE *Personal* NOTES

JOHN TAYLOR, formerly with Ruthrauff & Ryan, New York, where he worked on Lever Bros. programs, has joined Pedlar & Ryan, New York, as script supervisor on Procter & Gamble shows. He succeeds Finis Farr, who is now handling the agency's *Mr. District Attorney*, sponsored by Bristol-Myers Co. for Vitalis, on a free-lance basis. Taylor was script supervisor at Compton Adv. Inc. before joining Ruthrauff & Ryan.

STELLA UNGER, WJZ, New York, commentator on the weekly quarter hour program, *Your Hollywood Newsgirl*, is in Hollywood for several weeks gathering material for the series. During her West Coast visit, the program is being released to the NBC-Pacific Blue network. In addition, it is also transcribed and sent to WJZ.

MARTIN BLOCK, conductor of the *Make Believe Ballroom* programs on WNEW, New York, is broadcasting from an easy chair these days, following a fall during a ping-pong game which broke a small bone in his ankle.

VERA OSKEY, formerly with Knox Reeves Adv. Inc., Minneapolis, has joined Compton Adv. Inc., New York, as a radio commercial writer.

BILL KILMER, formerly of KLO, Ogden, Utah, has been named program director-office manager of KGNF, North Platte, Neb. He was formerly with KFDA, Amarillo, and KGKO, Fort Worth.

HELEN TURNER, for the last three years director of women's programs of WEAU, Eau Claire, Wis., on July 20 was married to Frank Griffith, of Racine, Wis., a road construction engineer.

BILL FAIRLEY, formerly of KUOA, Siloam Springs, Ark., has joined the announcing staff of KHGB, Okmulgee, Okla. Sigfried Floren has joined the announcing staff of KBIX, Muskogee, Okla.

THOMAS E. DIEHL, formerly of Ruthrauff & Ryan Inc., New York, and more recently in the advertising and sales promotion department of Columbia Steel Co., Los Angeles, has been appointed northern California manager of MacManus, John & Adams Inc., with headquarters at 405 Montgomery St., San Francisco.

EDMUND M. PITTS, formerly an account executive of J. Walter Thompson Co., San Francisco, has established the Edmund M. Pitts Public Relations Organization, at 810 S. Spring St., Los Angeles.

WILLIAM G. CHAMBERLIN, sales executive of Pennzoil Co., Los Angeles (petroleum products), has joined Beswick & Britton, sales and advertising counselors, that city. He succeeds the late A. E. Britton.

DAMON WALKE, formerly head of the San Francisco office of General Foods Corp., has been appointed Los Angeles district sales manager, exchanging duties with F. C. Hawkins.

EDGAR KOBAK, vice-president in charge of sales for the NBC-Blue network, was guest at a golfing party given by the Chicago sales staffs of the Red and Blue networks given at the Hinsdale Club July 26.

BILL McANDREW, NBC Washington news editor, is back at his desk following an illness which confined him to his hotel room in Chicago throughout the Democratic convention.

HARRY BERG, engineer of WJJD, Chicago, is away from his desk due to an emergency appendectomy. He is at the Illinois Masonic Hospital.

R. L. BURGER, commercial manager of WCAX, Burlington, Vt., is the father of a girl born late in June.

J. LEONARD REINSCH, general manager of WSB, Atlanta, is the father of a boy, J. Leonard Reinsch Jr., born July 23, his second child.

HELEN SINCLAIR, radio copy writer for Compton Adv., New York, was married July 20 to Harold Bauer, associated with the A. B. Dick Co.

TOM LEWIS, Young & Rubicam Inc., New York radio production executive, and Loretta Young, Hollywood film actress, have announced their engagement. The wedding is scheduled for early September.

IRWIN ROBINSON, managing editor of *Advertising Age*, has been made permanent master of ceremonies and interviewer of *Men Behind the Ads*, weekly program on WOV, New York.

EUGENE S. THOMAS, sales manager of WOR, Newark, and Daniel S. Tuthill, assistant manager of NBC artists service department, are the radio members of the course in Advertising and Selling offered by the Advertising Club of New York. Herbert L. Stephen, news editor of *Printers Ink*, is chairman of the course.

CHARLES LLOYD, program director of KLX, Oakland, and Mrs. Florence Heil, Beverly Hills, Cal., society matron, have announced their engagement.

MEL WILLIAMSON, formerly on the production staff of Hixson-O'Donnell Adv., Los Angeles, is in New York where he plans to become associated with an agency.

JACK CHASE, formerly program director of the Sioux City studios of WNAX, Yankton, S. D., has been transferred to Yankton as new editor. He takes over news programs sponsored by Champlin Refining Co. and International Harvester Co.

WALTER N. PEGRAM, formerly of the sales staff of WSIX, Nashville, has joined WCHV, Charlottesville, Va., as commercial manager.

CHARLES ADAMS of NBC Hollywood guest relations staff, has entered his yawl *Altair* in the annual Southern California Yachting Assn. regatta at Newport-Balboa, Aug. 1 to 7. Crew consists of George Emmet, Jack Parker, Harold Haklik and Adolph Lefler, all NBC employes.

RONNIE GOLDENBERG, auditor of WNEW, New York, on Aug. 18 is to marry Miss Nona Whitehorn.

FRANK CARBER, formerly of WBZA, Boston, and Summers Carter, formerly of WSOC, Charlotte, N. C., and WOPI, Bristol, Tenn., have joined the engineering staff of KYW, Philadelphia.

BOB WOODBURY, of the commercial staff of WCCO, Minneapolis, on July 15 married Mary South.

JACK LAWRENCE, formerly with stations in Florida and New England, has joined the announcing staff of WEEI, Boston.

STAN SPIEGLE, formerly of KOMO-KJR and KOL, Seattle, and CBS, on Aug. 1 joined KXRO, Aberdeen, Wash., as public relations director. George R. Wilhelm, formerly of several Portland, Ore., stations, has joined the KXRO announcing and production staff.

JOSEPH B. HUTTLINGER, recently awarded a M.S. in journalism by Columbia U, has been added to the New York editorial staff of BROADCASTING.

WOODROW HATTIC, director of agriculture of WWL, New Orleans, early in July was awarded an Honorary State Farmer degree by the Future Farmers of America, presented for the most outstanding work in helping Louisiana Agriculture in 1939-40.

GREETINGS

FROM THE THIRD MOST POWERFUL STATION IN SOUTHERN CALIFORNIA

WARNER BROS.

KFWB

HOLLYWOOD

IOSET APPOINTED MANAGER OF WAGA

DON IOSET, manager of WLOK, Lima, O., on July 24 was named manager of WAGA, Atlanta Blue Network outlet, by George B. Storer, president of the Fort Industry Co., Toledo, which recently acquired the station. Ralph G. Elvin, sales staff member of WLOK, was elevated to manager of the Lima station.

A pioneer in midwestern radio, Mr. Ioset's first assignment dates back to 1922, when he was associated with Toledo's first station, WTAL, forerunner of WSPD, parent station of the Fort Industry group. He returned to Toledo in 1933 to join WSPD as a newscaster after an interim during which he was advertising director for firms in Cincinnati, Buffalo and Toledo, and operated his own advertising agency in Toledo. In 1937, when Fort Industry acquired an interest in WALR, Zanesville (now WHIZ), Mr. Ioset managed the station for a year and subsequently was detailed to Lima.

Mr. Elvin is a native of Indianapolis. He began his career in radio and advertising in the early 1920's as a junior partner in an Indianapolis advertising agency. In 1923 he became sports announcer of WIRE, Indianapolis. From 1933 to 1938 he was on the sales staffs of Scripps-Howard newspapers in Baltimore and Evansville, and joined the sales department of WLOK last May. He is a graduate of Denison University, Granville, O., is married, and has two children.

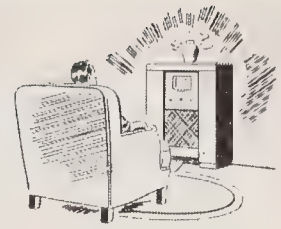
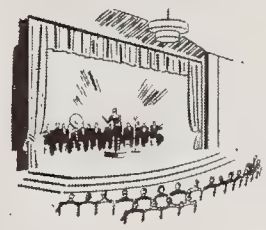
J. H. Ryan, vice-president and general manager of WSPD and of the Fort Industry Co., announced that no changes in personnel of the Atlanta and Lima stations are contemplated at this time. WAGA was acquired by Fort Industry from the James M. Cox and Arde Bulova interests for $150,000. It is a 1,000-watt regional on 1450 kc. and is the sixth station in the Fort Industry group. Others are WSPD, WHIZ, WLOK, WWVA, Wheeling, and WMMN, Fairmont. WAGA on July 26 applied for a shift to 590 kc. with 5 kw. day and 1 kw. night.

On GOP Radio Staff

FREDERICK A. LONG, onetime program director of WJSV, Washington, who recently has been working on production of the Ripley show, on July 29 joined the Republican National Committee radio staff. He is assistant to Wells (Ted) Church, G.O.P. radio director, who engaged him on a permanent basis after his temporary engagement as radio assistant at the recent convention in Philadelphia.

Alice Hult

ALICE HULT, 26, who appeared over the air on KFRC under the Cluett-Peabody Co. trade name of "Nancy Dixon" in the program *What's News in the Stores Today*, collapsed in the Ferry Postoffice in San Francisco July 20 and died shortly afterwards at an emergency hospital. Death was due to natural causes, the coroner's office reported. Miss Hult had advertised "Sanforized-shrunk" material, manufactured by Cluett-Peabody. The trade name "Nancy Dixon" is used by the sponsor in seven other cities. Miss Hult's home was in Cheshire, Ore.

Millions of listeners  find greater enjoyment in the broadcasts  from these stations* because exacting acoustical quality has been achieved in studios  and control rooms  through the use of J-M Sound-Control Materials and Methods...

* Stations using J-M Sound-Control Materials and Methods

CFRB	Toronto, Ont., Can.	KSTP	St. Paul, Minn.	WCSC	Charleston, S. C.	WJLS	Beckley, W.Va.	WTAM	Cleveland, Ohio
CKAC	Montreal, Que., Can.	KWKH	Shreveport, La.	WCSH	Portland, Me.	WKY	Oklahoma City, Okla.	WWNC	Asheville, N. C.
		KYSM	Mankato, Minn.	WDAF	Kansas City, Mo.	WLAW	Lawrence, Mass.	WWJ	Detroit, Mich.
KDKA	Pittsburgh, Pa.	KYW	Philadelphia, Pa.	WDAN	Danville, Ill.	WLS	Chicago, Ill.	Ashtabula Star Bureau, Ashtabula, Ohio	
KFJZ	Ft. Worth, Texas			WDRC	Hartford, Conn.	WNAX	Yankton, S. Dak.	Belle Isle Radio Station, Detroit, Mich.	
KGER	Los Angeles, Cal.	WABC	(CBS Key Station) New York, N.Y.	WEBC	Duluth, Minn.	WNBC	Hartford, Conn.		
KGKO	Ft. Worth, Tex.			WFBR	Baltimore, Md.	WNYC	New York, N.Y.		
KGNC	Amarillo, Tex.	WBBM	Chicago, Ill.	WFIL	Philadelphia, Pa.	WOAI	San Antonio, Tex.	Dept. of Interior, Washington, D. C.	
KMBC	Kansas City, Mo.	WBEN	Buffalo, N.Y.	WFMJ	Youngstown, O.	WOI	Ames, Ia.		
KMOX	St. Louis, Mo.	WBNS	Columbus, Ohio	WGES	Chicago, Ill.	WOR	Newark, N. J.	Merchandise Mart (NBC), Chicago, Ill.	
KNX	(Columbia Square) Hollywood, Cal.	WBTM	Danville, Va.	WGN	(Tribune Square) Chicago, Ill.	WOW	Omaha, Nebr.		
KOWH	Omaha, Nebr.	WCAL	Northfield, Minn.			WOWO	Ft. Wayne, Ind.	Radio City, Hollywood, Calif.	
KOY	Phoenix, Ariz.	WCKY	Cincinnati, Ohio	WGY	Schenectady, N.Y.	WRC	Washington, D. C.	Radio City, New York, N. Y.	
KRE	Berkeley, Calif.	WCHS	Charleston, W.Va.	WHAS	Louisville, Ky.	WRNL	Richmond, Va.	Silverspire Broadcasting Co., St. Catherines, Ont., Can.	
		WCOU	Lewiston, Me.	WHBC	Canton, Ohio	WSAL	Salisbury, Md.		

For full details on J-M Sound-Control Materials and complete information on how J-M Acoustical Engineers help improve broadcast quality, write Johns-Manville, 22 East 40th Street, New York, N. Y.

JOHNS-MANVILLE JM PRODUCTS **JOHNS-MANVILLE** SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE



Temporary Jobs Offered by FCC

Commercial, 'Ham' Operators May Get Emergency Work

IN ITS quest for radio operators to work in the field in its plans for a 24-hour watch of communications during the war emergency, the FCC announced July 16 that temporary positions, paying from $1,620 to $1,800 per year, are available to those holding radiotelegraph licenses.

Civil Service examinations are open now for operator positions, it stated in a public notice, but the FCC is prepared to accept applications from licensed commercial operators and amateurs for appointment in the field service, with the understanding that those selected will be given temporary employment for 90 days and examined during that time by the Civil Service Commission. Temporary employes who pass the examination and are reached in the order of their standing on the eligible list will receive indefinite probationary appointment on a temporary basis as the "present emergency may justify", the FCC said.

Covered in Defense Fund

The Commission has procured from defense appropriations a budget of $1,600,000 for monitoring equipment and increased field personnel [BROADCASTING, July 1, 15]. It seeks some 500 additional operators, clerks and other field personnel, all of whom must be procured from Civil Service eligibility lists. Explaining the procedure to be followed regarding the temporary appointments, the FCC announcement stated:

General Conditions

Applicants receiving appointments must defray the expense of travel to the city or town designated by the Commission as their headquarters. The Commission reserves the right to make transfers from time to time according to the best interests of the service. A few positions will be available outside the Continental United States to operators who pass the Civil Service examination. Those who are willing to accept appointment in Alaska, Hawaii, and Puerto Rico should indicate their order of preference. Order of preference may also be shown for regions within the Continental United States, as, for example, "West Coast", "Southeast" etc.

Temporary appointees are also required to pass a physical examination which is conducted at U. S. Public Health stations throughout the United States. Operators will be required to travel in Commission field cars on official business, and when operating outside of the limits of their headquarters station will be paid five dollars per diem for subsistence.

Operators in the Commission's service are required to stand a rotating watch which involves work on Saturday afternoons, Sundays and holidays.

Persons holding radiotelegraph first class licenses will be appointed to fill positions at $1,800 per annum and those holding radiotelegraph second class licenses at $1,620 per annum.

Amateurs' Qualifications

Amateur licensees desiring to file applications for positions as operators in the Commission's field service must possess the following qualifications: (a) Must be at least 21 years of age and not over 55 unless they have veterans' preference; (b) Must hold an amateur operator's license for a continuous period of at least five years prior to making application for employment; (c) Must demonstrate in a Commission field office their ability to transmit and receive plain English text in the International Morse Code at the rate of 20 words per minute.

The salary for amateurs who qualify for appointment is $1,620 per annum. A deduction of 3½ per cent is made from all salaries toward retirement, but this is returned if the employee leaves the government service before retirement.

Applications should be submitted on U. S. Civil Service Application Form 8 to the secretary, Federal Communications Commission, Washington, D. C. Complete information must also be filed with respect to citizenship and fingerprints under FCC Order No. 75.

Further information relative to these positions may be obtained by writing to the FCC or to the U. S. Civil Service Commission, Washington.

in the CONTROL ROOM

FRANK A. GUNTHER, vice-president in charge of engineering of Radio Engineering Laboratories, Long Island City, N. Y., on July 16 spoke on frequency modulation and its possibilities relative to educational broadcasting before a group of students and teachers of the New York U School of Education. After the lecture, a demonstration was given and recordings were heard from W2XMN, Alpine, N. J. The group then went on a tour of the REL plant to observe the manufacturing of FM equipment.

A. H. SAXTON, NBC western division chief engineer, leaves his Hollywood headquarters Aug. 8 for a 30-day business and pleasure stay in New York. During that time he will participate in the five-day NBC division engineers meeting to be staged in that city starting Aug. 19.

SETH GAMBLIN, of the engineering department of WOR, Newark, recently observed his 15th anniversary with the station and received one of the special pins given 15-year veterans. He also received an anniversary check from station officials in recognition of his long service. Other WOR personages with 15 years or more service are Alfred J. McCosker, president, J. R. Poppele, chief engineer, and John B. Gambling.

FREDERICK WHEELER, assistant chief engineer of WKY, Oklahoma City, and formerly chief engineer of WREN, Lawrence, Kan., has resigned to join RCA Mfg. Co., Camden, N. J.

FRANK M. DAVIS, of Cedar Rapids, on July 9 was issued Patent No. 2,206,882 covering electrical control apparatus, rights to which he has assigned to Collins Radio Co.

ROSS McGOUGH has joined the engineering department of KGNC, Amarillo, Tex.

STANLEY NEUBRECHT, engineer of WTOL, Toledo, on July 14 married Dorothy Diller, staff pianist.

W. R. NICHOLS, formerly of KSRO, Santa Rosa, Cal., joined KINY, Juneau, Alaska, as chief operator and engineer.

G. W. HUDSON, of Richmond, Va., has been appointed by Allen B. DuMont Laboratories as its factory representative in Eastern Tennessee, Virginia and the Carolinas. For several years Mr. Hudson has been a manufacturer's representative in his territory, handling several well known radio lines.

GEORGE HOOPER, engineer of WIBG, Glendside, Pa., is the father of a girl born July 22.

TED FOWLER, technician of CKWX-CKFX, Vancouver, B. C., on July 18 married Hester Atkins, continuity head of the stations.

PLOUGH SHOWETTES
Complete Family Episode In 30 Seconds

PLOUGH Inc., Memphis, has placed a unique series of one-minute spot announcements on 18 Southwest stations for Mexican Heat Powder, through Lake-Spiro-Shurman Agency, Memphis. The transcribed *Happy Holmes Family* series, called showettes by the agency, consist of 30 seconds of a complete episode in the life of the family, with the other half devoted to the commercial. The complete 30-second episodes feature clearly defined characterizations and everyday human appeal.

Cast of four for the series was selected in cooperation with World Broadcasting Co., which waxed the series, and includes well-known New York radio actors. Three to seven *Happy Holmes Family* transcriptions are carried weekly on KLRA, Little Rock; WMC, Memphis; KGNC, Amarillo; KRLD, WFAA, Dallas; WBAP, Fort Worth; KPRC, KTRH, Houston; KFYO, Lubbock; KTSA, WOAI, San Antonio; KRGV, Weslaco; WWL, New Orleans; KOMA, Oklahoma City; KTUL, Tulsa; KFH, Wichita; WDAF, Kansas City; KWK, St. Louis.

Public Domain Interest Is Found Progressing

RAPIDLY growing interest in tax-free public domain music is indicated in a 24-page booklet *The Last Milestone*, published late in July by Lang-Worth Feature Programs Inc., New York. In a foreword the transcribed music-program firm states that letters have been received from 301 stations, requesting comprehensive information on the NAB - Lang - Worth Library Service, which includes the copyright-free music list acquired by Langlois & Wentworth from the NAB Bureau of Copyrights.

According to this latest Lang-Worth prospectus, which emphasizes "copyright independence" as fostered by Broadcast Music Inc. in competition to ASCAP, the NAB-Lang-Worth Library contains 324 complete 15-minute recorded musical shows and 1,700 separate musical selections, guaranteed non-ASCAP. Along with the complete service, which includes script and publicity services, index system and storage cabinet, all sold outright, a monthly continuation service built up around BMI releases also is offered for outright sale over an 18-month contract period, "with the full approval and support of the NAB". Columbia Recording Corp. is cutting Lang-Worth selections.

Seeks New Mexico Shifts

A. R. HEBENSTREIT, owner of KGGM, Albuquerque, and KVSF, Santa Fe, has applied to the FCC for new facilities for those stations. The New Mexico contractor asks for 590 kc. and 5,000 watts fulltime for KGGM, now operating with 1,000 watts on 1230 kc. For KVSF he seeks 1,000 watts on 1230 kc., in lieu of its present assignment of 100 watts on 1310 kc. KOB, Albuquerque, recently was authorized by the FCC to increase its power to 50,000 watts.

MANFRED B. LEE and Frederick Dannay, New York authors of the CBS *Ellery Queen* mystery dramas, are in Hollywood to write a film version of the series for Columbia Pictures Corp.

'Broadcasting Day'

(*Continued from page 34*)

Bill Stern, Virginia Rae, Stebbins Boys, Morton Downey, Graham McNamee, Margaret Speakes, Ted Husing, Ray Perkins, Col. Stoopnagle and the Revellers.

All Groups Cooperating

Conrad Thibault will sing the "More Perfect Union" tone poem from New York. Norman Corwin is expected to write and produce a dramatic sketch along the lines of his "Seems Radio Is Here to Stay", which was written in 1939 in connection with NAB Open House Week. Arrangements may be made to have Charles Laughton, famed character actor, play the lead role.

In connection with the elaborate radio pageants planned by the fairs, special train and bus transportation is being provided, particularly in the East. The New York fair has scheduled the ceremonies for the Court of Peace, which will be specially decorated in a radio motif.

In addition to the contribution of services by the famous stars, the American Federation of Musicians and the American Federation of Radio Artists have given full clearance to their members to participate in the tribute. The broadcast portion of the program will include brief messages from Harvey D. Gibson, chairman of the board of the New York fair, and Marshall Dill, president of the San Francisco exposition. Dr. John S. Young, director of radio and television for the New York Fair, and R. C. Coleson, director of radio at the San Francisco fair, will be masters of ceremonies. Pickups will be from Washington and Hollywood as well as the fairs.

The fairs, working in collaboration with the NAB and the industry, conceived the joint celebration as an expression of public good will toward the radio industry. Emphasis is to be placed on radio's efforts to promote national unity through the free expression of ideas. Ed Kirby, NAB public relations director, was the industry's principal liaison with the fair groups. The radio program is being produced and directed by William S. Rainey, former NBC production manager.

In the non-broadcast ceremonies, the fair committees have asked concerns having exhibits and also network programs to invite their stars to come to their exhibits and act as hosts throughout the day. Many outstanding radio personalities thus will be on hand. New York and San Francisco local stations throughout the day will make special pickups from the fairs.

Newsreel cameramen will be on hand. A pictorial brochure, memorializing the occasion and the statements made, will be published.

W. H. REITZ. manager and chief engineer of KVAK, Atchison, Kan., which began operating exactly a year ago, has purchased that station from Carl Latenser, local music and home appliance dealer of Atchison, Leavenworth and Fall City, Neb. The purchase price was undisclosed, and application for transfer of ownership has been filed with the FCC.



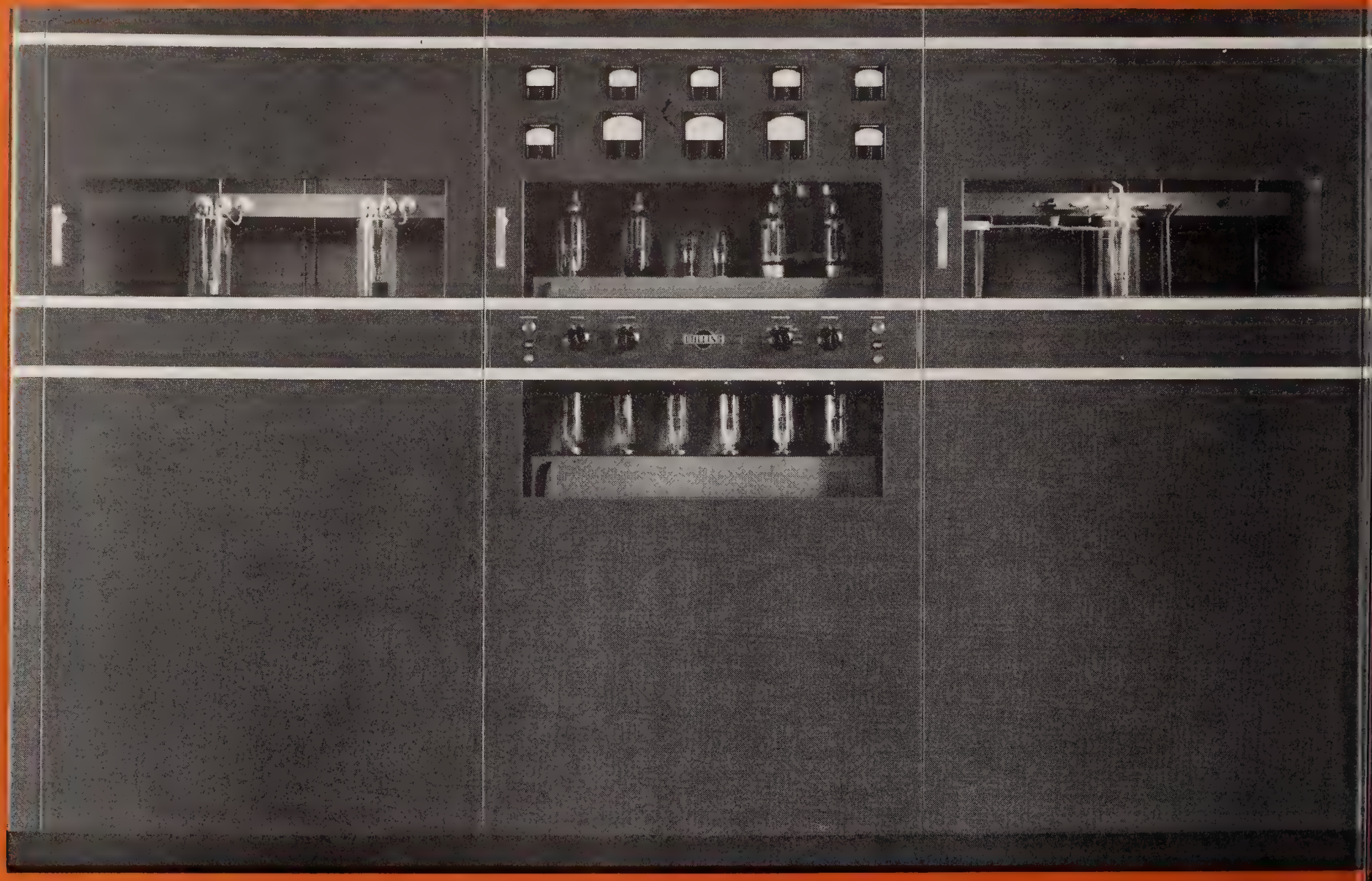
Lively SHOWMANSHIP wins larger audiences in the Intermountain Market for KDYL

The POPULAR Station Salt Lake City

NBC RED NETWORK

National Representative: JOHN BLAIR & CO.

Collins Announces the Ne



consider these specifications

Application Deluxe Broadcast service in the frequency range 550 kc to 1600 kc.

Carrier Power 5000 watts with provision for reduction to 1000 watts.

Power Reduction Instantaneous reduction of plate voltage to final amplifier and modulator.

Frequency Stability Less than 10 c.p.s. deviation from assigned value.

Audio Frequency Response Constant within plus or minus 1.5 db from 30 to 10,000 c.p.s.

Audio Frequency Distortion Less than three per cent r.m.s. between 50 and 7500 c.p.s. at 100% modulation.

Residual Noise Level More than 60 db below 100 per cent modulation level (unweighted).

Radio Frequency Output Termination Concentric or four wire grounded transmission lines of 60 to 300 ohms impedance.

Personnel Protection Fully interlocked front and rear doors.

Tuning Method Centralized control of all motor driven variable elements by selective switch on control panel.

Metering Twelve rectangular case instruments, including 40E meters, with selective metering switch on control panel.

Monitoring Provision for connection of frequency and modulation monitors.

Tubes Radio Frequency: 1—6SK7 Oscillator; 1—6V6G Class A Buffer; 1—807 Second Buffer; 2—813 Intermediate Amplifiers; 1—892R Final Class C Amplifier. Audio Frequency: 2—6L6G Class A First Audio; 2—202 Audio Drivers; 2—891R Class B Modulators. Rectifiers: 6—872A 8500 volt Rectifiers; 4—866A 1750 volt Rectifiers; 2—866A 1000 volt Rectifiers; 1—5Z3 Rectifier.

Cabinet Sizes Transmitter Proper 120″ wide x 30″ deep x 78″ high. Monitor Rack 20½″ wide x 14″ deep x 78″ high.

Power Consumption 16.5 kw—no modulation; 18.5 kw—average modulation.

Power Source 220 volts, 60 cycles, 3 phase.

w Aircooled 5kw 21A

31 superior features

inverse feedback

economical aircooled tubes

motor tuning

instantaneous power reduction

centralized control and centralized metering

positive relay protection

class A and class AB_1 audio system

positive overload protection

vertical chassis construction

correlated cabinets

fully encased external components

magnetic circuit breakers

highly efficient circuit

low circuit distortion

simpler adjustments

full length access doors

arc back indicators

inductive neutralization

recycling relay

high reactance filament transformers

standard vacuum tubes

complete personnel protection

low power consumption

low initial cost

convertibility to 10 kw

easy installation

spun glass air filters

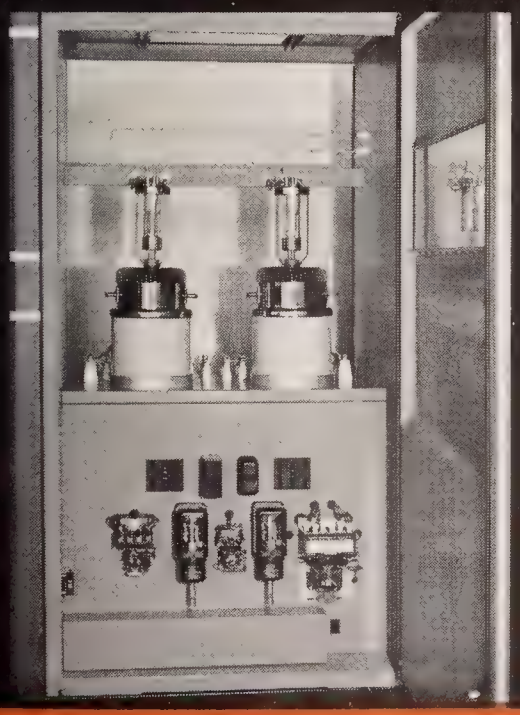
ferrule type resistors

complete tube visibility

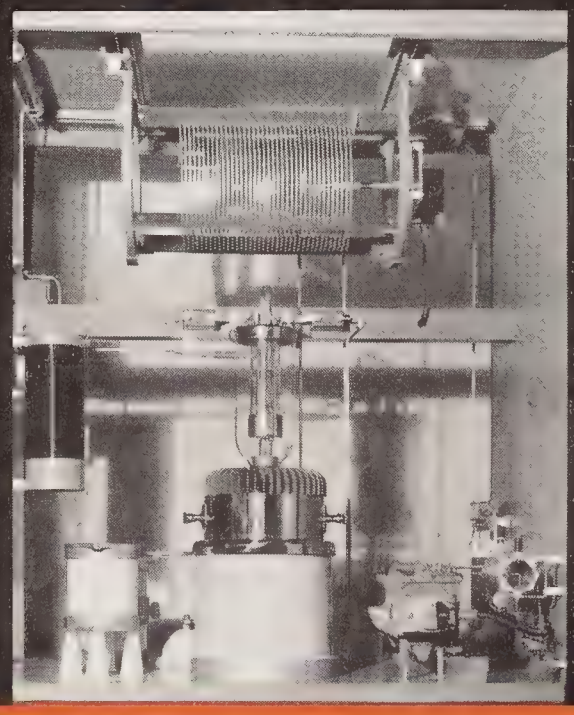
r-f arc-over protection

quadrature connection of main rectifier tubes

accessible *reliable* *efficient*







OLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA
NEW YORK, N. Y: 11 WEST 42 ST.

ON your way to or from the San Francisco Convention stop at Youngstown and visit the model studios of

WFMJ

May Reinstate Business Index

(*Continued from page 33*)

cent study of the Bureau of Advertising of the American Newspaper Publishers Association, titled *Expenditures of National Advertisers in 1939*. It was pointed out that in this study expenditures of newspapers, magazines, farm journals and radio are compared. Following the caption "Radio", said the explanation, appears the qualification "chain". The radio industry is aware that "chain radio" does not represent all of radio's national advertising. The detriment to broadcasting, it was stated, is that advertisers and agencies might not understand this, so long as there is not available complete information on the subject.

The research committee emphasized that the reporting of broadcast advertising unit volume should be presented in sensible detail which will permit the group of stations operating under similar conditions. Because the sales problems of a local station in a city of 25,000 population is not identical to the problem of a clear channel station operating in a million person market. The plan, therefore is for a unit report valuable to station management in all classifications, in that it would report separately the business of local, regional and clear channel stations, segregating them further by various city sizes. Since the source of business also is of importance, the detailed proposal would break down business derived from national networks, regional networks, national non-network advertisers and from local business. Further detail would be provided in defining type of rendition by live talent, transcription or record, length of program or announcement, period of day, and type of sponsoring business. Segregation of retail advertisers and general advertisers also is suggested.

Under the latter classification, the research committee proposes there be 24 broad business type classifications with sub-classifications for those items requiring further delineation. In all, it is estimated there would be about 100 types of sponsoring business classes.

Details of Unit Plan

Following is the research committee's unit measurement proposal:

The definition of a broadcast unit adopted by the research committee is that one program unit shall equal one minute of program time; thus a 15-minute program equals 15 program units, a 30-minute program, 30 program units, etc. An announcement unit shall constitute one announcement when the time consumed is not more than one minute 29 seconds. Announcements of 1½ minutes or more shall be rounded to the nearest minute and interpreted in terms of corresponding units. Announcements sold on a word basis shall be converted to minutes through the use of the average of 100 words per minute. For participating programs wherein two or more advertisers are directly charged for program expense, units shall be calculated for each client by dividing the total units of the program by the maximum number of client participants acceptable on the program as stated by the responding stations.

The research committee and the research director recommend that the following method be adopted for collecting information from stations and reporting broadcast advertising unit volume by month:

Collection of data: The NAB Research Department will mail forms to each station each month on which all clients, except national networks—CBS, MBS, NBC—are to be listed and returned. The three national networks will furnish their client lists in the required detail directly to the Research Department. On the station client list forms, the information required will include the name of the client, the product or service advertised, source of business (local, national non-network, or regional network); the broad classification of business (retail or general); the time of the program or announcement (morning, afternoon or evening); the type of rendition (live talent, transcription or record); the length of the program or announcement; and the number of times for the month the program or announcement was broadcast.

Unit Volume Reporting

The information to be reported to the NAB membership for each month is to be as follows:

Significant tables will be set up showing the amounts of program units, announcement units and total units in detail by source of business, type of rendition, city size, station classification and type of sponsoring business with as much cross tabulation of this information as is possible under the fund available for the work.

In addition to the above details of reporting, the Research Department will maintain a complete file by advertiser to serve as a reference source for the industry. It is contemplated that the funds required for this work will cover the cost of establishing and maintaining such a file and will not be used in the performance of any reference work. Any requests for special information will be handled on a cost basis.

It is the opinion of the committee that in this way the cost of preparing special lists of clients within various classifications can be made available to those of the industry desiring such information without the necessity for entering into a costly complete record reporting service.

It is recommended that the board establish policies as to what special studies will be made upon request of Association members, advertising agencies, advertisers and publications.

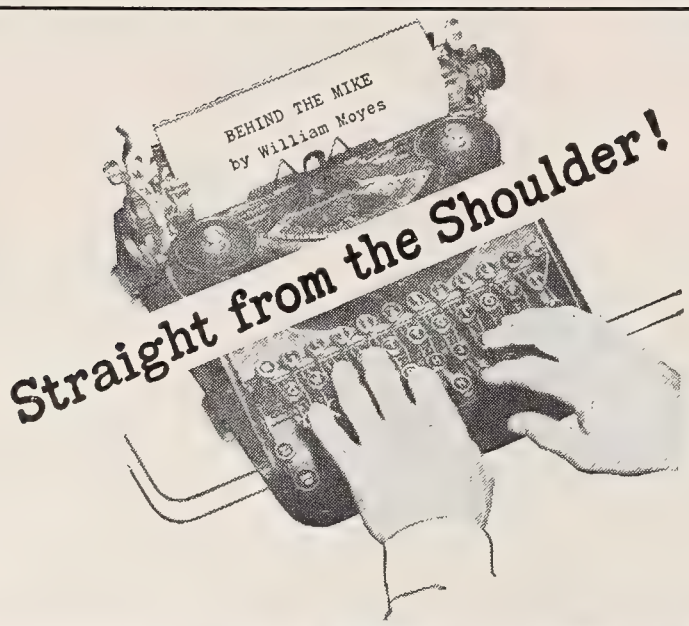
It is the committee's opinion that unit volume information in the detail outlined herein is not of a confidential nature since all of the information to be obtained from stations can be ascertained by listening to the programs and announcements involved. However, there may be some policy restrictions the board may elect to impose. One suggestion which the board might consider, is that, in the event member stations request city reports with complete advertiser listing, the consent of the reporting stations located in the city will be required. The cost of such an analysis would be borne by the station or stations requesting the information.

It is conceived that with the approval of the board, the collection of client lists from stations will be started as soon as possible and the system of reporting established on an experimental basis until January, 1941. At that time, the research committee and the research director will be prepared to recommend a regular basis of reporting. At that time also, they will report to the Board the potentialities of sale of reports to advertising agencies, publications and others, to operate in recapturing the costs of the service. It will also be possible to ascertain to some extent, the demand for special studies by member stations and to determine the personnel needs in operating the service in the future.



NAMED BY LISTENERS was Wayne Irvin Sherrill, handsome baby held here by his proud papa, Homer Sherrill, member of the Black Draught Hill Billies, heard regularly on WIS, Columbia, S. C. Listeners were invited to offer names for the child, born July 4, on a Black Draught broadcast the following day. On July 10, when the contest closed, 1,955 letters had been received, each with a Black Draught box top. The group, sponsored by Chattanooga Medicine Co., Chattanooga, Tenn., some time back set an all-time high in listener mail response with 11,421 pieces of mail. The boy's initials correspond with the WIS call letters.

ALBERT V. POLLACK, 54, controller of J. Walter Thompson Co., with whom he had been associated for 31 years, died suddenly of a heart attack on July 23.



Nowhere does the American predilection for free speech run more rampant than in "B. Mike's" radio column in The Oregonian. B. Mike says what *he* thinks about radio programs and radio performers. Listeners have a chance to say what *they* think. And some of the comments fairly sizzle.

The result is a much "cussed and discussed" radio column which keeps radio listeners listening to KGW and KEX, the radio stations of The Oregonian.

In Portland it will pay you to pick KGW and/or KEX—Portland's *only* newspaper-owned and operated stations.

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC RED

RADIO STATIONS OF THE **OREGONIAN** PORTLAND • OREGON

KEX 1160 KC 5000 WATTS CONTINUOUS NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

LOWER COST

WINCHARGER

REG. U.S. PAT. OFF.

NEW GUYED

VERTICAL RADIATOR

A new and improved guyed tower designed for commercial radio stations. Uniform cross section. Liberal safety factor throughout; for example, guys have safety factor of five in a 70 mile wind. Low erection cost. Lower initial cost due to tremendous annual tower volume in wind-electric field. Wincharger tower now used and endorsed by numerous commercial and government stations.

★

APPROXIMATE COSTS

Following prices include towers furnished with prefixed guy sockets (except 200 foot tower), Lapp base insulators, high strength guys, guy insulators, turnbuckles and paint:

200 FT. TOWER	***$675.00**
240 FT. TOWER	***$1525.00**
300 FT. TOWER	***$2100.00**

(Experienced erection engineers available to handle complete installation of tower.)

*F. O. B. Sioux City, Iowa less lighting and erection costs.

WINCHARGER CORPORATION

SIOUX CITY IOWA

WRITE FOR COMPLETE DETAILS INCLUDING STRESS ANALYSIS ON TOWERS

Now 1000 WATTS
(FULL TIME)



KFRO
"Voice of East Texas"

Annual sales for 1939 in the rich area embracing 24 counties in Texas and 6 in Arkansas and Louisiana covered by KFRO reached the staggering total of $211,070,000.00! People from all walks of life make up this vast empire . . . oil royalty and lease holders; railroad, factory, office and oil well workers; farmers; State and Federal employees.

KFRO is the single advertising medium that can carry your sales message to this 1,000,000 people. Consult our National Representatives or James R. Curtis, Longview, Tex.

COVER East Texas from the CENTER

Television Notes

GE's Video Book

FOR visitors to the General Electric television exhibit at the New York World's Fair, GE has published a 12-page pocket-size booklet picturing and explaining GE television developments, emphasizing the work of Dr. E. F. W. Alexanderson. The cover of the pamphlet provides certification that the holder was televised at the exhibit.

* * *

DuMont Selector

LATEST model DuMont 20-inch television receivers are built to provide reception from either NBC or the new DuMont transmitter in New York, expected to be on the air this fall. A selector switch enables the televiewer to choose either the 507-line at 30-frame images of NBC or the 625-line at 15-frame DuMont pictures. Set also includes an all-wave broadcast receiver. DuMont also has explained that in building the sets it has broken down construction into five units to afford flexibility of construction and testing. Thus, according to DuMont, the various chassis units may be taken out for replacement or alteration, if need be, by removing screws and detaching plugs without disturbing the rest of the set.

* * *

WATT STINSON, who reported receiving NBC television transmissions 1,800 miles away in Tulsa, Okla., is chief engineer of KVOO, Tulsa, rather than KTUL, as stated in the July 15 BROADCASTING.

Course in Television

THOMAS H. HUTCHINSON, NBC television program director, will conduct the first university course in planning, writing and producing television programs to be given at New York U this fall, according to an announcement by Douglas Coulter, director of the NYU Radio Workshop, who is assistant director of broadcasts for CBS. Students in the course, which will begin Sept. 26, will practice writing original scripts and also adapting material for television, will be taught to plot video programs with diagrams and how to determine whether material would be good for television presentation or not.

"In offering this course it is recognized that television is still in an experimental stage, and that new ideas and methods will undoubtedly be introduced as equipment is further perfected in the laboratories," Mr. Coulter said. "The instruction that Mr. Hutchinson will give is therefore offered as an experimental, exploratory course for the purpose of acquainting those interested with the problems that have been encountered in planning television programs and with the methods that have been found most important and effective thus far."

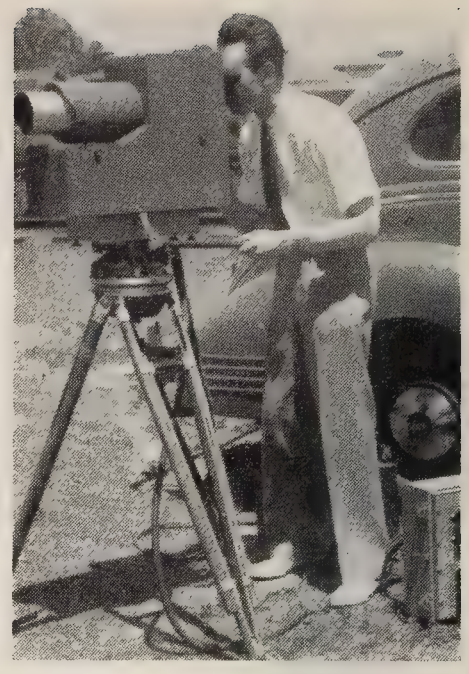
* * *

TEIA Reply to RMA

DENIAL that sanction or approval had been sought from the Radio Manufacturers Assn. for the first national television convention and exhibition to be held in Hollywood Aug. 22 to 24, was made by the Television Engineers Institute of America Inc. in mid-July. The organization, headquartered in Hollywood, refuted statements made in a bulletin released by the RMA under signature of Bond Geddes, vice-president and general manager [BROADCASTING, July 15], and demanded retraction. George W. Seward, TEIA founder and president, in a caustic statement to the press and to RMA's membership, declared that the RMA bulletin was an attempt to belittle plans of the Institute, and that the convention would be held regardless of opposition offered. Seward said that he was at loss to understand the RMA action, as "no request for such action requesting recognition has been made by this Institute. Nor do we recognize the authority of the RMA board of directors, or any other Board than our own, to sanction or approve any convention or exhibition which we might decide to hold". He declared that the Institute was a non-profit organization and should not be confused with promotors intent upon personal profit.

Canadian Licenses Up

A NEW record in receivers licensed in Canada was set up during the last fiscal year, ending March 31, 1940, according to an announcement just made at Ottawa. In all, 1,345,157 receivers were licensed during the past year, an increase of nearly 10% over the preceding fiscal year, and averaging 119 receivers per 1,000 of population, as compared with 109 and 100 per 1,000 population in the two immediately preceding years.



INTENT upon its television transmission development, recently given the green light by the FCC, Allen B. DuMont Laboratories, Passaic, N. J., announces the perfection of this portable pickup unit weighing only 45 lbs. and mounted like a camera on a swinging movie tripod. Entire equipment, exclusive of uhf relay transmitter and transmitter power supplies, comprises Iconoscope-type camera and seven units that can readily be carried in an automobile. Tested at the Passaic experimental transmitter, the unit has also been tested and will be used by the new DuMont transmitter being built at 515 Madison Ave., New York.

Page Miss Gibbs

THE LATEST television first —first employer hiring help through television—is claimed by WOR, Newark. WOR's chief engineer, J. R. Poppele, long has been a close student of the art, and in addition to his extensive research work he keeps keen watch on television programs in the New York area. A short time back Engineer Poppele was wrapped up in an NBC telecast of a spelling bee featuring students from the swanky Katharine Gibbs Business School. He watched attentively until all the girls except one were spelled down. Then he immediately wired the Gibbs school and hired the winner, Norma Miller, as a secretary for the WOR engineering department.

COLUMBIA PICTURES has bought world rights to Dave Elman's "Hobby Lobby" film short, which is based on the radio program of the same name, formerly sponsored on CBS by Fels & Co. The first short, to be released nationally Sept. 1, features Mrs. Franklin D. Roosevelt describing hobbies in the White House, and was produced and directed by Arthur Leonard, president of Leonard-Green Productions, New York.

INCORPORATING new FCC rules governing broadcasts by candidates for public office, a revised 1940 edition of *Is Your Hat In the Ring?* has been published by the NAB. The booklet, designed as a guide for political speakers, is available at 4c per copy, postage extra, through NAB headquarters in Washington.

HOWARD Recording Discs

IMPROVE TONE QUALITY and Cut Your Costs as Much as 50%

HOWARD Recording Discs are made on heavy, low stress, soft metal cores which insure permanent flatness. The special Type "C" fine grain coating, an exclusive HOWARD development, has exceptional shearing qualities and is *Hardness Processed* for long life and good reproduction of the higher frequencies.

It will pay you to make your recordings on these quality discs. If your jobber cannot supply you write us for complete facts, prices and sample demonstration disc. The superior reproduction from HOWARD Recording Discs will be a revelation.

Extremely Low Surface Noise

Soft Metal Base

Long Shelf Life— No Deterioration

Flame Proof

Write for Complete Details and Free Demonstration Disc!



HOWARD RADIO COMPANY
1731-35 Belmont Av., Chicago, Ill.-Cable Address: HOWARDCO, USA
America's Oldest Radio Manufacturer

ATTENTION: PLEASE

OVER 141 STATIONS USING THE ORIGINAL TEL-PIC NEWS-PHOTO AND MERCHANDISING DISPLAYS

Progressive broadcasters, 141 of them*, from Maine to California are now using Tel-Pic's News Display, radio's newest merchandising plan for station and sponsors. Developed exclusively for radio, Tel-Pic's Plan helps build an audience for the station and sponsor with its neat, attention-creating display which offers a daily stream of merchandising and publicity tie-ins for the station and for all types of local or national products.

Only TEL-PIC gives you the following features:

1 Illuminated electric display (18 by 28 inches) in six colors . . . red, blue, black, yellow, white and green . . . patented bio-lite ANIMATED waves. (Not just a frame.)

2 News flash photos of outstanding world events mailed daily, except Sundays and holidays. This creates daily news interest. Photos are printed on 70 lb. coated stock and mailed in card-board tubes to insure protection.

3 Ample space for sponsor or station merchandising in bottom-removable panel of display. (Hand painted on glass.)

4 Simple, durable equipment. Merely insert plug in AC or DC current and display becomes animated, and call letters in top panel become illuminated in radio-like waves.

5 Sold exclusively to your station on monthly budget plan at extremely low cost.

Tel-Pic Syndicate Inc. will send its representatives to your city to sell choice locations for its displays in banks and merchants' windows at no cost to you under our new reciprocal plan that will be sent on request. Billings to customers are handled direct by Tel-Pic Syndicate Inc.



Tel-Pic bio-lite is fully patented. Use the original Tel-Pic Service only to get best results. Pictures mailed daily.

See TEL - PIC's representatives at the St. Francis Hotel in San Francisco, August 4-7. You owe it to yourself to investigate TEL-PIC's Display Service before making any 1940-41 merchandising plans.

*Tel-Pic's 141 subscribers include local stations, network affiliates, network M & O stations, 100 watters to 50,000 watters.

See "Tel-U-Vision" display model at convention. Greatest attention-arrester yet devised for store windows.

TEL-PIC SYNDICATE Inc.

1650 Broadway • New York City • Circle 5-4688

Success Story!

WILKENS AMATEUR HOUR . . . SIXTH consecutive year . . . RATING NEVER LESS THAN 50 PERCENT AND UP TO 75 PERCENT OF THE RADIO AUDIENCE. Sundays, 3:00 to 4:00 p.m. . . . Kaufmann's (Pittsburgh's largest advertiser) SIXTH consecutive year. Transradio News 15-minutes, twice daily, 6 days a week . . . *Rating never less than 46 percent and up to 58 percent of the radio audience.*

The Columbia Station in Pittsburgh

WJAS

Agencies

HENRY P. HAYWARD will handle production of *Musical Americana*, sponsored on NBC-Blue and Red stations by Westinghouse E. & M. Co., New York, according to an announcement July 18 by Kenneth Watt, radio director of Fuller & Smith & Ross, agency in charge. Mr. Watt will continue to supervise the program. Serving temporarily as m.c. of the series, he will begin work immediately on building two new shows for agency clients.

CHARLES McCANDLESS, formerly with Lord & Thomas, has joined the research department of J. M. Mathes Inc., New York.

McKEE & ALBRIGHT, Philadelphia agency with a New York branch office, is planning to open a new business department in mid-August as part of its New York setup, under the direction of Herbert Korholz, who is currently on vacation until that time. No announcement of accounts the department will handle has been made pending Mr. Korholz's return.

GEORGE COMTOIS, radio director of Federal Adv. Agency, New York, for the last three years, has resigned and has not yet announced his plans. No successor has been named.

TOM REVERE, New York radio director of Benton & Bowles Inc., is in Hollywood supervising West Coast activity during the absence of Donald Cope, production manager, who is recovering from a severe illness.

RODNEY PANTAGES Inc., Hollywood talent agency, with offices at 6233 Hollywood Blvd., has filed new incorporation papers with the California Secretary of State in Sacramento. Rodney A. Pantages, L. A. Snitzer and A. M. Fritchi are named as directors.

ARTISTS STUDIOS, Hollywood talent agency, with offices at 6513 Hollywood Blvd., has been granted articles of incorporation by the California Secretary of State. Directors are H. A. Kenoyer, B. Barrie and E. Faber.

FRANK HEALY, formerly in charge of radio contacts for RKO Radio Pictures Inc., Hollywood, has opened his own talent agency at 8555 Sunset Blvd., that city, and will handle film personalities for radio.

SAMUEL STILLMAN, formerly advertising manager of Globe Department Store, Los Angeles, has formed his own agency under the firm name of Sam Stillman Adv., with offices at 950 S. Broadway.

DONALD COPE, Hollywood radio production manager of Benton & Bowles Inc., has recovered from a severe attack of pneumonia, and is now recuperating at his home.

JAMES J. STINSON, president of Gratchel & Manning Inc., Philadelphia agency, was installed as president of the Poor Richard Club at its annual meeting July 15. William Berry took office as first vice-president; Howard A. Medhold, second vice-president; V. Winfield Challenger, secretary; Dr. Franklin R. Cawl, assistant treasurer. Poor Richard is a club of local advertising executives. Stinson succeeded Adolph Wiedemann. New members of the board of directors are Peter L. Schauble, Howard C. Store, James McCabe, Charles E. Eyles, John H. King and H. H. Kynett.

LAKE-SPIRO-SHURMAN Inc. is the new name of the former Lake-Spiro-Cohn, Memphis agency. Milton M. Shurman, secretary-treasurer, has been a member of the firm for more than 10 years. Avron Spiro is president. The firm recently added to its executive personnel as part of an expansion program.

MELVILLE E. WANK, head of Wank & Wank Agency, San Francisco, has been elected president of the Industrial Marketers of Northern California.

SANFORD BARNETT, Hollywood producer of J. Walter Thompson Co. on the CBS *Lux Radio Theatre*, sponsored by Lever Bros., is in New York for conferences with home office executives on fall plans for the series. Harry Kerr and George Wells, agency writers on the program, are vacationing at Lake Tahoe, Cal.

NAT WOLFF, recently resigned as radio director of Myron Selznick Co., Beverly Hills, Cal. talent agency, has formed his own organization under the firm name of Nat Wolff Inc., with offices at 170 S. Beverly Drive, that city. He is now in New York on a five-week business trip for radio and television talent representation. Jack Creamer, of the NBC Hollywood maintenance department, has resigned to join the new talent agency as account executive.

EARL R. CULP has joined John R. Riordan Co., Los Angeles agency, as vice-president and account executive. Prior to his new affiliation, he was account executive of Heintz, Pickering & Co., that city.

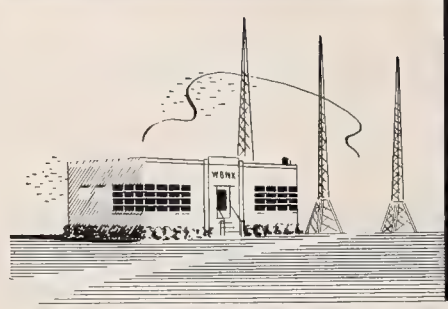
MAURICE BLATT has opened an advertising agency in Philadelphia, trading as Blatt Features, with offices at 4901 Spruce St.

C. FREDERIC RIEGEL has resigned as vice-president of Geare-Marston, Philadelphia agency to join the New York office of Alley & Richards Co. as account executive.

E. H. BROWN ADV. Agency, Chicago, has moved to temporary quarters, Suite 1802, Merchandise Mart. On Sept. 1 the new location will be Suite 933; telephone, Delaware 8333.

GEORGE DURAM, time buyer of H. W. Kastor & Sons, Chicago, is the father of a girl born June 20. It is his second daughter.

Directional over New York



Now! 5000 WATTS DAY *and* NIGHT

WBNX

YOUR BEST NATIONAL SPOT BUY

A NEW APPROACH TO THE NEW YORK MARKET

Studio Notes

KFRO, Longview, Tex., has postponed formal dedication of its 1,000-watt operation on 1340 kc. from July 15 to Aug. 4 because of the intense political activity in the State during July. The station plans to hold a formal opening for public inspection of the new plant, including an RCA 1,000-watt transmitter and phasing equipment and three 175-foot Wincharger towers. When KFRO started operating with its new facilities recently, 26 stations throughout the country sent transcribed congratulatory messages. In addition to the transcribed greetings, other stations sent congratulatory wires and letters to James R. Curtis, president.

LISTENERS to the *Court of Missing Heirs* program, sponsored on CBS by Sterling Products, New York, for Ironized Yeast, now have an opportunity to win money even if they aren't among the missing beneficiaries, following a ruling by the sponsor that $50 will be awarded anyone who furnishes information leading to the discovery of an heir sought on the program. As the offer became effective July 16, the *Court* was hunting heirs to four estates, involving a $70,000 estate left by a Chicago spinster who died without making a will; a $15,000 bequest to her brother, left by another spinster; and two other estates valued at $11,000 and $4,000 respectively. Agency handling the account is Ruthrauff & Ryan, New York.

LEON A. FRIEDMAN, president of Network Features, New York, who recently acquired 100% interest in the company, has announced fall and winter productions as follows: *Kid's-Eye-View of Hollywood, Radio Raffles, Father Reads the News*, a musical quiz program with audience participation, and a name band production.

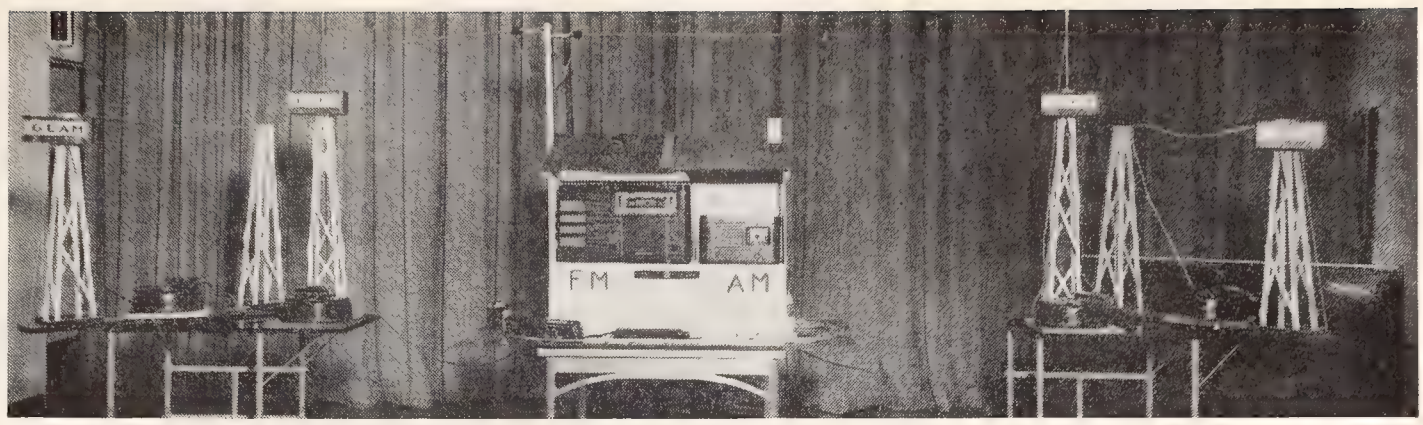
WITH ARRIVAL of warm weather, WNYC, New York's municipal station, has resumed its half-hour daily summer program *Music to Swim By*, which features popular music piped through public address systems to New York's public swimming pools and beaches.

RANGING from sweet to swing, from classics to spirituals, CBS during the week of July 22 tried out a series of sustaining musical shows featuring Columbia artists exclusively in the 10:45-11 p.m. period. Talent presented included the following: Monday, Bernard Herrmann conducting a concert orchestra with Genevieve Rowe as vocalist; Tuesday, Lyn Murray and the Four Clubmen singing popular songs: Wednesdays, Howard Barlow's orchestra with Genevieve Rowe; Thursday, Buddy Clark and Ray Bloch's orchestra; Friday, The Golden Gate Quartet, and Saturday, Michael Loring and Ray Bloch's orchestra.

WEEI, Boston, on July 23 was host to about 100 newsboys, under guidance of officers of the Burroughs Newsboys Foundation of Boston, at a *Food Fair* demonstration and broadcast. The boys were served breakfast, prepared from sponsors' products, and were conducted on a tour through the studio.

WHN, New York, has issued a new rate card, Number 8, which becomes effective Aug. 31, 1940. Base rate for an evening hour has been raised from $450 to $550. Station operates on 1010 kc. with 5,000 watts day and 1,000 night.

KROW, Oakland, Cal., recently received a letter from the State of California CCC selection office stating that radio outpulled newspaper publicity 4 to 1 in attracting CCC enrollees. KROW has been releasing spot announcements for the CCC, advising of openings in nearby camps. According to the letter, the CCC selecting agents in several counties kept track of the source of information leading the youths to apply, and the 4 to 1 ratio resulted.



THIS PAIR of miniature networks, operated similar to big broadcast stations, is used in the General Electric Philadelphia office where D. Lee Chestnut dramatizes merits of FM. A Golden network demonstrates FM, a Green network AM. In center, a midget cutaway house, complete with antenna, contains FM and AM receivers, which pick up signals from two FM and two AM stations. Power comes from transmitters housed in wireless record-players. Effect of interference from electric razors and other gadgets on FM and AM signals is demonstrated, as well as freedom from station interference.

KFAR, Fairbanks, Alaska, America's farthest North station, recently presented a trio of well-known U. S. citizens on visits to Alaska. Maj. Gen. Henry H. Arnold, chief of the Army Air Corps, spoke on the national defense program, with special emphasis on Army Air Corps development in Alaska. Edward E. Willkie, vice-president of Libby, McNeil & Libby and brother of Wendell Willkie, Republican presidential nominee, was interviewed by Jack Winston, KFAR manager, who inquired into the boyhood life of the Willkies. Mrs. William H. Corwith, national chairman of the American Legion Auxiliary, described the national program of the Auxiliary for Alaskan listeners.

THROUGH courtesy of Sidney N. Strotz, vice-president of NBC in charge of the Central Division, the Chicago Historical Society has started a collection of "verbal manuscripts" comprised of transcriptions of such important historical events as the Hindenburg disaster, the Duke of Windsor's farewell spech, Chamberlain's farewell speech, and one of the first interviews with Douglas Corrigan. Mr. Strotz will continue to present the Society with recordings of events soon after they occur.

THE GOSPEL Tabernacle, "radio built", will be formally dedicated Aug. 4 at High Point, N. C., with Evangelist H. P. Williams ascribing to WBIG, Greensboro, and its director, Maj. Edney Ridge, full credit for making possible erection of the imposing edifice.

KAMEHAMEHA SCHOOLS, Honolulu, which is open to students who are at least part Hawaiian, is including the transcribed *Sunday Players* as part of its curriculum. The series of 52 half-hour Bible dramas is produced by George Logan Price Inc., Los Angeles, and for the last two years has been sponsored on KGU, Honolulu, by a local concern.

WGAN, Portland, Me., cooperating with the U. S. Army, has started a series of weekly half-hour broadcasts from nearby Fort Williams, featuring music of the 68th Coast Artillery Band with five-minute talks by recruiting officers of the post. This supplements a daily spot announcement schedule for all branches of the Army, Navy and air force. Additional time also is given to the activities of the Main Citizen's Coordinating Committee for Defense, of which Guy P. Gannett, president of Portland Broadcasting System, WGAN licensee, is chairman.

THE six-man golf team of KWK, St. Louis, defeated a squad representing KMOX July 14 in a special inter-station match played at Sunset Hills Country Club, St. Louis. The KWK team had an aggregate of 544 strokes, outclassing the KMOX group by six strokes. Bob Richardson, KWK national sales representative, won medal honors with a 72 in the 18-hole match.

WHEN United States passport regulations came into force July 1 on the Canada-U. S. border, it caused difficulties for the staff of at least one Canadian broadcaster, CKLW, Windsor, Ont., which also maintains offices in Detroit. Passport and visa difficulties have now subsided and CKLW employes may commute once more between Windsor and Detroit without trouble.

KTSA, San Antonio, has engaged Col. H. L. Landers, U.S.A. Retired, as staff military analyst and advisor. He was recommended by Gen. Brees, commanding the Eighth Corps Area, who said many Army people regard Col. Landers as highly as the famous Maj. George Fielding Elliot.

WJTN, Jamestown, N. Y., cooperating with Charles H. Brown, publicity director of Chautauqua Regions Inc., has started a twice-weekly program, *Chautauqua Region News & Rhythm*, designed to promote the Chautauqua Lake region as a summer resort.

KROD, El Paso, Tex., in mid-July carried a special account of the local Soap Box Derby competition under sponsorship of the Borden Co. with remote control facilities supervised by Chief Engineer Ed Talbott, commentaries were handled by Al Keirsey, Dave Vaile and Morrison Qualtrough.

KFRO, Longview, Tex., is keying various State hookups for Texas politicians, including Gov. O'Daniel from Greenville, to KPLT, Paris, and KCMC, Texarkana, and Col. Ernest O. Thompson, candidate for Governor, from Center to KPLT, Paris, and KCMC, Texarkana.

WOR, Newark, starting July 22, has set aside the 10:30-10:45 a.m. (EDST) period across the board Mondays through Fridays for a new program of one-minute participations, titled *Meet Mr. Morgan*, to be handled by Henry Morgan.

WPEN, Philadelphia, now opens and closes its broadcasts day by playing "God Bless America", discarding its old theme song, "Lights Out," used for the last four years. Special permission was secured for the use of the song, WPEN claiming to be the only station in the country permitted to use "God Bless America" as a theme song.

KOIN, Portland, Ore., on July 12 carried the 1,000th newscast sponsored by Joe Weiner, Portland clothier. The station has carried a daily *Headlines* feature for Weiner, Sundays excepted, since May 2, 1937. At conclusion of the 1,000th quarter-hour news broadcast, KOIN contributed five minutes to review the sponsor's expansion since 1937 as well as news highlights of the last three years.

TYING in with the 11 p.m. to midnight *Cinderella* program of recordings on WHN, New York, Postal-Telegraph Co. is displaying large posters in local offices advising listeners to call Postal and telegraph their requests for special selections.

APPROXIMATELY 50 station managers, executives, announcers commentators and artists from the San Francisco bay region migrated to Salinas in two Greyhound busses on July 19 to witness and participate in annual Radio Day at the California Rodeo. The radio folk were guests of the Salinas Rodeo Association and Salinas Chamber of Commerce, who entertained them at luncheon, then at the rodeo and a cocktail party and dinner. The radio party was headed by Comdr. A. W. Scott, whose *Romance of the Highways* program for Greyhound is released over 30 Mutual stations on the Coast, and Kay Barr, of NBC press relations department.

WHP, Harrisburg, Pa., early in July carried a series of special pickups from Lebanon, 26 miles away, during the week-long bi-centennial celebration of the city. Programs during the 200th anniversary week included various events, from a one-hour Catholic field mass which opened the celebration June 30 to descriptions of parades and other special events. The pickups were supervised by A. K. Redmond, WHP general manager.

WICC, Bridgeport, Conn., on July 24 started a Wednesday morning news commentary series by Katharine Leeds, who has spent 15 years in Europe and is one of the few women members of the Overseas Press Club. She resigned recently as editor of the "Forum for Women" column of the *Greenwich Times* to concentrate on radio.

WJSV, Washington, on July 27 started the weekly *Labor News Review* on its seventh consecutive year, adding another year to its record as the oldest labor program on the air. The program was originated by Albert N. Dennis, who is still its producer and commentator. *Labor News Review* reviews current trends and events as they affect labor, industry and economics.

WHIP, Hammond, Ind., announces the appointment of J. J. Haines & Assoc., Chicago advertising agency, to handle sales and commercial programming.

WRAK, Williamsport, Pa., in mid-July observed its tenth anniversary with an open house attended by 2,500 visitors. In addition to exhibiting its modern new studios, the station conducted a special demonstration of its portable recording equipment.

CFRN, Edmonton, and CFCN, are hooking up via Government phone lines to carry *The Army Sings* from the Edmonton encampment of the Southern Alberta Regiment each week.

AS A FEATURE of the Saturday noon *Country Journal* programs on CBS, Charles Stookey, CBS-director of agricultural activities, is taking an "agricultural tour" of the United States from July 13 to Sept. 14 to bring local farm experts to the microphone for discussions of farm problems in their particular sections of the country.

Fly Disposes of Details Prior to Coast Journey

RUNNING the gamut of reporters' queries July 29 at his regular weekly press conference, FCC Chairman Fly mopped up his desk preparatory to a two-week "sabbatical" which will take him to the West Coast and the NAB convention in San Francisco. Although several matters remained to be arranged before departing, Chairman Fly indicated he intended to fly from New York to the coast July 31, following a meeting with RMA-sponsored Television System Committee. In California, besides participating in "Broadcasting's Day" ceremonies at the Golden Gate Exposition Aug. 3, and speaking at the NAB conclave Aug. 5, he expects to inspect television operations on the West Coast and visit members of his family.

Although refraining from any specific comment on just what may determine the difference between a Presidential "fireside chat" and a campaign speech for the coming election, Mr. Fly said he felt confident President Roosevelt would not take advantage of the situation. Responding to another question, the chairman stated that NBC recently completed data for an application for a television transmitter in Washington and that the application was "in the mill" and probably would be granted "within a few days". Despite absence of FCC members, including himself, at various times during the summer, he declared that FCC operations would continue without interruption under the newly-instituted quorum rule.

Text of Phonograph Record Decision

(*Continued from page 54*)

makes possible the proper recording of those performances upon a disc.

It would follow from this that, if a conductor played over the radio, and if his performance was not an abandonment of his rights, it would be unlawful without his consent to record it as it was received from a receiving set and to use the record. *Arguendo,* we shall also assume that such a performance would not be an abandonment, just as performance of a play, or the delivery of a lecture is not; that is, that it does not "publish" the work and dedicate it to the public. *Ferris* v. *Frohman,* 223 U.S. 424, 435; *Nutt* v. *National Institute,* 31 Fed.(2d) 236 (C.C.A. 2); *McCarthy* v. *White,* 259 Fed. Rep. 364; *Uproar Co.* v. *National Broadcasting Co.,* 8 Fed. Suppl. 358.

Resale Restrictions

Nevertheless, even if Whiteman's "common-law property" in his performances survived the sale of the records on which they were inscribed, it would be very difficult to see how he, or *a fortiori* the maker of the records, could impose valid restrictions upon their resale. Concededly that could not be done (regardless of the present statutory prohibition) if the restriction went to the resale price. *Bobbs-Merrill Co.* v. *Straus,* 210 U.S. 339. It would also have been impossible if the restriction forbade the buyer to use the article except with other articles bought of the record maker. *Motion Picture Patents Co.* v. *Universal Film Co.,* 243 U.S. 502. We do not, however, have that question to decide, for we think that the "common-law property" in these performances ended with the sale of the records and that the restriction did not save it; and that if it did, the records themselves could not be clogged with a servitude.

Copyright in any form, whether statutory or at common-law, is a monopoly; it consists only in the power to prevent others from reproducing the copyrighted work. WBO Broadcasting Corp. has never invaded any such right of Whiteman; they have never copied his performances at all; they have merely used those copies which he and the RCA Mfg. Co., made and distributed.

The putatively protected performances were themselves intended for that purpose and for that alone; the situation was precisely the same as though Whiteman and RCA Mfg. Co., had combined to produce an original musical score and inscribe it upon records. The records at bar embodied Whiteman's "common-law property" —his contribution as a conductor—in precisely the same way that the record of such a score would embody his composition. Hence the question is no different from whether he might disseminate a musical score to the public at large, but impose a limitation upon it that buyers should not use it to broadcast for profit.

Must Be Justified

Whatever might be said of that—if the sale were not a "publication" — it will hardly be argued that if it was a "publication" in the sense that that destroys the "common-law property", the restriction upon the use of the record would be valid notwithstanding. Restrictions upon the uses of chattels once absolutely sold are at least *prima facie* invalid; they must be justified for some exceptional reason, normally they are "repugnant" to the transfer of title.

If "the common-law property" in the rendition be gone, then anyone may copy it who chances to hear it, and may use it as he pleases. It would be the height of "unreasonableness" to forbid any uses to the owner of the record which were open to anyone who might choose to copy the rendition from the record.

To revert to the illustration of a musical score, it would be absurd to forbid the broadcast for profit of its record, if any hearer might copy it and broadcast the copy. Thus, even if Whiteman and RCA Mfg. Co., have a "common-law property" which performance does not end, it is immaterial, unless the right to copy the rendition from the records was preserved through the notice of the restriction.

As applied to books, where the problem is precisely the same, there is not very much law as to whether such restrictions prevent complete dedication, but the judges who have passed upon the question have declared, at times with much certainty, that they are nugatory. In 1898 the Court of Appeals of New York flatly so decided in *Jewellers Mercantile Agency* v. *Jewellers Publishing* Co., 155 N. Y. 241, and that is the leading case. Judge Putnam had held the same in 1896 (*Ladd* v. *Oxnard,* 75 Fed. Rep. 703, 730) and he was followed by Judge Townsend (*Larrowe-Loisette* v. *O'Laughlin,* 88 Fed. Rep. 896), Judge Lacombe (*Wagner* v. *Conried,* 125 Fed. Rep. 798) and Judge Ward (*Savage* v. *Hocman,* 159 Fed. Rep. 584). In his dissenting opinion in *International News Service* v. *Associated Press,* 248 U.S. 215, 256, Mr. Justice Brandeis spoke of the law as "well-settled" to that effect. (See also the reasoning of the court in *Chamber of Commerce* v. *Wells,* 100 Minn. 205.) It is quite true that if "publication" were merely a question of intent, these decisions are wrong, for the intent is obvious not to dedicate the whole right.

Copyright Policy

The problem is not so simple; in dealing with a monopoly the law imposes its own limits. Certainly when the "common-law property" is in a work which the Copyright Act covers, there can be no doubt; Congress has created the monopoly in exchange for a dedication, and when the monopoly expires the dedication must be complete. If the records were registrable under the act, the restriction would therefore certainly not limit the dedication. The fact that they are not within the act should make no difference. It is indeed argued that by virtue of *Donaldson* v. *Becket,* 4 Burr. 2408, there is a peroptual common-law copyright in works not copyrightable under the act; we have answered that argument in *Fashion Originators Guild* v. *Federal Trade Commission,* 112 Fed. (2) ——, and need not repeat what we said. That being true, we see no reason why the same acts that unconditionally dedicate the common-law copyright in works copyrightable under the act, should not do the same in the case of works not copyrightable. Otherwise it would be possible, at least *pro tanto,* to have the advantage of dissemination of the work at large, and to retain a perpetual though partial, monopoly in it. That is contrary to the whole policy of the Copyright Act and of the Constitution. Any relief which justice demands must be found in extending statutory copyright to such works, not in recognizing perpetual monopolies, however limited their scope.

It is true that the law is otherwise in Pennsylvania, whose Supreme Court in 1937 decided that such a legend as the rec-

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ords at bar bore, fixed a servitude upon the discs in the hands of any buyer. *Waring* v. *WDAS Broadcasting Co.*, 327 Pa. St. 433. We have of course given the most respectful consideration to the conclutions of that great court, but with much regret we find ourselves unconvinced for the reasons we have tried to state. However, since that is the law of Pennsylvania and since the broadcasting will reach receiving sets in that State, it will constitute a tort committed there; and if an injunction could be confined to those sets alone, it would be proper.

It cannot; for even if it be mechanically possible to prevent any broadcasting through the angle which State of Pennsylvania subtends at the transmission station, that would shut out points both in front of, and beyond, Pennsylvania. We must therefore choose between denying any injunction whatever—since in our judgment the act is unlawful only in Pennsylvania—or enjoining WBO Broadcasting Corp. from broadcasting throughout the Union and in Canada in order to prevent a tort in Pennsylvania alone. This would be an obvious misuse of the writ which goes only in aid of justice.

Concept of 'Property'

Whiteman and the plaintiff also rest their case upon the theory of unfair competition, depending for that upon *International News Service* v. *Associated Press, supra* (248 U.S. 215). That much discussed decision really held no more than that a western newspaper might not take advantage of the fact that it was published some hours later than papers in the east, to copy the news which the plaintiff had collected at its own expense. In spite of some general language it must be confined to that situation (*Cheney Bros.* v. *Doris Silk Corp.*, 35 Fed.(2) 281); certainly it cannot be used as a cover to prevent competitors from ever appropriating the results of the industry, skill, and expense of others.

"Property" is a historical concept; one may bestow much labor and ingenuity which inures onlf to the public benefit; "ideas", for instance, though upon them all civilization is built, may never be "owned". The law does not protect them at all, but only their expression; and how far that protection shall go is a question of more or less; an author has no "natural right" even so far, and is not free to make his own terms with the public.

In the case at bar if Whiteman and RCA Mfg. Co., cannot bring themselves within the law of common-law copyright, there is nothing to justify *a priori* any continuance of their control over the activities of the public to which they have seen fit to dedicate the larger part of their contribution. We are adjured that courts must adjust themselves to new conditions, and that in the case at bar justice clearly points the way to some relief. We cannot agree; no doubt we should be jealous to execute all reasonable implications of established doctrines; but we should be equally jealous not to undertake the composition of substantial conflicts of interests, between which neither the common-law, nor the statute, has given any clue to its preference. We cannot know how Congress would solve this issue; we can guess—and our guess is that it would refuse relief as we are refusing it—but if our guess were the opposite, we should have no right to enforce it. If the talents of conductors of orchestras are denied that compensation which is necessary to evoke their efforts because they get too little for phonographic records, we have no means of knowing it, or any right to assume it; and it is idle to invoke the *deus ex machina* of a "progress" which is probably spurious, and would not be for us to realize, if it were genuine.

Question of Guilt

Finally, appeal is made to the doctrine that WBO Broadcasting Corp. is guilty of a tort—or at least that it is a factor in determining its "unfair" competition—because it induces Bruno-New York Inc., to violate its contract with RCA Mfg. Co. Whatever remedies RCA Mfg. Co. may have under that contract, they are not before us. As between Bruno-New York Inc. and WBO Broadcasting Corp., the contract is a nullity; RCA Mfg. Co. had no power to impose the pretended servitude upon the records; and WBO Broadcasting Corp. is free to buy and use them in entire disregard of any attempt to do so. It scarcely seems necessary to discuss the strange assertion that to broadcast the records in some way invades somebody's "right of privacy", presumably Whiteman's. *Sidis* v. *F-R Publishing Corp.*, 112 Fed. (2) ——— (C.C.A. 2). Nor need we say that insofar as radio announcers declare, directly or indirectly, that the broadcast of a Whiteman record is the broadcast of a Whiteman performance, that conduct is a tort which Whiteman could enjoin. That would indeed be "unfair competition".

It follows that the complaint must be dismissed, and for reasons which make it unnecessary to determine how far Whiteman's contract with RCA Mfg. Co. preserved any common-law copyrights he might have had, if they had survived the sale of the records.

Judgment reversed; complaint dismissed; costs to WBO Broadcasting Corp.

To Drop ASCAP

(*Continued from page 59*)

has issued its own licenses to the networks and individual stations who wanted the right to broadcast "To a Wild Rose" "To a Waterfowl" and other works of MacDowell.

Acquisition of this catalog by SESAC makes it generally available for broadcasting, it was stated, since SESAC now licenses more than 600 stations and all networks, both regional and national. SESAC licenses run for five-year periods, are negotiated and expire individually and not altogether as under the ASCAP system. Recent renewals include NBC, CBS, Don Lee and Yankee networks, it was said, and such stations as WOR and WGN. With the Schmidt catalog, SESAC now controls about 50,000 numbers published by about 100 publishers, of which two-thirds are American companies.

KXOK Plans Fall Debut With 5 kw. Transmitter

KXOK, St. Louis, announced July 29 that it plans to be on the air this autumn, utilizing its new 630 kc. assignment with 5,000 watts fulltime in accordance with a recent action of the FCC authorizing shifts in assignments of several St. Louis stations. A 90-acre site has been procured in Madison County, Ill., five miles from downtown St. Louis. Three Truscon Steel towers 390 feet high will be erected in triangular formation, and a new 5,000-watt Western Electric 405 B-I transmitter has been purchased.

Phasing units for day and night directional transmission are housed in cabinets designed by Victor J. Andrew, Chicago engineer. Art Rekart, KXOK chief engineer, and Fred Grimwood, consulting engineer, are supervising the installation. The transmitter house contains eight rooms and is ultra-modern in design.

Reverses Libel Law

FLORIDA'S radio libel law, passed by the State legislature in 1939, has been declared unconstitutional by Judge Bayard Shields of Duval County Circuit Court, according to a report from Jacksonville. The law, urged by station operators, provided protection of owners, lessees, licensees and operators against "damages for any defamatory or libelous statements published or uttered by one other than such owner, lessee, licensee, or operator or agent or employe thereof."

Carter's Export Discs

CARTER MEDICINE Co., New York (liver pills), through its export division, in early August will start 24 one-minute dramatized disc announcements in Spanish on 150 stations in Central and South America. Recording is by NBC radio recording division, with production by Walter Craig, radio director of Street & Finney, New York, the Carter agency, under the direction of Ab Karian, Carter export manager.

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Analysis of 1939 Broadcast Station Revenues by

Broadcast Region and State	No. of Stations	Network: To Major Networks	Network: To Regional Networks	Network: To other Networks and Stations	Non-network: To National and Regional Users	Non-network: To Local Users	Tota
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
NORTHERN DISTRICT							
Northeastern region:							
Connecticut	9	$378,514	$97,321	.....	$375,700	$461,076	$1,312,611
Delaware, Maryland	8	513,712	.....	$4,505	387,853	787,236	1,693,306
Maine	5	158,130	40,001	.....	92,732	199,570	490,433
Massachusetts	19	926,915	201,575	.....	920,692	1,322,719	3,371,901
New Hampshire, Vermont	4	1,377	14,538	.....	28,726	128,627	173,268
New Jersey	5	479,541	.....	.....	2,250,308	628,876	3,358,725
New York	37	2,957,552	1,939	29,843	3,562,460	3,449,331	10,001,125
Pennsylvania	31	1,466,057	22,684	75,828	2,334,539	2,337,245	6,236,353
Rhode Island	3	270,896	60,385	.....	134,651	256,406	722,338
District of Columbia	4	360,480	3,642	.....	365,786	503,092	1,233,000
Total, Northeastern region	125	7,513,174	442,085	110,176	10,453,447	10,074,178	28,593,060
Great Lakes region:							
Illinois	28	1,231,538	11,498	900	3,058,186	2,217,899	6,520,021
Indiana	16	288,308	.....	1,798	506,475	886,666	1,683,247
Kentucky	6	394,926	.....	11,725	348,017	370,483	1,125,151
Michigan	17	980,084	67,607	.....	1,241,946	1,689,236	3,978,873
Ohio	23	2,738,996	.....	15,970	2,490,409	1,710,831	6,956,206
West Virginia	8	71,510	.....	.....	290,135	432,527	794,172
Wisconsin	12	208,436	.....	3,744	553,636	738,457	1,504,273
Total, Great Lakes region	110	5,913,798	79,105	34,137	8,488,804	8,046,099	22,561,943
Midwest region:							
Iowa	11	491,346	.....	4,323	883,349	602,084	1,981,102
Kansas	9	146,270	.....	.....	309,746	328,094	784,110
Minnesota	14	509,882	5,609	35,866	824,505	1,043,200	2,419,062
Missouri	17	1,047,727	.....	4,265	1,346,317	1,260,374	3,658,683
Nebraska	7	421,338	.....	.....	442,972	322,218	1,186,528
North Dakota, South Dakota	6	107,302	9,334	18,758	294,344	235,424	665,162
Total, Midwest region	64	2,723,865	14,943	63,212	4,101,233	3,791,394	10,694,647
Total, Northern District	299	16,150,837	536,133	207,525	23,043,484	21,911,671	61,849,650
SOUTHERN DISTRICT							
Southeastern region:							
Alabama	6	143,121	.....	754	164,326	349,532	657,733
Arkansas, Mississippi	6	129,195	884	11,335	135,984	195,883	473,281
Florida	11	380,905	.....	870	285,773	648,479	1,313,027
Georgia	9	291,580	.....	3,013	370,415	486,976	1,151,984
Louisiana	11	359,622	.....	33,984	416,250	575,556	1,385,412
North Carolina	11	219,666	.....	1,946	548,980	478,744	1,249,336
South Carolina	4	25,810	.....	.....	149,287	146,170	321,267
Tennessee	14	467,184	1,126	1,137	578,157	819,751	1,867,355
Virginia	11	308,909	.....	1,095	353,252	482,156	1,145,412
Total, Southeastern region	83	2,325,992	2,010	54,134	3,002,424	4,183,247	9,567,807
South Central region:							
Oklahoma	8	395,427	.....	196	383,317	488,939	1,267,879
Texas	30	839,291	113,986	129,867	1,270,015	1,737,750	4,090,909
Total, South Central region	38	1,234,718	113,986	130,063	1,653,332	2,226,689	5,358,788
Total, Southern District	121	3,560,710	115,996	184,197	4,655,756	6,409,936	14,926,595
WESTERN DISTRICT							
Mountain region:							
Arizona	4	61,198	2,216	70,955	28,576	198,972	361,917
Colorado	7	317,694	.....	7,956	273,531	487,347	1,086,528
Wyoming	....	.....	.....	.....	.....	.....	.....
Idaho	5	9,071	.....	.....	55,436	143,250	207,757
Montana	4	28,447	.....	.....	104,329	188,587	321,363
Nevada, New Mexico	3	3,096	.....	.....	35,241	124,648	162,985
Utah	4	291,658	.....	900	221,123	298,210	811,891
Total, Mountain region	27	711,164	2,216	79,811	718,236	1,441,014	2,952,441
Pacific region:							
California	45	1,266,993	456,297	823	1,460,564	3,540,278	6,724,955
Oregon	10	310,044	16,062	.....	240,279	487,888	1,054,273
Washington	17	501,193	12,540	1,587	353,734	800,180	1,669,234
Total, Pacific region	72	2,078,230	484,899	2,410	2,054,577	4,828,346	9,448,462
Total, Western District	99	2,789,891	487,115	82,221	2,772,813	6,269,360	12,400,903
Total, United States	519	22,500,941	1,139,244	473,943	30,472,053	34,590,967	89,177,148

YANKEE TRADERS
Sponsor's 5,000 Dealers to Have Swapping Lists

H. P. HOODS & SONS, Charlestown, Mass. (ice cream), on Aug. 2 starts *The Original Yankee Swapper* on the CBS New England network, including WEEI, Boston; WPRO, Providence; WORC, Worcester; WMAS, Springfield, and WGAN, Portland. Program material is derived from the "Original Swapper" columns of *Yankee* Magazine, published in Dublin, N. H., and will feature guest appearances of swappers. WEEI will originate the program.

Listeners may obtain free swap lists at any of the 5,000 Hood Ice Cream dealers in New England. The lists also advise listeners how they may participate in the program and appear on the air. In addition to trading back and forth between themselves, participants may swap articles with the Original Yankee Swapper himself, who plans to start by swapping an inexpensive item on the first program and "swap all the way up to a yacht", making one trade a week. Agency is Harold Cabot & Co., Boston.

Drene on NBC-Red

PROCTER & GAMBLE Co., Cincinnati, has contracted for the 7-7:30 p.m. (CST) period Saturdays on NBC-Red for a program to begin this fall in behalf of Drene. Starting date and show itself have not been definitely set. H. W. Kastor & Sons, Chicago, placed the contract, which runs through June, 1941.

LEE NASH, formerly news editor of KGVO, Missoula, Mont., won one of four nominations to the State legislature in the July 16 Democratic primary.

U. S. Lines Schedule

UNITED STATES Lines, San Francisco and New York, conducted a two-weeks spot announcement campaign in latter July over seven Pacific Coast stations (KIRO, KALE, KFRC, KPO, KFBK, KMJ, KHJ) to call attention to the two additional palatial liners put on the New York-San Francisco run—the *Manhattan* and the *Washington*. One-hundred-word live spot announcements were used on the stations, averaging one a day and varying from day to night. Account was placed through J. Walter Thompson Co., San Francisco.

PHILADELPHIA GARDENS, sport center has placed its account with John B. Geraghty Adv. Agency, Philadelphia, and will use local radio.

Regions and States: FCC Report Covering 705 Stations

Deductions from the Sale of Station Time		Revenues from Incidental Broadcast Activities									
		Talent									
Payments to Networks and Stations (from Sale of Time)	Commissions to Regularly Established Agencies, Representative, Broker, and Others	Sales	Commissions, Fees, and Profits from Obtaining or Placing Talent	Sunday Broadcast Revenue	Total Broadcast Revenue	Total Broadcast Expenses	Broadcast Service Income	No. of Stations	Total Broadcast Revenues	Total Broadcast Expenses	Broadcast Service Income
(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)
.....	$113,934	$33,670	$2,134	$23,176	$1,257,657	$1,142,811	$114,846	9	$1,257,657	$1,142,811	$114,846
.....	202,357	27,966	.....	23,369	1,542,284	1,033,632	508,652	9	1,565,168	1,047,116	518,052
.....	25,797	2,190	3,232	12,583	482,641	371,091	111,550	7	515,537	407,746	107,791
$1,348	280,589	37,850	6,778	66,927	3,201,519	2,709,548	491,971	20	3,203,734	2,712,812	490,922
19	6,695	3,292	.....	10,818	180,664	160,833	19,831	8	247,824	246,506	1,318
237,202	545,588	323,189	48,319	192,799	3,140,242	2,311,574	828,668	10	3,224,278	2,406,300	817,978
68,544	865,038	376,812	4,338	213,569	9,662,262	7,802,175	1,860,087	44	9,724,885	7,882,058	1,842,827
25,386	565,888	94,816	12,875	182,937	5,935,707	4,185,305	1,750,402	36	6,027,742	4,285,864	1,741,878
.....	63,885	280	45	4,915	663,693	459,124	204,569	3	663,693	459,124	204,569
.....	140,493	21,610	1	6,424	1,120,542	978,757	141,785	4	1,120,542	978,757	141,785
332,499	2,810,264	921,675	77,722	737,517	27,187,211	21,154,850	6,032,361	150	27,551,060	21,569,094	5,981,966
4,742	564,549	618,976	1,390	140,127	6,711,223	5,475,532	1,235,691	31	6,762,398	5,546,967	1,215,431
55	99,951	23,813	60	36,124	1,643,238	1,394,000	249,238	18	1,662,387	1,411,298	251,089
3,535	100,290	47,318	.....	31,063	1,099,707	795,187	304,520	6	1,099,707	795,187	304,520
85,440	482,969	524,290	.....	93,590	4,028,344	3,179,298	849,046	19	4,102,011	3,241,959	860,052
115,607	577,202	472,163	1,761	56,723	6,794,044	4,998,664	1,795,380	26	6,843,375	5,055,943	1,787,432
.....	77,736	31,324	20	47,336	795,116	645,733	149,383	9	812,841	664,456	148,385
.....	141,365	51,943	.....	35,279	1,450,130	1,238,594	211,536	18	1,510,832	1,309,538	201,294
209,379	2,044,062	1,769,827	3,231	440,242	22,521,802	17,727,008	4,794,794	127	22,793,551	18,025,348	4,768,203
.....	213,630	103,253	.....	66,076	1,936,801	1,519,993	416,808	12	1,451,599	1,538,430	413,169
18,726	62,894	33,672	.....	19,457	755,619	702,298	53,321	15	861,981	820,474	41,507
36,570	216,116	82,731	14,968	43,829	2,307,904	1,766,059	541,845	16	2,335,761	1,800,214	535,547
1,284	320,522	321,620	1,056	99,417	3,758,970	3,023,397	735,573	20	3,799,677	3,071,873	727,804
3,482	117,643	42,222	.....	30,029	1,137,654	949,887	187,767	10	1,191,183	1,008,868	182,315
1,509	83,442	6,689	183	3,023	590,106	515,655	74,451	14	690,779	635,587	55,192
61,571	1,014,247	590,187	16,207	261,831	10,487,054	8,477,289	2,009,765	87	10,330,980	8,875,446	1,455,534
603,449	5,868,573	3,281,689	97,160	1,439,590	60,196,067	47,359,147	12,836,920	364	60,675,591	48,469,888	12,205,703
360	42,081	28,249	.....	21,216	664,757	490,977	173,780	15	797,927	612,930	184,997
2,802	33,741	14,806	.....	17,994	469,538	351,371	118,167	19	640,538	535,481	105,057
15,000	48,832	3,276	934	16,875	1,273,280	942,070	331,210	19	1,351,679	1,055,753	295,926
5,200	135,988	9,402	.....	12,009	1,032,207	752,437	279,770	15	1,108,928	827,398	281,530
15,090	118,385	27,652	1,131	10,836	1,291,556	1,017,132	274,424	13	1,326,141	1,043,912	282,229
1,263	105,315	55,089	1,922	25,556	1,225,325	958,363	266,962	19	1,357,149	1,080,977	276,172
.....	21,133	18,515	.....	3,201	321,850	289,680	32,170	7	363,231	337,863	25,368
7,087	125,150	53,172	7,458	23,074	1,818,822	1,494,869	323,953	14	1,818,822	1,494,869	323,953
1,374	82,462	25,715	360	93,283	1,180,934	971,352	209,582	12	1,186,446	976,781	209,665
48,176	713,087	235,876	11,805	224,044	9,278,269	7,268,251	2,010,018	133	9,950,861	7,965,964	1,984,897
17,569	106,045	39,842	388	36,844	1,221,339	1,003,461	217,878	15	1,331,370	1,132,242	199,128
26,221	418,965	121,771	284	109,667	3,877,445	2,861,966	1,015,479	48	4,174,366	3,189,141	985,225
43,790	525,010	161,613	672	146,511	5,098,784	3,865,427	1,233,357	63	5,505,736	4,321,383	1,184,353
91,966	1,238,097	397,489	12,477	370,555	14,377,053	11,133,678	3,243,375	196	15,456,597	12,287,347	3,169,250
20,618	14,911	12,568	.....	19,880	358,836	328,076	30,760	8	415,960	368,355	47,605
3,858	98,866	41,977	545	29,847	1,056,173	965,548	90,625	13	1,111,655	1,026,189	85,466
.....	.....	.....	.....	.....	.....	.....	.....	3	65,413	57,432	7,981
.....	8,674	.....	.....	1,829	200,912	182,776	18,136	6	222,372	203,920	18,452
.....	13,355	2,003	.....	36,202	347,123	294,710	52,413	8	408,381	345,964	62,417
.....	8,136	566	.....	21,764	177,179	167,722	9,457	9	259,017	247,575	11,442
100	67,850	4,982	.....	17,070	765,993	658,855	107,138	8	815,532	705,925	109,607
24,576	211,792	63,006	545	126,592	2,906,216	2,597,687	308,529	55	3,298,330	2,955,360	342,970
22,965	645,251	615,423	80	256,154	6,928,396	5,535,924	1,392,472	51	7,029,388	5,642,040	1,387,348
.....	59,195	42,203	.....	41,263	1,078,544	778,378	300,166	16	1,160,568	870,175	290,393
603	104,547	124,409	.....	91,070	1,779,563	1,469,381	310,182	23	1,870,172	1,559,120	311,052
23,568	808,993	782,035	80	388,487	9,786,503	7,783,683	2,002,820	90	10,060,128	8,071,335	1,988,793
48,144	1,020,785	845,041	625	515,079	12,692,719	10,381,370	2,311,349	145	13,358,458	11,026,695	2,331,763
743,559	8,127,455	4,524,219	110,262	2,325,224	87,265,839	68,874,195	18,391,644	705	89,490,646	71,783,930	18,206,716

FCC Quorum Order

OUTINE amendment of its new lministrative order (No. 3), hereby less than a quorum of the CC can function, was announced ly 27. The order authorizes less an four members of the Commis- on to function as a board on all ve those matters specifically re- rsed for the Commission en nc, with the proviso that any rty affected by such orders or cisions of the board may file a tition for rehearing by the Com- ission, which must be passed on by the Commission.

Sports for Ladies

A SPORTS program for women, with a woman sports commentator in charge, will be started Aug. 5 on WMCA, New York. Titled *In This Corner—The Ladies,* the program will be broadcast from 4 to 4:15 each afternoon, Monday through Friday, featuring Alice Brewer, former columnist of the *Boston American* who has been heard in several series on the Yankee Network.

While Show Went On

MYRON DUTTON and Ben Gage, Hollywood director and announcer respectively of the NBC program, *Our Half-Hour,* also are linked as tenants of a hillside home. Five minutes before going on the air with a recent program, they were informed their house was on fire. Exigencies of radio precluded any mad rush to the scene to remove belongings, so nervously they endured the full program and dashed to the scene immediately after signoff. They arrived as the last fire truck drove away. Damage, as assessed by a much relieved Gage, consisted of one large hole in the roof, a smoke-blackened bedroom, and a pair of shoes slightly charred. The bedroom and shoes belong to Dutton.

DR. GEORGE W. YOUNG, owner and manager of WDGY, Minneapolis, recently sold one of his airplanes to the Canadian Government for use by the Canadian Air Corps in England. The plane, a Stinson 105, has complete aerial and radio equipment and was used formerly for relay broadcasting on WDGY. Dr. Young, commissioner of the Minnestota Aeronautical Assn., has been flying for 17 years.

NEHI Corp., Columbus, Ga. (Royal Crown Cola), on Sept. 13 will return *Believe It or Not* with Robert L. Ripley, to an undetermined CBS network for a Friday evening half-hour which is also not settled as yet. Agency is BBDO, New York.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

JULY 13 TO JULY 29, INCLUSIVE

Decisions . . .

JULY 16

KWFC, Hot Springs, Ark.—Granted license new station 1310 kc 100-250 w unl.

WPIT, Baltimore—Granted temp. auth. operate 35 kw to 8-30-40.

JULY 17

W2XBS, NBC, New York—Granted Television Channel No. 1 and 12, 15 kw.

W6XAO, Don Lee, Los Angeles—Granted Television Channel No. 1, 100, 150 watts.

NEW, Don Lee, San Francisco—Confirmed tentative approval of CP, television.

WIBW, Topeka—Granted CP increase to 5 kw, directional N.

WCHS, Charleston, W. Va.—Granted CP increase N 500 k to 5 kw.

WDBO, Orlando, Fla.—Granted CP increase N to 5 kw directional.

KPHO, Phoenix, Ariz.—Granted mod. CP increase to 250 w.

WFBG, Altoona—Granted CP new trans., increase to 250 w.

NEW, Riverside Bcstg. Co., Riverside, Cal.—Granted CP Class IV 1420 kc 250 w unl.

WLPM, Suffolk, Va.—Granted mod. license N to 250 w.

WJSV, Washington—Granted mod. license to change daytime directional pattern.

NEW, Marion Bcstg. Co., Marion, O.—Granted CP 1500 kc 250 w unl.

WGAN, Portland, Me.—Granted CP new trans., change 640 to 560 kc 5 kw unl.

WPTF, Raleigh, N. C.—Granted amended applic. increase to 50 kw, new trans., directional N 680 kc.

WLAW, Lawrence, Mass.—Granted CP new trans., directional N, increase to 5 kw unl. 680 kc.

MISCELLANEOUS—KSAM, Huntsville, Tex., oral argument set for 8-1-40 on proposed findings re revocation of license; WCMI, Ashland, Ky., granted mod. CP new antenna to change trans.; KLZ, Denver, granted license install directional, increase to 5 kw unl.; WBAB, Atlantic City, denied rehearing in issuance of CP to Neptune Bcstg. Corp. for new station at Atlantic City; NEW, Mollin Investment Co., Riverside, Cal., applic. CP 1390 kc 500 w D; WJHL, Johnson City, Tenn., granted petition to reconsider and grant without hearing applic. WJHL change from 1200 kc 250 w unl. to 880 kc 1 kw unl., directional N; NEW, N. J. Bcstg. Co., Paterson, N. J., granted petition to reconsider action 6-11-40 setting for hearing applic. 900 kc 1 kw D; NEW, Sentinel Bcstg. Corp., Salina, N. Y., granted CP 620 kc 1 kw unl.; WTMJ, Milwaukee, granted CP increase to 5 kw directional N; WROL, Knoxville, granted petition to reconsider and grant CP new trans., directional N, change to 620 kc. increase to 500 w 1 kw D unl.; WHJB, Greensburg, Pa., redesignated for hearing applic. change to 1 kw unl., directional N; WBAB, Atlantic City, denied rehearing on applic. Neptune Bcstg. Corp. new station in Atlantic City.

JULY 18

W1XTG, Holden, Mass.—Granted license 43.4 mc 1 kw experimental.

KFRU, Columbia, Mo.—Granted mod. CP new trans., antenna, change freq., decrease power re trans. site, antenna, new trans.

WEOA, Evansville, Ind.—Granted license change trans.

WSGN, Birmingham — Granted license 1310 kc 250 w unl.

WLAP, Lexington, Ky.—Granted CP move trans., new antenna.

JULY 19

NEW, Allen B. DuMont Labs., Washington—Confirmed approval Television Channel No. 1, 1 kw.

NEW, Harold Thomas, Bridgeport, Conn.—Granted CP 1420 kc 250 w unl.

KYOS, Merced, Cal.—Granted motion accept amendment applic. CP to 1340 kc 500 w 1 kw unl.

WPAY, Portsmouth, O.—Granted continuance hearing on applic. transfer control to 9-9-40.

WBHP; Huntsville Times Co., Huntsville, Ala.—WBHP granted license renewal; Huntsville Times Co. applic. set for hearing, Class IV 1200 kc 250 w unl.

KVOS, Bellingham Bcstg. Co., Bellingham, Wash.—Adopted as final proposed findings of fact and conclusions with amendment of 5-29-40, denying Bellingham Bcstg. Co., applic. CP new station and granting renewal of KVOS license.

WCBT, Roanoke Rapids, N. C.—Granted mod. CP new station 1200 kc 250 w unl. re trans., studio site etc.

KLUF, Galveston, Tex.—Granted CP new trans.

WTHT, Hartford—Granted license new trans., increase power.

WMFD, Wilmington, N. C.—Granted license increase power etc.

JULY 20

WCPO, Cincinnati—Denied petition for hearing or rehearing of grant to WCOL of license authorizing WCOL to operate 1200 kc 250 w unl.

NEW, North Jersey Bcstg. Co., Paterson, N. J.—Cancelled hearing on applic. and granted CP new station.

JULY 25

NEW, Roanoke Bcstg. Corp., Roanoke, Va.—Granted CP 1500 kc 250 w unl.

NEW, Twin States Bcstg. Co., Augusta, Ga.—Granted CP 1210 kc 250 w unl. IV.

KGKO, Fort Worth — Granted auth. transfer control in trust for A. H. Belo Corp.

John Shepard 3d, et al—Granted auth. transfer control of Winter St. Corp. (parent of Yankee Network) to John Shepard 3d. and George R. Blodgett, trustees of John Shepard 3d and Robert F. Shepard trusts.

KBST, Big Spring, Tex.—Granted consent transfer control to Howard Barrett, Bonnie Davis, Houston Harte and M. B. Hanks.

WNAC, Boston—Granted mod. CP increase to 5 kw.

WKAQ, San Juan, P. R.—Granted CP change to 620 kc 5 kw, new trans., change antenna.

NEW, Purdue U, W. Lafayette, Ind.—Granted CP television 750 w No. 3.

NEW, State U of Iowa, Iowa City—Granted CP television 100 w No. 1 and 12.

NEW, WCAU Bcstg. Co., Philadelphia—Granted CP television 1 kw No. 5.

MISCELLANEOUS — WGAN, Portland, Me., granted temp. auth. change antenna, use 560 kc 500 w directional to obtain relief from Canadian interference; NEW, Ben J. Sallaws, Alliance, Neb., denied as in default applic. CP 1210 kc 100-250 w unl.; Edge & Korsmeyer, Jacksonville, Walton and Bellatti, Ill., NEW, Walton & Bellatti, and Stephenson, Edge & Korsmeyer, Jacksonville, Ill., motion to consolidate and continue hearing to 9-4-40 granted (both seek CP 1150 kc 250 w D; KEUB, Price, Utah, granted license increase power etc.; KADA, Ada, Okla., granted license increase to 250 w; KOIN, Portland, Ore., granted license increase to 5 kw N & D; WJHP, Jacksonville, granted license new station 1290 kc 250 w unl.; KUTA, Salt Lake City, denied rehearing re applic. KVI increase power; WTNJ, Trenton, and Trent Bcstg. Co., Trenton, set for hearing WTNJ applic. renewal license and Trent Bcstg. Corp. applic. CP 1230 kc 1 kw unl. directional; KTBC, Austin, Tex., and KGFI, Brownsville, Tex., granted temporary renewal licenses.

JULY 26

NEW, Riverside Bcstg. Co., Riverside, Cal.—Reconsidered action of 7-16-40 granting CP 1420 kc 250 w unl. and set application for simultaneous hearing with Bcstg. Corp. of America and Mollin Investment Co., of Riverside, and KYOS, Merced, Cal.

JULY 29

KSAM, Huntsville, Tex.—Oral argument re revocation of license set for 8-1-40.

Applications . . .

JULY 13

NEW, Central Willamette Bcstg. Co., Albany, Ore.—CP 1210 kc 250 w unl. IV (correction).

NEW, William H. Rines, Portland, Me.—CP 550 kc 1-5 kw unl. directional III-B.

WNBI, Bound Brook, N. J.—Modif. temp. auth. 11.82 mc in addition to present frequencies, to 11.89 kc.

WLAV, Grand Rapids—Mod. CP new station re antenna, trans., studio sites.

NEW, J. Leslie Doss, Bessemer, Ala.—CP 1440 kc 250 w unl., amended to 1370 kc.

NEW, General Bcstg. Inc., Miami—CP 1330 or 1360 kc when treaty is operative, 500 w-1 kw unl., amended to 920 kc 5 kw directional.

WCBI, Columbus, Miss.—Mod. CP re antenna, trans. site.

WEAU, Eau Claire, Wis.—Mod. license to 900 kc 5 kw unl., amended to show that 900 kc is asked after treaty is operative.

KGGM, Albuquerque, N. M..—CP new trans., change to 590 kc 5 kw unl. directional N.

KVSF, Albuquerque, N. M.—CP new trans., antenna, change to 1230 kc 1 kw, contingent granting of KGGM applic.

JULY 16

WSAY, Rochester—CP move trans., change to 1340 kc 1 kw directional III-B.

WOKO, Albany, N. Y.—CP new trans., change antenna, increase to 500 w 5 kw III.

NEW, Radio Corp. of Annapolis, Annapolis, Md.—CP 1310 kc 100 w unl. IV, amended to ask WINX facilities.

WDSU, New Orleans—CP new trans., increase to 5 kw unl. directional III-A.

WMFD, Wilmington, N. C.—License new trans., increase power etc.

WPTF, Raleigh, N. C.—CP new trans., increase to 50 kw unl. directional N, amended to omit move of transmitter, changes in directional for night use only, and ask Class II.

KXYZ, KIIS, Houston—Transfer control to M. Tilford Jones.

WLOF, Orlando, Fla.—Mod. CP for new trans.

KFOR, Lincoln, Neb.—Mod. CP move trans., change antenna, increase to 250 w unl.

NEW, Star-Times Pub. Co., St. Louis—CP 43.1 kc.

KRSC, Seattle—Transfer control to Pal-

JULY 17

WBAB, Atlantic City—CP change equip.

NEW, Worcester Bcstg. Co., Worcester, mer K. Leberman.

KFBB, Great Falls, Mont.—CP increse to 5 kw N & D directional N III-A.

Mass.—CP 1200 kc 250 w unl. IV.

NEW, Camden Bcstg. Co., Camden, N. J.—CP 800 kc 500 w D.

W1XG, Boston—Mod. license to 44-50 mc., amended to 50-56 kc.

WKBO, Harrisburg, Pa.—Mod. license to 250 w N & D.

NEW, James F. Hopkins Inc., Detroit—CP 46.5 mc.

NEW, Grenco Inc., Greenwood, S. C.—CP 1420 kc 100 w D IV.

WJHP, Jacksonville, Fla.—License change studio location.

KADA, Ada, Okla. — License change equip., increase to 250 w.

NEW, Rose City Bcstg. Co., Tyler, Tex.—CP 1370 kc 250 w unl.

KWK, St. Louis—CP change to 630 kc 5 kw N & D, facilities KFRU, WGBF, amended to 680 kc 50 kw directional, omit request for WGBF, KFRU facilities.

NEW, Brainerd-Bemidji Bcstg. Co., Brainerd, Minn.—CP 1230 kc 500 w 1 kw unl. III-B.

KHAS, Hastings, Neb.—Mod. CP re trans., antenna.

KEUB, Price, Utah—License change equip., increase power.

KENO, Las Vegas, Nev.—Mod. CP new station to 250 w unl.

KOIN, Portland, Ore.—License increase power etc.

KTFI, Twin Falls, Id.—CP reinstatement CP new equip. etc.

JULY 19

NEW, Marcus Loew Booking Agency, New York—CP 43.5 kc.

NEW, Baton Rouge Bcstg. Co., Baton Rouge, La.—CP 44.1 kc.

JULY 22

WFEA, Manchester, N. H.—CP new trans., increase to 5 kw N & D directional N., amended to directional N & D.

NEW, Nueces Bcstg. Co., Corpus Christi, Tex.—CP 1500 kc 250 w unl.

WTSP, St. Petersburg, Fla.—CP new trans., change to 1350 kc 500 w 1 kw D III-B.

JULY 25

WSB, Atlanta—Transfer of control to James M. Cox.

KDTH, Dubuque, Ia.—Mod. CP as mod. new station to increase to 1 kw unl. directional N.

WHUB, Cookeville, Tenn.—Granted license new station.

JULY 26

NEW, Butler Bcstg. Corp., Hamilton, O.—CP 1420 kc. 250 w unl. IV.

WAGA, Atlanta, Ga.—CP change to 590 kc 1-5 kw new equip., directional N.

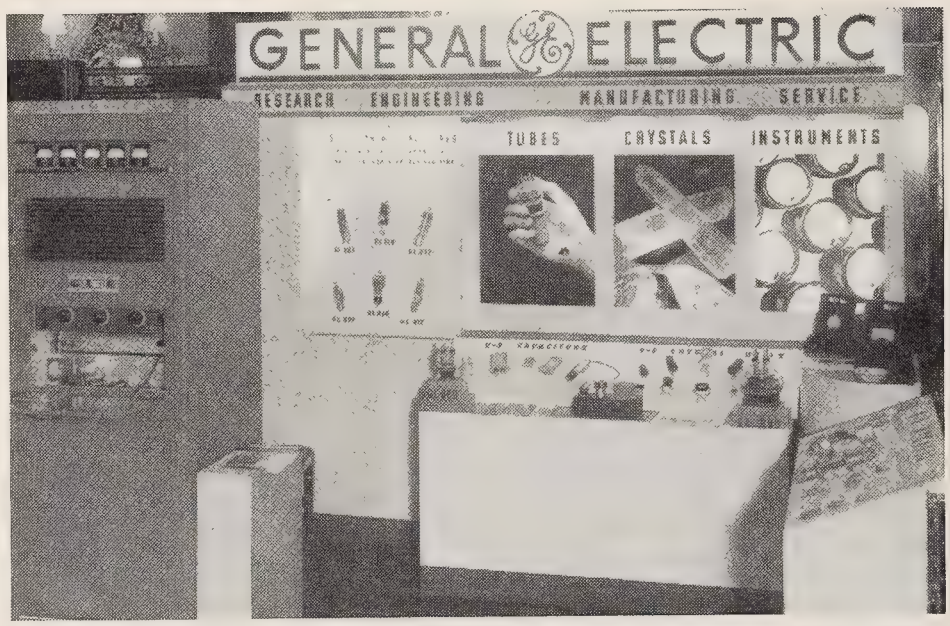
WAIM, Anderson, S. C.—CP new trans., increase to 250 w, new antenna.

KVAK, Atchison, Kan.—Voluntary assignment license to W. H. Reitz.

NEW, Moody Bible Institute, Chicago—CP 43.9 mc.

NEW, WGN Inc., Chicago—CP 44.3 mc.

NEW, Edward E. Reeder, Seattle—CP 1420 kc 250 w unl., IV., asks 1450 under Havana treaty.



THAT STREAMLINED contraption on the left is not a new General Electric refrigerator, but the new 250-watt FM broadcast transmitter manufactured by GE. It was exhibited at the recent convention of the Institute of Radio Engineers in Boston, along with other GE broadcast innovations and proved to be the only transmitter on display.

Defense Reports

PLANS whereby the National Defense Advisory Commission will make periodic reports to the nation via the networks tentatively have been worked out, with the first such program probably to be carried over the combined networks within a fortnight. Both William S. Knudsen and Edward R. Stettinius Jr., senior members of the Commission, are expected to participate in delivering the first "progress report," answering questions most generally asked regarding its activities. Presumably other members of the seven-man Commission would be given network time as and when they had definite reports to make. Arrangements, it is understood, are being worked out by the networks with Robert Horton, public relations director of the Commission.

Network Accounts

All time EDST unless otherwise indicated.

New Business

BAYER Co., New York (aspirin), on July 21 started *American Album of Familiar Music* on Canadian Broadcasting Corp. national network, Sun., 9:30-10 p.m. Agency: Blackett-Sample-Hummert, N. Y.

LAMONT, CORLISS & Co., Toronto (Pond's Cream) on Oct. 8 starts *Those We Love* on 32 Canadian Broadcasting Corp. stations, Tues., 8-8:30 p.m. Agency: J. Walter Thompson Co., Ltd., Toronto.

THOMAS J. LIPTON Ltd., Toronto (tea), on Oct. 6 starts *Tea Musicale* on 32 Canadian Broadcasting Corp. stations, Sun., 5-5:30 p.m. Agency: Vickers & Benson, Ltd., Toronto.

SUNNYVALE PACKING Co., San Francisco (Rancho Soups), has started participations in *Bess Bye, the Market Scout* for 52 weeks on 31 Don Lee stations, Mon., Wed., Fri., 8:40-8:45 a.m. (PST). Agency: Lord & Thomas, San Srancisco.

F. G. VOGT & SONS, Philadelphia (scrapple), on Sept. 15 starts for 26 weeks *Olevio Santoro*, yodeler, on 11 NBC-Blue stations, Sun., 5:15-5:30 p.m. Agency: Clements Co., Philadelphia.

PETER PAUL Inc., Naugatuck, Conn. (candy), on Aug. 12 starts *Bud Barton* for 52 weeks on 51 NBC-Blue stations, Mon., Wed., Fri., 5:45-6 p.m. (repeat, 8:30-8:45 p.m.). Agency: Platt-Forbes, N. Y.

LANGENDORF United Bakeries, San Francisco (bread and cake), on July 22 started for 52 weeks *News by Hughes* on 6 CBS West Coast stations (KNX KSFO KARM KROY KIRO KVI), Mon. thru Fri. 1:30-1:45 p.m. (PST). Agency: Leon Livingston Adv., San Francisco.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on Aug. 17 starts *Truth & Consequences* on 33 NBC-Red stations, Sat., 10:30-11 p.m. Agency: Compton Adv., N. Y.

LUTHERAN LAYMEN's League, St. Louis, on Oct. 27 resumes *The Lutheran Hour* on 112 MBS stations, Sun., 1:30-2 p.m. (EST), repeat 4:30-5 p.m. Agency: Kelly, Stuhlman & Zahrndt, St. Louis.

SKELLY OIL Co., Kansas City, on July 29 starts new commentaries by Capt. E. D. Herne on 12 NBC-Red stations in the Midwest, Mon. thru Fri., 8:45-9 p.m. (repeat 9-9:15 p.m.), for 20 weeks. Agency: Henri, Hurst & McDonald, Chicago.

Renewal Accounts

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food), on Sept. 15 renews *The Moylan Sisters* on 11 NBC-Blue stations, Sun., 5-5:15 p.m. Agency: Clements Co., Philadelphia.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (shaving cream), on July 25 renewed for 52 weeks *Strange As It Seems* on 56 CBS stations, Thurs., 8:30-8:55 p.m. Agency: Benton & Bowles, N. Y.

STERLING PRODUCTS Corp., New York (Bayer Aspirin), on July 30 renewed for 52 weeks *Second Husband* on 55 CBS stations, Tues., 7:30-8 p.m. Agency: Blackett-Sample-Hummert, N. Y.

COLONIAL DAMES Inc., Hollywood (cosmetics), on July 19 renewed for 13 weeks *The Beauty Explorer* on 7 CBS Pacific stations, Fri., 8:55-9 p.m. Agency: Glasser Adv. Agency, Los Angeles.

WELCH GRAPE JUICE Co., Westfield, N. Y., on Aug. 11 renews for 52 weeks *Irene Rich* on 39 NBC-Blue stations, Sun., 9:30-9:45 p.m. Agency: H. W. Kastor & Sons, Chicago.

T. H. ESTABROOKS Co., St. John, N.B. (Red Rose tea) on Sept. 9 renews till Dec. 6 *Affairs de Becassine* on CKAC, Montreal; CHRC, Quebec; CHLT, Sherbrooke, Que.; Mon. and Fri. 6.15-6.30 p.m. Agency: A. McKim Ltd., Montreal.

LEVER BROS., Ltd., Toronto (Lux soap) on Sept. 9 renews *Lux Radio Theatre* on 30 Canadian Broadcasting Corp. stations plus CFRB, Toronto, and CKAC, Montreal, Mon., 9-10 p.m. Agency: J. Walter Thompson Co., Ltd., Toronto.

STANDARD BRANDS, Ltd., Toronto (Tenderleaf Tea) on Oct. 6 renews *One Man's Family* on 32 Canadian Broadcasting Corp. stations, Sun., 8:30-9 p.m. Agency: J. Walter Thompson Co. Ltd., Toronto.

STANDARD BRANDS Ltd., Toronto (Chase & Sanborn Coffee), on Sept. 1 renews *Charlie McCarthy & Edgar Bergen* on 32 Canadian Broadcasting Corp. stations, Sun., 8-8:30 p.m. Agency: J. Walter Thompson Co. Ltd., Toronto.

WELCH GRAPE JUICE Co., Westfield, N. Y., on Aug. 11 renews *Irene Rich* on 47 NBC-Blue stations, Sundays, 8:30-8:45 p.m. CDST, repeated for NBC-Red stations in Mountain and Pacific Coast areas from 10:15-10:30 p.m., for 52 weeks. Agency: H. W. Kastor & Sons, Chicago.

RICHFIELD OIL Co., Los Angeles, on Aug. 11 renews for 52 weeks *Richfield Reporter* on 6 NBC-Pacific Red stations, Sun. thru Fri. 10-10:15 p.m. (PST). Agency: Hixson-O'Donnell Adv., Los Angeles.

SPERRY FLOUR Co., San Francisco (waffle and pancake flour), on Aug. 11 renews for 52 weeks, *Sperry News* with Sam Hayes, on 6 NBC-Pacfiic Red stations, Mon. thru Sat., 7:45-8 a.m. (PST). Agency: Westco Adv. Co., San Francisco.

P & G Serial Returns

PROCTER & GAMBLE, Cincinnati (Teel), on Sept. 2 will return its *Those We Love*, weekly half-hour dramatic show, to 59 CBS stations Mondays 8-8:30 p.m. (EDST), and 11 outlets for a repeat show for Mountain and West Coast regions at midnight. The cast will remain the same as last year, with leading roles handled by Nan Gray, Richard Cromwell, Almer Kruger, Virginia Sale, Oscar O'Shay, Helen Wood and Donald Woods. Broadcasts will originate in Hollywood. H. W. Kastor & Sons, Chicago, handles the account.

Network Changes

BRISTOL-MYERS Co., New York (Ipana-Sal Hepatica), on July 31 shifted origin of *Abbott & Costello* from New York to Hollywood on 54 NBC-Red stations, Wed., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert tobacco), on July 20 added 8 NBC-Red stations to *Grand Ole Opry*, making a total of 35 split NBC-Red stations, Sat., 10:30-11 p.m. Agency: Wm. Esty & Co., N. Y.

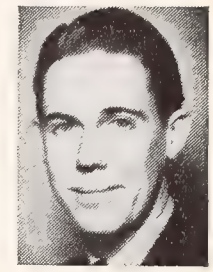
CUMMER PRODUCTS Co., Bedford, Ohio (Energine), on July 24 replaced *What Would You Have Done?* with *Manhattan at Midnight* on 43 NBC-Blue stations, Ded. 8:30-9 p.m. (repeat 11:30-midnight). Agency: Young & Rubicam, N. Y.

ARMAND Co., Des Moines (cosmetics), has appointed Russell M. Seeds Co., Chicago, to handle all its advertising, Ivan Hill is account executive. Fall plans include radio, newspapers and magazines.

ALBERT Labs., Chicago (Respirine, cold remedy; Ban Asma, asthma remedy), has appointed First United Broadcasters as its agency, with Hugh Rager as account executive. A spot radio campaign is planned this fall.

Jack W. Laemmar Joins Lord & Thomas, Chicago

JACK W. LAEMMAR, for 3½ years assistant time-buyer and member of the research staff of Blackett-Sample-Hummert, Chicago, on Aug. 1 was appointed time-buyer and head of the radio department of Lord & Thomas, Chicago. While at BSH, Mr. Laemmar was responsible for working out some important methods for station rate structures and coverage computations. The NAB has on its agenda at the current convention a discussion of his conclusions.



Mr. Laemmar

Previous to joining BSH, Mr. Laemmar was with the Lord & Thomas research department. He is a 1932 graduate of Loyola U of Chicago and did post-graduate work at Northwestern U.

Holly Shively, formerly time-buyer in charge of radio for Lord & Thomas, has joined the executive staff of the copy department of that organization. James Whipple remains in charge of production.

'True Story' on MBS

MACFADDEN Publications, New York, on July 31 started a new daytime dramatic program, *I'll Never Forget*, on a 75-station MBS network, Monday, Wednesday, Friday, 1-1:15 p.m. Program features dramatizations of prize-winning letters published in the "I'll Never Forget" column of *True Story* Magazine, which it advertises. Pat Barnes, master of ceremonies, and Frank Luther, tenor, are featured on the broadcasts.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to —

1. REGRIND your present crystal to higher new frequency **$17.50**
2. NEW CRYSTAL (less holder) **$22.50**
3. NEW CRYSTAL fully mounted . . **$30.00**

LOW DRIFT - APPROVED BY FCC

Scientific
RADIO SERVICE
124 Jackson Ave.
University Park, Md.

NEW HAND SET AIRCRAFT TYPE



. . . for mobile, pack transmitters, amateurs, aircraft, 2-way 'phone systems, etc. Dependable, long life, low price. Black Bakelite case with 6 ft. cord. Microphone and receiver terminated separately. Switch not available. Wt. complete only 7 oz., packed 1 lb. 75 ohms match line impedances; 2,000 ohms match plate circuit of output tube. Either resistance..... $10.00 LIST

UNIVERSAL MICROPHONE CO., Ltd.
Inglewood, Calif. U. S. A.



High Frequency Rules Elucidated

FCC Offers Explanation of Contour Map Requirements

BECAUSE of uncertainty among applicants as to the exact requirements of Section 1 (b) of the *Standards of Good Engineering Practice Concerning High Frequency Broadcast Stations*, the FCC on July 19 supplied additional information defining the requirements for contour maps in establishing service areas for high frequency stations. The following supplementary explanations was offered by the FCC "to avoid unnecessary work on the part of applicants and to insure that only essential data is included in applications for high frequency broadcast stations":

Section 1 (b) of the Standards sets out the procedure to be followed in taking into account the effect of topography on the service areas of proposed high frequency broadcast stations. Profile graphs must be drawn along at least eight radials from the proposed site of the station. These profiles should be equal or greater in length to the radii of the roughly estimated service area. They are divided into not less than 10 equal sectors and the average elevation of each sector determined. In no case should the length of a sector be in excess of five miles.

Permissible Intervals

The profile for a sector should be plotted by contour intervals between 40 and 100 feet and where the information permits at least 10 points should be plotted, i.e., the distances should be indicated corresponding to the various contours. In instances of very rugged terrain where the use of contour intervals of 100 feet would result in several points in a short distance, 200 or 400-foot intervals may be used in this distance.

On the other hand, where the terrain is fairly uniform or gently sloping, the smallest contour interval indicated on the topographic map should be used, although only a relatively few points may be available in a given sector. After the profile has been chartered for a sector, the average elevation therein shall be determined by one of several approximate means. For example, the elevations at equally spaced points in a sector may be averaged or the average determined by means of a planimeter. The median elevation (elevation exceeded for 50% of the distance) in some cases would give more accurate results for the purpose and may be used.

The elevations or contour intervals shall be taken from the U. S. Geological Topographical Quadrangle Sheets for those sections of the country where such maps are available. If such maps are not published for the area in question, the next best topographic information available shall be used. Such information may be obtained for certain sections of the country from topographical maps available from the Tennessee Valley Authority, Department of Agriculture (Soil Conservation maps), and the Bureau of Public Roads (highway planning maps), other U. S. government departments and state and local governmental agencies. Also railroad depot elevations and highway elevations from road maps may be used.

15-Mile Maps

The data from the Sectional Aeronautical Charts will be accepted where no better information is available, although these maps show only the 1,000-foot contour intervals. Bench marks indicated on the aeronautical charts can be used to find approximate elevations between 1,000-foot intervals at some points along a radial.

The Commission will not ordinarily require the submission of the topographical maps beyond 15 miles from the site, but the maps must include the principal city or cities to be served. However, the source of the topographical information used beyond this distance should be indicated. If it appears necessary, the Commission may require the submission of the detailed supporting information.

Each application shall be accompanied by a map showing the 50 and 1,000-microvolt contours of the proposed station. For this purpose, the Sectional Aeronautical Charts or their equivalent, having a convenient scale, may be used. This map shall show the radials along which the expected field strength has been determined. In computing the area within the 1,000 and 50 microvolt contours large bodies of water should be excluded (oceans, gulfs, sounds, bays, large lakes, etc., but not rivers).

The U. S. Geological Survey Topography Quadrangle Sheets may be obtained from the U. S. Geological Survey, Department of the Interior, Washington, D. C., at a cost of 10 cents each. The Sectional Aeronautical Charts are available from the U. S. Coast and Geodetic Survey, Department of Commerce, Washington, at a cost of 40 cents each.

FM AT CONVENTION

REL Transmitter Shipped for Demonstrations

FOR THE BENEFIT of western broadcasters who have not previously heard frequency modulation, a 1 kw. FM transmitter has been shipped from Radio Engineering Laboratories to San Francisco, where it will operate from 8 a.m. until midnight each day of the NAB convention. Located atop the Palace Hotel, near the studios of KSFO, which will cooperate in the experiment by supplying the FM station with programs, the FM transmitter will operate on 43.4 megacycles, using the call letters W1OXLV. Transmitter will begin operations at noon on Saturday, Aug. 3.

In addition to the programs from KSFO, the FM station will also broadcast a number of transcription programs prepared by Associated Music Publishers. FM receivers will be installed at convention headquarters in the St. Francis Hotel and at other points around the city. Installation and maintenance of the FM equipment will be supervised by Maj. E. H. Armstrong, inventor of the FM system; Paul de Mars, technical director, Yankee Network, and Frank Gunther, chief engineer, REL. Suggestion for the demonstration came from FM Broadcasters Inc.

FM Adapters

ANY CONCERTED effort to sell FM adapters for standard broadcast receivers as affording genuine "FM reception" will be resisted, Maj. Edwin H. Armstrong, the inventor, told BROADCASTING, July 17, in commenting on reports that low-priced coils ($5 or less) soon will be available. Maj. Armstrong said that if such adapters are sold for what they are, and if no "misrepresentations" are made, he would not object. Declaring he thought manufacturing prices for FM receivers will be less than $100 as soon as mass production is attained, he said that only with an FM engineered set will it be possible to procure high fidelity results.

FM DEMONSTRATION IS PLANNED BY WE

FEATURING exhibits of synchronized FM and a line of ultra-high quality speech input equipment, Western Electric Co. plans to herald radio's latest developments at the NAB convention in San Francisco. Another exhibit, covering functional station architectural designs, will consist of three prize-winning entries together with 24 others that won honorable mention in the competition held jointly by the Beaux Arts Institute of Design and Western Electric for an ideal building for a 1,000-watt transmitting plant. A comprehensive line of accessory equipment also will be displayed, according to H. N. Willets, assistant sales manager of the WE specialty products division.

Representatives of Western Electric, along with officials and engineers of Bell Telephone Laboratories and Graybar Electric Co., will attend the convention to explain and demonstrate the new developments. A 1 kw. FM transmitter will be placed in operation, and a new 100-250 watt AM transmitter also will be exhibited.

In addition to Mr. Willets, other WE representatives at the meeting will include E. W. Thurston, L. F. Bockoven, G. W. Davis, H. F. Scarr, C. E. Snow, C. W. Reynolds. Bell Laboratories will be represented by J. F. Morrison and W. H. Doherty; Graybar by A. J. Eaves, New York; G. I. Jones, Washington; E. H. Taylor, Chicago; C. C. Ross, Dallas; J. H. Ganzenhuber, Los Angeles; W. H. Johnson and E. H. McIntosh, San Francisco.

WOV to Move Studios, Become Key Station of Atlantic Seaboard Net

REMOVAL of studios and offices of WOV, New York, to 730 Fifth Ave., where 10,000-square feet of space will be occupied, will be effected about Oct. 15, according to Harold A. Lafount, former Radio Commissioner, now general manager of the Bulova radio interests. The station, which recently began full-time operation, is expected to become the key of an Atlantic seaboard network, to be known as American Broadcasting Co. Present studios and offices are at 132 W. 43d St. Mr. Lafount will maintain his New York office at the new quarters, continuing to divide his time between New York and Washington.

On Aug. 12, WOV initiates a revised program policy, and will start a daily all-music schedule running from 6 p. m. to midnight, according to Miss Hyla Kiczales, general manager.

The only departure from the six-hour musical stretch will be a quarter-hour sports review by Tom Spadaro at 6:15 p. m. weekdays and five-minute newscasts every hour on the hour. On Sundays the popular music schedule will be supplemented by the 9-10 p. m. *Opera Hour*, formerly hard nightly on WOV. In conjunction with the change the station has expanded its recorded library. Italian programs will be confined to daytime hours and to commercial clients, with all daytime sustaining programs in English, except those designed to foster American traditions and perform a distinct public service.

RCA to Display FM at Convention

AN RCA 1,000-watt FM transmitter will be exhibited for the first time at the NAB Convention in San Francisco Aug. 4-7, at display rooms in the headquarters St. Francis Hotel, according to announcement July 24 by RCA Mfg. Co. I. R. Baker, RCA transmitter sales manager, will head a contingent of 15 RCA sales engineers at the convention.

The RCA exhibit in Rooms 551-554 of the St. Francis will include a 250-watt new model broadcast transmitter, new speech input equipment, including a professional model recording apparatus, portable record reproducing equipment, and new test apparatus. It is also planned to show some of the new television units and a photographic display of RCA's electronic microscope.

RCA is issuing a special edition of its organ *Broadcast News*, containing information on San Francisco for the guidance of conventioneers. It will run a photographic contest for broadcasters, with prize awards, for the best photographs taken by broadcasters in San Francisco, on Treasure Island or en route to the convention.

To attend the convention for RCA, in addition to Mr. Baker are H. C. Vance; T. A. Smith, C. M. Lewis and S. W. Goulden, from the engineering products division in Camden; Harry LeRoy, manager of special products; V. E. Trouant and T. J. Boerner, transmitter engineering; R. A. Wilson, of RCA's Indianapolis engineering department; Ben Adler, "Red" Reesor, "Hoppy" Hopkins, Bill Witty, Bill Beltz and Jack Frost, district sales managers.

CBS SEENS GAINS IN DRUG BILLINGS

RENEWAL of three programs sponsored for drug products, each with an expanded network, and enlargement of a fourth drug-sponsored series leads CBS to predict a heavy schedule of drug advertising for fall. Two of the programs, *Ask-It-Basket* and *Strange as It Seems*, are sponsored by Colgate-Palmolive-Peet Co., and occupy successive periods on Thursday evening, from 8 to 8:30 and from 8:30 to 8:55 respectively. (CBS reserves the 8:55-9 spot for Elmer Davis' nightly reveiw of the news from Europe).

Network for *Ask-It Basket*, advertising Colgate Dental Cream, now totals 63 stations, an increase of one. *Strang as It Seems*, for Palmolive shave creams, added two stations for a total of 56. Benton & Bowles, New York, is the agency for both accounts.

Third renewal is for *Second Husband*, broadcast Tuesdays, 7:30-8 p. m., for Bayer's Aspirin, which received a boost of 18 stations for a total of 73. Series, starring Helen Menken, is placed through Blackett-Sample-Hummert, New York. Ironized Yeast Co. has expanded the network for *Court of Missing Heirs* from 66 to 73 stations, Tuesday, 8-8:30 p. m. Ruthrauff & Ryan, New York, handles this account.

WALTER C. KRAUSE, for four years account executive in charge of the RCA account for Lord & Thomas, New York, has been named a vice-president of the agency.

THE BROADCASTING INDUSTRY

. . . is cordially invited to witness Radio Engineering Laboratories' FM demonstrations to be held in the REL suite at the St. Francis Hotel, August 4-7, during the NAB convention in San Francisco.

REL will install a 1 kw FM transmitter in the studio building of Radio Station KSFO and will broadcast high fidelity programs continually from KSFO to the REL demonstration rooms in the St. Francis Hotel.

As the pioneer FM transmitter manufacturer, REL is proud to have been associated with the inventor of FM, Major Armstrong, in building the first FM station on the air. Over 95 percent of all FM stations now in existence use REL-FM transmitters from 1 kw to 50 kw.

Come and hear the best there is in FM.
REL welcomes your inquiries.

REL

RADIO ENGINEERING LABORATORIES, INC.

35-54 36th STREET — Phone RAvenswood 8-2340 — Cable "RADENGLABS" — LONG ISLAND CITY, N. Y.

WFBL

SYRACUSE

NOW

5000 WATTS NIGHTS!

WFBL's increased power from 1000 to 5000 watts nights makes your advertising dollar *pull even harder* . . . reaches more people with greater force!

Measure WFBL's worth to you not only by programs and service, but by its coverage, as well. Remember it gives you the greatest coverage of any station in the Syracuse and Central New York area. Coverage that multiplies your present sales by a new and greater potential—5000 watts *both* day and night!

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.

WMEX

TRANSMITTER BUILDING COMPLETED

5000 WATTS

RCA EQUIPMENT DELIVERED

1470 KC.

WILL BE OUR NEW FREQUENCY

FULL TIME IN

BOSTON

ON THE AIR VERY SOON

Representatives

GEORGIA Broadcasting System, comprising WATL, Atlanta; WRBL, Columbus, and WGPC, Albany, has appointed International Radio Sales as national representatives.

WMEX, Boston, has appointed Joseph Hershey McGillvra as its national representative.

BURN-SMITH Co. has been appointed exclusive national representatives of the Southern Network, composed of WKRC, Cincinnati; WGRC, Louisville; WSIX, Nashville; WLAP, Lexington, Ky.; WCMI, Ashland, Ky. All stations are MBS affiliates.

WILLIAM G. RAMBEAU Co. has been appointed national representatives of WOV, New York; WORL, Boston; WELI, New Haven; WPEN, Philadelphia.

NORTH CENTRAL Broadcasting System announces the appointment of John Hatfield, formerly of Transamerican, as Chicago representative, with offices at 360 N. Michigan Ave.; telephone, State 9572.

WFBC, Greenville, S. C., has named Weed & Co. its representative, effective Aug. 1.

WHDH, Boston, has appointed George M. Watson Jr. as national sales representative. Mr. Watson was last connected with the advertising department of Lever Bros. He will take charge of WHDH's recently opened office at 366 Madison Ave., New York.

PAUL F. ADLER, Eastern manager of Sears & Ayer, New York representative firm, spent July in the business and professional men's group of the CMTC camp at Plattsburg, N. Y.

JOSEPH BLOOM, general manager of Forjoe & Co., New York, station representatives, in August will marry Paceli Diamond, well known soprano. Frank Daniels of the Forjoe sales staff recently married Phyllis Santomarco.

WILLIAM M. WILSON, formerly of the advertising departments of the *Washington Post*, *New York Times* and *Los Angeles Times*, has joined the sales staff of Wm. G. Rambeau Co., New York, station representative.

ANGUS D. MACKINTOSH, formerly of Dillon Read & Co., Pan-American Airways, Advertisers Recording Co., and WNEW, New York, has joined the sales staff of John Blair & Co., New York.

CFJC, Kamloops, B. C., has appointed All-Canada Radio Facilities, Toronto, as its exclusive representative in Eastern Canada.

CFRC, Kingston, Ont., has appointed James L. Alexander, Toronto, as exclusive representative.

O'Keefe Files Appeal

WALTER O'KEEFE, radio m.c., has filed an appeal in the appellate division, first department of the New York Supreme Court, following the dismissal June 14 by New York Supreme Court Justice John E. McGeehan of his breach of contract suit for $48,750 against Young & Rubicam and the Packard Motor Car Co. [BROADCASTING, July 1]. At that time Justice McGeehan ruled that business conditions beyond the sponsor's control caused cancellation of the Packard program starring O'Keefe, a possibility contemplated when the contract was signed.

THE FCC, through Commissioner Thompson, on July 25 denied as in default the application of Ben J. Sallows for a new local station in Alliance, Neb., on 1210 kc.

Video Grants

(*Continued from page 101*)

Commission said. The stations will make tests to determine the effect of different power supplies on reception and propagation characteristics, plus other studies.

NBC's New York station will be shifted to its new frequency in about two months, said the FCC, and will use 12,000 watts visual and 15,000 watts aural power. W6XAO uses 100 watts visual and 150 watts aural, while the new San Francisco outlet will use 1,000 watts both visual and aural.

Plans for Stations

The FCC said the DuMont stations will inquire into advantages of various types of film projectors, experiment with mobile pickup utilizing wire links and radio links, and will seek public cooperation on various types of program material. Coaxial cable will be used between Washington and New York for relay, with the Washington station to test the practicability of providing satisfactory service to Washington and Baltimore, separated by 35 miles.

The CBS station proposes to make studies of synchronizing pulses, comparative studies of different combinations of lines and frames, investigate the effect on allocations of using different polarizations in certain adjacent areas, and work with the public in testing reactions to program techniques.

RMA Sets Up Committee

Formation of the RMA committee, representative of all segments of the budding television industry, crops from the FCC's expressed desire to work with an industry group in the formulation of standards. This presumably must come before the FCC will pry the lid off experimental television and permit full commercial operation as opposed to the present rigidly experimental status. The RMA committee, after it devises what it regards as acceptable standards of transmission and reception, to which all of its members will agree will confer with the FCC in the hope of expediting the commercial authorization.

The FCC said that, in following through its promise of last May that it stands ready to confer with the television industry and otherwise assist in working out remaining problems, it is cooperating "in

For More National Business

FOREMAN

STATION REPRESENTATIVES

THE FOREMAN CO.
WRIGLEY BLDG · Chicago
247 PARK AVE · New York



JIM YERIAN, promotion manager of WBNS, Columbus, holds a check for $10 awarded the station by Campbell-Mithun, Minneapolis, agency for Taystee bread, for the best merchandising stunt during June. Grabbing for the check and claiming a share are Bob Thomas (left), merchandising manager of the station, and Jerome Reeves (right), publicity director. Final decision was Solomon-style with the three lads cashing it and splitting the proceeds.

Johnson Wax to Start Disc Spots in September

S. C. JOHNSON & Co., Racine, Wis. (Wax-O-Namel, household paint), starting Sept. 3 will use 30 stations for five-weekly one-minute live announcements for an undetermined length of time. In addition, six-weekly quarter-hours featuring Standard Radio Library Service with Alexander McQueen as m.c. will start on WBBM, Chicago, Sept. 2, 8:30-8:45 a. m.

Stations selected for announcement schedule include WBRC KARK WJAX WIOD WFLA WSB WJBO KWKH WWJ KSTP WDAF KSD KOWH KTSA WIRE WHO KFH WBEN WBT WKRC WKY KVOO WJAS WTMA WDOD WNOX WSM WFAA KPRC. Sponsor is currently using *Meredith Willson's Musical Revue* on NBC-Red, Tues., 8:30-9 p. m. (CDST) in behalf of its Glo-Coat (floor polish) as a summer replacement for *Fibber McGee & Molly* who return in September. Needham, Louis & Brorby, Chicago, handles the account.

Change in KBST Control

THE Houston Harte - Bernard Hanks radio-newspaper interests on July 25 were authorized by the FCC to acquire control of KBST, Big Spring, Tex., where they publish the *Big Spring Herald*. Joe Galbraith, publisher of the newspaper, was authorized to sell 250 shares for $3,750, so that the stock setup now is Mr. Harte, 31.7%; Mr. Hanks, 31.7%; Mr. Galbraith, 16.8% Howard Barrett, station manager, 10%; Mrs. Bonnie Davis, Abilene, 10% (BROADCASTING, June 15).

Sweetheart's Spots

MANHATTAN SOAP Co., New York, is starting its spot campaign for Sweetheart soap during August and September on about six stations in different parts of the country, probably on a basis of eight times weekly. The company concludes its NBC-Red series with Mrs. Franklin Roosevelt July 25. Franklin Bruck Adv. Corp., New York, is in charge.

5 kw. ON FULLTIME IS GRANTED WNAC

WNAC, Boston, key station of the Yankee Network, on July 25 was given an increase in power from 1,000 watts night, and 5,000 watts day to 5,000 watts fulltime on 1230 kc., in an action taken by less than a quorum of the FCC under its recently-adopted administrative order. The action therefore is subject to later ratification.

Simultaneously, the FCC board approved transfer of control of the Winter St. Corp., parent company of the Yankee Network, from John Shepard Jr. to John Shepard 3d and George R. Blodgett, trustees of the John Shepard 3d and Robert F. Shepard trusts. Licenses of WAAB, WEAN, WICC, WNAC and six high-frequency stations are involved. The Commission's action in granting the transfer, it was stated, shall not be construed as an approval of any future transfer of control which may result from any change in the parties.

the organization" of the new committee to function under auspices of RMA. Membership of the committee, it is understood, was passed upon by the FCC.

The Commission added it recently paved the way for an increased number of television stations "with a view to crystallizing their experimentation with different systems into a uniform standard upon which commercialized visual broadcasting may be safely launched." It stated that previous television hearings had revealed "a serious conflict of engineering opinion" on standards.

FCC Statement

"Because of the inadequacy of the various suggested standards," the FCC announced, "the new group will explore existing television systems with a view to developing and formulating standards that will be acceptable to the industry as a whole in expediting establishment of a single well-founded national system — one which has promise of ultimately giving this country more television stations and receivers than all other nations combined, with resultant benefits to manufacturers, dealers, and broadcasters, as well as the public.

"This project, though sponsored by the Radio Manufacturers Assn. will operate independently and represent the majority opinion of the industry. Members will be appointed by James S. Knowles newly-elected president of the association, subject to the approval of that association's executive committee. However, membership will not be limited to the association; it will embrace representatives of companies broadly interested and experienced in the television field, also representatives of national technical organizations desirous of seeing television launched on a firm footing, as well as individual experts."

FCC Chairman James Lawrence Fly welcomed organization of the committee as affording "a splendid opportunity for the cooperation of industry and government in the solution of a problem which is of such timely concern to the public and to business."

THE PROVING GROUND

of a radio station is right in its own back yard! * * * The local merchants are in a position to appraise listener acceptance and advertising results.

RESULTS UP
BILLINGS UP
NEW ACCOUNTS UP
RENEWALS UP

Conclusion:

it logically follows that similar results will be obtained by the national advertiser.

"When are you comin' round the mountain?"

250 Watts • 800 Kc. Clear • Member NAB

WTBO

CUMBERLAND, MARYLAND

National Representatives: BURNS-SMITH CO.

CKWX Newsboy

WHEN the *Vancouver Sun* published a special page late in June chronicling the increase in power to 1,000 watts and switch to 950 kc. of CKWX, Vancouver, B. C., the station distributed tearsheets to the trade, using a unique die-cut insert. Each page was folded to 1/16th size and inserted under the arm of a woodblock newsboy figure printed in black on orange stock, highlighted with the single word "Extra!"

Heavy Expenditure for New Equipment To Bolster Service to Latin America

LICENSEES of international broadcast stations will invest some $2,000,000 in new transmitting equipment to bring their stations up to the 50,000-watt minimum output specified by the FCC, and therefore will render vastly superior service, particularly to South and Central America, the State Department was told July 23 by a group representing licensees in this field.

Asked by the Department, through Thomas Burke, chief of the division of International communications, through the NAB, regarding future operations of such stations, particularly in the light of hemispheric solidarity considerations, the delegation headed by NAB President Neville Miller, outlined the proposed increased scope of service. Arrangements were made following the three-hour afternoon session for further informal discussions. The meeting was preceded by a session of the station officials at NAB headquarters at which an inventory of international broadcast operations was taken.

The group, in addition to the estimate of $2,000,000 for new transmitting equipment, told the Department that increased expenditures of approximately $1,000,000 annually would be entailed in maintaining the improved operations and for new program features. They stated that at present an aggregate of 13 hours and 19 minutes of news is broadcast daily to South American listeners, and that this constitutes the most desired radio feature, based on mail response and other surveys.

Latin Listeners Pleased

Some 10,000 letters per month are being received from "pleased" listeners in South America, it was said. It was expected that with the improved signals and coverage of these stations when they all operate with the minimum 50,000 watt power, favorable audience reactions correspondingly will increase. Plans to step up programming also were outlined.

The broadcasters' group said that popularity of the American stations is increasing and that no new inroads are being made by European stations beamed for South American service to spread their particular brands of propaganda. Next to news, South American listeners apparently prefer travelogues, historical dramas, stamp collection features, scientific developments, aviation and lessons in English.

Present at the sessions for the State Department were Mr. Burke, James Clement Dunn, State Department advisor on political relations, Francis Colt DeWolf and Harvey B. Otterman, of the Division of International Communications.

Representing the industry, in addition to President Neville Miller, were Harry C. Butcher, E. K. Cohan and Miss Elizabeth-Ann Tucker, CBS; Robert L. Gibson, General Electric; Frank E. Mason and Guy C. Hickok, NBC; Oswald F. Schuette, RCA; J. G. Leitch and Kenneth W. Stowman, WCAU, Philadelphia; Walter C. Evans and J. B. Rock, Westinghouse; R. J. Rockwell and W. C. Koplovitz, attorney, Crosley Corp.; Walter Lemmon, World Wide Broadcasting Corp., Ed Kirby, NAB public relations director.

WLWO, new Crosley international station in Cincinnati, will broadcast official hurricane and storm warnings of the U. S. Weather Bureau in English, Spanish and Portuguese as a special service to Latin American countries. The warnings will be flashed to the WLW-WSAI newsrooms, and put on WLWO as bulletins immediately. They will be rebroadcast every three hours until new reports are received from Washington.

50 kw. Power Minimum Of International Stations Deferred to Next Jan. 1

EXTENSION of time to Jan. 1, 1941 for compliance with the requirement that international broadcast stations operate with not less than 50,000 watts, was authorized July 17 by the FCC for eight such stations holding construction permits or having applications pending. Only two stations, WLWO, adjunct of Crosley Corp. at Mason, Ohio, and WGEO, General Electric station at Schenectady, thus far have complied with the minimum power requirement, which was to have become effective July 1. They use 50,000 watts and 100,000 watts respectively.

Stations granted the six-month extension are WPIT, Westinghouse, to be removed from Boston to Hull, Mass.; WRUL, World Wide Broadcasting Co., Scituate, Mass.; WCBX. CBS, near Wayne, N. J.; KGEI, General Electric, San Francisco; WGEA, General Electric, Schenectady; WNBI, NBC, Bound Brook, N. J.; WRCA, NBC, Bound Brook; WRUW, World Wide, Scituate.

The remaining stations, which the FCC said "have not yet moved" to bring power to the required minimum, and which presumably propose to allow their licenses to lapse, are WCAB, operated by WCAU, Philadelphia; WDJM, operated by WIOD, Miami, and WBOS, Westinghouse at Boston.

The FCC announced it had granted the application of World Wide for modification of the license of WRUL to operate unlimited time on 6040 kc., and set for hearing the application of the same company for unlimited operation of WRUW on 6080 kc. It granted the application of Crosley for unlimited time for WLWO on 6080 kc., and ordered deletion of WDJM at Miami, which shared the frequency with WRUL and now has sold its equipment to that station.

Tops Gum Will Add

TOPS CHEWING GUM Co., Brooklyn, on July 17 started 12 announcements weekly on WNEW, New York, as the first station in a campaign to promote Tops gum, a new product. This also is the first advertising placed in any media by the company, which plans to add more stations later in the summer. Brown & Thomas, New York, handles the account.

Universal Appeal

NBC STATION WTCN MINNEAPOLIS ST. PAUL

Northwest's Most Popular Radio Station

—PROGRAMS— FOR EVERY AGE AND TASTE

- Sports
- News
- Children's Programs
- Church Music
- Symphonies
- Drama
- Variety Programs
- Dance Music
- Farm Programs
- Old-Time Music
- Educational Programs
- Civic Enterprises
- Quiz Programs
- Programs for Young People

GOOD FOR LISTENERS

GOOD FOR ADVERTISERS

FREE & PETERS, INC.
National Representatives
New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta

Owned and Operated by the St. Paul Dispatch-Pioneer Press and Minneapolis Tribune and Times-Tribune.

ARKANSAS' NEWEST RADIO STATION

KWFC

Hot Springs

Represented by

HOWARD WILSON CO.

Associated scores again!



Our transcribed musical library is already *being played over more "FM" stations than is the library of any other transcription service.*

Because . . .

. . . ASSOCIATED transcriptions have won the approval and indorsement of FM experts after the most exacting tests.

. . . ASSOCIATED transcriptions are truly "wide-range". We have always maintained a recording frequency extending from 20 to at least 12,000 cycles. The coming of FM and the consequent improvement of microphones for sound pick-up and equipment for reproducing recorded sound, have made it possible for us to increase our recording frequency to and beyond 15,000 cycles. ASSOCIATED is keeping up the pace with FM.

. . . ASSOCIATED transcriptions are *vertically* cut . . . and *only* vertically cut transcriptions give satisfactory reproduction over FM equipment.

. . . Engineering tests have proven that programs for FM broadcast cannot be transmitted satisfactorily over available telephone wires as in chain broadcasting. Therefore, FM stations must rely on transcriptions for the majority of their programs.

. . . ASSOCIATED'S method of recording (licensed under U. S. patents of Western Electric Company) permit us to make "direct cut" transcriptions which are available for immediate broadcast. Although chain broadcasting (as we know it) is unsuitable for FM stations, programs may be broadcast simultaneously over many stations by the use of ASSOCIATED direct-cut transcriptions.

. . . in a recent report, the F.C.C. recognized the fact that "transcriptions are comparable in fidelity to personal presentations" and "are so technically satisfactory that their use should not be discriminated against".

. . . the ASSOCIATED transcribed library contains musical compositions of all types, performed by artists of "name" value, listener appeal and sales power, and is well suited to rendering the required program service utilizing the full fidelity capability of FM broadcasting.

Associated
RECORDED PROGRAM SERVICE
25 West 45th St., New York City

KENO, LAS VEGAS, TO START SEPT. 1

AUTHORIZED for construction on June 5, the new KENO, Las Vegas, Nevada, operating with 250 watts on 1370 kc. fulltime, will go on the air about Sept. 1, according to George Penn Foster, general manager. Nevada Broadcasting Co., operator, is co-owned by Foster and Maxwell Kelch, who is chief engineer. The firm has taken over the one-story building formerly occupied by a night club, The Meadows, and is remodeling it. Three new studios are being built, including one to accommodate 300 persons. All studios will be air-conditioned and artificially lighted. A Collins transmitter and speech input equipment, with Wincharger vertical radiator, is being installed. Balance of equipment is RCA.

Foster, before coming to the West Coast two years ago, was with NBC, CBS and Mutual network in Atlantic City, as producer. Kelch is well-known in West Coast radio, having been engineer with various stations and also a consultant. John Strock will be commercial manager. Bob White joins the staff as announcer-producer. Other personnel has not yet been selected. Station has contracted for Thesaurus. Studios and transmitter site will be located two miles out of Las Vegas, on the Boulder Highway.

FLOYD MACK, newscaster of WOR, who once was a radio engineer, is working on the construction of a composite high fidelity dual-channel home recording system, automatic record-changing phonograph, FM receiver, shortwave receiver.

BROADWAY LISTENS AT SUNRISE

WABC Discovers Early Birds Are Tuned to Their Radios and Dawn Programs Prove Surprise

WHEN Arthur Hull Hayes, new sales manager of WABC, New York, decided that early morning hours ought to pay in New York, since other sections find them profitable, he met with doubts from skeptical oldtimers. But he went ahead with his idea, and WABC's opening time was moved from 7:30 to 6:30 a.m.



Mr. Hayes

Worst problem was the 6:30-7 half-hour, and it was solved by placing Larry Elliott, veteran CBS announcer, at the mike and letting him run amuck as the *Rising Son*. The successful Phil Cook participating quarter-hour, *Morning Almanac*, was placed in the 7-8 slot.

"Why don't you turn off your radio and go back to bed like a decent citizen?", Elliot inquires of his (at first) startled listeners. "If you're silly enough to get out of bed at this ungodly hour, it's your fault . . . don't expect me to entertain you . . . I'm tired too."

Listening License

WABC knew, from the first, that it had something good in *Rising Son*. Mail in response to Elliot's admonition that anyone who wanted to listen to this program was required to obtain a listening license, lest the "big black wagon" draw up to the back door and take them away, was sufficient to induce sponsors (Ford Motor, Kondon Mfg., Gordon Baking, and Pall Mall Cigarettes) to schedule 100-word and one-minute announcements on the programs.

It remained for *Rising Son's* newest sponsor, however—the Federal Life & Casualty Co.—to put the show to a concrete mail-pulling test. On July 8, Federal Life inaugurated a three-a-week, 100-word announcement series on the program. From their very first announcement, it asked for mail, offering listeners a free book of household hints.

Neither Hayes, nor Federal Life's agency, Green-Brodie Inc., knew in advance what results the program would produce in its first week. They expected there might be a couple of hundred replies.

But the first day's mail, alone, went higher than their estimate for the entire week! And the next four days (with the announcements being made on alternate days) kept pace. *Rising Son* finished its first week of Federal Life announcements with 1,200 mail replies and over 50 telephone inquiries!

Unusual in itself, the "mail count" provided only half the story of Federal's first-week experience with the program. For, as the sponsor's agency put it in a letter to Hayes:

"Federal's men had a chance to do what even the radio station seldom can—they *interviewed* the respondents in the audience while delivering the book of household hints which Elliot had offered. I'm sure you'll be interested to know that:

All Types of Families

"They found the *Rising Son* audience made up not only of mill and factory families, but with a surprisingly large number of middle and upper class families, as well.

"There was an unusually great loyalty to Larry Elliot evident on the part of all his listeners. They asked many questions about him, and indicated that they listen to his program regularly, despite the extremely early hour at which it is broadcast.

"This loyalty was further borne out by the fact that in a large proportion of these homes the family had framed and conspicuously displayed Larry Elliot's 'License to Listen' to the program."

Enthusiastic over their results on *Rising Son*, Federal Life already has contracted with WABC for an additional program, 15 minutes of *Zeke Manners & His Gang*, Sunday mornings, 11:15 to 11:30.

The old-timers who raised eyebrows when Hayes first proposed an earlier opening time for WABC have long since been convinced. Now they're watching without comment Hayes' latest move of putting WABC on the air every morning at 6:25 a.m.—and, in fact, expecting that before long Hayes will be reaching out for an audience from 6 o'clock on. And getting it!

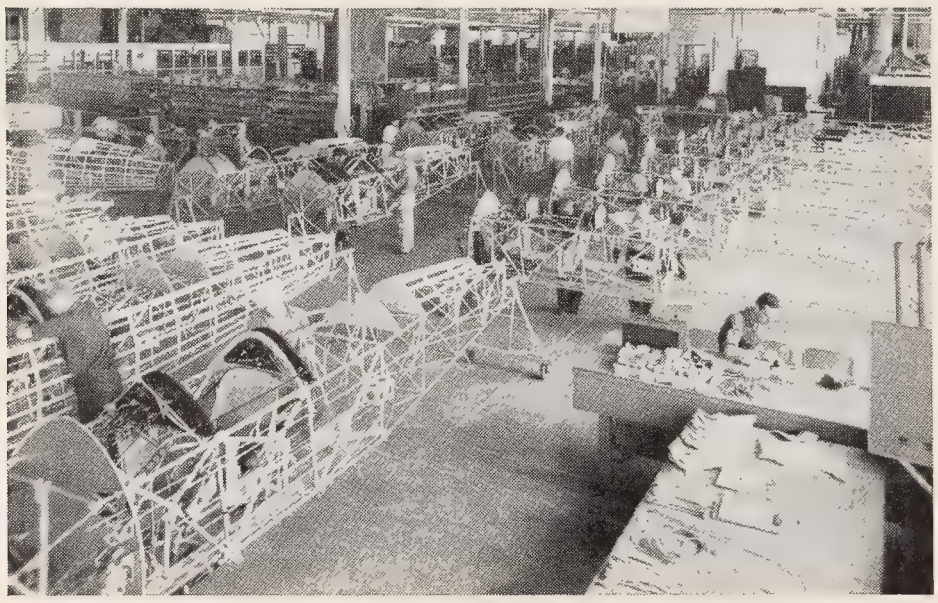


EVEN AT GOLF the thoughts of Robert Tincher, manager of WNAX, Yankton, S. D., are never far from radio. Here he putts away on the "Ye Idle Hour" four-hole golf course, a feature of the 1940 WNAX staff picnic. Jim Gies contrived the hazards: holes cut through transcriptions, tunnels of conduits, traps of tube packing cases. Phil Hoffman, WNAX commercial manager, copped the trophy —a golf club lollipop.

ASCAP Sued Over Songs

SUIT for $6,000,000 damages was filed July 15 in New York Supreme Court against ASCAP and Southern Music Publishing Co. by Perry Bradford, acting on behalf of Perry Bradford Inc., Acme Music Publishing Co. and Blues Music Co. Bradford charges that in February, 1934, he was loaned $100 by Southern Music, to be repaid in 60 days, in return for which Bradford turned over the rights to 40 songs as collateral, but that return of the songs was refused upon request and after payment of the $100. Bradford, who claims 15 of the compositions as his own, the remainder being the property of Acme and Blues, also alleges that ASCAP collected royalties on the songs, listing Southern Music as an ASCAP member. According to Herman Finkelstein of Schwartz & Frohlich, New York, ASCAP counsel, Bradford executed an assignment to Southern Music for the compositions and ASCAP licensed the works, relying on the assignment.

LONGEST on the air with political convention coverage was MBS, devoting 30 hours to the four-day Democratic convention and 33 hours 52 minutes to the five-day Republican. It claimed a scoop on the Democratic platform when Fulton Lewis jr. secured a copy and read it 2½ hours before the official reading by Senator Wagner.

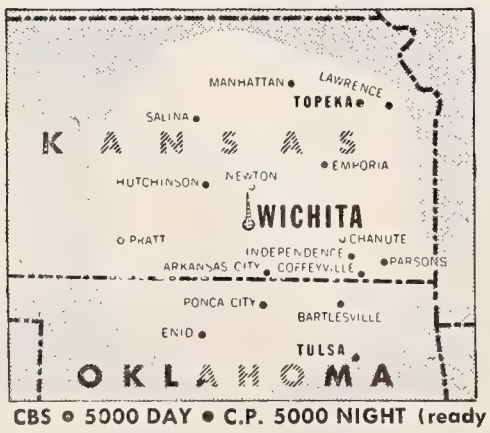


WICHITA WINGS—TO SALES!

SO GREAT IS KANSAS' FAME as a producer of wheat that national advertisers too often overlook her other wealth. In Wichita—industrial hub of the Jayhawk State—three great factories are working extra shifts to meet the world demand for airplanes. With the encouragement of the War Department, which favors an inland aircraft industry, Wichita's importance to Aviation grows each year.

Not only Airplanes, but also Flour, Oil Field Equipment, Building Materials, Appliances and Foodstuffs are produced in thriving Wichita. In the KFH Airea are 1,384 plants, turning out 338 million dollars' worth of goods annually.

And this is the market which only THAT SELLING STATION FOR KANSAS can tap. There are 292,421 radio homes in KFH-land, and they respond readily to the sales impact of KFH Radio. Your Edward Petry & Co. office can clear time for you.



THAT SELLING STATION FOR KANSAS

KFH

WICHITA

The Only Full Time CBS Outlet for Kansas

CBS • 5000 DAY • C.P. 5000 NIGHT (ready soon) • CALL ANY EDWARD PETRY OFFICE

WSPA

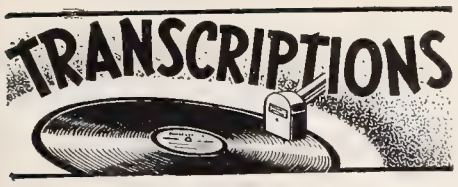
South Carolina's FIRST!

SPARTANBURG

There's new life in an old established station and new life in a famous old market. WSPA and Piedmont, South Carolina make a swell combination for sales. Write for rates.

1000 Watts • 920 Kc.

Walter Brown, Gen'l. Mgr.



GIRARD D. ELLIS, recently with World Broadcasting System in Chicago, has been appointed Chicago manager of the transcription division of Columbia Recording Corp., CBS subsidiary, effective Aug. 1. Before joining World about a year and a half ago, Ellis had for six years had charge of the Chicago transcription sales of Columbia Phonograph Co.

JACK JOHNSTONE, radio pioneer and director, has taken over the production of *Superman*, transcribed serial drama, from Frank Chase, who will now devote his full time to selling the syndicated program to other regional sponsors in addition to Hecker Products, New York, which has just renewed the program for 13 weeks, three times weekly on 10 Eastern stations for Force cereal, through Erwin, Wasey & Co., New York. Johnstone also produces the dramatized portions of the Phillip Morris programs, *Who Knows?* for Griffin Shoe Polish, and has done the *Buck Rogers* serial for the past eight years.

ARTRANSA, Sydney, Australia, transcription producing concern, has cut two new serials for release in that country as well as the United States. One is a quarter hour comedy show of 52 episodes and titled *Oh, Reggie*. It is written and directed by Dorothy Foster of 2GB, and relates the Australian adventures of Reggie and his manservant, Merryweather. The second transcribed show is produced by Bruce Anderson, program director of 2UE. It is titled *Evergreens of Jazz*, and feature popular hit tunes of yesteryear. Series includes 26 episodes.

HOLLYWOOD HOUSE of Music Recording Studios, has abandoned that name and is now operating as the Music City Recording Studios at 1501 N. Vine St., that city, where Glenn and Oscar Wallichs have consolidated all their radio equipment enterprises in one building. RCA amplifications and Radiotone recording equipment have been installed. Hughie Claudin is general manager of the recording studios, with Bill Lambeth recording engineer.

KASPER-GORDON Inc., Boston transcription firm, has announced a new series of 30-second transcribed announcements for credit jewelers. The 30-unit series is to be syndicated on the basis of exclusive rights to one store in a city.

FREDERICK BOND has joined United Recording Co., Chicago, as production manager. Other staff additions include James Sanford, sales manager, and Lee Stremlau, engineer.

WSIX
"The Voice of Nashville" Tennessee
Offers intense coverage of a market where all indices show business substantially ahead of schedule.
•
Mutual Broadcasting System
HEADLEY-REED CO., NATIONAL REPRESENTATIVE

Disc Code Arrangement Adopted on Pacific Coast

ASSOCIATION of Radio Transcription Producers of Hollywood and western division of Radio Writers Guild, Los Angeles, have adjusted their difficulties and worked out a basic code agreement agreeable to all concerned, it was learned in late July. Although no statement was forthcoming from either group, a general membership meeting of Radio Writers Guild has been tentatively set for Aug. 5 to vote on acceptance of the contract with transcription producers.

The proposed pact was approved by RWG Council at a special meeting held July 17. It is now being revised by Attorney Aubrey I. Finn for submission to both RWG membership and executives of transcription concerns. Minor revisions have been made in some of the wage classifications, but it is understood that RWG gets a 100% Guild shop. Active in negotiations and representing transcribers and producers are C. P. MacGregor Co., Fields Bros., Fred C. Mertens & Associates, Edward Sloman Productions, Radio Transcription Co. of America, Standard Radio and Raymond R. Morgan Co. Attorneys George E. Bodle and Finn represent RWG.

Alka-Seltzer Discs

MILES LABS. Inc., Elkhart, Ind. (Alka-Seltzer), on July 22 started a series of five-weekly quarter-hour transcribed *Friendly Neighbor* programs, featuring three Indiana housewives in an over-the-backfence type of show, in eight markets in addition to WOWO, Ft. Wayne, where it is produced and presented as a script show. Stations being used are WLS, Chicago; WOW, Omaha; WWL, New Orleans; WHAM, Rochester; WBT, Charlotte; WEAF, New York; WJR, Detroit; WSM, Nashville. Wade Adv. Agency, Chicago, handles the account.

Record Firms Sued

DAMAGES of $30,064 are asked by Harms Inc., in its suit against Brunswick Recording Corp., Columbia Phonograph Corp. and Columbia Recording Corp. charging these companies with a breach of a royalty agreement on phonograph records made of songs controled by Harms. Suit, in the New York Supreme Court, asks damages of $23,791 from Brunswick, $1,121 from Coumbia Phonograph, and $5,152 from CRC. In the action Harms is also acting for Remick Music Corp. and M. Witmark & Sons, who have assigned their rights to Harms.

A NEW quarter-hour transcribed quiz game, *Spell-O-Name*, is being offered for sponsorship by R. U. McIntosh & Associates, North Hollywood, Cal., producers. Written by M. Clay Adams, the audience participation game and rules are copyright and consists of 78 episodes. A merchandising plan accompanies the transcribed show.

WCKY, Cincinnati, has started its new "Studio Plane", deluxe mobile unit, on its first swing around the Ohio-Indiana-Kentucky area. It will be shown at half a dozen fairs during the next few weeks, with its crew of announcers and engineers transcribing a program describing each fair. Each transcription is carried on WCKY the day after it is made.

"Fairchild Performance is PROOF Of the Higher Quality of Fairchild Precision-Built Recorders" Jerry Swank WHIO, Dayton



From Coast to Coast, Hundreds of Radio Engineers Endorse Fairchild Precision-Built Recorders!

● Radio men you know will tell you that Fairchild recorders produce better transcriptions—more easily and with less expense, both in the studio and outside. Precision-built, for better quality and higher fidelity. The Fairchild F-26-3 Recorder is instantly ready for action; takes any type of disc up to 17¼ inches. Complete except microphone and stand. The Fairchild F-26-3 Recorder has:

1. ***High Gain Amplifier*** to permit use of microphone without a pre-amplifier!
2. ***Instantaneous Speed Change*** (33⅓ RPM or 78 RPM) through push-button control.
3. ***Floating Motor Mount*** to eliminate all possibility of objectionable motor vibration.
4. ***Split-Second Timing*** through synchronous speed gear and worm drive at 33⅓ RPM, to assure wow-free recorded programs.
5. ***Variations*** of pitch and direction of cut are provided for in the recorder itself. No expensive, troublesome additional feed screws needed.
6. ***Dynamically-Balanced*** 16-pound cast iron turntable.

Send for free descriptive literature . . . today!

FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

Forbes Heads Recording Producing Firm on Coast

FIDELITY RECORDINGS, new Hollywood transcription and production unit, has been established at 5968 Santa Monica Blvd. with Don Forbes as general manager, and Harry Smith, chief engineer, co-partners. Recording facilities are custom built and include several innovations. The firm will cater to special requirements of radio stations and agencies nationally. Forbes is also commentator on the six-weekly quarter-hour NBC-Pacific Red program, Richfield Reporter, sponsored by Richfield Oil Co., and prior to taking that assignment was CBS Hollywood chief announcer.

Smith was formerly recording engineer of Radio Recorders Inc., Hollywood, and is well-known in West Coast radio. Other recording technicians of the new firm include Merril West, formerly chief engineer of Technical Recording Co., Hollywood, and A. Robyn, formerly associated with General Radio Co., New York. Robert I. Lee, formerly general manager of Vericolor Film Laboratories, Hollywood, is sales manager. Barbara Chapman is office manager. The firm will use the label slogan trademark, Videoscopic Recording, on its products.

EDUCATIONAL Radio Script Exchange of the U. S. Office of Education has announced that it has available fifteen 30-minute scripts based on municipal government operations. Dramatizations cover the work of various municipal government departments which are adaptable to local conditions.

PRISONERS TAKE THE AIR

Carolina Inmates Reform as They Perform on WRAL Prison Feature



BEHIND THE BARS once each week goes this quartet from WRAL, Raleigh, N. C. They make up the "outside" talent of *Central Prison Varieties,* originated by WRAL for the Carolina Network direct from the auditorium of Central Prison, State penitentiary just outside Raleigh. Standing near the WRAL special events car, with barred prison windows in the background, are (l to r) Evelyn Weeks, WRAL staff pianist; Bob Menefee, announcer and m.c. of the program; William M. Carpenter, publicity director; Stanley Brown, engineer.

A NEW ANGLE in success stories comes from the *Central Prison Varieties,* originated by WRAL, Raleigh, N. C., and relayed to Carolina Network stations WFTC, Kinston, and WGTM, Wilson. The weekly half-hour, broadcast direct from the auditorium of Central Prison, the State penitentiary just outside Raleigh, has become a popular feature for listeners. But prison officials comment that its effect on participating prisoners has been even more remarkable.

Production of the show rests largely in the hands of Ren Hoek, recreation director of the prison. Hoek each week works with the men and women prisoners in developing the show, helping them select music and superintending rehearsals. A full rehearsal is held each Thursday night, with Bob Menefee, WRAL announcer and m.c. of the show, as well as another the following night just before the program goes on the air.

Music is the backbone of the program, with vocal and instrumental soloists drawn both from the men's and the women's prison. In addition to specialties by the String Band, the Four Walls, the Negro chorus, hillbilly crooners and blues singers, the feature incorporates prison news commentaries by another prisoner, a young forger who upon completing his sentence plans to seek employment in radio.

Effect on Inmates

Proof of the good effects of the program are best drawn from examples cited by prison authorities. One prisoner, condemned to death for murder, became a particular problem for the officials after his sentence was commuted to life imprisonment. During the year before the WRAL series started, he spent nine of the 12 months in solitary confinement, all with no placating effect on him.

Fred Fletcher, WRAL program director, about that time spoke to the warden and other officials about starting the program. The prisoner expressed a desire to participate, so the warden secured an electric guitar for him. For the last 10 months he has been a model prisoner, has not missed a single broadcast, and has not spent a day in solitary confinement.

The prison news commentator, a forger, is another case in point. Participation in the program has revealed his gift for terse, discerning and witty comment and has prompted him to look to radio as a profession when he leaves prison. Another star of the series is a 19-year-old girl singer who was imprisoned for bigamy. She was one of the first women to appear on the program after participation was extended to include the women's prison.

Means of Expression

Prison officials, admitting that their viewpoint was frankly not so much public entertainment as benefit to the prisoners, give a large share of the credit for the program's success to Hoek, Fletcher and Menefee. The beneficial results of the program are indicated by the officials' efforts to buy more instruments for the prisoners, secure a musical director and in general to further this means of expression.

WRAL takes particular pride in the program as a public service, flatly ruling out all offers for sponsorship. Station officials emphasize that the program better serves its purpose by merely acting as a working example of the place of radio in the world today. The station reports even that in several cases inmates of other prisons in the State have asked to be transferred to the Raleigh prisons so they can participate in the programs.

ACA Confers on Radio

TO DISCUSS plans for organizing employes of radio stations, a conference of broadcasting locals of American Communications Assn., CIO union, will be held in Philadelphia, Aug. 17. Representatives from locals in Buffalo, New York, Philadelphia, Baltimore and Washington are expected to attend the conference, which was called by Lenne Ohl, ACA vice-president in charge of the broadcast division of the union.

920 CLUB

Boston's Biggest Radio Program

(Participating)

Write for 15 big success stories

WORL BOSTON

for CENTRAL ILLINOIS

Good things come in pairs. (1) One of America's three richest agricultural markets. (2) One of America's best sectional radio stations. Try WJBC. 1200 Kilocycles — 250 W.



WJBC

BLOOMINGTON, ILL.

IN THE HEART OF THE MOTOR INDUSTRY!

WCAR

1000 *Streamlined* WATTS

LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST

WCAR

PONTIAC, MICHIGAN

National Representatives

RADIO ADVERTISING CORP.

New York · Chicago · Cleveland

Equipment

FM BROADCASTERS has issued to its members a mimeographed pamphlet giving descriptions of the FM broadcasting equipment, with manufacturer's performance characteristics, units available, prices and probable delivery dates. Four manufacturers are listed: Radio Engineering Laboratories, General Electric Co., RCA Mfg. Co. and Western Electric Co. All of these companies except RCA manufacture FM equipment under Armstrong patents. RCA MFG. Co., Camden, N. J., has announced sale of 250K transmitters to KHAS, Hastings, Neb., and WBOC, Salisbury, Md.

CKCL, Toronto, on Aug. 1 starts operation of its new 1 kw. Canadian Marconi transmitter, from the new station building at Scarboro, Ont., nine miles from the studios. Two vertical radiators built by Ajax Engineers Ltd., Toronto, and placed 1,060 feet apart, give CKCL the first directional antenna in Canada. Plant and equipment cost about $70,000. CKCL is the first of the Canadian stations granted increased power early this year under Havana Treaty regulations.

KZRH, Manila, was scheduled to place its new 10 kw. RCA transmitter in operation in mid-July, shifting to 710 kc. Manager B. H. Silen also reports that his station, known as "The Voice of the Philippines," also is planning installation of an international shortwave transmitter.

SEPT. 1 has been fixed as the tentative opening date of the new KODL, The Dalles, Ore., authorized June 4 by the FCC to operate with 100 watts night and 250 days on 1200 kc., according to Barney Kenworthy, formerly with KSLM, Salem, Ore., who is 50% stockholder and president-manager. Mr. Kenworthy reports that staff has not yet been selected, but that RCA equipment will be installed throughout with a Wincharger tower.

WSB, Atlanta, is now operating with its new 663-foot Truscon vertical radiator, which replaces its old T-mast antenna. The tower is the tallest man-made structure in Georgia, towering even above Atlanta's famed Stone Mountain against the horizon.

AN RCA transmitter and 150-foot Wincharger tower have been purchased for the new WMRC, Greenville, S. C., which will be managed by Wayne M. Nelson, formerly chief owner of WMFR, High Point, N. C., with E. J. Day, formerly of WMFR, handling construction. Station expects to be on the air about Sept. 15.

A HAM GUIDE of 48 pages designed to aid the radio amateur in the construction and operation of his equipment has been published by RCA Mfg. Co., Harrison, N. J. In addition to data on the preferred types of transmitting tubes, the booklet also includes diagrams and assembly information on transmitting equipment.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has announced a new Universal Recorder Kit for all types of recordings through the use of which experimenters, amateurs, students and home recorders can assemble their own outfits. Assembly includes microphone, cutting head, lead screw, amplifier and turntable. The firm has discarded its Fimer and Fimex models of microphone handsets. In their place, it is now manufacturing an Aircraft type of handset especially for pack transmitters, mobile outfits, two-way phone systems and amateurs.

WDRC, Hartford, will have its new 5 kw. RCA transmitter in operation early in August when construction of the second directional tower, started last spring, is completed. Installation was directed by Chief Engineer I. A. Martino.

Notables Slated At IRE Session

AN ELABORATE agenda is slated for the Institute of Radio Engineers' 1940 Pacific Coast convention, to be held at the Ambassador Hotel, Los Angeles, Aug. 28-30. Convention arrangements are in the hands of Los Angeles section of IRE, with William W. Lindsay Jr., as general chairman. American Institute of Electrical Engineers will also hold its convention at the Ambassador Hotel during that time, and a joint communications session is planned, with notable speakers from both groups participating.

Besides previously announced seminars and roundtable discussions, with educational talks by eminent authorities on all phases of the technical end of radio, there will be several special demonstrations. Delegates will be taken on tour to the California Institute of Technology, the NBC Hollywood studios, the KNX-Hollywood transmitter site and other points of interest to technical men.

In addition to speakers previously announced, others on the scheduled program include Prof. Joseph M. Pettit, University of California; C. F. Wolcott, television consulting engineer, Gilfillan Bros. Inc., Los Angeles; J. O. Weldon, Weldon Engineering Co., Del Rio, Tex.; R. R. Buss, Heintz & Kaufman Co., San Francisco; C. J. Penther and D. J. Pompeo, Shell Development Co., Emeryville, Cal.; August Lund, Los Angeles consulting engineer; C. J. Breitwieser, Lee de Forest Laboratories, Los Angeles; John K. Hilliard, sound department engineer, Metro-Goldwyn-Mayer Studios; Drs. E. L. Ginzton, R. H. Varian and J. R. Woodyard, Stanford University; G. L. Beers, RCA Mfg. Co.

Extension of Rule

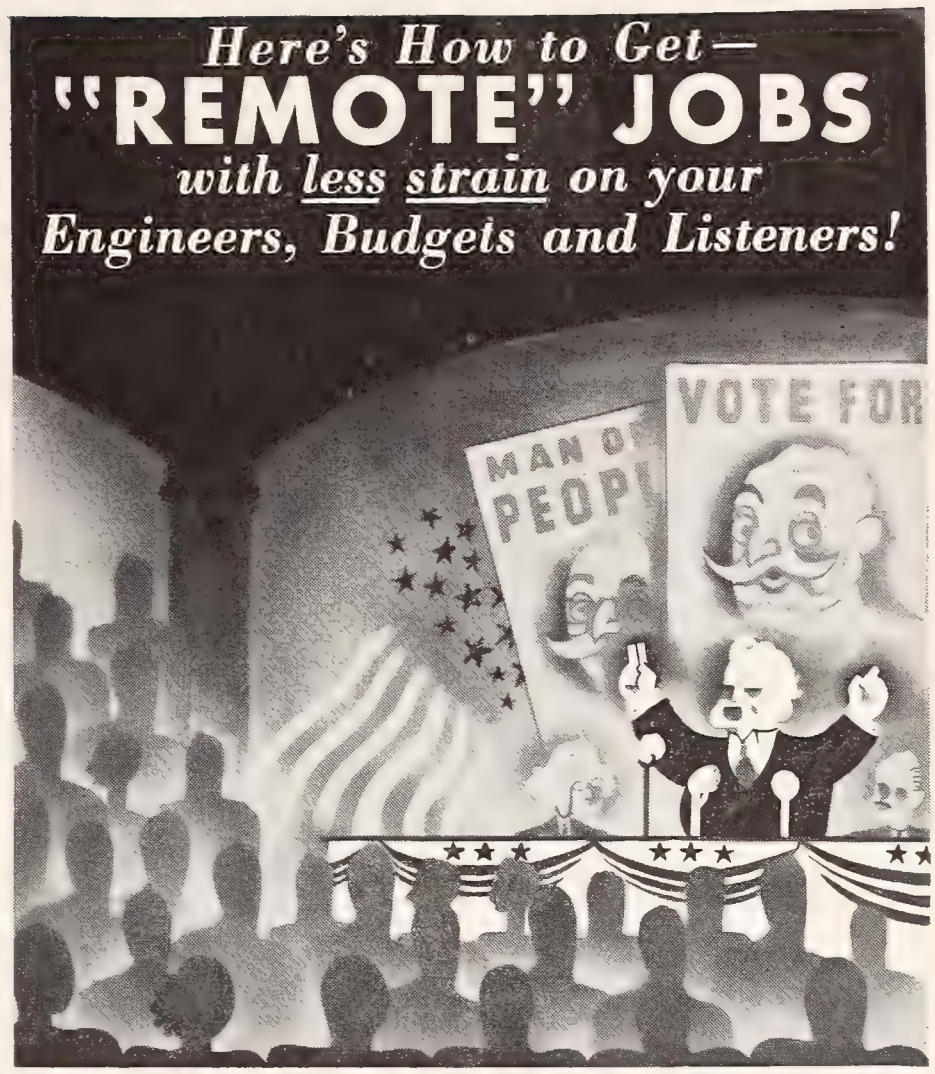
TO ACCOMMODATE the half-dozen or so stations still operating additional hours under experimental authorizations, until such time as the new allocations become effective, the FCC July 25 announced extension of the effective date of Section 3.32 (b) of its rules and regulations from Aug. 1 until Oct. 1. This rule when effective will prohibit broadcasting of commercial programs on experimental authorizations.

FM for Educators

IN LINE with its new FM allocations, the FCC July 25 announced repeal of the existing section in its rules alloting the band 41-42 mc. for non-commercial educational broadcast stations, and substituting the band 42-43 mc. for FM operation. The new rule specifies that FM shall be employed exclusively for the educational service unless it is shown that there is a special need for use of AM.

GENERAL ELECTRIC Co., Schenectady, has announced a new G-30 thermocell for broadcast-frequency control. Specifications for the thermocell are outlined on catalogue page GEA-3363.

WKAQ, San Juan, Porto Rico, on July 25 was granted a change in frequency by the FCC, from 1240 to 620 kc., and an increase in power from 1,000 to 5,000 watts.



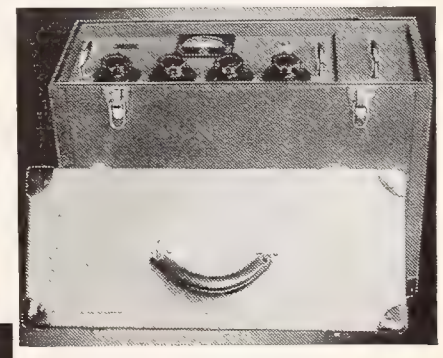
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So inexpensive the price belies its perfect performance and high quality parts and craftsmanship.

Perfect Audio Frequency Response

First quality remote equipment is important for forthcoming conventions and the heavy winter schedules . . but it need not be expensive as our many broadcast customers throughout the world have discovered.





Above: Small size, light weight; allows ease and speed in packing and unpacking, yet provides room for three microphones and the other accessories in the case.

Left: Front view, showing three position mixer, master gain, choice of Dd. or V.U. meter and extremely small size and light weight.

Write today for the Remote Equipment Catalog and enter the Gates way to better, lower cost "Remote" jobs.

GATES RADIO & SUPPLY CO.

"The Proven Line"

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(CABLE ADDRESS: "GATESRADIO")

Manufacturing Engineers Since 1922

FM vs. AM Tests Reported by GE

Tests Give FM Vastly Greater Area of Good Reception

THAT the area of good broadcast reception area with frequency modulated radio is 33 times greater than with amplitude, is reported by General Electric Co., licensee and pioneer experimenter with the Armstrong system. A report on tests and calculations were announced July 18 by GE engineers.

The calculations were made by I. R. Weir, GE radio engineer, using two amplitude and two FM transmitters operating on the same wavelength and placed on level ground 15 miles apart. First the two amplitude transmitters, each operating with 1,000 watts, were calculated to operate simultaneously. The area served without interference about either transmitter was limited to a radius of 1½ miles. Next the two frequency transmitters, using the same power, were calculated. The area covered without interference was 33 times greater.

Varying Powers and Results

In the second condition the power was increased to 10,000 watts on one transmitter and remained at 1,000 on the other. With amplitude, the clear reception area of the 1,000-watt station was reduced by interference from the stronger station to one-third its size, and the area of the 10,000-watt station increased to about three times. When a switch was made to FM, under the same conditions, the clear area for the 1,000-watt station was reduced one-fourth, whereas with the 10,000-watt station the area was increased about three times.

The third and final calculation was made with the power of the transmitter at one point increased to 100,000 watts with the other transmitter remaining at 1,000. With amplitude modulation, the clear area of the 1,000-watt station was reduced to one-eighth area, and the 100,000-watt station area was increased approximately three times. With FM, the area of the 1,000-watt station was reduced to about one-tenth its size and the area of the 100,000-watt station increased about 4½ times.

These calculations, according to Mr. Weir, give added proof that FM permits more stations to operate on the same channel. The same frequency can be assigned to a large number of stations which do not have to be separated by very great distances, and at the same time the stations can cover a greater area with good reception than is possible by amplitude modulation.

"The recent action of the FCC in assigning to FM transmission the frequency band from 41 to 50 mc. has greatly increased listener interest and stimulated technical activity in this field," stated Dr. W. R. G. Baker, manager of General Electric's Radio and Television Department, speaking on the *GE Science Forum* from WGY, WGEO and WGEA July 18.

"Unquestionably it will take some time to provide a national system of broadcasting using FM. Indications are that FM stations will supplement and not replace the existing broadcast system. Many localities not adequately served by the present system of broadcasting will undoubtedly benefit from the new frequency modulation installations."

Programs and Receivers

"With regard to programs, since one of the outstanding characteristics of FM is high fidelity and naturalness, we may expect program material which will benefit from this outstanding advantage. Programs, like the system itself, will be a process of evolution—the end result being better service to the listener.

"So far as FM receivers are concerned, we need only review the history of shortwave reception. First came the attachment which utilized our existing receiver, and finally the shortwave bands as they now appear on the modern radio receiver. It is not too much to expect that FM will follow the same path, so that eventually the FM band will appear as a third or fourth band on the receiver in practically every home. In fact, GE has had on the market for over a year now a combination receiver that will receive either amplitude or frequency modulated signals."



ROAD MARKERS such as these are used by Maj. Edney Ridge's enterprising WBIG, Greensboro, N. C., on main highways leading into the city.

Bright Future for FM Is Predicted by Leitch

JOHN G. LIETCH, chief engineer of WCAU, Philadelphia, addressing 100 Middle Atlantic dealers of Stromberg-Carlson radios at a sales meeting July 17 in the Architects Bldg., Philadelphia, characterized FM as promising to revolutionize present methods of broadcasting and receiving. He emphasized, however, that the new system greatly reduces but does not entirely eliminate the two kinds of static—acts of God, such as lightning and thunder; acts of man, such as the electric razor in the next-door apartment.

The dealers listened to an FM demonstration broadcast from improvised equipment on the roof of the building. The program got off to a slow start, but smoothed out as it continued. The audience, which received alternate samples of amplitude broadcasting, agreed that FM gave almost a "three-dimensional effect.

Mr. Lietch also revealed that WCAU will seek a license from the FCC to build a high-power FM broadcasting station in the center of the city. He said the request will point out that the station will cost at least $100,000 and be in operation within three months of license grant.

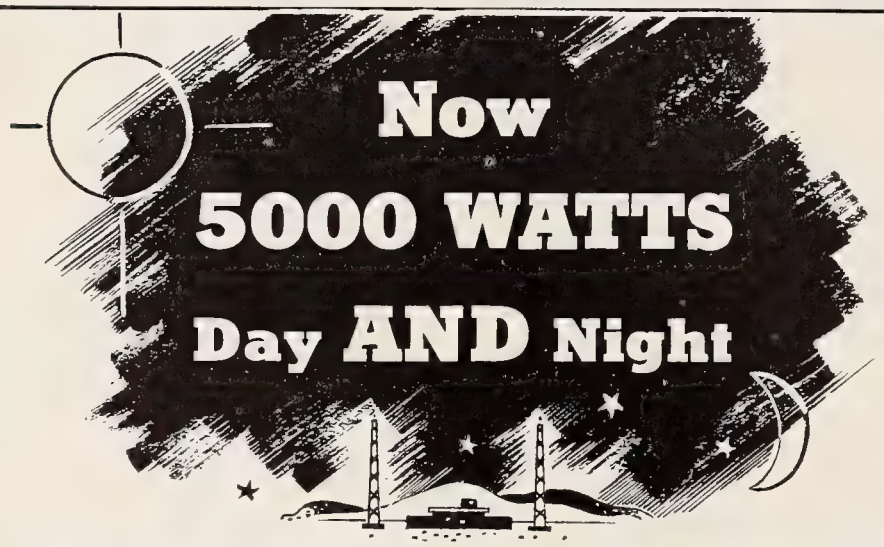
State Police Use FM

STATE police of Connecticut are installing the first statewide FM system in the country, designed and installed under the direction of Prof. D. E. Noble of Connecticut U. System includes 10 fixed location 250-watt FM transmitters, of which four are already in operation and the others scheduled for completion before Sept. 1, and 225 two-way mobile units for patrol cars. Completed system is expected to be in operation by Labor Day. Installation follows tests which have been conducted for more than a year, during which Prof. Noble covered 20,000 miles by automobile to every corner of the state, checking car-to-station and car-to-car conversations under various conditions of weather and traffic.

WOR Completes FM Setup

WITH the installation of the new type of Western Electric FM transmitter at 444 Madison Ave., New York, and of special custom-built high fidelity studio control and audio unit for WOR's studio No. 1 in the main studios at 1440 Broadway, WOR claims to be the first station whose FM setup meets all the FCC requirements. Even the phone lines connecting the studio and transmitter are of special quality, carrying frequencies up to 20,000 cycles, WOR reports. The new FM transmitter, W2XOR, was to be formally inaugurated July 1.

GENERAL ELECTRIC Co. will emphasize a "frequency modulation key" in advertising of its 1941 line of radio receivers, placed through Maxon Inc.



Shooting Directly at 2,031,712 of the Best Buyers in America!

KQW's 5000 Watts are directionally concentrated on, and uniformly cover the population centers of the *entire* San Francisco Bay Area. Only one other station delivers 20 Millivolts in San Francisco, Oakland and San Jose.

Call a Reynolds Fitzgerald Man, and compare rates before you buy!

KQW SAN JOSE
SAN FRANCISCO STUDIOS, 1470 PINE STREET
Affiliated with Mutual-Don Lee

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BROADCASTERS
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ADVERTISING MEN!
KGVO
INVITES YOU TO VISIT
AMERICA'S SUMMER PLAYGROUND
IN AND AROUND
VIA
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RAILWAYS
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KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

"What is this new system? Can it provide a greatly broadened listener service? Can it effect a major extension of the Broadcasting Industry? Can it serve as the foundation of a truly universal and truly dependable Broadcasting Service? Is it a good 'buy'? * * * the Radio Industry in general has a great deal to think about!"

from "ARMSTRONG'S SYSTEM—WHAT IT MEANS"
by Paul F. Godley in BROADCASTING—
July 1, 1936

Paul F. Godley
Consulting Radio Engineer
Montclair, N. J.

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From $3.50 Single $5. Double
Completely Air Conditioned



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WASHINGTON D.C.

Ladies First

(*Continued from page 86*)

gory, then the first choice of both sexes, in town and country, would be overwhelmingly *news broadcasts*, far ahead of the next group —comedians — which reached a high of but 74% of the choices.

Dr. Summer's energetic group continued their inquisitive rovings in rural Iowa, where they found the same sentiment, in practically similar ratio:

Chief Source of News	*TOWN MEN*	*FARM MEN*	*TOWN WOMEN*	*FARM WOMEN*
Radio	58.9%	71.4%	67.6%	74.5%
City Daily	39.9	20.7	23.3	19.5
Local Daily	10.1	7.8	8.8	6.0
Weekly Paper	---	0.1	0.3	---

Magazine Study

In August, 1939, *Fortune* decided to go deeper into the interest of men and women in news in general, and radio and newspaper handling of news in particular—studying a complete cross-section of the U. S. population in every geographic area, every income level, in every conceivable group. In forming its questions, the poll recognized two facts which are self-evident in today's news presentation to the public; the astonishing growth in both popularity and importance of the newspaper columnist and radio commentator.

You all know how many people today will credit a newspaper's growth, even its very existence, to a particular columnist whose daily essays fill a column of type in the paper. You also, I'm sure, know many who assert, without much fear of contradiction, that newspaper editorials don't mean a damned thing any more, that the columnist's egocentric views are omnipotent in the field of influencing public opinion.

Well, the editors of *Fortune* had heard so much of this talk that they decided to test it on a nationwide basis. They asked their cross-section of people all over the United States: "Which do you like best: radio commentators, newspaper editorials, or newspaper columnists?"

	MEN	*WOMEN*
Radio Commentators	36.4%	42.1%
Newspaper Editorials	29.7	22.0
Newspaper Columnists	11.4	10.1

Two points are clearly established by the answers:

First was the preference of both groups for newspaper editorials over newspaper columnists. In both instances it was by more than twice as much. The other point found radio commentators favored by *both* sexes.

This poll, too, had its findings substantiated by another survey, conducted soon after out at the New York World's Fair. Market Analysts Inc. interviewed 464 women and 535 men, on this matter of preference of source of news. (In this particular survey the education and income of the group was much higher than the national average.)

Here the question was simplified, reading: "Where do you ordinarily get most of your news?" 49.5% said radio; 48.1% said newspapers; 1.3% said newsreels; 1.1% said magazines.

Cosmopolitan Group

Since the Fair draws an audience from all over the country, we can perhaps assume that this choice is a tribute to radio's complete coverage, with the smallest hamlet and the largest city being reached by at least one radio station. Radio also was chosen by these same women in response to a second question: "Where do you get your *current* news?" For current American news 49.7% listened to the radio, against 47.7% who chose newspapers. For current foreign news 56.5% of the women preferred radio, against 40.2% who stuck to newspapers.

This last answer was of particular importance to radio's researchers. Since the war began, each of the major networks has carried two, sometimes three, regular broadcast periods a day from abroad. These combined with the regular and frequent news summaries and bulletins have made radio quite replace the old "extra" of the newspapers, and have kept the American audience right up with every move of the war, no matter how "blitzkreig" it might be. The result has been that the American audience is not only the most and the best informed of all,



PUSH-PULL radio a la desk-drawer is the latest innovation, executed to fit the peculiar requirements of New York's Mayor LaGuardia, built for him by Pilot on specifications drawn up by J. R. Poppele, chief engineer of WOR, Newark. The set functions automatically, switching on and off when the drawer is opened and closed. Watching the demonstration is former Mayor James J. Walker. Faced by official edict not to spoil the decor of the Mayor's office, Mr. Poppele solved the problem with this snugly fitting set, and predicts that sets of this type may become popular essentials for business men.

CLEAR CHANNEL



but has learned to look immediately to radio for giving it the latest and most accurate news; to newspapers for amplifying all the details of each story.

Armed with this mass of fact, coordinated and analyzed in detail, CBS determined to survey 4,000 radio homes in five cities, during a week of its *The World Today* broadcasts, as final and conclusive proof of their evidence that women *do* listen to news. This series is the now famous 15 minutes from Europe, which Columbia instituted last September, after Poland first felt the wrath of the invader, and which is heard Mondays through Saturdays, 6:45-7 p.m. It usually comes from three cities in Europe, wherever the action is most critical. It is unquestionably one of radio's most important contributions and services to the American people.

What's New, Dear?

In each of these 4,000 radio homes, the coincidental survey, conducted by Crossley Inc., posed a single question: "How many men, women, boys and girls are now listening to the program?"

In Providence 46.2% of the listeners were women. In Portland, Maine, 48.2% those hearing the news from Europe were women. So, Republican or Democrat, women as well as men in Portland, Maine, were listening to the news!

In Baltimore, home of the cotillion and the oriole, 43.7% of that week's news audience was composed of women.

In Charleston, 49.4% of the Southern belles were being very modern by listening to the news, while their cavalier beaux could muster up but 42.5% of the total.

And finally, in Little Old New York—East Side, West Side, in fact all around the town—the women have really taken over the radio for their own, for 47.4% of those hearing Ed Murrow from London and William Shirer from Berlin were women.

Because They Have Time?

Thus the factual evidence in the case of women and the news. That women *are* interested in radio news is proven beyond doubt.

One possible flaw in the story has been detected, and can here be refuted. It might be pointed out by some captious fellows that women, being in the home, have more time to listen to radio news and radio in general. Men, they would say, have to do their work, depend on newspapers for news, listen to the radio only at night.

Now that is all well and good, but the five-city coincidental survey which CBS conducted came during an evening program; in fact, the most important evening news program. In every one of these cities, almost 50% were women. (The series on which the coincidental survey was made contained an offer of one million maps of Europe, made by the thousands of Sinclair service stations, sponsors of the program. An evidence of the listener-interest, both male and female, in the program, is shown, when within two days, midwestern stations wired CBS to take the offer off the air, since their supply was already exhausted. In three days another million maps had to be printed.)

So, with all the evidence in, it seems that the women have taken another privilege away from the males. No longer can the men pontificate on the news, and tell their women what's been going on in the world (at least with the embroidery customary in those recitals).

For now, when you get home at night, and the little woman asks: "What's new in the world, dear?" don't answer! Because she knows, and is probably just trying to trip you up!

Send Me, Enosco

STRANGE things are going on in the recording department of WDAS, Philadelphia, according to the station management. The boys were non-plussed recently when, during a classical music program, a two-record transcribed version of the "Roumanian Rhapsody" got under way. When the second record was set on the turntable and started, instead of Enosco's continuing classical measures out came the startling boogie-woogy of Fats Waller in "Send Me, Jackson!" The culprit had done a masterful job of switching labels.

KVOS Granted Renewal After Long Proceedings

WINDING UP what has been referred to as the "battle of Bellingham", the FCC on July 22 issued an order affirming its findings of fact and conclusions entered May 16 to renew the license of KVOS, Bellingham, Wash. The protracted proceedings, centering on an application of Bellingham Broadcasting Co. for the facilities of KVOS, climaxed July 18 in an oral argument before five FCC members. The final chapter in the three-year struggle between KVOS and the applicant company was highlighted by cross-firing charges of financial unfitness and questionable program policies.

Arguing his own case July 18 in absence of counsel, T. R. Waters Jr., president of Bellingham Broadcasting Co., maintained that his organization had demonstrated its fitness to operate a station in Bellingham, and declared that given a chance they would render a greater public service to that area than KVOS.

Speaking for the station, Andrew G. Haley, Washington counsel of KVOS, maintained the applicant had not demonstrated financial responsibility in compliance with FCC standards and that present operation of the station in public interest, convenience and necessity could not be questioned. FCC action upholding the KVOS license renewal came at an executive FCC session immediately after the oral arguments concluded, although Chairman Fly during the proceeding had indicated that the aggregate history of the station would be taken into consideration at all times, regardless of present operating conditions.



(excerpt from letter to Mr. Milton Small of ILLUSTRATED CURRENT NEWS)

"I AM 100% SOLD!"

Says L. B. BEEUWKES

"We now have about 110 KYW-NEWS PICTURE DISPLAYS in high spot windows and locations in our listening area. As you know, we worked out our own promotion idea to take full advantage of them. To put it mildly, I have never seen anything click so fast or do a better job of station promotion. We figure that *without one cent of cost to ourselves* your attractive displays have not only materially increased our listening audience but that, as an indirect result, we will also pick up several new time contracts.

I am 100% sold—and I think it is a smart idea for any station. Incidentally, I am more than pleased with the way your organization handles all contracts and detail. Good luck—and you can tell the boys anywhere that we are for you!"

L. B. BEEUWKES
Sales Promotion Manager
KYW *Philadelphia*

** * * and among other users are*

WBZ—Boston **WBZA**—Springfield
KDKA—Pittsburgh
WFBR—Baltimore **WMAL**—Washington
WELI—New Haven **WOLF**—Syracuse **WBNY**—Buffalo

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27 YEARS OF SERVICE TO AMERICAN INDUSTRY
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FM RULES & STANDARDS

Complete Reprints Ready!

Including: Standards of Good Engineering Practice Governing High Frequency (FM) Stations: 43-50 Mc.
—Adopted by the FCC June 28, 1940

Text of Rules Governing FM
—Adopted by the FCC June 22, 1940

One to 9 copies, 10c each • 10 or more copies, 5c each

BROADCASTING
National Press Building — Broadcast Advertising — Washington, D. C.

New WFAA Studios

WFAA, Dallas, on July 17 started remodeling the penthouse atop the local Santa Fe Bldg. to make way for its new studios. A large auditorium, seating about 300, and four smaller studios are to be included in the new WFAA quarters. Other features will be a master and four individual control rooms, artists' lounge, large reception room, fireproof music library, recording facilities, client audition rooms and 12 offices on a second level, above the studios. All offices and studios will be air conditioned. George Dahl, Dallas architect, drafted the plans for the new quarters, with assistance of NBC engineers and Raymond Collins, WFAA technical supervisor, who is in charge of the construction job. Martin Campbell, general manager of the station, has indicated construction should be completed and the new quarters ready for use by Jan. 1, 1941.

Gen. Baking on 30

GENERAL BAKING Co., New York, has started an announcement campaign for Bond Bread on about 30 stations located in cities in which the company has distribution. Schedules, calling for 19 announcements weekly, started on 18 stations July 22, on two stations July 29, and 10 more will be added Aug. 12. Company also started daily five-minute programs July 25 on WABC, WEAF, WJZ and WOR, New York, on July 25. Agency is BBDO, New York.

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Station Managers & Employees—we have made satisfactory placements in nearly every section of this country with clients in 42 states and two U. S. possessions. Let us help you, too! National Radio Employment Bureau, Box 864, Denver, Colorado.

High Salaried Positions Confidential intermediary creates outstanding employment opportunities. Small cost. Let us help you. Details free. Write. PERSONAL PROMOTION SERVICE, 3 Crandall, Binghamton, N. Y.

SOME SALESMAN—who wants to make money on a good MBS outlet, selling a station already first in local advertisers' preference in metropolitan market of 400,000, may read this. If you have character, radio sales experience, not afraid to pound pavements, seek permanent connection on commission or salary, protected accounts, write J. P. Smith, WGRC, Louisville, or if in West contact S. A. Cisler, NAB Convention, Frisco, August 3-7.

Situations Wanted

COMBINATION ANNOUNCER-ENGINEER—good delivery, announcing is network calibre, five years experience. Box A884, BROADCASTING.

Young Man—with radio dramatics experience, stenographic experience and musical background desires position which will lead to announcer's post. Available immediately. All information on request. Box A887, BROADCASTING.

Executive Available—ten years experience, successively as regional salesman, station manager and now employed as network producer. Wish to return to local or regional station operation. Thoroughly acquainted nationally. Will go anywhere in U. S. Finest references. Married. Age 34. Box A890, BROADCASTING.

Engineer and Press Operator — desires change. 12 years experience broadcasting, radiotelegraph, maintenance. 100 and 5 KW network stations. Hold both first class radiotelephone and radiotelegraph licenses. Not a member any military reserve organization. Age 32. Good appearance, business experience. Go anywhere U. S. or foreign. Box A891, BROADCASTING.

Have been doing a full-sponsored ad-lib show for more than a year and a half but want to make a change about September 20. Age 27, no regional accent. Guarantee to do consistently good work on news, special events etc. For any station—100 to 50.000 watts. Best of references; transcriptions, photograph. Will go anywhere, but prefer medium sized station in Pacific Coast. If you want a man who is not afraid of work and who has had five years experience doing all type shows, write Box A885, BROADCASTING.

Situations Wanted (Continued)

Program - Studio - Director—plenty experience, ideas, initiative. Now employed announcer-producer 50 kw. station. Box A883, BROADCASTING.

Commercial Manager—married. Thirty-four. Experienced. Fine record. Employed. Southern station preferred. Box A882, BROADCASTING.

Reliable control room-transmitter engineer desires change. Now employed. North Central preferred. Age 23. Box A881, BROADCASTING.

Young Woman — with imagination and sound business sense, wants to write commercials. Substantial advertising background—planning as well as writing. Box A889, BROADCASTING.

Chief Engineer—now employed as chief of network local. Competent, cooperative, ambitious. Good reason for wanting to make change. Available short notice. Interested? Box A892, BROADCASTING.

Station Manager or Commercial Manager —thoroughly familiar with all phases of successful station operation. Business go-getter. Best references. Box A893, BROADCASTING.

Commercial Manager — 100 watter wants change position. Consider salesman larger station or commercial manager small station. Straight salary proposition. Now making $40 weekly. Box A886, BROADCASTING.

Chief Engineer—Eastern NBC outlet necessary to live in milder climate desires position in south or southwest. Present position 11 years. Satisfactory record as executive and engineer. Age 33. Available for interview at own expense latter part of August. Box A888, BROADCASTING.

For Sale

RCA TMV 75-B field intensity equipment. Herb Hollister, KFBI, Wichita, Kansas.

Two complete Universal professional recording machines. Used 30 days. $149.50 each. Russel M. Seeds Co., Palmolive Building, Chicago, Illinois.

Wanted to Buy

Wanted — relay transmitter. Give price, full details. KFRO, Longview, Texas.

I am the right buyer for a station with present earnings or good future. Location and class of station are my first questions, but I am interested in any section of the country and a wide range of types of stations both in size and earning power. Your response will be held confidential and I will arrange for immediate contact. Box A894, BROADCASTING.

CBS Makes Plans For School Series

New 'American School of Air' To Stress Hemisphere Subjects

EXPANDING its educational activities on a hemisphere basis, CBS estimated July 17 that 15,000,000 school children throughout the Americas will listen to its *American School of the Air* series, which will resume Oct. 7 for the new school year. Redesigned to serve Latin American countries and Canada as well as the United States, the CBS educational feature will incorporate a large amount of material drawn from these countries.

Among the governments that already officially have signified their intentions of participating are the Philippines, Hawaii, Alaska, Puerto Rico, Argentina, Brazil, Canada, Colombia, Chile, Dominican Republic, Honduras, Mexico, Panama and El Salvador, according to Sterling Fisher, director of the CBS department of education. Mr. Fisher also stated that other countries are expected to join in by the time the air school classes resume.

Arrangements for classroom evaluation of the *School of the Air* on a national scale also are being completed by Elphe K. Smith, president of the department of classroom teachers in the National Education Assn., whose membership includes more than 983,000 teachers. Projects are to be set up in various U. S. cities in cooperation with educational directors of the local CBS stations, designed to show teachers how best to use the series in classrooms.

Programs Changed, Renamed

Changes have been made in three of the five series comprising the *School of the Air* curriculum. The Monday *Frontiers of Democracy* programs have been replaced with another vocational guidance and social study series, *Americans at Work*, dramatizing production of vital American commodities and the lives of workers engaged in this production. Among distinctly Latin American products scheduled for treatment are cocoa, rubber, coffee and bananas.

The previous Tuesday program, *Folk Music in America*, has been renamed *Wellsprings of Music*, and traces music's emergence from work, play, religion, migration and human enterprise. The programs combine two groups of 13 broadcasts, alternately dealing one week with American folk music and the next with symphonic selections. Alan Lomax, assistant in charge of the archives of American folk song at the Library of Congress, will again conduct the folk music portion, while Philip James, music department director of New York U, will comment on the symphonic programs. French-Canadian and Latin American music will be included in this series.

Wednesday's *New Horizons* series on geography, history and science will use *The Waters of Life* as its 1940-41 theme, tracing the establishment and growth of New World civilization as influenced by great navigable bodies. Programs will dramatize the first migrations of Asiatic tribes, the Aztec, Incan and Mayan civilizations, and the Spanish, Portuguese and English voyages of exploration.

Latin America is represented on the Thursday literature series, *Tales from Far and Near*, by dramatizations of such books as "Nanga", "Aztec Drums" and "The Dauntless Liberator". Two Canadian books to be dramatized are "Petite Suzanne" and "Traplines North", both with a Canadian locale.

Current public issues will be enacted, with a background of Pan-American relations, as a feature of the Friday *This Living World* broadcasts, to originate each week from a different New York City high school. The final third of each broadcast will consist of open forum discussion of the issues presented.

'BALLAD FOR AMERICANS'

Couldn't Draw Much Attention on the Stage — But Radio Made It a Resounding Hit

RADIO may doff its cap and take a bow once more for another musical success story. Certainly its most spectacular individual achievement this year in the field of music was popularizing the now famous "Ballad for Americans", hailed as the new "nation's song". By the time it was broadcast late in June as the highlight of the opening ceremonies of the Republican National Convention in Philadelphia, radio already had established the soul-stirring anthem as an American epic—after it had been tossed about for some time without taking hold.

The "Ballad" is Broadway's newest success story. The selection, written by Earl Robinson and John Latouche, was produced originally a year ago as the finale for "Sing for Your Supper," a stage play of the Federal Theatre Project. The play ran for six weeks without creating much stir—and so did the song—until Congress put an end to WPA theatrical activities. The song apparently died with the show and the Federal Theatre Project.

But Norman Corwin, CBS producer, had seen the play and was attracted by the "Ballad". He arranged for Paul Robeson, famous Negro baritone, to sing the solo part on the CBS *Pursuit of Happiness* show early in November. The radio audience responded immediately, demanded a repeat performance. This came on Dec. 31. Overnight the movies and music publishers began scrambling for exclusive rights. Meanwhile, with other soloists, including Lawrence Tibbet, James Melton, Ray Middleton, the "Ballad" is becoming increasingly popular with symphony orchestras. MGM, which purchased the movie rights, plans a film based on the "Ballad". And the Republican party has adopted it as its campaign song, along with Irving Berlin's "God Bless America"—which also owes its success to Kate Smith's efforts in plugging it on her radio programs.

TRY ONE AT OUR EXPENSE!

Prove to your own satisfaction the superiority of ROYAL FOLDING CHAIRS



1. MOST COMFORTABLE.
2. STRONGEST—all models guaranteed.
3. NEAT APPEARING—REFINED.
4. LIGHT WEIGHT—EASY TO HANDLE.
5. SAFEST TO USE—NON-TIPPING.
6. MOST ECONOMICAL TO BUY—A folding chair for every need.

FOR FREE 30 DAY TRIAL

First, mail coupon below for our new catalog. Select the chair you like. We'll ship it immediately—prepaid.

Sign below and attach to business letterhead for New Royal Folding Chair Catalog

Mr._____

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New York • Los Angeles • Toronto

ALLEN KANDER & COMPANY, INC.

Consultants in the purchase and sale of Broadcasting Stations

150 Broadway
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Telephone: Cortlandt 7-2816

"We Have Not Spent One Cent on Repairs or Maintenance!"



. . . another reason why

Lingo is a good investment

This noteworthy statement from a chief engineer is additional proof that Lingo "Tube" Radiators deserve the attention of you, to whom economy must combine with efficiency. Our exclusive 5 YEAR GUARANTEE is your assurance of the strength and durability of Lingo copper-bearing seamless steel tubes . . . an achievement in antenna design that assures peak performance. If you are like other alert radiomen, you will want to know more about Lingo Radiators, and how they will step up the efficiency of your station and give you the extra coverage that today's competition demands.

• Write for illustrated brochure and technical report. Please send location, power and frequency of station.

JOHN E. LINGO & SON, INC. Dept. B-8 CAMDEN, N. J.

LINGO VERTICAL TUBULAR STEEL RADIATORS

WITH a half-hour Saturday afternoon program series that started July 27, CBS is aiding the U. S. Army recruiting campaign. Interviews with officers, enlisted men and their families, and music from the U. S. Military Academy band make up the programs, conducted by Ray Perkins, veteran radio artist and a Major in the Army Reserve Corps. Network series was planned after a spot announcement campaign recently conducted by 60 stations in New York, New Jersey and Delaware, the Second Corps Area, had produced a noticeable rise in enlistments. Approximately 75% of the new recruits attributed their interest to the radio announcements, Army officers stated.

DOUBLE POWER!

CJOR's new Western Electric 1000-watt transmitter will double the power of the only Vancouver station to retain its wavelength under the Havana Treaty.

CJOR

Vancouver, B. C.

Nat. Rep:
Joseph Hershey McGillvra

Purely PROGRAMS

Philly's Wizards

JACK STECK, announcer at WFIL, Philadelphia, has devised an *Information Please* in reverse for the shows he presents at Woodside Amusement Park. It's a *Worry the Wizard* contest with announcers at other stations, who have a big local following because of their recorded programs, participating. With Steck acting as ringmaster, the "wizards" include James Dillon, WPEN; LeRoy Miller, KYW; Pat Stanton, WDAS; Fred Moore, WIP. Each Wednesday evening the announcers take to the park platform to answer questions on anything and everything fired at them by park visitors. $1 is given to each person getting up to ask a question, with an added $1 if the question stumps the "wizards." The contest is not broadcast now but it is planned to carry it on WDAS as soon as time is cleared.

* * *

'Let Freedom Ring'

WGN, Chicago, on July 21 started a weekly half-hour presentation of Americana in song and drama titled *Let Freedom Ring*. The program selects songs from all times and all sources in American history, each being presented in a setting typical of its mood, time or atmosphere. Included on programs is a miniature drama that enacts a significant occurence in history. William Hodap is the author.

Amarillo's Safety

SAFETY COUNCILS in Texas Panhandle towns are an outgrowth of a program idea of KGNC, Amarillo, the *Legion of Safety* series heard weekly under auspices of Hanson Post No. 54 of the American Legion. Out of the local program grew the Amarillo Safety Council, appointed by Mayor Ross Rogers, with Maynard Drake, safety director of the post and director of the program, as president. All phases of public safety are discussed and acted upon at the weekly meetings held in the KGNC studios and attended by representatives of all civic organizations. Recently members of the original Amarillo Council have been called upon to visit other Panhandle towns to help organize similar councils there.

* * *

Homemakers' Sustainer

COOPERATING with the local Housewives League, WMBG, Richmond, Va., has started the new thrice-weekly quarter-hour sustaining show, *The Homemaker Speaks*. Listeners send in questions pertaining to the home. Queries then are classified and turned over to local experts who appear on the program later to give answers. For example, a dietitian answers questions on the proper food for infants; a banker, queries on budget planning; interior decorators, home furnishing. Time cannot be purchased on the feature.

* * *

Mr. Memory

HEARD thrice-weekly on WSB, Atlanta, *The Teen Age* presents headlines and news events of a quarter-century ago against a musical background. The feature not only presents 25-year-old local and national news digests, but compares them with present-day reports, i.e., accounts of British German warfare and international conditions in 1915 and 1940. Narrator on the show is Roy McMillan, WSB program director, known on the program as Mr. Memory.

* * *

Medical Salutes

SALUTING the El Paso County Medical Society, KTSM, El Paso, Tex., has resumed its *Pathfinders of Medicine* series. The dramatic series, first produced in 1937, tells the story of great doctors through the ages, from Hippocrates to Osler. Research and dramatization is handled by Conrey Bryson, KTSM continuity director.

* * *

Breakfast Golf

LISTENERS wishing to learn the fine points of golf during their Saturday or Sunday morning breakfast hours can tune in on *The Golf Reporter* on WINS, New York, and hear Bill Allen give informative talks about the game and how to play it.

* * *

Scouting Lore

ACTIVE IN local Boy Scout work and a Scoutmaster in his own right, Phil Underwood, of the engineering staff of WLW-WSAI, Cincinnati, has started a weekly quarter-hour Scouting program of his own, *Boy Scout Troop of the Air*, on WSAI.

LUNCH LISTENING
In Philadelphia Drugstores
Promoted by WDAS

SURVEYING drugstores in the Philadelphia area WDAS, Philadelphia, noted that the majority kept a radio tuned in most of the day. With this in mind, WDAS is now offering all the stores a new type of sales promotion help—an audio display.

In a letter to the druggists, WDAS points out that many of the items they carry in stock are advertised on the station. During the lunch hour, the station pointed out, from noon to 1:30 p.m., WDAS broadcasts musical programs for Dr. Lyons Toothpaste, Bayers Aspirin, California Syrup of Figs, Glostora, Phillips Milk of Magnesia and Mulsified Cocoanut Oil. The letter urges druggists to keep their radios tuned to WDAS during that period. The fountain crowds not only would hear the luncheon music but would be asked at the same time to stop at the drug counter for any of the products mentioned during the broadcast.

In addition, the promotion department of the station is planning a visual display which will incorporate the radio set itself as the central figure, surrounded by the various advertised products. On the lunch counter are self-addressed postcards to the station, so listeners may send their requests to be heard the next day when they visit the fountain again for lunch.

* * *

Big Money Quiz

OFFERING more than $1,000 worth of prizes each month, the local Zale Jewelry Co. has started the new quiz show, *Zale-Quiz*, on KGNC, Amarillo, Tex. A different type of question is posed for each of the five days weekly the program is heard, and printed cards with instructions and space for answers are distributed weekly through the jewelry company. Entrants must answer all five questions each week to win a prize. Questions include true or false, song titles, missing word, last lines and right or wrong statements.

* * *

Capsule Quiz

WHEN the sponsor, a men's clothing store, asked for something different, Dwight Merriam, announcer of WKBN, Youngstown, O., came up with what is claimed to be the shortest complete quiz program on the air, *What's Your Answer?* The five-minute daily broadcast presents two announcers who, besides pulling a series of gags, mention the sponsor and ask a single question each day. The listener with the most nearly correct list of answers at the end of each week wins a man's suit.

* * *

News in Dialogue

A DIFFERENT type news commentary program is offered by WBNX, New York, with the weekly quarter-hour *Tomorrow - Today* broadcast during which Richard Thomas, former AP correspondent and shortwave news commentator in Europe, and Miss Mori Fremon, free lance newspaperwoman and press agent, discuss in dialogue from the facts behind the news. The couple informally analyze late bulletins using as background material their experiences abroad.

In Syracuse:

★ Printers' Ink's Study of "Families and how they Live" gives Syracuse a rating of 229—highest of all cities in upstate New York.

★ Sales Management Survey of Test City Markets discovers 162 Agency Executives rate Syracuse second among all cities of 100,000 to 500,000 in the Atlantic States.

And in Syracuse the station that provides outstanding NBC Network shows, that retains in 1940 seventy percent of its 1927 advertisers is

WSYR
Syracuse, N.Y.
570 Kc. • NBC

WSYR Syracuse, N.Y. NBC
WTRY Troy, N.Y.
WKNE (WNBX) Keene, N.H. CBS

Representatives — PAUL H. RAYMER COMPANY

The Hams' Own

AMATEUR radio operators now have their own program on WHAT, Philadelphia. Titled *Hams On the Air*, it is produced, directed and supervised by Joe A. Grady, newest addition to the WHAT announcing staff and himself a "ham", operating W3FVW. The weekly program is intended to acquaint ordinary listeners with the doings of the amateur radio operators, and also to acquaint the "hams" with information concerning "rigs," hookups, weather conditions and technical information.

* * *

Everyman's Salutes

PILOTING the *Morn Patrol* on WCKY, Cincinnati, Al Bland has evolved a new idea in radio salutes. Instead of saluting a celebrity or a city, each morning he selects one family from his listening audience and spends a few minutes talking about these everyday folks. He tells about the members of the family, when they get out, what they eat for breakfast, where Dad works, what Mother thinks about current problems and styles, where the youngsters go to school.

* * *

Victory as Motif

CFCF, Montreal, has started a daily quarter-hour *Thought Barrage* as part of its war effort. The program starts with the signaling of "Victory, Victory" in code, followed by an announcement, then the thought-barrage message. The program is daily produced by James A. Shaw, CFCF manager, with the purpose of having listeners concentrate their will and minds on the idea of victory.

* * *

Summer Doings

DESIGNED primarily for summer visitors, WBAB, Atlantic City, has started *Amusement Page of the Air* as a regular Thursday evening feature. In addition to covering the resort's best known attractions, the program provides up-to-the-minute information about theatres, amusement piers and night clubs, together with movie and radio gossip.



A NEW IDEA in programs for women has been put on the air by WSPA, Spartanburg, S. C., with Jane Dalton (left) interviewing colored Southern cooks borrowed for the occasion from some prominent Southern kitchen. As part of the *Woman's Viewpoint* program, Miss Dalton each week chats with a Mammy about current affairs and such, as well as cooking and recipes. The interviews, full of surprises, have proved highly entertaining, and listener reaction in buying various grocery products to try out a favorite recipe has been immediate.

Fashion Looking

KPO, San Francisco, is flirting with big department stores and specialty shops with its recently launched feminine shopping program, *KPO Fashion Window,* conducted by Gagnier. Each day Gagnier, the KPO stylist, makes a round of some of the city's best stores. In her broadcasts she mentions some particularly good buys observed. No names of stores are mentioned. Listeners must call KPO to obtain the information.

* * *

Kids' Postcards

HEARD twice weekly on WHAM, Rochester, N. Y., *The Postcard Lady* is an original series written by Mrs. Timothy M. Keenan. Girls and boys join the Postcard Lady's Club by sending her an interesting postcard. Each receives a membership badge, and a two dollar award is made each week for the most interesting card. On each program the *Postcard Lady* dramatizes the story of one of the cards.

Red Cross Safety

AMERICAN RED CROSS on July 28 started a second series of *Listen & Live* broadcasts on NBC-Blue each Sunday afternoon. Programs are designed to teach the general public some the rules of safety as part of the Red Cross's program of life saving through education.

* * *

How to Fish

THE *Hunting and Fishing Club* on KYW, Philadelphia, in cooperation with the Dover Fishing Club, has established a novel school for free instruction in fishing and casting. Each Monday evening, at one of the pools in Philadelphia's Fairmount Park, Joe O'Bryne, director of the KYW program, and another member of the fishing club are on hand to give free casting lessons to any boy or girl between 10 and 15. Details of the instruction are broadcast over the station each Friday evening during the program.

* * *

To American Music

DEDICATED to American music and its evolution, *Our Musical Heritage* is a new program recently launched on KGO, San Francisco. The feature is released Fridays, 7-7:30 p. m. (PST) and features Camilla Romo, soprano, the Knickerbocker Quartet and an orchestra conducted by Ricardo. All tunes on the broadcasts must be by American composers. Whether it be symphony or gut-bucket jazz, the composition will be American and contains something of the cosmopolitanism of America.

IMPORTANT FACTORS IN CHOOSING A TEST MARKET -- *Baltimore has all 10!*

1. Good advertising coverage at reasonable rates.
2. An average income (as determined by *Sales Management's* Survey of Buying Power) which correlates closely with the section, or its population group.
3. A population which is diversified, representative, well-balanced, of average cultural level.
4. An average level of business activity.
5. Suitable and sufficient distributive outlets.
6. Well-diversified industries.
7. A self-contained economy; be well-isolated in relation to other larger markets.
8. Close to average retail sales per family.
9. Compact boundaries, for sales efficiency and frequent checks.
10. Advertising media which will cooperate in making a test.

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Dominant
IN THE 9th RETAIL MARKET
KSTP
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NBC BASIC RED NETWORK
MINNEAPOLIS ST. PAUL, MINN.

We're Happy In Zanesville

. . . . . and so are the advertisers who use "OHIO'S BIGGEST LITTLE RADIO STATION" in America's Typical Market.

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WHIZ Habit

Will make you happy, too, because there is not a better Radio Buy in the good ole U.S.A.

WHIZ
Zanesville
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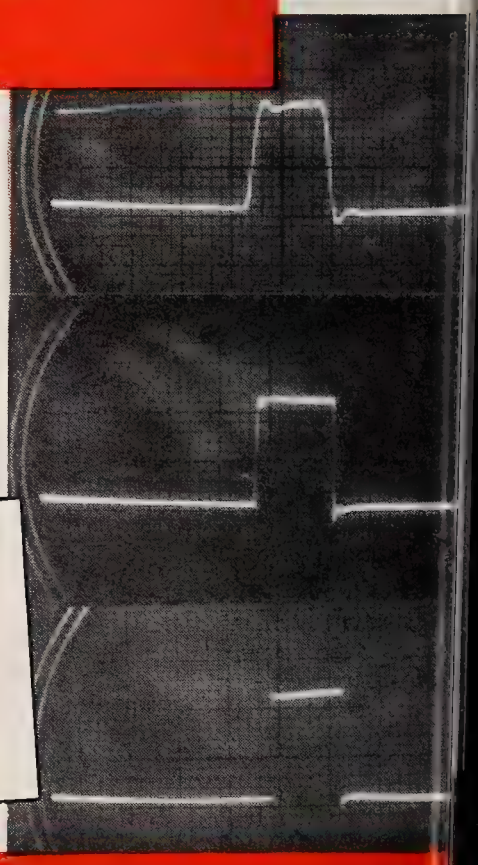


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AND EVERY G-E FM TRANSMITTER PASSES 100%

QUICKLY, accurately, G-E engineers determine by thorough square-wave measurements the over-all performance characteristics of *every* General Electric FM transmitter. Carefully they check frequency stability in the G-E "torture chamber" at temperatures from freezing to 122 F.

Noise level, cross modulation, linearity—from every angle General Electric proves the capabilities of each unit before it goes onto the job. That is your assurance of dependable, high performance at low cost.



These typical square-wave measurements show an a-f characteristic that is flat within ±0.5 db from 15 to 16,000 cycles.

Features Like These in G-E FM Transmitters* Speak for Themselves

- **EXCEPTIONAL FREQUENCY STABILITY** — *Over a room temperature range of 32 to 122 F, stability is* ..... **±0.0025%**
- **FULL DYNAMIC RANGE** — *At 100% modulation, FM noise is down from signal level* ..... **70 db**
- **SMALL TUBE COMPLEMENT** — *All G-E tubes. Entire 1-kw transmitter requires* **only 31**
- **SMALL SIZE** — *Completely self-contained. Floor space required by 1-kw transmitter is only* ..... **9.3 sq ft**
- **AMAZING FREQUENCY RESPONSE** — *A-f characteristic from 15 to 16,000 cycles is flat within* ..... **±1 db**
- **ACCESSIBILITY TO ALL TUBES** — *By merely opening main doors, all tubes are accessible* ..... **INSTANTLY**

General Electric offers a complete line of FM equipment: 250-watt and 1-, 3-, 10-, and 50-kilowatt broadcast transmitters; 50-watt relay transmitters; G-E transmitting tubes; G-E crystals; FM antennas; FM home and station receivers; also FM police and emergency systems.

Complete information can be obtained through any of the 80 G-E sales offices (in principal cities). Consult our local representative, or write General Electric, Schenectady, N. Y.

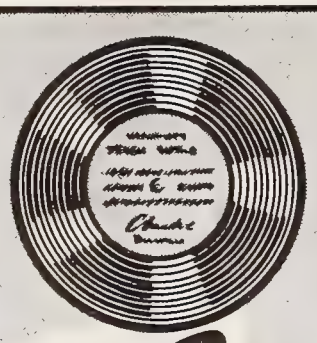
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Review of 1939-40 NAB Activities

LABOR RELATIONS

Joseph L. Miller
Labor Relations Director

SINCE the 1939 convention in Atlantic City, the NAB and all its departments have had a busy fiscal year, as evidenced in these reviews of the activities of the various NAB divisions. A complete report on each department's activities will be offered by department heads at the 1940 convention in San Francisco.

A PROGRESSIVE labor policy continues to pay dividends to the broadcasting industry — chief among them organized labor's continued friendship, goodwill and respect, although more tangible dividends have been apparent in the industry's day-to-day dealings with its employes and their representatives.

The industry's average weekly pay check of $45.20 is believed to be the highest in the country, and although it is difficult for broadcasing employes to keep the regular hours of factory workers, the average workweek in the industry was decreasing toward 40 hours even before Federal wage-hour legislation was enacted.

As a whole, the industry has accepted collective bargaining as a normal and permanent part of its relationship with its employes. Only two stations in the last two years have been accused by the National Labor Relations Board of violating the Wagner Act—during a period when broadcasting employes were rapidly organizing.

Nine Strikes Reported

Nine broadcasting strikes have been called to the attention of the NAB during the last year—six resulting from failure of stations to agree with technicians' unions on the terms of first contracts; the other three from failure to agree on terms for the employment of staff musicians, all three finally settled by compromise. Inexperience with collective bargaining and its technique on the part of station managers undoubtedly was a factor in these difficulties, and stations utilizing the service of the NAB labor relations director in making first contracts fared better.

Compliance with the Wage & Hour Act has turned out to be a severe industry headache. Rules, regulations and official opinions are so many and complicated that half the labor relations director's time during the last year has been devoted to trying to keep member stations out of wage-hour trouble. Approximately 500 inquiries about how to comply have come to the NAB labor relations department. The association is making efforts to broaden exemptions under the Act, either through redefinition of terms like "executively", and "professional" or by setting a wage-level exemption, probably somewhere between $150 and $200 a month.

There has been a tendency during the last year for a few scattered individual broadcasters to allow themselves to be carried away from the industry's general labor policy by the wave of reaction following certain labor excesses of the last five years. This is entirely natural. But an individual broadcaster should think twice before departing from the industry's labor policy, taking a long-range view. On a dollar-and-cents basis it will pay to get along with labor. By avoiding strikes and futile labor litigation, the industry already has saved an incalculable amount during the two years since the NAB was reorganized.

Peace with AFRA

The director's only complaint after two years of service, is that individual members have not made more use of him. Most of the few labor difficulties stations have encountered in that time could have been averted if the NAB had been consulted in time.

The industry is currently at peace with the American Federation of Musicians. Although neither the industry nor the union is completely satisfied with the present arrangement, it appears to be working out reasonably well and to have been the best practical adjustment of a difficult problem. The networks and their affiliates since Jan. 17, 1940, have continued to employ staff musicians, generally speaking, and to pay them the same total annual salary they paid under the national agreement which expired Jan. 17. As a result of this general policy, AFM has dropped its demand of last Nov. 2 for a new national agreement with a $1,500,000 increase.

A large group of non-network stations is continuing to operate under a national agreement which calls for "quota" expenditures for staff musicians until September, 1940. It seems doubtful that the union will press for renewal of this agreement if the non-network stations continue to employ staff musicians as they have for the last two years.

IBEW Expansion

The International Brotherhood of Electrical Workers (AFL) has led the pack of unions trying to organize broadcasting employes during the last year. IBEW, which takes in only technicians, claims more than 200 contracts with radio stations, and is talking about trying to get a national agreement within a few years. The NAB, in its advisory capacity, and IBEW are approaching common ground on the general form for a contract to cover station technicians, although there have been no direct negotiations along this line and none are contemplated for the immediate future.

The American Federation of Radio Artists has continued to concentrate its activity in the larger production centers. Although the union has obtained a few new contracts during the year, it struck a snag when it demanded extra fees for staff announcers for reading commercial announcements. The issue arose almost simultaneously in St. Louis, Chicago, Cincinnati, Philadelphia and Schenectady, and in only one instance did a station capitulate to the union's demand.

This summer AFRA approached transcription companies with a proposal for an agreement or "code" to cover wages, hours and working conditions of announcers, actors and singers. In addition to causing a material increase in cost of transcriptions to stations, the proposal would forbid the companies to furnish transcriptions to any station declared "unfair" by AFRA. The NAB advised both AFRA and the companies that the industry considered application of such a clause would be illegal.

ACA, ANG SLOW

The American Communications Assn. (CIO), which takes in all broadcasting employes but artists, has secured a few new contracts during the year, but it has not expanded on a scale with rival AFL unions. ACA membership still is confined almost entirely to Washington, Baltimore, Philadelphia, New York and Buffalo.

The American Newspaper Guild, the other CIO union in the broadcasting field, still holds a few contracts covering radio writers, announcers and some technicians, although it was organized as a news-

ENTHUSIASTIC
RESPONSE
is accorded programs over KWKH reaching one of America's most receptive markets within 150 mile radius of Shreveport.
50,000 Watts
A SHREVEPORT TIMES STATION
KWKH
Represented by The Branham Co.
CBS
Shreveport Louisiana

WFBG
ALTOONA PENN.
providing the ONLY full coverage of the Altoona trading area
Now
NBC-RED
and
FULL TIME OPERATION

paper employes' union. Expansion has been slow.

Of the nine strikes reported to the NAB, five were called by IBEW, three by AFM, and one by ACA. All the IBEW strikes resulted from a disagreement on terms for a first contract, with the closed, or union, shop a leading issue in each case. The three musicians' strikes resulted from failure to agree on the amount the stations were to spend for staff musicians during the year. Disagreement over terms for a first contract led to the single ACA strike.

Labor Is Happy

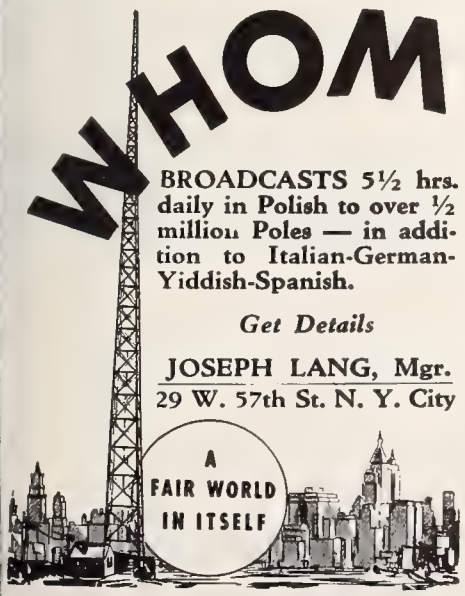
The only jurisdictional dispute arising during the year was between IBEW and the Stagehands' Union, over which one's members should operate television cameras and handle electrical equipment for television shows. There has been no show-down yet.

Owing largely to the increased liberality of the networks during the past winter in giving national labor leaders time on the air, both the AFL and CIO are happy about the broadcasting situation. The NAB labor relations director arranged for an increase in the number of labor talks last fall when the CIO was looking with a wary eye at the NAB program code, feeling it would be used to keep labor off the air.

In a few instances the code has been used to keep local labor leaders off the air, but by and large it has worked to labor's advantage. By arrangement with both AFL and CIO, neither makes any complaint to the FCC without first consulting the NAB. During the last year only one complaint went to the FCC; dozens of others were amicably adjusted.

Convention Displays

FOLLOWING custom established two years ago, station promotional material will be exhibited at the NAB convention headquarters in the St. Francis Hotel, San Francisco Aug. 4-7. The NAB has asked that promotional material be shipped to Arthur Stringer, at the hotel, along with instructions for posting in the exhibit room. General displays will depict NAB membership and organization information, along with elaborate charts and graphs on copyright and the functioning of Broadcast Music Inc.



RESEARCH

Paul F. Peter
Director of Research

DURING 1939-40 research activity of the NAB has covered a wide variety of fields, ranging from statistical studies to development of revised accounting procedure and a unit plan for measuring broadcast advertising volume. The work started by Mr. Peter in assembling basic industry data has continued, and the research department is better able to answer requests for information from the membership and general public. Much time has been devoted also to collecting information and making special analyses for NAB officials and committees.

Collaborating with the NAB accounting committee, the research department has devised a new program log, recommended as satisfying the requirements of the revised FCC rules and regulations governing broadcast stations. The FCC has indicated that the recommended form and instructions satisfy the conditions of the requirement that stations log all their programs.

Accounting Manual

Another practical development during the year is the revised accounting manual, also devised in collaboration with the accounting committee. The "Accounting Manual for Broadcast Stations" gives particular attention to the aligning of accounts to provide a direct and inexpensive means of preparing the FCC financial report, as well as for Federal and State income tax purposes. The manual also emphasizes the providing of a system that will produce the vital financial facts needed in conducting the business of broadcast advertising.

Among coming projects to get consideration in the future from the research department are two to be conducted in collaboration with the American Assn. of Advertising agencies — standardizing invoice forms used in billing for radio advertising, employing the official program log required by the FCC as an unimpeachable proof of performance document to obviate the necessity of affidavits, and revising the standard order blank for spot broadcasting.

The research director and the research department was active in cooperating with industry representatives and Government agencies in pressing the Census Bureau to include a radio question in the 1940 census. A single radio question—"Is there a radio in this dwelling?"—was included in the Housing Census schedule. Replies to this question will revise the industry figure on the number of U. S. radio families, but they will yield no definite information as to the number of radios in each home, nor a count of automobile radios, sets in places of business, hotels and institutions. It is hoped the Census Bureau will grant the request that the radio question be analyzed against the census question on family income as well as other census breakdowns.

Annual Count of Sets

At direction of the research committee, the research department is preparing plans to develop annual estimates of the number and distribution of radio sets in the country. Plans encompass a continuous survey which will yield, in addition to receiving set data, figures on available audiences at various hours of the day and actual amount of radio set use. The plan, as developed, employs much the same method as that used by the Joint Committee on Radio Research in its study of rural radio ownership and use in the United States.

During the year the research department also has devoted considerable time to developing information on music copyright, in conjunction with ASCAP negotiations and formation of Broadcast Music Inc. Other activities include cooperation in the work of the Federal Radio Education Committee of the Office of Education; issuing and studying answers to various questionnaires, i.e., department store radio advertising, foreign language programs, wage-hour problems.

The research department also is preparing reports of research methods that may be employed in developing reliable information on program audience. The reports will be available in manual form for use by stations conducting their own research or other stations, employing outside research agencies, to serve as an aid in understanding and evaluating the methods employed. Both the research committee and the research department also are studying methods for determining station service area, cooperating with the engineering committee.

AN INCREASE in power from 100 watts daytime to 1,000 watts until sunset at Chicago, on 970 kc., was granted WIBG, Glenside, Pa., July 5 by the FCC.

PROMOTION

Arthur Stringer

ACTIVITIES of the NAB promotion department divide into two parts—institutional promotion and circulation promotion—although in most instances a single activity covers both phases. Every effort is made to gear promotions to individual station activity, with stations admonished to "write your own ticket". In many cases, competing stations in a single city have joined hands in industry promotion to present a united front in selling the radio medium to the public.

Utility sales promotion has been a major project during the year, the promotion department taking the position that "your power com-

WDRC
CONNECTICUT'S PIONEER BROADCASTER
127.2%
Taking the peak year of 1929 as 100%, industrial employment in Hartford County is now 127.2%. Get the extra sales provided by this record-breaking payroll. Advertise your product over WDRC, Hartford.
Basic CBS for Connecticut

WATTS WHAT BECOMES WHO'S WHO

TIME buyers are beginning to see the waste in buying watts they cannot use. They are shifting their schedules from watts what to who's who.

In the Richmond area—WMBG is the Red Network outlet. A minute spot on Richmond's WMBG—the Red Network station—costs only $15.00—night time rate. A minute on the other leading Richmond Station—night time rate—costs $35.00—saving $20.00.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG NBC Red Outlet, Richmond, Va. National Representative—John Blair Company.

pany can be your best local customer". From radio ownership figures it is apparent that every domestic utility customer owns at least one radio receiver. As a current consuming device, radio sets have been rated fourth among electric appliances, accounting for 14% of the entire domestic appliance load, according to the *Edison Electric Institute Bulletin.*

Whatever a utility does to increase radio listening, to its own programs or the programs of others, has the same effect as putting additional appliances on the line, except that the consumer need make no capital investment whatsoever. Since January additional power companies have been converted to the use of broadcasting; others have increased their schedules. By experience broadcasting is being found the most economical method of reaching the power companies' customers, either to induce purchase of appliances or to increase the use of appliances now in the home.

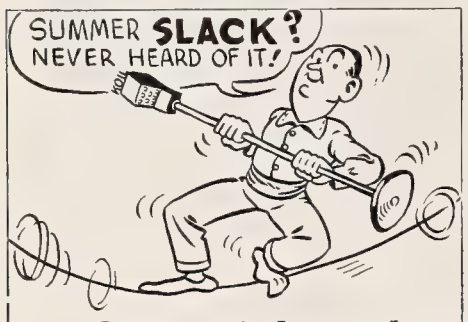
States Participate

The grass roots promotion, National Radio Festival, held the stage during May and June, and in some cases will continue into the State and county fair season in August and September. More stations participated in Radio Festival than in previous promotions, and for the first time a State—Connecticut—registered 100% participation of all its stations. Nine State governors have issued official proclamations of the Festival, along with a great number of mayors. Comments received from officials of participating stations have indicated the success of the promotion.

To raise the plateau of summer listening many stations are participating in the twin promotion: "Listen While You Ride", to push auto radio sales, and "Listen While You Play", promoting portable sets. This approach to the problem of increasing listener availability to programs is bearing fruit. One student of the question attributes a large part of this summer's 15% increase in the amount of listening to the growing ownership of auto radios and portable sets.

"Radio Christmas" was another seasonal promotion, emphasizing circulation as well as good will through a drive to replace old radios with new sets, then repair the old sets for distribution to underprivileged families. Local dealers and distributors, along with servicemen's organizations, cooperated in the drive.

Last year's autumn time change was ushered in with *Curtain Raiser,* an industry-wide promotion credited with contributing substantially to circulation increases. Another project was publication of a 16-page roto booklet, *Radio's Riches,* in April.



. . . business is better than ever at

KOIL

. . . Omaha's basic Columbia station!

Don Searle, General Manager
Katz Agency, National Rep'r.



LASHED DOWN to resist Canadian wind, hell and high water is this new antenna of CJKL, Kirkland Lake, Ont. It is a Lingo guyed tubular steel vertical radiator 294 feet high. It is guyed at five elevations in four directions, spaced 90 degrees. The guys at the two upper elevations are high strength Copperweld steel strand ⅜ inch diameter. Those at the three lower elevations are extra high strength Copperweld strand ½ inch diameter.

The NAB research department estimates that a total of 44,000,000 active radio sets were in operation in the United States on Jan. 1. Some 28,000,000 radio families have a least one set. But in those homes are 7,500,000 extra sets and 6,500,000 auto sets. Two million additional receivers are located in offices, stores, institutions, apartments, etc. The promotion department is aggressively interested in adding to the 7,500,000 extra or "secondary sets", but it is interested also in replacing primary sets by "primary sets", rather than by "secondary sets", because of superior quality reproduction.

Servicemen Cooperate

Cooperation with local radio servicemen has been advanced through the work of the promotion department in pointing out the mutual benefits resulting to both the servicemen and operators. Radio Servicemen of America cooperates wholeheartedly with the NAB, which urges establishing more chapters of the national servicemen's organization. RSA's guaranteed service plan, with qualification of local chapter members, is operating in some 40 cities. Refinements in the plan were suggested by the NAB engineering department, which worked out minimum standards for servicemen.

On July 19 the promotion department announced and outlined a plan for recruiting 100,000 trained workers for national defense agencies. The assignment was accepted from the U. S. Civil Service Commission by NAB, on behalf of all U. S. stations.

With a radio campaign certain this year, another promotion, "Listen Before You Vote", was announced July 18. Designed as a combination institutional and circulation-building campaign, Sept. 1 is the suggested date for publicly launching the "Listen Before You Vote" campaign.

ENGINEERING

Lynne C. Smeby
Director of Engineering

APART from a welter of routine functions of the NAB Engineering Committee, its particular interests during the year lay with television, FM, facsimile and allocations problems arising from the Havana Treaty. The committee also had special duties to perform in connection with general FCC regulatory changes, such as devising a sample transmitter log. These interests and functions will remain substantially the same for a year.

With appointment Dec. 31, 1939, of Mr. Smeby as fulltime engineering director, it was decided also to expand the engineering committee membership from 15 to 21 to allow a representative from each district. Following this pattern, the 1940-41 committee will include a member from each district, a member representing each of the three national networks, and a chairman. The committee was supplemented by an executive engineering committee of six, appointed Dec. 28, 1939, by President Miller to serve until the 1940 convention.

Many Technical Developments

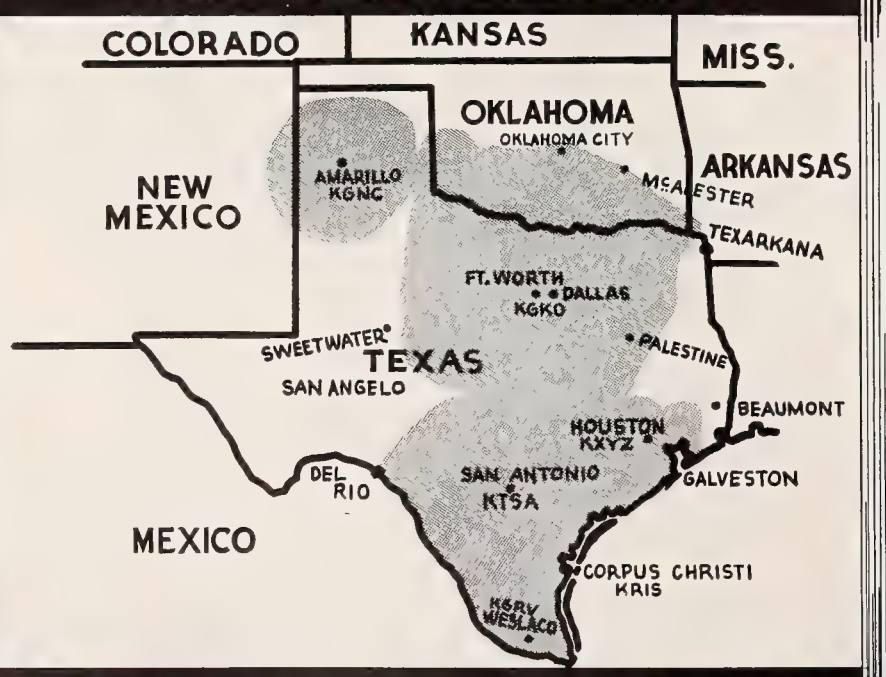
The last year has been one of interesting technical developments in the industry, all of which the engineering committee has actively studied. Highlighting television developments were the two FCC hearings held in 1940, on Jan. 15 and April 8. A hearing on FM was held by the FCC March 18.

Stemming from allocation changes embodied in the Havana Treaty, corollary problems in that connection include: resetting pushbuttons on receivers, extending the tuning range to 1600 kc. where necessary, realigning the intermediate frequency amplifier of receivers in cities where stations will move to 910 kc., and changing call letters on pushbuttons and dials. These problems are being worked out with Radio Servicemen of America and Radio Manufacturers Assn., and plans for proper publicity are being formulated. Although the reallocation was tentatively set for Aug. 1, other countries that were parties to the Havana Conference have made exceptions to the original agreement, bringing up doubt as to whether the agreement will go into effect at all. At any rate, it probably cannot be put into effect earlier than Dec. 1.

In the interests of bringing about a uniformity in coverage work, the committee has formulated a recommended practice for field intensity survey for the purpose of estimating field strength

The Lone ★ Chain

HOW to WIN SALES in a TWO BILLION DOLLAR Market and INFLUENCE EIGHT MILLION AMERICANS!



THE ONLY ADVERTISING MEDIUM FOR HOLEPROOF COVERAGE FROM THE TEXAS PANHANDLE TO THE MEXICAN BORDER!
For rates and availabilities contact any LSC station, Howard Wilson Co., or James W. Pate, LSC Managing Director, Star Telegram Bldg., KGKO, Fort Worth

Footnote: Primary Coverage Only

FIRST in PHILLY
C. E. HOOPER SURVEYS

audiences of Phila. Network stations
9:15-9:30 A.M. Mon. thru Fri.—4 Mo. Avg.

WFIL	**23.2%**
KYW	18.3%
WCAU	6.3%

% listeners identifying station and program
First with 46 other programs

For LOWER COST Circulation BUY WFIL

contours. Since there has been considerable controversy over the FCC's method of rating interference, engineering committee members and the director of engineering have held conferences with the FCC engineering department with a view toward performing a series of experiments to determine the proper law to use.

Following conferences with servicemen, the committee formulated "Suggested Qualifications for Radio Servicemen's Organizations" as a step toward increasing cooperation between stations and servicemen in increasing the listening audience by keeping receivers in repair.

The NAB officially cooperated in the 1940 Broadcast Engineering Conference, held annually in February at Ohio State U, Columbus. Following its active participation this year, the NAB plans to expand its activity in connection with the conference in 1941.

The engineering committee also has considered the proposition of revising NAB bylaws to extend membership to operators outside the present standard broadcast band, in the light of developments in FM, television and other high frequency operations. Engineering Director Smeby was appointed a member of a committee of three to investigate and report on the proposed revision.

Committees for 1939-40

The members of the Executive Engineering Committee for 1939-40 were John V. L. Hogan, WQXR, chairman; J. R. Poppele, WOR; O. B. Hanson, NBC; E. K. Cohan, CBS; Albert E. Heiser, WLVA; Paul A. deMars, Yankee Network; R. M. Wilmotte, consultant, ex-officio; Lynne C. Smeby, director, ex-officio.

The engineering committee membership for 1939-40 included Mr. Hogan, chairman; John E. Fetzer, WKZO; J. H. DeWitt, Jr., WSM; John T. Schilling, WHB; Mr. Poppele; Paul A. Loyet, WHO; William G. Egerton, KTSA; Mr. Hanson; Mr. Cohan; Carl J. Meyer, WGN; Mr. Heiser; William H. West, WTMV; Porter Houston, WCBM; Mr. deMars; Herbert Hollister, KFBI; Mr. Wilmotte; Mr. Smeby.

Camera Club Jaunt

WFIL in latter July exhibited in its studios the results of the recent jaunt to West Point taken by its popular *Camera Club*. The station was host to 420 persons taking the trip under the direction of "Pop" Gray, president of the club. Sixteen of the girls were reported "lost" among the cadets. The candids and blowups made a display which attracted many viewers.

Brewery Sponsors AP News

HORTON PILSENER BREWING Co., New York, has started a daily five-minute Associated Press newscast on WQXR, New York, incorporating a special series of one-minute transcribed playlets including commercials voiced by "Happy Horton", trade character featured in display material. The 60-second transcriptions also have been furnished Horton distributors along the Atlantic seaboard for local release.

PUBLIC RELATIONS
Ed Kirby, Director

RELATIONS of the broadcasting industry with the public have been excellent during the last year, as a result of a program service delivered by the entire industry that immediately affects the social and economic life of more than 28,000,000 American homes every day and night in the year. The public relations and program policy of radio are inescapably one and the same thing.

If there has been a single significant and sharply defined radio development in the last year, it is recognition that public relations and program policies are interwoven and interchangeable. The industry's war coverage policies, for example, proceeded as much from a consideration of public relations factors as from a consideration of program techniques and availabilities. The same holds true for political broadcasts. To weld the two in every unit of programming, commercial and sustaining, is public relations department's major operating job in 1940-41. The finest guide for this is found in the industry's own Code.

Churches Cooperate

The NAB public relations department has sought out pertinent information from all segments of the listening audience, and from all political, social and economic developments, which would help management and program policy makers. It also has performed liaison and contact work between the industry and outside groups, i. e., women, religion, education, labor, the con-

CHNS

THE KEY STATION OF THE MARITIMES

Is as much a part of Halifax as the Citadel Hill.

Located as it is in the Capitol City, it commands the largest near at hand audience in the Maritimes.

ASK JOE WEED
350 Madison Ave.
New York

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

JANSKY & BAILEY

CONSULTING RADIO ENGINEERS

National Press Building, Washington, D. C.

An organization offering a complete radio engineering service backed by years of extensive training, research and experience.

sumer movement, philanthropy, propaganda, national defense and others.

The service of American radio in projecting the voice from the pulpit to every home is acknowledged by every thoughtful churchman. In the last year the NAB has had fine cooperation and support from most of the church organizations of the country. Particularly active in this field have been Dr. Frank Goodman, executive secretary of the Department of National Religious Radio of the Federal Council of the Churches of Christ in America, and Edward J. Heffron, executive secretary of the National Council of Catholic Men.

There has been a marked and measurable improvement in the relations of broadcasting with those organizations representing the millions of clubwomen throughout the country—in direct contrast to the situation only two or three years ago. At that time clubwomen were disposed to feel radio held an indifferent attitude about the character and quality of children's programs, and there was strong temptation to follow zealots seeking relief through pressure tactics and eventual government decree.

With their ideas mirrored in the NAB Code, there has followed a campaign of self-education on radio by various State and local club units. The American system of radio has no stronger bulwark of organized public support than that given voluntarily by the clubwomen and their organizations. Leaders of these organizations on Nov. 29, 1939 accepted the invitation of the NAB to attend a luncheon conference to outline a year-round program for more practical cooperation.

Council Formed

Perhaps the finest example of the active cooperation between the industry and women's groups was evidenced last year when national organizations and leaders voluntarily set up the Radio Council on Children's Programs to implement the children's section of the NAB Code. The council is headed by Mrs. Harold V. Milligan, radio chairman of the General Federation of Women's Clubs and president of the National Council of Women.

Last February the NAB board of directors authorized a survey to be conducted jointly by NAB and RCCP. RCCP named Mrs. Dorothy Lewis as its field representative, and she will visit radio stations, advertisers, agencies and clubwomen in making complete surveys of the children's program situation in 44 States.

Better understanding has existed between the press and radio since the Munich crisis. The dramatic impact of Munich and what followed forced an outline of the area radio was to occupy in the news field, further defined through the subsequent international situation. Apart from the mutual benefits of press-radio cooperation, it is increasingly evident that freedom of expression for both press and radio are a common concern of both industries.

The quality and scope of educational broadcasting has improved steadily in the last 12 months, along with an increase in the number of educational directors appointed by commercial stations and the number of schools and colleges offering radio courses. Throughout the year the NAB has cooperated closely with the Federal Radio Education Committee, jointly financed by the industry and educational foundations. Educational radio was set back this spring when Congress failed to provide funds to carry on the work of the script exchange of the Office of Education, as well as other of its radio activities. Since stations throughout the country, as well as schools, have found these services of value, it is hoped this work will not be abandoned.

Consumer Activity

An increasing number of meetings between educators and commercial broadcasters are being held. At the 11th Institute for Education by Radio at Ohio State U, about 500 persons attended, with representatives from some 70 commercial stations.

During the year there has been an accelerated growth in the so-called consumer movement. Since certain elements within the movement desire to destroy advertising of all kinds, the NAB has not been hesitant in cooperating in establishing the Committee on Consumer Relations in Advertising Inc., which has been created by advertisers, agencies and media to examine the merit of charges made and to carry on a program of consumer education on a factual basis. NAB President Miller serves on the organization's board, representing the broadcasting industry.

When it was originally anticipated that Havana Treaty reallocations would be made about Aug. 1, a plan to educate the public was developed to facilitate the frequency shifts from the standpoint of the radio listener. The plan included a tie-up with servicemen's organizations who, in conjunction with stations, would make the necessary adjustments on push-button sets at minimum costs and with guaranteed results. The plan is ready to operate the minute a definite reallocation date is announced.

With the country engaged in intensive defense preparation, the NAB has led in pledging and securing industry support of defense activities, both in station and man power. Among the projects already under way is the NAB's collaboration with the various military departments in producing and distributing live and transcribed spot announcements to aid the recruiting drive for the different branches of military service.



COMMODORES of the Minneapolis Aquatennial greeted Mark Ethridge (left), general manager of the *Louisville Courier-Journal*, operator of WHAS, and former NAB president, as he arrived in the Twin Cities July 19 to attend the dedication of the Cowles' new *Minneapolis Star-Journal* building. At left, holding the WCCO microphone, is "Commodore" Earl Gammons, WCCO general manager, and at right is Win Stevens, president of the Stevens Buick Co.

LEGAL

Russell P. Place
NAB General Counsel

SINCE the appointment of Mr. Place as NAB counsel Nov. 24, 1939, the work of the NAB legal department, aside from assistance to member stations and their attorneys and to the NAB staff and committees, has lain chiefly in the fields of legislation and litigation. Although certain proposals before Congress have drawn considerable attention from the NAB, the legal department also has kept a close watch on measures considered by State legislatures.

The legal department has actively followed the course of legislation affecting radio during the year, both in Washington and in individual States, studying and analyzing all bills with a radio angle. No measure adversely affecting broadcasters have been enacted.

Bills in Congress

The principal bills affecting radio now pending in Congress include: the Thomas Bill, drastically revising the copyright laws, opposed by the NAB and unacceptable to the industry, particularly because of retention of minimum statutory damages for copyright infringements; the McGranery Bill, also revising the copyright law contrary to the interests of broadcasters, principally because it would grant copyright in recorded renditions of musical performances; the Johnson Bill, which would ban advertisement of alcoholic beverages on the radio, opposed by the NAB as an unwarranted interference with program content and because it discriminates against radio in favor of other media; the Ditter Bill, to amend the Communications Act of 1934 in the interests of broadcasters, among other things providing a minimum license term of three years and forbidding denial of license because of the character or contents of any program; the Pepper Bill, requiring hearings on any application for broadcast facilities at the instance of any person; the Walter-Logan Bill to revise administrative procedure.

The most burdensome threat to radio to come from a State legislature during the year was the Perry Bill, introduced in the New York legislature, which would have required broadcasters to secure the written consents of all performers on a broadcast program. The NAB

PHIL LASKY
and the entire staff of Northern California's stand-out independent
WELCOME YOU TO THE NAB CONVENTION
and to
KROW
OAKLAND & SAN FRANCISCO
National Representatives:
FREE & PETERS, INC.



cooperated with New York broadcasters in opposing the measure, which was killed in the rules committee of the Assembly after passing the Senate. With legislatures in session in only 13 states during the year, no other important legislation is pending.

Phonograph Record Case

The *RCA vs. Whiteman* case, now pending decision in the U. S. Circuit Court of Appeals of New York, has engaged NAB attention in the interests of protecting broadcasters' interests in the use of phonograph records. The lower court's decision, unfavorable to radio in finding common law rights for performing artists in their recorded renditions, has been appealed, briefs have been filed and oral argument had. Decision on appeal has not yet been handed down. NAB employed special counsel in New York to represent the interests of the industry.

The outstanding case adjudicated during the year, in light of its effect on broadcast licensees, was *FCC vs. Saunders Bros. Radio Station,* decided March 25, 1940, by the U. S. Supreme Court.

Information and advice in specific instances has been given upon request concerning FCC rules and regulations and other matters ranging from performing rights licenses to Wage-Hour interpretations. NAB counsel also has kept in touch with government agencies and commissions and their activities. A radio plank was submitted to the resolutions committees of the Republican and Democratic National Conventions at Philadelphia and Chicago.

Schools Get Station

BENSON Polytechnic School, operating the part-time KBPS, Portland, Ore., is slated to turn over the station to the Portland public school system which would operate it primarily as an adjunct to primary and secondary teaching. Miss Hazel Kenyon, former head of the speech of dramatic department of the local Franklin High School, is in charge of the project. KBPS is a 100-watt non-commercial station on 1420 kc., and operates four hours daily, sharing time with KXL, Portland.

H. E. GREEN, owner of KFKA, Greeley, Colo., claims some sort of record for being the first radio station owner to purchase a newspaper. He is publisher of the semi-weekly farm journal, *The Record Stockman.*

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate 1,000 Watts

EXTRA MILLIONS OF DOLLARS!

The peak business season approaches . . . in Asheville and Western Carolina. Summer brings throngs of visitors . . . with millions to spend! Right now, schedule your sales messages over WWNC — sole blanket coverage of this bright spot!

THE BUSINESS OUTLOOK: PHILADELPHIA

(*Continued from page 29*)

tember and October for schedules are already crowded for those months. And in no case will the station accept advertising to start less than 30 days after the signing of the contract.

Starting in August

The rush for fall time on the part of local advertisers has resulted in a situation that finds practically every local station drawing down an extra dividend for August, normally a slow month. In any number of cases, agency timebuyers, in order to insure a choice broadcasting time for autumn campaigns, are starting their campaigns in August. Some agency executives have objected to making them rush the season in order to get the necessary time. Station executives say it's "good business", only the advertising gentry do not realize it.

Station executives point to any number of national and local spot campaigns that have carried on through the summer in order not to lose the time. Attention is also called to a local clothing house that had to start its radio campaign in the early summer when most of the other clothing concerns were winding up their schedules, and the clothing house is well satisfied with the off-season sales increases.

Swing to Smaller Stations

At the network stations, a similar increase in advertising is expected for the new year. These stations report that while commitments are limited at this time because of the network shows to be carried, inquiries and calls for local spots are 20% higher than last year at this time and 10% higher for national spot business. At the agencies, timebuyers indicate that the bulk of the national and local spot business will go to the smaller and non-network stations. The money has to go a longer way, they say, and the lower card rates along with rate deals make the swing to the smaller stations more inviting.

Furthermore, they feel that the trend in spot buying is in packages, pointing to one agency that has been able to "freeze" an hour and a half daily on an independent local station for six national accounts, and another agency being able to buy all the station-breaks daily. Such spot buying, they add, is limited on the larger stations, not only because of the network programs carried but also because of the sponsorship of baseball and football games.

The past season, all stations report, met and in many cases exceeded pre-season anticipations. And the current summer business, in all cases, exceeded expectations. Of course, it is folly to say that all stations are making money during the summer. The important thing is that they are losing less money this summer than last year. And going back over a period of five summers, the seasonal losses are steadily decreasing at a rate that leads all station heads to believe that another summer or two, given normal conditions, will place the June-July-August totals on the profit side of the ledger. This is in the face of steady summer decreases in other media.

Agencies further add that radio is increasingly taking a larger share when mapping out a campaign. It is not expected that any new advertiser will champion radio as a first-timer in his particular industry, but all those now using radio or who have used radio in the past, will continue to do so again on same and increased scales.

ROSTER SURVEYS

By a roster survey of your city we can show you exact standing of each competing station and every program broadcast during one week.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

Doan's Test on Five

FOSTER-MILBOURN Co., Buffalo, early in July started a test campaign for Doan's pills using thrice-weekly spot announcements on KDYL, Salt Lake City; WHN, New York; KDKA, Pittsburgh; WBZ, Boston; KYW, Philadelphia. More stations may be added later this fall, according to Street & Finney, New York, the agency.

WJW Staff Revamped As O'Neil Takes Control

STAFF of WJW, Akron, has been realigned by William M. O'Neil, new president and manager, who assumed active management in July following the FCC's decision authorizing his purchase of control [BROADCASTING, July 1]. O'Neil is the son of the president of General Tire & Rubber Co.

Named commercial manager was R. L. Bowles, formerly with WMRO, Aurora, Ill., with Russ Salter also coming from WMRO as program and production manager and Edgar Taylor assigned as Salter's assistant. Bill Griffiths remains as news and sports editor and publicity director, and Gerald Roberts continues as chief engineer. Larry Webb has been named office manager and Rae Carde stays as continuity director, with Gretchen Neidlinger as assistant. The announcing staff includes Purv Pullen, who created the character "Trailer Tim" on WTAM, Cleveland; Charles Hunter, formerly of WMRO and WCAZ, Carthage, Ill.; Chuck Seaman, formerly with WHK-WCLE, Cleveland, KTUL, Tulsa, and WSPD, Toledo; Paul Hunt.

WITH three half-page picture layouts, the July 15 *Life* magazine reviews the rural program services of WLS, Chicago, terming the station's *National Barn Dance* "a phenomenon in the brief perspective of radio history". Photos included shots of *Barn Dance* talent and other activities of the station, including a radio christening by the staff preacher, Dr. John Holland, and the weekly *Man on the Farm.*



● Last fall, Canadian farmers realized the greatest wheat and combined field crops in eleven years. *Bank Debits rose 19.8 points over 1938.* Then came war orders . . . more work and money for farmers and industries. Prosperity returned. Now, people are *spending* in the Canadian West. *This means greater potential sales for your product.* Command these sales at a low cost by placing your program on—

THE ALL-CANADA FOOTHILLS GROUP

All Basic CBC Stations

First in Listener Preference

Write for Audience Figures

CKCK Regina, Sask.
CHAB Moose Jaw, Sask.
CJOC Lethbridge, Alta.
CFAC Calgary, Alta.
CJCA Edmonton, Alta.
CJAT Trail, B.C.
CKOV Kelowna, B.C.

Representatives:

U.S.A-WEED and COMPANY

CANADA - All-Canada Radio Facilities Limited



DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course

The MAYFLOWER
WASHINGTON, D. C.
R. L. Pollio, Manager

Merchandising & Promotion

Service Plug—Lighted Signs—Maps and More Maps—Shaker of Hands—Hartford Puzzle

PHILADELPHIA Radio Service Men's Assn., failing to effect a collective deal with all the radio stations in the city, has made an exclusive tie-in with WFIL. The group, representing 275 service men, agreed to use WFIL window and showcase displays in their shops, inserts in all direct mail advertising, leave WFIL folders at the homes of customers, call special attention to the WFIL frequency, and use WFIL on all push-button sets on display. In return, WFIL will give the service men a weekly program of at least 15 minutes with no charge for time or talent, free publicity to clubs and organizations, free advertising for the group on all WFIL outdoor signs and billboards, use the PRSMA insignia in all direct mail advertising and aid in the group's promotions and advertising.

When the PRSMA called representatives of all the stations to a meeting, all but WFIL attended, the station insisting on an exclusive arrangement. The other stations turned down a collective arrangement in view of the fact that the PRSMA has only 55 shops and represents only one-seventh of the total number of servicemen in the city and that the membership is not represented in radio and department stores.

Pacific Awards

KPO and KGO, San Francisco, won first award for direct mail advertising at the recent annual convention of the Pacific Advertising Clubs Assn. held in Vancouver, B. C. The exhibit, covering activities for the 18 months ending June 30, 1940, was prepared by Bob McAndrews, sales promotion manager of KPO-KGO, and Milton Samuel, manager of the press department. The display included various mailing pieces, letters and other material used in the exploitation of the stations, their programs and facilities. In addition NBC's Western Division, with which KPO and KGO are identified, won first prize for its sales promotion department in the trade paper advertising division of the P.A.C.A. awards. The several classifications were open to all advertising media, not being confined specifically to radio, as was the case in former years.

* * *

Artist Days

A COOPERATIVE tie-up between KPO-KGO. San Francisco, and the Golden Gate International Exposition, in which days are named for various outstanding artists on the stations, was launched recently. NBC stars are making personal appearances at the KPO-KGO exhibit at the Fair, where they sign autographs and chat with the fans. They make three appearances daily. The exposition designates each day with the artists name, i.e. "Judy Deane Day", "Ira Blue Day" and so on. The fair promotion department hourly advertises the radio stars' names and days on which they are to appear in person over the loud speaker system which reaches every portion of Treasure Island.

* * *

News Documentary

TRACING all phases of radio newscasting, from receipt of a dispatch on the teletype until it is broadcast, KROW, Oakland, Cal., is preparing a documentary film to be distributed next fall to San Francisco and Oakland schools. John Potter, KROW newscaster, wrote the film script. As part of KROW's public relations program, directed by Manager Philip G. Lasky, Potter has been filling speaking engagements at schools and clubs. He plans to use the picture in conjunction with his lectures.

KSFO's Posters

IN AN intensive audience exploitation campaign, KSFO, San Francisco, has signed a contract with Foster & Kleiser, outdoor advertising concern, calling for eighty-three two-color illuminated posters erected in the San Francisco-Oakland area. The posters have changeable panels, listing local and CBS programs of particular interest. The listings are changed every three weeks. This is the third major promotional step taken recently by KSFO. The other two were running trailers on the screens of the Golden Gate Theater chain in San Francisco and Oakland and 180-inch advertisements in the *San Francisco Examiner*.

* * *

Wheaties' Autographs

KROW, Oakland, Cal. recently sent a letter to 250 grocers in the East-bay area to back up Wheaties' "Breakfast of Champions" sale during July. The letters were signed by Dean Maddox, baseball announcer. Asking the stores to give every possible push to the sale, Maddox specifically requested that the grocers get customers to autograph the special "man with the mike" display piece. After the sale these displays were to be sent to Maddox. Grocers sending in the greatest number of customers' signatures are to win special awards.

* * *

Wheaties' Collars

THROUGH an arrangement with Pevely Dairies in St. Louis, General Mills is conducting a six-week promotion campaign for the Wheaties' baseball broadcasts of France Laux on KMOX. Laux' breakfast of champions (Wheaties, bananas and Pevely irradiated milk) is emphasized on a red-white-blue collar attached to some 60,000 Pevely milk bottles daily. The campaign also incorporates a tie-up with the local amateur baseball league, with Wheaties panels good for half-admission price at the amateur games.

* * *

At Salad Bar

GROCERS and their wives, along with press and radio people and home economics directors of local stores, in mid-July were guests of Gladys Cronkhite, home economics director of KGO-KPO, San Francisco, at a Salad Bar Party in the executive offices of the stations. During the party, attended by about 250 persons, Miss Cronkhite interviewed several guests on a special quarter-hour KPO broadcast.

* * *

More Kaltenborn Maps

PURE OIL Co., Chicago, is promoting the Kaltenborn War Map No. 4 on its thrice-weekly NBC *Kaltenborn Edits the News* program, following the success of the first three similar maps. Map No. 4, two of which are available for every pint of Pure Oil gas purchased from local dealers, includes the Western Hemisphere for the first time, as well as complete coverage of all European countries.

* * *

Still More Maps

REPRINTS of United Press news maps, one of Europe and one of the British Isles, are offered listeners by WRC-WMAL, Washington, on behalf of the *Esso Reporter* newscasts.

GLENN D. GILLETT & Associates

Consulting Radio Engineers

National Press Bldg. Washington, D. C.

THERE IS NO SUBSTITUTE FOR EXPERIENCE



The Pioneer Voice of Kansas
KFBI WICHITA
5000 WATTS 1050 Kc.
Herb Hollister
Vice-Pres. and Gen. Mgr.



WITH EVERY PRODUCT identified by the radio program advertising it, Wegmans Food Markets ran this special full-page advertisement in Rochester newspapers to draw attention to these individual programs and to Wegmans' *Handshaker* feature on WHEC, Rochester, N. Y. The program tie in was carried further, with emphasis on the *Handshaker* series, through window displays and banners all over the stores. Agency handling the Wegman Food Markets in Hart-Conway Co., Rochester.

Booklet of Promotion

TO MERCHANDISE the General Foods' show carried on KROD, El Paso, the station recently published a 25-page booklet describing the promotion campaigns. Included in the pamphlet were lists of the complimentary service announcements, merchandising letters, full-page photos of display advertising in local grocery stores and tearsheets of all publicity given the broadcasts. Dorrance D. Roderick, KROD president, and Merle H. Tucker, general manager, signed each of the books.

* * *

Dial for Results

CFCF, Montreal, has prepared a novel "spin the dial" promotion piece revealing the results of a coincidental survey of Montreal radio listening habits at various hours through an entire week. A big round dial is affixed to heavy cardboard. Cutout in the dial fits over tabulated results of the survey as the dial is turned.

* * *

From Down Under

WITH a preface by H. G. Horner, general manager, Macquarie Network, Sydney, Australia, has just issued its 1940 catalogue of 46 pages. In a 11 x 15 inch leatherette board cover, the compilation includes maps, program features, list of sponsors, with rates, coverage and other data of interest to agency executives.

Merchandising the News

MANUFACTURERS National Bank, Troy, has placed a large neon sign in its lobby to call attention to its UP news broadcasts over WTRY, and trucks of the Wagar's Ice Cream Co. carry banners while dealers display colored strips to announce their news periods. These are handled by Andy Kinbacher, news editor, who conducts news broadcasts for eight local sponsors. One, a tire company, had him originate the newscasts twice daily from its show windows for two weeks.

* * *

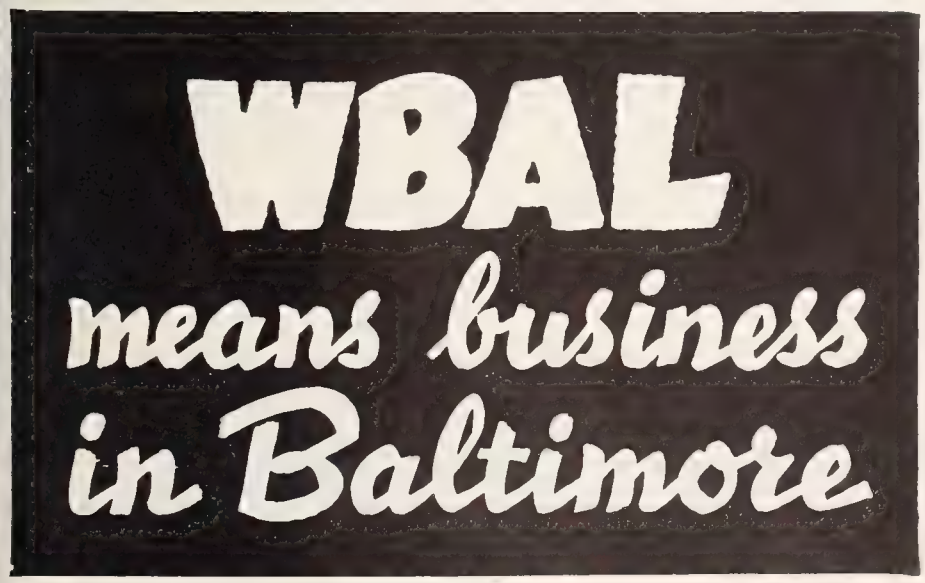
ABC Puzzle

NEW BROCHURE of WDRC, Hartford, Conn., incorporates a steel puzzle whose trick is to attach the letter "C" to the lower half of a "B" which is attached to an "A". The puzzle is taped to the third page of the eight-page brochure, with an advertising message carrying out the theme, "There's also a trick to buying time", on the following page.

* * *

Newspaper Supplement

WITH the opening of WJHP, Jacksonville, Fla., on July 15, the *Jacksonville Journal* ran a 30-page supplement saluting the station. Both station and newspaper are owned by the John H. Perry interests.



Hi-Li Tournament

COOPERATING with the Hi-Li Sales Co., New York, WHK-WCLE, Cleveland, on July 18 completed plans for a city-wide Hi-Li contest to run for six weeks at local playgrounds. The Hi-Li games, consisting of a small paddle with a rubber ball attached by a rubber band, have been distributed to 92 playgrounds operated by the city and 19 others operated by the Cleveland board of education. Eliminations will be run at each playground, with winners participating in playoffs at 15 Cleveland neighborhood theatres, which are cooperating in the campaign. Final winners are to be interviewed on the stations. Prizes include 15 bicycles and 75 pairs of roller skates.

* * *

Service to Business Men

A NEW service to business men has been inaugurated by Harold E. Fellows, manager of WEEI, Boston. A condensed list of the station's programs, including political and news broadcasts and programs of a scientific, cultural or business nature, is being mailed to busy executives who would not ordinarily have time to peruse lengthy program lists.

* * *

Iowa Luck

A MINIATURE horseshoe is attached to a promotion piece sent to the trade by Craig Lawrence, commercial manager of the Iowa Broadcasting Co. stations, KSO and KRNT. Don't trust to luck, the folder suggests, and proceeds with a sales message.

* * *

Park Tieup

WHN, New York, has arranged a tie-up with Palisades Amusement Park, across the Hudson from Manhattan, whereby WHN's call letters are flashed on the park's electric sign, with the sign reading "It's time to tune to WHN" immediately after each correct time announcement.

BROCHURES

NORTH CENTRAL BROADCASTING SYSTEM Inc.—File-size four-page coated-stock brochure titled "Bare Facts About 'Air Facts'". Merchandising story and vital statistics of member stations along with two-color coverage map.

WLS, Chicago—File-size four-color folder which opens to 20″ x 17″ showing breakdown of county mail received during 1939, titled "WLS Coverage As Shown By 1,117,926 Letters." Included also are photos of antenna, master control room and assembled *Barn Dance* talent.

WTAM, Cleveland—Yellow-and-black folder "Play Up the Pit . . . But Don't Forget the Gallery", promoting the station's coverage of 1,523,600 radio homes in the Cleveland national spot market.

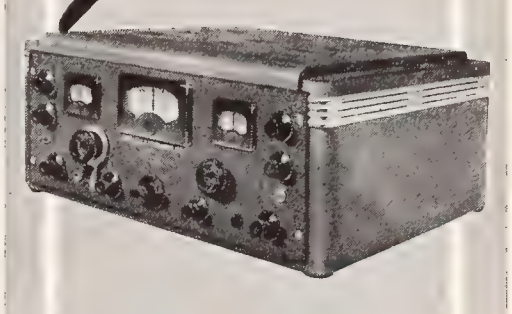
WJSV, Washington — Second edition of "Quiz for the Color-Blind", a 16-page booklet in blue and white.

WHN, New York—Two-color brochure with die cut cover, "Tonight's Best Story," describing the dramatic series of that title, radio versions of stories printed in *Story* Magazine broadcast weekly on WHN.

CFOS, Owen Sound, Ont.—File-size folder featuring data on market of "Canada's newest radio station", reprinting letters from local stores giving results obtained from use of the station.

CBS—Green-and-black folder and a series of individual brochures, promoting *Foresact*, variety series.

THE NEW 1941
SUPER Skyrider



DESIGNED TO GOVERNMENT SPECIFICATIONS

A few fundamentals of the new SUPER SKYRIDER are 6 bands covering 540kc to 43mc — 2 stages of preselection — high fidelity, push pull audio — band pass audio filter — a new and highly efficient crystal filter circuit — an additional and completely effective noise limiter—cadmium plated steel chassis—standard relay rack panel ⅛ in. thick — machine tools, gray wrinkle, well ventilated steel cabinet. Hallicrafters-Jensen *Bass Reflex* speakers available. Sells, complete with crystal and 14 tubes, less only speaker, for $159.50 net.

the hallicrafters inc.
CHICAGO, U. S. A.

USED BY 33 GOVERNMENTS
SOLD IN 89 COUNTRIES

Your Gracious Host..
From Coast to Coast









KIRKEBY HOTELS

Formula for Department Stores

(*Continued from page 48*)

in Kansas City chalks it 50-50. Each method has its good points.

Costs vs. Results

Williard Campbell of Fox's claims that it's difficult to check results exactly unless one has precise cost figures. Also, such planning helps keep buyers on their toes. It forces them to select radio items that will move rapidly, not deadwood on which they wouldn't jeopardize the reputation of other media. It should also be apparent that, being charged as much for radio as he is for other media backing, the buyer immediately elevates radio to its just position as an equal goods-mover as other media, not a refuse heap for departmental trash.

Another view, and rather unique among department store people, is that of Taylor's in Kansas City. They feel that the entertainment portion of the show should be charged to general expense, and the commercial spots to each individual department.

A compromise opinion has been reached by other stores. This consists of charging radio directly to any department whose items are featured, but, if radio does not concentrate on any one department, its cost is credited against general expense.

The majority of successful department store-radio users have found that, during the first few months of radio, it is generally good buyer relations to charge radio against general expense until the medium has proved to the buyers that it is just as effective if not more effective than other media.

Pick the Right People

A careful comparison of the operating methods of the nine *most* successful department store users of radio shows that, in each case, one radio-experienced member of the advertising department is solely responsible for the radio operations—and results.

The majority of all department store executives interviewed agreed that if this fixing of responsibility did only *one* thing, it built a feeling of consideration and loyalty to radio among the buyers and general store personnel.

In those cases where this responsibility fixing was tried, most of the buyers were definitely antagonistic to radio at the beginning, but changed their opinion in time under the intelligent educational work of the person assigned the responsibility of proving to them that radio *is* effective store advertising if properly used.

Win One, Win All

Winning over a few buyers and doing a job for them, it has been demonstrated by store after store, is the beginning of winning over *every* buyer eventually. This is not an overnight achievement. Most of the stores which have been and are using radio successfully found that it took from one to two years successfully to educate the store merchandising personnel to cooperate fully on the radio campaign. One must remember that one must battle the fixed reputation of direct mail, newspapers, outdoor and other methods of promotion—many of which have been used for decades by the individual stores.

Listen for a minute to what Gene Carr, commercial manager of WGAR has to say on this point:

"The real problem for radio-department store promotion revolves around the buyer, and for that reason it is *very* important to have someone in the advertising department of the store responsible for radio. This person does two things: (1) cultivates the buyers and the sales people, and points out to them from time to time the merits of radio, winning them over to an understanding and appreciation of the medium and its function; (2) this person can also prevent radio from being treated as a poor relation—with scripts haphazardly composed and merchandise poorly chosen for stress on the commercial."

To cite Fox's again, as it is one of the most outstanding and successful users of radio in the country, it hired a special writer with four years of radio experience to write its commercials and paid that writer a salary in proportion to her *experience.* Fox's started off right by employing the best person it could possibly obtain.

Getting the buyer to cooperate to

$293 REWARD: TO ONE TELEGRAM USER!

You're rewarded with big cash savings on telegrams when Postal Telegraph surveys your telegraph costs! This free file-analysis saved $293 last year for one firm (name on request). It uncovers huge wastes and provides easy-to-follow plan to *stop them!*

For information about free telegraph-file analysis —wire collect: A. A. Kramer, Postal Telegraph, 253 Broadway, N. Y. C. No obligation.

WIRE COLLECT:

Postal Telegraph



CELEBRATING her 14th birthday, this pretty 14-year-old miss, Winnifred Norma Althea Chamberlain, of Marblehead, Mass., on Aug. 3 will be a special guest of the *Ruth Moss Interviews* feature on WNAC, Boston. Winnifred's initials and WNAC's call letters are identical because her father, one of WNAC's most loyal fans back in the "cat's whisker" days, decided to name his daughter after John Shepard 3d's key station for the Yankee Network. Thus she has become the station's "Miss WNAC" without contest.

the hilt is a major problem that has been successfully handled by Bernard Winn, director of radio, Edwards Department Store, Syracuse.

Noticing that the buyers originally endeavored to dump all unmoveables on his shoulders, he held frequent meetings; demonstrated what radio had done for others as a medium; spent weeks and months of considered, shrewd and diplomatic educating, and finally succeeded in building one of the strongest bonds of cooperation to be found anywhere between the store radio department and buying personnel.

Other stores carry on in much the same manner as Mr. Winn. In addition they do everything possible to plug the program within the store with cards, prominent display of radio-mentioned specials. They stress it in all media and at all times. It's all part of the job that must be done until radio wins the acceptance on which to demonstrate its value.

Length of Contract

Though placed last in the list of points to be followed for successful department store use of radio, length of store contract with the station is tremendously important. In fact, many department store radio failures can be credited to the mere fact that radio was not given sufficient time within which to show that it could compete with all other media when it comes to effective selling and the building of goodwill between the store and the public.

WTIC was well aware of this hazard when it began soliciting department store business. This station met the problem by flatly stating to one prospect that radio couldn't do the job expected within a 13-week contract period. And, while it was anxious to get the store's business, it would accept nothing less than a 52-week noncancellable contract. The store eventually agreed on WTIC's stand.

On first thought this contract stipulation might seem both hazardous and difficult to achieve. But it must be remembered that when considering radio as a mover of specific items on the first few shows, it is competing with newspapers which have built an audience and reader acceptance during a period of from 12 to 100 years, depending upon the age of the paper. Also, readers have been educated to expect and look for their favorite store's advertising in the daily paper. The radio station must compete with this and many other conditions which have been developed and firmly entrenched over a period of years. The new program must (1) establish a time-listening habit; (2) be sufficiently interesting the first time heard to bring back the listener; (3) be commercially powerful enough to make the listener act promptly without further reminder.

Peril in Short Contracts

It was noted that in numerous cases stations accepting contracts for less than 52 weeks had, in most cases, invited disaster. And every short-term contract disaster is another black mark against radio's ability to sell department store merchandise from day to day and month to month even more effectively than any other media now being used by the stores.

Frankly, station's will find their selling harder; their new department store accounts less than before, but the long contract term is merely a gesture of fairness to the station itself, the industry in general and the department store in particular.

Taylor's, Kansas City, had its radio shopper "Joanne Taylor" mention a radio hosiery special. No other promotion was used. As a result of one mention made on one day, Taylor's sold 1,830 pairs of hosiery. Broken down, this averaged 449 pairs sold across the counter and 951 telephone orders. The switchboard was swamped for two hours and each customer ordered approximately two pairs.

More Case Histories

Montgomery-Ward, Minneapolis, decided to conduct a radio test. It asked listeners to come in and ask to see the Ward Foothealth Shoe and asked for salespeople No. 142 and 143. Fifty pairs of Foothealth Shoes were sold on the day of the radio mention, and clerks No. 142 and 143 sold four times as many pairs as the total sales made by the other nine shoe clerks who received no radio mention.

E. W. Edwards & Son, Syracuse, which sponsors both a juvenile amateur show and an hour cooking school, credits radio with (a) creating a substantial amount of store traffic each week; (b) extending its trading area well beyond the normal boundaries; (c) expanding its boys department; (e) attracting customers from Canada and Northern New York to travel distances of 300 to 400 miles to trade in Edwards.

J. L. Hudson Co., Detroit, sums up its thought of radio when Joseph Mills, director of publicity, stated, "I feel the pulling power of radio is so strong that if we priced a certain piece of merchandise attractively enough, we could sell out the complete stock in one day!"

SUCCESS FORMULA
Candy Firm Wins Ad Prize for Use of Spots

GOOD, sound "selling" copy. A good station. A consistent schedule, persistently maintained.

Those are the principal reasons why Brown & Haley recently took first prize for general advertisers using spot announcements in Tacoma. The contest was sponsored by the Tacoma Advertising Club.

Brown & Haley, makers of candy bars and Almond Roca, candy specialty, have used four evening spot announcements per week for more than a year. The announcements were spotted at peak listening periods during the evening. All of them ran on KVI, Tacoma. Except for seasonal changes, at Christmas, Valentine's Day, Mother's Day and Easter, copy has featured the flavor and quality of the bars and the fact that they were made by Brown & Haley, recognized throughout the Northwest as quality candy makers.

Proof of the success of the Brown & Haley formula is shown not only in the prize recently awarded by the Tacoma Advertising Club, but in a statement from the company officials. They report that Mountain Bar jobbers and wholesalers are now telephoning orders to the factory, instead of waiting for salesmen to call. They also say that there is now scarcely a dealer in the territory which does not carry Brown & Haley bars regularly. Advertising for Brown & Haley is handled by the Seattle office of Erwin, Wasey & Co.

Red for Red

WHEN the brewers of Red Top beer signed for a new *Bowling Time* series on WSAI, Cincinnati, the station stepped out and hired a redheaded announcer to handle the program. He is Red Thornburgh, for the last three years on the sports announcing staff of WCPO, Cincinnati. Until Sept. 1, when the new program starts, Thornburgh will take his turn on the regular announcing staff.

DON'T HIRE A HALL

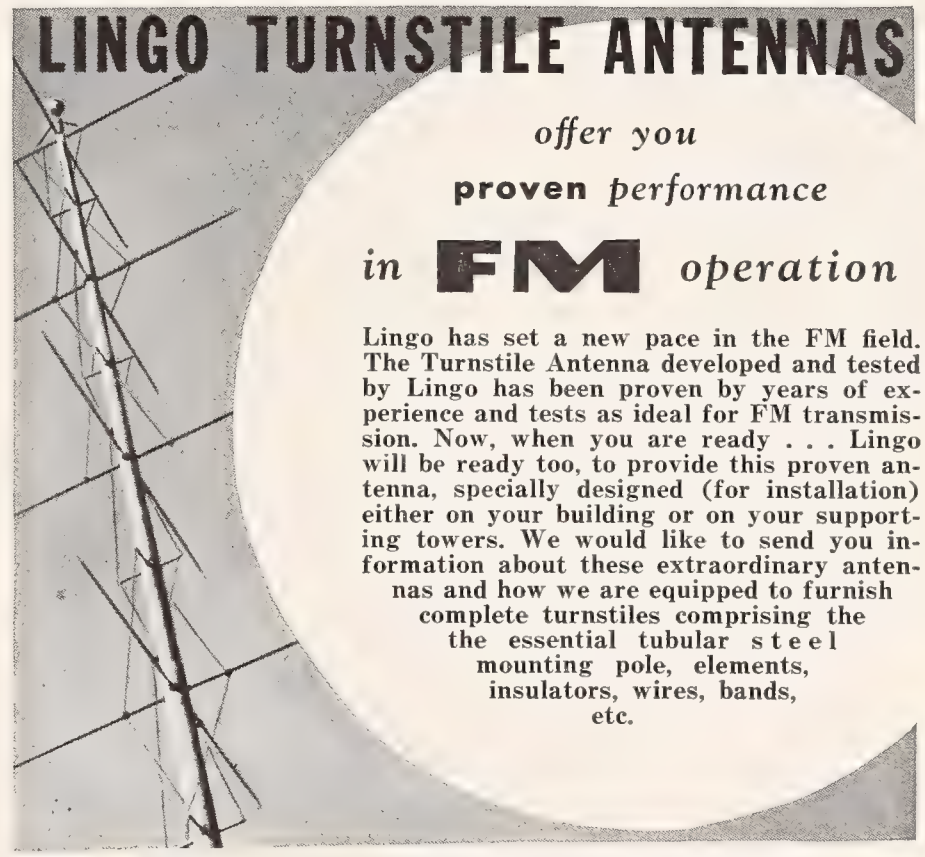
Halls went the way of the Dodo bird, since WAIR took up the job of guiding incomes into the pockets of WAIR SPONSORS! It's "fixed"! You'll win in a walk with—

WAIR

Winston-Salem, North Carolina

National Representatives
Sears & Ayer

LINGO TURNSTILE ANTENNAS



offer you
proven *performance*
in **FM** *operation*

Lingo has set a new pace in the FM field. The Turnstile Antenna developed and tested by Lingo has been proven by years of experience and tests as ideal for FM transmission. Now, when you are ready . . . Lingo will be ready too, to provide this proven antenna, specially designed (for installation) either on your building or on your supporting towers. We would like to send you information about these extraordinary antennas and how we are equipped to furnish complete turnstiles comprising the the essential tubular steel mounting pole, elements, insulators, wires, bands, etc.

COMPLETE TECHNICAL DATA ON REQUEST. Our engineering staff will be pleased to assist you, without obligation, in the development of your FM plans. Inquiries should indicate planned frequency, number of turnstile bays desired, location and height of building or supporting tower.

JOHN E. LINGO & SON, INC. Dept. B-8A CAMDEN, N. J.

LINGO VERTICAL TUBULAR STEEL RADIATORS

Awards Plan Speaker

AN OUTLINE of the plan, effective this year, for public service awards for broadcasting by the Peabody Foundation, under the auspices of the U. of Georgia School of Journalism, was to be given the NAB convention in San Francisco Aug. 4-7 by Dr. John E. Drewry, director of the School. The awards, to be radio's counterpart of the Pulitzer Awards in journalism, were worked out last spring by the Board of Regents of the University, in collaboration with the NAB.

WLS, Chicago, has completed arrangements with the *Chicago Herald-American* to present a tie-in announcement following the Monday evening *Washington Merry-Go-Round* program for which in return the newspaper plugs the station with a box at the head of Pearson & Allen's syndicated column.

There is a Market Where the State's Largest Industry Will be Expanded

60%

It's Served By

WCSC

CHARLESTON, S. C.

Free & Peters, Inc.
Representatives

Reminiscences of a Veteran

(*Continued from page 50-1*)

Islands as told by a man who had been marooned there—a New York City taxi-driver, Red Christiansen. This program, on the order of a present-day *We, the People* broadcast, had to be given time and again by request.

Radio, Star Maker

We also learned of radio's ability to make a star. The constantly changing *Eveready Hour*, starting in the winter of 1923, carried through to the following summer when we put Wendell Hall on for the summer period. You may recall him, "The Red-Headed Music Maker". If you don't remember him, you undoubtedly remember "It Ain't Gonna Rain No Mo'", for which he was responsible. Hall achieved such popularity through his radio work that he became much sought after for personal appearances, from which our client of course benefited.

Incidentally, radio was put to an odd use in the case of Wendell Hall, in a program that would attract much attention even today. His marriage to Marian M. Martin, a Chicago newspaper woman, on June 4, 1924, was solemnized as part of an *Eveready Hour* broadcast. This particular broadcast, incidentally, was the first in which remote control was employed to supply part of a program from one point while another part of the program originated somewhere else. The organ music for the service was "piped" from the loft of the Skinner Organ Co., on Fifth Avenue, to the WEAF studio, where the marriage took place.

However, interesting as all this was, it was not quite as significant as another development hastened by the success of the *Eveready Hour*. Radio was then in a stage of development similar to that of television today. The broadcasting stations had a limited range and each station arranged its own programs. It was not long until the National Carbon Co. found its broadcasts so popular that an extension of the idea seemed desirable.

Geographical Posers

To permit people in outlying sections to see and hear the famous *Eveready Hour* entertainers, a series of personal appearances was arranged. Wendell Hall, Vaughn de Leath and Carson Robison in particular made a great many personal appearances. Often where it was possible, these out-of-town appearances were broadcast locally. However, this made for difficulties of many kinds. We found ourselves rapidly getting into the show business, with traveling entertainers shuttling between widely separated points. It began to look as though our radio and related ventures were becoming too cumbersome despite the excellence of the results.

The answer seemed to lie in some sort of network. If somehow two or more stations could be connected with telephone lines, or even by radio, a large area could be served simultaneously. We investigated and learned that it was practicable. Indeed, it had been done and was being done on a basis that was largely experimental.

The first record of two stations broadcasting a program simultaneously concerned WNAC at Boston and WEAF, on Jan. 4, 1923, when a saxophone solo by Nathan Glanz was relayed from the WEAF studio to the Boston station.

The first regular service between stations came about in a noteworthy manner. The late Col. Edward H. R. Green, son of the fabulous Hetty Green, made science his hobby at his large estate in South Dartmouth, Mass. To assure himself of a supply of new scientific equipment, he had placed a standing order with Western Electric for one unit of everything they manufactured. One day he received a number of crates containing a radio transmitter. Puzzled, he got in touch with Western Electric officials and asked what they thought he could do with this.

"Broadcast," he was told.

"Broadcast what?" he asked.

"Speeches, phonograph records, anything," was the reply.

Col. Green had his transmitter assembled, received the call letters WMAF, but shortly found himself in difficulty trying to make up schedules of broadcast entertainment. Then he had an inspiration. Invited to the home of Harry B. Thayer, then president of the AT&T, in New Canaan, Conn., he came across what seemed to be the solution of his problem. Mr. Thayer, unable to hear WEAF well at that distance, had arranged for a special telephone line from the studio to his home.

Col. Green asked for a similar hookup to feed his new transmitter programs originating at WEAF, and the request was granted. On July 1, 1923, he started broadcasting WEAF programs on WMAF. Thus the first "network" came into being. Like so many other developments in radio, it was the result of circumstance rather than planning.

$60 Per Hour

It goes without saying that the system worked, and Col. Green entertained the countryside with music that streamed from New York via telephone line. One of the outlets for this, incidentally, was on his own estate. Col. Green rigged up huge speakers for the benefit of fishermen working along the coast. Others heard of the entertainment, and hundreds of cars could be found parked on the grounds of the Green estate, the occupants listening to the music that poured from the speakers.

The first commercial radio station to be tied up regularly with WEAF by means of telephone lines was WJAR, owned by the Outlet Store in Providence. The first WEAF program to go out over this station's transmitter was a

F M

?

PAGE & DAVIS
Consulting Radio Engineers
WASHINGTON, D.C.

MAPS

ANY SERVICE A BROADCASTER MAY NEED—THE BEST MAPS IN THE INDUSTRY. NO COPYRIGHT FEE

COPY

A VIGOROUS PRESENTATION OF THE BEST SELLING FACTS. BROCHURES TRADE PAPER ADVERTISING

DATA

1939 ANNUAL ADVERTISING AWARD FOR "RESEARCH ACHIEVEMENT"

WALTER P. BURN & ASSOCIATES, INC. 7 W. 44TH ST., N. Y.

broadcast of the World Series on Oct. 14, 1923. For the privilege of getting entertainment from New York over the lines of the telephone company, WJAR paid $60 an hour. Later, when sponsored programs were sent over the lines, the station received $50 for each hour of sponsored programs made. A rather far cry from today's prices!

First Network Sponsor

The *Eveready Hour* was the first sponsored program to go over this WEAF-WJAR network, and the first *Eveready Hour* to be so broadcast was that of Feb. 12, 1924. It consisted of the first reading of "I Knew Lincoln". That broadcast, the first advertising program to go over a network, had an interesting story behind it. Our thinking on the subject of a network seems to have paralleled that of the people at WEAF. As I previously mentioned, the popularity of the *Eveready Hour* made it desirable to extend the listening range of the program.

Not knowing that WEAF and WJAR had been experimenting with a telephonic hookup, not to mention the case of Col. Green's transmitter, I decided to discuss the matter with officials at the AT&T. Fortunately I was in a good strategic position to do this, since besides working with the National Carbon Co., I was associated with the AT&T, supervising the agency's work on that account.

I first discussed the use of telephone lines to carry the *Eveready Hour* to several stations simultaneously with the late George McClelland, commercial manager of WEAF and later a vice-president of NBC. My discussion with Mr. McClelland led to a meeting with W. R. Harkness, in charge of radio activities of the telephone company. Later we presented the matter to Walter Gifford, at that time a vice-president.

The telephone people, as I have indicated, were not unaware of the possibilities. However, the success of the *Eveready Hour*, in sales as well as in popularity, gave them another aspect to consider. We were an immediate prospect for facilities they had available, and the upshot was that a network was developed sooner than had been planned.

Radio vs. Telephone

Mr. Gifford asked me to prepare a map showing key sales areas of the country, which it would be desirable to reach through radio. This was carefully worked out and subsequently presented to him. He seemed greatly impressed with the potentialities, indeed somewhat perturbed by their scope.

"If radio is going to reach this stage," he said, "maybe we'd better think of withdrawing. If we don't, we may find ourselves running a radio business instead of a telephone business."

The innovation of broadcasting the *Eveready Hour* over the WEAF-WJAR network proved successful. Gradually the network was extended, as we added WCAP, WGR, WEEI, WCAE, WSAI, WOC, WCTS, WTAF, WWJ, WCCO, WEAR, WGN and other stations which brought increasing millions within listening range of the Eveready broadcasts. Each extension of our improvised network naturally represented problems for both AT&T and ourselves.

On Nov. 16, 1926, NBC started operating its network for the first time, and the *Eveready Hour* that night was a gala occasion, given a place of honor on the air as was its just due. Ignaz Friedman, the pianist, was the guest star. Incidentally, we had a contract with NBC. I mention that simply because those early *Eveready Hours* were broadcast for many months without a written contract. The lawyers, it seems could not agree on the wording of a contract to cover such a strange new force as radio.

Guestitorial

DOUBLE STANDARD FOR TIME BUYERS

By ROBERT M. SAMPSON

National Sales & Promotion Manager, KWK, St. Louis

HEDY LAMAR wouldn't stand a chance in an African beauty contest. Sometimes a radio station, quoting one of its station breaks between two "unrated" programs, is equally mistreated.

It's a question of standards in both cases; Hedy's need no defense here—but let's take that of the radio station.

We do not believe the CAB ever intended to have its program "ratings" applied to individual facilities. It seems to us that the reason for this is obvious. While the CAB makes enough calls nationally or sectionally to make a reliable report on audience "trends", the calls in a single market do not represent a large enough sample to indicate accurately the program's popularity in that one place. It would be like making a city-wide survey and then using the results of the whole survey to apply to any neighborhood.

Chance of Error

Suppose a timebuyer, in studying an availability, finds that it precedes a program with a sectional CAB rating of 6. Suppose that on the basis of this rating he accepts the availability. However, by a closer analysis it may be revealed that he made a mistake. Let's say the particular section for which the rating of 6 applies consists of six markets. Just to reveal the specific possibility of error the various facilities in the six markets could have actual CAB ratings 2, 5, 6, 8 and 7. Add them up and divide by six. You will get the average CAB rating of 6.

Suppose the timebuyer happened to take the station that had an actual CAB of 2! This is not a representation that CAB arrives at its sectional program ratings in the above manner. It is a fictitious set of figures merely to illustrate how an average cannot be applied to a single facility.

The network timebuyer needs another standard when purchasing single facilities. In the correct sense no program is rated on any one station unless by a local survey. *Ma Perkins* has no "rating" by CAB in any one city. The CAB figure is an average of various cities. In this respect, if *Ma Perkins* has a good rating it certainly makes sense for a timebuyer to want to precede the program *on the same network* but not *necessary* on a single station.

Therefore a timebuyer should have a double standard—one for network and one for national spot. Use the national surveys for the one but insist on local ones or other similar evidence when buying national spot.

Stations Are Prominent In Oregon Conference

WEST COAST radio stations and their representatives took a prominent part in Oregon's first public conference on radio and education, held July 18-19 in Portland. Cooperating as sponsors for the meeting, open to all persons interested in radio's application to education, were the Federal Radio Education Committee of the U. S. Office of Education, Oregon State department of higher education, Portland public schools, KOIN-KALE and KGW-KEX.

Radio personages participating included Charles W. Myers, KOIN president; Donald W. Thornburgh, CBS vice-president; H. Q. Cox, KGW-KEX production manager; Luke L. Roberts, KOAC manager; Henry M. Swartwood Jr., KOIN-KALE educational director, and representatives of KBND, KUIN, KORE, KOAC, the *Oregon Journal* and *Portland Oregonian*. Other participants were Leonard Power, of the FREC; Paul F. Lazarsfeld, director of the office of radio research, Columbia U, along with Herta Herzog; Jane E. Monahan, radio committee chairman, New York City public schools; George Jennings, Chicago Broadcasting Council.

Sponsor's Plugs for Defense

SIGNAL OIL Co., Los Angeles (petroleum products), during its weekly half-hour musical variety program, *Signal Carnival*, on 13 NBC-Pacific Red stations, Sunday, 6:30-7 p.m. (PST), in an effort to build up public opinion in favor of national defense, has inaugurated a series of brief announcements on that subject. Announcement replaces the commercial, and is inserted midway point in the program.

WJHP

JACKSONVILLE, FLORIDA

250 WATTS — 1290 K. C.

* 24-hour Associated Press News Service . . . 18 newscasts per day.
* Only Jacksonville station with affiliated newspaper . . . shows and artists will be publicized daily in the JACKSONVILLE JOURNAL.
* WJHP's 1290 Kilocycles is a regional frequency (giving better coverage)—and is located on the dial between the other two Jacksonville stations.

N B C BLUE
WJHP
JACKSONVILLE FLORIDA

H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. H. DORMAN, Manager, 225 West 39th St., NEW YORK CITY
CHICAGO — DETROIT — ATLANTA — PHILADELP...



NIGHT AND DAY IT'S WIS

COLUMBIA
South Carolina

560 KILOCYCLES

FREE & PETERS, INC

A ROYAL WELCOME

to our friends of the N.A.B.!

★

DON'T MISS THE RCA EXHIBIT

Room 551-552-554, St. Francis Hotel, San Francisco

Come Up and Meet the Latest RCA Equipment for

TELEVISION
BROADCASTING
FREQUENCY MODULATION

Speech Input Equipment — Measuring Equipment

Camera Fans!

Enter your best shots in the RCA Convention Camera Contest!

3 Divisions—
3 First Prizes!
3 Second Prizes!
3 Third Prizes!

Details at RCA Convention Headquarters.

Photos will be judged by Keith Henney, Editor of *Photo Technique*, and members of the Art Staff of Lord & Thomas Advertising Agency.

Use RCA Radio Tubes in your Station for Finer Performance

RCA *Broadcast Equipment*

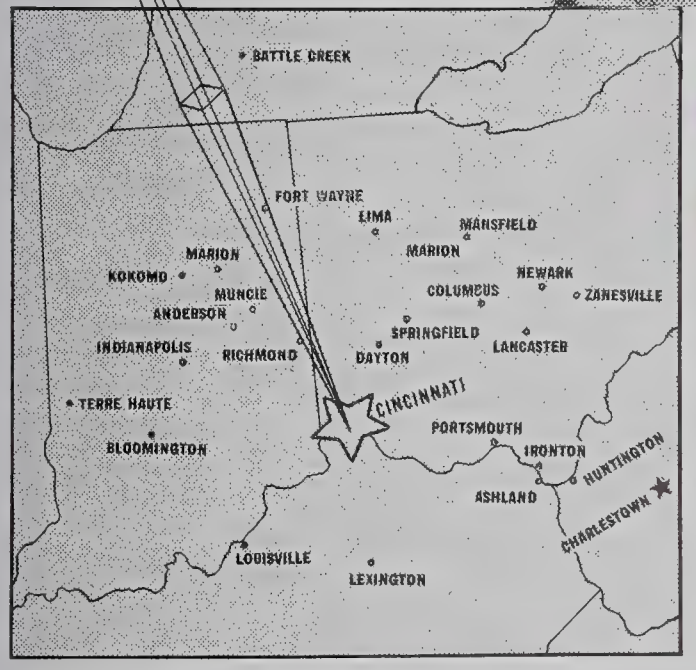
RCA Manufacturing Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America



CHARLESTON, W. VA.

Population—1930	60,408
Retail Sales—1939	$35,927,000*
Wholesale Sales—1939	$54,471,000*
Per Cent of Nation's Buying Power (Trading Area)	.3564*
Radio Homes—1938 (Kanawha County)	32,280

**Estimated by Sales Management.*



FIVE hours from Cincinnati by train but split seconds by WLW

. . . that's the comprehensive, economical way you cover more than a score of rich trading areas when you use The Nation's Station. In Charleston, for example, WLW is a daily listening habit. So retailers in Charleston, as well as throughout *all* of WLW's primary area, are naturally guided by the resulting consumer preference for WLW-advertised brands.

NEW YORK: REP. TRANSAMERICAN BROADCASTING & TELEVISION CORP., CHICAGO: WLW, 230 NORTH MICHIGAN AVE.

WLW THE NATION'S *most Merchandise-able* STATION

For stations at the TOP!



RCA 50,000 Watt Broadcast Transmitter

Model 50-E...Top Performance...Efficiency...Economy!

YOUR NEW 50,000-WATT TRANSMITTER is perhaps the most important investment your station will ever be called on to make! Choose wisely and your operating costs will be lower—your performance finer, more trouble-free. Choose wisely and we believe you'll choose RCA. Here are a few of the reasons why:

The new RCA Model 50-E Transmitter offers you lower installation costs because it takes up only 278 square feet of space—requires a much *smaller* building to house it. Airstream-cooled throughout, it saves you the cost of water coolers and tanks, water pipes and pumps and associated equipment. RCA-engineered high level Class B Modulation requires lower current consumption—the 50-E draws only 115 kilowatts from your power line at average program modulation! The exciter is capable of operation as a complete 5 kw. Transmitter at a second's notice—eliminating a separate stand-by transmitter.

Unified front panel construction gives finer appearance, cleaner design, easier installation... and permits either straight-line or "folded" layout for your requirements, without extra work or extra cost. It's particularly adaptable to modern buildings.

• • •

See exhibit of all RCA services... including Television... at RCA Building, New York World's Fair—and Golden Gate Exposition, San Francisco.

- ★ Unified Front Panel Construction
- ★ High Level, Class B Modulation
- ★ Air-Cooled Operation Throughout
- ★ Small Floor Space Requirements
- ★ 5 Kw. Stand-By Service
- ★ Lower Operating Costs
- ★ Higher-Fidelity Performance

•

Use RCA Radio Tubes in your Station for Finer Performance.

FOR FINER PERFORMANCE... GO RCA ALL THE WAY

Microphones
Speech Input Systems
Associated Equipment
Transmitters

RCA Broadcast Equipment

RCA Manufacturing Co., Inc., Camden, N. J. · A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. · Chicago: 589 E. Illinois St. · Atlanta: 530 Citizen & Southern Bank Bldg. · Dallas: Santa Fe Bldg. · San Francisco: 170 Ninth St. · Hollywood: 1016 N. Sycamore Ave.

BROADCASTING

Broadcast Advertising

Vol. 19 • No. 4

AUGUST 15, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



"Well-uh-can you cook?"

● Yes, some of the questions were sorta personal —but when H. B. Summers and his crew of 99 expert investigators got through their 1940 Survey on April 15, they had the most complete, authoritative and dependable information ever compiled on the radio-listening habits of Iowa people.

For instance—would you like to know what percentage of all Iowa men or women are listening to the radio between, say, 8:00 and 10:00 a.m.? What *kind* of program they like best? The program preference differences between city people and farm people? The *ratings* given the 29 stations that are "heard regularly" by at least 1% of all Iowa families?

These are only a few of the vital questions that you can have answered by the 1940 Iowa Radio Audience Survey. And these answers will help you to make your advertising *supremely effective*—not only in Iowa, but throughout the Middlewest. . . .

If you'll write us quickly, a copy of this monumental Survey will be gladly sent you on request, without cost or obligation. But we suggest prompt action, because only a limited number of copies are still available. Address:

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . . National Representatives

NIGHT and DAY

WSPD

Now gives you

5000 Watts



"More Power To You", said the F.C.C.;
. . . and now we have it!

WSPD's night-time signal finds new frontiers with its night-time power boost to 5000 watts; a greater after-dark audience, no increase in rate!

WSPD — *Toledo, Ohio*

Represented Nationally by the Katz Agency



Rx

He has the confidence of Home Town folks!

HOME town people believe in, and are loyal to, the family doctor who serves them so faithfully. He is an integral part of community life, day-in and day-out.

The Colonial Network's 18 "home" stations benefit by the same type of confidence and acceptance because they too serve the community, providing programs of local interest as well as network features.

This creates listener-loyalty that no distant, stranger-within-the-gates station can *ever* obtain. The advantage of this friendly attitude and the good will it achieves is obvious.

It is one of the important reasons why campaigns on The Colonial Network are as successful as they are economical.

WAAB	Boston
WEAN	Providence
WICC	Bridgeport New Haven
WLLH	Lowell Lawrence
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WTHT	Hartford
WATR	Waterbury
WBRK	Pittsfield
WNLC	New London
WLNH	Laconia
WRDO	Augusta
WHAI	Greenfield
WCOU	Lewiston Auburn
WSYB	Rutland

THE COLONIAL NETWORK

21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

WTAR

WTAR RADIO CORPORATION ★

OFFICES & STUDIOS ★ NATIONAL BANK OF COMMERCE BUILDING ★ PHONE 25671

NORFOLK, VIRGINIA

August 1, 1940

To Our Friends
The Advertising Agencies of America:

Something unbelievably big is happening here. It's bewildering,--like waking up to find oneself a millionaire! We would gladly forego our good fortune if it were possible to remove the cause. Since that's impossible, we want you to know about it, as it is information vital to you and your clients.

Nearly FIVE HUNDRED MILLION Dollars is being spent here for defense,--all within the 10 millivolt line of WTAR.

We are to build two battleships, four aircraft carriers, two cruisers, a mine sweeper, drydocks, fortifications, tremendously expand the Naval Base and air station, and many other items.

Ten thousand high paid civilian workers are now at the Navy Yard, with 5,000 on the way. The navy personnel already has been increased 5,000 and the naval payroll upped 29.6%.

Every dwelling is occupied, and the government is spending $3,000,000 at once to build workers' homes.

The program, only begun, has stimulated business already. Telephones increased 57.3%, retail sales 5.6%, buying income 7% in 1939 over 1938. In May residence building increased 71% over May 1939 (62% better than the average of all states east of the Rockies). Bank debits increased 9% the first five months of this year over the same period in 1939, and so on.

Norfolk this fall and winter is destined to be America's outstanding boom market.

That's why, with WTAR on every one of your station lists this fall, your clients will be sure of sharing this unique prosperity. Our national representatives, Edward Petry & Company, will gladly give you still further details.

Cordially yours,

Campbell Arnoux

Campbell Arnoux
General Manager

National Representatives: *Edward Petry & Co.*

NEWEST MUSIC!

. . . for one of America's Most Modern Stations!

The Novachord is used daily at KFBI, in its new studios and station at Wichita, Kansas

Newest in everything—from microphones to antenna! That was the order given for equipment of the new studios and station of KFBI . . . as it moved from Abilene to Wichita, Kan.

So, for the newest in music—newest appeal, greatest versatility—KFBI purchased a Hammond Novachord! And, since the opening day of these new studios, the Novachord has been in use daily at KFBI!

Your programs can make this same profitable use of the Hammond Novachord. It will give music for radio an entirely new and utterly different appeal. It will give the musician a new and amazing versatility. And it will give you a greater variety of usefulness than any other instrument you can buy.

Try the Novachord. Its regular keyboard is played like a piano. Any pianist will find a fascinating invitation to explore its amazingly vast musical resources. Visit your nearest Hammond dealer or write to Hammond Instrument Co., 2989 N. Western Ave., Chicago. In Canada: Northern Electric Co., Ltd., Montreal.

HAMMOND ORGAN STUDIOS
New York—50 West 57th Street
Los Angeles—3328 Wilshire Boulevard



Play the Novachord as you would a piano...for beautiful, piano-like tones. THEN—turn the Tone Selectors for musical effects of violin, English horn, 'cello, guitar and dozens of other amazing voices.



FRANK CHIDDIX, musical director of KFBI, at the Novachord.

How KFBI uses its Novachord "Apparently the Novachord has a very wide range of application in the broadcasting field, but it has served us particularly well as a solo instrument. Frank Chiddix, musical director of KFBI, presents a daily program with the Novachord, called 'Nova Lyrics,' and we have had some very encouraging comments on the show.

"Frankly, I feel that the Novachord is a very valuable part of our station equipment."

HERB HOLLISTER,
Vice-President & General Manager

The NEW Idea in music—by the Makers of the Hammond Organ!

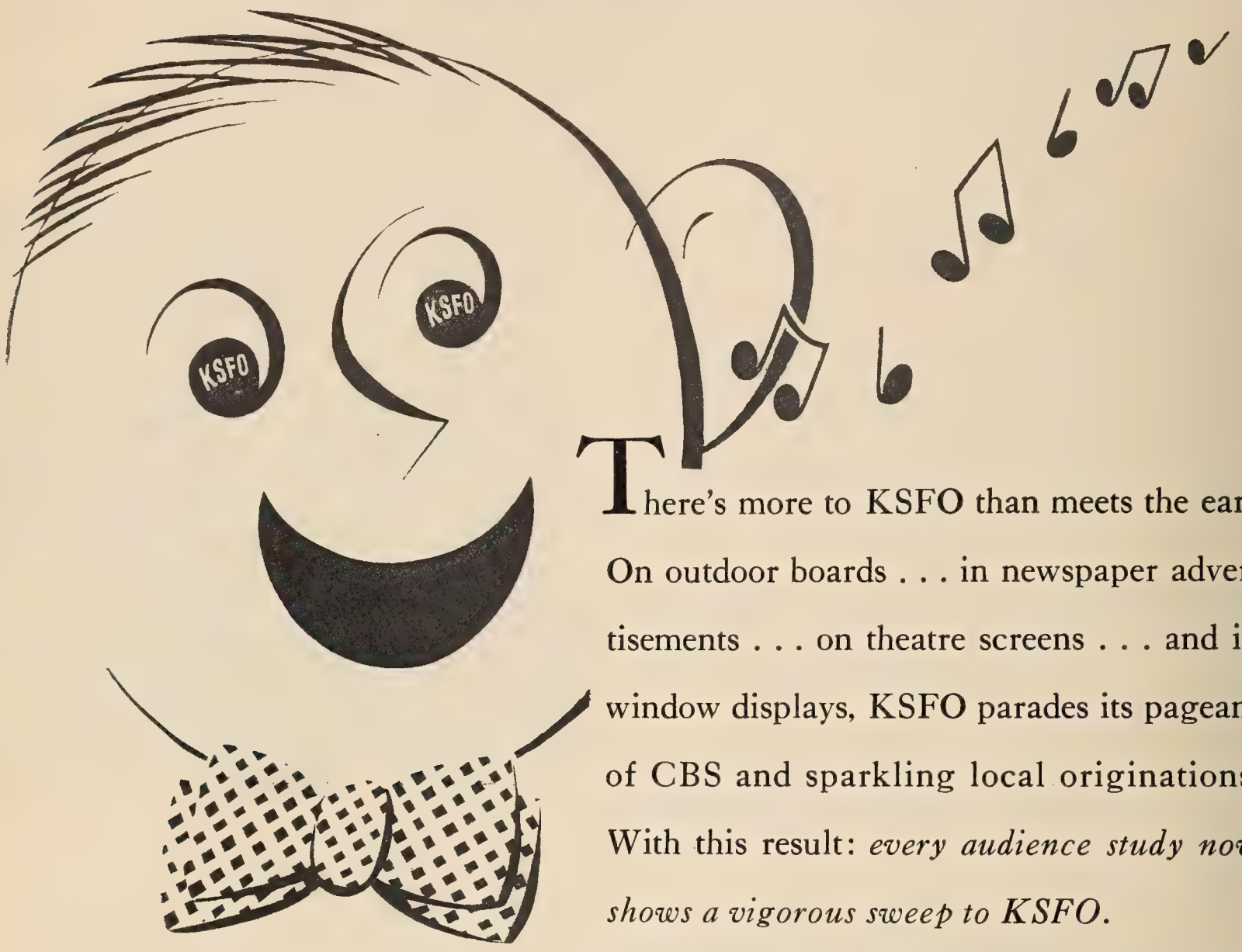
See . . . Hear . . . Play

THE HAMMOND Novachord

at the Hammond Organ Studios, in the HAMMOND BLDG., 50 W. 57th St., New York

KSFO meets the eye

...as well as the ear!



There's more to KSFO than meets the ear! On outdoor boards . . . in newspaper advertisements . . . on theatre screens . . . and in window displays, KSFO parades its pageant of CBS and sparkling local originations. With this result: *every audience study now shows a vigorous sweep to KSFO.*

No wonder KSFO carries more commercial programs than any other network station in San Francisco! And should carry *yours!*

KSFO

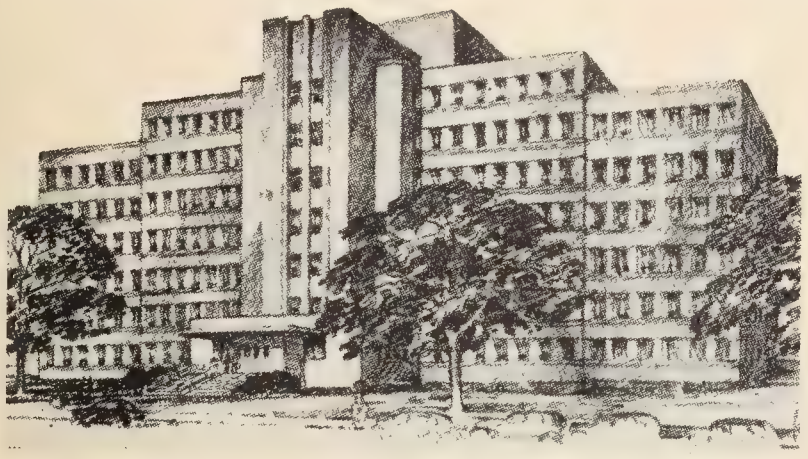
A CBS STATION · 560 KILOCYCLES
PALACE HOTEL · SAN FRANCISCO
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.

SHREVEPORT

- - - IS DIGGING IN!

Yes sir, Big Business is expanding and "digging in" down Shreveport way in a very permanent manner. Big Business is building with the assured prospects of a bright future based on permanent stability and prosperity of the past and present of the Shreveport market.

The vast wealth of resources . . . huge manufacturing plants . . . and major industries have made the Shreveport market area of over 3,000,000 people a "natural" for the maximum sales of the many products that depend on complete dominant coverage of KWKH for successful results.



$750,000 United Gas Building, completed and occupied.

CBS

KWKH

SHREVEPORT TIMES STATION

SHREVEPORT, LOUISIANA

REPRESENTED BY THE BRANHAM CO.



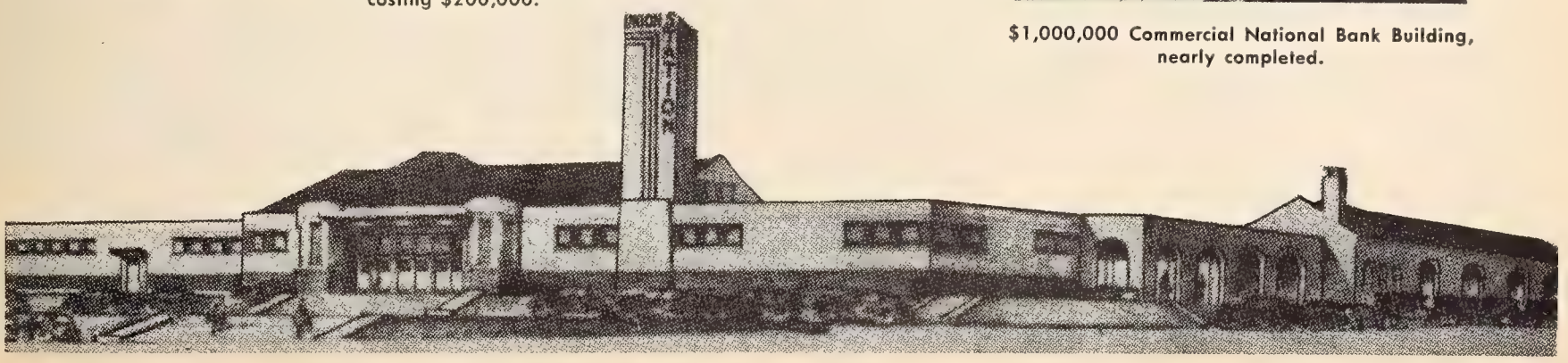
T and P Passenger Station, part of a $3,000,000 construction project. A new freight depot has already been completed.



$1,000,000 Commercial National Bank Building, nearly completed.

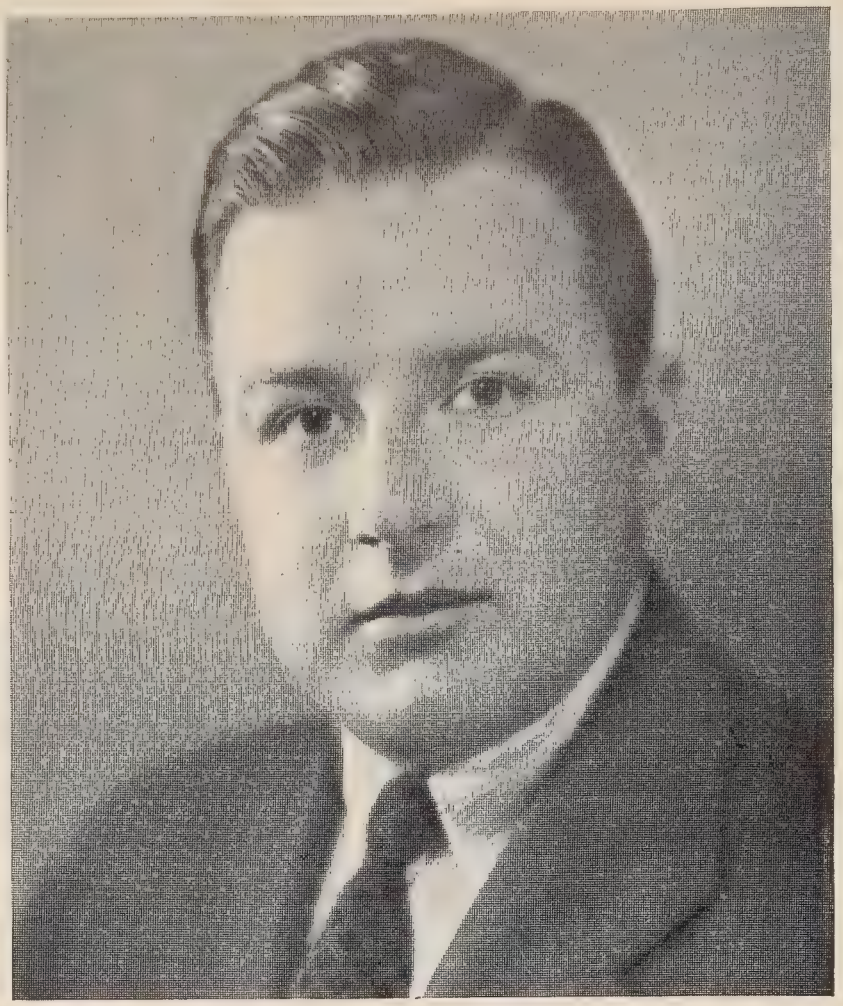


New store for J. C. Penney Company already under construction, costing $200,000.



Shreveport Union Station to be remodeled and rebuilt at cost of $100,000. This work is already in progress.

SIXTH OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE



Four year-, Princeton University
Two years, American Can Company
Two years, Benton & Bowles, Inc.
Two years, Radio Station WNEW
Free & Peters (New York Office)
since Feb., 1938

Friends, Romans, Countrymen!—

HUGH K. BOICE, JR!

Yes, we guess it was purely accidental, but when Hugh Boice graduated from a good college, then went to work for a leading "industrial", then for a progressive advertising agency, then for a well-known radio station—well, maybe it *was* just a lucky accident, but all this experience was leading straight to the logical conclusion of a job with Free & Peters!

Why? Because that's the sort of back-ground F&P wants and gets, in our personnel. . . . First, thirteen of our fourteen fellows are "college men"—and ten of us *graduated.* Not that that's so wonderful, but it does imply a little mental discipline. Next, the fourteen of us average almost two years apiece in advertising agencies—which you will admit *is* wonderful! Next, we average 3½ years with Free & Peters, and Hugh is in his third year with us. Next, we all average well over a year of experience, each, in actual radio *stations*—and that, we believe, is also a pretty good back-ground for anybody who's first job is to help smooth the road for radio advertisers. . . .

All our fourteen fellows have similar backgrounds in some other regards, too. We all speak English. We all feel certain that we want to "stay in radio" for a long, long time to come—and that the surest way to stay in is to give you the very best we've got (and the best that *radio* has, as well). . . . That's the way we work in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
WDAY . . . . . FARGO
WOWO-WGL . . . . . FT. WAYNE
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KGKO . . . . FT. WORTH-DALLAS
KOMA . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **DETROIT:** *New Center Bldg.* Trinity 2-8444 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **LOS ANGELES:** *650 S. Grand* Vandike 0569 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 19. No. 4 WASHINGTON, D. C., AUGUST 15, 1940 $3.00 A YEAR—15c A COPY

NAB Decrees Its Music Independence

By SOL TAISHOFF

Officially Assured of 'Free Radio', Convention Gives Unanimous Support to BMI, With Ample Finances

IGNORING a frenzied eleventh-hour effort of ASCAP to stampede the industry, a unanimous NAB enthusiastically plowed its way through its 18th annual convention in San Francisco Aug. 4-7, and, behind the leadership of Presdent Neville Miller, formally decreed its musical independence as of Jan. 1, 1941.

Not a dissenting voice on any important issue was heard on the convention floor during the three-day session. Reassured in personal messages from Stephen T. Early, secretary to the President, and FCC Chairman James Lawrence Fly, that a "free radio" is not threatened, the convention dug into its major industry problem — copyright—by unanimously voting its support of Broadcast Music Inc., as a "permanent" organization to provide for radio its music needs when current ASCAP contracts expire on Dec. 31. Nearly 400 stations representing 90% of the dollar volume of the industry were pledged to BMI, and a new scale of fees adopted assures the company of at least $1,500,000 to build the industry's own music supply during 1941, aside from $1,250,000 pledged since last September.

Full registration list of NAB Convention will be found on pages 46 and 47. Text of FCC Chairman Fly's speech on page 17.

Even Measured Service Plan Is Ignored

The convention, hailed as the biggest and best in the industry's history, manifested its united approach by disregarding entirely the almost frantic appeals from ASCAP to meet with it and talk things over. ASCAP even agreed to a "measured service" experiment for Ed Craney's KGIR, Butte, and in effect offered the same terms eventually to all stations, but the convention, incensed over repeated rebuffs from ASCAP during the last two years, declared BMI a permanent "going concern".

Glowing tribute was paid Mr. Miller—the NAB's first paid president—when the newly-elected board Aug. 6, in recognition of his services during the last two years, extended his contract and gave him a substantial increase in salary, effective at once. Retained for a three-year term on July 1, 1938 to head the reorganized NAB, Mr. Miller's contract was extended from 1941 to 1942. His present salary is $30,000, plus allowances, and it is understood the increase authorized was approximately $10,000 a year.

The board's action effectively answered the insinuations of internal disunion and opposition to President Miller published in the amusement press. The ill-starred ASCAP campaign got under way even before the convention started, and was obviously designed to break the back of BMI. There were daily letters or telegrams to delegates, colored stories in the amusement press and widespread buttonholing of delegates. The fruits of these labors turned out to be bitter condemnation from the convention floor and general resentment among delegates.

In declaring its musical independence, the industry took cognizance of the demands of ASCAP under the new form of contract, which would result in an estimated increase in royalties paid by the industry of from about $4,500,000 to $9,000,000. Instead, the membership voted to support BMI, irrespective of cost, and plunged into plans for the transition at the first of next year.

Pledges of Freedom From Early and Fly

The convention turned out to be a one-purpose meeting, after illusions about threats to radio's independent status had been dispelled by official speakers. Mr. Early, appearing for the second time at an NAB convention, brought from President Roosevelt a message reiterating his pledge of last year of an American radio "as free as the press". Chairman Fly branded as "without substance" disturbing rumors of imminent curtailment of broadcasting in the event the security of the country is threatened, or about stories that the FCC is "about to destroy rural radio serv-



NEW NAB BOARD held its first meeting in San Francisco Aug. 6 shortly after election of new directors-at-large and of three new directors representing the networks, the latter authorized by a vote at a meeting the same day. The first act of the board was to extend the contract of Neville Miller as president of the Association for another year to July 1, 1942, and to give him a substantial increase in salary. Seated (l to r): Don Searle, KOIL, Omaha; Paul W. Morency, WTIC, Hartford; C. W. Myers, KOIN-KALE, Portland, Ore.; John Elmer, WCBM, Baltimore; Edwin W. Craig, WSM, Nashville; President Miller; Herb Hollister, KFBI, Wichita; John E. Fetzer, WKZO, Kalamazoo; E. H. Gammons, WCCO, Minneapolis. Standing: Mark Ethridge, WHAS, Louisville; Fred Weber, MBS; Gene O'Fallon, KFEL, Denver; J. Harold Ryan, WSPD, Toledo; O. L. Taylor, KGNC, Amarillo; F. M. Russell, NBC; Clifford M. Chaffey, WEEU-WRAW, Reading; William H. West, WTMV, E. St. Louis; Harry Spence, KXRO, Aberdeen, Wash.; Howard Lane, KFBK, Sacramento; John A. Kennedy, WCHS, Charleston, W. Va.; Harrison Holliway, KFI-KECA, Los Angeles; George W. Norton Jr., WAVE, Louisville; John J. Gillin Jr., WOW, Omaha, and Harold V. Hough, WBAP-KGKO, Fort Worth. Absent were Edward Klauber, CBS vice-president; W. Walter Tison, WFLA, Tampa; Clarence Wheeler, WHEC, Rochester.

ice". He implored the industry to stop believing in "ghosts".

If any outbursts had been expected against the industry's self-regulation code, which observed its first birthday with the convention, they did not materialize. Instead the membership voted it full confidence. Not a solitary amendment was suggested. Also, on the commercial side, the convention voted reinstatement of a modified plan of reporting industry revenues on a "unit" rather than on a dollar-volume basis. It pledged support in consumer-education undertakings, and reaffirmed previous convention commitments in maintaining advertising standards.

Taking cognizance of world conditions precipitated by the war, and of national defense planning, the convention adopted a resolution authorizing President Miller to appoint the "Advisory Radio Committee on National Defense", further to implement cooperation which the industry already has extended to the Government. The resolution recognized "the vital duty and responsibility of the American radio broadcasting industry to bend every effort in the organization of plans for national defense."

Survey of Defense Requirements Planned

The committee was instructed by the convention to advise with the President, the Secretaries of War and Navy and the Chairman of the FCC of its desire and purpose, and to place its services at the disposal of the Government. Another specific instruction was that the committee undertake a survey of the industry to determine requirements in the event of national emergency, and the qualifications of all employes for defense service.

With a total registration of 661, and a broadcasters' registration of 480, the convention attendance was declared the highest in history. This was so despite misgivings that the trek across the country to San Francisco would discourage attendance. Actual member station registration was estimated in the neighborhood of some 300 of the NAB's 460-station membership.

Copyright developments came thick and fast. ASCAP had its big guns — President Gene Buck and General Manager John C. Paine— in San Francisco. The announcement that ASCAP had come to terms with both Montana and Washington broadcasters, disclosed on the first day of the convention by Mr. Craney, at first caused consternation but did not change the tide.

After the convention's vote on BMI, there emanated from ASCAP quarters reports that many celebrated radio performers would decline to remain on the air unless ASCAP tunes were available to them. There were even inferences of restraint of trade action against the major networks because of their decisions to go along without ASCAP music. Gene Buck called it a "boycott".

Although the musicians' unions in the past have been regarded as in close contact with ASCAP, the powerful San Francisco local advised President Miller Aug. 7 that it would assist in every form possible to break ASCAP's "stranglehold".

"Inasmuch as the members of the musicians union have suffered irreparable harm because of what we regard as excessive license fees collected from employers of music by ASCAP," said the local, "we wish to let you know that the officers and board of directors of this local hereby offer our assistance in whatever form possible to break this stranglehold on employers and musicians alike." The telegram was signed by Ed S. Moore, acting president of Local 6 of AFM.

In answer to the ASCAP threat, quoting "spokesmen" of the Society on the alleged "boycott" of ASCAP music by the networks, Sydney M. Kaye, BMI vice-president and general counsel and originator of the BMI organization plan, said the only way in which BMI is close to a conspiracy "is by being close to ASCAP". ASCAP, he said, is trying to put broadcasters in the position where they would violate the copyright laws if its music is used and violating other laws if it is not.

"That won't work," said Mr. Kaye. "ASCAP has asked us an uneconomic price for its music. If, because we cannot pay that price, we decline to use ASCAP tunes, ASCAP cannot complain. It is a pleasure to see the biter bitten."

Word was received at the convention of the action of the three-judge court in Gainesville, Fla., holding the Florida anti-monopoly statute illegal, but it did not disturb the convention's determination to move forward on all music fronts. The court's opinion held that the law was unconstitutional because it was enacted at the behest of broadcasters and not by general public demand. An appeal to the Supreme Court is possible.

Only a matter of minutes after the opening gavel, President Miller touched off the fireworks on copyright. Deviating from his prepared report [see page 24], the NAB chieftain said the atmosphere at the convention should show which way the wind is blowing and that BMI was a going concern. When he observed that "ASCAP has crossed the country and is pleading for a meeting with the broadcasters", the convention cheered.

The pre-convention attitude was that ASCAP had become panicky, and as a last effort had resorted to the expedient of sending personal telegrams to NAB delegates in trying to stem the BMI tide. Publication by a show-business paper in New York of a special ASCAP edition on the eve of the convention aroused deep resentment, and several speakers expressed this attitude in the general convention and group meetings.

With John G. Paine, ASCAP general manager on the scene, and Gene Buck, ASCAP president, at the nearby Bohemian Grove, ostensibly on vacation, every effort was made to force a meeting of broadcasters with ASCAP. Despite this Mr. Paine took the position that it was the funeral of the broadcasting industry, so to speak, if it did not continue ASCAP performances, on the theory that the public demands the Gershwins, Victor Herberts and Irving Berlins.

The ASCAP telegram read:

"It is urgently suggested that before the present issue as between ASCAP and the chains reaches a stage which may seriously interfere with development of the radio industry and with independent station operations there should be an open discussion and forum for the information of all concerned. ASCAP is entirely willing and in fact solicits an opportunity to participate in such a discussion. We made a previous suggestion to this effect addressed to President Miller who advised us that program as scheduled left no time to fit such a matter in. We therefore address this telegram to each delegate registered as attending the NAB convention in the hope that from the floor there may come the request that the network representatives present participate with the independents and ASCAP representatives in a frank, free and open discussion of the whole subject. You may reach us by telephone at Exbrook 0893 or telegram addressed to our San Francisco office, 111 Sutter Building."

Agreement Follows Lengthy Negotiations

Disclosure of the ASCAP-Washington-Montana arrangement was made by Mr. Craney at the meeting of National Independent Broadcasters Aug. 5, and immediately set off the fireworks. The fact that a "measured service" type of arrangement was made with ASCAP by Mr. Craney's station, and that the stations in Montana and Washington are assured of a "most-favored-nation" clause, was seen as a complete capitulation by ASCAP to the oft-repeated demands of the industry as evidenced in resolutions at past conventions.

Senator Wheeler, in his Aug. 2 letter to Mr. Craney, stated it was his understanding all infringement suits instituted by ASCAP had been dismissed and that all other litigation connected with the long-drawn-out controversy had been terminated. He brought out that ASCAP recognizes payment of copyright royalties at the source and the institution of the "measured service" basis of payment "if, in practice, it should prove feasible".

Through the good offices of Senator Wheeler, the measured service arrangement was consummated. Because the agreement is "in the open" and ASCAP has committed itself to a "pay-as-you-play" formula, the action was interpreted in effect as a confession by ASCAP

NAB BOARD OF DIRECTORS, 1940

President and Chairman of the Board
Neville Miller

District Directors

Paul W. Morency, WTIC, Hartford.
(District 1: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island)

Clarence Wheeler, WHEC, Rochester, N. Y.
(District 2: New York)

Clifford M. Chafey, WEEU-WRAW, Reading, Pa.
(District 3: Delaware, New Jersey, Pennsylvania.)

†John A. Kennedy, WCHS, Charleston, W. Va.
(District 4: D. C., Maryland, North Carolina, South Carolina, Virginia, West Virginia)

W. Walter Tison, WFLA, Tampa
(District 5: Alabama, Florida, Georgia, Puerto Rico)

†Edwin W. Craig, WSM, Nashville
(District 6: Arkansas, Louisiana, Mississippi, Tennessee)

J. Harold Ryan, WSPD, Toledo
(District 7: Kentucky, Ohio)

John E. Fetzer, WKZO, Kalamazoo
(District 8: Indiana, Michigan)

Wm. H. West, Jr., WTMV, East St. Louis, Ill.
(District 9: Illinois, Wisconsin)

John J. Gillin, Jr., WOW, Omaha
(District 10: Iowa, Missouri, Nebraska)

Earl H. Gammons, WCCO, Minneapolis
(District 11: Minnesota, North Dakota, South Dakota)

†Herb Hollister, KFBI, Wichita
(District 12: Kansas, Oklahoma)

O. L. Taylor, KGNC, Amarillo
(District 13: Texas)

Gene O'Fallon, KFEL, Denver
(District 14: Colorado, Idaho, Utah, Wyoming, Montana)

Howard Lane, KFBK, Sacramento
(District 15: California, excluding San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial counties; Nevada, Hawaii)

Harrison Holliway, KFI, Los Angeles
(District 16: Arizona, New Mexico, California, including counties excepted in District 15)

C. W. Myers, KOIN-KALE, Portland, Ore.
(District 17: Alaska, Oregon, Washington)

Directors at Large

Clear Channel

*Mark E. Ethridge, WHAS, Louisville

Harold V. Hough, WBAP, Fort Worth

Regional Channel

George W. Norton, Jr., WAVE, Louisville

†*Don Searle, KOIL, Omaha

Local Channel

†John Elmer, WCBM, Baltimore
Harry Spence, KXRO, Aberdeen, Wash

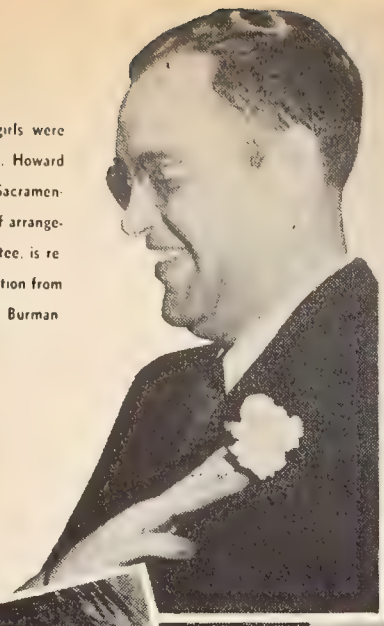
*** Network Directors**

Edward Klauber, executive vice-president, CBS
Fred Weber, general manager, MBS
F. M. Russell, vice-president, NBC

*Elected at 1940 convention.
†Constitute executive committee.



MBS flower girls were on deck again. Howard Lane, KFBK, Sacramento, chairman of arrangements committee, is receiving a carnation from pretty Audrey Burman





WEST COAST HOSTS included (l to r): Ralph R. Brunton, KJBS-KQW; Don Thornburgh, CBS Western Division v-p, Don E. Gilman, NBC Western Division v p.



BALLOTS and bucks were collected Aug. 5 by L. B. Wilson WCKY, Cincinnati, (with hat) at the IRNA elections Aug. 5, from (l to r) James D. Shouse, WLW; Bob Dunville, WLW; Lee Wailes, Westinghouse stations; Arthur B. Church, KMBC, Kansas City; Joe Maland, WHO, Des Moines, and Ballot Buck Collector Wilson.



THIS RCA personal radio in the hands of Griff Thompson, Westinghouse general sales manager, also attracted John Mayo, Associated Music Publishers. Others (l to r) are Dwight Reed, Headley-Reed, representatives; Frank Headley, of same firm; J. Noel Macy, WFAS, White Plains; George M. Burbach, KSD, St. Louis.



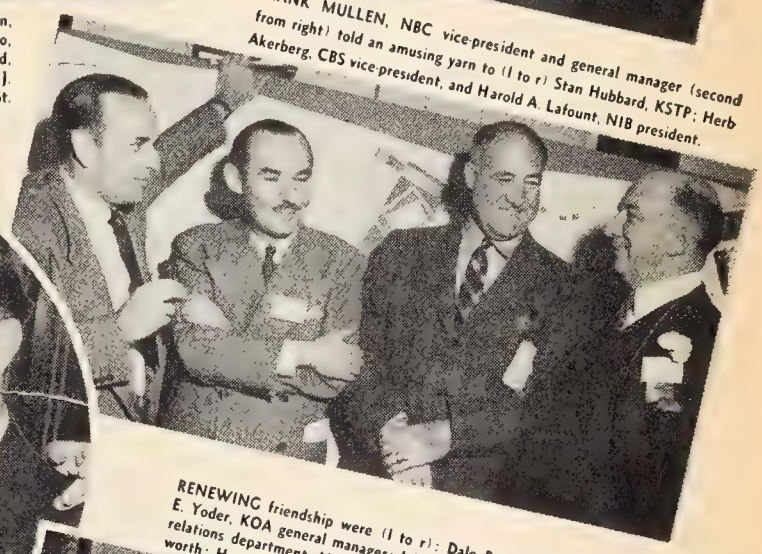
TAKING A BREATHER were (bottom, l to r) Al Harrison, United Press; Phil Lasky, KROW, Oakland; Tom Symons, KFPY, Spokane. Top row, Ed Kobak, NBC vice-president, Tom Symons III, KFPY; Al Taranto, Wm. Esty, N Y



EAST MEETS WEST—Coast executives confer with Easterners. In foreground (l to r) Bryan Musselman, WSAN, Allentown; Roy Thompson, WFBG, Altoona; O. C. Hirsch, KFVS, Cape Girardeau, Mo.; Harrison Holliway, KFI-KECA, Los Angeles; Neal Barrett, KOMA. In rear, Reed Rollo and Louis Caldwell; John Prosser, KTHS.



HIS GOLF score in BROADCASTING'S tournament or perhaps major NAB subjects were discussed by NBC President Niles Trammell (left) and Col. B. J. Palmer, WHO, Des Moines.



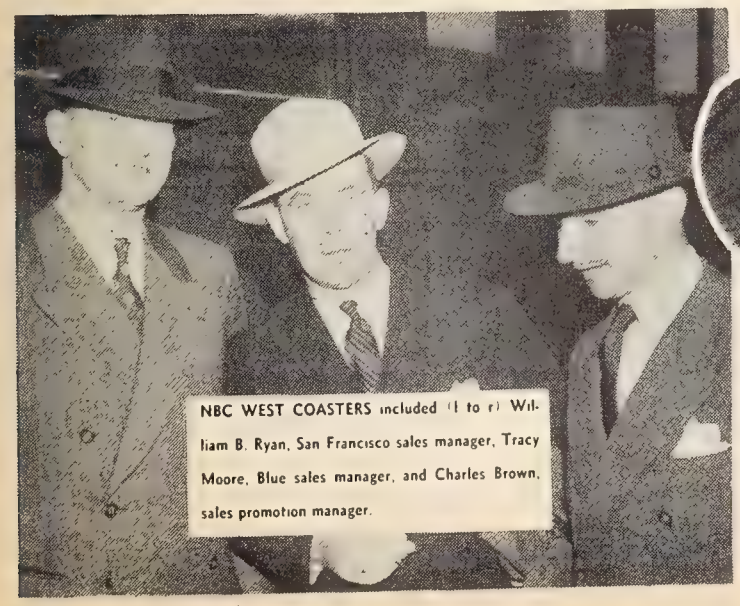
FRANK MULLEN, NBC vice-president and general manager (second from right) told an amusing yarn to (l to r) Stan Hubbard, KSTP; Herb Akerberg, CBS vice-president, and Harold A. Lafount, NIB president.



A HALF DOZEN executives talk things over. Left to right, John Karol, CBS Market Research Sales Counsel; John Shepard, Yankee Network; Ted Streibert, WOR; Walter Damm, WTMJ; C. W. (Chuck) Myers, KOIN; Bill Schudt, Columbia Recording Corp.



RENEWING friendship were (l to r): Dale Robertson, KGGM, Albuquerque; Lloyd E. Yoder, KOA general manager; John Elmer, WCBM; Sheldon Hickox, NBC station relations department, New York; Vern Pribble, WTAM; Cy Langlois of Langlois-Wentworth; Harold Fellows, WEEI.



NBC WEST COASTERS included (l to r) William B. Ryan, San Francisco sales manager, Tracy Moore, Blue sales manager, and Charles Brown, sales promotion manager.



SHOP TALKERS were (l to r) Edward Petry president of Edward Petry & Co.; H. Preston Peters, of Free & Peters, Leo Fitzpatrick, executive vice president of WJR, Detroit, and Loren Watson New York manager of International Radio Sales



RESPITE from research—Seated are Mrs. Frank Stanton, wife of the CBS research director; C. E Hooper, head of research firm, and Mrs. Hugh M. Beville Jr., NBC research manager. Behind are Messrs. Stanton, Beville.

that it had lost its battle to maintain its grip on performance of music and was willing to allow broadcasters to pay royalties on programs using its music, and not on all station income.

Conferences which culminated in the agreement have been in progress for six months, and were concluded in Chicago Aug. 2 by Messrs. Paine and Craney. Senator Wheeler and Philip G. Loucks were in practically all of the preliminary sessions. A former NAB managing director, a recognized authority on copyright and since 1930 an advocate of the "measured service" basis, Mr. Loucks participated as counsel for KFBB, Great Falls, Mont. On behalf of the Washington stations, Mr. Davis consummated a somewhat similar arrangement in San Franscico Aug. 3.

While rumor was rampant around the convention that the Washington-Montana broadcasters had "sold out" to ASCAP, it subsequently was made clear that the broadcasters in those States had not signed the new form of ASCAP contract—and actually could not, in view of the existing State statutes prohibiting them from dealing with ASCAP as an "illegal monopoly". It was clear, however, that the agreements were reached as a condition precedent to ultimate repeal of the statutes, with the contract provisions then to become operative as revised.

Montana Suits Dismissed Under Agreement

The "measured service" experiment at the Craney stations was decided upon because he was represented as being "equipped" to handle the task. He has kept records of all music performances for a number of years and has insisted that a "per program" or even a "per use" method of payment is feasible.

Suits and countersuits, under the agreement, have been dismissed in Montana. None is pending in Washington. Among the suits dismissed was that which resulted in the spectacular arrest, under a Missoula Mont. warrant, of Gene Buck in Phoenix, Ariz., several months ago. ASCAP, in turn, dismissed with prejudice all of the infringement actions against Montana stations.

How back royalties due from Washington stations since 1936 and Montana stations since 1937 will be adjusted, was not revealed. It is presumed, however, that audits will be made by ASCAP and that a settlement will be made. It is estimated, roughly, that the accumulated back royalties due, based on the present 5% royalty contract, would approach a quarter-million dollars.

Mr. Craney made his address before the independent group at its scheduled session Aug. 5 because he had not been given a place on the NAB convention program, it was reported. Immediately following his appearance, he left for his home in Butte and did not attend the copyright session the following day. He told the independents the arrangement with ASCAP is available to all stations, and that it provides the means by which the industry, for the first time, will be in a position to buy its music in a competitive market.

In his address to NIB, Mr. Craney recounted the history of ASCAP negotiations from 1932 and minced no words in his condemnation of networks in these proceedings. He said he had always sought clearance at the source, and that the networks always had opposed it. Networks, he argued, should be responsible for the music they originate since affiliates have no control over what is performed in network studios in New York or elsewhere. Transcriptions likewise can be cleared in that way, he insisted. He said he opposed a "flat fee" basis because he thought a station using 90% of its time with ASCAP music should not be treated on a par with a station using only 40%.

Opposes BMI Plan Of Payments

Mr. Craney told of past meetings with network representatives on copyright, and declared they never favored clearance at the source, even after Senator Wheeler had introduced a bill last year to amend the Copyright Act to make such clearance mandatory both on network and transcription programs. He charged that since last year's convention "Mr. Miller has been representing the networks and not the broadcasters".

Apropos BMI, Mr. Craney asserted that while he is not a subscriber, he nevertheless believed there should be more than a single source of music. But he added he did not believe that the industry should support two music pools built on "exactly the same formula", which he declared was the case with BMI since it is based on the industry's 1937 ASCAP payments.

"I believe rather," he continued, "that after we have worked so hard and said so much for 'clearance at the source' and 'pay-on-what-we-use,' that certainly our own industry-owned music pool should recognize and take into consideration these principles."

Declaring the copyright situation meant life and death to stations in Montana by virtue of pending infringement suits, Mr. Craney said "an answer had to be found". He said he had seen enough since 1932 to know there was no use meeting with ASCAP unless "someone was there to keep the meeting honest", and said the problem was to get some one interested neither in ASCAP nor the broadcaster but who would represent the public. Thus, he held, any plan devised would automatically become of benefit to all and not be a "special deal" for one or a few.

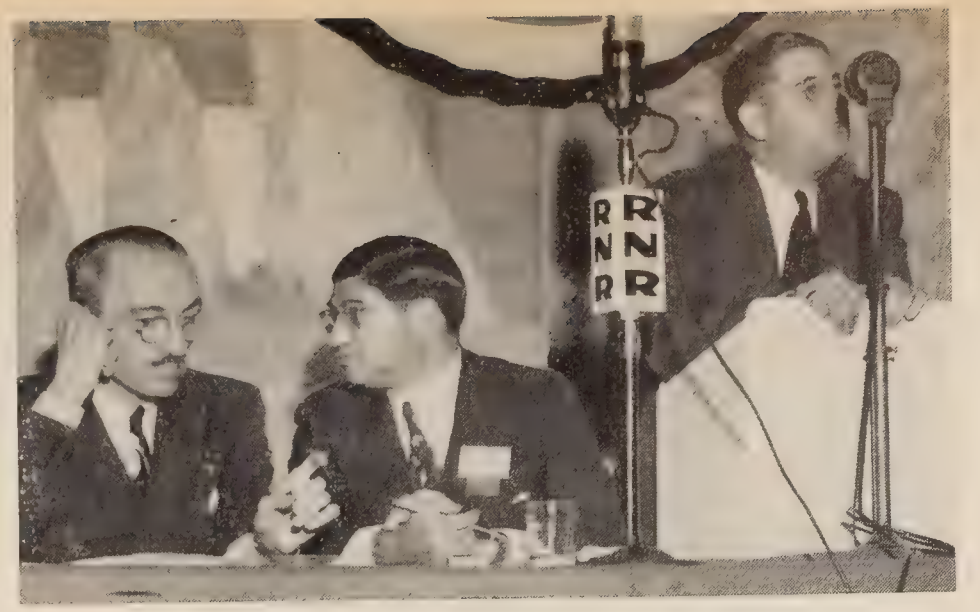
"There was only one man I knew who I could ask to take on this great task and who would be satisfactory likewise to all. This man was Senator Wheeler of Montana. To say the least, he has given unstintingly of his time. He has done for our industry in a short time what we endeavored for numerous years to accomplish."

Agency Syndicate Rumor Rampant

Meanwhile, all corridor conversation shifted to ASCAP. Another story floating around was that an "agency syndicate" had approached ASCAP with a proposition for exclusive rights to the ASCAP repertoire for radio purposes. This visionary plan was said to involve use of three hours of ASCAP music daily to be sold stations or networks at the will of the syndicate. ASCAP was represented as having taken the position that it would enter into no such agreement while contracts are in force with the industry. It was stated, however, that should the broadcasters decline the new contract offer, ASCAP might find it necessary to entertain such a proposition. The yield, said ASCAP sources, would be far in excess of the some $8,000,000 to $9.000,000 annually estimated in the industry as the demanded return under the proposed new ASCAP contract.

Preceding President Miller's keynote address, in which he sounded the "No Munich in San Francisco" edict, Mayor Angelo Rossi of San Francisco welcomed the convention. Calling radio "a vital force in the preservation of our democratic system of government", he said its freedom from censorship distinguishes it from other countries.

President Miller and C. E. Arney Jr., assistant to the president, delivered their report at the morning session [see pages 24, 39]. Joseph L. Miller, Labor Relations Director, recounted labor, wage and hour problems besetting the industry, notably that occasioned by the con-



A FIGHT to the finish against ASCAP was decreed at the convention session Aug. 6. Speaking is M. E. Tompkins, BMI vice-president and general manager. Seated at left are John Elmer, WCBM, Baltimore, and Sydney M. Kaye, who serves as BMI vice-president and general counsel.

Letter by Senator Wheeler Explains Montana Per-Piece Royalty Agreement

FOLLOWING is the Aug. 2 letter of Senator Wheeler (D.-Mont.), to Ed Craney, Montana station operator, which was said to spell the capitulation of ASCAP to the demands of Mr. Craney for "measured service" or a "pay-as-you-play" basis of royalty compensation. The proposal was represented as being "open to the entire industry" by Mr. Craney in an address Aug. 5 before National Independent Broadcasters meeting in San Francisco in conjunction with the NAB convention:

"To complete your files on this matter, I am today addressing the following to each Montana radio station:

"I am pleased to inform you that, in accordance with your wishes, the music copyright controversy between the broadcasters of Montana and the American Society of Composers, Authors & Publishers has at last been brought to a conclusion.

"It is my understanding that the numerous infringement suits instituted by the Society have already been dismissed and that all other litigation connected with the controversy has been terminated.

Payment Method

"The settlement of the differences which have long existed includes a recognition of two of the fundamental licensing principles which you have advocated for many years; namely, payment of copyright royalties at the point of program origination and the institution of a measured service basis of payment if, in practice, that should prove feasible both from the standpoint of the broadcasters and the Society. I have already expressed my views on the first of these principles by introducing in the Senate a bill which would give it effect through statute. The second principle involved requires additional study and I am pleased to be able to say that a serious experiment to test the soundness of the principle is to be undertaken publicly between Mr. Craney and the Society.

"Naturally, certain minor details remain to be worked out and these will require the attention of your Association's attorneys.

"While the settlement means that the extensive repertory of music controlled by the Society will be available to the Montana stations and through them to the people of our State, it does not preclude the stations from acquiring and using music controlled by any other licensing group. As a matter of fact, I hope ultimately that stations will be in a position to enlarge the scope of their music purchases and more equitably to divide their payments for music so as to bring to the public the music of all copyright owners."

flict over definition of an executive and the time-and-one-half pay requirements for work of over 42 hours per week. He predicted that hearings concluded in July would result in an interpretation in favor of the position taken by the broadcasting industry removing such personnel from the time-and-one-half brackets.

Board Membership Is Increased to 26

Two amendments to the bylaws, one increasing membership of the board by three to accomodate the major networks, and the other broadening the base of NAB membership so that new station services such as FM and television will be eligible for active membership, were adopted without dissenting voice. Mark Ethridge, WHAS, Louisville, NAB president during its reorganization period in 1938, described the purpose of the network membership amendment, designed to assure networks of representation on the board without resorting to campaigning efforts. The amendment, as originally proposed, was redrafted so each network would be able to nominate its candidate for the directorship without opposition, rather than two candidates within the same company for the single post. With the adoption of the amendment, the NAB board membership automatically was increased to 26.

Chairman Fly's address at the luncheon session [see page 17] brought the conventioneers to their feet with ringing applause lasting several minutes. It was carried over combined nationwide networks of CBS and MBS. His tribute to the industry for its job "well done", his effort to allay fears of dislocation of commercial radio during the war emergency, and his commitment that the FCC will do nothing to curtail rural service were all well received by the broadcasters.

Directors Elected, Three Unopposed

In opening the Aug. 6 session, Leo B. Tyson, KMPC, Beverley Hills, Cal., chairman of the elections committee, announced nominations for directors-at-large and for network directors to serve one-year terms. Automatically elected as network directors, with unopposed nominations, were Edward Klauber, CBS executive vice-president; Fred Weber, MBS general manager, and Frank M. Russell, NBC vice-president.

Nominated for directors-at-large in the three station classifications were: For large stations—Mark Ethridge, WHAS, Louisville, bracketed against J. O. Maland, WHO, Des Moines; Harold V. Hough, WBAP, Fort Worth, against James D. Shouse, WLW, Cincinnati. For medium stations—George W. Norton Jr., WAVE, Louisville, against W. J. Scripps, WWJ, Detroit; Don Elias, WWNC, Asheville, against Don Searle, KOIL, Omaha. For small stations—Harry R. Spence, KXRO, Aberdeen, Wash., against Gregory Gentling, KROC, Rochester, Minn.; John Elmer, WCBM, Baltimore, against Ellis Atteberry, KCKN, Kansas City, Kan.

Major Resolutions Adopted by Convention

AMERICAN WAY OF LIVING

The American Radio Industry is fully conscious of the vital inter-dependence of a free radio and a free people, and has long been dedicated to the preservation and the promotion of the American way of life, with its democratic liberties and free institutions.

Our greatest hope for the preservation of the American way of life rests fundamentally with the preservation of the stout and unconquerable unity of the American people which in the past has permitted us—though drawn from every race, creed and nation of the world—to live together in peace and harmony.

Malevolent forces, active today in this country of ours, are seeking to undermine the faith of Americans in democracy, to weaken our will to defend ourselves and to fan into burning hatreds the differences of race, creed, class and descent of which we are now composed.

In the face of these attacks, the American radio industry is bound not only to continue, but to intensify its efforts to promote the American way of life and thus protect its own freedom and the freedom of the people it serves.

The NAB does solemnly rededicate the American radio industry, with whose freedom it is entrusted, to the promotion of the American way of life, and to preservation of the unity and morale of the American people.

ACCEPTANCE OF CODE OF ETHICS

Our Association expresses its gratitude to those representatives of the various segments of our American life in the field of labor, education, religion, youth, civil liberties and Government who have expressed their complete confidence in the American system of free radio as exemplified in the Code of Ethics of the NAB. This was dramatically brought forth in the tribute to American radio by both the New York World's Fair of 1940 and the Golden Gate International Exposition in a broadcast of unprecedented proportions which was carried by all networks and many non-affiliated stations on Saturday, Aug. 3, 1940.

ADVERTISING AND THE AMERICAN WAY

The Advertising Federation of America at its 1940 National Convention in Chicago made a distinct contribution by the development of the theme of the convention "Advertising's Contribution to the American Way of Living."

"Advertising powerfully motivates and stimulates many of those individual acts and group processes which determine the way of American life. A symbol of competitive enterprise and of free choice by consumers, advertising arouses the desire and ambition for better living and simultaneously performs an economic service which helps to make better living possible.

"The preservation of the American way of free individual enterprise and free consumer choice assumes more than usual importance today in the shadow of perils assailing free men and free peoples in so many parts of the world."

The NAB joins with the AFA in urging "advertising men and women everywhere to respect and take pride in the contribution of good advertising to the American way of living, that by the quality and sincerity of their work they may add daily to the value of this contribution, and thus help to safeguard it as a permanent part of American business."

BROADCAST MUSIC INC.

The NAB wishes to take this opportunity to commend the work of those responsible for the organization of Broadcast Music Inc. and its unprecedented development. The Association feels that the scope and magnitude of the work accomplished in such a brief time not only reflects the outstanding ability of the leaders of the industry, but the unanimity among broadcasters when faced by a common vital problem.

MUTUALITY OF INTEREST

The NAB joins with other advertising media, and organizations interested in advertising, in the presentation of a united front to cement public confidence in advertising. We join with others in urging that each branch of advertising exercise self-restraint, good judgment, and tolerance in its attitude toward other advertising interests and media.

DEFENSE OF THE NATION

Since the American people are today faced with new and urgent problems of national defense calling for the unselfish united effort of all Americans, the NAB, recognizing the vital duty and responsibility of the American radio broadcasting industry to bend every effort in the organization of plans for national defense, hereby instructs the president of the NAB to appoint a committee, of which he shall be one, to represent the industry and to be known as the Advisory Radio Committee on National Defense, which will still further implement the cooperation which the industry has already extended, and is still extending.

The Association instructs this committee to advise the President of the United States, the Secretary of War, the Secretary of the Navy and the chairman of the FCC of the desire and purpose of the American radio broadcasting industry to cooperate fully in the organization of defense plans.

And the Association further instructs this committee to place its services at the disposal of all departments of the Federal Government in coordinating and promoting the defense work; and in order to anticipate possible calls from the Federal Government, that the committee undertake a survey of the industry to determine requirements in the event of national emergency, and the qualifications of all employes for defense service.

EDUCATION

The Association looks with regret to the probable discontinuance of the splendid non-partisan efforts of the Federal Office of Education, which have brought so many educational programs, such as *Smithsonian Institute* series, *The World Is Yours* and *Immigrants All-Americans All* which have been so favorably accepted by the United States.

CHILDREN'S PROGRAMS

The Association desires to express its appreciation to the Radio Council on Children's Programs which has brought about such splendid cooperation and understanding between parents and teacher groups, and American broadcasters, in the improved standards of children's programs.

Messrs. Hough, Norton, Spence and Elmer were re-elected. Mr. Ethridge was elected to succeed NBC Vice-President Russell, who was given the NBC network directorship. Mr. Searle was elected to succeed Mr. Elias.

With the morning session set aside for copyright discussion, the meeting room was jammed to the doors. There ensued what veteran broadcasters described as the most enthusiastic NAB meeting on record. President Miller was given a spontaneous standing vote of confidence after BMI was declared a going concern, and after two dozen additional stations, including the keys of MBS, announced their support of the industry-owned music company.

ASCAP was referred to as "ASCAPO" to rhyme with "Gestapo" in an inspired talk by Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of IRNA, and it caught like wildfire. In succession President Miller, who also heads BMI, Carl Haverlin, station relations director, Merritt E. Tompkins, vice-president and general manager, Sydney M. Kaye, vice-president and general counsel, and John Elmer, BMI board member and former NAB president, depicted BMI as an operation that will permit the industry to do without ASCAP at the end of the year.

Mr. Miller told of ASCAP's re-



JUST BEFORE one of the NAB sessions, BROADCASTING's photographer caught this group headed for the meeting room (l to r): Ward Ingrim, KFRC, San Francisco; J. E. Campeau, CKLW; Bill O'Neil, WJW; Wilbur Eickelberg, Don Lee, Los Angeles; Linnea Nelson, J. Walter Thompson Co., N. Y.; Bill Pabst, KFRC, San Francisco; Hulbert Taft Jr., WKRC; Walter Tibbals and Reggie Schuebel, Biow Co., N. Y.; Fred Weber, MBS; Gene O'Fallon, KFEL; H. K. Carpenter, WHK-WCLE; I. R. Lounsberry, WGR-WKBW.

peated rebuffs in declining to negotiate with an NAB committee a year ago. The upshot was the special NAB convention in Chicago last September which resulted in a unanimous vote for creation of BMI, to which a $1,250,000 fund was pledged. Despite difficulties encountered on so controversial a problem, the NAB board of directors and that of BMI have been unanimous on all important problems and he declared BMI today is directed by what he regarded as the finest brains available.

Hailing the support given BMI as sufficient answer to ASCAP, Mr. Haverlin said the industry stands more united today than at any time in the 17 troubled years of copyright controversy. More than 81% of the total dollar volume of the broadcasting industry is represented in BMI, with 336 stations on its rolls.

Admitting the problem of supplying the industry's music demands after Dec. 31 is no sinecure, Mr. Haverlin nevertheless revealed that it is not as difficult as first imagined. By going to ASCAP's own records, he said, it was found that in 1938 only 388 numbers represented 40% of the total radio performance, while 2,131 numbers represented an additional 36%.

BMI, Mr. Haverlin said, is geared to deliver music of this same type. "The problem was found and has been met," he said.

New BMI affiliations then were announced by executives of key stations of MBS, bringing that network into the fold alongside NBC and CBS. Lewis Allen Weiss, MBS-Don Lee vice-president, announced the subscriptions of the four Don Lee key outlets. H. K. Carpenter, vice-president and general manager of WHK and WCLE Cleveland, and WHKC, Columbus, followed suit.

On behalf of WOR and of MBS, T. C. Streibert, vice-president of both, dramatically disclosed the long-awaited decision of his organizations. WOR, he said, will continue in BMI and will not sign with ASCAP. Because of the cooperative nature of MBS with its 143 affiliates, Mr. Streibert said those affiliates are being notified at once that the key originating stations are not signing with ASCAP.

Production Record Of BMI Reviewed

To answer questions on BMI ownership, Mr. Haverlin said the maximum stock holding in the corporation by the three networks is 20% and therefore no semblance of control can vest in them. He outlined also the new sliding scale of royalty payments, effective in 1941 whereby stations will pay from 1½ to 2½% of their 1939 incomes, graduated in 16 steps of 1/20 of 1% each for each $5,000,000 of additional revenue on a base of $15,000 income. This, he said, provides for an equitable scale, with the networks paying full-scale for their managed and operated stations, plus an additional one-half of 1% of their network incomes after deducting payments to affiliates.

The actual workings of BMI and what can be expected in the way of production to eliminate the need of ASCAP's catalogs were unfolded by General Manager Tompkins. On March 15, when organized, BMI had five paid employes. Now it has 104, constituting as large and expert a staff as exists in the music field, he said. The production schedule, Mr. Tompkins asserted, "surpasses anything in the music industry" with seven popular and 25 so-called standard tunes released weekly. By this process, he declared, broadcasters in due time will own outright what has been costing them millions of dollars in fees to ASCAP for performance rights only.

Aside from the network requirements now being invoked on use of BMI music, Mr. Tompkins revealed that many top-flight orchestras are using more and more such music. One group of bands now is playing 50% BMI or non-ASCAP and will perform 90% non-ASCAP by the end of the month.

The infinite detail required in publishing music was described by the BMI executive. Only 20% of the numbers submitted reach the BMI final review board, and only one-half of 1% finally are accepted, he said. BMI, aside from its own original production, is negotiating for a number of additional catalogs which will bring a wealth of Latin American material to radio. He predicted this acquisition would be consummated by the end of August and that by Oct. 15 there would be 25,000 separate titles available to BMI members. Hymn catalogs are being acquired also, while BMI is specializing in production of theme songs as substitutes for ASCAP numbers to be dropped, particularly by the networks, at the end of the year.

Transcription Firms Are Cooperating

Transcription companies are cooperating admirably in recording BMI music, Mr. Tompkins reported. Before the end of the year an additional 450 titles will be available in transcribed form, he said.

President Miller announced that the BMI board, restricted by its bylaws to seven members, had voted to ask Mr. Streibert to participate in all deliberations as MBS representative. In a determined mood, he said BMI is a permanent organization and that "we mean to lick this thing so it will stay licked". It is not a "sham battle", he declared.

From Mr. Kaye, described by President Miller as the "spark plug" of BMI, the convention heard that the copyright problem is "no creation of the broadcasters" but of ASCAP. He recited statistics to show that the vast bulk of ASCAP income goes to a small coterie of top writers and executives; that ASCAP wants 80 times as much from radio as it gets from all other users, and that the proposition is beyond the pocketbook, reason and belief of broadcasters.

Declaring that BMI will do more for the composer, on a per-piece compensation basis, than ASCAP ever has done, Mr. Kaye said ASCAP has become a monopoly because of the broadcasters' own facilities. Radio, he said, provides the exploitation means that makes music popular, and broadcasters now will use it in that way. He recalled the Warner Bros. defection from ASCAP in 1936, when failure to perform the motion picture concern's music on the air resulted in disastrous box-office declines, and soon brought the company's music houses back in the ASCAP fold.

"The key to the problem is exploitation of music," Mr. Kaye declared. "If stations get behind BMI and play its music it will be successful."

Broadcasters, Mr. Kaye pointed out, must change many of their current operations to pave the way for non-ASCAP operation. Hotels, dance halls and even the motion picture companies, once their music is not performed on the air via ASCAP channels, all will cooperate, he predicted.

After only four months of active

(*Continued on page 39*)

Sherwood Brunton Wins Golf Trophy In Annual 'Broadcasting' Tournament

PACING a record-breaking contingent of 59 broadcasting mashie wielders, Sherwood Brunton, KJBS, San Francisco, won top honors in the NAB blind bogey golf tournament for the BROADCASTING trophy held Aug. 4 at the California Golf Club near San Francisco.

Mr. Brunton carded a net of 64 with a 94 gross score and a handicap of 30. Three strokes behind with net scores of 67 came Earl Gammons, WCCO, Minneapolis; Don Elias, WWNC, Asheville, and Les Johnson, WHBF, Rock Island. Lowest gross score for the day was turned in by Carl Haymond, KMO, Tacoma, who had an 84.

Past Winners

Winning net scores were determined by subtracting the blind bogey six-hole handicaps from the gross scores.

Mr. Brunton, brother of the general manager of KJBS and KQW, San Jose, was the tenth winner of the BROADCASTING trophy. It was presented Aug. 7 during the annual NAB banquet. Previous winners were Dr. Leon Levy, WCAU, Philadelphia, 1932; Jerry King, Standard Radio, 1933; Lewis Allen Weiss, Don Lee, 1934; Carl Haymond, KMO, Tacoma, 1935; Ross Wallace, WHO, Des Moines, 1936; E. C. Pulliam Jr., WIRE, Indianapolis, and Harry C. Butcher, CBS, Washington, tie, 1937; (no tournament 1938); V. E. Carmichael, KWK, St. Louis, and K. W. Pyle, KFBI, Wichita, tie, 1939.

Individual scores follow:

	Gross	Handicap	Net
Ward Ingrim, KFRC	92	18	74
Carl Haymond, KMO	84	3	81
Wilbur Eickelberg, Don Lee	91	18	73
Lewis Allen Weiss, Don Lee	111	33	78
Sherwood Brunton, KJBS-KQW	94	30	64
Leo Fitzpatrick, WJR	103	18	85
John Patt, WGAR	96	18	78
Robert Stoddard, KERN	97	24	73
Don Thornburgh, CBS	95	21	74
Ed Voynow, Edw. Petry & Co.	90	12	78
I. R. Lounsberry, WGR-WKBW	99	21	78
Lincoln Dellar, KSFO	114	30	84
George Moskovics, KNX	98	18	80
Clarence Hagman, WTCN	89	15	74
Earl Gammons, WCCO	100	33	67
Phil Meyer, KFYR	100	21	79
Frank Fitzsimonds, KFYR	107	33	74
Wm. Cartwright, Ed. Petry & Co.	109	36	73
Peter Lyman, KOMO-KJR	111	27	84
Les Johnson, WHBF	88	21	67
Wm. Quarton, WMT	103	24	79
Hugh Feltis, KOMO-KJR	107	15	92
Ted Enns, Iowa Broadcasting System	94	18	76
Curt Phillips, KIDO	94	18	76
Wm. S. Hedges, NBC	115	33	82
*Niles Trammell, NBC	51	12	39
Frank Mullen, NBC	96	21	75
Sidney Strotz, NBC	111	36	75
Harry Wilder, WSYR-WTRY-WKNE	111	36	75
Paul Raymer, Paul Raymer Co.	101	27	74
Howard Lane, McClatchy	114	27	87
Ted Taylor, KGNC-KFYO-KTSA-KRGV	109	36	73
Harold Fellows, WEEI	119	33	86
Kingsley Horton, WEEI	126	36	90
A. E. Joscelyn, WBT	115	36	79



FRUITS OF SKILL with the little white pill — Sherwood Brunton (KJBS-KQW), San Francisco, proudly holds aloft the BROADCASTING cup presented him as winner of the NAB golf tournament. Brunton had a net of 64 for the 18-hole course. Fifty-nine players participated.

Famous Donors

IT TOOK Presidential Secretary Early, FCC Chairman Fly and NAB President Miller, to present the BROADCASTING Magazine Golf Trophy won by Sherwood Brunton, KJBS, San Francisco in the annual NAB tournament. At the presentation ceremony during the annual banquet Aug. 7, President Miller first introduced Chairman Fly, who talked about Mr. Early's prowess as a golfer. President Miller then called Mr. Early to answer, since radio gives equal time to both sides of controversial issues. All spoke entertainingly of BROADCASTING's trophy as "hardware".

	Gross	Handicap	Net
Merle Jones, KMOX	104	33	71
Paul White, CBS	101	24	77
Carl Burkland, WCCO	99	21	78
Art Kemp, CBS	95	18	77
Harry Butcher, CBS	101	18	83
Steve Early	86	9	77
John Kennedy, WCHS	112	36	76
Don Elias, WWNC	101	33	67
John Wheeler, Los Angeles	104	30	74
Clark Luther, KFH	131	36	95
Will Thompson Jr., KROY	135	36	99
Waters Milbourne, WCAO	111	33	78
Herb Hollister, KANS-KFBI	103	18	85
Tom Ray, Katz Agency Inc.	88	15	73
Ellis Atterberry, KCKN	115	33	82
R. J. Laubengayer, KSAL	96	15	81
John Blair, John Blair & Co.	87	12	75
John Norton, NBC	123	36	77
John Gillin, WOW	103	27	76
Wm. Ruess, WOW	119	36	83
Chas. Caley, WMBD	93	12	81
Pete Kettler, WHIZ	103	30	73
H. G. Wall, WTBO	96	24	72
Geo. Storer, WAGA	96	18	78

*Nine holes.



POLITICAL GOLF—Was invented with Stephen T. Early, Presidential Secretary, in the driver's stance. Harry C. Butcher (rear) CBS Washington vice-president, apparently aims a konk-shot as John A. Kennedy, West Virginia Network, Don Elias, WWNC, Asheville (with hat), and Ellis Atteberry, KCKN, Kansas City, Kan., attempt a third-term hex.



CUP CONSCIOUS—With the trophy within grasp (except for the slight job of shooting the course) this quartet tried a bit of close approach shooting. Left to right: Herb Hollister, KFBI-KANS, Wichita; Tom Ray, Katz Agency, San Francisco; Ellis Atteberry, KCKN, Kansas City, Kan.; R. J. Laubengayer, KSAL, Salina, Kan.



CLUBHOUSE CONFERENCE — Frank E. Mullen, newly-elected vice president and general manager of NBC, talked things other than golf with Sid Strotz, NBC Central Division head (standing), and William S. Hedges, NBC vice-president in charge of stations.



IN DEFENSE—Of the American System of Golf, FCC Chairman James Lawrence Fly (cup in hand) fended off the grabs of this crew of broadcasters (l to r): Bill Cartwright, Edward Petry & Co.; Waters Wilbourne, WCAO, Baltimore; Will Thompson Jr., KROY, Sacramento; Clark Luther, KFH, Wichita (stooge photographer), and BROADCASTING's cup defender, Mr. Fly.

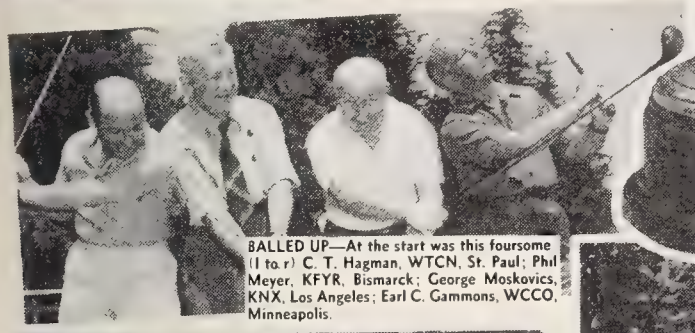


NAB
Golf Tournament
FOR
BROADCASTING
Broadcast Advertising
TROPHY
San Francisco 1940



PACKED IN ICE—By Lew Weiss, was the comment on this shot by a former winner of the BROADCASTING trophy. Left to right: Ward Ingrim, KFRC, San Francisco; Carl Haymond, KMO, Tacoma; Wilbur Eickelberg, Don Lee; Lewis Allen Weiss, Don Lee general manager.

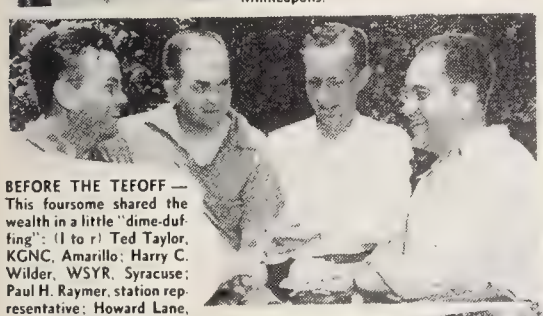




BALLED UP—At the start was this foursome (l to r) C. T. Hagman, WTCN, St. Paul; Phil Meyer, KFYR, Bismarck; George Moskovics, KNX, Los Angeles; Earl C. Gammons, WCCO, Minneapolis.

NOT ONE OLE CAT—But next thing to it was this declaration of golf war. Left to right: Curt Phillips, KIDO, Boise; Hugh Feltis, KOMO-KJR, Seattle; Ted Enns, Iowa Broadcasting System; William Quarton, WMT, Cedar Rapids.

EARLY START — But the last to tee off, Stephen T. Early, presidential secretary, negotiated the course with a net of 77 and a gross of 86, playing the course for the first time.



BEFORE THE TEFOFF — This foursome shared the wealth in a little "dime-duffing": (l to r) Ted Taylor, KGNC, Amarillo; Harry C. Wilder, WSYR, Syracuse; Paul H. Raymer, station representative; Howard Lane, KFBK, Sacramento.



CUEING HIS SHOT—Linc Dellar, KSFO, San Francisco, tries a fancy shot, while his foursome awaits the tee-off. Flanking him (l to r) are Ed Voynow, Edward Petry & Co.; I. R. Lounsberry, WGR-WKBW, Buffalo; Don Thornburgh, CBS Pacific Coast vice president.

IT'S A WOW — Or at least it might have been if the handicaps had worked out, observes William Ruess, executive of WOW, Omaha (second from left) at the nineteenth hole. Left to right: John Norton, NBC station relations; Mr. Ruess; John J. Gillin Jr., WOW; Charles Caley, WMBD, Peoria.

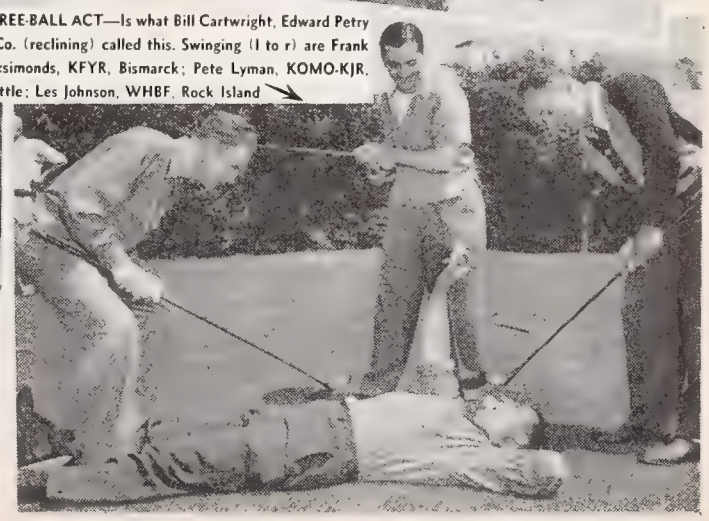


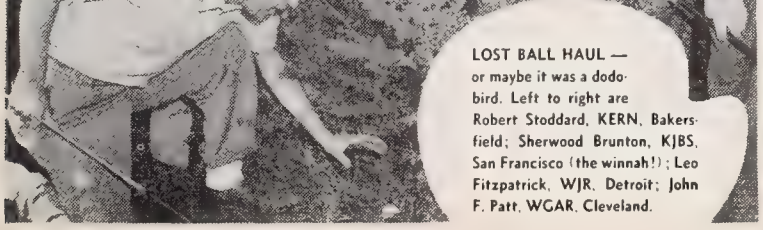


CONSCRIPTION — Starts on the golf links. Top sergeant (pointing) is George W. Smith, WWVA, Wheeling. His battalion consists of (l to r) H. G. Wall, WIBC, Indianapolis; Pete Kettler, WHIZ, Zanesville, O.; George B. Storer, WAGA, Atlanta; John Blair, station representative.



THREE-BALL ACT—Is what Bill Cartwright, Edward Petry & Co. (reclining) called this. Swinging (l to r) are Frank Fitzsimonds, KFYR, Bismarck; Pete Lyman, KOMO-KJR, Seattle; Les Johnson, WHBF, Rock Island





LOST BALL HAUL — or maybe it was a dodo-bird. Left to right are Robert Stoddard, KERN, Bakersfield; Sherwood Brunton, KJBS, San Francisco (the winnah!); Leo Fitzpatrick, WJR, Detroit; John F. Patt, WGAR, Cleveland.

A MILKMAN'S MATINEE — Was enjoyed (perhaps for the first time since babyhood) by this CBS coterie. Kneeling, stooping or squatting are A. E. Joscelyn, WBT, Charlotte, and Carl Burkland, WCCO, Minneapolis. Sipping (l to r) are Kingsley Horton, WEEI, Boston; Paul White, CBS, New York; Harold Fellows, WEEI; Art Kemp, CBS Western sales manager; Merle Jones, KMOX, St. Louis.

IRNA to Oppose Net-Monopoly Report

Quarterly Discussions of Problems Agreed to By Networks

RECOGNIZING the danger to the entire industry lurking in the report of the FCC Network Monopoly Committee proposing far-reaching changes in network-affiliate relationships, Independent Radio Network Affiliates at a meeting in San Francisco Aug. 5 approved procedure whereby a brief will be filed opposing certain of the conclusions reached by the three-man FCC committee. The brief will be submitted by Sept. 15. Paul M. Segal, Washington attorney, was retained for the purpose by the IRNA board at a meeting Aug. 6.

Also adopted was a resolution relating to network trade practices said to encroach upon rights of affiliates, including station-break time. IRNA welcomed an agreement reached with officials of CBS and NBC during the convention whereby regular quarterly meetings will be held with the heads of the respective networks, to discuss with committees of their own affiliates trade practices, recommendations and complaints regarding operating policies.

Rosenbaum Again Chairman

Samuel R. Rosenbaum, WFIL, Philadelphia, was re-elected chairman at the meeting of the newly constituted IRNA board Aug. 6. Paul W. Morency, WTIC, Hartford, was re-elected vice-chairman. Resignations from the board of John Shepard 3d, Yankee Network, and Walter J. Damm, WTMJ, Milwaukee, because of pressure of other business, were accepted. The board named William J. Scripps, WWJ, Detroit, and I. R. Lounsberry, WGR-WKBW, Buffalo, to the vacancies.

Committees named by the board to meet quarterly with the major networks, in accordance with the new agreement, were, for NBC: Chairman Rosenbaum, Vice-Chairman Morency; Edwin W. Craig, WSM, Nashville; George W. Norton Jr., WAVE, Louisville, and Martin Campbell, WFAA, Dallas. For CBS: Mark Ethridge, WAVE, Louisville; Mr. Lounsberry and Don Elias, WWNC, Asheville.

A new executive committee elected by the board comprises Messrs. Rosenbaum, Morency, Elias, Campbell, Lounsberry and H. K. Carpenter, WHK, Cleveland.

About 150 broadcasters attended the session. Chairman Rosenbaum reviewed past attainments of IRNA before bringing up new business, and urged non-members to join. The agreement procured from NBC and CBS for regular consultation on network-affiliate problems, he said, is a development of major importance.

Action on the resolution to file a brief in opposition to the network-monopoly report came after Chairman Rosenbaum, George W. Norton Jr., WAVE, Louisville, and Mark Ethridge, WHAS, Louisville, had addressed the session. They frankly recognized the many points of dissatisfaction in relations of networks with affiliates, but emphasized that the FCC Committee proposed to accomplish, without new legislation, results which inevitably would undermine or conceivably control the business, program and other operations of stations and networks, which are specifically precluded it under the statute.

It was agreed the FCC should be advised that the affiliates are in a position to engage in their own bargaining with the networks. Mr. Norton analyzed the report as it applies to affiliate affairs, specifying six points. These he recounted as length of contracts; optional time; outlet stations must accept network programs; exclusive contracts, resulting in purported limitations on competition between networks; limitations on competition between network and outlet, and division of revenues between network and outlet.

Renders Future Uncertain

"Looking over the report as a whole," Mr. Norton said, "if the recommendations are carried out, we are faced with grave uncertainty as to the future in view of the indefiniteness and vagueness, and in most cases the actual lack of any specific recommendations. Any broad, standardized rules applying to everyone would be very difficult of application. Under these circumstances, it may be that the affiliates should make specific recommendations with relation to the matters condemned or criticized in the report."

No Nurse Needed

Mr. Ethridge declared the saving grace of the report is that it is simply a subcommittee proposal to the full commission. He described it as an "ingenious effort" to do without legislation what could not be accomplished otherwise. He said the report was contrary to the views "so eloquently expressed" by Chairman Fly in his address before the NAB convention a few hours earlier.

Mr. Rosenbaum declared broadcasters are capable of negotiating their own contracts and do not require any "wet nursing" of the type proposed in the report. The FCC apparently does not understand the calibre of men in radio, he observed. He cited as an example the new FM license form (319), which he said requires the pedigree of the applicant even down to distant relatives and practically demands the naturalization certificates of people who came over on the Mayflower.

To File a Brief

Campbell Arnoux, WTAR, Norfolk, offered the motion that the IRNA board be authorized to employ counsel to file a brief in opposition to that portion of the report deemed inimical to the interests of affiliates. George B. Storer, WAGA, Atlanta, president of the Fort Industry Co., also operating stations in Ohio and West Virginia, inquired whether it would be wise to restrict the brief to a refutation of certain of the allegations in the "indictment", and include also a recognition of the existence of "certain abuses".

Because there were "too many differences of opinion even among affiliates", Mr. Rosenbaum suggested the brief should be in the nature of a general attack. Don Elias, WWNC, Asheville, held there were justifiable complaints against certain network requirements, particularly those which force affiliates to peg their na-

(*Continued on page 44*)

RESOLUTION BY NETWORK AFFILIATES

1. Representing the interests of all affiliates, IRNA is concerned over trade practices which encroach upon the established and proper rights of affiliates.

2. Such a practice is the use without payment by a network advertiser of the station-break period between contiguous program periods for separate products.

3. This practice is condemned by IRNA.

4. We express the view that it results from undue compliance by sales departments with efforts by advertisers and agencies to obtain entire concessions. Affiliates see in this practice, if continued, a threat to an important item of the income of affiliates without which their ability to serve the public would be impaired.

5. IRNA welcomes the agreement which has been obtained by its board with NBC and Columbia to the effect that the ranking executive of each network is willing to schedule a regular meeting quarter-annually or, if necessary, at other intervals, in which each network will discuss, with a committee of its own affiliates, trade practices, recommendations and complaints regarding operating policies.

6. IRNA requests its board to instruct such committees to continue to endeavor to obtain from the networks cooperation towards the reduction and elimination of the trade practice above condemned.

Meeting of Independent Radio Network Affiliates at Convention



Radio Can Face Future With Confidence

By JAMES LAWRENCE FLY*
Chairman, Federal Communications Commission

Industry Must Stand as Bulwark of Democracy During the Troublesome Days Ahead, Without Federal Interference

IT IS A GENUINE pleasure to meet with you for the mutual consideration of radio and the problems which it meets today. This is a healthy type of meeting. Only through joint discussions of this kind can we promote the free exchange of ideas so necessary to effective cooperation between Government and industry. At no time in our history has cooperative endeavor been more essential to the welfare of the public and the industry alike. I have the feeling that, as we meet face to face, dopestory conflicts and phantom crises will move out under the veil of the first fog retreating over the bay.

Before moving to the discussion of one vital problem of the broadcasters, I think we ought to utter a word of tribute to those great engineers whose scientific genius and tireless efforts created radio broadcasting. To a great extent their names are unsung, yet it is they whose research developed radio in the laboratory and continued from year to year for almost a quarter of a century to lift radio broadcasting to successively higher planes of technical efficiency. They have given us the equipment to do a splendid job. We are assured of even greater things on new frontiers. That leaves the task to us as broadcasters.

Gossipers' Hobgoblin

Grave problems confront us in the policies to be pursued in the public service. But in the outset some of the supposed problems may be dispelled. For example, you may be concerned about the effect on you of the present emergency. Alarmists with absolutely no factual basis to support them have conjured up the bogeyman of the Government operating the broadcasting systems or of the complete curtailment of broadcasting in the event the security of this country were threatened.

I have said that these disturbing rumors are completely without substance and I want to reiterate that as forcefully as I am able. The whole trend today of Governmental planning to meet any emergency is toward minimizing, as far as possible, dislocations of our normal way of life. I can assure you that broad plans for the shutting down of broadcasting or for Governmental operation have existence only as hobgoblins in the minds of idle gossips. There is no such plan afoot.

I should like to touch upon the stories occasionally spread about that the Commission is about to destroy rural radio service. I should like to make it clear that it is the Commission's constant aim to do exactly the opposite—to expand rural service. It is our duty to provide for the people of the United States—and that means all the people, not merely the city dwellers—the best and most widespread radio service possible. To that end the designation of classes of stations and the uses of channels are constantly under study. I can assure you that no move making for a general curtailment of rural service is being planned or even considered. If anything, steps in the other direction may be anticipated.

There are many comparable ghosts which I shall not take the time to belabor here. Needless to say the radio broadcasting industry has reached its majority. It is even wearing shoes. It should no longer believe in ghosts.

In a graver mood, I would turn to a real problem. Amid a world in conflict I venture to pause at this important juncture to stress one significant phase of American idealism which has become such a vital force in the practical conduct of radio broadcasting: Freedom of Speech.

In the Public Interest

Radio, in the last 20 years, has grown from a dream of its sponsors into a primary means of reaching the American people. The realization of that dream has fortunately come in time to aid in the struggle for the preservation of the ideals on which all American industry and particularly your own is founded.

You who have come into the broadcasting industry have dedicated yourselves to the service of the American people. You have been granted the privilege of sharing in the administration of a limited public facility and in turn have assumed an obligation to conduct your operations in the manner required by the public interest.

The public interest in broadcasting derives from two chief sources. It stems from the great force which radio exerts over the customs, the opinions and the very lives of the people as a whole. Not a public utility, it is indeed more than a public utility—more than an ordinary convenience made available to all alike. The public force of broadcasting places it in a uniquely important and novel class of public service. The manner in which that great force is wielded necessarily is a matter of great public concern in fact.

Another source of public interest in broadcasting is that the radio spectrum is public domain. Radio waves are not the subject of private ownership. The public has every right to insist that, in the private exploitation of this public facility, the public interest shall be served. Where private operation runs counter to public interest, the FCC as the servant of the Congress and of the people is under a duty to repossess the wave length in the name of the people.

It is a rare tribute to the radio industry that this duty has seldom been exercised because of the character of the public service rendered. That duty must never be performed in a capricious manner. Nor should it ever be used as leverage to control program conduct.

Program Latitude

Under the law there cannot be any Governmental censorship of radio. This is another ghost which seems to have taken on substance by the repeated whippings it has taken.

It is important to observe that no Government official directs you to maintain particular programs or to delete any particular program. Great latitude must exist in the conduct of a broadcasting station. And under our American way it is entirely proper that broad discretion in the conduct of the station is vested in the private operator. At the same time the public does and should urge that certain basic principles be preserved. But the greatest of these very principles requires that neither I nor any other particular person or interest shall utilize this great force to impose one's own ideas upon the public.

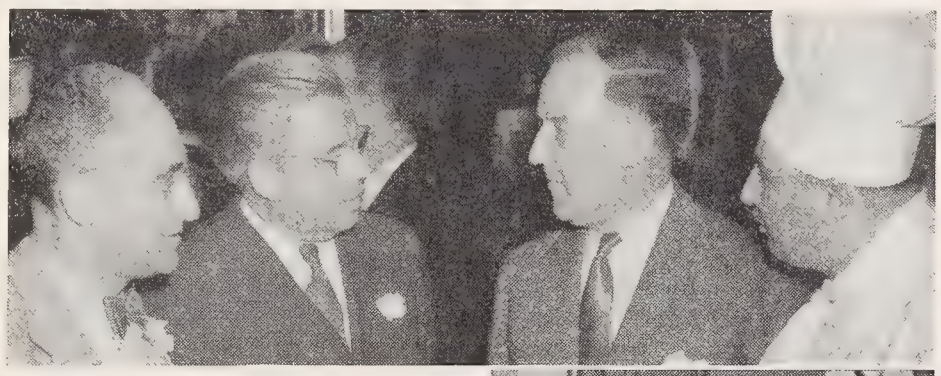
Radio must remain as an instrument of freedom and for the preservation of freedom. That being true we must not be deluded into the thought that such an instrument is under no obligation to the public.

On day before yesterday at the World's Fair, there was presented to the broadcasting industry an impressive plaque symbolizing freedom. On it were inscribed in words of Walt Whitman, "I say there can be no safety for these States—without free tongues, and ears willing to hear the tongues."

As I sat there in the spell of

(*Continued on page 68*)

*Full text of address before convention of NAB, San Francisco, Aug. 5, and broadcast over CBS and MBS.





NBC CREW'S FEAST
Golden Gate Delicacies Greet Net Executives

SAN FRANCISCO's world-wide reputation for fine food was upheld Aug. 4—at least in the eyes of the NBC's bigwigs who were tendered an epicurean delight—by the San Francisco NBC executives during the NAB convention.

With Al Nelson, KPO-KGO general manager and assistant vice-president, as host, Niles Trammell and his Radio City flock, together with v.-p.'s from Washington, Chicago, Hollywood, Denver and waypoints, feasted at the renowned Omar Khayam's. The 52 present at the stag dinner dined for nearly four hours on a score or more courses and six wine courses.

The special menu, concocted by Chef George M. Mardikian, included NBC breads, KGO relishes, KPO hors d'ouevres, static soup, Red network salad, Blue network paste, kilocycle pilaffs, remote control jams and jellies, officials entrees, transmitter fritters, antenna vegetables, transcription desserts and sign-off coffee.

FOOD was everywhere when NBC executives dined at San Francisco's Omar Khayam restaurant as guests of Al Nelson, KPO-KGO general manager. Edgar Kobak (lower right) fawned over a choice suckling pig prior to wielding the carving knife. The little porker was one of 52 courses. Afterwards, Mr. Kobak and Mr. Nelson (at left, top photo) told Steve Early, secretary to President Roosevelt, about the feast, with Chef Mardikian filling in the details.

Spot-Local Setup Revamped by NBC

Stratton, De Russy Assigned Broadened Sales Area

CONTINUING the revamping of the NBC spot sales organization which has been occasioned by the July 1 withdrawal of the four Westinghouse stations, KYW, Philadelphia, WBZ, Boston, WBZA, Springfield, and KDKA, Pittsburgh, from the roster of network managed and operated stations, James V. McConnell, NBC national spot and local sales manager, on Aug. 9 announced three new sales territorial assignments, in Cleveland, Boston, and New York.



Mr. Stratton

New setup establishes an NBC branch sales office in Boston and expands Cleveland territory to include Pittsburgh and the New York territory to include Philadelphia, replacing offices formerly maintained at the then M & O stations



Mr. Kettell



Mr. De Russy

in those cities. NBC continues to act as sales representative for the Westinghouse quartet as it did when they were a part of the M. & O. setup, and in addition will also represent Westinghouse stations WOWO and WGL, Fort Wayne, after Sept. 1.

Stratton's New Area

Under the new alignment, Donald G. Stratton, former NBC network and spot sales representative in the Cleveland district, will concentrate on spot sales in an expanded area that will include the Cleveland, Detroit and Pittsburgh territories. Before assuming his present position in 1932, Stratton had spent five years in the sales department of WTAM, Cleveland, and three as sales manager. He had previously been advertising manager of Williams Metal Products and of the Vitrolite Co.

J. S. De Russy, formerly on the sales staff of KYW, Philadelphia, operating from NBC's New York spot sales headquarters, will cover Newark and Philadelphia as well as a number of accounts and agencies in New York. A onetime reporter on the *Newark News* and later Philadelphia branch manager of Scovil Bros., financial advertising agency, De Russy also served in the advertising departments of the *Philadelphia Evening Bulletin, Inquirer* and *Record* before joining KYW in 1939.

In New England, NBC's spot sales representative will be Elmer Kettrell, formerly with *Printer's Ink*, the Scripps - Howard newspapers and Lord & Thomas He has just joined NBC.



FIRST MAJOR CHANGES in the NBC organization since the NBC board's appointment Aug. 2 of Frank E. Mullen as vice-president and general manager [BROADCASTING, Aug. 1] occurred in the Pacific Coast sales division. Sidney Dixon has been named sales manager of the Pacific Red Network and Tracy Moore was designated to the same post for the Pacific Blue. The appointments were announced jointly by Edgar Kobak, vice-president in charge of Blue Network sales, and Don E. Gilman, western division vice-president. Dixon has been western division sales manager for two years, a post now abolished, and Moore has been transferred from the Hollywood sales division. Here are (l to r) Messrs. Kobak, Dixon, Gilman and Moore.

Cent-a-Station-Performance Minimum Is Set Up for Music Writers by BMI

A MINIMUM payment of one cent per - performance - per - station has been established by Broadcast Music Inc. as compensation to its writers for the performance rights to their musical compositions. Plan, which follows the outline developed in June [BROADCASTING, June 15], will be put into effect Jan. 1, 1941, following installation of a computation system to check performances.

Chief feature of the BMI compensation method is its lack of discrimination between writers on the basis of age, reputation, membership in any organization or any other artificial standard and to make performance rights payments on the single basis of how often the number is performed. A new writer who happens to click from the start will immediately cash in on his success, under the BMI plan, whose proponents estimate that the writer of a single hit song will earn from $1,000 to 1,800 in three months from radio performance alone.

ASCAP Payments

Stating that the only general performance rights compensation plan now in use is that devised by ASCAP, the BMI statement points out that although ASCAP licenses broadcasters to perform works of writers who are not ASCAP members, none of these non-members gets a cent of the $5,000,000 ASCAP collects from radio. Further, the release states, "although a few ASCAP writers, mainly veterans of the past, receive substantial compensation, ranging in excess of $15,000 a year from ASCAP as their share of the annual payments, most ASCAP writers receive less than $400 per year."

BMI will conduct a test check of various typical stations to determine the number of times that any music it publishes is performed by the station subscribers, and will then base its compensation on the number of station performances, giving full credit on network broadcasts for all stations involved in the broadcast. Between now and Jan. 1, results will be approximated, so that present BMI writers will receive just compensation before the end of the year, it was stated.

Aids Young Writers

"The BMI directors have set up as a minimum payment a cent per performance per station as compensation for the authors", the statement continues, "and have expressed their intention to increase this amount at such time as the collapse of the musical monopoly will have made it economically feasible to increase the rewards

(*Continued on page 95*)



WHEN Frank Mullen gave up his position as RCA public relations vice-president as of Aug. 2 to take over his new duties as NBC executive vice-president, members of the RCA department of information gave him a going-away present. Shown is Mr. Mullen (left) receiving the gift from Horton Heath, who will continue as head of the RCA information staff.

DEPARTMENT SHIFT EFFECTED BY NBC

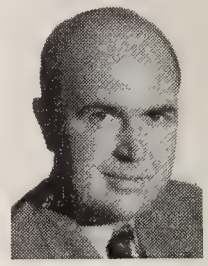
WITH the appointment of Frank E. Mullen as vice-president and general manager of NBC by the NBC board Aug. 2, the reorganization of staff, in addition to shifts predicted exclusively in the Aug. 1 BROADCASTING, will include a setup whereby five departments will report to William S. Hedges, station relations vice-president.

These are the Red Network Division, Sheldon Hickox, manager; Blue Network Division, John Norton, manager, and Service Division, Easton C. Woolley, manager; National Spot and Local Sales, J. V. McConnell, manager; Managed and Operated Stations, Sherman D. Gregory, manager; Development & Research Dept., Charles W. Horn, assistant vice-president in charge.

President Niles Trammell's office will consist of James R. Angell, educational counselor; John deJ. Almonte, assistant to the president, and Clayland T. Morgan, assistant to the president. When Mr. Trammell is absent or unavailable, Mr. Mullen will act for him; when both Mr. Trammell and Mr. Mullen are unavailable, Mark Woods, vice-president and treasurer, will act. The departments and divisions reporting to Mr. Mullen and Mr. Woods are as reported in the Aug. 1 BROADCASTING.

Strotz Names Murphy

WILLIAM J. MURPHY, member of the NBC central division continuity department since 1932 and assistant continuity editor since April, 1937, has been named continuity editor, according to Sidney N. Strotz, vice-president in charge of the NBC central division. Murphy succeeds Ken Robinson, who leaves NBC after three years as continuity editor [see page 74]. Robinson's predecessors were Larry Holcomb and Willis Cooper. After graduating from Notre Dame in 1927, Murphy joined McJunkin Adv. Co., Chicago, as a copywriter, remaining with that firm until January, 1932, when he joined the continuity staff of CBS Chicago. He went to NBC Chicago in October, 1932, as a continuity writer. He was author of *Young Hickory, The Kilmer Family, Cameos of New Orleans, Flying Time, Medicine in the News, This Amazing American.* He is married, has three children and lives at 510 Washington St., Willmette, Ill.



Mr. Murphy

Hauser to Blue Staff

B. J. HAUSER, formerly in charge of sales promotion for NBC's managed, owned and programmed stations, has been transferred to NBC's network sales promotion staff, where he will specialize on promotion for the Blue Network. No successor has been named as yet. Joseph A. Ecclestine, formerly with the ANPA Bureau of Advertising, has also joined the NBC promotion department as a copy writer, succeeding Peter Zanphir, resigned. Both changes are effective Aug. 15.

Annual 'Broadcasting's Day' Urged

Tributes Are Paid to Radio Service by World Fairs

OBSERVANCE of "Broadcasting's Day", or some variation of it, as an annual event at which the industry will render an accounting of its public service, was foreseen following the Aug. 3 celebration during which officials and dignitaries representing every segment of American life paid homage to "free American radio".

Led by Stephen T. Early, secretary to President Roosevelt, who unveiled a plaque symbolizing free radio, more than a score of national leaders participated in the one-hour broadcast over the largest single network ever assembled. A total of 634 stations—network affiliates and independents alike—tied into the Aug. 3 broadcast, climaxed by the unveiling of identical plaques at the New York and San Francisco World's Fairs. Flanked by the brightest stars in the radio and theatrical firmaments, these leaders paid glowing tribute to radio's accomplishments.

Symbol of Freedom

From President Roosevelt himself, Mr. Early brought a message reiterating the Chief Executive's previously expressed view that, save for such essential controls of radio operation to prevent complete confusion on the air, in all other respects "radio is as free as the press". He commended the industry for its great record of progress and service, and commented that the American system of free radio, as depicted by these plaques is a symbol of freedom.

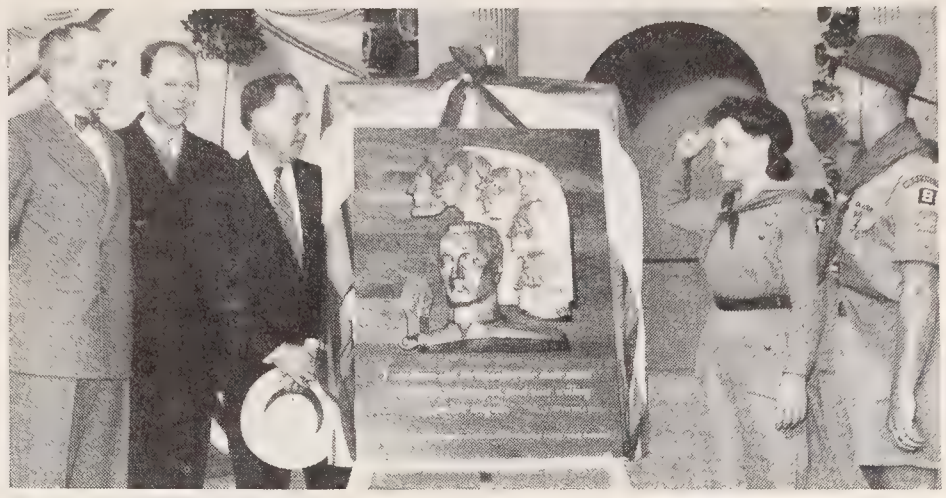
Chairman James Lawrence Fly of the FCC, William Green, president of the American Federation of Labor, and high-ranking personages representing religion, the arts, education and industry all joined in the unprecedented tribute to broadcasting, as a public service and a medium of free speech. NAB President Neville Miller, in acknowledging the tribute, closed the program with this observation:

"A free people needs not only the right to hear but also the right to be heard. This is what American radio means to the people of the United States. In this spirit, the broadcasters of the nation accept these plaques dedicated to freedom of the American air. With your help, we shall ever keep it so".

An eleventh-hour change in plans brought Presidential Secretary Early to San Francisco for the unveiling ceremonies. The original arrangement contemplated a remote-control address from his office in the White House. Mr. Early flew to Los Angeles and thence to San Francisco with Harry C. Butcher, CBS vice-president, and John A. Kennedy, WCHS, Charleston.

On the rostrum at the San Francisco Fair were Messrs. Early, Fly, Miller, Kennedy, Edwin W. Craig, WSM, Nashville; Paul W. Morency, WTIC, Hartford; F. M. Russell,

(*Continued on page 52*)



DEDICATED to a "free American radio" was this plaque, one of two unveiled at joint ceremonies in New York and San Francisco Aug. 3 during observance of "Broadcasting's Day". In this ceremony, at the San Francisco Exposition, are (l to r) Neville Miller, NAB president; FCC Chairman James Lawrence Fly and Stephen T. Early, secretary to President Roosevelt, who dedicated the plaques. The Girl Scout is Elizabeth Tucker, the Boy Scout is Bill J. Giacometti, both of Oakland.

SPEECHES AT PLAQUE UNVEILING

Chairman Fly's Remarks

I AM HAPPY to participate in this tribute of the two great World Fairs to the radio industry—both in an official capacity, as chairman of the FCC and as just another listener who has found many enjoyable hours by the side of his radio.

First, let me say a word about the government's interest in this field. The FCC was created by Congress to protect the public interest in radio and related fields of communication. It was set up to carry into effect the policies which you, the American people, want. The members of the Commission are your representatives.

No less are the broadcasters your servants. As trustees of the radio frequencies which are public domain, the broadcasters are eager to learn what the public desires. They spend large sums of money in making surveys to learn the type of programs which meet with your approval. They are always sensitive to public reactions once they are made known.

Those in the broadcasting industry know, for example, that so far as public issues are concerned you want an opportunity to learn all the facts. They realize that other sources are open to those who want, or who may be willing to tolerate, the partisan presentation of information—with its unbalance and the insinuation of prejudice into factual reporting. They are aware of their great opportunity to establish radio as the completely reliable, impartial medium. Idealism is a practical influence in the conduct of radio broadcasting.

That, in large measure, is because you have made it clear that you do not want the magic of radio bent under the yoke of selfish interests; that you want this public facility left completely free to serve the interests of the public. It is entirely appropriate that you make your wishes known to the broadcasters, and for that matter, to the Commission. All of us want radio to continue its great strides for the benefit of the whole race. Its great force we all want exercised, in this country, to maintain American radio, in the future as in the past, the finest and freest on the face of the globe.

In the last analysis, the best radio, the freest radio, is that most responsive to the wishes of the people. That is democracy in flower.

Secretary Early's Remarks

IT IS SINGULARLY fortunate that, at a time when the freedom of mankind is at stake throughout much of the world, we can assemble here to participate in a ceremony which symbolizes liberty in America. These words "freedom" and "liberty" are so much discussed in these days that, I sometimes wonder if we maintain a constant appreciation of their real significance. So long have we enjoyed these blessings there is temptation for the words to become abstractions. Yet today there are millions of men who, perhaps, can hear these words over shortwave transmitters—men who are suffering the tyranny and slavery that follow the loss of their freedom.

Expression of opinion in parts of this world of ours is a felony, punishable by death. It is, likewise, a crime, according to the credo of the tyrants, for men to listen to the opinions of others if such opinions differ with those of their dictators. Yes, there are men who are fighting and dying to maintain that freedom for themselves and—perhaps for us all. And, this freedom cannot be maintained without sacrifice.

The old truism: "Eternal vigilance is the price of liberty" has no boundaries in the world today. When free men become slaves in any part of the globe, vigilance requires that we prepare to make certain that encroachment on liberty cannot happen here. This nation is now engaged in such preparation. Industry, labor, agriculture and other groups are being mobilized into this great effort to make America invulnerable against whatever the future may hold as a threat to our freedom. This is being done by democratic procedures, and, with a real sense of national unity.

Must Be Impartial

Broadcasters, in common with many other groups in America, no doubt are concerned with the contribution they can make to the program of national defense. I can only give you a personal opinion. Broadcasters, it would seem, have a unique responsibility and a privileged opportunity. The dependence of our people upon radio as an important source of information calls for the highest degree of care in presenting facts impartially and without distortion. In the event of an even more extreme emergency, it seems to me, radio can and should continue to make its important contribution to the maintenance of the morale of our people.

I see no occasion for any sort of extraordinary measures so far as radio is concerned. I am convinced that broadcasting will continue to function in accordance with the public interest and, in a democratic way, during any emergency. Your duty, as American citizens, is the best standard of conduct in times of crises, as well as under more normal circumstances.

To the broadcasters and to the listeners to this program, I bring greetings and best wishes from the President. You broadcasters know the President's views on the relationship of radio to government. Recently, he pointed out that while the Government long ago had to set up essential controls of radio operation, to prevent complete confusion on the air, in all other respects, radio is as free as the press.

I bring to you a new expression of hope that this freedom will endure forever. Likewise, I offer congratulations to the radio industry for its great record of progress and service. The American system of free radio, as symbolized by these plaques, is actually a living symbol of the freedom of us all.

'Radio Day'

SEQUEL to the highly successful Broadcasting's Day observance Aug. 3 is a resolution introduced in Congress by Rep. Dingell (D-Mich.) proposing that Aug. 26 be set aside each year as "National Radio Day". The bill would authorize the President to issue a proclamation designating the day and to call on officials of the Government "to display the flag of the United States on all Government buildings on that day, and inviting the people of the United States to observe the day with appropriate ceremonies."

Knapp Monarch on Blue

KNAPP-MONARCH Co., St. Louis (electric razors), will start on Sept. 29 a 15-minute news dramatization entitled *Ahead of the Headlines* featuring the editors of *Newsweek*. The program will be heard over 43 NBC-Blue stations Sundays, 11:45-12 noon. Cramer-Krasselt Co., Milwaukee, handles the account.

Senate Probe Reveals Shakedown of RCA

Brown Forgotten In Revival of Trust Case

By LEWIE V. GILPIN

STRAYING far afield from its initial purpose of considering the nomination of Thad H. Brown for another seven-year term with the FCC, the Senate Interstate Commerce Committee during the first two weeks of August conducted a radio monopoly investigation of its own which threatens to discredit the 1938-39 Network-Monopoly Inquiry of the FCC.

Leveling their guns squarely at RCA, committee members led by Chairman Wheeler (D-Mont.) and Senator Tobey (R-N.H.) questioned a group of RCA officials, headed by President David Sarnoff, on charges that the company had paid various persons, including two U. S. Senators and a Federal court clerk, for their influence in securing postponement of trial of the Department of Justice's 1932 anti-trust case against RCA, AT&T, General Electric and Westinghouse, the latter two then the parent companies of RCA.

Victim of Brokers

In addition to imputations of bribery, it was developed by the committee that RCA had been "shaken down" for several thousand dollars by four Washington real estate brokers whose only confessed part in the devious procedure was to introduce into the case lawyers who eventually secured a continuance in the 1932 anti-trust prosecution, eventually leading to a satisfactory consent decree whereby General Electric and Westinghouse ownership of RCA was relinquished and RCA set up as an independent entity and patent pool.

Apart from the "questionable procedure" of RCA, the hearing developed what was regarded as a growing possibility of a Senate investigation of the radio industry, the FCC or both. During the unusual extended hearings on Col. Brown's reappointment, the committee, with Senator Tobey as ringmaster, previously had appeared to have something other than the nomination on its mind. But not until this latest tack of minutely examining RCA's actions in a 1932 proceeding and their subsequent ramifications did it become evident that the committee had in mind anything beyond a criticism of the FCC Network-Monopoly Report and Col. Brown, as acting chairman of the Network-Monopoly Committee [BROADCASTING, June 15, July 1-15, Aug. 1].

The RCA situation causing the extended hearings was epitomized in an incredulous remark made in the midst of RCA testimony by Chairman Wheeler: "You don't expect us to believe that RCA paid a contact man to find a couple of real estate men to recommend a lawyer who could find a Senator who would recommend hiring another lawyer sitting in the Senate to represent your company in Wilmington (Del.), where the company already had counsel employed?"

COMPLETE running account of the Senate Interstate Commerce Committee's hearings on the Thad H. Brown nomination, which have developed ramifications involving RCA and CBS, appears on page 81 et seq.

Getting Rid of Nuisance

The extended inquiry into RCA procedure started when Senator Tobey invited Mr. Sarnoff to appear before the committee to answer charges originally made in 1938 by former Rep. MacFarlane (D-Tex.). These charges were amplified by the testimony of E. O. Keller, calling himself a Washington real estate broker, who for some years was identified with movements to secure a broad investigation of the radio industry and the FCC. Although all charges of "bribery" on the part of RCA were denied by Mr. Sarnoff and other company officials, it was established that RCA finally paid out a total of about $8,275 to the Washington real estate brokers and "contact men" to rid itself of "nuisance".

The RCA matter revitalized committee interest after it had droned through an FCC allegation set forth in the Network-Monopoly Report that CBS officials had made some unsavory stock transactions from 1929 to 1932 with Paramount-Publix Corp., to the detriment of other CBS stockholders [BROADCASTING, Aug. 1]. In the CBS matter, the committee charged the FCC with publishing "alleged facts" rather than real facts.

The FCC also drew a heavy lambasting from committee members for completely disregarding the RCA matter when it was first brought to public attention in 1938 by Rep. MacFarlane. It was pointed out that on the one hand the FCC Network-Monopoly Report gave much attention to the CBS-Paramount transaction and ultimately committed "inaccuracies of fact" which might injure CBS, while on the other it failed altogether to go into the charges made against RCA.

Brown Is Forgotten Man

Since the start of the RCA ruckus, bare mention has been made of the Brown nomination during committee hearings, which were still in progress as BROADCASTING went to press. During one all-day session the nomination itself was mentioned only once, and then incidentally. With further hearings expected to continue for several days, it is evident the nomination has become of secondary interest.

After concluding the CBS matter July 31, the Senate committee started its investigation of RCA activities Aug. 1, carrying on Aug. 6-9, and resuming Aug. 13, with further sessions scheduled as BROADCASTING went to press. Appearing for RCA at the hearings were Mr. Sarnoff; Col. Manton Davis, RCA vice-president and general counsel; Robert D. O'Callaghan, until June 1 a member of the RCA legal staff and now in private practice; H. A. Sullivan, RCA comptroller; Judge Joseph M. Proskauer, in charge of RCA stockholder suits.

Appearing independently at the request of the committee or under subpoena were E. O. Keller, Percy H. Keller, Levin P. Handy and Whyland Shaffer, Washington real estate brokers; H. C. Mahaffy Jr., clerk of the Federal District Court, Wilmington, Del.; former U. S. Senator Daniel O. Hastings, of Delaware; Roger Whiteford, Washington attorney [who was counsel for FCC Commissioner George H. Payne, a prime mover for Congressional investigation of radio, in his dismissed libel suit against BROADCASTING]; A. J. Stockly, senior partner in Mr. Hastings' law firm; C. E. Duffy, a former associate in the Hastings firm. Former U. S. Senator George H. Moses (R.-N.H.) was expected to appear, although he was definitely scheduled.

The proceedings were marked with spirited exchanges on subjects ranging from a criminal indictment and burglary to alleged use of "political influence", reaching an extreme when the Einstein theory of relativity was mentioned. As word of the new development spread, the previously dull proceeding suddenly caught the attention of newspapers and the committee room became jammed to capacity with reporters and spectators. The atmosphere became increasingly tense as witnesses were continually reminded they were answering under oath.

Buck Asks Agencies, Sponsors To Tell of Broadcast Pressure

Charges Networks Would Dictate What Agencies, Bands and Artists Perform on Radio Appearances

CHARGING that "the chains, drunk with power, assuming to speak for the independents, intend to dictate what copy an agency will use in the space it buys on the blank white pages of radio," Gene Buck, president of ASCAP, has sent a hinge-page letter addressed "to all advertisers" urging them to inform ASCAP of any pressure brought to bear on them by the broadcasters.

"We invite," he writes, "any advertising agency representative and all performing artists and orchestra leaders to bring to our attention each and every instance in which any pressure whatever is brought to bear upon them that might deprive them of complete freedom to choose, according to their artistic or commercial judgment, the music best suited to their particular use or purpose. All information thus received will be held in strict and inviolable confidence."

After devoting his first five pages to a review of ASCAP-radio relationships since the inception of broadcasting, a review which gives the impression the broadcasters spent the entire 20 years in trying to steal music from ASCAP, Mr. Buck begins his answer to the letters recently sent by NBC and CBS to advertisers and agencies, urging their support of BMI [BROADCASTING, Aug. 1]. Calling BMI the "wholly-owned creature of the broadcasters", whose "whole idea is to terrorize and intimidate ASCAP", he continues:

"ASCAP is not in the slightest concerned at these bombastic edicts being presently issued by the two chains, in which it is very noticeable that the overwhelming majority of independent and individual stations do not join. It is apparent that the chains, drunk with power, assuming to speak for the independents, intend to dictate what copy an agency will use in the space it buys on the blank white pages of radio.

"When this issue is joined, neither the performing artists nor the advertising agencies will permit themselves to be made cats-paws, or their reputations and advertising copy to be thus harmed and emasculated, by the dictation of the interests who would thus, if

(*Continued on page 94*)

Without ASCAP

FROM sign-on at 5:30 a.m., when KFEL, Denver, takes the air with the new BMI arrangement of the national anthem, until sign-off at midnight, when the broadcast day ends with the same BMI arrangement, not a note of ASCAP music is heard on programs originated by KFEL. This situation has prevailed since July 25, when Manager Gene O'Fallon decided KFEL should begin to accustom itself and its listeners to the absence of ASCAP music. Using only tax-free public domain music and the new BMI tunes and arrangements, the station reports it has no difficulty meeting every musical requirement. The absence of ASCAP tunes has brought not a single complaint from listeners.



There's a vital difference between a radio station "coming in" and "staying in." Millivolt maps show where a station can be heard (we have them, too), but it's more important to prove where a station **is listened to.**

We know WLS is listened to, because in 1939 listeners wrote us more than a million letters. And as for proof we "stay in"—we've received more than a million letters a year for ten years!

That's WLS listener loyalty—and that loyalty means **WLS Gets Results.**

WLS

The Prairie Farmer Station, Chicago . . . Burridge D. Butler, President . . . Glenn Snyder, Manager . . . 870 Kilocycles, 50,000 Watts . . . Clear Channel . . . NBC Blue Affiliate



NIB Holds Turbulent Session On Copyright-ASCAP Issues

Per-Piece Contract of Craney Starts Discussion; Wasmer Refutes Claim His State Had Signed

WHAT was scheduled as a routine business session of the National Independent Broadcasters on Aug. 5 turned into a pitched battle on copyright.

Hardly had the opening remarks of President Harold A. Lafount, and the report of Secretary Lloyd Thomas concluded, when the subject of ASCAP bomb-shelled into the room, with the tosser Ed B. Craney, KGIR, Butte, who has been a champion of the broadcasters in their long fight with ASCAP for reasonable concessions.

He revealed that he had made for his three stations an experimental deal with ASCAP by which the stations would be taxed only on music used by them. He said his agreement with ASCAP was for a trial period for an unspecified time to see if the plan was practicable for the entire industry. He explained that no percentage price had been set between his stations and ASCAP on this experiment.

Mr. Craney read a letter he had received from Senator Wheeler (D-Mont.), terminating the Montana controversy with ASCAP, and setting up the circumstances under which the measured service experiment would be carried out.

False Report Scotched

His action was immediately challenged by other members of the NIB group as to the wisdom of such a move at this time when the entire industry was fighting ASCAP and promoting BMI. The meeting immediately broke into an open forum discussion.

When the meeting ran over and encroached on the time scheduled for a session of the Local Stations Group, John Elmer, WCBM, Baltimore, present at the former meeting, announced that he had been requested by NAB President Neville Miller to hold his meeting so that Carl Haverlin, BMI station relations director, could explain the workings of the BMI to the independents.

With the consent of Mr. Lafount the two meetings were then welded and Mr. Haverlin took the floor. He recounted progress made by BMI and stressed how important it was that all the independent station owners become members of the industry's own music organization.

Mr. Haverlin injected a surprise package when he called upon Louis Wasmer, KHQ-KGA, Spokane, to refute a published report that Washington State broadcasters had signed with ASCAP. "I have not signed with ASCAP and I can say that *no* Washington State broadcaster has signed with ASCAP," Mr. Wasmer declared. "I consider it a thoroughly unjust move on the part of ASCAP in permitting this trade paper to publish such a statement."

There seemed to be a fear among some of the independents that BMI would not be in a position to supply the necessary amount of music and records for their needs, inasmuch as many of the independents use recordings and transcriptions practically exclusively. Mr. Haverlin, however, assured the broadcasters that BMI is in a position to take care of all their needs.

Texas Predicament

Mr. Haverlin was swamped with questions from broadcasters relative to the BMI service. A station operator from Texas, surrounded by Roosevelt stations, who have already signed with ASCAP, told of his perplexing situation. "They'll all be playing the ASCAP tunes," he stated, "so what is left for me to do but sign up with this group?"

This brought a number of BMI champions to the floor, who urged him to stick to the fight with them and entirely ignore ASCAP.

"We're in this fight to a finish," stated one of them. "I've been a broadcaster for 17 years and I've been bled and hood-winked by ASCAP long enough. The industry must stand in back of BMI now unitedly."

A hand vote taken by Haverlin showed that the majority of those present at the NIB meeting—some 60 members—were either already signed by BMI or proposed to do so in the near future. Earlier in the meeting Secretary Thomas read a letter from Edward Allen, vice-president of NIB, endorsing BMI and urging the independents to back it.

Andrew Bennett, counsel for the NIB, outlined recent FCC rulings as applied to the independents.

President Lafount closed the meeting with the announcement that NIB would hold a meeting in Chicago about Sept. 15 and one in New York about Oct. 15.

Mr. Lafount explained that because of the great distance between the Midwest and the East Coast, many NIB members in those sections were unable to attend the San Francisco meeting. For that reason he said meetings were proposed in Chicago and New York for broadcasters in those areas.

Regional Group Defeats Proposal for Dissolution

ALTHOUGH dormant for more than a year, National Assn. of Regional Broadcast Stations, organized to wage a battle against superpower several years ago, was continued by vote of some 20 regional stations at a meeting in San Francisco Aug. 5 called by John Shepard 3d, president of the Yankee Network, chairman of the group. With upwards of $7,500 in its treasury, a suggestion that the organization be dissolved, since superpower no longer is considered an issue, was voted down.

A motion by Walter J. Damm, WTMJ, Milwaukee, that all present directors be continued, was carried. Mr. Shepard was re-elected chairman, and Paul D. P. Spearman, Washington attorney, was retained as counsel. Members of the board are Campbell Arnoux, WTAR, Norfolk; Edgar L. Bill, WMBD, Peoria; E. B. Craney, KGIR, Butte; Edgar H. Twamley, WBEN, Buffalo; Hoyt B. Wooten, WREC, Memphis; Lewis Allen Weiss, Don Lee general manager, Los Angeles.

'Gridiron' Sketch Given at Banquet

Federal Tactics Lampooned at NAB Convention Festivities

A NEW BRAND of entertainment for broadcasters, following the theme of Washington newsdom's celebrated Gridiron dinners, was accorded the NAB convention at its annual banquet on Treasure Island, San Francisco, Aug. 7 before 600 guests. Titled "The Greener Pastures" the one-act presentation employed a professional cast. It was written and produced by Kenneth Jones, former public relations director of Federal Radio Education Committee, in collaboration with Ed Kirby, public relations director of NAB, under the auspices of the Do-do Club, old-timers' broadcasters' group.

Lampooned in the skit were members of the FCC, whose regulatory rulings proved the bane of the existence of Alonzo J. Smith, "a typical broadcaster". Mr. Smith's tribulations, from the time he received his license, to his "dream of heaven" burlesqued events as they transpire in radio.

Heaven With Girls

His dream of heaven, the closing scene, showed broadcasters stretched out on divans, as beautiful girls (selected from Billie Rose's Acquacade) languished about. In one corner were cell doors labeled "ASCAP", "AFRA", "FCC" and "Lawyer's Lair", as lions and tigers roared. Against the backdrop was a chart labeled "chart of profits", with the curve going straight up, as the barometer bubbled over the top.

In another corner of the room was a chute opening, labeled "Interest on the public interest delivered here in cash".

The part of the typical broadcaster was played by Will Aubrey, KPO *Musical Clock* announcer and a vaudeville performer. His performance won the plaudits of the "professional" audience. All music performed during the banquet, to which the guests danced, was from the BMI catalogs. Dancers apparently did not detect the difference betwen BMI or ASCAP tunes until they were apprised of this "surprise". Distinguished guests at the banquet included Presidential Secretary Stephen T. Early and FCC Chairman James Lawrence Fly.



NOW READY—THE 1940 FACTS AND FIGURES ABOUT THE *MOST RESPONSIVE AND FASTEST MOVING MARKET* IN THE WORLD

This WXYZ market survey book reveals money saving factors that should be at the "finger-tips" of every advertiser planning fall schedules. It shows the influential position that WXYZ holds in dominating this market. Have you received your copy?

WXYZ

KEY STATION OF MICHIGAN RADIO NETWORK
5000 WATTS *Daytime* . . . 1000 WATTS *Nighttime*
Basic Detroit Outlet for NBC Blue Network

National Sales Representative, PAUL H. RAYMER CO.

Long-Range Thinking Needed By Industry, Miller Declares

Annual Report to Convention Calls for Zealous Effort to Maintain Democratic Principles

DESCRIBING radio's last fiscal year as its greatest, but pointing out that broadcasters are meeting in a "very different world from that which existed this time last year", Neville Miller, president of the NAB, in his second annual report to the convention in San Francisco Aug. 5 called upon the industry to engage in "long-range thinking", in the light of the national emergency.

Broadcasters must be sure that regardless of what may happen, "radio's pillar in the temple of democracy will be sound and will not crumble", he said. "The foundation of that pillar must be a free radio. There must not only be no censorship but no threat of censorship."

Hand-in-Hand

Asserting that the foundation of free radio must be good broadcasting, Mr. Miller said the public is the only champion radio needs. "So long as our thinking is dominated by intelligence and common sense", he said, "there will be no serious threat to free speech, a free press or to a free radio. The American broadcasting industry has good reason to be proud of its record. Its job is one to be treasured and guarded from any hands within and without, which may threaten to destroy it. The American public we serve is marching with us."

In his report, delivered at the opening session of the convention, President Miller covered in retrospect events on the broadcasting scene since the 1939 convention. Copyright highlighted his report, though he covered the war situation, legislation, public relations, code, labor and other problems.

Carrying the fight to ASCAP, Mr. Miller said broadcasters always have been willing to pay a fair and equitable price for the use of music. But, he said, they demand the right to purchase music in a free and competitive market, just as they purchase their other requirements. Asking the convention to send out the word that "San Francisco is to be no Munich", he said the time was critical for all broadcasters and that the industry is in the fight to win.

In reviewing the ASCAP controversy, Mr. Miller declared broadcasters are unwilling to pay ASCAP on programs which use non-ASCAP music or on news broadcasts or other programs not using music. They are unwilling to pay the entire price for music to relatively few composers merely because those composers "have secured a monopolistic control of the means of exploitation of their output," he argued.

Broadcasters believe that the cultural life of America will be greatly benefited by encouraging the creative genius of young composers excluded from ASCAP, Mr. Miller said. He reminded that broadcasters pay 40 times as much per dollar of their gross as any other customer of ASCAP and that the new ASCAP contracts now demand they pay 80 times as much, increasing payments some $4,500,000 to nearly $9,000,000 a year.

BMI Progress

A year ago, when ASCAP refused to deal with an NAB committee on new contracts, Mr. Miller said that in accordance with the mandate of the NAB convention last July, a special copyright convention was held in Chicago last September, at which time a $1,500,000 fund was pledged for creation of Broadcast Music Inc.

"BMI has passed through the organization stage and today is a well-staffed organization, with a membership of over 300 stations," he said. "These BMI members pay over two-thirds of the revenue which ASCAP receives from the entire industry." He said that broadcasters have it within their power for once and all to end ASCAP's monopoly.

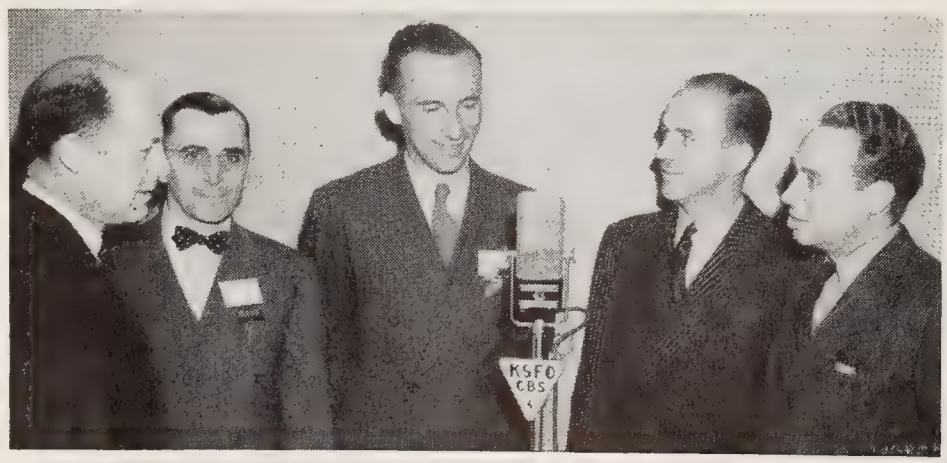
On the legislative front, Mr. Miller pointed out that the Johnson Bill to prohibit the advertising of alcoholic beverages by radio and the Thomas resolution for adherence to the International Copyright Union were major legislative threats during the present session of Congress, but neither bill nor any other legislation adversely affecting radio had been enacted.

In litigation, he said, the NAB participated in the RCA-Whiteman phonograph record case and that on July 25 the Circuit Court of Appeals in New York reversed the decision of the lower court and held that broadcasters had the right to perform records without paying a license fee either to the manufacturer or the performing artist. [BROADCASTING, Aug. 1].

A plea for revision of procedure at the FCC, to permit legal tests of Commission actions without requiring applicants first to violate them, was made by Mr. Miller. He said he believed there should be an opportunity for judicial findings by an independent examiner or some quasi-judicial or judicial tribunal. In particular cases which involve revocation or failure to renew broadcast licenses and where the licensee's entire business is at stake, there should be provided a separate judicial determination of the facts as well as the law, he continued.

High praise was given the NAB self-regulation code, which precipitated a major controversy at the last NAB convention and which has had reverberations since, in the

(*Continued on page 76*)



FM BROADCASTING demonstrations were highlights of the NAB convention in San Francisco. Here is a group chiefly instrumental in arranging the special FM programs (l to r): Col. Gus Reiniger, Radio Engineering Laboratories; Paul de Mars, vice-president in charge of engineering, Yankee Network; Frank Gunther, REL vice-president in charge of engineering; R. V. Howard, chief engineer, KSFO, San Francisco; Clifton Howell, program manager of KSFO and CBS in San Francisco.

ARTILLERY TRIBUTE
NAB Honored for Its Part In Defense Drive

AS A TRIBUTE to the part radio is playing in the current enlistment and national defense campaign, the Color Guard of the 65th Coast Artillery (AA), Fort Winfield Scott, Cal., in an impressive ceremony, presented colors to the NAB at the opening luncheon meeting held in the Hotel St. Francis Colonial ballroom.

More than 800 persons witnessed the flag unfurling as well as the brief ceremony, which preceded an address by FCC Chairman Fly. Neville Miller, NAB president, pledged further support of broadcasting stations and networks in assisting in all national defense preparations.

"The broadcasting industry is proud and privileged to cooperate with the Army, the Navy, the Civil Service Commission, and the National Defense Council and all other proper agencies of government in the furtherance of the national defense program designed to protect this nation and the liberties of our fellow Americans," Mr. Miller said. "A free radio can do, and is doing, no greater patriotic service than to lend generously of its time and facities to do those things necessary to preserve the freedom of the American people. NAB station members have pledged their aid in finding 100,000 men for civil service jobs in national defense agencies—Army, Navy and Civil Aeronautics."

FM Network Plan To Be Discussed In Chicago Aug. 27

Progress of Art Is Topic of San Francisco Meeting

A MEETING in Chicago Aug. 27 of some 40 broadcasters contemplating FM stations in key cities has been called by John Shepard 3d, president of the Yankee Network and prime mover in FM development. The purpose is to discuss plans to establish an FM network to be mutually operated and to get under way next year. Mr. Shepard stated at the NAB convention in San Francisco that several committees named to study the formation of such a chain, appointed six weeks ago, will report to the meeting.

The scope and development of FM broadcasting, with particular stress on its advantages over regular broadcasting, were explained at a session of FM Broadcasters Inc. Aug. 7 in San Francisco. Throughout the day FM was demonstrated to the delegates by Frank A. Gunther, vice-president of Radio Engineering Laboratories Inc., who built Maj. Armstrong's station at Alpine, N. J. and the Yankee Network station at Paxton, Mass. KSFO collaborated in the demonstration, providing both live and transcribed programs.

Good Reception

Mr. Shepard presided at the Aug. 7 meeting and Paul deMars, Yankee Network's engineering vice-president, conducted a roundtable during which he lauded the work of Maj. Armstrong as inventor and Mr. Shepard as promoter of FM. After the demonstrations by REL-KSFO, Mr. Gunther stated that reports of reception came from points as far as 40 to 50 miles from San Francisco, all reporting excellent quality.

Western Electric and RCA also had FM equipment displays which were visited by many convention delegates. The rapid growth of FM was indicated in a statement during the meeting that by fall at least a dozen manufacturers will have FM receivers in the market.

To questions whether FM set makers were going to have an advertising appropriation for radio stations, or would place the bulk of their advertising in newspapers and magazines, as has occurred in the past in the case of set manufacturers, NAB President Neville Miller replied that the NAB has been working with RMA committee regarding the advertising of sets by radio.

Damm Urges Campaign

Walter J. Damm, WTMJ, Milwaukee, told the broadcasters it was time the radio industry itself went into a major promotion campaign to sell radio broadcasting. He referred to the ANPA Bureau of Advertising, which raised a special fund among its members for promotion of advertising in the press. That is what radio vitally needs today, he said. It should organize a Bureau of Advertising. Up until this time radio has been a buyer's market, he stated, and radio has now nearly reached the saturation point.



More than two loaves is better than one

When you buy WOR you buy a station which delivers more than twice the power of any station in Greater-New York.

You buy 50,000 watts multiplied and molded by a unique directive-array* method into a penetrating impact of 135,000 watts.

Is it any wonder, then, that a message launched over WOR spreads faster than office gossip?

Is it any wonder that more gilt-edge advertisers are using WOR than ever before? More frequently than ever before?

Wherever you see sales-smoke you'll readily discover that WOR's 135,000 watts have had a hand in igniting the tinder that produced the smoke.

We might suggest that we're always delighted to discuss this matter much more thoroughly for *your* benefit. Our address is 1440 Broadway, in New York.

*DIRECTIVE-ARRAY *radiation of power differs completely from the limited radiation delivered by the standard, or conventional, 50-kw. half-wave radiator. WOR is the only major station offering this unique power-plus system in New York.*

that power-full station—

WOR

Careful Checking Urged for Foreign Tongue Programs

Fly Suggests Triple Method Of Policing Broadcasts

FOREIGN language programs should be permitted to be continued provided they are an asset to the station, in the opinion of FCC Chairman James Lawrence Fly, but he urged a more thorough policing of news and commentary broadcasts in foreign tongues. Mr. Fly expressed his thoughts at a breakfast round-table on foreign-language programs at the NAB, with about 25 broadcasters present.

All foreign broadcasts should be put on the affirmative side and made an asset to the station, he declared. In his personal opinion, he added, they should be permitted to continue, if properly presented. But in these times of extreme danger from subversive elements, Chairman Fly said a triple check should be made on all newscasts and commentaries released in a foreign tongue over any American broadcasting station. First, he stated, the station management should demand an advance copy of the broadcast; secondly, an English translation of that broadcast; thirdly, and most important, a transcription should be made of every foreign language newscast or commentary program put on the air.

Cost Is a Factor

This final suggestion on the method of policing the foreign broadcasts provoked objections from several broadcasters. The majority of stations accepting foreign programs are locals and therefore have limited staffs and in most cases are not in a position technically to transcribe their programs, it was stated.

It was brought out that the cost of such an action would practically be prohibitive to some of the operators. Particularly would this be true in the case of WJBK, Detroit, according to James F. Hopkins, chief owner, who said, "We present approximately 45 hours a week in foreign language programs, spoken and music. Such a procedure of transcribing every one of those programs would run into a cost that would be almost prohibitive."

That, too, was the complaint of some of the operators of stations in small towns with no transcription companies within 100 miles or more. To install transcription equipment in the stations concerned would cost in the neighborhood of $500 to $600, they said, and was out of the question.

W. C. Alcorn, WBNX, New York, a leading foreign-language outlet, said his station for some time has been cutting transcriptions of the first few broadcasts of every new foreign-tongue account accepted. To date, he said, this method has worked out satisfactorily.

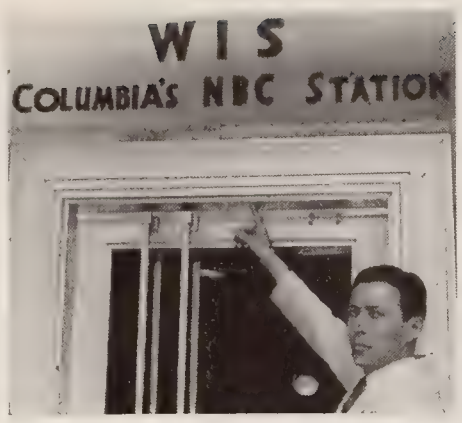
Riley H. Allen (KGMB), Honolulu, who said he carries programs in Japanese, Korean and Filipino, told how his station injects constructive American ideals into the foreign broadcasts and how they constantly remind the non-English speaking population of the benefits of Americanism.

Mr. Hopkins related the danger involved in permitting any foreign-language program to announce forthcoming picnics, meetings or gatherings of any kind. Usually, he stated, there is some subversive element behind these meetings.

The desire to cooperate with the station management on the part of the sponsors of an Italian program was related by Phil Lasky, KROW, Oakland. "The conductors of this Italian broadcast included a course in Americanism over a period of weeks and the results were amazing," he declared. "The Italians offered free books on Americanism to their listening audience and the demand for the periodicals astounded us." Mr. Lasky also told how his station has been triple-checking all foreign programs on KROW since the European war started. His program of checking, he said, was identical with that suggested by Commissioner Fly.

Other broadcasters were agreed that personalities should not be built up on the foreign programs. It becomes too easy for them to sway an audience, no matter how censored their script might be, it was brought out.

C. L. McCarthy, KQW, San Jose, said his station was catering to the vast Italian population in the rich agricultural district of the Santa Clara valley district south of San Francisco, with minimum of complaint or difficulty. In closing the session, Chairman Fly reiterated that the FCC did not want to ask any station to drop foreign language programs that are of importance to a community and of economic value to a station.



THEY CAN'T DO that to us, protested J. M. Rivers, president of WCSC, Charleston, S. C., when he saw this new sign over the entrance to WIS, Columbia. WCSC is a CBS affiliate and why, said Mr. Rivers, should WIS claim to be sponsored by Columbia when it is an NBC affiliate. That left G. Richard Shafto, WIS manager, and J. Dudley Saumenig (above) in a quandry. How did they solve it? For answer turn to lower right corner of this page.

Patriotic Discs

UNDER the auspices of the Radio Council on Children's Programs, a new series of transcribed children's Americanization programs, written by Hendrik William Van Loon, eminent author and geographer, soon will be offered to stations, according to word given the NAB convention in San Francisco Aug. 7. Ed Kirby, NAB public relations announced to the convention that the series would be produced if a substantial number of stations wished, and a showing of hands revealed general interest. The transcriptions would be supplied, at a minimum fee, for sustaining use only the first six weeks, with their release for sponsorship, subject to the Council's approval, after that.

Around Clock

LATEST station to announce an around-the-clock schedule is WBAX, Wilkes Barre, Pa., which has just completed installing new equipment and remodeling its studios. The 24-hour schedule, unusual for any station outside the larger metropolitan areas, was started July 28.

Clear-Channel Stations Continue Organization

TWO-DOZEN representatives of clear-channel stations using 50,000 watts voted at a meeting in San Francisco Aug. 4 to continue the Clear Channel Group as an organized entity to safeguard clear channels from further encroachments. In existence for the last half-dozen years, the group, headed by Edwin W. Craig, WSM, chairman, discussed current problems confronting high-power stations, particularly in the light of the Havana treaty allocations, now awaiting final FCC action.

Louis G. Caldwell, Washington attorney, was continued as counsel. He attended the session with Reed T. Rollo, his associate. Broadcasters present were James D. Shouse, and Bob Dunville, WLW; Burridge D. Butler, and Glenn Snyder, WLS; Carl J. Meyers, WGN; Harold Hough, WBAP; Martin Campbell, WFAA; W. E. Groves, KSL; A. M. Herman, WBAP attorney; Earle C. Anthony, Harrison Holliway, H. L. Blatterman, C. W. Mason and W. P. Casson, KFI; Mr. Craig and Harry Stone, WSM; W. L. Coulson, WHAS; Col. B. J. Palmer, J. O. Maland, Ralph Evans and Paul Loyet, WHO; Rev. F. A. Cavey and W. H. Summerville, WWL.

NAB Delegates Guests At INS Entertainment

AN ENTERTAINMENT highlight of the NAB convention, in which nationally known personalities of radio, stage and screen entertained, was the luncheon tendered approximately 500 broadcasters Aug. 7 by International News Service. Monty Blue, screen player, was m.c., aided by Dinty Doyle, formerly radio editor of the *New York Journal* and now public relations chief for Billy Rose's Treasure Island Aquacade. Among the stars were Dorothy Lamour, Johnny Weissmuller, Morton Downey, Esther Williams, Cartoonist Jimmy Hatlo, Max Baer, Rita Murray, John B. Hughes and Fred Waring's Pacific Coast Glee Club. Hosts were Capt. H. H. Hamma, Walter E. Moss and Barry Faris of INS. 10 San Francisco radio managers were honorary hosts. The party was in celebration of INS' fifth anniversary in radio as a news service.

O'Sullivan May Add

O'SULLIVAN RUBBER Co., New York, which recently appointed Bermingham Castleman & Pierce, New York, to handle advertising for its rubber heels, is using six five-minute news periods weekly on WFBR, Baltimore, and thrice-weekly participations on the *Make Believe Ballroom* program on WNEW, New York. The company may add more stations later this fall.

Discuss Coverage Of Special Events

NEWS BROADCASTS are the most consistently popular type of program on the air today, it was brought out at the Aug. 7 session on special events and news coverage at the NAB convention.

Mark Ethridge, WHAS, Louisville, former NAB president, who presided, said this statement was proved in a recent survey. The survey also revealed that 54% of those interviewed stated they had received their news via radio and a little over 40% from newspapers.

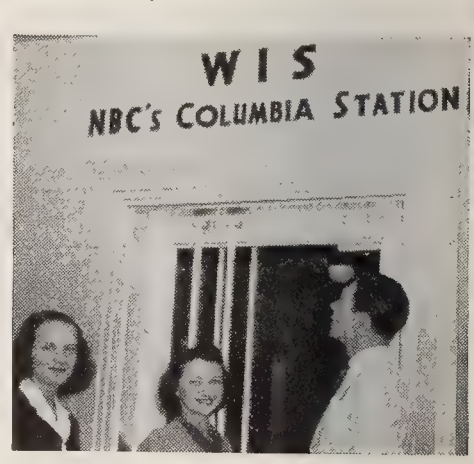
Special events broadcasts was specifically covered in a brief discussion by Herbert Hollister, general manager of KFBI, Wichita. In a recent survey among 100 stations, he stated, the majority of broadcasters believed that special events were essential to good program structure and that the greatest benefit was derived by those at the receivers rather than persons at the pickup point of special events. The same survey showed the recent political convention broadcasts on the networks were the most popular of all special events in recent months.

Van Newkirk, director of special events for the Don Lee Broadcasting System, spoke briefly on the handling of special events by a regional network.

Because the meeting schedule was running overtime, it was impossible for two other scheduled speakers to address the meeting. They were A. A. Schecter, director of news and special events, NBC, and Paul W. White, director of public affairs, CBS.

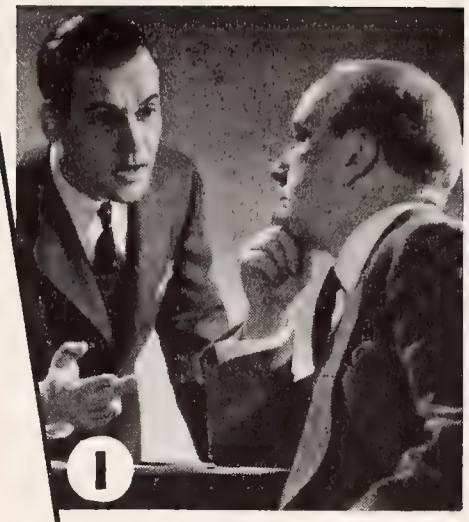
Semler Expands

R. B. SEMLER Inc., New York, on Aug. 7 expanded its twice-weekly series of newscasts by Gabriel Heatter on WOR, Newark, to six MBS stations in the interests of Kreml hair tonic. The series now is heard 9-9:15 p.m. on KWK, WHK, WFIL, WAAB, WBAL and WOR, while KSTP records the program for rebroadcast at 11:15 p.m. Heatter is broadcasting from Lake George, N. Y., until Sept. 1 when he returns to New York. Erwin, Wasey & Co., New York, handles the account.



IT TOOK two feminine minds to solve the sign problem that vexed WIS and WCSC. Patricia Roof (left) receptionist, and Margaret Buchanan, secretary to Mr. Shafto, suggested the above solution and Mr. Shafto has announced the sign will stay this way, though the squawks descend in swarms. Mr. Saumenig is looking with approval at the new version.

Yes-Man breaks down at last and says "No!"



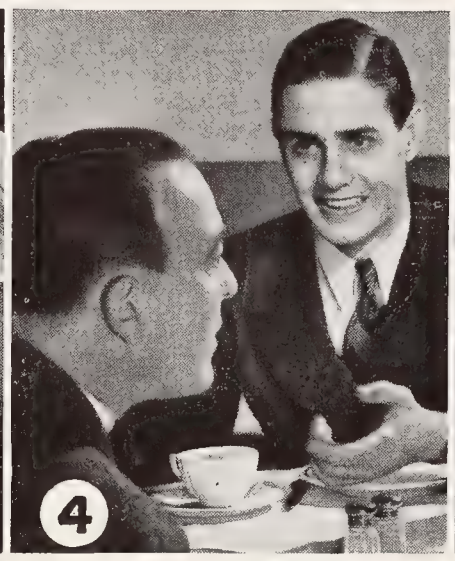
Can I buy Spot Radio time on as few as one or two stations or on as many as I like? **YES**



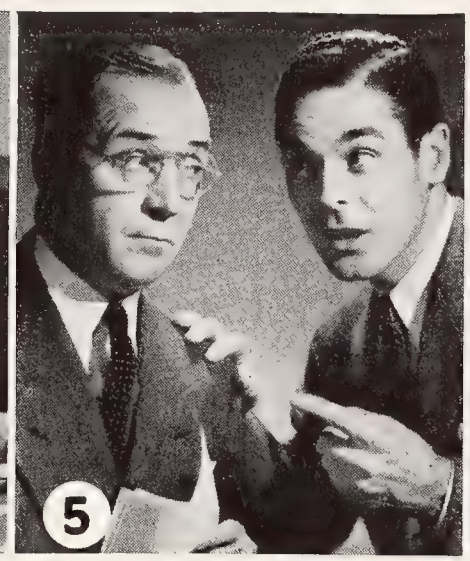
Can I buy any station I want in any territory? **YES**



Can I adapt my commercial announcements to sales drives in any given territory—even giving names and addresses of local dealers? **YES**



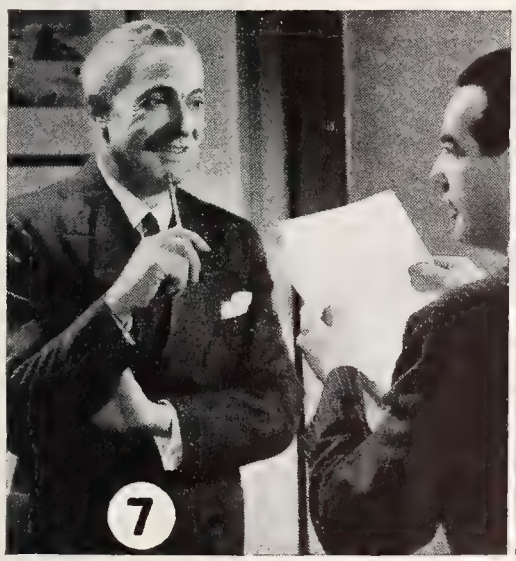
Can I buy any time-unit I want—25 words, 1-minute, 5-minutes, 15-minutes and so on—up to a full hour? **YES**



Can I time my programs to fit the listening habits of each territory? **YES**



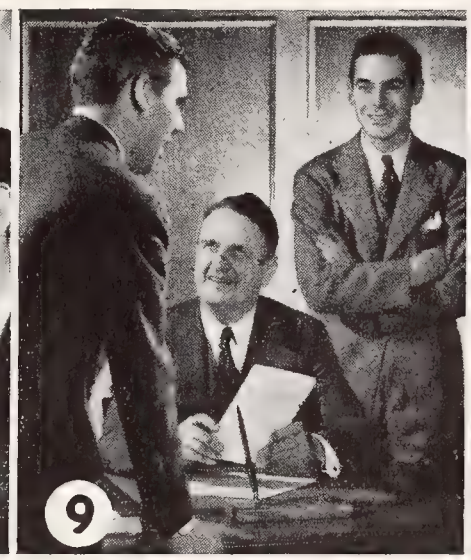
Can I adjust my expenditures for Spot Radio to the sales budget for each territory? **YES**



Can I stay out of any territory in which my distribution is lacking or faulty? **YES**



Can I use different types of programs on different stations? **YES**



Can I use either live or transcribed programs . . . or both . . . as I choose? **YES**



Does all this make Spot Broadcasting more expensive? **NO!**

Any quiz on commercial broadcasting finds the right answer in SPOT RADIO. It's so flexible that it lets you do just about what you please, where you please and when you please, to get the utmost out of every dollar spent.

For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to prepare a special outline.

EDWARD PETRY & COMPANY

INCORPORATED

Representing leading Radio Stations throughout the United States—individually

Offices in: **NEW YORK • CHICAGO • SAN FRANCISCO • DETROIT ST. LOUIS • LOS ANGELES**

Johnson Urges Broadcasters To Feature Patriotic Message

Suggests Industry Create Slogans for Promotion Of National and Hemisphere Solidarity

A STIRRING PLEA to broadcasters of America to create a national motto, which will be kept before the American people as a reminder of the necessity for "national teamwork" during the war emergency, was made Aug. 6 by former Assistant Secretary of War Louis Johnson in an address before the annual convention of the NAB in San Francisco. The speech was carried over combined NBC and MBS networks.

Selecting as his subject "Sponsors of National Defense", Col. Johnson asked broadcasters to include in their bulletins, in advertising script and in signing on and off an "urgent and effective appeal to all Americans for national unity." The country must achieve without delay a cohesion into one pattern of all American dreams and aspirations lest they be forever denied, Col. Johnson said in pleading for a revival of the spirit of American unity.

'Hemisphere Solidarity'

In addition to one for national unity, the former War Secretary asserted, a slogan is needed for "hemisphere solidarity". Nations of the Western Hemisphere, he recited, must move closer and closer toward each other, visit each other more frequently and exchange goods more freely. Asserting that this is no time to think of bargains and profits, he said that in the world of today the people of this continent must work together.

"Again, I turn to you radio broadcasters to translate this ardent desire into a popular formula that will remind us every day of our duty and responsibility," he said.

Besides national unity and hemisphere solidarity, the nation must have a "resurgence of respect for the dignity of labor", Col. Johnson declared. In this connection radio, too, he said, can do its part by imparting to the youth of America the real values in life. These he enumerated as loyalties to home, family, church, community and country. Calling them "our inspiration and our refuge", Col. Johnson appealed to broadcasters "to put new life and meaning into them, to extol them before the youth of our country, to recall them to the minds of our mature and our aged."

Col. Johnson explained the manner in which radio effectively has been used in conveying to the public the needs for adequate preparedness. Three years ago he said he became a "radio commentator" and for his subject took "National Defense". For sponsors he said he chose the American people and has been on the air an average of almost once a week to discuss his theme.

In 1937, said the soldier-attorney, America was not awake to the needs for adequate preparedness and too many lived with a false sense of security because the oceans were looked upon as "impregnable Maginot lines". A World War veteran and a former National Commander of the American Legion, Col. Johnson said he felt it was his responsibility as soon as he joined the War Department to convince the American people that national defense was a basic consideration in the life of the country. He visited every State in the Union at least once and many of them several times. Altogether he made more than 200 public addresses on national defense.

With Radio's Help

"With the aid of radio facilities, with the support of the press, and with the cooperation of military and civic leaders everywhere, I was able to awaken a great deal of enthusiasm for our defense program," Col. Johnson declared. "Some skepticism, I did encounter; and, here and there, I ran into what radio advertising men call 'sales resistance' to the 'commodity' I was advertising. Persistence, time, and especially events in Europe and Asia, at last made our people national defense conscious."

Without attempting to minimize ultimate dangers, Col. Johnson said it is no longer necessary to advertise national defense to the people. Every citizen, he said, must be willing to make all necessary sacrifices of time, money and effort toward achieving the objective of America sufficiently well fortified on land, sea and in the air as to command the respect of the world. Every citizen, he continued, must be ready and anxious to serve at the bench, the lathe, the loom, the plough, or in the armed forces, if need be, to gain the desired goal.

Emphasizing the role of radio, Col. Johnson said that national defense in its broadest phases includes not only unsurpassed military defense and an industry geared to produce munitions of war, but "a united nation, a nation spiritually aroused to its grave responsibilities and ready at all costs to work for a common end.

"You broadcasters of America, who are expert phrase and slogan makers, I urge to coin a national motto to keep constantly before the American people as a reminder, every day, in every way, of the necessity for national teamwork. In your bulletins, in your advertising script, when you open your program and when you sign off, let there come forth an urgent and effective appeal to all Americans for national unity."

WITH the recent death of L. W. Wood, manager and 51% owner of WCLS, Joliet, Ill., Robert W. Thomas has been appointed as administrator of his holdings.

How the Peabody Awards Will Be Made

Recognizing that the radio is an important medium of information, entertainment and public service, comparable to the press, The University of Georgia (chartered 1785) through the Henry W. Grady School of Journalism and a Board of Advisers, in conjunction with the NAB, will confer annually, beginning in 1940, the George Foster Peabody Radio Awards for the most disinterested and meritorious service rendered by each of three American radio stations, representing the three major types of stations (local, regional and national), and also by a national broadcasting chain, said awards to be given to perpetuate the memory of George Foster Peabody, benefactor and life trustee of The University of Georgia and friends of educational progress everywhere.

These awards will be announced and bestowed publicly by the Regents of the University System of Georgia, upon recommendation of the Advisory Board set up and maintained jointly by The University of Georgia, through the Henry W. Grady School of Journalism, and the NAB.

The membership of this Advisory Board shall consist of the Chancellor of the University System of Georgia and 11 other outstanding American citizens who have demonstrated in a notable degree their interest in public affairs, and who also by position and achievement are prepared to evaluate in an impartial and detached manner the contributions of radio stations and chains in connection with these awards. The Board is to be self-perpetuating, subject to the approval of the Board of Regents. Nominations for membership are to be made through the office of the Dean of the Henry W. Grady School of Journalism. (The initial personnel of the Advisory Board is to be announced soon.)

Nominations of candidates for these awards shall be made in writing to the Dean of the Henry W. Grady School of Journalism, The University of Georgia, Athens, Ga. Each nomination must be accompanied by complete and self-evident data setting forth clearly the claim to consideration for one of these awards. Program subjects, program outlines, program transcripts, recordings, letters and other pertinent data should be so presented as to comprise an exhibit which will be a faithful record of the station's particular contribution to public service offered for consideration in this connection.

Competition for one of these awards will be limited to work done during the calendar year ending Dec. 31 next preceding. The first award will be made in 1941, based on public service programs of 1940. The closing date for entries will be Jan. 15.

Welch Adds Discs

WELCH GRAPE JUICE Co., Westfield, N. Y., on Aug. 18 will drop the NBC Southern-Blue network for its *Irene Rich* shows and will place the show on transcription, to be heard following the Rudy Vallee, Don Ameche or Bing Crosby shows in 14 markets. Stations selected are WFAA WOAI KMBC WSM WAVE WSB WOW WKY KARK WMC WBRC WSMB KPRC WMAQ. The remainder of the schedule remains as before, the show being released on the NBC-Blue Sundays, 8:30-8:45 p.m. (CDST) with a repeat broadcast for NBC-Red stations in Mountain and Pacific Coast areas 10:15-10:30 p.m. H. W. Kastor & Sons, Chicago, handles the account.

KRAFT CHEESE Co., Chicago, has arranged with KINY, Juneau, Alaska, to carry the NBC-Red *Kraft Music Hall* program via transcription for 14 weeks from Aug. 11 through Nov. 10.

Benefits Foreseen In Radio Awards

Georgia U Plan Expected to Stimulate Public Service

CALLING for support of broadcasters in the new project, Dean John E. Drewry, of the Henry W. Grady School of Journalism of the U of Georgia, on Aug. 7 explained for NAB convention-goers the operation of the George Foster Peabody Radio Awards, to be made for the first time in 1941. The awards, resembling the Pulitzer Prizes of journalism, are to be made for outstanding 1940 public service programs, with individual awards for three types of stations—local, regional and national—and a national network [BROADCASTING, June 1]. The closing date for entries for the first awards has been set as Jan. 15, 1941.

Tribute to Kay

In recounting the genesis of the Peabody Awards, Mr. Drewry paid tribute to Lambdin Kay, director of public service of WSB, Atlanta, for his imagination and enterprise in evolving the idea of the merit awards in radio and in securing action by the board of regents of the University System of Georgia.

"We expect to do all we can to make these Peabody Awards of maximum usefulness to radio," Mr. Drewry commented. "But a large part of the responsibility for the success of the project rests with you members of the NAB. Your representative, Mr. Kay, initiated the plan. Your members, by entry, participation, and publicity, can make these Peabody Awards a real stimulus to that meritorious public service which has already reflected so much credit on radio. We of the University of Georgia are counting heavily on your support, just as we expect to give you ours in every way possible."

As part of his remarks, Mr. Drewry read in full the resolution approved May 17 by the Board of Regents. The resolution, titled "A plan whereby the oldest chartered State university would recognize and encourage the social responsibilities of the youngest of the media of communication—and also honor a distinguished American", is in the adjacent column.

Vick Plans for Fall

VICK CHEMICAL Co., Greensboro, N. C., is lining up its fall campaign for Vick nose drops and Vatronol, but as BROADCASTING went to press full details had not been settled, according to Morse International, New York, the agency. The company will start a variety program on NBC's Red Pacific network Sept. 15, Sundays, 7:30-7:45 p.m. (PST), and on Sept. 16 starts a five weekly quarter-hour *News Headlines* program on WBBM, Chicago, 8:15-8:30 a.m. As last year, Vick plans spot announcements and quarter-hour news series on a large list of stations throughout the country, but other than WBBM and the network program on the Coast, no list has been released.

ADVERTISING Federation of America will hold its 37th annual convention and advertising exposition May 25-29, 1941, at the Hotel Statler, Boston, according to Elon G. Borton, Chicago, newly-elected president.

On which network
will your program reach most people?

The National Broadcasting Company gives the answer in the results of radio's most significant research project—

Radio's First All-County Census of network listening habits

revealing the preferences of 166,000 listening families—in every county in the United States . . .

WE ASKED TWO SIMPLE QUESTIONS:

1. *What radio stations do you listen to regularly?*
2. *Which of these stations do you listen to* most?

Where can you get the largest audience for *your* program? Every experienced time-buyer realizes that the answer to this question depends on numerous factors:

Whom do you want to reach?
What time is available?
What programs are on in competition?
What types of programs are they?
What program will you follow?
What program follows yours?

But more important than all of these is "On which network will your program reach most people?"

WHAT DETERMINES STATION AND NETWORK VALUES?

Network or station values are *determined* by these *equally* important factors:

1. The entertainment value of its programs.
2. The clarity and dependability with which those programs can be heard.
3. The geographical extent to which such service is available.

Such network or station values can only be *measured* in terms of the effect which programs and reception have on the listening habits of the radio families in its coverage area.

WHAT DO PEOPLE DO?

Not only "Where" but "How Well"

Advertisers not only want to know *where* a station or network *can* be heard (coverage) but where it is listened to regularly (coverage plus programs).

More important still you want to know *how much* it is listened to—how good a job it does—*how well* it compares with other stations or other networks. Which network is the best—which has the greatest audience—which one is listened to most.

WHAT FACTS ARE KNOWN?

Engineers have given us invaluable information based on signal strength on where stations *can* be heard.

The Cooperative Analysis of Broadcasting (CAB) Reports on Program Listening and Station Listening, and

the Hooper Coincidental Studies, have made major contributions to our knowledge on how much programs and stations are listened to—but only in relation to a *limited* and relatively small section of the radio audience.

These basic facts have been further amplified by NBC with exhaustive studies of audience mail.

Unfortunately these regular station and program ratings reflect conditions in only 33 cities at most—representing only 29.7% of the total United States radio audience—less than one-third of radio's mighty circulation.

WHAT ABOUT THE OTHER 19,000,000 RADIO FAMILIES?

These *program* ratings cannot be projected accurately to the balance of the country—since they are purposely taken where transmission and reception conditions are practically equal for all networks. And obviously the *station* ratings are limited to a study of listening habits in only 38 counties—giving no data whatsoever for the balance of 3,034 counties.

MANY SURVEYS—BUT NO NATIONAL ANSWER

It is true that practically every station has made a listening habit survey at one time or another—BUT such surveys have been restricted almost entirely to station cities and relatively few rural counties near station cities.

Variance in time and methods have produced conflicting and non-comparable data.

So two years ago NBC started to lay the groundwork for radio's greatest study of station and network listening habits.

After reviewing all station and network studies, including those of the FCC, the Joint Committee on Radio Research (ANA, AAAA and NAB)—in 1938-39, NBC conducted a preliminary listening habit study in 300 urban and 600 rural counties.

HOW CAN LISTENING HABITS BEST BE STUDIED?

Twelve months of painstaking experimentation on survey technique and methodology finally bore fruit...6 months of special studies by Dr. Lazarsfeld, Director of the Office of Radio Research of Columbia University, showed that mail questionnaires, properly prepared, could be depended upon to give a good measurement of the relative position of different stations in family listening habits. 37 distinct field tests then were conducted to determine important details of technique, wording of questions, type of questionnaire, etc., etc.

NBC WAS NOW READY TO CONDUCT THE MOST IMPORTANT RESEARCH INTO NETWORK LISTENING HABITS IN RADIO HISTORY...THE FIRST ALL-COUNTY CENSUS TO DETERMINE STATION CIRCULATION AND PREFERENCE—DAY AND NIGHT

Radio's First All-County Census

OF NETWORK LISTENING HABITS

On February 8th, 1940, NBC launched the most extensive census of listening habits ever undertaken. Questionnaires were sent on their way to 1,425,000 families. The answers were written by 166,000 radio listening families, in their homes, in family consultation—in every one of the 3,072 counties in the United States. Here was no study restricted to station cities—but one which for the first time in radio history probed into radio homes in *every* county, *every* part of *every* state—rural and urban alike—from coast to coast.

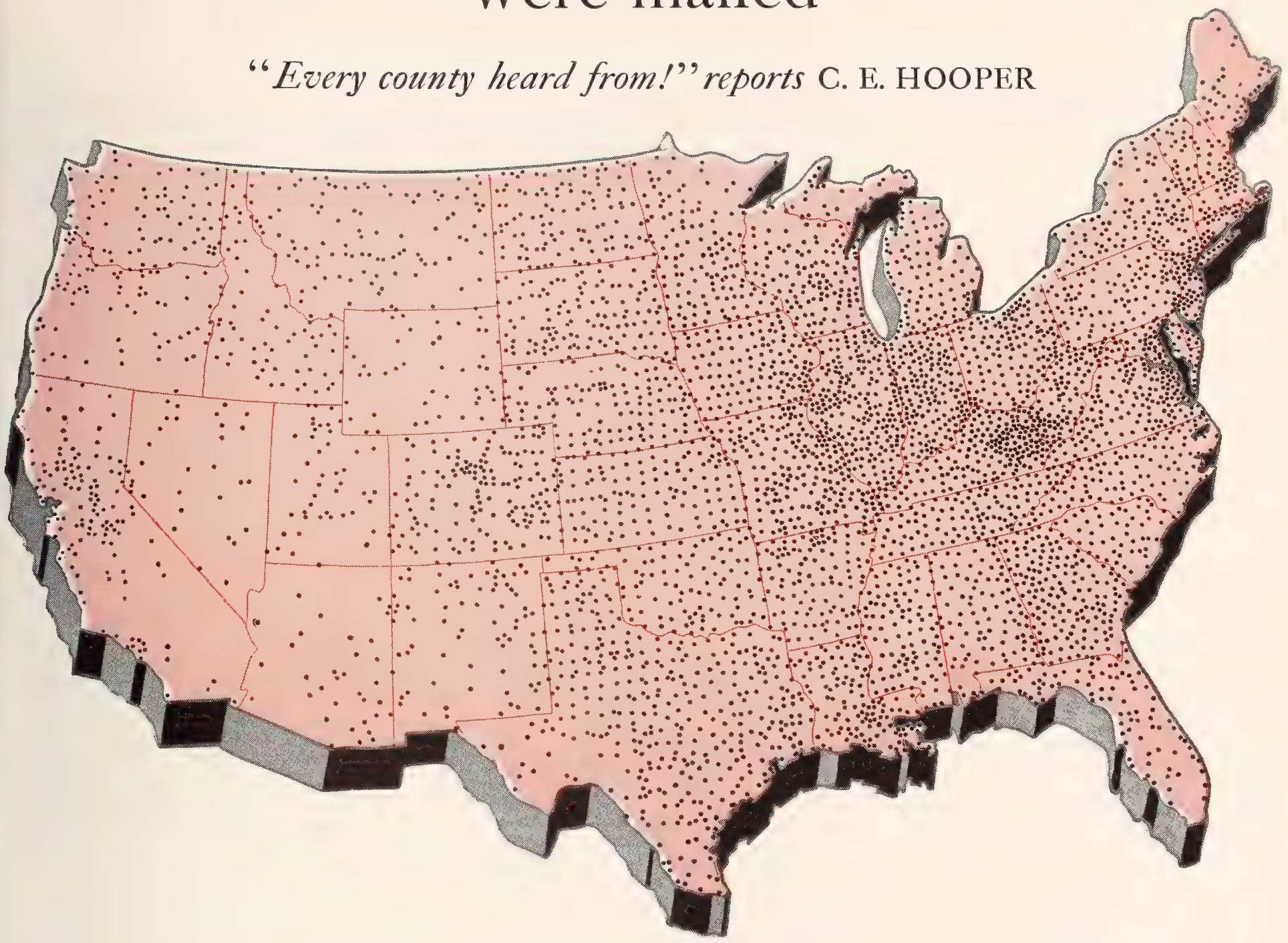
TABULATION BY C. E. HOOPER, INC.

Directly into the capable hands of C. E. Hooper, Inc., was placed the all-important task of tabulating the census returns—the listening habits, preferences of 166,000 radio families—involving over one million mentions of station call letters!

Never before has such a gold mine of practical, usable information on network listening habits and preferences been available to radio advertisers.

The 4,926 post offices through which 1,425,000 questionnaires were mailed

"*Every county heard from!*" *reports* C. E. HOOPER



The quota from every state was equalled or exceeded—a return of 13.5% from all radio families addressed, equivalent to one out of every 168 radio families in the entire United States.

OVER ONE MILLION STATION VOTES CAST

Call letters of every radio station regularly heard in the United States—Canadian, Mexican, Cuban as well as United States stations—stations of every network, and independents as well, now had to be tabulated.

These one million call letters were tabulated by C. E. Hooper, Inc., separately for night and day listening. Giving each county its correct evaluation in terms of the number of radio families it contained, Hooper then translated the results into nation-wide network circulation and network preferences. Regardless of whether a family listens regularly to one, two, three or even more stations of a single network, C. E. Hooper credited that family only *once* to the network concerned.

NOW WE PRESENT HIGH-SPOTS OF RADIO'S FIRST ALL-COUNTY CENSUS OF NETWORK LISTENING HABITS...

For the first time networks can be measured and compared on a scientifically uniform base...a major achievement in radio fact-finding history

CONSIDER THESE CENSUS-PROVED FACTS:

1. *The Red is listened to* regularly *by 89.1% of America's listening families.*

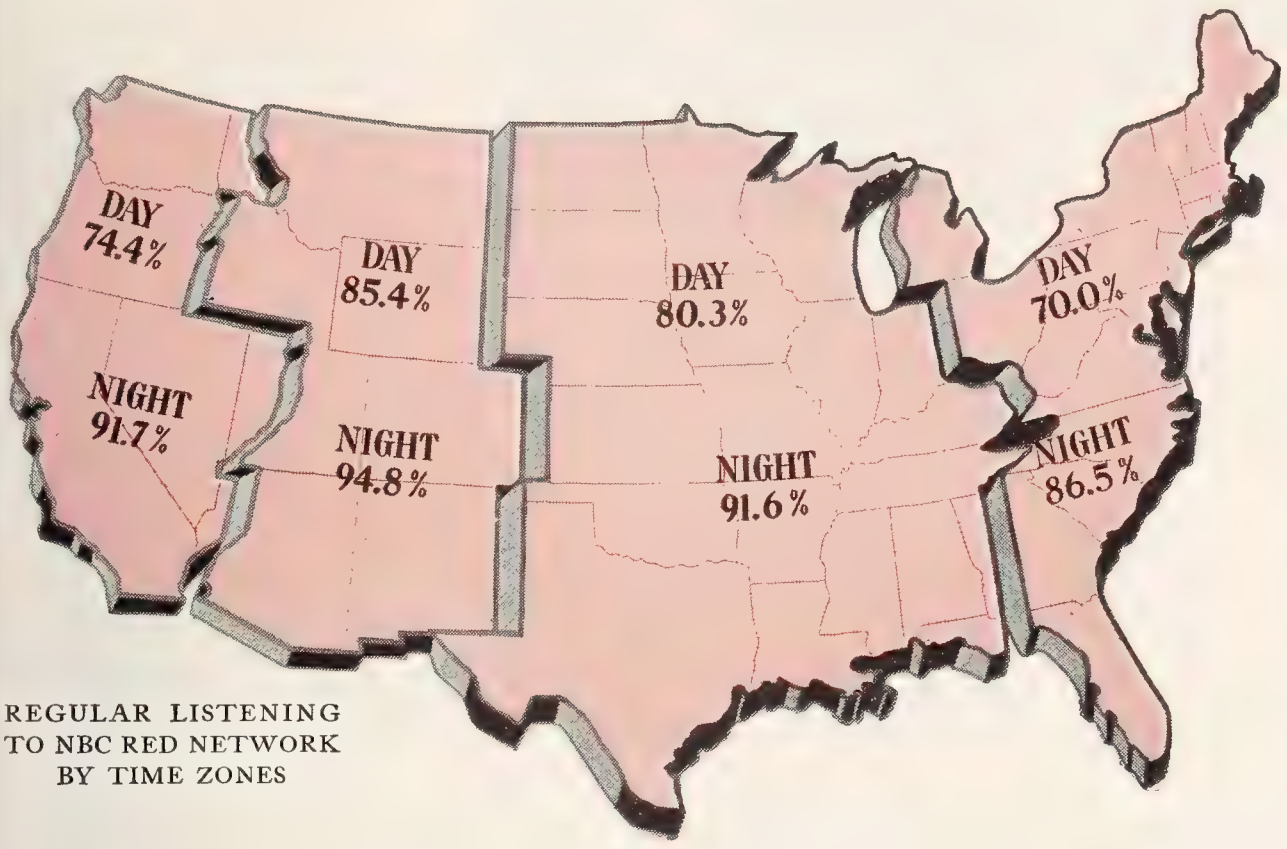
2. *The Red is preferred—listened to* most—*by 41.7%* more *families than any other network.*

3. *At night the superior programs and outstanding station facilities of the Red not only give it a 31.6% advantage in the cities of 100,000 and over, but a 50.5% advantage in all the rest of the country.*

4. *Daytime Red advertisers will note with no surprise that 36.9% preference is enjoyed* nationally *by the Red over any other network.*

5. *Never-before available facts about network listening give conclusive proof that a program rating on the Red means a greater nation-wide audience for your program (under identical conditions of time and competition) than the same rating on any other network.*

89.1% of evening listening families and 74.7% of daytime listening families listen regularly to the NBC Red

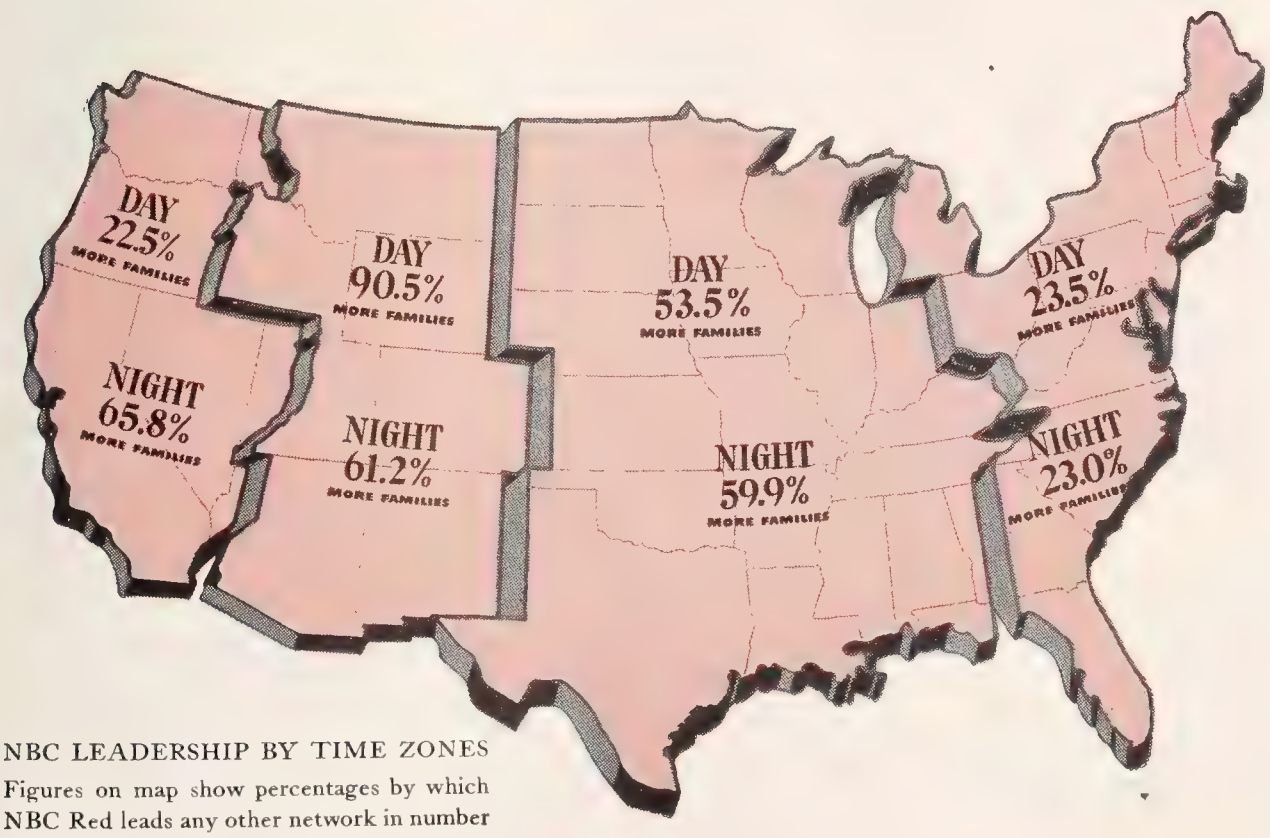


REGULAR LISTENING
TO NBC RED NETWORK
BY TIME ZONES

These figures are based on the answers to the first question—"What radio stations do you listen to regularly?" Advance research proved that answers to this question give a measure of station and network listening habits—the stations people *can* and *do* listen to.

Here is a quantitative measure showing just where networks are regularly heard, and by what proportion of the listening families they are regularly tuned in. We believe this to be the most comprehensive measurement of network circulation ever obtained.

More families "listen most" to the Red than to any other network...in the daytime—36.9% more families...at night—41.7% more families



NBC LEADERSHIP BY TIME ZONES
Figures on map show percentages by which NBC Red leads any other network in number of families who listen to it "most."

These figures were obtained from the answers to the second question—"Which one of these stations do you listen to most?" Here we find that important *qualitative* factor for which advertisers have been looking—a measure of the degree of preference for one network over another. Obviously the network which most listening families *prefer* and listen to *most* is the network which offers *your* program its best opportunity to build maximum audience and sales.

Preferred alike by listeners and advertisers—carrying more of the top rating programs than any other network—the Red is the network on which any program can win its greatest audience and results.

Any way you look at it...

by geographical areas
by time zones
by city size
by urban or rural
by station cities or non-station cities

by day and night
the network that's listened to most
by the greatest number of families
is NBC Red



National Broadcasting Company
A Radio Corporation of America Service

Humane Services Of Radio Praised

Terms It a Basic Protection Against Dictator Powers

THE PART radio is playing in breaking down barriers and creating a better understanding between the many racial and religious groups in America, was stressed by Dr. Frank Kingdon, executive director of the Citizenship Educational Service, San Francisco, when he addressed the Aug. 7 morning session of the NAB convention.

He praised the services of radio to humanity, and reminded broadcasters that in their hands, to a large degree, rests the protection of the American mind against totalitarian poison in all its forms. He also lauded the NAB for establishing a code to guide the industry in its practices.

"The broadcasters have a real part to play in defending America," Dr. Kingdon reminded. "Radio is a means of communication that has almost inmeasurable penetrating powers. The dictators of totalitarianism countries have realized this too, and have risen to power by using it to the utmost.

Death for Listening

"Once in power, they have taken it over and have monopolized radio absolutely, visiting drastic punishments, even death itself upon those who listen to programs other than their own. They have transformed a magnificent instrument of enlightenment into a tool of ignorance and tyranny. Using to the limit, they have launched an imperialistic revolution in which the whole pattern of private property, contract, and free labor is being replaced by a gigantic and absolute state monopoly.

"You stand at one of the points where its attack on our way of life centers. In your hands, therefore, to a large extent rests the protection of the American mind against its poison. The minions of totalitarianism in all its forms are besieging you in the name of free speech to let them talk. Soberly, and in the full blaze of public discussion, you must establish the standards of good sportsmanship in democratic discussion, as organized groups have to lay down the rules in any area of human relationships. You must abide by those rules and outlaw all who play foul, regardless of their influence or their position. Radio is itself a wonderful democratic instrument, bringing all its programs to all kinds of homes throughout the country. A broadcaster betrays the genius of his own medium when he allows it to be used to break down the very democracy it exemplifies."

Swift Spots

SWIFT & Co., Chicago (Silverleaf lard), on Aug. 5 started a 13-week campaign of spot announcements on 12 stations in addition to two thrice-weekly quarter-hour shows, *Silverleaf Serenade* on WCAE, Pittsburgh, and *Norman Ross* on WBBM, Chicago. Stations selected for varying announcement schedule which runs as high as 18 weekly are: WCFL WJJD WIND WBBM WGES WSBC WCBD WMBS WJAC WWSW KQV WWVA. J. Walter Thompson Co., Chicago, handles the account.



BENEDICT GIMBEL Jr., president of WIP, Philadelphia, extends his congratulations to Clifford C. Harris (extreme right) WIP technical supervisor, who supervised the construction of the station's new transmitter and the start of fulltime 5,000-watt operation Aug. 1. In addition to the mayors of 15 municipalities included in the station's new coverage area, these WIP executives, participated in the two-hour dedicatory program (l to r): Maj. Edward A. Davies, vice-president in charge of sales; Arthur Miller, secretary, Pennsylvania Broadcasting Co., operating WIP; Mr. Gimbel; Arthur C. Kaufman, member of the board of directors; Fred Weber, general manager, Mutual Broadcasting System; Raymond A. Filske, member of the board; Mr. Harris.

Columbia Recording's $300,000 Drive To Be Devoted Mainly to Spot Radio

SPOT RADIO will receive the major portion of the $300,000 to be spent by Columbia Recording Corp., New York, CBS subsidiary, in a pre-Christmas campaign for its Masterwork classical records. Half-hour programs featuring these recordings were started Aug. 5 five days weekly on 18 stations.

On Sept. 3 CRC will start an announcement campaign in 22 cities, using 2½-minute news-style announcements three or more times daily six days a week on one or more station in each city. Both campaigns will be expanded during the fall, building up to a maximum of stations and broadcasts during December.

Gift and Price Angles

While the general theme is based on the idea of records as Christmas gifts, current copy stresses the price reductions of as much as 50% on all Columbia classical records, which went into effect Aug. 6. The 12-inch records formerly selling for $2 are now $1; the 10-inch discs have been reduced from $1.50 to $.75. With these price reductions, CRC also announced that it has signed the New York Philharmonic-Symphony Orchestra, conducted by John Barbirolli, and the new all-American Youth Orchestra of Leopold Stokowsky to exclusive recording contracts.

Stations carrying the half-hour musical programs, titled *Masterworks of Music*, include WEEI, WCCO, WBBM, WJSV, KMOX, KNX, WBT, WGAR, WJR, WFOY, WMBR, WCAU, WGAN, WMCA, KSL, WHAS, KSFO and WNYC. The latter, New York's municipal station, operates non-commercially and so does not broadcast the sales copy but merely broadcasts the musical recordings with credit to CRC.

Announcements, to start the day after Labor Day, will give news of new artists and orchestras recording for CRC, new records and albums issued by the company, etc., delivered in news broadcast style. In cities whose people are generally musically minded as indicated by their support of orchestra and opera organizations, plans call for the use of several stations. Campaign will be conducted under the general direction of Pat Dolan, CRC promotion director, and placed through Benton & Bowles, New York.

Lipton Eyes Drama

THOMAS J. LIPTON, Hoboken, N. J., is considering as its first large-scale network program to start this fall a series of half-hour dramas starring Helen Hayes in the interests of Lipton's tea. Plans are only in the conference stage and nothing definite has been settled, according to Young & Rubicam, New York, the agency.

Barbasol Spots

WASEY PRODUCTS, New York, is planning a campaign of one-minute spot announcements six times weekly for Barbasol, similar to the one conducted last February. New campaign will start late in September on 20 stations, according to Erwin, Wasey & Co., New York, the agency.

Lewis-Howe Plans

LEWIS HOWE Co., St. Louis, has contracted for the 8-8:30 p. m. (CST) period Thursdays on NBC-Blue for a program to start Oct. 3 on behalf of NR Remedy. Approximately 90 stations are to be used. Stack-Goble Adv. Agency, Chicago, placed the contract.

Population Shifts In Major Markets

Migration to Suburbs Noted In Census Bureau Study

POPULATION shifts in major markets have been disclosed in the latest U. S. Census Bureau report listing the top 25 cities in the United States in 1940, based on preliminary returns of the 16th Decennial Census. The list generally includes the same cities as in 1930, but 13 have changed rank.

The Census Bureau report shows that rural and suburban areas have been gaining at the expense of big cities, eight of the first 25 showing losses — Philadelphia, Cleveland, St. Louis, Boston, Pittsburgh, San Francisco, Newark, and Rochester. Houston and Denver went into the top 25 ranking, crowding out Jersey City and Portland. Largest population gain was registered by Washington.

To the Suburbs

A "flattening out" of American cities was noted recently by Director William L. Austin, of the Census Bureau, after studying field office reports indicating "tremendous migration" of city residents to suburban areas since 1930. Factors contributing to this "flattening out" include improved roads and transportation facilities which enable people to live farther away from their work; cheaper housing in rural areas near cities; opportunities to supplement wage and salary income by raising poultry and garden produce; expansion of electric and water service to rural areas in recent years, and "the good old American desire to own a home and a plot of ground out in the country," according to Mr. Austin.

These population losses did not affect the economic strength of the cities, Mr. Austin explained, since the suburban residents still worked and spent their money in urban areas. He pointed out also that additional indications of this movement to the outskirts of cities were found in the returns of the 1935 farm census, which revealed a sharp increase in the number of small farms located near industrial areas.

The list of the 25 largest United States cities follows:

1940 Rank	*City*	*1930 Rank*	*1940 Population*	*1930 Population*
1	New York	1	7,380,259	6,930,446
2	Chicago	2	3,384,556	3,376,438
3	Philadelphia	3	1,935,086	1,950,961
4	Detroit	4	1,618,549	1,568,662
5	Los Angeles	5	1,496,792	1,238,048
6	Cleveland	6	878,385	900,429
7	Baltimore	8	854,144	804,874
8	St. Louis	7	813,748	821,960
9	Boston	9	769,520	781,188
10	Pittsburgh	10	665,384	669,817
11	Washington	14	663,153	486,869
12	San Francisco	11	629,553	634,394
13	Milwaukee	12	589,558	578,249
14	Buffalo	13	575,150	573,076
15	New Orleans	16	492,282	458,762
16	Minneapolis	15	489,976	464,351
17	Cincinnati	17	452,825	451,160
18	Newark	18	428,236	442,337
19	Kansas City	19	400,175	399,746
20	Indianapolis	21	386,170	364,161
21	Houston	26	386,150	292,352
22	Seattle	20	366,847	365,583
23	Rochester	22	324,694	328,132
24	Louisville	24	318,713	307,745
25	Denver	29	318,415	287,861

PAUL F. HARRON, president of WIBG, Glenside, Pa., has advised all members of the staff that if they are drawn for conscription, they will have their positions waiting for them when they return.

Installing and Operating an FM Station

WOR Transmitter Embodies Many Innovations

By BRUCE ROBERTSON

W2XOR, New York, frequency modulation station of WOR, began operation Aug. 1 as New York's first fulltime FM station. Broadcasting from 9 a.m. to midnight right through the week, W2XOR operates on a midfrequency of 43.4 mc. with 1 kw. power.

From the WOR Studio One at 1440 Broadway to the antenna atop the mid-Manhattan skyscraper at 444 Madison Ave., W2XOR is completely equipped to broadcast the staticless, wide-range, full-fidelity signals that characterize FM. Its transmitter is the first of its type, just out of the Western Electric factory; its other apparatus was designed by Bell Laboratories and produced by WE in collaboration with WOR's engineering staff under the supervision of J. R. Poppele.

Wide-Range Signal

Enthusiastic about this new type of broadcasting and his own opportunity to get into it right at the start, as he did in amplitude modulation broadcasting when he put WOR on the air away back in 1922, Mr. Poppele is as proud of W2XOR as a child with a new toy.

"The FCC requirements call for an overall frequency response that is flat—that is, that has no distortion or accentuation or fading at any point—from 50 to 15,000 cycles," he declared. "Our signal is flat from 30 to 17,000 cycles, and we expect to do even better than that before long."

To get this wide-range transmission into the receivers of the FM audience, "you've got to put it in at the microphone and keep it in right up to the antenna," Mr. Poppele explained. "That means a good wide road, with no bottlenecks at any point along the right-of-way to scrape off any frequencies at either end of the band. For if the microphone or the lines or any other part of the equipment cuts off some of these frequencies the best transmitter in the world can't put them back on again."

With this in mind, plans for W2XOR were started in the studio, WOR's Studio One, which was re-equipped to handle FM broadcasting, and at the same time to add to the quality of transmission over WOR. The surprising thing, according to Mr. Poppele, was that almost no newly-created equipment was necessary, but that the strict demands of FM had already been met by apparatus designed originally for standard broadcast use. "The microphones are the cardioid mikes developed by WE some months ago," he stated, "a sort of cross between the old 8-ball and ribbon mikes. All that was necessary was to remove the old case and we had what we wanted for FM.

Special Wire Lines

"Take the speech input equipment. There's nothing in the entire cabinet that hasn't been used before; not a single basic feature had to be designed especially for FM. The only difference between this and ordinary apparatus is the difference you'd find between a fine watch and a $2 alarm clock. Either is OK for the work it is supposed to do, but one is just reasonably accurate while the other is a precision instrument."

To carry the signals from the studio to the transmitter, about three miles of telephone lines are laid. WOR asked the phone company for special circuits and received lines capable of transmitting flat signals of all frequencies from 20 to 22,000 cycles. The circuits are equipped with special equalizers to maintain an accurate signal balance all the way along, but because of the short distance no repeaters were necessary. "No new inventions were necessary here either," Mr. Poppele stated. "With circuits already developed that have successfully carried television programs with frequencies up to 3,500,000 cycles over longer distances, the phone company found it no task to meet our comparatively modest demands.

"With the transmitter, however, we come to something that is really new, the first of its type ever built and the only one in operation today. Its outstanding feature is the stabilization device that keeps our signal swing constantly centered on our assigned midfrequency of 43.4 mc.

"You know how our WOR transmitter at Carteret is kept on its frequency of 710 kc. by a crystal ground to vibrate 710,000 times a second at a certain temperature and how the crystal is kept in an oven thermostatically controlled so that this temperature doesn't vary a degree a year. Well, W2XOR has the same type of crystal control, but with FM, where the signal doesn't stay on a single frequency but swings back and forth, this alone isn't enough.

Automatic Tuner

"The stabilization of this signal, what WE calls 'synchronized FM', is achieved by an electronic device which opposes a sample of the signal being sent out from the transmitter against an equivalent sample from the control crystal. Any deviation in the transmitter signal immediately produces a voltage whose character depends on whether the signal is above or below its assigned frequency. This voltage is employed to operate an automatic tuner which is, in effect, an ultra-refinement of the tuning dial on an ordinary radio receiving set.

"Such a device is necessary," Mr. Poppele went on, "because there are so many forces, such as changes in electrical power, temperature, humidity, etc., acting on the oscillator that controls the frequency swing that without a control the station's midfrequency might easily drift one way or the other. This drift would curtail the frequencies at one end of the swing or the other, thus depriving the listener of the full benefit of FM.

"Present FCC requirements limit this drift to .01%. Our transmitter is guaranteed not to drift more than one-fourth as much as the law allows, or .0025%. It is probable that these requirements will become stricter as time goes on and our technical knowledge progresses. Eight years ago standard band broadcasting stations were permitted a 500-cycle, plus or minus, from their assigned frequencies; today they are required to stay within 50 cycles and those with good equipment actually stay within 10 cycles."

Special Antenna

From the transmitter a slender metal pipe projects upward through the ceiling, terminating in a rod some 75 feet above the roof and 650 feet from the street below. For a perfect FM broadcast, according to Mr. Poppele, the transmitter should be about five miles up in the air, without support and with about 10 feet of wire above and below. But until broadcasters learn the secret of the Hindu rope trick they'll have to compromise by choosing a high location for their transmitters—sometimes a mountain, sometimes a skyscraper.

"Our antenna," he said, "is a simple coaxial cable, that is, a hollow pipe with a solid rod at its center. Since the current runs one way in the pipe and the other way along the rod the two cancel out each other and the net effect is about the same as if the transmitter had been lifted above the roof to the point where the rod projects from the pipe. There is of course some loss, but to equal the present signal from our 1 kw. transmitter with the ordinary antenna would require more than 5 kw. power."

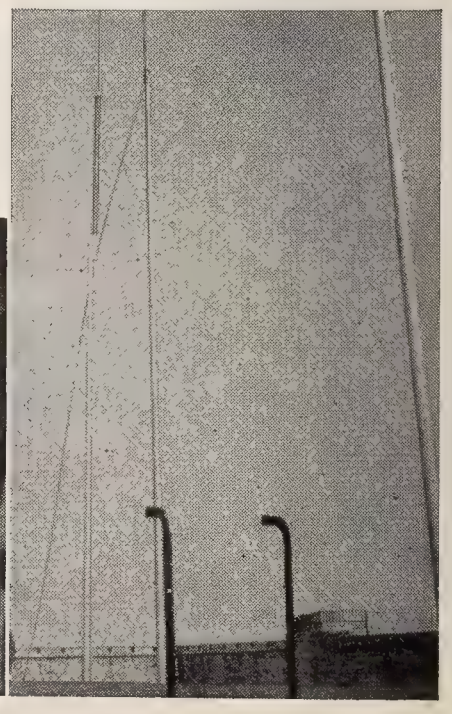
Above the top of the pipe the

(*Continued on page 74*)

WHEN WOR started FM broadcasting on regular schedule Aug. 1, J. R. Poppele, WOR and W2XOR chief engineer, watched Maj. E. H. Armstrong, FM inventor, throw the switch, with Alfred J. McCosker, WOR president, an interested spectator (center photo, l to r). In left photo Alfred Wallenstein (left) inspects new WE custom speech input equipment in Studio 1, with Mr. Poppele explaining the gadgets. The coaxial antenna (right photo) atop the roof of 444 Madison Ave., New York, has a center tower for FM 75 feet above the 42-story building, transmitting the W2XOR FM signal. At left is antenna for WEGM on 37.5 mc. for conversation with remote crews. At right is 26.3 mc. antenna for W2XUP, facsimile, and W2XJI, experimental station.







Pointed toward Sales

KLZ's new directive antenna system combines with a five-fold increase in night-time power to provide a *power-full* investment for sponsors who are more interested in number of radio homes entered than in number of square miles of country covered. KLZ now applies its full force on the population centers of the Denver-Rocky Mountain region . . . the places where people gather, live and buy. The result: 16% more homes in the daytime . . . 20% more homes at night.



KLZ DENVER'S CBS STATION

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.



like a Trout goes for a Red FLY

that's the way they're going for KFBI ... in KANSAS

THERE'S none of this lazy "mud-cat" nibbling about Kansas listeners. They're going for KFBI like a hungry rainbow goes for a sparkling red fly!

There's every reason why they should ... for KFBI offers Kansas and Oklahoma listeners

1. **TOP-NOTCH PROGRAMS ... Mutual Broadcasting System, Kansas State Network and a host of local live talent shows plus INS NEWS at 8-11-3-5-7 every day.**

2. **CLEAR, LONG RANGE, HIGH FIDELITY RECEPTION ... latest and best 5000 watt RCA transmitter, spotted for maximum radiation efficiency insures excellent reception over a wide area. In fact, KFBI's half-millivolt area includes nearly twice as many counties as any other Wichita radio station.**

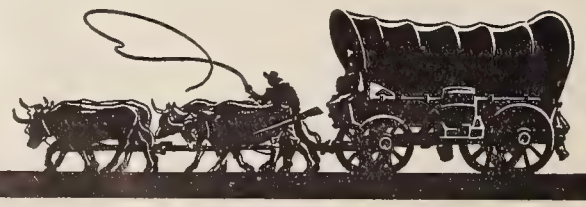
In short, Kansas and Oklahoma listeners *can* get the programs they want on KFBI, and their MAIL RESPONSE proves that they *do!*

This means, as far as you're concerned, that KFBI can and will do a big selling job for you and your products in Kansas and Oklahoma IF ...

You'll let us cast the *red fly* of your product into the KFBI stream!

5000 Watts on 1050 Kc. Affiliated with Mutual Broadcasting System and Kansas State Network. Represented by Howard H. Wilson Company.

KFBI WICHITA



Pioneer Voice of Kansas

Radio Decrees Its Music Independence

NAB Offers Unanimous Support to Develop BMI Program

(*Continued from page 14*)

operation, Mr. Kaye observed, BMI has a "production line" functioning. The industry now is in a position to free itself and introduce competition in the music field.

The vast difference in attitudes of the Atlantic City convention last July and the San Francisco sessions was observed by Mr. Kaye. Last year, he said, broadcasters practically were "begging ASCAP to see us". The shoe now is on the other foot, he said, with ASCAP seeking to curry favor and placate the broadcasters. This he called the "first fruits" of BMI. His concluding statement, that BMI cannot solve the music problem but that broadcasters can and will, judging from the temper of the convention, brought long applause from the convention.

Speaking as a member of the BMI board representing independent stations, Mr. Elmer declared that for the first time "unanimity" was a fact in radio. He described BMI as one of the most constructive accomplishments in the history of radio, brought about by necessity, lest the industry again capitulate to the onerous terms of the "ASCAP monopoly". BMI will succeed, Mr. Elmer said, because "radio makes music." He chided the "down-trodden" composer story of ASCAP, and criticized the proposed ASCAP contract as another effort to split the industry.

In its new proposal, said Mr. Elmer, ASCAP offers an estimated $187,970 reduction to small stations, while at the same time asking an increase of some $4,000,000 from all others in the industry.

"ASCAP's estimate of broadcasters must be low," he declared, "when they try to buy a $4,000,000 melon for $187,970."

Mr. Elmer called upon the convention to ward off the "ASCAP blitzkreig to devastate our industry" by executing the "BMI offense as the best means of defense." He said it was time for the industry to serve notice on all outside interests that "we intend to continue to run our own business," because radio's cause is "just and right".

Rosenbaum Cites Amusement Press

In introducing Mr. Rosenbaum, President Miller said one of radio's greatest mistakes was its failure to make a transcription of the Philadelphian's address before the convention last year on "tunesmiths". Members, recalling this address, felt that remarks in a similar vein would be forthcoming and gave him a rousing ovation.

With much feeling engendered at the convention because of the publication, coincident with the convention, of a special ASCAP Edition of *Variety*, hurling defiance at the NAB's project to make BMI a going concern, and with inspired stories published in the amusement press about discord and dissension in NAB over copyright, Mr. Rosenbaum took this as his theme. He began with one word, "Variety", to the accompaniment of hoots and howls from the audience.

"Variety", Mr. Rosenbaum continued, "is the spice of life." Most spices are a species of nuts which grow to maturity under conditions of tropical temperature, he explained. After being ground, he added, they are distributed "in highly colored packages and are sold at a price many times what they are worth". As a footnote, he observed: "If there appears to be any identity with any publication, it is wholly intentional."

Mr. Rosenbaum then belabored reports published in the amusement press during the convention insinuating that his resignation from the BMI board was occasioned by disagreement. He denounced this as untrue and reiterated that he resigned because of personal commitments and business requirements. The industry was fortunate, he declared, in having men willing to devote so much time to industry affairs and he praised the selection of Paul W. Morency, WTIC, Hartford, as his successor.

Splitting of ASCAP Spoils Is Described

Reverting, in his whimsical vein, to ASCAP tactics, Mr. Rosenbaum proceeded to take apart a nine-page letter sent by ASCAP President Buck to all advertisers, copies of which were mailed to all NAB delegates and received prior to the Aug. 5 meeting. The letter, typical of other ASCAP assaults, essayed to answer the public statements of the networks [BROADCASTING, Aug. 1] on the unqualified commitments not to sign ASCAP renewals. Mr. Buck called the action a "boycott".

Referring to Mr. Buck as a "distinguished humanitarian, eager to advance the cause of culture and the interests of love and affection, throughout the country and particularly the broadcast industry", Mr. Rosenbaum meticulously dissected the ASCAP operations to prove that it is not a "non-profit" organization. Besides its composer and author members, it also has "publisher" members, who garner 50% of its income, and another undisclosed classification made up of its high salaried officers.

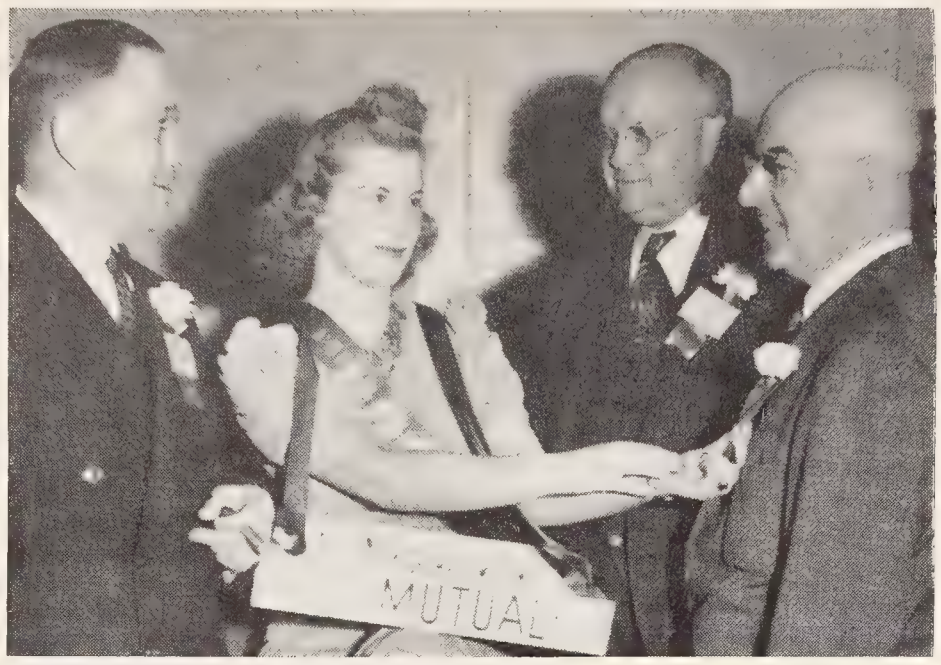
"It's really ASCAPO," he said, pronouncing it to rhyme with "Gestapo". The convention howled and the term stuck. Throughout the remainder of his address, Mr. Rosenbaum used "ASCAPO". Answering the charge that broadcasters will deprive the public of the music they want, Mr. Rosenbaum said broadcasters are willing to perform ASCAP numbers after Jan. 1, if ASCAP will forget all these crass dealings about money. In dealing with ASCAP, he declared it is "the voice of Jacob, but the hand of Esau".

Support of Industry Is Pledged to BMI

Mr. Rosenbaum said the developments today were those he predicted last year—that music is not an art, but a craft. "What you have seen demonstrated," he concluded, "is that we have many 'crafty' persons in our business."

Don Elias, WWNC, Asheville, proposed a resolution, unanimously adopted, that the convention go on record as wholeheartedly approving the work of the board of directors of BMI. There followed a resolution offered by Harold V. Hough, WBAP-KGKO, Fort Worth, also unanimously adopted, pledging the membership to the continued support of BMI as a "permanent organization" and expressing unqualified opposition to the ASCAP demands.

After President Miller had urged broadcasters to answer in detail the recent Department of Justice questionnaire eliciting information of ASCAP to be used in connection



ENCHANTED are these three radio men, receiving carnations from Mutual flower girl Audrey Burman. Left to right are C. M. Finney, Associated Music Publishers president; C. M. Jansky, of the engineering firm of Jansky & Bailey, and Ted Hill, WTAG, Worcester.

Finance Activities of NAB Analyzed In Annual Report Submitted by Arney

TO CARRY on its activities for the fiscal year July 1, 1939, to June 30, 1940, the NAB disbursed $234,534 and at the end of the period had a balance of $63,525—approximating its turnover of the preceding year.

Operating for the second year under its reorganized structure, approved in 1938, which practically quadrupled membership dues, the NAB had gross receipts during the fiscal year of $245,502. With the $52,556 balance of the preceding year its total assets amounted to $298,059 for the fiscal year. For the preceding year, its receipts had amounted to approximately $300,000.

The report was submitted to the convention Aug. 5 by C. E. Arney Jr., assistant to the president, who assumed the duties of the office of secretary-treasurer on April 1 after the resignation of Edwin M. Spence. Mr. Spence's position as secretary-treasurer has not been filled.

Breakdown of Items

The biggest single item of expense in the report was $94,752 for salaries, as against $81,537 the preceding year. Legal, engineering and accounting fees amounted to $21,666, and committee expenses to $17,279. Other expenses listed were: Travel, $12,273; NAB Reports, $10,036; NAB-RMA promotion (partially recovered), $6,919; printing, $9,669; rent, $8,499; telephone and telegraph, $4,896; postage, $3,643; office supplies, $2,645; miscellaneous, $14,517; annual convention (partially recovered), $8,916; board of directors meetings, $9,666; Broadcast Music Inc. (entirely recovered), $6,061; dues and publications, $1,141; furniture and fixtures, $2,126.

Mr. Arney stated that NAB membership is the highest in history. A year ago it totaled 425 members as against 461 now, or 54% of the aggregate of 847 stations. Of 414 network affiliated stations, 297 are NAB members, and of 338 independent commercial stations, 149 are members, representing 72% and 44% respectively. In the non-commercial group 3 of the 39 stations are members, while of 56 stations holding construction permits, 8 are members.

Of the NAB membership, 74% of all NBC affiliates are in the association, 79% of all CBS affiliates, and 64% of MBS affiliates. Among newspaper-owned stations, 65% belong to NAB.

Total full and part-time personnel of NAB, including stenographic and office help, is 26. The NAB board of directors has held seven meetings since the last convention, the executive committee four and the code compliance committee five. Other committees held an aggregate of 16 meetings during the year. A total of 25 district meetings were held in the 17 NAB districts during the fiscal year.

with the Government's anti-trust suit against the Society, Claire McCullough, WGAL, Lancaster, Pa., offered a resolution that the NAB reiterate its support of the Government suit and urge that it be completed as early as possible. It also carried unanimously.

Vote of Confidence Is Given Miller

Just prior to adjournment of the session, Mr. Rosenbaum precipitated the move that brought the rousing vote of confidence for President Miller. He said he felt that every broadcaster who attended the two conventions presided over by Mr. Miller since his induction into office was aware of the "capacity and executive direction shown by the president of this association".

Publications had been circulated at the convention, he said, which insinuated dissension. Attacking the source and motive of such "libels", he proposed that the convention express its full confidence in its president. There followed the thunderous applause and the rising vote.

The copyright discussion ended promptly at noon, and the convention then heard the address of former Assistant Secretary of War, Louis Johnson, lauding broadcasting, and entreating the industry to rally to the national defense cause. It was carried over combined NBC and MBS networks. (See page 28.)

The afternoon session was given over to sales matters. At a session presided over by Owen Uridge, WJR, Detroit, acting chairman of the Sales Manager's Division, a new unit plan of volume measurement [described in detail in BROADCASTING, Aug. 1] was adopted after considerable debate. Action came with the understanding that the plan of gathering station information by questionnaire would be tested for the remainder of the year, and if it proves feasible, will be broadened in scope.

The convention also heard from A. C. Nielsen, president of the A. C. Nielsen Co., a description of his method of audience measurement by means of the "audimeter" an automatic recording instrument adapted for installation in receiving sets in given communities.

No Objection Raised To Code Operation

The NAB self-regulation code, observing its first birthday, was the scheduled topic at the morning session Aug. 7. Following the convention record of unanimity, not a dissenting voice was heard to any phase of the code or any of its workings.

Edgar L. Bill, WMBD, Peoria, Code Committee chairman, in opening the discussion, recalled that at last year's convention many broadcasters took the position that the code had been "railroaded". Now, after a year of experience and in the light of world conditions, he said he believes the industry feels it is fortunate in having instituted self-regulation.

Pointing out that the Code Committee has held four meetings during the last year to work out compliance methods, he said the code is not a "frozen" document, but can be changed, and probably will require alteration from time to time.

NAB Public Relations Director Ed Kirby, as secretary of the Code Committee, delivered the committee's report. He reviewed the benefits which already have accrued from its enforcement, particularly in offsetting legislative efforts to impose fixed allotments of time for discussion of public questions. Cooperation with women's organizations on children's programs and with other groups also have resulted beneficially, he said.

"Whereas two years ago the attitude of the club women was such as to invite the interest of those who sought to change the basis of the American system of broadcasting through arousing a widespread, unfavorable public opinion, today the American system of privately operated and competitive radio has no stronger bulwark of organized public support than that bestowed upon it voluntarily by American clubwomen," Mr. Kirby said.

In religion and in education, closer understandings have been reached, Mr. Kirby reported. Demands of educators for a slice ranging from 15 to 25% of all facilities assigned exclusively to noncommercial educational operation, no longer are heard. Instead, through collaboration, educators now know that the answer is not to be found in more time on the air, but more time in preparation and rehearsal.

Dilemma Created By Communications Law

Popularity and prestige of American radio is at its highest peak, Mr. Kirby said. He called it a tribute to the stewardship of the individual station and network management in adhering to a code of conduct which has won for radio the largest audience in the history of the world.

A powerful address by Dr. Frank Kingdon, executive director of the Citizenship Educational service, representing agencies with an enrolled membership of 30,000,000 interested in perpetuating American democracy, brought the audience to its feet in a resounding ovation. Condemning people and interests preaching un-American doctrines, he called upon broadcasters to deny their microphones to all such "traitors".

Harry C. Butcher, CBS Washington vice-president, after endorsing Dr. Kingdon's suggestions, said the broadcaster is in a quandary because of Section 315 of the Communications Act, which requires that all qualified candidates for public office be given equal time on the air, Communists included. He pointed out that suggestions have been made in Congress to amend the Act so that stations will not be forced to give time to parties subservient to foreign powers, but that sentiment is not sufficiently strong to result in legislation. The responsibility for amendment of this law rests not only upon broadcasters, but upon all groups interested in preserving democracy, Mr. Butcher declared. Dr. Kingdon then pledged his support in promoting legislation which would outlaw in this country all parties subservient to a foreign power.

Time for Other Side If President Is Partisan

The question when a Presidential "fire-side chat" is not a political broadcast, subject to the political section of the Act, brought an explanation from Paul W. Kesten, CBS vice-president, after having been raised from the floor, in the light of the Presidential campaign.

Explaining that the same question had been raised in the industry since the President's acceptance speech, as well as by leading spokesmen in Republican party ranks, Mr. Kesten said that if the President asks for time on "the state of the nation", the networks would not be disposed to prejudge or even presuspect the particular talk, and would schedule it as sustaining time.

If something in the address turned out to be partisan or in the nature of electioneering, he said his company would not hesitate to make equal time available to the other side. The policy of equal time on controversial issues is a continuing one, he said, and also could be applied during the campaign. In one of these two ways, he declared, appropriate time can be made available for reply.

President Miller interrupted the proceedings to report that the membership in BMI was constantly increasing during the convention. The figure stood at 354 stations, representing more than 85% of the dollar volume of the industry at that moment, he reported.

Dr. John E. Drewry, dean of the Henry W. Grady School of Journalism, University of Georgia, told the convention of the recently authorized George Foster Peabody Radio Awards, which will be made in 1941 for the first time, based on distinguished public service of stations during the current year. He gave to Lambdin Kay, veteran Atlanta broadcaster and now director of public service of WSB, full credit for the plan, and said that the awards will be a real stimulus to "that meritorious, public service which has already reflected so much credit on radio)). (See page 28.)

The convention, upon President Miller's suggestion, authorized a telegram of greeting to Mr. Kay, expressing thanks for his work in connection with the awards, and regret over his absence from the convention.

Roundtables Held On Remotes and FM

Roundtable discussions of handling of special events and of FM concluded the business of the Aug. 7 meeting, except the customary offering of formal resolutions. The special events seminar was presided over by Mark Ethridge, WHAS, Louisville, and included Herb Hollister, KFBI, Wichita, A. A. Schecter, director of news and special events of NBC, Paul W. White, director of public affairs of CBS, and Van C. Newkirk, director of special events, Don Lee. Because of time limitations the detailed discussion was cancelled.

At the FM session, presided over by John Shepard 3d, president of FM Broadcasters Inc., numerous questions were raised from the floor regarding the new commercial broadcast medium. Directing the roundtable and demonstration were Paul de Mars, vice-president in charge of engineering, Yankee Network, Walter J. Damm, WTMJ, Milwaukee, and Mr. Shepard.

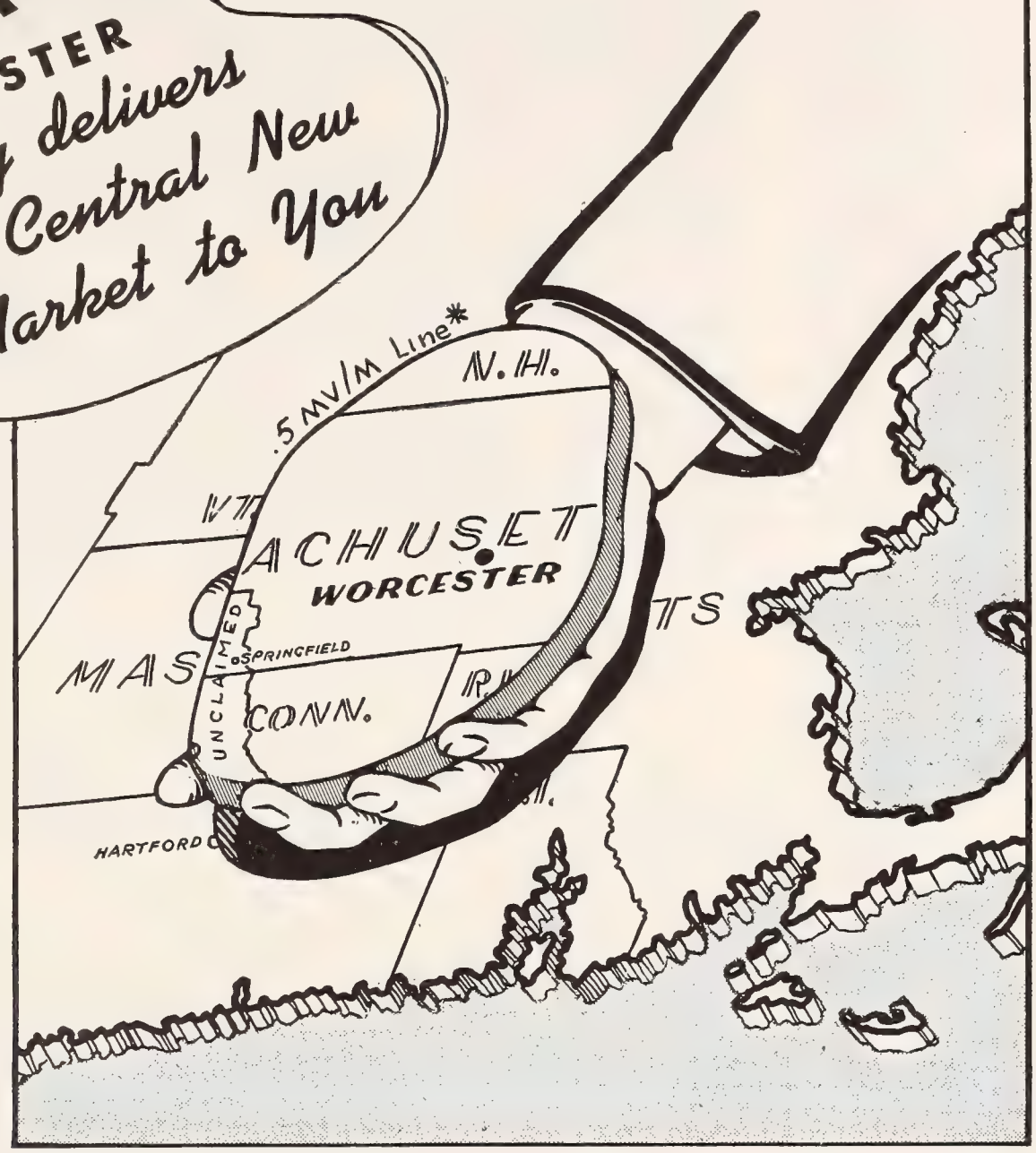
H. K. Carpenter, perennial chairman of the resolutions committee, offered and saw adopted in rapid succession a series of resolutions, pledging the industry to specific pursuits covered by the previous actions of the convention.



WATCHING NONE but the photographer was this group of convention delegates, bystanders or observers. Bottom (l to r): Mrs. John Gardner, KTFI, Twin Falls, Ia.; Mrs. Ruth Fletcher, KSEI,, Pocatello; Mrs. Wesley I. Dumm, KSFO, San Francisco; Mrs. Betty Taishoff; Ben Gross, *New York Daily News* radio editor. Top (l to r): John Grander, KTFI; Henry Fletcher, KSEI; Paul Godley, engineer; Lloyd Egner, NBC; J. F. Hopkins, WJBK, Detroit; Maury Wetzel, NBC, Chicago.

ILLUSTRATED Current News, New Haven, Conn., makers of display boards for store windows, reports that, in addition to installing news picture displays for KYW, Philadelphia, it has made contracts with WBZ, Boston; KDKA, Pittsburgh; WMAL, Washington; WFBR, Baltimore.

WTAG
WORCESTER
exclusively delivers this great Central New England Market to You



*Primary service area based on .5MV/M contour as measured by Jansky and Bailey.



- Central New England ranks high among all United States markets — both for the stable production of industrial manufactures, and for above-normal expenditures on many consumer goods. Within this Vital Midriff live over a million people (250,639 families), one seventh of New England's total population, where over 98% of the homes have one or more radio receivers.
- One advertising medium and only one, WTAG (5000 Watts daytime — 1000 at night) offers primary service to the 250,639 families in the Vital Midriff.
- These million people represent an ideal group for test campaigns in a market which is highly responsive the year around.

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

Thursday Found Best Radio Day

Wayne U Survey Conducted by Detroit School Children

CHARLIE McCARTHY, Jack Benny and *Gangbusters* were established as the favorite evening programs of Detroit listeners in a seven-day survey of listening habits of the families of 1,988 Detroit school children. Survey, conducted by the Wayne U Broadcasting Guild and supervised by Prof. Garnet R. Garrison, also found daytime preferences led by *The Shadow, Jack Armstrong* and *Children's Theatre.*

Peak listening day is Thursday, on which sets are used an average of 4.45 hours, a figure appreciably higher than the daily average for the week, 3.17 hours. The guild daily average for the week is the same as CBS discovered and presented in "Radio in 1937". If only sets that are used sometime during each day are counted in that day's score, disregarding sets not in use, the daily average is 4.9 hours, both the Guild and CBS found.

Response of 83%

The Guild discovered the average "telephone" family uses its radio 3.5 hours daily, slightly less than the 3.9 average "non-telephone" family.

Conducted during the week of April 6, 1940, the survey was based on listening tables distributed through 2,391 school children who received tables which they were required to take home to be filled out as members of the family listened to the radio. Of the families, 1,988 or 83%, responded by checking the program, station and number of listeners for each quarter-hour.

Technique of the "Listening Table" system was developed at Wayne in 1937 after a study of various research methods. In addition to being economical to use, it is said to combine advantages of four other research systems. Since listeners mark tables as they hear programs, it has a coincidental value similar to the "telephone survey"; list of programs and stations gives it the program roster check results of the "personal interview"; also, it is said to have the questionnaire quality of "mail analysis" and the objectivity of "automatic recording".

Favorite evening programs in Detroit ranked by families listening follow:

Charlie McCarthy, Jack Benny, Gang Busters, Lux Radio Theatre, One of the Finest, I Love a Mystery, Major Bowes, First Nighter, Mr. District Attorney, One Man's Family, Fibber McGee, News Comes to Life, Kate Smith, Grand Central Station.

Favorite daytime programs in Detroit ranked by families listening follow: The Shadow, Jack Armstrong, Children's Theatre, Girl Alone, I Want a Divorce, Kate Smith, Stella Dallas, C. C. Bradner News, Aunt Jenny's Stories, Bachelor's Children, Young Widder Brown, Let's Pretend, Midstream, Backstage Wife, Big Sister.

EDWARD ARNOLD, Hollywood radio and screen actor, president of Los Angeles Chapter of AFRA, will not be a candidate for re-election on Sept. 24. Arnold, who is also a vice-president of Screen Actors Guild, took over the AFRA post last year to fill the unexpired term of Fred Shields, resigned.



FISH STORIES were in order following a recent broadcast of the Brown &Williamson *Showboat*, heard Fridays at 8 p.m. (CDST) over NBC-Blue from Chicago, as Dick Todd, singing star of the show, explained a recent catch to T. V. Hartnet, executive vice-president of the tobacco corp., while Freeman Keyes, president of Russel M. Seeds Co., had a laugh.

Monthly Time Sales Analysis Voted on Experimental Basis

NAB Studies Viewed as Potential Aid in Getting New Business; Agencies Said to Be Favorable

By DAVID GLICKMAN

AFTER a year of exploratory study, the NAB at its Aug. 6 afternoon session reinstated on a test basis until the end of the year a business index for broadcasting. Detailed monthly analyses of broadcast advertising volume will be made available to the industry.

The plan was adopted after Paul F. Peter, NAB research committee director, submitted his report to a group of about 75 broadcasters at a session presided over by President Neville Miller. No radical changes were made in the original proposal [BROADCASTING, Aug. 1].

The unit plan of volume measure as adopted, will be operated on a mutual basis, with no individual city figures being given out unless approved by stations involved. All information submitted by stations will be regarded as confidential by the NAB research department.

A Business Getter

In making his report, Mr. Peter stated the plan will not only aid the individual station in spotting classification of business, where sales pressure is needed, but will also be of primary value in the securing of the business, an opinion voiced by several at the meeting.

There was much discussion on the merits of the plan by broadcasters attending the meeting, with several asking questions and urging its adoption. Harold Hough, WBAP-KGKO, Fort Worth, declared the plan will be the yardstick of the industry and adoption of a business index for broadcasting will be a step in the right direction, if administered carefully and accurately.

The radio industry has long needed such an analysis of broadcast advertising volume, in the opinion of Arthur Farlow, vice-president in charge of the Pacific Coast offices of J. Walter Thompson Co., San Francisco, who addressed the group. He pointed out that it was essential for agency account executives to have correct records and information to create new business.

"In planning a campaign for a client, we need supporting data," he said. "If such radio data are available, it would help the agency executive to sell radio to the client. Such a plan is an aid to the agency man. You must make the plan complete and comprehensive. All agencies of the country want that information and will pay for it."

Another advocate of the plan who urged its adoption was Col. Harry C. Wilder, WSYR, Syracuse, who stated that "it will be a unit plan to measure business at small cost. Past opposition to the plan has been based on false conception. The plan will be most useful in selling radio."

Audimeter Studies

John E. Fetzer, WKZO, Kalamazoo, complimented the research committee headed by William J. Scripps, WWJ, Detroit, on a "job well done". He declared it is a practical substitute for the system of dollar volume measurement and urged its adoption. Though purely experimental, it would eventually become a prime service to NAB members, the industry as a whole and to the advertising fraternity, he said.

Radio offers the greatest opportunity to advertisers today, but it is the most speculative medium, said Arthur C. Nielsen, president of A. C. Nielsen Co., Chicago, market research service, when he gave an illustrated talk on Audimeter Audience Measurement, its cost and operation, at the session.

"How can we expect advertisers to use radio in constantly increasing quantities unless our marketing research techniques can answer vital questions?", he asked. "And consider, for a moment, the tremendous advantage which radio would enjoy over other media if it developed a research technique which could answer such questions and thus enable the advertiser to use this form of advertising with the highest possible degree of assurance as to profitable results. What are we going to do about this glaring lack of marketing facts regarding a form of advertising which, in the opinion of many advertisers, offers the greatest advertising opportunity of the age? How can we remove the charge that radio, despite its opportunities, is highly speculative? Remember, please, that it will remain speculative until research gets the facts.

"There are at least three other reasons why it is vital that the radio industry develop more comprehensive marketing research techniques:

"1. To defend itself against the attack of Governmental bureaus.

"2. Competing media are improving their research techniques.

"3. Advertisers and agencies are becoming accustomed to more and better marketing research; in fact, they are insisting on it, as a means of making sound decisions on marketing problems."

More for Florsheim

FLORSHEIM SHOE Co., Chicago (shoes), currently placing the transcribed program, *The Squared Circle*, on stations nationally, through dealer representatives, has announced an additional 13 quarter-hour episodes of the series which features re-enactments of yesteryear's heavyweight championship prize fights. James J. Jeffries is m.c. and narrator. Through dealer tie-ins, the firm is increasing its list of stations and will utilize more than 125 outlets by early fall. Series is being produced by Fred C. Mertens & Associates, Los Angeles.

Chooz Lists

WHITE LABS., New York, will launch a campaign this fall on 27 stations and in newspapers to acquaint consumers with Chooz, a new anti-acid product in chewing-gum form. Pharmaco, a White subsidiary, has been established to market the product and plans heavy merchandising to the drug trade. William Esty & Co., New York, handles the account.

Proprietary Firm on 135

LYDIA E. PINKHAM Medicine Co., Lynn, Mass., on Sept. 2 will start a campaign for its vegetable compound, using spot announcements six times weekly on 135 stations throughout the country. Erwin, Wasey & Co., New York, handles the account.

Gage May Test

GAGE Bros., Chicago & New York (milliners), is planning spot radio tests in a number of markets in the near future. Stack-Goble Adv. Agency, Chicago, handles the account.

KSD

ON THE BASIC NBC RED NETWORK

first in St. Louis

KSD Has Led All Other St. Louis Stations in "FIRSTS" in 16 Nation-Wide

Radio Star Popularity Polls

Voting for Listener's Preferences, Since 1935

NOW OPERATING FULL TIME

Inquiries Are Invited Regarding Time Which May Be Available Due to the Full-Time Schedule on Which KSD Is Now Operating

KSD has a greater Daytime Population Coverage Area than any other St. Louis Broadcasting Station

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Five Are Granted International CPs

About $2,000,000 Expenditure For Building Is Foreseen

A FURTHER step toward developing this country's international shortwave stations for more efficient operation under private ownership was taken Aug. 7 by an FCC administrative committee comprising Commissioner T. A. M. Craven, as acting chairman, and Commissioner Walker when it granted construction permits for 50,000-watt operation to five more such stations.

Under recently promulgated rules, 50,000 watts will be the minimum for all international stations and they may be operated commercially under certain restrictions. The 50 kw. minimum was to go into effect July 1 but this was postponed until next Jan. 1 to give the stations time to rebuild. Industry circles estimate about $2,000,000 will be spent on the shortwave building program.

Commission Grants

The CP's granted Aug. 7 were to KGEI, General Electric Co., San Francisco, now operating with 20 kw.; WGEA, General Electric Co., Schenectady, now operating with 25 kw.; WRCA, NBC, Bound Brook, N. J., authorized to use frequencies 9670 and 17780 kc. with 50 kw., the former frequency fulltime and the latter sharing with Westinghouse's WPIT, Hull, Mass.; WNBI, NBC, Bound Brook, authorized to use 50 kw. on 6100 and 21630 kc.; WCBX, CBS, New York, authorized to use 50 kw. on 6120, 6170, 9650, 11830, 15270, 17830, and 21570 kc.

In addition, General Electric's WGEA was assigned the additional frequencies 6190 and 21590 kc. It now uses 9550, 15330 and 21500 kc. WNBZ was authorized also to change from 11820 to 11890 kc.

Already authorized and under construction for 50 kw. operation are Westinghouse's WPIT at Hull, Mass., and World-Wide Broadcasting Co.'s WRUL at Scituate, Mass. Already on the air with the minimum power or more are Crosley's WLWO, Cincinnati, with 50 kw., and General Electric's WGEO, Schenectady, with 100 kw., the latter on 6190, 9530 and 15330 kc.

With these grants, all but three of the existing international stations have cleared the Commission. One of the three, WBOS, operated by Westinghouse with 10 kw. at Millis, Mass., is to be discontinued when WPIT goes on the air. WDJM, Miami, adjunct of WIOD, operating with 5 kw., will probably surrender its license. WCAB, operated with 10 kw. near Philadelphia by WCAU, will probably be discontinued in favor of an application to be filed for its facilities by CBS, which plans to erect an entirely new plant at Brentwood, Long Island.

Walgreen Adding

WALGREEN DRUG Co., Chicago, consistent user of local radio, is now using five-weekly one-minute announcements on KTAR and KOY, Phoenix, Ariz., and WMBD, Peoria, Ill. On Aug. 15 WEBC, Duluth, will be included in this list. Announcements continue on WENR, Chicago. Additional stations will be added in the future. Schwimmer & Scott, Chicago, handles the account.



NEW HOME OF WLS-WENR transmitter at Tinley Park, near Chicago, showing part of antenna in background. This installation replaces the plant near Downers Grove erected in 1928 but abandoned when WLS-WENR moved into their modern plant about 30 miles south of Chicago. When the old twin towers, landmarks of long standing, were wrecked Aug. 5, Pathe newsreel took pictures for national distribution.

IRNA Opposes Monoply Report

(*Continued from page 16*)

tional spot rates at levels determined by the networks.

Quarterly Meetings

Adoption of the resolution on trade practices came after Mr. Rosenbaum explained that IRNA had obtained pledges from Niles Trammell, NBC president, and M. R. Runyon, CBS vice-president, expressing willingness to hold quarterly meetings with committees of affiliates for their respective networks. This accomplishment, Mr. Rosenbaum said, marks the first time that affiliates will be in a position to sit down with top network officials to discuss their mutual problems.

Mr. Ethridge offered the resolution after explaining its purpose. He pointed out that Mutual already has an operating advisory committee which meets regularly with the MBS board, and that the proposal is to establish the same type of coordination with NBC and CBS.

Baseball Motion

Five IRNA directors were elected at the meeting to succeed those whose terms expired with the convention. Two nominations for each vacancy were brought in by the nominating committee headed by C. W. Myers, president of KOIN-KALE, Portland, Ore.

The new directors are: For NBC affiliates, George W. Norton, WAVE, Louisville, (re-elected) and Martin Campbell, WFAA, Dallas, succeeding Ed Craney, KGIR, Butte; for CBS affiliates, Arthur B. Church, KMBC, Kansas City, and Don Elias, WWNC, Asheville, succeeding I. R. Lounsberry, WGR-WKBW, Buffalo and Edgar L. Bill, WMBD, Peoria; for MBS, Hulbert Taft Jr., WKRC, Cincinnati, was elected to succeed Gene O'Fallon, KFEL, Denver.

Holdover directors are H. K. Carpenter. WHK, Cleveland; Edwin W. Craig, WSM, Nashville; L. B. Wilson, WCKY. Cincinnati; John A. Kennedy, WCHS, Charleston; Paul W. Morency, WTIC, Hartford, and Messrs. Rosenbaum, Ethridge and Myers.

A proposal by Wilbur Cobb, WMAZ, Macon, that the convention go on record with Judge K. M. Landis, czar of baseball, expressing disapproval of contracts whereby the World's Series is sold on an exclusive basis to a single network, precluding its sustaining use by other networks, was tabled after considerable discussion. Mr. Cobb contended that a public service feature of such importance should not be sold exclusively for commercial use.

Mr. Shepard, on behalf of MBS which had exclusive rights last year and has procured them again this year, pointed out that if such a mandate carried. it should apply with equal force to championship prizefights, football games and other sports events. Moreover, he said it would reduce all such features to sustaining performance if non-exclusive, since advertisers would not look with favor on them.

Mr. Damm sounded a warning that such a precedent might well be applied to local sports events, and endanger many valuable program features now handled on an exclusive basis by individual stations. A motion by Mr. Morency, that the Cobb proposal be tabled, was carried.

WGAC are the call letters assigned to the FCC for the newly authorized local station in Augusta, Ga., to be controlled by the *Augusta Herald* [BROADCASTING, Aug. 1].

Award of New Station In Syracuse Is Opposed By Other City Outlets

ALL SYRACUSE stations have petitioned the FCC for reconsideration or rehearing of its grant of July 17 of a new 1,000 watt station on 620 kc. in Salina, N. Y., to Sentinel Broadcasting Corp. [BROADCASTING, Aug. 1]. Also opposing the grant is WHJB, Greensburg, Pa., now operating with 250 watts daytime on 620 kc. and applicant for 1,000 watts fulltime on the same channel.

Salina is part of the Syracuse postal district and to all intents and purposes the grant authorizes a new regional station in Syracuse. Added to 620 kc. recently, in addition to the new Salina station, was WROL, Knoxville, shifted to that frequency from 250 watts on 1310 kc. with new regional power of 1,000 watts day and 500 night. WTMJ, also on 620 kc., recently was granted 5,000 watts fulltime, while WHJB's application was ordered set for further hearing on the ground of possible interference to WROL and WTMJ and on the further ground that its service area might overlap these of WJAS-KQV, owned by the same interests.

The petitions for reconsideration and rehearing assert that the record on which the Salina decision was made showed no need for additional service in the Syracuse area, and quoted the FCC examiner to that effect. Conditions in the Syracuse area have changed since the Salina hearing, it is asserted, including the addition of a new local station (WOLF) in Syracuse which already renders the service proposed by Sentinel. With the new local, the need for additional service has been diminished, according to the WOLF petition.

Reconsideration Sought In Portland, Me., Grant

A PETITION for reconsideration and hearing of the FCC's July 17 grant to WGAN, Portland, Me., of 5.000 watts fulltime on 560 kc. [BROADCASTING, Aug. 1] was filed with the FCC Aug. 5 on behalf of WABI, Bangor, Me., which claims that it was first to ask for the 560 kc. facility. The WGAN grant was made after negotiations by FCC Chairman Fly, in the course of which it was suggested that WABI make application for some other facility, possibly 970 kc.

The petition recites that WGAN filed for a shift from 640 to 560 kc. on June 27, 1940, more than a year after WABI had applied for 560 and approximately eight months after WABI's hearing. The Commission's action is complained of as "unjust, unwarranted and erroneous".

Board Suit Dismissed

SUIT brought by Al Fields, bandleader, against NBC, RCA Mfg. Co. and Gray Gordon, bandleader, was dismissed recently by New York Federal Judge Murray Hulbert on that grounds that Fields failed to file security for costs. Fields had sought an injunction, accounting of profits and damages, claiming that Gordon had infringed on his music, known as "Tic Toc" music with the insignia of a combined clock face and metronome. RCA, he claimed, recorded Gordon's music and NBC broadcast the band.

NATIONAL SPOT TIME BUYERS:

Plan your fall campaign on these FACTS



HOW MANY *Votes* FOR WTAM CLEVELAND?

● HERE'S THE COUNT FROM THE AREA *by ACTUAL POLL of LISTENERS*

**In Metropolitan Cleveland* _____

WTAM usually has as many listeners as all other Cleveland Stations combined.

†In Akron _____

Twice as many people "listen most" to WTAM than to any combination of stations in the area.

†In Canton _____

Six times as many people "listen most" to WTAM than to any combination of stations in the area.

†In Youngstown _____

Nine times as many people "listen most" to WTAM than to any combination of stations in the area.

**†In the Rural Areas* _____

Six times as many people "listen most" to WTAM than to any combination of stations in the area.

**Based on four independent coincidental Surveys of Cleveland audiences—March, June, 1938; January 1939 and April 1940*

†NBC Rural Personal Call Urban Survey 1938

**†NBC Rural Postcard Survey 1939*

WTAM
CLEVELAND
50,000 WATTS · 1070 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · WASHINGTON · CLEVELAND · DENVER · HOLLYWOOD

Official Registration at NAB San Francisco Convention

Akerberg, Herb, CBS, New York
Alcorn, W. C., WBNX, New York
Allen, Charlotte B., KALB, Alexandria, La.
Allen, Mrs. Ed, Chicago
Allen, Edwin C., Reynolds-Fitzgerald, Inc., Chicago
Allen, Preston D., KLX, Oakland, Cal.
Allen, Riley H., KHBC-KGMB, Honolulu
Allen, Walter H., KALB, Alexandria, La.
Anderson, H. Vernon, WJBO, Baton Rouge, La.
Anderson, Sara M., Baton Rouge, La.
Anthony, Earle C., KFI, Los Angeles
Arney, C. E., Jr., NAB, Washington
Arney, Mrs. C. E., Jr., Washington
Arnold, Ruth, C. E. Hooper, Inc., Los Angeles
Arnoux, Campbell, WTAR, Norfolk, Va.
Arnoux, Mrs. Campbell, Norfolk, Va.
Atteberry, Ellis, KCKN, Kansas City, Kan.
Atteberry, Mona, Kansas City, Kan.
Azcarraga, Emilio, XEW, Mexico City

Baker, I. R., RCA, Camden, N. J.
Baldwin, John M., KDYL, Salt Lake City
Ballinger, Grace, Seattle
Ballou, David S., KYOS, Merced, Cal.
Bannister, Harry, WWJ, Detroit
Barker, Ed L., KGO-KPO, San Francisco
Barrett, Neal, KOMA, Okla. City
Bates, Wm. H., KTRB, Modesto, Cal.
Barroll, H. H., WFBR, Baltimore, Md.
Barroll, Mrs. H. H., Baltimore, Md.
Bauriedel, John G., KUIN, Grants Pass, Ore.
Bauriedel Mrs. J. G., Grants Pass Ore.
Bedell, Eugene D., Allied Phono. & Record Mfg. Co., Hollywood
Belknap, Paul C., Allen Kander Co., New York
Benson, Harvey, KOIN-KALE, Portland, Ore.
Bennett, Andrew W., NAB, Washington
Bennett, Mrs. A. W., Washington
Bennett, Lucie, Washington
Bennitt, Russell, KXOX, Sweetwater, Tex.
Beville, Jr., H. M., NBC, New York
Beville, Jr., Mrs. H. M., New York
Bill, Edgar L., WMBD, Peoria, Ill.
Bishop, Edward E., WGH, Norfolk, Va.
Bishop, Frank L., KFEL, Denver
Bishop, Lee, KMED, Medford, Ore.
Bitner, Harry M., WFBM, Indianapolis
Blair, John, John Blair Co., Chicago
Blair, Mrs. W. H., Dallas
Blatterman, Headlee L., KFI, Los Angeles
Blink, Milton M., Standard Radio, Chicago
Bockoven, Leslie F., Western Electric, New York
Bohn, John W., KMOX, St. Louis
Bohn, Mrs. J. W., St. Louis.
Bookwalter, L. S., KOIN-KALE, Portland Ore.
Borton, F. W., WQAM, Miami
Borton, Frances, Miami
Borton, Fred, Jr., WQAM, Miami
Brandeburg, F. C., Pac. Tel. & Tel., San Francisco
Brewer, Clarence D., WWJ, Detroit
Bright, Arthur L., KFPY, Spokane, Wash.
Bright, Mrs. A. L., Spokane, Wash.
Brown, Chas., NBC, Los Angeles
Bruck, Franklin, F. Bruck Adv. Corp., New York
Brunton, John, KJBS-KQW, San Francisco.
Brunton, Mrs. Dorothy, San Francisco
Brunton, Mott Q., KJBS-KQW, San Francisco
Brunton, Mrs. M. Q., KJBS. San Francisco
Brunton, Ralph R., KJBS-KQW, San Francisco
Brunton, S. B., KJBS, San Francisco
Buckendahl, Harry H., KOIN-KALE, Portland, Ore.
Bullen, Kathryn, Logan, Utah.
Bullen, Reed, KVNU, Logan, Utah
Burk, Rev. W. A., S. J., WEW, St. Louis
Burkland, Carl J., WCCO, Minneapolis
Butcher, Harry C., CBS, Washington
Butler, Burridge D., KOY, Phoenix, Ariz.

Caldwell, Louis G., Kirkland Fleming Green
Caley, Charles C., WMBD, Peoria, Ill.
Calkins, John T., WENY, Elmira, N. Y.
Callahan, Dave, SESAC, New York
Campbell, Martin, WFAA, Dallas
Campbell, Pat, WBS, Hollywood.
Campbell, Mrs. M., Dallas
Campeau, J. E., CKLW, Detroit
Caraway, John B., WGBF, Evansville, Ind.
Carpenter, H. Kenneth, WHK-WCLE, Cleveland
Carr, Eugene, WGAR, Cleveland
Carr, Mrs. Eugene, Cleveland
Cartwright, Wm. H., Edward Petry & Co., Detroit
Cavey, F. A., WWL, New Orleans
Chafey, Clifford M. WEEU, Reading, Pa.
Charbueau, Jules, San Francisco
Chase, Frank, Superman, Inc., New York
Church, Arthur B., KMBC, Kansas City
Church, Mrs. A. B., Kansas City
Cisler, Stephen A., WGRC, New Albany, Ind.
Clark, Ione, Wichita, Kans.
Clark, P. S., KFH, Wichita, Kans.
Cobb, Wilton E., WMAZ, Macon, Ga.
Coffin, Frank H., KVCV, Redding, Cal.
Cohan, Edwin K., CBS, New York
Collins, Keith B., KMJ, Fresno, Cal.
Connell, Richard A., WJBK, Detroit
Corbin, Chas. Paul, KIEM, Eureka, Cal.
Cosby, Clarence G., KXOK, St. Louis
Coulson, W. L., WHAS, Louisville,
Courrier, G. F., WHIP, Hammond, Ind.
Coveny, Carleton E., John Blair Co., Los Angeles
Cov, H. Q., KEX-KQW, Portland, Ore.
Craig, Edwin M., WSM, Nashville
Crandall, George, CBS, New York
Craney, Ed, KGIR, Butte, Mont.
Cranston, George, KGKO, Fort Worth
Cranston, Mrs. Geo., Fort Worth
Cronise, Ralph R., Albany, Ore.
Cunniff, Ed, WKBH, La Crosse, Wis.

Damm, W. J., WTMJ, Milwaukee
David, Wm. R., Gen. Elec. Co., Schenectady
Davis, Don, WHB, Kansas City
Dellar, Lincoln, KSFO, San Francisco
deMars, Paul A., Yankee Network, Boston
deMars, Mrs. Paul A., Boston
Denny, Herbert, Standard Radio, Dallas
Denny, Mrs. Herbert, Dallas
Dillard, Everett L., W9XA, Kansas City



REPRESENTATIVES of Western Electric, Bell Laboratories and Graybar attending the NAB conclave included: Bottom row (l to r): J. Ganzenhuber, H. Willets, H. Scarr, A. J. Eaves, L. Bockhoven. Standing, G. Jones, J. Morrison, W. Whitmore, E. Thurston, C. Snow and E. Taylor.

Dirks, Dietrich, KTRI, Sioux City, Iowa
Dobyns, C. Merwin, KGER, Long Beach, Cal.
Dobyns, J. Alden, KGER, Long Beach, Cal.
Dolberg, Glenn R., KGO-KPO, San Francisco
Dolph, Wm. B., WOL, Washington
Dorais, S. P., KGO-KPO, San Francisco
Dorrance, Dick, FM Inc., New York
Drewry, John E., U of Ga., Athens, Ga.
Dumm, Wesley I., KSFO, San Francisco
Dumm, Robert W., KSFO, San Francisco
Dunville, R. E., WSAI, Cincinnati
Dunville, Mrs. R. E., Cincinnati

Early, Stephen, Washington
Eaves, Augustus J., Graybar Elec., New York
Edmonds, A. L., Gen. Elec. Co., Los Angeles
Egner, C. Lloyd, NBC, New York
Eickelberg, Wilbur, KHJ, Los Angeles
Elias, Don S., WWNC, Asheville, N. C.
Elias, Mrs. Don S., Asheville, N. C.
Ellsworth, Harris, KRNR, Roseburg, Ore.
Ellsworth, Mrs. Harris, Roseburg, Ore.
Elmer, John, WCBM, Baltimore
Elmer, Mrs. John, Baltimore
Elvin, Ralph G., WLOK, Lima, Ohio
Enns, Ted, Iowa Bcstg. Co., Des Moines
Enns, Carolyn, Des Moines
Ethridge, Mark F., WHAS, Louisville
Evans, Ralph, WHO, Des Moines
Evans, Aubrey L., Des Moines
Evans, Betty, KGER, Long Beach, Cal.

Falknor, Frank B., WBBM, Chicago
Fellows, Harold E., WEEI, Boston
Feltis, Hugh M., KOMO-KJR, Seattle
Fetzer, John E., WKZO, Kalamazoo, Mich.
Fiebig, H. O., KQW, San Jose
Finley, Ernest L., KSRO, Santa Rosa, Cal.
Finney, C. M., Assoc. Music Pubs., Inc., New York
Fisher, Ben S., Washington
Fisher, Bennett I., KOMO-KJR, Seattle
Fisher, Birt F., KOMO-KJR, Seattle
Fisher, O. D., KOMO-KJR, Seattle
Fitzer, Dean, WDAF, Kansas City
Fitzpatrick, Leo J., WJR, Detroit
Fitzpatrick, Mrs. Leo, Detroit
Fitzsimonds. F. E., KFYR, Bismarck, N. D.
Flanigan, Ed., WSPD, Toledo
Fletcher, Henry H., KSEI, Pocatello ,Ida.
Fletcher Ruthe A., Pocatello, Ida.
Fly, James L., FCC, Washington
Foreman, Edwin G. Jr., The Foreman Co., Chicago.
Fowler, L. Dean, Gen. Elec. Co., Los Angeles
Fox, J. Leslie, Paul Raymer Co., Los Angeles
Fox, S. S., KDYL, Salt Lake City
Franklin, Ed. P., KJBS, San Francisco
Freitag, Willis O., KRKD, Los Angeles
Fuerst, George W., KGO-KPO, San Francisco
Fuld, Steve, WABC, New York

Gale, Miss Phebe, NBC, Washington
Gammons, Earl H., WCCO, Minneapolis
Gander, Harold, KORE, Eugene, Ore.
Garber, Milton B., KCRC, Enid, Okla.
Gardner, Jorn E. KTFI, Twin Falls, Ida.
Gardner, Mrs. John E.., Twin Falls, Ida.
Gartland, William C., NBC, New York
Gates, S. Niles, C. P. MacGregor, Hollywood
Gay, Helen, KJBS, San Francisco
Gentling, Gregory, KROC, Rochester, Minn.
Gillenwaters, T. R., Memorox, Inc., Los Angeles
Gillett, Glenn D., Glenn D. Gillett, Washington
Gillett, Mrs. Mary, Long Beach, Cal.
Gillin, John J. Jr., WOW, Omaha
Gilman, Don E., KPO, Hollywood
Gilman, Sara E., Hollywood
Glade, Earl J., KSL, Salt Lake City
Goddard, Miss Ann, Chicago
Godley, Paul F., Montclair, N. J.
Goldman, Harry L., WOKO-WABY, Albany, N. Y.
Goldman, Martha, Albany, N. Y.
Gonce, "Chet" L., KFJI, Klamath Falls, Ore.
Graham, Donald G., KOMO-KJR, Seattle, Wash.
Graham, Richard H., NBC, Los Angeles
Grant, E., KGO-KPO, San Francisco
Graves, W. E., KSL, Salt Lake City
Gray, Gilson, CBS, New York
Greaves, V. Ford, FCC, San Francisco
Greaves, Mrs. V. Ford, San Francisco
Gross, Jack O., KFWB, Los Angeles
Grove, William C., KFRC-KSAN, San Francisco
Grove, Eva R., San Francisco.
Groves, Mrs. W. E., KSL, Salt Lake City
Gunther, Frank A., Rad. Eng. Labs., Long Island, N. Y.
Gunzendorfer, Wilt, KSRO, Santa Rosa, Cal.
Gunzendorfer, Mrs. W., Santa Rosa, Cal.

Hacker, Les., KVEC, San Luis Obispo, Cal.
Hager, Kolin D., WGY, Schenectady, N. Y.
Hagman, Clarence T., WTCN, St. Paul, Minn.
Haley, A. G., Washington
Halff, Hugh A. L., WOAI, San Antonio
Hall, Glad, KRKD, Los Angeles
Hamilton, G. C., McClatchy, Sacramento, Cal.
Hanson, O. B., NBC, New York
Haverlin, Carl, BMI, New York
Hayes, Arthur Hull, WABC, New York
Haymond, Carl E., KMO, Tacoma, Wash.
Haymond, Mrs. C. E., Tacoma, Wash.
Headley Frank M., Headley-Reed Co., New York
Heath, Dick, KTAR, Phoenix, Ariz.
Hedges, William S., NBC, New York
Hedges, Mrs. W. S., New York
Hedges, Helen, New York
Hedges, Peggy, New York
Herman, A. M., WBAP, Fort Worth
Hickox, Sheldon B. Jr., NBC, New York
Hill, Edward E., WTAG, Worcester, Mass.
Hill, Estelle M., Worcester, Mass.
Hill, Frank L., KORE, Eugene, Ore.
Hilliard, Jay G., Pac. Coast Rec., Los Angeles
Hirsch, Oscar C., KFVS, Cape Girardeau, Mo.
Hirsch, Mrs. O. C., Cape Girardeau, Mo.
Hobby, Mrs. Oveta C., KPRC, Houston
Hoffman, Phil, WNAX, Yankton, S. D.
Hollingbery, George P., George P. Hollingbery Co., Chicago.
Hollister, Herb, KFBI-KANS, Wichita, Kansas
Hollister, Mrs. Herb, Wichita, Kansas
Holliway, Harrison, KFI-KECA, Los Angeles
Holt, Thad, WAPI, Birmingham
Honea, B. N., WBAP, Ft. Worth
Hooper, C. E., C. E. Hooper, Inc., New York
Hopkins, James F., WJBK, Detroit
Horn, C. W., NBC, New York
Horton, Kingsley F., WEEI, Boston
Hough, Harold, WBAP, Fort Worth
Hubbard, Stanley E., KSTP, St. Paul
Hurt, Frank E., KFXD, Nampa, Ida.

Imeson, Thos. C., WJAX, Jacksonville, Fla.
Ingrim, Ward D., KFRC, San Francisco
Inman, Don E., WMT, Waterloo, Ia.
Irwin, Earl, KVI, Tacoma, Wash.
Irwin, Vernice, KVI, Tacoma, Wash.

Jackson, Henry M., CBS, San Francisco
Jacobson, Christina M., KVEC, San Luis Obispo, Cal.
Jacobus, Melvin S., Photo & Sound Inc., San Francisco
Jadassohn, Kurt A., SESAC, New York
Jansky, C. M. Jr., Jansky & Bailey, Washington
Jansky, Mrs. C. M. Jr., Washington
Jansky, Marguerite, Washington
Jansky, Curtis M., Washington
Jarvis, Leo P., KPMC, Bakersfield, Cal.
Jayne, Dan E., WELL, Battle Creek, Mich.
Jayne, Mrs. Lola, Battle Creek, Mich.
Jennings, W. Carey, KEX-KGW, Portland, Ore.
Jennings, Connie A., Portland, Ore.
Johnson, G. W., KTSA, San Antonio
Johnson, Les, WHBF, Rock Island, Ill.
Johnson, Mrs. Les, Rock Island, Ill.
Johnson, Louis, Rock Island, Ill.
Jones, Merle S., KMOX, St. Louis
Joscelyn, A. E., WBT, Charlotte, N. C.



IT'S RCA ALL THE WAY in this photograph of the RCA Mfg. Co. contingent at the NAB convention (l to r): C. Lewis, Ben Adler, Al Hopkins, S. Goulden, R. Wilson; Paul Lutz, Harry Sauter, D. Ressor, E. Frost, V. Trouant, Ted Smith, Will Whitty. I. R. Baker, transmitter sales chief, who headed the contingent, was making an installation at the time.

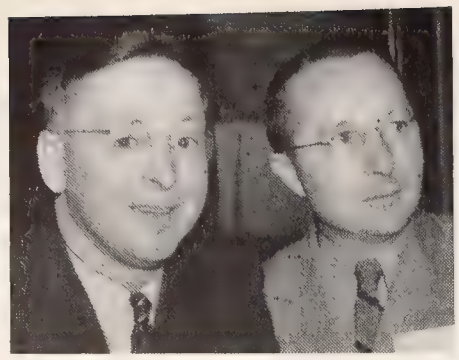
Kapner, L., WCAE, Pittsburgh
Karol, John J., CBS, New York
Kaye, Sydney M., BMI, New York
Kelchner, Orville J., WMMN, Fairmont, West Va.
Kemp. Arthur J., CBS, Berkeley, Cal.
Kendrick, A. J., World Broadcasting, N. Y.
Kennedy, John A., WBLK-WPAR, WHIS-WSAZ, Charleston, W. Va.
Keplinger, Lou, KSAN, San Francisco
Kesten, Paul W., CBS, New York
Kettler, S. P., WHIZ, Zanesville, O.
Kilgore, T. H., KARM, Fresno, Cal.
King, Gerald, Standard Radio, Hollywood
Kirby, Ed, NAB, Washington
Knight, W. T. Jr., WTOC, Savannah
Knight, Mrs. W. T. Jr., Savannah
Knisely, Mrs. Philip, NAB, Oakland, Cal.
Kobak, Edgar, NBC, New York
Koessler, Walter, WROK, Rockford, Ill.

Lafount, Harold A., WCOP, Boston
Lafount, Mrs. H. A., Boston
Landis, DeWitt, KFYO, Lubbock. Tex.
Landis, Mrs. DeWitt, KFYO, Lubbock, Tex.
Lane, C. Howard, KFBK, Sacramento, Cal.
Lane, Mrs. Howard, Sacramento, Cal.
Langlois, Cy, Lang-Worth, New York
Lasky, Philip G., KROW, San Francisco
Lasky, Mrs. P. G., San Francisco
Laubengayer, R. J., KSAL, Salina, Kans.
Lawrence, Craig, KSO-KRNT, Des Moines
Lawrence, Mrs. Craig, Des Moines
Lee, J. C., KFXM, San Bernardino
LeFerne, Bob, WTCN, Minneapolis
Leich, Martin L., WGBF, Evansville, Ind.
Leuschner, Frederick, NBC, Los Angeles
Lewis, Dick, KTAR, Phoenix, Ariz.
Lewis, Ray M., KQW, San Jose, Cal.
Lewis, Grace, San Jose, Cal.
Lindblade, Vern A., KFAC, Los Angeles
Locke, C. B., KFDM, Beaumont, Tex.
Lodge, William B., WABC, New York
Lodge, Mrs. Wm. B., New York
Loeb, Howard M., WFDF, Flint, Mich.
Loeb, L. A., KDYL, Salt Lake City
Loeb, Ruth O., Flint, Mich.
Loggan, Frank H., KBND, Bend, Ore.
Lounsberry, I. R., WGR-WKBW, Buffalo
Loyet, Paul A., WHO, Des Moines
Ludy, Ben, WIBW, Topeka
Luther, Clark A., KFH, Wichita
Luther, Mrs. Clark A., Wichita
Lyman, Peter, KOMO-KJR, Seattle, Wash.
Lynn, Roland A., NBC, New York

McAndrews, R. J., KGO-KPO, San Francisco
McCarthy, C. L., KQW, San Jose, Cal.
McCarthy, Mrs. C. L., San Jose, Cal.
McCaw, Robt. S., KELA, Centralia, Wash.
McClung, Hugh, KYOS, Merced, Cal.
McCollough, Clair R., WGAL, Lancaster, Pa.
McCosker, David, Warner Bros., Hollywood
McCracken, H. L., KVRS, Rock Spgs., Wyo.
McIntosh, Frank H., San Francisco
MacGregor, C. P., Los Angeles
MacGregor, Mrs. C. P., Los Angeles
Macy, J. Noel, WFAS, White Plains, N. Y.
Maizlish, Harry, KFWB, Hollywood
Maland, Jos. O., WHO, Des Moines
Maland, Mrs. J. O., Des Moines
Martin, Harry, Chicago
Maslin, Robert S. Jr., WFBR, Baltimore
Matson, Chester G., Ed. Petry Co., Los Angeles
Merino, John C., KTUC, Tucson, Ariz.
Meyer, P. J., KFYR, Bismarck, N. D.
Meyers, Carl J., WGN, Chicago
Milbourne, Lewis W., WCAO, Baltimore
Miller, James A., Miller Broadcasting System, N. Y.
Miller, Joseph L., NAB, Washington
Miller, Neville, NAB, Washington
Mills, Byron, KPO, San Francisco
Mitchell, L. S., WDAE, Tampa, Fla.
Morency, Paul W., WTIC, Hartford
Moroney, James M., WFAA, Dallas
Morris, Edmund T. Jr. West. Elec., Baltimore
Morrison, John F., Bell Tel. Labs., New York
Morrison, Susan H., Boonton, N. J.
Morse, George H., Pac. Tel., San Francisco
Mosby, Art J., KGVO, Missoula, Mont.
Mosby, Anne, Missoula, Mont.
Mosby, Marry Jane, Missoula, Mont.
Moskovics, Geo. L., KNX-CBS, Los Angeles
Mullen, Frank E., NBC, New York
Mullen, Mrs. Frank E., New York
Murphy, Jas. A., KMO-KIT, Yakima, Wash.
Murphy, Mrs. J. A., Yakima, Wash.
Musselman, B. Bryan, WSAN, Allentown, Pa.
Musselman, Mrs. B. Bryan, Allentown, Pa.
Myers, Chuck, KOIN-KALE, Portland, Ore.
Myers, Robert P., WJZ, New York

Nelson, A. E., KPO-KGO, San Francisco
Nelson, Linnea, New York
Newkirk, Marion H., Don Lee, Los Angeles
Newkirk, Van C., KHJ., Los Angeles
Nicoll, Paula, MBS, New York
Nielson, Arthur C., A. C. Nielsen, Chicago
Norman, J. Clinton, KTHS, Hot Springs, Ark.
Norton, George W., WAVE, Louisville
Norton, John H., WJZ, New York

O'Fallon, Gene, KFEL, Denver
O'Kane, Don, KIEM, Eureka, Cal.



ALMOST LOOK-ALIKES and confusing to some delegates when they weren't together around the NAB convention, were Milton Samuel, NBC press manager in San Francisco (left), and Arthur Stringer, NAB promotion manager.

Honeymoon Time

CONVENTION time was honeymoon time for Ted Enns, national sales manager for the Cowles stations (KSO-KRNT - WMT - WNAX). He was married July 25 to Carolyn Humble, and they left immediately for a honeymoon trip to the West. It wound up at the San Francisco convention.

Olsen, Tom, KGY, Olympia, Wash.
O'Neil, Bill, WJW, Akron, O.

Pabst, William D., KFRC, San Francisco
Pack, Eugene G., KSL, Salt Lake City
Pack, Lucile, Salt Lake City
Palmer, Col. B. J., Central Broadcasting, Davenport
Palmer, Fred A., KOY, Phoenix
Park, Alice E., WCCO, Minneapolis
Patt, John F., WGAR, Cleveland
Patt, Mrs. John F., Cleveland
Patterson, S. H., KSAN, San Francisco
Paul, W. L., Northwest Radio Adv. Co., Seattle
Pearce, Harold E., Standard Radio, Seattle
Peck, Curtis D., KPO-KGO, San Francisco
Pengra, Marshall, KRNR, Roseburg, Ore.
Pengra, Eve, Roseburg, Ore.
Peter, Paul F., NAB, Washington
Petry, Edward, Ed Petry Co., New York
Phillips, C., KIDO, Boise, Ida.
Pierce, Jennings, KGO-KPO, San Francisco
Place, Russell P., NAB, Washington
Power, Ralph L., Los Angeles
Pribble, Vernon H., NBC, Cleveland
Priebe, Robert E., KRSC, Seattle, Wash.
Prosser, John I., KTHS, Hot Spgs., Ark.

Quarton, S. D., WMT, Cedar Rapids
Quarton, Wm. B., WMT, Cedar Rapids

Radner, Roy, WIBM, Jackson, Mich.
Randall, G. Clayton. WTIC, Hartford
Rawlings, Calvin W., KDYL, Salt Lake City
Raymer, Paul H., Paul H. Raymer Co., Chicago
Read, H. B., KSLM, Salem, Ore.
Read, H. C., AT&T Co., New York
Ream, Joseph H., WABC, New York
Reed, Dwight S., Headley-Reed, Chicago
Rees, David H., KMED, Medford, Ore.
Reiniger, Gustavus, REL, New York
Revercomb, Everett E., NAB, Washington
Rexer, Thelma, KALB, Alexandria, La.
Ricketts, Leo O., KFBK, Sacramento
Robertson, Dale, KGGM, Albuquerque
Robinson, King H., KTRH, Houston
Rodgers, James M., WROK, Rockford, Ill.
Rogers, Naylor, Keystone Broadcasting, Los Angeles
Rollo, Reed T., Kirkland, Fleming, Green Martin, Washington
Rosenbaum, Samuel R., WFIL, Philadelphia
Ross, Cecil, C., Graybar Elec., Dallas
Ross, George, KWG, Stockton, Cal.
Roth, Eugene J., KONO, San Antonio
Roth, Mrs. Eugene J., San Antonio
Roth, Jack, San Antonio
Ruess, Wm., WOW, Omaha
Runchey, O. A., KOL, Seattle
Russell, Frank M., WRC, Washington
Runyon, Mefford R., WABC, New York
Ruppel, Louis, CBS, New York
Ryan, John H., WSPD, Toledo
Ryan, Mrs. John H., Toledo
Ryan, Hazel L., KRKD, Los Angeles
Ryan, Wm. B., NBC, San Francisco

Samuel, Marie E., San Francisco

'DAY' RATES 50%
Hooper Survey Shows Highest Rating in the East

MORE THAN one-fifth of the country's radio homes listened to the one-hour program observing Broadcasting's Day Aug. 3, according to a coincidential survey made jointly by C. E. Hooper Inc. and NBC. The audience-rating equalled that of the two most popular programs on the air, according to Mr. Hooper. A total of 10,500 calls was made nationally during the tribute to the industry, constituting one of the largest coincidental samples for any single program. The weighted rating was 20.1%. Ratings by geographic areas, Mr. Hooper told BROADCASTING, demonstrate the effect of time of reception on audience size of programs. The return was:

	Homes Called	*Time of Reception*	*Rating*
East	4020	7-8 EST	21.9
No. Cent.	1718	6-7 CST	20.4
South	1968	6-7 CST	18.8
Mountain	603	5-6 MST	15.6
Pacific	2135	4-5 PST	14.8

In another coincidental survey conducted by CBS in New York, Chicago, Boston, St. Louis, Washington, Minneapolis, Los Angeles and Charlotte, telephone responses were reported by that network as indicating 16.8% in use during the Broadcasting's Day program. There were 6,704 coincidental interviews made by Samuel E. Gill, New York research man.

Samuel, Milton N., KGO, San Francisco
Sandeberg, David H., KFBK, San Francisco
Saumenig, J. Dudley, WIS, Columbia, S. C.
Scales, John F., KARM, Fresno, Cal.
Schamblin, L. A., KPMC, Bakersfield, Cal.
Schudt, William A., CBS, New York
Schuebel, R., Biow Co., New York
Schuetz, Robert F., NBC, Hollywood
Scott, Chas. P., KTKC, Visalia, Cal.
Scott, Clyde, KFI, Los Angeles
Scott, Duncan A., J. H. McGillvra, S. F.
Scripps, Wm. J., WWJ, Detroit
Searle, Don, KOIL, Omaha
Shannon, Terry, Yankee Network, Boston
Sharp, Ivor, KSL, Salt Lake City
Sharp, Thomas E., KFSD, San Diego, Cal.
Shepard, John, III, Yankee Network, Boston
Sherman, Dean F., KINY, Juneau, Alaska
Shouse, J. D., WLW, Cincinnati
Shouse, Mrs. James, Cincinnati
Sibson, Ken L., KRGV, Weslaco, Tex.
Singleton, Harold C., Portland, Ore.
Singleton, Rose, Portland, Ore.
Sleeper, Geo. E., San Francisco
Smeby, Lynne C., NAB, Washington
Smeby, Mrs. L. C., Washington
Smith, Calvin J., KFAC, Los Angeles
Smith, Earle H., Ed. Petry Co., San Francisco
Smith, George W., WWVA, Wheeling
Smith, J. Kelly, WBBM, Chicago
Smith, Vernon H., KOWH, Omaha
Smullin, Wm. B., KIEM, Eureka, Cal.
Smullin, Mrs. Wm. B., Eureka, Cal.
Snow, Mrs. Ellen, Western Elec., New York
Snyder, Glenn, WLS, Chicago
Soule, O. P., KTFI, Salt Lake
Spector, Raymond, Raymond Spector Co., New York
Spector, Mrs. Raymond, New York
Spence, Harry R., KXRO, Aberdeen, Wash.
Spencer, Ernest L., KVOE, Santa Ana, Cal.
Spight, Lindsey, John Blair & Co., San Francisco
Stanton, Frank, CBS, New York
Stanton, Mrs. Frank, CBS, New York
Stoddard, Robert L., KERN, Bakersfield, Cal.
Stone, Carl A., Boonton Radio Corp., L. A.
Stone, Harry, WSM, Nashville
Storer, George, WSPD, Toledo
Street, Robert A., WCAU, Philadelphia
Streibert, Theodore, WOR, New York
Stringer, Arthur, NAB, Washington
Strotz, Sidney N., NBC, Chicago
Summerville, Wm. H., WWL, New Orleans
Sutton, G. O., Washington
Sutton, L. S., Washington
Sykes, Judge Eugene, Washington
Symons, T. W., KXL, Portland, Ore.
Symons, T. W. Jr., KXL, Portland, Ore.

Taft, H. Jr., WKRC, Cincinnati
Tapp, Jay E., KGER, Long Beach, Cal.
Taranto, Almen V., W. Esty Co., New York
Taylor, O. L. Ted, KGNC, Amarillo, Tex.
Tenney, Walter I, Radio Adv. Corp., New York
Thomas, Lloyd C., KGFW, Kearney, Neb.
Thompson, Griff, Westinghouse stations, Philadelphia
Thompson, Roy F., WFBG, Altoona, Pa.
Thompson, W., KROY, Sacramento, Cal.
Thomson, Roy H., CKGB, Timmins, Ont.
Thornburgh, Don W., KNX, Los Angeles
Thorwald, John, Park Cities Broadcast Corp., Dallas
Thurston, E. W., Western Elec., Kearny, N. J.
Tibbals, Walter A., BIOW Co., New York
Tincher, Robert R., WNAX, Yankton
Tips, Kern, KPRC, Houston
Tompkins, Florence A., New York
Tompkins, Merritt E., Broadcast Music Inc., New York
Torge, George R., WBEN, Buffalo
Townsend, Edward S., Ed. S. Townsend Co., S. F.
Tozier, Cliff, W9XA (FM), Kansas City
Trammell, Niles, NBC, New York
Twamley, Edgar H., WBEN, Buffalo
Tyson, Leo B., KMPC, Beverly Hills

Uridge, Owen F., WJR, Detroit

Vance, Harold C., RCA, Camden, N. J.
Voynow, Edward E., Edward Petry & Co., Chicago

Wagner, James A., WHBY-WTAQ, Green Bay, Wis.
Wagstaff, W. E., KDYL, Salt Lake City
Wailes, Lee B., Westinghouse Stations, Philadelphia
Wall, H. G., WIBC, Indianapolis
Wallace, Forrest P., WWJ, Detroit
Wallace, James W., KVI, Seattle
Walker, Marion, KHUB, Watsonville, Cal.
Walters, Howard V., KDON, Monterey, Cal.
Warner, E. N., KLS, Oakland, Cal.
Warner, Louis, Lewis Warner Inc., Spokane
Warner, Florence, Spokane
Warner, Stafford W., KLS, Oakland, Cal.
Warren, Selleck B., KTSW, Emporia, Kans.
Warren, Wm. W., KOMO-KJR, Seattle
Warrick, Dupuy G., KMBC, Kansas City
Watson, L. L., WBAL, Baltimore
Webb, Frank V., KTMS, Santa Barbara, Cal.
Weber, Fred, MBS, Chicago
Weed, Joseph J., Weed & Co., New York
Weed, Neal, Weed & Co., Chicago
Welland, Lenore, Kinston, N. C.
Wellend, Jonas, WFTC, Kinston, N. C.
Weiss, Lewis Allen, KHJ, Los Angeles
Wentworth, Ralph C., Lang-Worth, New York
West, Wm. H., WTMV, E. St. Louis, Ill.
Westlund, Art, KRE, Berkeley, Cal.
Wetzel, Maurice, NBC, New York
Wheelahan, Harold, WSMB, New Orleans
White, Paul, WABC, New York
Whitehead, Ed A., Gen. Elec. Co., San Francisco
Whitmore, Chas. A., KTKC, Visalia, Cal.
Whitmore, W. E., KGFL, Roswell, N. M.
Wilder, Harry C., WSYR, Syracuse
Willets, H. N., West. Elec., Kearny, N. J.
Williams, Edna, Columbia Pictures, Los Angeles
Williams, R. B., KVOA, Tucson
Williams, Mrs. R. B., Tucson
Wilson, Howard H., Howard H. Wilson Co., Chicago
Wilson, L. B., WCKY, Cincinnati
Wolcott, Frederick, Silfillas Bros., Los Angeles
Woodling, M. F., KHSL, Chico, Cal.
Wooten, Hoyt B., WREC, Memphis
Wyler, Karl O., KTSM, El Paso
Wylie, Cole E., KVOS, Bellingham, Wash.
Wylie, Margaret, J. Walter Thompson Co., Chicago

Yocum, Ed, KGHL, Billings, Mont.
Yocum, Mrs. Ed. Billings, Mont.
Yoder, Lloyd E., KOA, Denver
Yoder, Mrs. Lloyd E., Denver
Young, Geo. W., WDGY, Minneapolis

Zimmerman, Ed, KARK, Little Rock, Ark.
Zimmerman, Mrs. Ed, Little Rock, Ark.

Copyright Ruling

COPYRIGHTED radio talks are entitled to protection from infringement "even though the talks are for advertising purposes", according to Federal Judge John C. Knox in rendering a statutory decision July 25 awarding $250 damages to Nell Vinick, radio lecturer on cosmetics, against Charm Publications. The court held that the defendant in September, 1937, infringed two of Miss Vinick's talks, given on WOR, Newark, in its magazine *Real Charm*, adding that the infringement was done unwittingly.

FOR visiting broadcasters who had attended the NAB convention and were en route to their respective homes, the Southern California Broadcasters Assn., Los Angeles, on Aug. 9 staged a cocktail party and reception, with more than 250 broadcasters and guests attending. The party was arranged by Harry W. Witt, CBS Hollywood sales manager, president of SCBA.

FDR vs. Willkie—A Battle of Voices

Two Powerful Speakers To Meet in Autumn Campaign

By DR. HENRY LEE SMITH

DR. SMITH, a speech expert, is conductor of the unique MBS audience participation program 'Where Are You From?' in which he detects from speech quality and inflections the section of the country whence his guests come. He is a former instructor in speech at Columbia University, who soon will take charge of the public speaking classes at Brown University. Because of the current interest in the political campaign, particularly in the radio personalities of the candidates, BROADCASTING asked Dr. Smith to write this appraisal of their speech.

TWO MEN of extraordinarily compelling personalities are now "selling themselves" to the people of these United States, trying each in his own way to convince you and me and the other fellow that he is the man for the job of President.

In this big selling job, voice is one of the most important weapons, if not the most important—not only because the voice, through the all-covering power of radio, can reach every American voter intimately and forcefully, but because the voice, more than anything else, is the most persuasive indication of a man's personality, and even to some extent, of his ability.

A man's looks, his manner of dress—these are important. But more important are what he says, *and the way he says it.*

20th Century Mood

It's old stuff by now that Franklin Delano Roosevelt is the greatest public speaker in the nation. No doubt about it: he's tops in speech, on or off the air. More than that, by his development of the "fireside chat" technique he has effected a one-man revolution of modern oratory.

Largely because they have been impressed with the effectiveness of the Rooseveltian radio way, the old school of political orators have abandoned bombast rhetoric and the grand eloquent platform manner for the informal, conversational person-to-person technique demanded by the microphone. Daniel Webster and William Jennings Bryan were the oratorical heroes of the 19th century; Franklin D. Roosevelt is the oratorical model of the 20th century.

Perhaps, consciously or unconsciously, Wendell L. Willkie has been affected by the Roosevelt approach to public speaking. In any case, in Willkie, Mr. Roosevelt has an opponent with an equally vigorous and colorful personality, one who knows how to make that personality come across over the air. Both are master salesmen. Neither party could have selected, from all their possible nominees, men better equipped to win friends and influence votes through the effectiveness of their radio personalities.

Willkie has a splendid general American voice. If you listen carefully, you will note in his speech pattern certain elements of both Eastern and South-Midwestern coloring. The Eastern influence, I suppose, can be traced to his long residence in New York City. However, I certainly would not advise Mr. Willkie, or anyone who wanted to speak effectively, to attempt to erase all regional characteristics from his speech. A certain amount of localism adds flavor and personality to a man's voice. It is an asset rather than liability.

If you are interested in spotting the "Where Are You From" giveaways in Willkie's speech, notice how he pronounces words like "any", "many" and "on". His pronunciation of such words is typically Midwestern—Southern Indiana and Ohio. On the other hand, although the President's speech most clearly represents a universal standard and non-regional ideal of English speech, one can still spot obvious regionalisms in his speech. For instance, the way he pronounces "wholly" as "hully" is common to certain sections of New York State and New England.

Willkie Habits

On the whole, I would say that Willkie is not as polished a speaker as the President. For instance, his t's, d's, and p's are not articulated with what many trained speakers would consider accuracy. Yet, if Willkie were to consult a good speech coach, I doubt if the voice expert would advise him to polish up his diction, and to avoid slurring his consonants the way he does.

I believe the speech coach would agree that these slight slurrings are too integral a part of Willkie's speech personality. This slight carelessness in diction is an element in the casualness and pleasant informality of his speech. They might be considered to be a part of his vocal charm. The slurring of the consonants is a kind of vocal counterpart of Willkie's well-known boyish lock of hair over the eye that shows up in his photographs.

Years of Experience

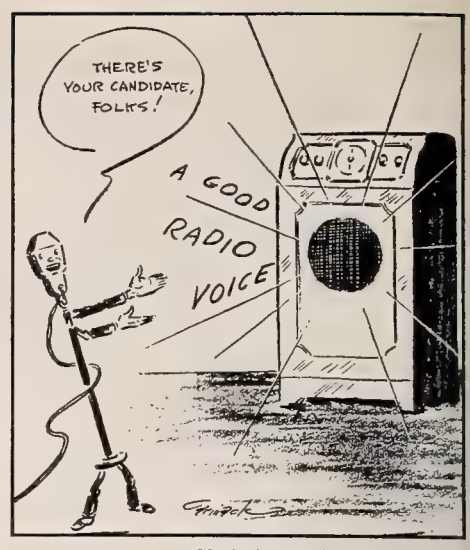
Naturally, because Mr. Roosevelt is a far more experienced public speaker than Willkie, he has more finesse. FDR has developed his masterly command of voice through long years of public speaking in all sorts of situations before all sorts of audiences. Excellent as Willkie's voice is, it can become better only through more practice. He is starting to get this practice now. In a short time, as the campaign really gets under way, he should develop a greater surety—even more poise and command of situations. Meanwhile, he has not yet reached his maximum efficiency as a public speaker.

But Willkie needs no voice lessons, no speech coaches. His faults are minor, and he himself could give lessons to many of our political speakers. If he has any major weakness in speech, I would say it is this: He is still not as good a reader as he might be. When he reads from a prepared script, although his delivery is good, there is still some suggestion of reading, a hint of the fact that the speech is being read. The printed page seems to put a bit of a barrier between him and his audience. When Roosevelt reads a speech, it sounds as if he were saying this thing, then and there, for the first time.

Wants to Ad Lib

In short, Willkie seems to be somewhat inhibited by a script. He appears to have a great deal of natural exuberance which comes through in his voice, although restrained by the script. When I listen to him, I sense the feeling that he would be more at ease ad-libbing, that he would like to toss the script away, and say what he has to say in his own way, without resorting to print. Perhaps in the course of the campaign, we may find Willkie dispensing with script on many occasions.

At any rate, it will be a tremendous campaign with these two great Americans—and great speakers—competing for the attention and votes of their fellow countrymen. It's going to be a verbal battle of giants!

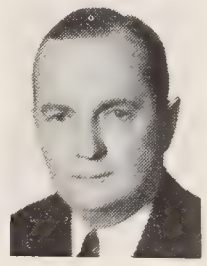


Christian Science Monitor

THORNBURGH-WILLKIE BUDDIES

CBS Vice-President and GOP Presidential Nominee —Cronies From World War Days—

RAY TUCKER, McClure Syndicate columnist, is authority for this story which Wendell L. Willkie verified while he was in Washington just after his nomination by the Republicans.



Mr. Thornburgh

As Tucker relates it, three Indiana boys were serving in the Army together during the early stages of World War I at the School for Specialized Arms, both at Harvard and Fort Sill. One was Willkie, the second was Frank Hall, now an editor of the National Catholic News Service in Washington—and the third was radio's own Donald Wayne Thornburgh, a native of Indianapolis, now CBS vice-president for the Pacific Coast.

It was natural that they should pal around together and, although heading for the battlefield, some of their barrack room talk turned to speculation on their post-war careers. All of them planned to return to an Indiana city of 50,000 to 100,000 and, with the spirit of youth, they wanted nothing but to take it over in a big way. So they agreed:

Willkie was to run first for Mayor, and then for Congress. Hall was to become owner of the local newspaper, which was to be Willkie's backer. Thornburgh, then in his early twenties, was to go into industry and become the city's leading civic figure.

By controlling the political machine, the newspaper medium (radio was then undreamed of) and industrial interests, and by joining Rotary, Lions, Kiwanis and all that, they intended to run their city. Nothing sinister about it, of course; with their youthful zeal, they knew they would make it a model community.

How their dreams turned out is well-known. They are still fast friends.

Buying WDLP Control

CONTROL of WDLP, Panama City, Fla., will be acquired by the John H. Perry newspaper interests if the FCC authorizes a stock transfer for which application was made Aug. 5. Bay County Publishers Inc., publishing the *Panama City News-Herald*, seeks to acquire the 18% stock interest of W. J. Cook, local auto dealer for $3,600. The newspaper firm already owns 48½% of the stock, having recently bought out the holdings of E. D. DeWitt, retired newspaper broker. Philip A. Roll, an attorney, will retain his one-third interest in the station, which recently began operation.

TO SYMBOLIZE the "spirit of radio", a model depicting the world reaching for radio was presented to the NAB at its closing session in San Francisco Aug. 7 by WMAZ, Macon. The figure, developed by a Macon sculptor, was presented in behalf of E. K. Cargill, president of WMAZ, by Wilton E. Cobb, of the station's staff.

Ladies and Gentlemen, the President . .

It Sounds Easy, but Radio Pickups Require Elaborate Preparation

By LEWIE V. GILPIN

BROADCASTING technique in covering Presidential doings has established itself as a unique function in both radio and journalism.

The matter-of-fact handling and reception of a fireside chat or a Chicago "quarantine" speech is a far cry from KDKA's 1920 broadcasts of Harding-Cox election returns. By this time, through its constant application in the radio-wise Roosevelt Administration, the technique has become so much a regular part of radio that its steps can be visualized even by a layman.

However, the layman has come to take radio's on-the-spot coverage so much for granted that he might come to believe microphones just grow where the President appears. He likely does not try to fathom the endless preparation by national networks to present maybe a dozen hours of Presidential broadcasting a year.

Everything Clicks

For there must be endless preparation and constant readiness, although arrangements for an individual broadcast are made simply enough. The technique has been worked out to a point where, starting absolutely from scratch, the President probably could be on the air in something less than 10 minutes if the occasion demanded.

The ball starts rolling for a Presidential broadcast when Steve Early, White House press-radio secretary, indicates to network officials in Washington that the President is planning a radio message. He merely states the date and estimates the time it will consume. No specific hour is requested. This is left up to the networks to determine among themselves—to find an hour that will interfere as little as possible with commercial schedules and still yield a full audience. Once the time is agreed upon, the White House and affiliates of each network are notified immediately.

Gadgets Galore

The job of handling Presidential broadcasts, both at the White House and on the road, is specialized. The present Presidential announcers and engineers—Carleton Smith and Albert E. Johnson, NBC; John Charles Daly and Clyde Hunt, CBS; Walter Compton, Richard L. Jevons and William Cornell, MBS—all have been on their job a long time. During each fireside chat these crews are at their stations in the Oval Room of the White House. Whenever the President takes a trip of any consequence, whether to Hyde Park or Warm Springs or the Pacific Coast, the announcer-engineer teams of CBS and NBC go along on the Presidential Special.

Duplicate equipment is used by each network on all Presidential broadcasts. Each has two microphones on the desk and two sets of pickup equipment, plugged into wire connections with the master controls of the Washington affiliates —WRC-WMAL, WOL, WJSV. So far this protection against equipment failure has been called into action only once—last December, when a tube in NBC equipment burned out just before President Roosevelt went on the air during ceremonies at the lighting of the national Christmas tree in Washington. Control operators at WRC-WMAL caught the sound break and switched in the emergency line in a few seconds.

The Oval Room is a beehive on fireside chat night. In addition to plush-curtained cubicles for each of the announcers and stacks of pickup equipment, the room is cluttered with paraphernalia of a dozen or more newsreel cameramen—cameras, sound devices, lights and cables. Each of the booths has a one-foot window through which announcers can watch their engineers. The networks agree, before the broadcast, how much time will be taken for the preliminary announcement—generally worked out so carefully that all three finish simultaneously in their separate booths.

Usually about 10 minutes before the broadcast, an attendant announces: "The President". All work stops and every one rises. After President Roosevelt has taken his seat at the desk, last-minute preparations resume. As broadcast time approaches, the announcers go to their booths. No hand signal is given the President. He hears the mumble of their "presentations", and when the sounds cease, he begins, "My friends . . ."

An Engineer's Delight

Much has been said of President Roosevelt as a radio personality. The people who work directly with him on his broadcasts pay him tribute beyond just saying he sounds good. They point first of all to his cooperation with the radio boys in the technical job of putting his voice on the air, paying attention to microphone angles and such. He is an engineer's delight as a radio voice — the modulation and pitch of his voice is such that there is virtually no need to touch the controls to remedy peaks and valleys. Then too, they point out, his sense of timing is reliable, with his speeches generally ending "on the nose", except when he inserts an ad lib paragraph or two.

White House broadcasts now erate under a well-established r tine. Covering Presidential to particularly the long ones, is other matter. Radio men aboar Presidential Special, although t may handle only one broadcas day or less, have their hands most of the time. Pity the poor en neer who has to shepherd pounds of equipment, literally sle ing with it in his compartment. this results from the rule follo by NBC and CBS that netw broadcasts of the President are be handled by network represen tives rather than local stations.

Ordinarily as the Presiden Special highballs from point point across the country, the Pr dent appears for frequent platfo speeches. Although these are handled by the networks, which worked out a complete schedule their pickups long before the t started, they may be picked up local stations. At these times network representatives gener either volunteer or are called u to aid local announcers in ident ing members of the party and r even make guest appearances at affiliate's microphone.

During a cross-country jaunt, President may deliver several dresses to be carried by the works. Elaborate preliminary p arations are made in advance each speech-stop. But with all t it is still up to the traveling work crew to unload several h dred pounds of equipment the ment the train stops, hightai to the auditorium or stadium have everything working by time the President arrives. Th have been times when engin have disembarked in a suburb then raced by car or truck to origination point, rather than fi ing through crowds and traffi the station. Motorcycle escorts fine, but if they're not availa it's nonetheless imperative that crew get on the spot on time.

Motorcycle escorts, say the b are not always so efficient. O

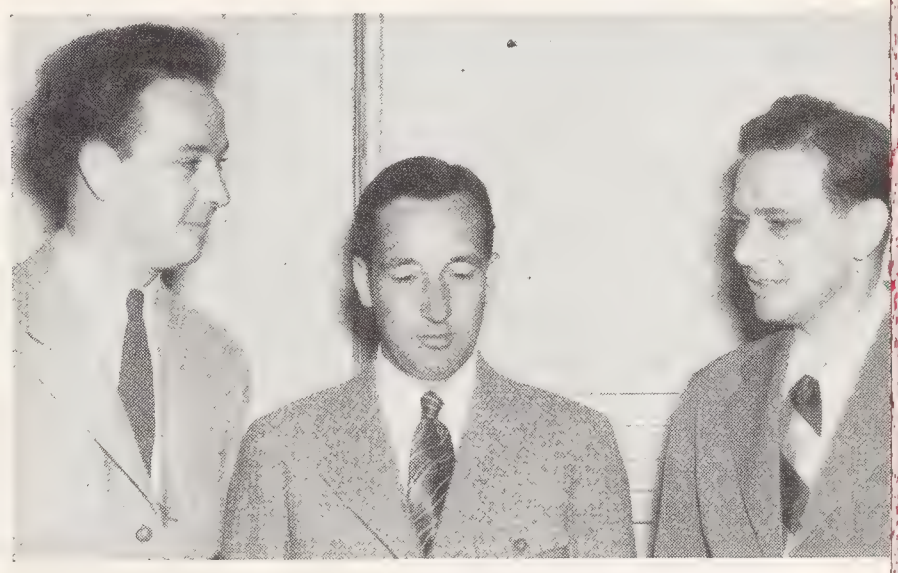
(*Continued on page 64*)



WITH serious mien President Roosevelt faces a battery of network microphones as he broadcasts to the nation. Whether the President voices a fireside chat or a birthday greeting, six microphones (three shown here) range before him on the desk—two for each of the national networks—which with duplicate pickup equipment guard against the possibility of a technical failure in White House broadcasts.

Must Buy Time

FIRST sponsored programs ever to emanate from the White House will probably be the political campaign speeches of President Roosevelt, who has indicated his intention of staying in Washington during most of the campaign rather than taking to the road. After the acceptance speeches in mid-August of both candidates, tradition — accepted by all parties — calls for all campaign speeches on a sponsored basis. Mr. Roosevelt as President thus becomes distinct from Mr. Roosevelt as candidate, whether he speaks from his accustomed White House desk or from any other point, and all his speeches that are political in nature must be paid for by the Democratic National Committee.



VIRTUALLY every American is familiar with the voices of this tr the Presidential announcers of the three national networks. Cha are they're talking about fishing or Washington's summer heat, but dinarily when they get together their thoughts are of greater mor as they prepare to present the President to his vast radio audien John Charles Daly, CBS; Carleton Smith, NBC; Walter Compton, M

andards Group lots Course for elevision Setup

, Jett Offer Cooperation of C in Industry Study

ACCORDANCE with the FCC um that the television industry t agree on basic standards for ure transmission and reception ore any commercialization of art will be permitted, the Na- al Television Systems Commit- on July 31 held its organization ting at the Roosevelt Hotel in York to appoint subcommit- which will immediately begin lying the various individual ses of the complete problem standards.

While no time limit was set for pletion of the task, the com- tee's chairman, Dr. W. R. G. er, manager of the General ctric radio and television depart- t, charged the group that "time a very essential factor".

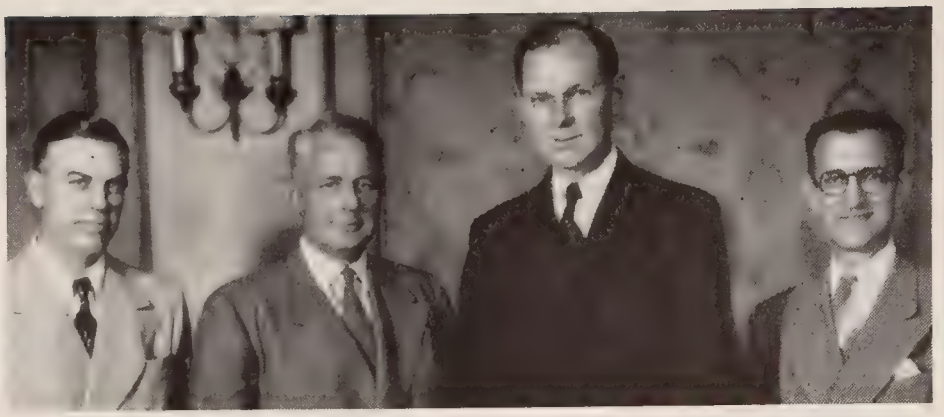
It is this balance between time the merit of the system which rest on the standards you mulate that offers a real chal- ge to the committee", he said.

Fly's Promises

CC Chairman James Lawrence , chief speaker of the session, ured the committee of the lehearted cooperation of the C, but told them the Commis- n could not now set any date for commercial operation of tele- on, as it is depending on the mittee to do that job.

ecommending a program of dy, consultation and joint re- rch, Mr. Fly said, "I think we ee that standards heretofore gested are not adequate. But ave no doubt that a satisfactory of standards can and will be eloped." The FCC is imposing limitations on the scope of the dy, he stated, adding that color evision might be included, if the up thinks it desirable.

Explaining that the problem is 'double-barreled one", in which perimentation in actual televi- n broadcasting is as important laboratory research, Mr. Fly d he expects a number of video tions to start in the near future l that as far as the FCC is con- ned "the more the merrier".



BIGWIGS participating in activities centering on the organization meeting of the National Television Systems Committee, held July 31 in New York, included these four—(l to r) E. K. Jett, FCC chief engineer; J. S. Knowlson, president, Radio Manufacturers Assn.; Chairman James Lawrence Fly, FCC; Dr. W. R. G. Baker, RMA engineering director.

"But there will be no squatting on the wavelengths, which are public domain," he continued. "We will not grant the applications of every Tom, Dick and Harry who wants to get in on the ground floor and just sit until the going is good. Whoever goes in must be ready to do a substantial job."

Any and all the data which the FCC has collected on television is at the disposal of the committee, members were told by E. K. Jett, FCC chief engineer, who complimented the group on its qualifications for making the studies necessary to formulation of standards and expressed the hope that when it makes its recommendations to the FCC, "they will truly represent the industry as a whole". He asked for recommendations by fall, or mid-winter at the latest.

In opening the meeting, J. S. Knowlson, president of Radio Manufacturers Assn., under whose auspices the NTSC was organized, asked the members to come together "not as representatives of warring commercial interests, but as scientists, to see that television is born clean and strong and sound of limb".

In addition to Dr. Baker, the NTSC members are: Adrian Murphy, CBS; Harry R. Lubcke, Don Lee Broadcasting System; Allen B. DuMont, Allen B. DuMont Laboratories; B. Ray Cummings, Farnsworth Television & Radio Corp.; E. F. W. Alexanderson, General Electric Co.; Daniel E. Harnett, Hazeltine Corp.; John V. L. Hogan; Albert I. Lodwick, Hughes Tool Co.; Dr. A. N. Goldsmith, Institute of Radio Engineers; David B. Smith, Philco Corp.; E. W. Engstrom, RCA; Frederic C. Young, Stromberg-Carlson Telephone Mfg. Co.; John R. Howland, Zenith Radio Corp., and a representative, as yet unnamed, of Bell Laboratories.

Subcommittees and their chairmen are: System Analysis, P. C. Goldmark, CBS; Subjective Aspects, A. N. Goldsmith, IRE; Television Spectra, J. E. Brown, Bell Laboratories; Transmitter Power, E. W. Engstrom, RCA; Transmitter Characteristics, P. T. Farnsworth; Transmitter - Receiver Coordination, I. J. Kaar, General Electric; Picture Resolution, D. E. Harnett, Hazeltine; Synchronization, T. T. Goldsmith, DuMont; Radiation Polarization, D. B. Smith, Philco.

Defense Report on Joint Nets

ALL SEVEN members of the National Defense Advisory Commission appeared Aug. 8 on a special half-hour program carried jointly by CBS, NBC and MBS, discussing the work and problems of their individual departments. The group were interviewed and questioned on defense accomplishments by a group of network commentators—Albert Warner, CBS, Earl Godwin and Baukhage, NBC, and Fulton Lewis jr., MBS. The seven commission members participating were Ralph Budd, in charge of transportation; Chester C. Davis, agriculture; Harriet Elliott, consumer protection; Leon Henderson, statistical studies of prices; Sidney Hillman, employment policies; William S. Knudsen, production; Edward R. Stettinius Jr., raw materials.



ARTING the technical course of television for years come, these 15 broadcasting and manufacturing representatives, members of the RMA-sponsored National evision Systems Committee, held an organization eting July 31 in New York. In the bottom row o r) are John V. L. Hogan, representing consulting ineers; B. Ray Cummings, Farnsworth Television adio Corp.; Dr. A. N. Goldsmith, Institute of Radio gineers; Chairman W. R. G. Baker, director of RMA engineering department; Harry R. Lubcke, Don Lee Broadcasting System; Albert I. Lodwick, Hughes Tool Co.; Dr. E. F. W. Alexanderson, General Electric Co. Standing (l to r) are John R. Howland, Zenith Radio Corp.; Adrian Murphy, CBS; E. W. Engstrom, RCA; Frederic C. Young, Stromberg-Carlson Telephone Mfg. Co.; Daniel E. Harnett, Hazeltine Corp.; A. A. Oswald, Bell Telephone Laboratories; David B. Smith, Philco Corp.; Allen B. DuMont, Allen B. DuMont Labs.

Television Grants Awarded by FCC

Two Paramount Subsidiaries Are Among New Grantees

TWO WHOLLY-OWNED subsidiaries of Paramount Pictures, which in turn has substantial stock interests in DuMont Laboratories, were among the additional grantees of construction permits for television stations announced Aug. 5 and 6 by the FCC.

They are Balaban & Katz Corp., Chicago, operator of movie houses, and The Television Productions Inc., Los Angeles, formed as a subsidiary. The former was assigned Channel No. 2 (60-66 mc.) in Chicago; the latter Channel No. 4 (78-84 mc.) in Hollywood. Both will use 1,000 watts for both aural and visual signals.

NBC obtained its full quota of three stations, limit allowable under the new rules, when the Commission assigned it Channel No. 2 in Washington and Channel No. 7 (102-108 mc.) in Philadelphia, both with 1,000 watts. NBC elected to erect the station in Philadelphia in lieu of the one originally projected for Chicago, and the grant was labelled tentative and experimental "as it appears that the Philadelphia station will make possible a more concentrated study of television systems by the entire RCA research organization." Previously NBC was assigned Channel No. 1 (50-56 mc.) in New York, where W2XBS has been shut down for reconstruction [BROADCASTING, Aug. 1].

In addition, the Commission modified the license of W9XZV, of Zenith Radio Corp., Chicago, permitting it to use Channel No. 1 (50-56 mc.) on an experimental basis with 1,000 watts.

W3XEP, operated by RCA Mfg. Co., Camden, N. J., and W3XE, of Philco Radio & Television Corp., Philadelphia, were authorized to utilize Channel No. 3 (66-72 mc.) for research and engineering experimentation.

On July 17 and 25 the Commission made its first regular television grants, authorizing stations to be erected by NBC in New York; CBS, New York; Don Lee, Los Angees and San Francisco; DuMont, New York and Washington; WCAU, Philadelphia; Purdue University, West Lafayette, Ind.; University of Iowa, Iowa City [BROADCASTING, Aug. 1].

Problems of Television Discussed at Convention

WITH approximately 40 NAB delegates present, an evening session on television was held Aug. 6, with Lynne C. Smeby, NAB director of engineering, presiding. The session was confined almost wholly to technical and semi-technical discussions by the two speakers—Ted Smith, RCA manager of television transmission sales, and Harry Lubcke, Don Lee director of television. A planned demonstration was not held because of the difficulty in setting up equipment.

Mr. Smith discussed "Apparatus Requirements for Television Stations". Slides depicted diagrams of television transmitters and photos of video equipment and studios in New York. Mr. Lubcke discussed "Television Operation and Telecast Pickups".

★

HARDLY A HANDFUL

But Its OUTPUT Is 1800 Watts up to 150 MC!

★



And the air-cooled GL-8002-R puts out 1800 watts up to 120 MC.



GL-8002-R's radiator is milled from solid copper. Air passages are of uniform width for more efficient cooling. Total height, including radiator, is 5 3-8 inches; total diameter, 3 11-16 inches.

Characteristics—GL-8002 and GL-8002-R

Fil Volts.....16	Mutual Conductance ..... 8850 mmhos
Fil Current.....39 amp	Class C Telegraph Rating
Direct Interelectrode Capacitances, Approx.:	Plate Volts..... 3000
Grid to plate..... 9 mmf	Plate Input, Watts....3000
Grid to filament ...8 mmf	Plate Dissipation, Watts 1200
Plate to filament..0.5 mmf	
GL-8002—$180	**GL-8002-R—$250**

BUILT to speed the conquest of the ultra-highs, General Electric's latest are marvels of vacuum-tube design.

These tiny triodes lick many basic U-H-F design problems almost singlehanded! And they're top performers at lower frequencies as well.

Small in size, their leads are short. But, in addition—their three grid leads make possible separation of excitation and neutralizing circuits, lowering common inductance, and thereby *greatly reducing neutralizing difficulties.*

Use of center-tapped filaments permits paralleling of filament leads for low inductance r-f feed. Reduced ratings permit operation up to 200 mc air-cooled, 300 mc water-cooled.

Two GL-8002-R's are used in the final amplifiers of both the G-E 3-kw frequency-modulation transmitter and the G-E 1-kw television sound transmitter.

GL-8002 and GL-8002-R are "sister" tubes of the GL-880, GL-889, and GL-889-R—all developed and introduced by General Electric, Schenectady, N. Y.

GENERAL ELECTRIC

161-11

When you think of

NEW ORLEANS

you think of:

Delicious

CREOLE COFFEE



and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

Broadcasting's Day

(*Continued from page 19*)

NBC vice-president; Samuel R. Rosenbaum, WFIL, Philadelphia, and George W. Norton, WAVE, Louisville. Two score broadcasters watched the ceremonies from a reserved section on the Fair grounds.

W. W. Monahan, manager of the San Francisco Fair, was scheduled to speak in place of Mr. Dill, whose talk was cancelled July 31, but the networks did not carry it due to trouble on the Chicago-Washington-New York line. First trouble came at 8:25:35 and at 8:56 all three networks were cut off. Time was filled with organ music until 8:59 when the trouble was repaired and the end of Mr. Monahan's talk came through.

The program theme "I Am Radio", was interspersed throughout the one-hour seven-minute performance. Radio attainments were then recounted in a fast-moving recital in which many of radio's best known announcers and commentators participated without being identified as such. Then came, in rapid succession, the voices of some of radio's top-flight performers, each in turn congratulating radio. These included Orson Welles, Morton Downey, Hedda Hopper, Gene Autry, Kay Kyser, Col. Stoopnagle, Virginia Rae, Ted Husing, Craig Earle, James Melton, Gertrude Berg, Maj. Bowes, Dorothy Gordon, H. V. Kaltenborn, Lucille Manners, Ray Perkins, Graham McNamee, Jessica Dragonette, Clifton Fadiman, Tommy Riggs, Kate Smith, Paul Whiteman, and the Lone Ranger.

There followed the tributes to American radio from the church. Speaking from New York were Dr. Walter W. Van Kirk, executive secretary of the Federal Council of the Churches of Christ in America; Rev. Father Bryan McEntegart, speaking for Archbishop Spellman of New York, and Rabbi Jonah B. Wise.

Applauding radio in the name of 43.000,000 American Protestants Mr. Van Kirk said that American radio has been used to draw Catholic, Jew and Protestant "closer together and not to separate us". Father McEntegart praised the religious section of the NAB code and expressed thanks for "a free system of radio in this country which has been quick to recognize its obligations, which has been tolerant of those who have abused its precious gift, yet considerate of the varied religious groupings of 130.000,000 Americans * * *". Rabbi Wise observed he could not think of any other device which reaches so many people yet contrives to serve all groups without stirring up anamosity. This, he said, was a tribute not only to "our American sense of sportsmanship but also to the American system of broadcasting".

Child Programs Praised

Unstinting praise for the NAB code and what it has wrought in improving children's programs and generally elevating standards come from Mrs. Harold Vincent Milligan, chairman on the Radio Council on Children's Programs, who said that Americans may well congratulate themselves "that our freedom and the freedom of our children have been so ably safeguarded by the intelligent and far-seeing code of the NAB." In this day of preparedness against the rule of force and aggression, she said one of the greatest weapons of American defense "is our free and unprejudiced medium of radio."

Radio, Mrs. Milligan added, is "serving—not enslaving—the American people, and the code of the NAB as an expresion of popular democratic will, has become as vital to free discussion in America as the Bill of Rights is to American liberties."

Following the address of Chairman Fly, AFL President William Green speaking from Washington, said:

"Free speech has been implemented by radio into one of the most powerful weapons at America's command for the preservation of democracy. Through the medium of the radio the American people have learned of the treachery that underlies Communism, Nazism and Fascism. They know now beyond question that these systems enslave those who come under their power. Organized labor stands or falls by democracy. Like any other free movement, it cannot exist under dictatorship. The millions of working men and women, who have gained economic and social security, through organization into trade unions therefore owe a great debt to the radio for strengthening America's determination to resist at any cost the enemies of democracy."

Quincy Howe, of the American Civil Liberties Union, praised the action of the NAB in the code provision not to sell time for the dis-



GUESTS OF WAAT, Jersey City, were nine beauties from each of New Jersey's counties during New Jersey Day at the New York World's Fair. They were wined and dined with Gov. and Mr. Moore, then pretty Bonnie McCarron, of Jersey City, was picked as "Miss New Jersey Network". She is here shown being interviewed by Paul Brenner, the program being keyed by WAAT to the hookup including WCAP, Asbury Park; WBRB, Red Bank; WCAM, Camden.

cussion of controversial issues, but rather to give it away. Under it he said Americans are "still free to speak their minds," and that "this is the blood of democracy".

BMI Exploited

Dr. John W. Studebaker, U. S. Commissioner of Education, speaking from Wilmington, Del., described education by radio today as a "going concern". He said it has made the American people better informed about their Government and the problems their Government faces than they have been at any time in all history. Education shares with American Freedom of Radio another goal—"Freedom to Learn", Dr. Studebaker declared. "Through our American way, radio extends the freedom to learn to every man, woman and child with ears to learn," he said.

A preview of a musical number produced by Broadcast Music Inc., was given the gigantic "Broadcasting's Day" audience from San Francisco, when "High on a Windy Hill" was performed for the first time. Throughout the musical program, ASCAP compositions were avoided, save for one or two instances.

Dr. John S. Young, director of radio and television for the New York Fair, and R. C. Coleson, director of radio for the San Francisco Exposition were masters of ceremonies. William S. Rainey, former NBC production chief, produced and directed the broadcast. Ed Kirby, NAB public relations director was responsible for development of the observance.

THE SHOW WENT ON
But Union Troubles Harassed Broadcasting's Day

DESPITE eleventh-hour complications occasioned in part by demands of union musicians, observance of "Broadcasting's Day" at both the New York and San Francisco fairs took place Aug. 3 with drastic changes not discernible to the listening audience.

The San Francisco local, despite a previous clearance from James C. Petrillo, AFM president, refused to permit the San Francisco Symphony to participate unless a 50-piece standby orchestra was employed. As a consequence, the San Francisco Exposition staff orchestra, led by Jack Joy, was ushered into service on short notice.

Because of difficulties over an orchestra for John Charles Thomas and lack of time for rehearsal (plus certain union demands for compensation) rendition of a new tone poem, "A More Perfect Union", also was eliminated from the program. The poem was written by Carl Haverlin, public relations director of Broadcast Music Inc.

The program itself, due to the necessity for hasty revision, ran seven minutes overtime.

FRANK BURKE, producer of CKLW, Windsor, is fostering the sale of Hitler "Lick 'im" penny stamps, in conjunction with various service clubs. The proceeds of the stamp sale go to various auxiliary units for war services, and listeners buying the stamps for placing on their stationery and back of envelopes are helping to "stamp out Naziism".

Grove Spot Shift

GROVE LABORATORIES, St. Louis, has appointed J. Walter Thompson Co., New York, to handle spot radio advertising for Bromo-Quinine, while Stack-Goble Adv. Agency, Chicago, continues in charge of the company's network advertising. Linnea Nelson, radio time buyer of J. Walter Thompson Co., is touring key cities on her way home from the NAB convention in San Francisco to survey time available on local stations for a national spot campaign for Bromo-Quinine.

Malt-O-Meal on 40

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), on approximately Sept. 28 will start a schedule of 10-weekly 50-word chain break announcements on 40 stations in Pennsylvania, Ohio, Indiana, Michigan, Kentucky, Illinois, Wisconsin, Minnesota, Iowa, Missouri, Kansas, Oklahoma, Texas, Arkansas, Louisiana, California, Oregon and Washington. Contracts will be for 23 weeks. H. W. Kastor & Sons, Chicago, handles the account.

Perko Tests on Two

ARMOUR & Co., Chicago, is currently running a test campaign of thrice-weekly quarter-hour man-on-the-street programs on behalf of its flake soap, Perko. *Mrs. Toledo Perks Up* is being heard on WSPD, Toledo; *Bring Home the Groceries* is on WSBT, South Bend, Ind. Additional stations will be added in the fall. Lord & Thomas, Chicago, handles the account.

General Mills Ascribes Success to Advertising Directed at Consumer

GENERAL MILLS, Minneapolis, one of radio's biggest advertisers, and its subsidiaries recently reported consolidated net profits for the fiscal year ended May 31 of $5,639,274, equal, after dividend requirements on the preferred stock, to $6.61 a common share. This compares with a net profit of $6,451,226, or $7.69 a share for the preceding fiscal year, according to the report issued July 31 by James F. Bell, chairman of the board.

General Mills, which in 1939 spent more than $2,400,000 for network time in addition to sponsoring baseball, football and other spot advertising, is currently sponsoring *Jack Armstrong* for Wheaties, *Beat the Band* for Corn Kix, and *Hymns of All Churches* for Gold Medal Kitchen Tested Flour on NBC, and *Beyond These Valleys* for Gold Medal flour and *By Kathleen Norris* for Wheaties on CBS. It is also promoting its products by sponsoring, either alone or in cooperation with other advertisers, play-by-play baseball in 50 cities.

Touching on the financial record, Mr. Bell said:

"The ready acceptance of the company's products has been advanced by the maintenance of its policy of aggressive advertising and promotion directed chiefly to the consumer."

OSCAR KRONENBERG, formerly with WARD, Brooklyn, heads Butler Broadcasting Corp., applicant for a new 250-watt station on 1420 kc. in Hamilton, O.

WCAU
PHILADELPHIA
50,000 WATTS
CBS

The most popular station in a market of 6,500,000 people... proved by successive surveys over a period of 10 years

A CLEAR CHANNEL TO SALES

RESU

ARE INSURED T

ADVERTISER

FIFTY DA

COLUM

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THE

WHEN IT'S

AND

BIG Programs

in Watts

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National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager
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Radio's Redemption

IT WAS LESS than three years ago that the broadcasting industry was in the wilderness. Dissension, back-biting and unrest were the order. The industry was the easy prey of any clique or group that thought it had something to sell. Politicians were making life miserable, and the outlook was black.

It was then that a small group of broadcasters, almost in despair, set out to reorganize the industry's trade association, and seek to have all broadcasters rally under the banner of a new trade group. Just two years ago, in pursuance of that plan, Neville Miller, the noted former flood mayor of Louisville, took over the NAB helm.

The answer to the wisdom of the action of that broad-visioned committee of broadcasters was amply demonstrated at the San Francisco convention of the NAB, for never before has the industry shown such force and unanimity in meeting its pressing problems.

Actually, there was only one big issue before the convention—copyright. All others melted as the convention plowed through an agenda without a single dissent. These are no times for quibbling, the delegates agreed. Pledges were made to give to our Government every ounce of support of which the industry is capable in its national defense planning. The self-regulation code, sorespot of a year ago, was endorsed with general enthusiasm.

After renewed assurances from responsible government spokesmen—Presidential Secretary Stephen T. Early and FCC Chairman James Lawrence Fly—that Radio by the American Plan is not threatened, the convention got down seriously to its prime problem, copyright.

Broadcast Music Inc., as the radio's own music supply source, was made a permanent organization. ASCAP's effort to split the industry, successful at its will during the last 17 years, was an abysmal failure. Its offer of a "measured service" method of payment, which the industry had sought for a dozen years, came too late to stem the BMI tide. ASCAP has its reward for its years of high-handed treatment of an industry responsible for the success of its composer and publisher members.

ASCAP now is committed to "measured service" by virtue of its eleventh-hour arrangement with Montana stations, devised through the good offices of Montana's Senator Wheeler. KGIR, Butte, will serve as the "per use" payment guinea pig, to test the feasibility of a plan whereby royalties will be paid on ASCAP music used, rather than on the percentage-of-station-income plan now in force, which is actually a privilege tax.

If the Montana experiment works, all stations *must* be given the same privilege (assuming they want it). The Montana arrangement carries a "most-favored-nation-clause". True competition in music will be introduced if this develops. That is all the radio users of copyrighted music want.

The whole tenor of the San Francisco convention was such that broadcasters themselves for the first time realized their industry had reached maturity and felt their own strength. Radio's "state of the nation" today is a proud testimonial to the wisdom of that little group of broadcasters who forced reorganization of their trade association two years ago and selected Mr. Miller as the industry spokesman.

'Fifth Column'

IN THESE DAYS of eager efforts to promote hemispheric solidarity in the face of the world danger, radio provides some of the more refreshing notes. Here the American broadcasters, free of Governmental restraints and in fact with the encouragement of Uncle Sam, are spending several million dollars to modernize and build up the power of their shortwave broadcasting stations with the avowed purpose of letting the world, and especially Latin America, hear the American brand of uncensored news and unfettered programs.

That they have any great chance of recapturing their investments by way of sponsored shortwave programs, now permissible, is too much to hope. This is in the dim distant future, perhaps not worth the gamble. But they are willing to "do the job" out of patriotic motives, if nothing else.

Thus, also, the CBS *American School of the Air*, one of the most important of the network educational features aimed at the classroom, will concentrate on hemispheric subjects, as reported in our Aug. 1 issue. Thus, too, NBC has just finished contributing enormously to Latin American goodwill as a result of the South American tour concluded last month by Arturo Toscanini and the 100 musicians of his NBC Orchestra, a tour undertaken with the approval not only of our Government but those of the countries visited. Throughout South America they played before wildly enthusiastic audiences, arousing what press reports described as "tremendous good feeling" toward the neighbor to the North who sent them down.

Indeed, the American Ambassador to the Argentine, Mr. Armour, called Toscanini's orchestra "the United States' fifth column". The executives who arranged the tour may well be congratulated not merely on its triumphal reception but on the great goodwill it has engendered where goodwill is wanted and needed most.

Salute to Radio

A NEW NATIONAL consciousness of radio was born Aug. 3, with the observance of Broadcasting's Day and the unveiling of plaques dedicated to a Free Radio. That the idea clicked, is evident not only from the reactions to the affair itself but from the fact that one Congressman has already introduced a resolution proposing National Radio Day as an annual event.

The one-hour program over combined networks and independent stations, featuring as it did the biggest names in public life as well as in the entertainment world, may not be remembered as the greatest of radio's extravaganzas or even as an outstanding production. Perhaps there were too many headliners; perhaps it was over-dramatized. The point, however, is that never before have so many prominent figures, representing every aspect of the American scene, participated in a tribute of such magnitude to any single industry.

President Roosevelt himself took cognizance of the importance of the occasion by sending White House Secretary Stephen T. Early to unveil one of the plaques at San Francisco. He and all of the participating leaders of Government, religion, labor, education, social welfare and industry pledged their support to a free American radio. They are *on the record* in perhaps the most remarkable testimonial to an industry ever given.

Broadcasting's Day or something like it should be observed annually, and radio has both the friends and facilities to put it over. Perhaps the original idea of two years ago, whereby radio renders an "annual report" to the public, might be readapted. When acclaim of such a character, from public and private sources alike, is unstintedly bestowed on radio, there can be no doubt that it has finally achieved a stature worthy of an annual accounting to its vast constituency.

One Big Hookup

THERE WAS A TIME when the very idea of hooking up the national networks into one big chain for a single program, except perhaps for a presidential fireside chat, was abhorrent to the network executives. It just wasn't done. Like many another synthetic bugaboo, this one has been dispelled with the growth of radio. Not only do the networks cooperate happily on big events of transcendent public interest, at the same time keeping their individual identities, but when the occasion arises they can work together for the national benefit. We refer in particularly to the well conceived and excellently done roundtable discussion over the four combined networks the other day in which all members of the Defense Advisory Commission were interviewed for a half-hour by Baukhage and Godwin (NBC), Warner (CBS) and Lewis (MBS).

Pay Our Respects To —



ROBERT EDWIN DUNVILLE

)AMON and Pythias team of ıouse and Bob Dunville, who tively direct the policy and estinies of WLW, comes forwith a glowing report on the nd winter business outlook. elf this is significant news, big Cincinnati station is one dio's bellwether outlets. It on double significance in subating bullish reports from rs and key agencies, pubin the Aug. 1 BROADCASTING.

idea that WLW would lose ıes by reason of its reduction experimental 500 kw. power ear to regular 50 kw. power, mpletely dispelled when Man-Shouse and Sales Manager lle buckled down to one of ost extensive and intensive and promotion campaigns in history. The first year of ed 50 kw. operation actually ssed the dollar volume of the ling year. Now WLW reports ord-breaking summer, 24.7% of any preceding summer, nough contracts already to insure the shattering of all us autumn and winter bill-And that includes 40% of usiness, accounts that never used WLW.

ind this remarkable record is lling genius of Robert Edwin ille, cherubic general sales ger of WLW and Mr. Shouse's hand man. Bob Dunville is f those terrific workers who es confidence in his associates mbues his staff with the same and enthusiasm he himself sses. Vim and vigor have been ief characteristics ever since w the light of day as son of a ssippi barge line operator in uis, Nov. 24, 1906.

926 graduate of the Universi-Missouri's famed School of alism, Bob Dunville immedi-went into sales work. First came advertising manager for St. Louis automobile company. w years later he joined the X sales staff under Mr. se, then manager of the CBS n in St. Louis. It was there they formed the fast friendship that has worked so well both personally and in a business way, and ever since they have been inseparable. Mr. Shouse had not taken over the general managership of WLW for more than two weeks before he called Dunville to join him.

They share the same love for boating; they drive to work in the same car; they have adjoining offices, with their secretaries seated side by side. They think alike on promotion and merchandising, yet the story goes that Dunville never mentions to Shouse, nor to anyone else, a contract he expects to get. When the big fish is landed, he reports.

The WLW duo believes that WLW's continuing success in business building has been due largely to its merchandising and promotion methods, and they claim their efforts have brought to radio many a new sponsor. "Merchandising and promotion," says Dunville, "are the only methods to follow through after the sale has been made. That is why the merchandising and sales promotion departments are under my direction at WLW. We have the most elaborate merchandising organization in the broadcasting industry, and yet our sales force is never instructed to sell time on the basis of merchandising alone, but rather strictly on the basis of facilities backed by the most extensive factual information obtainable."

Bob Dunville's ability to win and hold clients is attested by the reaction of a St. Louis merchant who, learning he was to leave KMOX for Cincinnati, wanted to open a branch in the latter city. While with KMOX he had the gratifying experience of having two competitive accounts open their books to him and give him a free hand in supervising both their advertising campaigns. On several occasions, he put shows on the air without the sponsors' knowledge, with never an objection! He knew how to do a job for them.

WLW's dynamic young sales manager was on the Missouri U swimming team when he met Edna Booter, now Mrs. Dunville. They participated in various conference meets together. They live in the Cincinnati suburb of Silverton with their three-year-old daughter, Roberta Edna, and three-month-old son, Robert Edwin Jr. His hobbies are swimming, boating and fishing. His clubs are the Hamilton Country Club, Cuvier Press Club and Variety Club.

Personal NOTES

MAJ. JOHN HOLMAN, U. S. Signal Corps reserve and general manager of KDKA, Pittsburgh, left the first week in August to attend Army maneuvers at Ogdensburg, N. Y. He will be attached to the public relations division on the staff of Lt. Gen. Hugh A. Drum, commanding general of the First Army, and will be stationed at maneuver headquarters at Ogdensburg.

HOWARD J. PERRY, former commercial manager of WTAG, Worcester Mass., who in March became manager of WCAX, Burlington, Vt., has assumed the additional duties of business manager of the *Burlington Daily News*, operator of WCAX.

LEO DOWNS, senior salesman of WIS, Columbia, S. C., has entered his candidacy as coroner of Richland County in the Democratic primaries to be held Aug. 27.

WILLIAM F. CARLEY, until recently with J. Walter Thompson Co. and formerly promotion head of NBC's M&O station department, has been named promotion and publicity director of WBT, Charlotte, N. C., according to an announcement by Manager A. E. Joscelyn. William Winter, formerly publicity director, has been named news editor of the station.

L. B. WILSON, president and general manager of WCKY, Cincinnati, and Bev Dean, promotion manager of the station, have been commissioned admirals in the Cherry River Navy of West Virginia. The Cherry River is 100 feet across at its widest point, and the navy itself is unique in that it consists exclusively of admirals and yeomanettes.

TOM HARKER, formerly with Edward Petry & Co., New York, Curtis Publishing Co., New York, and General Tire & Rubber Co., Akron, on August 5 joined the MBS New York sales staff.

LOU KEPLINGER, formerly general manager of KARM, Fresno, Cal., has been named manager of KSAN, San Francisco.

WARD INGRIM, commercial manager of KFRC, San Francisro, and Fred Crawshaw, account executive, recently returned from a 17-day flying trip in Crawshaw's plane.

CHESTER L. BLOMSNESS, formerly of KYA, San Francisco, has joined the sales staff of KE-KGW, Portland, Ore.

WILLIAM WEDDELL, salesman of NBC-Chicago, was the victim of a golfing accident on July 27 when a ball struck him below the eye, causing a gash that required seven stitches.

DR. FRANK N. STANTON, CBS New York director of market research, was guest of honor and princpal speaker at a luncheon meetng held in San Francisco on Aug. 7, during the NAB convention, which was attended by more than 100 national advertisers and agency executives. His topic was "Radio Today."

EARLE J. GLUCK, president and general manager of WSOC, Charlotte, has been called into active service as lieutenant commander, U. S. Naval Reserves, to handle enlistments in the Charlotte area and for further duty in the Charleston Navy Yard.

KENNETH KEEGAN, former advertising director of the old *Akron Times-Press*, has been named commercial manager of WAKR, Akron, soon to go on the air under the managership of Mendel Jones [BROADCASTING, Aug. 1].

A. D. WILLARD, Jr., manager of WJSV, Washington, for the second time has won the annual golfing trophy awarded by the *Alexandria* (Va.) *Gazette*.

GARY MARABLE, formerly with the *Nashville Times*, has joined the sales staff of WSIX, Nashville.

MRS. LAURA HOBSON, formerly director of promotion of *Time*, has been appointed to the newly-created post of "copy chief" of the CBS sales promotion department, according to an announcement by Victor M. Rotner, director of sales promotion.

ALFRED J. McCOSKER, president of WOR, Newark, and chairman of the board of MBS, began a three-week vacation Aug. 12 during which he will visit Rudy Vallee at his lodge on Lake Kezar, Me. and motor through Eastern Canada with his family.

JOHN COOPER, for six months news editor of WBZ-WBZA, Boston-Springfield, has been named director of publicity, news and special events of KDKA, Pittsburgh. He joined the WBZ staff last February, coming from the *Boston Transcript*.

S. W. TOWNSEND, general manager of WKST, New Castle, a lieutenant-commander in the Naval Reserve, has been on active duty at Great Lakes, Ill. His own unit, which headquarters at the Akron airport, operates NID, naval station.

MIKE WINTERMAN, new to radio, has joined KFPY, Spokane, as account executive.

JAMES ANDERSON, formerly of the *Chicago Tribune* advertising department, has joined the WGN, Chicago, sales staff.

TELEFORD TAYLOR, general counsel of the FCC, and Mrs. Taylor are the parents of a daughter, Joan Penderell, born Aug. 4. She is their first child.

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, Los Angeles, and Fox Case, CBS western division director of public relations, Hollywood, have been appointed to the California State Committee on Defense.

ROBERT D. BORLAND, since 1937 chief accountant of United Broadcasting Co., operating WHK-WCLE, Cleveland, and WHKC, Columbus, has been named assistant to H. K. Carpenter, as general manager of the Cleveland stations. It is a newly-created post, which he assumes at once.

KENNETH W. GEMMILL, formerly with the law firm of Mitchell, Taylor, Capron & Marsh, New York, has joined the RCA legal department.

GRAVES TAYLOR, head of Graves Taylor & Associates, Cleveland public relations firm, is the father of a baby, Leslie Jean, born late in July.

PAUL W. MORENCY, general manager of WTIC, Hartford, sailed for Hawaii Aug. 9 for a brief vacation following the NAB convention.

FRED BUGG will resign as manager of WTSP, St. St. Petersburg, effective Sept. 1, to undertake the construction of another station in Florida. No successor has been appointed yet.

JOHN CAMERON SWAYZE, well known in Kansas City newspaper and radio circles, on Aug. 25 is to join the news department of KMBC, Kansas City, according to an announcement by Karl Koerper, managing director of the station.

BEHIND the MIKE

GEORGE McGOWAN, formerly of KOIN-KALE, Portland, Ore., has joined KFPY, Spokane, as announcer. Perry Hilleary, formerly of KELA, Centralia, Wash., and KLO, Ogden, Utah, has also been added to the station's announcing staff. Mel Sayre, former U of Wisconsin professor, has joined the KFPY special features department.

IRWIN NAITOVE, continuity writer of WMCA, New York, on Aug. 1 married Florence Harris. They honeymooned in Panama.

OWEN CRUMP, formerly KFWB, Hollywood, writer, and now on the staff of Warner Bros. Studios, wrote the screen play, "March On, Marines", produced by the latter firm. He is currently in Fort Knox, Ky., collecting background material for the film, "The Tanks Are Coming".

WILLIAM WEAVER, former sportscaster of KDLR, Devils Lake, N. D., will return to the station in the autumn to broadcast football. Bud Donahue again has been signed for basketball.

T. ELLSWORTH STEPP, of KOA, Denver, program department, is the father of a girl born July 26.

DEAN FALLS, for the last two years conductor of the *Laugh Clinic* on KWTO, Springfield, Mo., has joined the promotion department of Purina Mills, St. Louis.

MARIDEL FRANCIS of the CBS Hollywood secretarial staff and Robert Commagere, purser on the liner *Sixaola*, were married July 29 in New Orleans.

JUSTIN BRADSHAW, formerly of KGNO, Dodge City, Kan., has joined the announcing staff of KANS, Wichita.

ELTON RULE has been named public relations and sales promotion manager of KROY, Sacramento, Cal.

CLIFF JOHNSON, program director of KOIL, Omaha, is the father of a girl born Aug. 3. Hugh Van Alstine, KOIL salesman, and Lu Search, KOIL hostess, were married Aug. 3.

HERMAN WOUK and Arnold Auerbach, New York writers on the *Fred Allen Program* for five years, have been signed by M-G-M to work on an Arthur Freed production.

HENRY HICKMAN, assistant program director of WFBR, Baltimore, on Aug. 10 married Doris L. Busick, WFBR receptionist.

EDNA STORMS, well-known in Pacific Northwest radio, is now conducting the quarter-hour program, *This Women's World*, on KFPY, Spokane.

HOWARD SNYDER, Hollywood radio writer, is seriously ill in Cedars of Lebanon hospital, with a ruptured appendicitis.

FRANKLIN LONNY STARR joins the announcing staff at WPEN, Philadelphia, coming from WDEL, Wilmington, Del.

AL COLLINS, formerly of WLOG, Logan, W. Va., has joined WSAZ, Huntington, W. Va., succeeding Joe Herget, who resigned to join WRBW, Welch, W. Va. as program director.

ROBERT GUILBERT, formerly free-lance actor and writer, has joined the WBBM-CBS, Chicago, talent staff.

VIRGINIA WILTTEN has joined the continuity department of KOMA, Oklahoma City. She was formerly with Texas State Network.

KABC Executive Changes

HARDY C. HARVEY, for six years salesman of KFJZ, Fort Worth, and recently general manager of KBST, Big Springs, Tex., has been appointed general manager of KABC, San Antonio. He succeeds J. Bert Mitchell, who has joined the merchandising department of Texas State Network. KABC has also named Waymond Ramsey, former general manager of KOMA, Oklahoma City, as commercial manager. Hub Jackson, former program director of WJW, Akron, has been named KABC program director.

BERNARD J. JOHNSON, recently with WSOY, Decatur, Ill., and Park Simmons, formerly of WRUF, Gainesville, Fla., and WRVA, Richmond, have joined the announcing staff of WCKY, Cincinnati. Mr. Johnson has been teamed with Al Bland to handle the *Morn Patrol*.

BOB CRAWFORD, WTOC, Savannah, news editor, has been hospitalized for two weeks, and Fred Pfahler, program director, has recovered from an attack of flu.

VELDA KRISSLER has been added to the publicity staff of WIL, St. Louis.

PAUL BUCK, of the WIL, St. Louis, sales staff, married July 20 to Marion Zausch, has returned from his honeymoon.

JUDY GOSLIN, formerly of KARK, Little Rock, and KFPM, Fort Smith, Ark., has been engaged by KFRO, Longview, Tex., to handle its *Women's Hour*.

RICHARD CRAWFORD, formerly wth KFXM, San Bernardno, has joned the announcng staff of KFOX, Long Beach, Cal.

GENE EDWARDS, announcer of WDAS, Philadelphia, recently bought a farm and kennels and has gone into the dog breeding and boarding business as a side line.

JOE FRASETTO, musical director of WIP, Philadelphia, took a month's leave of absence early in August to tour Atlantic seaboard resorts with his orchestra.

ROBERT T. ENGLES of WEAN, Providence, son of George Engles, NBC vice-president and managing director of Artists Service, is engaged to Helen Gill of Providence.

JAMES V. SIMS, of St. Louis, has joined the announcing staff of KROD, El Paso. He comes from KYUM, Yuma, Ariz.

FRANK PAPP, director of the NBC serial, *The Story of Bud Barton*, is confined to Passavant Hospital, Chicago, with a misplaced sacro-iliac joint.

HELEN DOOLEY of MBS-Chicago, on Aug. 10 was married to Victor Taylor in Evanston, Ill.

BOB DOYLE, graduate of Northwestern U where he was associated with the *Northwestern Reviewing Stand*, a MBS show, has joined the WGN, Chicago, publicity department.

MRS. TONY KOELKER, wife of the trade news editor of NBC-Chicago, is recovering at Passavant Hospital, Chicago, where she underwent an operation on Aug. 1. She is the former Ann Courtney of the NBC Central Division.

E. J. (Ned) BURMAN, formerly announcer at the RCA Exhibit at the Golden Gate International Expostiion, has succeeded A. P. Matthews as manager. Mr. Matthews resigned to join Meyberg Co., RCA Victor distributors in San Francisco.

Meet the LADIES



POLLY MARTIN

POLLY MARTIN, known to listeners of WHN, New York, as *Polly the Shopper*, is proof that you can change your name and retain your popularity. She was known as Polly Shedlove for six years on KSTP, St. Paul; kept the name when she moved to WHN two years ago. Last September she married Perry Martin, told her listeners of her new name—and fan mail jumped. Her news, gossip and interview broadcasts for women rank tops in metropolitan radio.

Radio's Elders

RADIO may be in its infancy but its station managers seem to be well into manhood. That's what CBS found out after pumping 92 of its 116 managers on the touchy subject. Replies came in with gay abandon and devil-may-care frankness and, after they are well-jumbled, show an average of 40. The baby of the gang is J. W. Woodruff, executive manager of WRBL, Columbus, Ga., who wrote: "I am 25 years young. In case there is a photo finish, the date is Sept. 29, 1914. The dean is 63-year-old Clarence Wheeler, vice-president of WHEC, Rochester, who tacked the word "Sorry" at the end of his reply.

JESSE H. BUFFUM, CBS regional farm director in New England, has been presented a membership in the International Adventurers Society of Boston, due to his work in first introducing mobile wireless in the United States, before the advent of radio.

WALLACE BEEBE, announcer of KIT, Yakima, Wash., on Aug. 1 went on active Army duty at Camp Ord, Cal., as a second lieutenant in the infantry reserves. Chuck Foster, of KWSC, Pullman, Wash., has succeeded him at KIT.

BOB BECKER has been named program director and George P. Dauman sales promotion director of WARD, Brooklyn.

GLORIA WORKMAN, recent graduate of Stanford, has been added to the production department of KFRC, San Francisco.

RAY SCHNEIDER, announcer, and John Kinsel, engineer of WWSW, Pittsburgh, are attending National Guard camp.

FULTON LEWIS jr., MBS ington commentator who cover national conventions and the I Conference, has been schedu make 26 personal speaking ances next fall. His schedule i Los Angeles, Enid, Okla., I Cleveland, Portland, Me., and more.

EUGENE KENT and Vere K have joined the continuity depa of KEX-KGW, Portland, Ore.

JOHN HESS, 1938 graduate o mouth, has joined the continu partment of WGN, Chicago, wh will write scripts for Willia Bacher productions.

FRED A. BIRD, formerly of W Williamson, W. Va., Paul H. of KBTM, Jonesboro, Ark., a Arrington have joined the anno staff of WGTC, Greenville, N.

MILTON ATKINSON, assistan fic manager of KGKO, Fort on July 30 married Gwen Bro

BERT BARRY, announcer of K Sacramento, Cal., is attending bia U radio school in New Yo ing the summer. He plans to re the station Sept. 1.

DOLPH JANES, formerly of K Medford, Ore., and a senior U of Oregon, has joined the an ing staff of KORE, Eugene.

BOB ELLIS, formerly heard singer on WJSV, Washingto joined the announcing staff of W Fredericksburg, Va.

ROD BORDER, of the sale motion staff of KDAL, Dulu cently married Jean Allison, o sas City.

BOB CARTER, WMCA ann and sports commentator, on J married Agnes Hermansen, United Airlines stewardess.

KING HARMON, of the con department of KGVO, Mi Mont., has returned to work six-week illness.

HALE BYERS, news edit WCCO, Minneapolis, late in Jul ried Edna Alice Anderson.

MILDRED GREEN, Stanfo graduate formerly heard on KP Francisco, has joined KLBM Grande, Ore., as director of w programs and member of the staff.

STAN VAINRIB, formerly i rago radio, has joined KLO, Utah, as announcer-continuity er.

JOHN BELL, formerly of W Frederick, Md., has joined th nouncing staff of WFVA, Fred burg, Va. He succeeds Fred B

LOREN L. WATSON Jr., has the announcing staff of WIS, bia, S. C.

ED HERLIHY, NBC, announ New York, on July 29 becan father of a girl, Jean Graham

PARKE SIMMONS, former WRVA, Richmond, has joined t nouncing staff of WCKY, Cinc

RAY CLARK, formerly of W Yankton, S. D., has joined th nouncing staff of WOW, Omah ceeding Gaylord Avery, resigned

JOE PARKER, NBC Hollywo rector, on July 28 married Bett movie actress and singer.

CHARLES VAN BERGEN h signed from the photo desk of press division to join Pathe New York, where he will work news desk.

SHIRLEY BENSTOCK recentl named program director of K San Francisco. Charyl Kelly joined the station as hostess.

LARRY THOMAS, announc WDAS, Philadelphia, eloped A to Alexandria, Va., with Franc ian.

PROBE OFFICE POINTING STAFF

NED to operate as a branch Law Department, the FCC's reated investigation unit process of organization ear- igust following the appoint- f two non-legal investiga- hey are Allen Sayler and Clift, who, like their chief, Lloyd, were formerly em- by the Senate Civil Liber- mmittee. They will report Lloyd, whose appointment f of the unit was announced onth [BROADCASTING, Aug. who holds the rating of counsel.

Sayler is 31 and a 1931 te of the University of Chi- lis appointment is on a tem- non-civil service basis with y of $3,800. Mr. Clift is 30 Princeton graduate. His ap- ent, on the same basis, car- salary of $3,200. Both until y were investigators for the iberties Committee.

porarily assigned to the in- tion unit is Leo Resnick, of ma, appointed as special t. Other assignments will be by the Law Department as d.

the list of recent appoint- to its legal staff [BROAD- G, Aug. 1] the FCC has add- muel Miller, 27, a graduate University of Wisconsin and ly connected with the lands n of the Department of Jus- he Commission is not expect- take up the appointment of essor to George Porter, as- t general counsel, who re- as of Aug. 1, until latter t or early September.

OME Staff Additions

OWING the recent appoint- of Jack Whitney, former ger of KADA, Ada, Okla., as ger of KOME, Tulsa, the fol- g staff appointments were nced: Kenn Linn, formerly WLW, WXYZ, KTUL, CBS MBS, production manager; e Engleter, formerly with the Network and KCMC, sales- Cecil Hubbard, formerly with O, KTUL and KTOK, an- er; Ray Sollars, formerly KTUL and WMBH, promotion herchandising manager; James recent Northwestern U grad- announcer; Marry Ellen batskoy, Vassar '33, traffic ger and secretary to Mr. ney.

At Bohemian Grove

IO MEN attending the annual mian Grove Encampment of San isco's famed Bohemian Club, in July, in addition to Don E. n, NBC vice-president, and C. Anthony, operator of KFI- A, who are members, were Syd- Dixon, Pacific-Red Network sales ger; Walter Bunker, NBC pro- n manager; Harrison Holliway, ger of KFI-KECA; Edgar Ber- nd Charlie McCarthy; Paul Car- NBC organist; Donald Dickson, ne.

HUR SIMON, general manager VPEN, Philadelphia, and Mrs. n, had a narrow escape Aug. en a canoe in which they were on Huntingdon Park Lake was ed by a motor boat and cut in

BOT MUNDY, 61, author of the serial, *Jack Armstrong, the All- ican Boy*, and 36 novels, died nly Aug. 4 at his Anna Maria d home near Bradenton, Fla.

Seebach on WOR Board

JULIUS F. SEEBACH Jr., WOR vice-president in charge of programs, has been elected to the WOR board of directors, it was announced Aug. 5 by Alfred J. McCosker, president. Mr. Seebach is one of radio's pioneer program directors and producers, having started with WOR 14 years ago as an announcer and having become night program manager. In 1928 he resigned to join CBS as program production manager, but returned to WOR in 1935 to manage all program operations.



Mr. Seebach

FRED DYSON, business manager of WMCA for the last 15 years, on July 26 died at his home in Valley Stream, L. I., after a long illness.

Herbert C. Gilleland

HERBERT C. GILLELAND, 32, radio executive, died at the University of Michigan Hospital July 29 from a kidney infection traced to an accidental blow suffered during his athletic career. At the time of his death he was assistant general manager of WTOL, Toledo. A graduate of Grand Rapids College, he entered radio as sales promotion manager of CKLW, Windsor-Detroit, when that station was American-owned. He later did the same work for WSGN, Birmingham.

Curtis C. Bradner

CURTIS C. BRADNER, 62, pioneer newscaster of WWJ, Detroit, died Aug. 7 in Detroit of a collapsed lung. Mr. Bradner, connected with the *Detroit News* since 1910, originated the first news broadcasts of WWJ, when the *News* founded that station in 1920, and had continued in that capacity until his death. A son and daughter survive.

Coverage of Conventions By WLW Cost $16,000

WLW, Cincinnati, which independently covered the recent Republican and Democratic national conventions with its own staff over its own leased wires, reports that it cost approximately $16,000 to do the job, including rebates to advertisers for cancelled programs and lines. Advertisers' refunds were $4,329 during the Democratic convention, $7,322 during the Republican. The rest was line costs, staff expenses etc. Many of the WLW programs were also fed to its sister station, WSAI. James D. Shouse, general manager, asserted WLW had no intention of competing with the networks, some of whose pick-ups it carried, but wanted to handle certain phases of the big events in its own way.

JIMMY WAKELY and his *Rough Riders* of WKY, Oklahoma City, western musical group, have been signed by Universal Pictures for a part in the film, "Pony Post".

Speaking of sweeping majorities . . .

Here's how CANADA'S RICHEST MARKET rates CFRB Toronto . . .



In 1600 PERSONAL INTERVIEWS, here's what was asked:

IF YOU WERE CONFINED TO ONLY ONE TORONTO STATION, WHICH ONE WOULD YOU CHOOSE?

the answers? . . .

53.44% — "CFRB"!
33.12% — "STATION X"
8.00% — "STATION Y"
5.44% — "STATION Z"

Without hesitation, 53.44% of the 1600 Ontario listeners recently interviewed, said in effect that CFRB, TORONTO, would be the one station they'd choose if cast away on a desert island! Just further proof that CFRB is the favourite station in Canada's richest market!

CFRB'S LISTENING AREA INCLUDES 12 CITIES 42 TOWNS AND 192,174 FARM HOMES!

CFRB COVERS A 2½ BILLION DOLLAR MARKET!

Tell Canadians the story of your product over this most popular station. CFRB is the master-key to an immediate audience that represents 29% of the population of Canada and 36% of its purchasing power!

Now in its 13th year of continuous, unbiased service, CFRB carries the cream of the sponsored programs . . . is the only Columbia outlet in Ontario . . . directs a "sustaining" policy that gives its vast listenership WHAT IT WANTS!

Before placing your advertising in Canada's wealthiest province, investigate the audience goodwill that has prompted thousands of shrewd advertisers to tell the story of their product over CFRB, TORONTO!

Advertising Representatives in U.S.A.:
JOSEPH HERSHEY McGILLVRA
New York Boston Chicago San Francisco
Los Angeles Atlanta

CFRB, TORONTO, THE MOST POPULAR STATION IN CANADA'S RICHEST MARKET!



Merchandising & Promotion

Denim & Calico—Hough's Schedule—Farm Letters—News of the Trade—Attached to Letters

BOUND in a denim and calico cover, WSM, Nashville, has published a novel brochure promoting its *Grand Ole Opry* show, currently sponsored on NBC-Red by R. J. Reynolds Tobacco Co. (Prince Albert Smoking Tobacco). The brochure, "Blue Jeans and Calico Opry" briefly relates sponsors' successes with the feature, pictures stars and supporting talent of the program, recites the various awards won by the show, mentions its adaptation in a current Republic Picture, traces personal appearances of *Opry* stars, and concludes with a dollars-and-cents cost schedule for sponsorship.

* * *

Plug and Song

WFAA, Dallas, on Aug. 5 started plugging BMI music with a "Popular Song of Tomorrow" feature heard six days weekly on the *Early Bird* program. The staff orchestra and various talent units play and sing the same song in a different way every day for a week, with appropriate plugs for BMI and Dallas Music Co., selling BMI sheet music in Dallas. In return for the air plugs, the music store displays pictures of *Early Bird* talent in its windows, tying in a plug for the song of the week.

Tower Pix

IN AN effort to get unusual photographs of the antenna towers of its new 50 kw. transmitter plant, WBZ, Boston, is conducting an amateur "Trans-Foto" contest, sponsored in conjunction with the *Boston Evening American, Daily Record,* and *Sunday Advertiser.* The contest runs through Aug. 21, when the five best pictures submitted are to be selected by a board of photo experts. First prize is $100, with another $100 split up among other winners. Photo entries are limited to pictures of the towers themselves, not including the transmitter house, since it appears to be difficult to get unusual tower pictures.

* * *

Talent Stunt

THROUGH an arrangement with General Foods Corp., New York, WLW, Cincinnati, is presenting a twice-weekly quarter-hour program titled *Invitation to Listen,* which serves as a "gossip column" about the talent appearing on two General Foods programs, *Portia Faces Life,* heard five times weekly as a transcribed serial on 39 stations for Post Toasties, and *Good News of 1940,* presented on NBC-Red weekly for Maxwell House Coffee.

WLW carries both of these programs. Material for the new series is supplied by Benton & Bowles, New York, agency for General Foods, and consists of human interest items and thumbnail sketches of the leading stars presented by the company.

* * *

Mars Shift

MARS Candy Co., Chicago, sponsors of *Dr. I. Q.,* heard Mondays, 8-8:30 p.m. on the NBC-Red network, has leased Madison Square Garden, New York, for the evening of Aug. 16 to present a prevue performance of the show to 20,000 dealers. More than 20 announcers will assist Lew Valentine, who portrays the title role. A Roxy chorus of 24 girls, Bennie Fields, Estelle Taylor and other acts have been hired as added features. The show will be aired for a half-hour over WJZ, 8:30-9 p.m. *Dr. I. Q.* enters the Palace Theatre, New York, for an indefinite run starting Aug. 19. Grant Adv. Agency, Chicago, handles the Mars account.

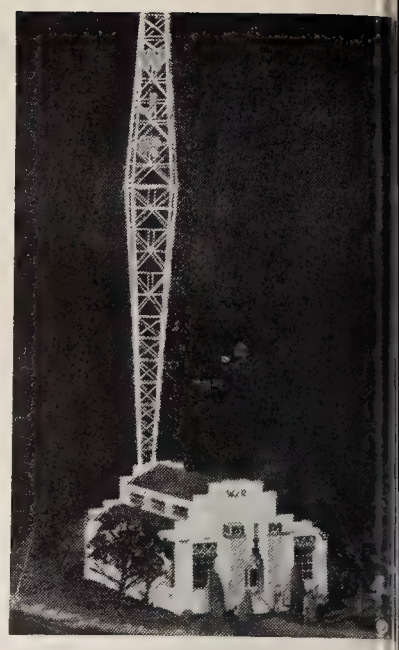
* * *

Texas Clock

AUTHOR of a new "Radio Schedule Clock" appearing morning and evening in the *Fort Worth Star-Telegram* is Harold V. Hough, general manager of WBAP-KGKO, Fort Worth. The new radio department, three columns by 13¼ inches, lists programs on an 18-hour basis of KGKO, WFAA and WRR, Dallas, KWFT, Wichita Falls; KFJZ, WBAP, Fort Worth.

NBC-RED has issued in folder form a reprint of its advertisement, which appeared in the June 15 BROADCASTING, explaining how the new WEAF transmitters utilizes the salt water in Long Island Sound for greater signal efficiency. Titled "WEAF's Waves take to the water", the folder has a hole in the cover revealing the X marking the site of the transmitter on an aerial map of Port Washington.





TRAVELERS passing throug Michigan Central station in D are made WJR-conscious by miniature reproduction of transmitter and tower, install the waiting room. Every det carried out, even to trees shrubbery. Across the street the depot is an enormous neon sign, a counterpart of th which faces the Detroit Ai

Beauty Scope

CLINICAL beauty advice to s guests and an offer of a "beautyscope" to listeners ar attractions of *Here's Lookin You,* twice-weekly quarter-program on WOR, Newark, Pegeen Fitzgerald, WOR s commentator, and Richard V former makeup man for W Bros., giving helpful beauty to anonymous guests.

* * *

Southern Space

IN A MOVE to promote throughout its listening WLW, New Orleans, is b space in the *Pensacola Jou News, Lake Charles* (La.) *A can Press* and *Baton Rouge Times* and *Advocate,* and pla use additional papers.

CAMERA FOR QUART

Flit Serial Offer Is Carrie On 40 Stations

IN A JOINT merchandising p tying in commercials for Flit the script of the *Meet Miss* series, Stanco Inc., New Yo offering listeners a Univex Ca in return for 25c and a tag or slip from any size can of Flit offer, running from Aug. 1- announced before and afte quarter-hour five weekly prog and is featured in the scri "Miss Julia" telling what fin tures she has taken of Pau Ellen's baby with the camera.

According to McCann-Eric New York, handling the ac the offer is being made on 3 tions, as follows: WGST W WAPI WNAC WLS WLW WFAA KLZ WHO WJR WTIC KPRC KMBC KFI W WIOD KSTP WSM WWL WTAR WOW KOMA W WCAE WPTF WHAM KWK KTUL; also on four sta WGAR WCAU KSFO W which broadcast the *The Car Alice Blair* serial for Flit.

Rural Tour

TO ANNOUNCE *The Farmer's Almanac*, new local feature of WOKO, Albany, Harold E. Smith, general manager, sent 15,000 letters to farmers in the WOKO area, explaining that the program was planned to help the farmer solve his problems and inviting criticism and suggestions. Program, broadcast 6-7 a.m. six days weekly under the sponsorship of United Baking Co., will also be merchandised through a good-will tour of the area's granges with a program of live talent and movies taken at the station.

* * *

Trade Talk

APPEARING regularly on the Friday night institutional quarter-hour, *Radio Center Weekly*, General Manager Merle H. Tucker chats about radio and KROD, El Paso, Tex. Sitting in his own office, Manager Tucker discusses radio and its relation to advertising, freedom of the air, the FCC and general phases of broadcasting. KROD programs, both network and local, also are covered, with mention of sponsors.

* * *

Arizona Hurrahs

ANNOUNCEMENTS, of a strictly chamber of commerce nature, are broadcast intermittently throughout the day on KTAR, Phoenix, boosting Arizona's natural wonders and vacation spots.

* * *

Retail News

WSB, Atlanta, has sent a 4-page pamphlet to local retailers and listeners, *WSB Retailers Radio News*.



WINDOWS of Broadway-Hollywood Department Store, Los Angeles, have been appropriately trimmed since the new CBS *Forecast* series took the air. The store ties in advance fall fashions with the program theme.

Bikes for Bottle Tops

A WEEKLY auction for a bicycle, payable in bottle tops, was started by Wynola Bottlers (Toronto) Ltd., on CFRB, Toronto, Aug. 7, as part of promotion in connection with its new *Quizz Club* show. Listeners are asked to make bids in bottle tops, by letter, for the bicycle. No bottle tops are to be sent in. Five letters of the number sent in are picked at random, and the highest bidder in this group is "sold" the bicycle and is called on to make his payment in bottle tops. As part of the entertainment of the half-hour show a "Blind Man's Bluff" game is played in front of a large studio audience. Program and account are handled by Dickson & Ford, Toronto.

Survey Stickers

WFIL, Philadelphia, is using a series of stickers, affixed to all letters mailed from the station, calling attention to the C. E. Hooper surveys of local network station audiences. There are seven in the series, each label in varying two colors, each based on results during a different hour of the day, and in mailing, the sticker is placed on the letter proper rather than on the envelope.

* * *

Keeping in Front

AN AUTHENTIC 8-ball is pinned to a promotion piece sent out by Iowa Broadcasting Co., over signature of Craig Lawrence.

BROCHURES

WABC, New York—"Buying Audiences and WABC" a folder describing local shows that sell as well as entertain.

NBC—Brochure describing NBC's International Division, with a front-cover world map, photographic illustrations, and quotes from foreign listeners.

WCOU, Lewiston, Me.—Market data brochure, with station statistics and personnel pictures.

NBC—Two-page folder announcing *It Looks From Here*, a new series of talks to America's women about domestic problems brewing from the war by Margaret Culkin Banning, Thursdays, 2-2:15 p.m. (EDST) on NBC-Blue.

WCCO, Minneapolis—Brochure, "On Going Native in the Northwest", reviewing WCCO programs of particular interest to Northwest listeners.

WJBC, Bloomington, Ill.—Miniature stand-up sales presentation.

WIP, Philadelphia—A pocket-sized booklet, "The Path of the Pioneer."

WCAU, Philadelphia—A 12-page study, "Coverage-Listeners".

WHBQ, Memphis—Four-page folder, "Candid Dates—A Straw Vote That Ain't Hay".

NBC—Folder describing 10 programs in *This Our America* series on Blue network.

KFBI, Wichita—Four-page folder of "Grandpa's flannels" and coverage map titled, *Speaking of Coverage.*

WSYR, Syracuse—Planographed booklet showing merchandising and promotion facilities provided by service department.

ADD $80,972,000* BUYING POWER

TO YOUR CBS LIST for only $50 PER HOUR

EVENING: LESS EARNED DISCOUNTS

KVOR COLORADO SPRINGS

CBS Station for Southern Colorado

THE OKLAHOMA PUBLISHING CO. ★ THE OKLAHOMAN AND TIMES
THE FARMER-STOCKMAN ★ WKY, OKLAHOMA CITY ★ KLZ, DENVER
(Affiliated Management) REPRESENTED BY THE KATZ AGENCY, INC.

1000 WATTS FULL TIME

• Eighty-one million dollars are being spent this year in Southern Colorado . . . spent by folks who tune first to KVOR, top-ranking station in the rich Pikes Peak region. For only $50 per evening hour, less earned discounts, you can claim your share of this appropriation for good living by adding KVOR to your CBS Mountain Group network. Cash in on the proven buying power of Southern Colorado* through the proven popularity of KVOR! Penetrate from within!

*Survey of Buying Power, April, 1940, Sales Management

Purely PROGRAMS

FOREIGN-BORN citizens of the United States are interviewed on *The American Way*, new quarter-hour patriotic program carried weekly on WROK, Rockford, Ill. Paul Wilson, circuit court clerk, interviews people who compare life and opportunities in their native countries with advantages of living in America. Gray Gordon's recording of "I Am an American" is theme music. The show is produced by John Dixon, WROK program director.

* * *

For Good Turns

HONORING humanitarians whose kind deeds have resulted in local or widespread good, a new CBS series, *A Friend in Deed*, each day dramatizes one good deed whose doer is awarded a specially designed CBS medal. Program, broadcast—3:45-4 p.m. Mondays through Fridays, features Richard Maxwell, tenor-philosopher, who invites his listeners to nominate friends in deed.

* * *

Midget Story Hour

ORIGINAL basic story ideas submitted for use on the *Midget Story Hour*, weekly drama on KROD, El Paso, produced by Larry A. Harris, local author, entitle the donors to a $20 award. Program is sponsored by a group of local merchants.

Art Lore

CONCURRENT with the showing by the New York World's Fair of its "Picture of the Week", WNYC, New York's municipal station, on Aug. 6 opened a new discussion series, *Masterpieces of Art*, with Dr. Bernard Myers of New York U as program director. Thirteen consecutive broadcasts will be held Tuesdays, 6-6:15 p.m. On the majority of programs, Dr. Myers plans to interview artists and experts on such topics as the effect of war on painters and dealers, X-ray study of old masterpieces and historic "art fakes".

* * *

Baseball Roundup

FOR SPORT FANS, MBS on Aug. 8 started a new series of weekly baseball broadcasts, *Pennant Contenders*. Programs will be broadcast nine consecutive Thursdays, 10:15-10:30 p. m. (EDST), ending Oct. 3, originating successively from the homes of each of the first-division clubs of the National and American leagues with interviews with managers, players, coaches and officials. The last previews the World Series.

Got a Job

THE longest job resulting from the *I Want a Job* program of KOB, Albuquerque, is explained by KOB in these words: "Charles Barrington, announcer, was married to Eloise Ward on Wednesday, July 24, at St. Charles Church. Mr. Barrington was the announcer on duty July 24, 1939, when Miss Ward appeared on the *I Want a Job* program . . . and decided that he would give her a job for life."

March of Might

THE STORY of dictatorship's march through Europe, told by diplomats, educators and writers whose native lands have fallen in the process, is the subject of a new series—started Aug. 6 on WEVD, New York. Titled *It Happened There*, the programs will feature such speakers as Jan Masaryk, former Czechoslovak envoy to London; Baron Stephen Ropp, Commissioner General of the Polish Pavilion at the New York World's Fair; Maurice Hindus, author; Dr. Robert Valeur, director of the French Information Service, and Y. A. Palaheimo, Commissioner General for Finland at the World's Fair.

* * *

Weekend Frolics

A WEEKLY series of Sunday afternoon remote control broadcasts from various recreational locations in Peoria, is being conducted by Program Director Gene Trace of WMBD and released over that station. Trace visits various places and gives word picture of scene, the broadcast being relayed back to main studio by shortwave. Over-all coverage of interesting Peoria points was given on July 26 when a chartered plane carried announcer and pack transmitter 10,000 feet in air for program.

* * *

Chance for Juveniles

AS A back-to-school promotion, KGVO, Missoula, Mont., is running a thrice-weekly schoolkid contest during the summer. Students compete as amateur announcers, reading commercials and such, on a thrice-weekly program. Each week's winner is selected by listener's mail votes. Finals will be held as school opens Sept. 2, in connection with a *Little Red Schoolhouse* quiz show during which the contestants will model school clothes from sponsoring firms.

* * *

Original Dramas

WFIL, Philadelphia, is sponsoring a *Dramatic Laboratory*, which produces a low-cost weekly dramatic show. All scripts are written by Harry Kloiner, graduate of Yale's Workshop 47, and represents a new departure in dramatic shows in that the major emphasis is placed on sound effects, handled by Jeff Witt, and background music supplied by Mil Spooner at the organ. The shows are produced by Don Martin and a small cast is used.



DON'T look now, said Chet Fouquet, of WLBC, Muncie, Ind., to himself, as he stopped for breath during a climb up a 124-foot diving tower at a water carnival. He looked, though, when the cameraman aimed at him. Engineer Fouquet lugged the 60-pound pack transmitter all the way to the top, interviewed the diver prior to a leap into a flaming tank, and then climbed all the way back to the ground.

* * *

Open House

SUNDAY NOON quarter-hour of interest to prospective home-buyers is *WFBM Open House* sponsored on the Indianapolis outlet by Brannum-Keene Lumber Co. Sponsor places sign in front of seven different homes each week as featured for that period on WFBM. After one program a $6,500 home was sold, along with an order for a duplicate from another listener. The same builder received more than 50 other visits from prospects as result of broadcast. All homes are built from sponsor's materials.

* * *

Personality

PERSONALITY traits and their effect on the voice are being studied on *Your Voice & You* which started its second 13-week run Aug. 9 at the same time, 2-2:30 p.m. (EDST) over NBC-Blue with a broadcast on the "Psychology of Speech". Elsie Mae Gordon continues to conduct the program, but instead of featuring mechanical and physical exercises for voice improvement, stresses the personality-voice relationship.

* * *

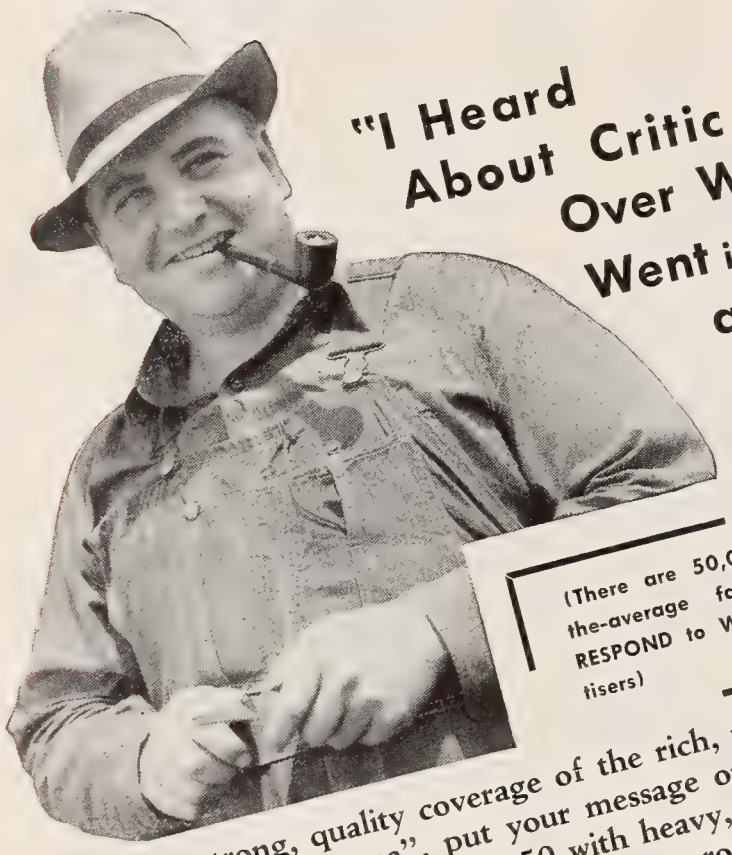
Lettered Tunes

SPONSORED by a local furniture store, WSIX, Nashville, has started a new Sunday morning half-hour, *Alphabetical Melodies*. Each program consists of tunes under one alphabetical heading, starting with "A" on the first program, and then progressing all the way through the alphabet, week by week. Sponsor awards a prize to the listener whose name is mentioned on the program, the name falling under similar weekly alphabetical order.

* * *

Movies for Gum

MOVIE questions are featured on a thrice-weekly quiz sponsored on KROW, Oakland, by Harvey's Chewing Gum, San Francisco, a new product with twin-stick pack for a penny. Theatre tieups are included. The program, titled Stardusters, is conducted by Jerome Gregory and Connie Wilson.



To assure strong, quality coverage of the rich, productive farms in the "Peoriarea", put your message on WMBD. These farms balance almost 50-50 with heavy, year-round industrial payrolls. Thus, the story of your product reaches 605,646 listeners who spend an average of $491 annually per capita. Here is the IDEAL place to test ANY radio selling campaign EFFECTIVELY.

TEST SPOT of the MIDDLEWEST

THE HEART OF ILLINOIS

MEMBER C B S NETWORK

WMBD

PEORIA, ILLINOIS

Movie Queries

WMBD, Peoria, will inaugurate Hal Tate's *Movie Quiz* show Aug. 20. The half-hour show will originate weekly from the stage of the local Palace Theatre. Patrons who answer movie questions correctly will receive cash prizes. Six men with portable microphones stationed throughout the theatre will choose contestants at random. Tate will write and produce the show as well as m.c.. Originally a reporter, Tate turned commentator and originated the *Radio Tattler* and *Movie Tattler* programs which have been broadcast on WMAQ, WBBM and other Chicago stations.

* * *

Philly Prepares

WCAU, Philadelphia, on Aug. 16 will start a weekly *Philadelphia Prepares* program designed to inform Philadelphians about what the city has done and is doing in preparedness. Each program will incorporate a visit to a local industrial or Government plant and with civic groups engaged in defense work. From the studio will come a dramatization, part of which will be a flashback to 1917. Harry Marble, assistant program manager, directs the show, and Joe Connelly, in charge of special events, handles the remote features.

* * *

Sunday Chants

ORIGINATED in the Savoy Hotel, in the heart of Atlanta's colored section, WSB, Atlanta, is carrying a Sunday evening half-hour, *Chariot Wheels,* on which a Negro choir sings spirituals. Each broadcast includes a five-minute devotional message from a Negro minister. Marcus Bartlett, WSB production manager, gained his inspiration for the program when he heard a colored church service.

* * *

Music Vice Versa

MUSICAL extremes of a central theme alternate on the new *From Long Hair to Short Hair,* conducted by Bill Terry on WSGN, Birmingham, Ala. The show presents a classical selection, with commentary, and then follows with a modern popular piece derived from it.

* * *

Siesta Tunes

TRANSCRIBED Spanish music, with comments by Bob Lee, is featured on *Siesta,* new early afternoon program of WGL, Fort Wayne, Ind.

WFBL

SYRACUSE

NOW!
5000 Watts Nights!

WFBL's increased power from 1000 to 5000 watts nights makes your advertising dollar PULL EVEN HARDER — gives you the greatest coverage of any station in the active Syracuse and Central New York market.

Write or wire for rates and time available.

WFBL
SYRACUSE, N. Y.
or Free & Peters, Inc.
National Representatives

Singing the Call

W P E N, Philadelphia, will have its call letters sung on the station breaks when it takes to the air from its new studios in October. The Toppers, a local song quartet, have been commissioned by WPEN to make a series of transcriptions singing jingles in rhythm incorporating the station's call letters.

STRICTLY PERSONAL

Brothers Insist on Handling Own Commercials

WILF BROTHERS, operating three rug stores in Philadelphia, in renewing daily 8:45-9 a.m. news broadcast on WFIL, Philadelphia, will again have the sponsor personally participating in the program. While Royal Plant, staff announcer, handles the regular news bulletins, the two commercials are personally delivered by Alexander Wilf, head of the store company, who stops daily at the studio on his way to his office.

Since one of the brothers is at each store to meet and greet each patron, the Wilfs have insisted that this personal touch be carried over to the air. None but themselves make the first personal impression upon a prospective customer, even if it's by remote control.

That distinction is also carried over in the store advertising, the similarity of the family firm name to the station call letters emphasizing the fact that "in radio it's WFIL—in rugs it's WILF". Philip Klein Agency, Philadelphia, handles the account.

* * *

Scrambly

A U D I E N C E participation program, conducted by Ray Shannon over WLW, Cincinnati, is entitled *Scramby-Amby.* Letters are scrambled within a word, and then participants attempt to straighten them out. Cash awards are based on the number of clues required by the answerer for the correct answer.

* * *

Problem Program

WIP, Philadelphia, on Aug. 15 inaugurates a weekly *What Shall I Do* feature patterned along the lines of the network *Good Will Hour.* John J. Radley, a local psychoanalyst, will serve as counselor to listeners coming into the studios with the usual complement of marital and family problems.

* * *

Colored News

SPONSORED by the *California Eagle,* largest Negro newspaper in the West, *The Negro Newspaper of the Air* presents a weekly roundup of all Negro news each Tuesday over KFOX, Long Beach, Cal. The entire program is conducted by the editorial staff of the *Eagle.*

* * *

Peeves and Puzzles

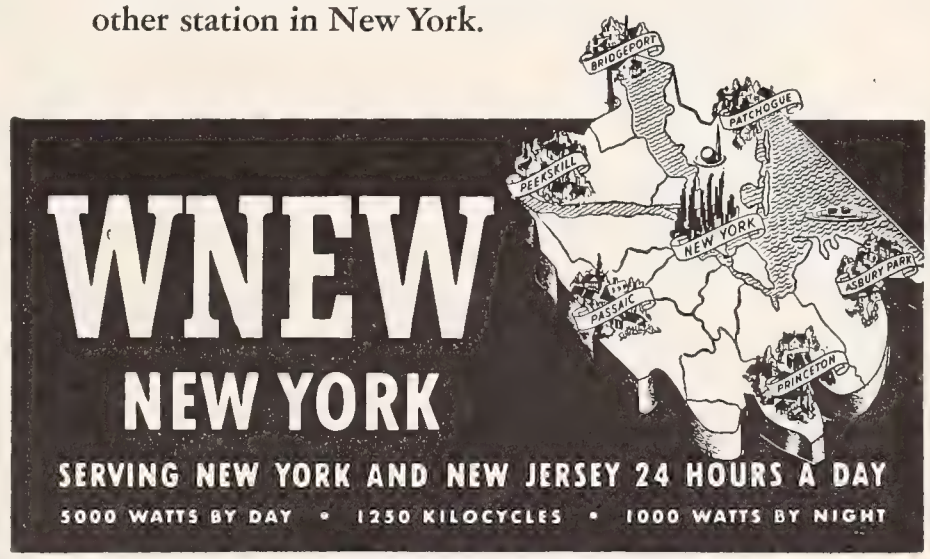
EVERYDAY peeves, puzzlers and gripes of listeners are invited by Al Bland, originator and conductor of the daily *Morn Patrol* on WCKY, Cincinnati, for a new department in his broadcasts, "Things We Can't Understand".



WNEW DELIVERS!

It's today's hottest radio buy!

1. ONE-THIRD THE COST of any New York network station. 2. THE NATION'S BIGGEST MARKET. (The 50-mile metropolitan trading area.) **3.** TWICE THE AUDIENCE of any other New York independent station. (Hooper-Holmes and other impartial surveys.) **4.** RADIO'S OUTSTANDING PROGRAMS. ("Make Believe Ballroom" with Martin Block, "Milkman's Matinee" with Stan Shaw. And many others.) **5.** LOCAL ADVERTISERS *know* WNEW moves most goods—fastest. **6.** MORE COMMERCIAL TIME is bought on WNEW than on any other station in New York.



Nationally Represented by John Blair & Company

GOVERNORS DIRECT PROPAGANDA DRIVE

AS PART of plans for joint and coordinated action between Federal and State governments on law enforcement problems relating to national defense, contained in a report on a two-day conference of governors, attorneys general and other law enforcement officials of 46 states, held in Washington Aug. 5-6, it was recommended that the governor of each State head a committee "to hold regular but informal conferences with the leading newspaper and radio men of his State."

This phase of the report dealt with espionage, propaganda and other subversive activities, and radio was one of the fields discussed at the conference and in the final report of the group of State law enforcement officials who studied the problem. The report said these conferences with the governors should have as their object keeping the American radio and press free from subversive propaganda such as speeches by Nazi, Fascist and Communist spokesmen. It also urged that "adequate space and time be devoted to featuring measures for national defense."

U. S. Attorney General Robert H. Jackson, in his address Aug. 5, expressed the view that the good faith and good sense of the American people would be able to uncover subversive propaganda, even though the dangers were great in uncontrolled propaganda "through sponsored radio programs, often in foreign languages" and the press.

When the President Broadcasts

(*Continued from page 49*)

recent trip the President made a broadcast from Oklahoma City. As things run, it's just as much a problem to break down all the equipment and get it back on the train before it pulls out as it is to get from the train to the speaking point. This time the escort got mixed up and left with the Presidential party, leaving CBS' Charley Daly and Clyde Hunt aboard a truck loaded to the top with broadcasting equipment and stranded in the middle of a crowd blocks long.

Carl to the Rescue

If Carleton Smith, of NBC, hadn't kept up a constant chatter of "They'll be here in just a minute" and managed to hold the train for 40 minutes, the CBS pair would have been left behind. Another time, in Omaha, when transport was jammed for the return to the train, an escort took the radio truck up and down curbs right along the sidewalk until it got into a less congested section.

For a real tough schedule of broadcasts a network may send along a pair of engineers, alternately sending one on ahead in order to allow plenty of time for setting up equipment. One of the extra little duties devolving on the belabored engineer is setting up and knocking down the Presidential speaking stand. Both CBS and NBC have one of these collapsible stands —when you see it in the newsreels it appears to be solid as a tree trunk. Complete with reading lights and manuscript board, the stand knocks down into several pieces which are packed for shipment in canvas covers. Toting this extra 100 pounds or so is alternately shared by the NBC and CBS crews.

The engineer, of course, is responsible for keeping his equipment in running order for use at the drop of a hat. On a long trip he may have to run periodic tests to guard against the possibility of train vibrations shaking loose a connection or breaking a filament. One reason the equipment is carried in a compartment rather than the baggage car is to give it a more shockless ride.

The network boys, like the newspaper corps, go with the President on all his trips. If he goes out to San Diego or to Charleston and there boards a ship for a cruise, they follow him right up to the gangplank and then meet him perhaps a week or so later when he disembarks. This special attention is just a matter of being there in case something should happen, although broadcasts generally are worked out on a definite schedule. The same holds true for Warm Springs and Hyde Park trips. There may be a broadcast or two, but when the President relaxes, the radio and press boys can relax too.

Mr. Smith Goes Down

Sometimes this relaxation is a pipe dream. Witness a busy 1938 fortnight of Carleton Smith, NBC presidential announcer. On one of the President's transcontinental jaunts that year, Announcer Smith saw him aboard a cruiser at San Diego, then immediately hopped back to Washington for a week. Meantime the President was heading for Panama. Smith then flew to Panama, handled a Presidential broadcast there, and proceeded by air to Bogota and Barranquila in Colombia. Subsequently he flew to Miami and boarded a train for Atlanta. He arrived there at 3 a.m., just three hours before the Presidential Special pulled out for Washington—with two broadcasts en route. The Panama broadcast was on a Saturday morning. The train left Atlanta the following Thursday morning. The whole 8,000-mile trip, with its schedule running like clockwork, was a continuous scramble for plane and train connections, but there was only a three-hour lag at the end.

Back in 1936 the NBC boys had another busy trip when they accompanied the President and a United States delegation to Buenos Aires to the Pan-American Peace Conference. Although they had several days to make all their broadcast preparations, they had to put in 19 and 20-hour days cutting through red tape. The South American officials were nice in helping, but authorizations had to clear through so many of them that the boys were fairly run ragged getting all their credentials and clearances.

One for All

Several times each year the President speaks at commencements, dedications or community events in various parts of the country, sometimes near and sometimes far from Washington. Often these addresses are of local more than national interest. The networks decided whether or not to carry a speech to a nationwide audience on much the same basis as newspapers cover it. The general content of a Presidential speech can be predicted accurately enough to let the networks make this decision beforehand. If a nationally interesting speech appears in the offing, the networks set up for their origination.

In cases where facilities are restricted, all three national networks may cooperate in a single pickup, splitting line charges and with a single announcer-engineer team handling the pickup. This may be done from Warm Springs or Hyde Park or from some other point where a single origination can do the job for all. In other cases, where no MBS affiliate is available and where both CBS and NBC are picking up a Presidential speech individually, MBS may carry the program out of one of their New York control boards.

On the West Coast, in Chicago, New York or wherever a large MBS outlet is located, the MBS pickup ordinarily is originated by that station. However, in Washington all three networks have their own lines to the White House, and their Presidential staffs are always on the job.

THE Pierce Lackey interests, operating WPAD, Paducah, and WHOP, Hopkinsville, Kentucky locals, have applied for a new 250-watt station on 1370 kc. in Clarksville, Tenn.

THE ATLANTIC OCEAN ISN'T BUYING

WMBG *doesn't* offer any listeners in the Atlantic Ocean. In the first place they're not prospects. What WMBG offers is the Red Network audience in Richmond and tributary area. WMBG offers a minute night-time spot for $15.00 . . . a *saving* of $20.00 over the other leading station's price of $35.00—other savings in proportion.

If you are interested in equal density of coverage in the Richmond area through America's favorite network — the Red — and paying 233% less—get the WMBG story. WMBG — NBC Red Outlet — Richmond, Va. National Representative, John Blair Company.

WBAL means business in Baltimore

Arbitrators Rule On Chicago Scale

Contract Held to Determine Fees for Commercials

AFTER TWO MONTH'S deliberation on the questions of basic payment for announcers, actors and singers on the local staffs of the Chicago divisions of NBC, CBS and WGN, the American Arbitration Tribunal, has announced its ruling. Composed of three persons chosen jointly by representatives of WENR, WMAQ, WBBM, WGN and the American Federation of Radio Artists, the tribunal handed down decisions interpreted to mean a victory for the stations insofar as payment of announcers is concerned and a compromise in regard to the other categories.

During the hearings held in New York early in May, AFRA requested that announcers be paid per commercial announcement regardless of the fact that the majority of them were on regular salary as staff announcers with specified duties which included commercial announcing. The stations disagreed with this stand. Highly instrumental in the final decision, it is believed, was the testimony of Jack Scott, partner of Schwimmer & Scott, Chicago advertising agency, who pointed out what ill effects AFRA's demands would have on clients, agencies and the industry in general.

Depends on Contracts

In this regard, the decision handed down by the tribunal reads: "Where station announcers are used for commercial programs, the rates stipulated herein shall apply only so far as consistent with the general contract of employment, which shall govern the question whether their salaries covered all or part of the services required on such programs, and, if not, whether upon receipt of the special fees recited herein any deduction shall be made from their regular salaries for the time so paid." The general contract of employment mentioned above applies either to written or verbal contracts, in most cases, depending on past performance of duties.

The rates for rehearsals are also those laid down in the code.

The minimum rates for basic periods of 15 minutes or less are as follows: For actors, including actors on dramatic commercials and announcers—$9. For singers, Classes 1 & 2 in groups of five or more voices, $6; Class 3, in groups of two to four voices, $9; Class 4, soloists, $20.

In every case the minimum rates for half-hour periods are four-thirds and five-thirds respectively of the 15-minute rate, and the minimum rates for rebroadcasts are half the corresponding broadcast rates.

According to the code, which is in effect until and including Feb. 12, 1941, the decisions apply to "local commercial broadcasts produced in Chicago at the major stations of the companies party to the arbitration." To all practical purposes, however, it applies to all local programs *broadcast* on these stations.



NEARLY 3,000 persons jammed the municipal auditorium of Sherman, Tex., for the formal dedication of KRRV's new transmitter plant and twin 280-foot towers, located between Sherman and Denison and placed in operation as the station changed from local to regional status. It now operates with 1,000 watts fulltime on 880 kc. Orvin Franklin, KRRV program director, was m.c. at Sherman, and Frank Keegan, manager of the Denison studios, was m.c. at the celebration there. Manager L. L. Hendrick and News Editor Ted Bomar of the *Sherman Democrat* presented a skit narrating the history of the station.

Cuba Joins 'School'

CUBA has notified CBS of its intention to participate in the *American School of the Air* this fall, when the scope of the educational series is extended to include the entire western hemisphere [BROADCASTING, Aug. 1], making 13 American countries which will broadcast the programs over their own networks, in addition to the United States, Alaska and Hawaii. CBS will furnish scripts in Spanish for most Latin American countries and in Portuguese for Brazil. Cuba will shortwave the programs southward in addition to broadcasting them over its own 11 stations, according to Secretary of Education Roberto Montano. A demonstration of the program, broadcast in Spanish from CNQ, Havana, was put on for the Inter-American Conference on July 26, by Sterling Fisher, CBS director of Education, in Havana to aid in the CBS coverage of the conference. Following the demonstration, L. S. Rowe, director-general of the Pan American Union; Senor Montano and Mr. Fisher were to address the delegates.

FIRST in PHILLY
C. E. HOOPER SURVEYS

audiences of Phila. Network stations
9:30-9:45 A.M. Mon. thru Fri.—4 Mo. Avg.

WFIL	19.9%
WCAU	17.0%
KYW	8.5%

% listeners identifying station and program
First with 46 other programs

For LOWER COST Circulation
BUY WFIL

WHEC



ROCHESTER

BASIC CBS—NAT'L REPRESENTATIVES, PAUL H. RAYMER CO.

URBAN SET SURVEY READY IN AUTUMN

IN ITS first meeting of the new fiscal year, the NAB executive committee in San Francisco Aug. 7 authorized publication of an urban radio set ownership survey, material for which has been gathered by NBC and CBS as a joint industry venture. The committee, upon recommendation of the Engineering Committee, also approved suggested qualifications for radio servicemen's organizations as a basis for cooperation between member stations and servicemen to insure proper servicing of sets and encourage listeners to keep receivers in good order.

The urban survey, prepared by the networks at a substantial cost, will be published by NAB as an industry project in line with recently inaugurated policy. Paul F. Peter, NAB research director, will supervise the production, with release expected this fall.

In recommending to the executive committee that the servicemen's cooperative plan be approved, John V. L. Hogan, chairman of the engineering committee, said he believed it presented a sound basis under which cooperation can be arrived at by a station and local radio repair concerns.

HARVEY STRUTHERS, of the WCCO sales staff, was twice impressed into service as umpire of the interagency baseball games played by Campbell-Mithun and BBDO, Minneapolis. Both sides accused him of partiality each time, thus assuring his status as a fair umpire.

PROGRAM OF ADVERTISING NEWS

Farnsworth-Norge Dealer Sponsors Series Built Around Material in Newspaper Ads

THE POWER of advertising as the exclusive subject of a radio program is the unique angle of the five times weekly *Good News in Advertising* series, which started Aug. 1 on WMCA, New York, under sponsorship of Warren Norge Co., New York, which places the series direct for its Farnsworth radio receivers and Norge refrigerators.

Although critics and listeners have commented on the fact that the "news in advertising" digest is following in the footsteps of *PM*, New York's newspaper which carries no advertisements but features a "Digest of Advertising", Radio Events, New York, which is servicing the program, thinks the new program is a logical development of the *Woman's Home Companion* shopping broadcasts and those sponsored by Cluett, Peabody Co. for its Sanforizing process. It differs from these latter programs, however, in that it gives every New York newspaper credit for the ads discussed.

Get Advance Proofs

The program is heard at 6 p.m. Mondays through Fridays with the aim of surveying ads appearing in the city's afternoon papers and those scheduled for the following morning. Nearly 75% of the metropolitan department stores send in advance proofs of their next day's ads to Radio Events, which condenses them "to present the representative buys of every advertiser and mentions every newspaper in the area at least once." The material then goes to the continuity deportment of WMCA and in turn to Ken Farnsworth, new to radio, who has been given carte blanche in presenting the script on the program. The name of the paper, the advertiser and the prices are all given. Mr. Farnsworth has no connection with the sponsor, despite his name.

Farnsworth, who states that "all he knows is what he reads in the advertisements", limits his advertising copy to "good-will" with the result that the Warren Norge Co. can put less pressure on its own advertising and more upon the advertising of dealers in that more than 75% of the stores sending in material carry either Farnsworth or Norge products. Tie-ups are currently being negotiated for a mutual publicity campaign built around the *Good News in Advertising* program.

Credited in Listings

According to Joseph Koehler, president of Radio Events, "under normal circumstances the words 'News in Advertising' would not find a listing in any New York newspaper. However, with one exception, all New York papers are carrying this program credit in their listings. Most newspaper department store advertising managers receive an advance copy of the broadcast to check the amount of credits their stores are receiving and in what papers they are getting the best mention on the air."

Sponsor believes that interest in the program will continue to grow, on the part of both newspapers and department stores which are notably newspaper advertisers, to see whether radio can really do a selling job for this type of advertiser.

J & J Starts Spots

JOHNSON & JOHNSON, New Brunswick, N. J., on Aug. 12 began a coast-to-coast spot campaign of station-break announcements on 65 stations six times weekly in the interest of Tek toothbrushes. Ferry-Hanly, New York, handles the account.

SPONSORED over KYSM, Mankato, Minn., *Sunshine Dinnertime*, for the last two years by the Hubbard Milling Co., on Aug. 11 expanded to include KROC, Rochester. The two-station hookup will be in effect for the Saturday programs only when the show originates from towns surrounding Mankato and Rochester.

Annual Contracts For Spot Advised

A TREND toward full-year spot contracts on the part of important national advertisers is discerned by Joseph J. Weed, president of the representative firm bearing his name, who sees "the evaluation of spot radio in national campaigns as definitely soaring". Prominent current year-round spot users are listed as Lever Bros., Procter & Gamble, Standard Oil of New Jersey, Standard Oil of Ohio, Sterling Products, American Home Products, Carters Medicine and Arrid.

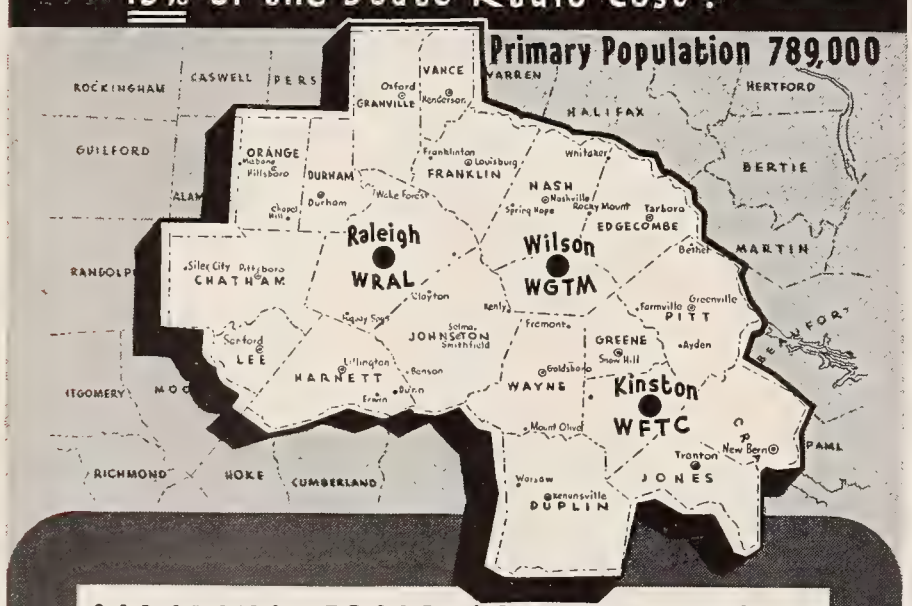
"Even though four-season contracts may not yet be termed a major trend, they certainly represent an important, attention-getting development," said Mr. Weed. "Credit in cultivating the long-term contracts is due to alert station operators who gauged their sales presentations to include factors especially advantageous to the 52-week spot advertisers.

"And it was through experience with unrenewed short-term contracts that stations realized the need to convince advertisers that spot radio was not a mere 'fill-in' medium to be used to support network or publication campaigns. The stations couldn't ignore the high mortality of the short-term contracts, and what made the situation especially noticeable was that, regardless of how successful the spot campaign proved to be, it was certain in a majority of instances that advertisers would run out their time contracts after the specified 13 to 39 weeks.

"No single group of stations got together in conquering this situation; rather, it seems that the same idea struck a great many operators at the same time. And these men went after long-term contracts on the basis that spot radio is a form of advertising sufficient to stand on its feet. Their idea was to rearrange the discount structure so as to make it advantageous and attractive to the spot advertiser to stay on the air 52 weeks a year. Apparently the move is having its desired effect because there are more full-year advertisers on the air now than at any time in our history."

FRANK JENKINS and Ernest R. Gilstrap, chief stockholders of Southern Oregon Publishing Co., which controls KRNR, Roseburg, are principals in an application to the FCC for a new 250-watt station on 1370 kc. in Klamath Falls.

25% of the North Carolina Market at less than 15% of the State Radio Cost!



CAROLINA BROADCASTING SYSTEM
Affiliated with Mutual Broadcasting System

3 shots are better than 1

You buy 3 favorites in this package

WRAL - WGTM - WFTC

are 3 to 1 for listeners . . . and

LISTENERS mean RESULTS!

Contact GIL MURRAY, *Gen'l. Mgr.* WRAL, *Raleigh, N.C.*
or Sears and Ayer · NEW YORK · CHICAGO ·

WJHP
JACKSONVILLE, FLORIDA
250 WATTS — 1290 K. C.

* 24-hour Associated Press News Service . . . 18 newscasts per day.
* Only Jacksonville station with affiliated newspaper . . . shows and artists will be publicized daily in the JACKSONVILLE JOURNAL.
* WJHP's 1290 Kilocycles is a regional frequency (giving better coverage)—and is located on the dial between the other two Jacksonville stations.

N B C BLUE
WJHP
JACKSONVILLE FLORIDA

H. C. WELLS, JR., *General Manager*
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, *Manager*, 225 West 39th St., NEW YORK CITY
CHICAGO — DETROIT — ATLANTA — PHILADELP...

WSIX
"The Voice of Nashville" Tennessee

Offers you a ready audience, through proven station popularity, in a city of steady prosperity.

Mutual Broadcasting System

HEADLEY-REED CO., NATIONAL REPRESENTATIVE

Listeners Found Buyers of Goods Promoted on Air

Survey of Winchell Audience Shows Purchasing Habits

DEFINITE proof that radio listeners buy the products they hear advertised on the air and that the more they listen, the more they buy, is advanced by NBC with the publication of the results of a telephone survey made the week of Feb. 11, 1940 by C. E. Hooper, research organization, to test the sales effectiveness of Walter Winchell's broadcasts for Jergens Lotion.

So close was the connection between users of the product and listeners to the program that the percentage of users among the regular listeners was five times as great as among the non-listeners.

The study specifically set out to measure the impact on listeners of *Jergens Journal,* at that time carried on 47 Blue Network stations, Sundays from 9 to 9:15 p.m. For the network, Hooper agents made 3,021 telephone calls in 17 cities and asked four questions. One query asked if there were any Jergens Lotion in the home; the others aimed to discover the frequency of listening.

Double Check

The survey identified listeners and non-listeners by a double-check. The February answers to queries about listening were weighed against a survey made during the period from May to July, 1939. More than 3,021 homes in the 17 cities had been phoned during the earlier period while a *Jergens Journal* broadcast was in progress, and asked if they were listening to the program.

When the homes were called again in February, the people who said they were listening both times were termed "verified listeners". Those who said they were listening neither time were classed as "verified non-listeners". Those who were listening only one time were chalked off as unverified and excluded from the survey.

On this basis, "verified listeners" tallied to 658, "verified non-listeners" to 443, a total of 1,101 verified persons on whose answers alone the report is based.

Within the verified group, frequency of listening and purchase of Jergens Lotion was seen to go hand in hand. Of the listeners, regular and irregular, 40.3% had the product in their homes; in the non-listening group, a percentage only one-fourth this size had the lotion.

Users and Listeners

The following table, showing the user-listener interrelation, was established.

10.8% of the non-listeners use Jergens Lotion.

19.8% of those who listen to 1 program a month use Jergens Lotion.

30.2% of those who listen to 2 or 3 programs a month use Jergens Lotion.

51.2% of those who listen to 4 programs a month use Jergens Lotion.

According to the table, among the fairly regular listeners there was a percentage of users three times as great as among the non-listeners, and among the regular listeners a percentage five times as great.

The survey was conducted in New York, Boston, Albany, Buffalo, Pittsburgh, Philadelphia, Providence, Baltimore, Cincinnati, Cleveland, Detroit, Richmond, Washington, Chicago, Des Moines, Minneapolis, St. Louis, in each of which the program is broadcast.

Cat Tale

PAUL CORBIN, production manager, of KIEM, Eureka, Cal., spent a nervous quarter-hour inside the lion's cage at the Hildebrand United Shows and Circus recently for a special events broadcast. In the cage were seven lions, a puma and leopard. Corbin gave the air audience a description as the tamer put the cats through their stunts.

PRISON PROMOTION
KUJ Active as Inmates Play Game for Red Cross

WHEN Washington's Gov. Martin broke a 28-year precedent and let the State Penitentiary baseball team out for a local Red Cross benefit game, KUJ, Walla Walla, came through with extensive pre-game promotion and full coverage of the actual contest.

The 22-piece penitentiary band was an added attraction at the game, and several days before the event KUJ sent portable recording equipment to the institution, transcribed a half-hour of the inmate's music and then broadcast the tunes daily as pre-game publicity. In addition to gate receipts, all revenue from sponsorship of the game broadcast was turned into the Red Cross fund. After the game KUJ presented prison officials a transcription of part of the 14-inning broadcast to be played for inmates participating in the game.

WCAM Will Oppose New Outlet in Camden

MAYOR GEORGE E. BRUNNER, of Camden, N. J., indicates the city, which owns and operates WCAM, will oppose an application to the FCC for another radio station in Camden. The request for a license for the new station has been filed by Aaron Heine, Camden attorney. "We shall certainly oppose the application in the public interests," Mr. Brunner said. "We want no station competing with the one being operated by the city."

Mr. Heine at present heads Mack Radio Sales Co., which in 1938 signed a 10-year optional lease with the city to sell advertising for the municipal station, agreeing to pay the city $20,000 a year for the privilege. He said he will probably divorce himself "of any interest in the Mack company, if the application is granted".



KGBX IS MIGHTY PROUD OF ITS NEW POWER, TOO!

- Now 5,000 watts, day and night!
- Power equal to that of any Missouri NBC outlet!
- Dominating the four-state Ozark Market . . . 1,231,110 population and 284,900 radio homes!
- This "market with a fence around it" is not effectively covered by any outside station!
- Offering programs from two networks, both NBC Red and Blue!

AT NO INCREASE IN RATES, you can take advantage of this increased coverage in Missouri, Arkansas, Oklahoma and Kansas.

CHOICE SPOTS adjacent to NBC features are still available . . . every one a PRODUCTIVE BUY. Wire or write at once for rates, availabilities or information.

KGBX Springfield Missouri • 1230 Kilocycles 5000 Watts • Ralph Foster Gen. Manager
Nat'l. Rep., John E. Pearson, 360 N. Mich. Chicago
Red NBC Blue



....Pardon Our Yawn

• It's because we're staying up nights, on the air full time. We're stepping out, too, with 1,000 watts, and we're reaching a million and a quarter folks in 36 counties of prosperous North Texas and southern Oklahoma. All at NO increase in rates! For more information, write KRRV, Sherman or Denison, Texas.

An affiliate of the Mutual Broadcasting System Texas State Network

The Sherman-Denison Station
KRRV
880 KC. 1,000 WATTS

Chairman Fly on Radio's Future

(*Continued from page 17*)

Treasure Island I could not but ponder upon the significance of that plaque. To the broadcasting industry, it was the message—the deserved message—well done.

But there were grouped in this plaque the images of such men as Lincoln, Washington, Jefferson, Henry, Franklin. Theirs was the struggle to create in the first instance, to secure and finally to defend our democratic institutions.

A Basic Right

To me, in a deep emotional sense, freedom of speech is a basic right. But sitting there I began to wonder if the fathers were deeply concerned with my own interest in speaking my mind or in forwarding my own special purpose or in your own selfish interest in getting somebody told. If that be true, then freedom of speech were well nigh illusory and devoid of useful function. With what then were they really concerned? What is the substance of freedom of speech—what is the basic interest protected?

Let us again turn to the plaque. Whitman's words are significant. His concern was not in free tongues for the sake of the tongues, but *in haec verba*, "safety for these States." "I say there can be no safety for these States without free tongues." To him as with us today free tongues were essential not merely as a part of our democratic customs and conveniences but rather as an actual instrument for the preservation of our democracy.

Every one of these great statesmen aided in creating, securing, or preserving the Bill of Rights, including freedom of speech. The principle of self-government was at stake. The capacity of a people to govern itself was being tested. Democratic institutions were in the crucible. These men like Whitman were concerned with the safety of the States and the permanence of the democratic form of government they symbolized.

Education—the diffusion of knowledge and information—has long been deemed essential to the American scheme of things. No people without adequate knowledge of the true facts involved are capable of intelligent self government. The American people properly informed are best capable of self-government. Washington himself, in his Farewell Address, emphasized the need to "promote—as an object of primary importance, institutions for the general diffusion of knowledge." The role of facts and knowledge in enabling a democracy to attain the heights of which it is capable can never be over-emphasized.

Getting the Facts

In that light, freedom of speech begins to take on substantial meaning—as an instrument dedicated to the service of a free people.

Let us turn again to this plaque —this symbol of the broadcasting industry as an instrument of freedom. In Whitman's words there is a further requisite for the safety of our system of Government, that is, listeners who were ready, able and willing to hear. Whitman's dream has now come true—the radio at last has provided the great audience. And so, appropriately it will serve as the guardian of our institutions.

It must be borne in mind that, however much the individual has personally enjoyed his freedom of speech, there were always serious limitations. How many people could he reach by speech—how many by leaflets — over what distances — through what machinery—and at whose expense? Whatever the mental relief he may have enjoyed there were various limitations in the means of achieving his own purposes as an individual. But there has always been the important need of the democratic nation to create and maintain an enlightened and informed public opinion based, as it must be, upon the facts—fully and fairly presented.

Free Discussion

This means of course that where vehicles of public discussion are under private control there must be balanced and two sided—not biased or one sided presentations.

The Supreme Court recently said:

"Freedom of discussion, if it would fulfill its historic function in this nation, must embrace all issues about which information is needed or appropriate to enable the members of society to cope with the exigencies of their period *** Those who won our independence had confidence in the power of free and fearless reasoning and communication of ideas to discover and spread political and economic truth. Noxious doctrines in those fields may be refuted and their evil averted by the courageous exercise of the right of free discussion."

Fair Reporting

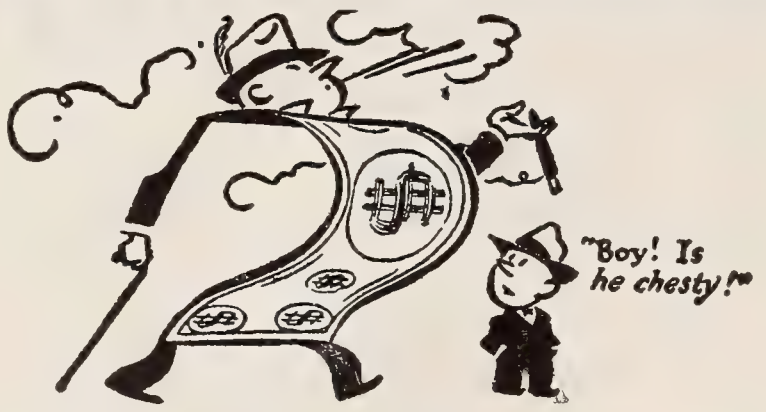
The handicap of the individual is still grave. Radio is a limited facility. Only the few may talk. The millions will listen. But there again we are driven back to the paramount concern of the broadcaster—his duty to the public. Since he cannot supply to all individuals the right to speak, he must render his service to the public and to the democracy by according that public the overwhelming benefit which can come from free discussion and full exposition. Neither Washington nor Henry nor Jefferson could be other than happy at the creation and use of such an important public facility for the preservation of our democratic institutions.

It must follow that the broadcaster owes to the public whose facility he occupies, and to the democracy he is bound to preserve, the inescapable duty of full and fair reporting, balanced treatment, and honest and impartial comment on all facts and information of public concern; and adequate coverage on all public issues by two sided discussions and equality of facility and representation.

Recalls Lincoln Phrase

The responsibility for this service rests with the licensee. It is inconceivable that control of the radio as an instrument of freedom should be delegated to any special interest with the liberty to control news, information and comment services. So soon as this service is rendered on behalf of a special interest or political party the radio ceases its most important function in the public interest.

The world too well knows, and will long remember, outstanding instances where the instruments of free speech have been utilized by particular individuals and special



YOUR RADIO DOLLAR GROWS BIG . . . AT CKLW IN THE DETROIT AREA!

If you're selling the Detroit Area this Fall, get the BIGGER response per dollar that CKLW offers . . . with 5,000 watts sending your sales story clear and strong throughout America's 4th market! In spite of the tremendous listen-interest we enjoy with the able-to-buy, *rates* are *exceedingly kind* to overworked budgets.

CKLW

5000 WATTS DAY and NIGHT • CLEAR CHANNEL

Representative: Joseph Hershey McGillvra

MUTUAL BROADCASTING SYSTEM

There is a Market Where the State's Largest Industry Will be Expanded

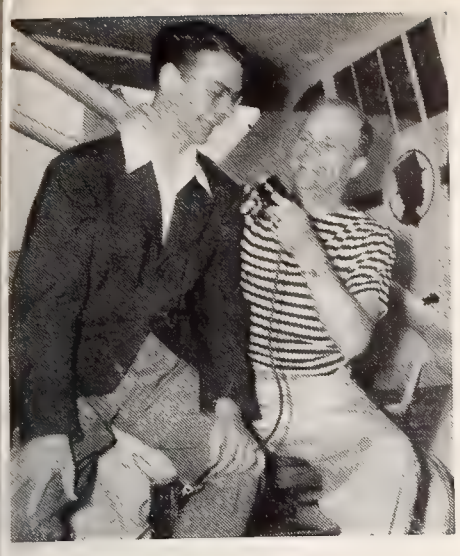
60%

It's Served By

WCSC

CHARLESTON, S. C.

Free & Peters, Inc.
Representatives



ON CHARLIE'S roost perches a new occupant, Hal Thompson of the WFAA special events staff. Hal chose this method of getting some authentic McCarthy atmosphere into an interview with Edgar Bergen when the Chase & Sanborn ventriloquist landed his new plane enroute from Dallas to the Coast.

groups to serve their own individual purposes. The radio not merely follows the trend in government but it too often implements those trends. Where the radio has fallen as the voice of the people self-government has disappeared.

Broadcasting is all the more important in places where the other vital source of public information and opinion has on occasion utilized its basic freedom to promote its own or other special interests and causes. In the press we have long respected the traditional role of the editorial, however much we might deplore it in the radio. Yet one cannot but view with concern the instances where "news" is handled in such manner as to give the public what the newspaper owner, in the light of his interest, wants the public to receive.

"News" can be colored. Headlines can be slanted. Spacing can be contracted or expanded; emphasis supplied or extracted by artful placing; important events or responsible views can be overlooked, yet John Doe can send a telegram and become a national character overnight. All this may appear momentarily to be good business; but it would not be democracy. It would overlook the real function of our basic freedom; and we should have an instrument of freedom devouring itself and the democratic structure which nourished it.

"I Come to Praise Caesar . . . ."

Let me not be deemed to criticize the American system of broadcasting. I am here to praise it. These are trying times and I have thought it beneficial frankly to discuss the great principle. Frankness is essential in these discussions, and those which I hope will follow on other problems of mutual concern. You will know that I am proud to observe the great public service rendered by the broadcasters in the midst of a tremendous conflict.

Their general news, informational and commenting service have been of a high order. News has been searched out and brought to us from the four corners of the earth. The networks have rendered particularly valuable public service in this regard. And so have the many broadcasters moved across a vast field of public service with creditable results. I face the future with confidence in radio and believing in it as a great and permanent institution. There can be no real fear that, conscious of your great privilege and its attendant responsibility, you would ever let the torch fall.

Need I add gentlemen, as domestic issues compete with foreign events, that I am not asking for speeial favors. It is basic in this speech that I oppose and shall always oppose special favors in the conduct of radio broadcasting.

No Federal Pressure

It is of greatest importance that neither I nor any other Governmental official or group of officials shall endeavor to bend radio to our own special causes. That is fully as important as that radio shall not bend under the yoke of other special interests. Yours is the discretion to be exercised in the conduct of the station, which after all is constantly under the effective scrutiny of the listening public. No Government official or group can or should undertake to substitute its judgment for your own. Your decisions are many—your problems difficult. But they are yours, not mine. Such is the American system of broadcasting as it rounds into its third decade of public service.

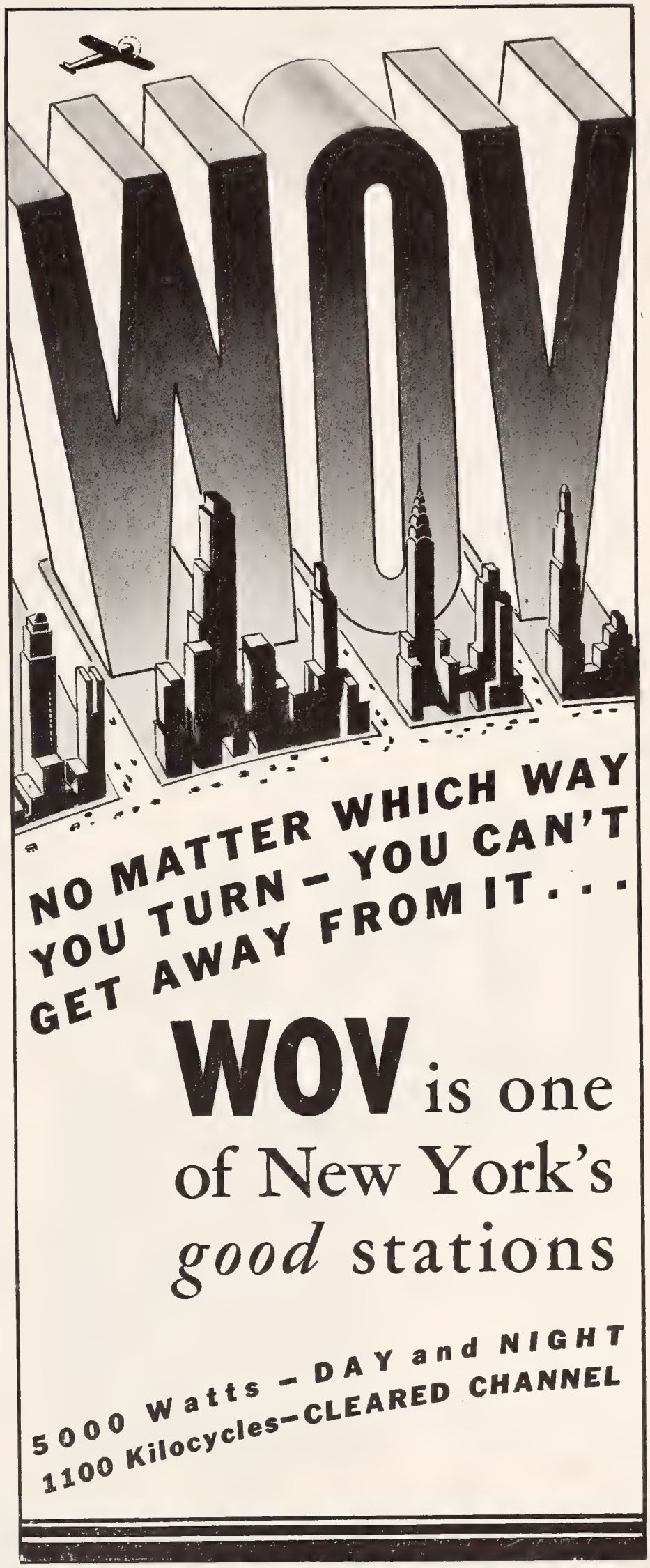
Radio is a tremendous achievement. Its future is one of continually greater strength in the affairs of mankind and in the service of the public. These are troublesome days for all of us. But radio is not and must not be imperiled. To radio, time is endless.

Wars may come and nations may go. Tomorrow's political campaigns will pass into yesterday, as brief events in the life of a free people. The years like great black oxen will thunder down the trail of unending time. But, as the great bulwark of our great democratic institutions, radio must stand — till kingdom come.

Recognition

AN INNOVATION in Government publicity appeared on a recent War Department release, issued to the press and radio in Washington. In addition to the regular newspaper release date included as a matter of course on all publicity handouts, a separate release date for radio was included, i.e., "For release in the a.m. papers of Tuesday, July 30, 1940. For release by radio commentators after 6 p.m. Monday, July 29, 1940".

MAJ. EDWARD BOWES, impressario of the CBS *Amateur Hour* sponsored by Chrysler Corp., has enlisted in the U. S. Coast Guard Reserve, and his 8-foot yacht *Edmar* has joined Flotilla No. 6 of the Coast Guard Reserve fleet. The yacht, powered with twin 300-horsepower engines and capable of 25 knots maximum speed, is subject to call for special duty at any time.



Studio Notes

NETWORK RATE for station WSB, Atlanta, NBC-Red affiliate, will be raised, effective Sept. 1, from $360 to $400 per evening hour, William S. Hedges, NBC vice-president in charge of stations has announced. Increase follows the placing in operation of the station's new vertical radiator. Cut-in announcements will cost $33 at night, $17 by day, and $25 on Sunday afternoon. Mr. Hedges also announced that on July 13, cut-in rate for station KGHL, Billings, Mont., member of NBC's North Mountain group, available with either Red or Blue, became $10 at night, $5 day, and $7 Sunday afternoon.

KSD, St. Louis, has issued its Rate Card No. 17, to become effective Sept. 1. It carries moderate increases, but current contracts will be protected against increases until their expiration.

KOA, Denver, during July enjoyed the largest volume of national spot and local business in its history. 12.4% ahead of July, 1939, and 89.7% over July five years ago, according to General Manager Lloyd E. Yoder. Contributing to the KOA increase are several news sponsors, Manager Yoder having inaugurated the policy of selling news this year for the first time in KOA's history.

WCAU, Philadelphia, on Aug. 12 started a newspaper campaign using institutional copy on radio itself to increase listening. The campaign calls for 700 lines to be used weekly in the *Philadelphia Inquirer*, as part of a time for space swap, and a like number of lines in the *Philadelphia Bulletin*, a cash outlay with the account handled by the Donavon-Armstrong Agency, Philadelphia.

NEW rate card of WLW, Cincinnati, effective Aug. 15, will not change the rates themselves, but will change the method of computing discounts. Heretofore, discounts have been on a weekly value basis predicated on the amount of money spent. In the future, volume of time used will be the determining factor.

AN ALL-TIME record for July business is reported by A. Louis Read, commercial manager, of WWL, New Orleans. National spot sales were 51.4% ahead of July, 1939, and have increased 52% for the first seven months of 1940 over the same period last year. Total time sales, network, spot and local, are 33% ahead of 1939.

KRE, Berkeley, Cal., recently purchased the Royal Recording Co. and moved the firm's offices and studios to the KRE Bldg. To be operated under the same name, the company was purchased to facilitate station business and production and to offer advertising agencies complete commercial transcription and air-check service.

WDAS, Philadelphia, is arranging a listeners party for its recorded *Merry-Go-Round* to mark the program's anniversary. About 20 listeners who have not missed a single day during the past five years in writing in to the program will be the guests. One of these listeners, it was disclosed, has been requesting the same selection, "It's a Sin to Tell a Lie," for three years.

BOB EDGE, CBS hunting and fishing commentator, piled up 9,000 miles of air travel in the first two weeks of August as roving reporter. He covered and competed in the Southwest Texas Fishing Rodeo, surveyed fishing and hunting conditions in Mexico and passed a week in Los Angeles covering and participating in the California Fishing Derby. Before returning to New York he checked a Warner Bros. fishing picture for which he had written the script.



NEWLYWEDS are Bob Carter, announcer of WMCA, New York, who handles the Sunday night *Good Will Hour* on NBC, and Agnes K. Hermansen, of Ashland, Ky., a former United Airlines stewardess. They were married in New York July 30. The camera caught them at the Telephone Exhibit at the New York Fair. Carter, a World War flier, was formerly on the staff of WIP, Philadelphia.

WIS, Columbia, S. C., recently observed the 10th anniversary of its *Good Ship Treasure Chest* feature, conducted since its start by Leo Downs, WIS senior salesman. *Treasure Chest* alumni are now performing with orchestras in Washington, New York, and Chicago. During its 10 years the program has been sponsored continuously by 10 local merchants.

WKBZ, Muskegon, Mich., is rushing construction of its new auditorium to have it ready for use by Aug. 15, two weeks ahead of schedule, for the fall political campaign. The acoustically-treated auditorium, located just outside the business district, has a seating capacity of 800 and permanent broadcast and public address installations. The stage is regulation theatre size, with space for dressing rooms in the basement of the building.

WDAY, Fargo, N. D., observed "Radio Week" during the Red River Valley Fair in early August, using special studios at the fair grounds and various educational displays. A prominent feature was a transcription demonstration during which fair visitors were interviewed and given recorded copies of their remarks. The WDAY studios were open during the whole Fair week, and a series of special programs were carried.

A TOTAL of 86 artists have signed contracts with the recently organized WGN, Chicago, talent division, according to Noel Gersen, head of the department. The talent division, which is only one month old, takes over professional management of performers, booking them for engagements under terms of contracts signed. Included in the list of artists are 40 dramatic actors, 26 speakers and writers, 13 vocalists and seven announcers.

KPO-KGO, San Francisco, during June registered a 41½% increase in revenue over the same month in 1939, giving both outlets a half-year in which every month has shown a substantial increase. Totals for the six months show the stations up 27½% over the same period last year, with KPO's local sales in June 68% ahead of the corresponding figure for 1939.

KFYR, Bismarck, N. D., claims to have made the first flash after a tornado swept Dawson, 50 miles away. Wayne Griffin and Bob MacLeod flew over the scene in a chartered plane. Engineer Bob Watts made the trip in his own plane. A roundup of the tragedy was broadcast 2½ hours after it occurred.

WAAT, Jersey City, has assigned Bob Kieve as special correspondent to cover the current war games in the Northern New York area. WAAT is carrying three five-minute pickups daily from the area, in addition to Kieve's daily dispatches, along with the other three stations of the newly organized New Jersey State Network —WCAP, Asbury Park, WBRB, Red Bank, and WCAM, Camden.

ZELLA DRAKE HARPER, who conducts the *Woman's Radio Club* on WIBG, Glenside, Pa., held an all-day outing August 14 for her listeners at Washington's Crossing, Pa.

AS PART of a national campaign to instruct Americans on what industry is doing to help the national defense measures, the National Assn. of Mfrs. has arranged for three broadcasts on CBS during which Edwin C. Hill, CBS news analyst, will interview three leading executives on the role industry has already assumed and its future plans. Colby Chester, chairman of the board of General Foods Corp. and director of the NAM, will speak on the first program Aug. 15; Charles Hook, president of the American Rolling Mill Co., speaks Aug. 29, and on Sept. 5, H. W. Prentis Jr., NAM president and president of Armstrong Cork Co., will be interviewed.

A NEAR-TORNADO blew down the new 525-foot vertical radiator at CBM, Montreal, but engineers under chief engineer R. A. Scantlebury had the station on the air in 45 minutes by utilizing the antenna system of the former CBM at Laprairie, Que., which was due for demolition within 10 days. CBM's new transmitter and antenna went on the air June 17 [BROADCASTING, June 15].

WDZ, Tuscola, Ill., in an attempt to survey the commercial possibilities of the 5-6 a.m. period, has started a sunrise program featuring five members of the stations talent staff and consisting of music, comedy and news. A careful check on locations of listeners reached by tabulating mail pull is being made. Photos of entertainers serve as bait.

WBAP, Fort Worth, and Texas Quality Network stations—WOAI, San Antonio, WFAA, Dallas, KPRC, Houston—are again credited with a Texas political victory with reelection of Gov. W. Lee O'Daniel. Gov. O'Daniel, for many years a radio sponsor on TQN stations, was elected in 1938 after a whirlwind radio campaign. R. C. Stinson, WBAP chief engineer, again accompanied Gov. O'Daniel on his 1940 political swing around Texas, making many TQN pickups during the 6,000-mile trip. With a total vote near 600,000, he received about 55% of the vote, again winning the Democratic nomination without a runoff. In Texas the Democratic nomination for Governor is tantamount to election.





ATTENTION



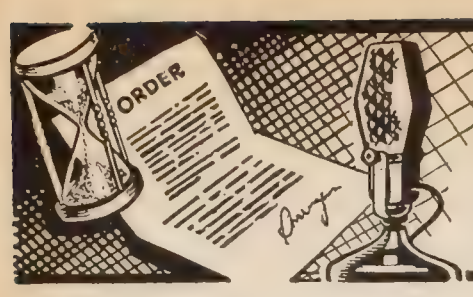
BRONCO BUSTING gets it...

But SELLING RADIO TIME demands another kind of attention!

Selling your market and your station demands a distinct and specialized sort of attention. That's where BROADCASTING comes in. For BROADCASTING hits the nail on the head when it comes to winning and holding the attention of time-buyers. BROADCASTING is 100% Radio all the time . . . nothing but Radio. It's fast and economical. It's tailor-made for you!

BROADCASTING
BLANKETS
TIME BUYERS!

They're Radio-Minded when they read **BROADCASTING**



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFBR, Baltimore

Armour & Co., Chicago, 520 *sa*, thru Lord & Thomas, Chicago.
Baldwin Labs., Saegertown, Pa. (Dwin), 33 *sp*, 78 *sa*, thru Yount Co., Erie, Pa.
Bristol-Myers Co., New York (Minit-Rub), 156 *sa*, thru Young & Rubicam, N. Y.
California Fruit Growers' Exchange, Los Angeles (Sunkist), 100 *sa*, thru Lord & Thomas, Los Angeles.
Chrysler Corp., New York (Dodge), 20 *sa*, thru Ruthrauff & Ryan, N. Y.
Commercial Credit Co., Baltimore, 91 *sp*, thru O'Dea, Sheldon & Canaday, N. Y.
Ex-Lax Inc., Brooklyn (proprietary), 42 *ta*, thru Joseph Katz Co., Baltimore.
Fels & Co., Philadelphia (soap), 65 *sp*, thru Young & Rubicam, N. Y.
Foster-Milburn Co., Buffalo (Doans remedies), 104 *sa*, thru Street & Finney, N. Y.
Franklin Institute, Rochester (school), 16 *sa*, direct.
General Electric Co., New York (lamps), 13 *sa*, thru BBDO, N. Y.
Lee Tire & Rubber Co., Conshohocken, Pa. (tires), 8 *ta*, thru Benjamin Eshleman Co., Philadelphia.
O'Sullivan Rubber Co., New York (heels), 168 *sp*, thru Bermingham, Castleman & Pierce, N. Y.
Procter & Gamble Co., Cincinnati (Camay), 260 *t*, thru Pedlar & Ryan, N. Y.
Reed Tobacco Co., Richmond (Chelsea), 91 *sa*, thru Warwick & Legler, N. Y.
F. G. Vogt & Sons, Philadelphia (canned scrapple), 8 *sp*, thru Clements Co., Philadelphia.

CKNX, Wingham, Ont.

Ralston Purina Co., Woodstock, Ont. (feeds), 3 *t* weekly, thru James Fisher Co., Toronto.
Northrop & Lyman Co., Toronto, Ont. (proprietary), 5 *sa* weekly, thru E. W. Reynolds & Co., Toronto.
Canadian National Carbon Co., Toronto (batteries), 6 *ta* weekly, thru Clark Locke Ltd., Toronto.
Tudhope Anderson Co., Orillia, Ont. (implements), 3 *sa* weekly, direct.
T. Eaton Co., Toronto (mail order), 36 *sa* thru A. J. Denne & Co., Toronto.
General Dry Batteries, Toronto, weekly, *sp*, thru A. McKim Ltd., Toronto.
Nova-Kelp Co., Toronto (proprietary), 6 *sa*, thru Benison Co., Toronto.

KGHF, Pueblo, Col.

Continental Baking Co., New York (Wonder bread), *sa* series, thru Benton & Bowles, N. Y.
Rainer Brewing Co., Los Angeles, *sa* series, thru Buchanan & Co., Los Angeles.

KROW, Oakland, Cal.

Gardner Nursery Co., Osage, Ia. (plants), 6 *t* weekly, thru Northwest Adv. Agency, Seattle.
Harvey's Chewing Gum Co., Oakland (gum), 3 *sp* weekly, direct.

KYA, San Francisco

Seaboard Finance Co., Los Angeles (finance), *sa* series, thru Smith & Bull, Los Angeles.

KGW-KEX, Portland, Ore.

Armour & Co., Chicago (Treet), 156 *t*, thru Lord & Thomas, Chicago.
Northam Warren Corp., New York (Cutex), 312 *sa*, thru J. Walter Thompson Co., N. Y.
General Foods Corp., New York (Post Toasties), 261 *t*, thru Benton & Bowles, N. Y.
P. Lorillard Co., New York (Friends tobacco), 26 *t*, thru Lennen & Mitchell, N. Y.
Bristol-Myers Co., New York (Minit-Rub), 156 *sa*, thru Young & Rubicam, N. Y.
Andrew Jergens Co., New York (Woodbury soap), 26 *sa*, thru Lennen & Mitchell, N. Y.
Wesson Oil & Snowdrift Sales Co., New Orleans, 364 *sa*, thru Fitzgerald Adv. Agency, New Orleans.

KOMA, Oklahoma City

Dr. Pepper Bottling Co., Dallas, 52 *sa*, thru Tracy-Locke-Dawson, Dallas.
Plough Inc., Memphis, 800 *sa*, thru Lake-Spiro-Cohn, Memphis.
White Labs., New York, 39 *sa*, thru William Esty & Co., N. Y.
Wesson Oil & Snowdrift Sales Co., New Orleans, 312 *sa*, thru Fitzgerald Adv. Agency, New Orleans.
Custodian Toiletries, Chicago, 66 *ta*, thru H. W. Kastor & Sons, Chicago.
BC Remedy Co., Durham, N. C., 312 *sa*, thru Harvey-Massengale Co., Atlanta.

KFRC, San Francisco

Fels & Co., Philadelphia (Fels Naptha soap), 3 *sp* weekly, thru Young & Rubicam, N. Y.
Langendorf Bakeries, San Francisco, *sa* series, thru Leon Livingston Adv., San Francisco.
National Funding Corp., Los Angeles (finance), 6 *sa* weekly, thru Smith & Bull, Los Angeles.
Chemical Distributing Co., Oakland-Cal. (Par Ful) 3 *sa* weekly, thru Sidney Garfinkel, San Francisco.

KSFO, San Francisco

Assn. of California Architects, Northern Section, San Francisco, weekly *sp*, direct.
Langendorf United Bakeries, San Francisco, 5 *sp* weekly, thru Leon Livingston Adv. Agency, San Francisco.
Manhattan Soap Co., New York, (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

WABC, New York

New York Institute of Dietetics, New York, 2 *sp* weekly, thru Sternfield-Godley, N. Y.

WOR, Newark

Quaker Oats Co., Chicago (Farina), weekly *sp*, thru Sherman & Marquette, Chicago.
Maltex Co., Burlington, Vt. (cereals), 6 *sa* weekly, thru S. C. Croot Co., N. Y.
Liggett & Myers Tobacco Co., New York (Chesterfields), 2 *t* weekly, thru Newell-Emmett Co., N. Y.
Stanback Co., Salisbury, N. C. (headache powders), 3 *sp* weekly, thru Erwin, Wasey & Co., N. Y.

CKCL, Toronto

Dr. J. L. Lambert Ltd., Montreal, 26 *t*, thru J. Huot, Montreal.
Kik Ltd., Montreal (soft drink), 3 *ta* daily, thru Associated Broadcasters, Montreal.
Imperial Oil Ltd., Toronto (dealers), 2 *ta* daily, direct.
Morrow & Co., Toronto (coffee), 5 *sa* weekly, thru A. J. Denne & Co., Toronto.

KLBM, La Grande, Ore.

Sego Milk Products Co., Salt Lake City, 2 *t* weekly, thru Gillham Adv. Agency, Salt Lake City.
U. S. Bakery, Portland, Ore. (Franz bread), daily *sa*, thru MacWilkins & Cole, Portland.
Nesbitt Fruit Products Co., Los Angeles (orange juice), daily *ta*, thru Chas. H. Mayne Co., Los Angeles.

WFTM, Fort Myers, Fla.

Southern Brewing Co., Tampa, 6 *sp* weekly, thru Peninsular Adv. Agency, Tampa.
Tampa-Florida Brewery, Tampa, 12 *sa* weekly, thru McCarthy Adv. Agency, Tampa, Fla.
Gulf Oil Co., Pittsburgh, 2 *t* weekly, thru Young & Rubicam, N. Y.

KIEM, Eureka, Cal.

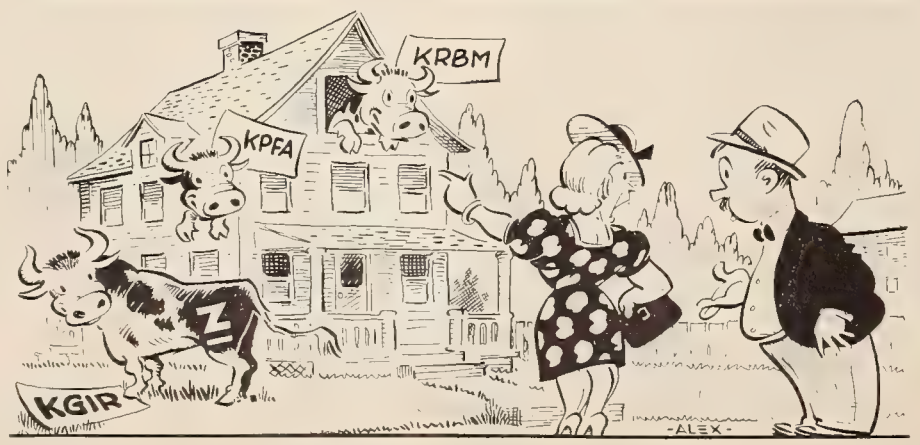
Bank of America, San Francisco, weekly *sp*, thru Charles R. Stuart, San Franciso.
Pacific Brewing & Malting Co., San Francisco, 7 *sa* weekly, thru Brewer-Weeks Agency, San Francisco.
Humboldt Creamery Assn., Eureka, Cal. (Challenge butter), 2 *sp* weekly, direct.

WMCA, New York

Warren Norge Co., New York (Farnsworth radios), 5 *sp* weekly, direct.
Johns-Manville Corp., New York (equipment), 30 *sa* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.

WROK, Rockford, Ill.

Sargent & Co., Des Moines (feed), 5 *sa* weekly, thru Fairall & Co., Des Moines.



"I told you they go everywhere!"

Pd. Adv.

KFYR, Bismarck, N. D.

Manchester Baking Co., Fargo, N. D., 5 *sa* weekly, thru Neisser-Meyerhoff, Chicago.
Dr. Andre Laboratory, Milwaukee (Naf-Sol), 26 *sa*, thru John Barnes Adv. Agency, Milwaukee.
Land-O-Nod Co., Minneapolis (mattresses), 3 *sa* weekly, thru MacKenzie Inc., Minneapolis.
Pure Oil Co., Chicago, *sa* series, thru Leo Burnett Co., Chicago.
Gamble Stores, Minneapolis, 6 *sa* weekly, thru BBDO, Minneapolis.
Russell Miller Milling Co., Minneapolis, 2 *sp* weekly, thru N. W. Ayer & Son, Philadelphia.
Johnson & Johnson, New York (Tex toothbrush), 6 *sa* weekly, thru Ferry-Hanly, Chicago.

KRE, Berkeley, Cal.

Dr. J. A. Campbell, San Francisco (chain dentist), 30 *sa* weekly, 26 weeks, thru John McEnroe Agency, San Francisco.
Southern Pacific Railway, San Francisco, 30 *sa* weekly, thru Lord & Thomas, San Francisco.
Seaboard Finance Co., Los Angeles, 60 *sa* weekly, 52 weeks, thru Smith & Bull, Los Angeles.
McCoy Health Institute, Los Angeles, 6 *sp* weekly, 52 weeks, thru Barton A. Stebbins Adv., Los Angeles.
Lee Ann Beauty Schools, Los Angeles, 5 *sp* weekly, direct.

KUIN, Grants Pass, Ore.

Neighbors of Woodcraft, Portland, Ore. (fraternal life insurance), 2 *t* weekly, direct.
Gospel Broadcasting Assn., Los Angeles, weekly *t*, thru R. H. Alber Co., Los Angeles.
W. P. Fuller & Co., San Francisco (paint), 2 *ta* weekly, thru McCann-Erickson, San Francisco.
Sasa Co., Portland, Ore. (hair tonic), 2 *sa* weekly, direct.
Par Soap Co., Oakland, Cal. (Par soap), 3 *sa* weekly, thru Tomaschke-Elliott Adv., Oakland, Cal.

KPO, San Francisco

Panama Pacific Line, San Francisco, 5 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Southern Pacific Co., San Francisco (railway), *ta* series thru Lord & Thomas, San Francisco.
Chemical Distributing Co., Oakland, Cal. (Par-Ful), 4 *sa* weekly, thru Sidney Garfinkel Agency, San Francisco.
Andrew Jergens Co., Cincinnati (soap, cosmetics), 3 *ta* weekly, thru Lennen & Mitchell, N. Y.

KFI, Los Angeles

White Labs., New York (Chooz), 3 *ta* weekly, thru Wm. Esty & Co., N. Y.
Andrew Jergens Co., Cincinnati (Woodbury soap), 3 *ta* weekly, thru Lennen & Mitchell, N. Y.

WHBC, Canton, O.

General Baking Co., New York (Bond bread), 19 *ta* weekly, thru BBDO, N. Y.
Pure Oil Co., Chicago, 26 *sp*, thru Leo Burnett Co., Chicago.

WQXR, New York

Gambarelli & Davitto, New York, (Swiss Colony wines and G & D vermouth) 6 *t* weekly, 52 weeks, thru De Biasi Adv., N. Y.

WHN, New York

Jean Jordeau, South Orange, N. J. (Zip hair remover) 5 *sa* weekly, 4 weeks, thru James R. Flanagan, N. Y.

KOY, Phoenix

Wesson Oil & Snowdrift Sales Co., New Orleans, 4 *sa* daily, thru Fitzgerald Adv. Agency, New Orleans.

WDRC, Hartford

Burnham & Morrill Co., Portland, Me. (baked beans), 52 *sa*, thru Lavin & Co., Boston.

Radio Advertisers

S. C. JOHNSON & Co., Racine Wis. (Wax-O-Namel), has added WSAI, Cincinnati, and WSUN, St. Petersburg, Fla., to its list of stations scheduled to carry four-weekly one-minute live announcements starting Sept. 3 [BROADCASTING, Aug. 1]. Thirty-one stations are to be used in the campaign.

ROMA WINE Co., San Francisco (wine) on Aug. 2, launched a transcribed version of *World's Fair Party*, released over Don Lee-Mutual stations on the Coast, on WRR, Dallas, for 26 weeks, Fridays, 7:30-8 p. m. Agency is Cesana & Associates, San Francisco.

AUTO dealers in the St. Louis area are participating in *The Automotive Hour*, new KWK program in which each dealer sponsors a daily 50-word announcement during the hour.

PROCTER & GAMBLE, Cincinnati, on Aug. 5 started sponsorship of a five-weekly quarter-hour transcribed series of *The Gospel Singer* on WGN, Chicago, on behalf of American Family products. Contract which runs through Aug. 1, 1941, was placed by H. W. Kastor & Sons, Chicago, the agency handling the account.

THE PEP BOYS, chain auto supply dealers, with headquarters in Philadelphia, sponsors six hours daily of the overnight programs on WIP, Philadelphia, on a long-term contract. The single-sponsor after-midnight show, chiefly recordings, more than justifies the 24-hour operation of WIP, the station says.

AUTOMOBILE DEALERS Assn. of Des Moines, is sponsoring a series of seven shows daily on KSO-KRNT, Des Moines, in a mid-summer promotion emphasizing the possibility of advanced auto prices for fall and winter. The campaign, originally scheduled for two weeks, was renewed because of the success of the first two weeks.

NELSON BROS. STORAGE & FURNITURE Co., Chicago chain, on Oct. 1 renews for 52 weeks its six-weekly half-hour *Musical Clock* programs, thrice-weekly quarter-hour *Man on the Street* and thrice-weekly quarter-hour *Rhythm Off the Record* on WBBM, Chicago. Account is handled by Morton Adv. Service, Chicago, and has been on WBBM since July, 1933.

NATIONAL TEA Co., Chicago, has renewed for 13 weeks, effective Aug. 16, its musical-quiz game, *Cartune-O*, featuring Harold Stokes and his orchestra and Bill Anson as m.c., on WGN, Chicago. Schwimmer & Scott, Chicago, is agency.

P. LORILLARD Co., New York, on Aug. 19 begins daily participation on *Make Believe Ballroom* for Old Gold cigarettes on WNEW, New York, 6:30-6:45 p.m. Axton-Fisher Tobacco Co., Louisville, formerly sponsored the period thrice weekly for Twenty Grand. Lennen & Mitchell, New York, handles the Lorillard account.

COMMUNITY OPTICIANS, Long Island City, N. Y., on Aug. 18 will start *Zeke Manners & His Gang* on WNEW, New York. Monday through Saturday, 7:30-7:45 p.m. and Sundays, 11 a.m.-12 noon. Company also will sponsor 12 quarter-hours weekly on Martin Block's *Make Believe Ballroom*, and 24 five-minute announcements weekly on WNEW. Account is handled direct.

CARTER COAL Co., Washington, D. C., on Aug. 11 started a weekly half-hour transcribed drama, *Hermit's Cave*, on WBBM, Chicago, heard Sundays, 9:30-10 p.m. Ralph H. Jones Adv. Co., Cincinnati, placed the contract.



A NEW program gets a going-over as Capt. E. D. C. Herne (center, seated), newscaster and World War flyer, chats with associates on the Skelly Oil Co. news commentary on NBC-Red [BROADCASTING, July 15]. Joining the discussion are K. D. Fry (left, seated), NBC-Chicago, special events and news manager; William Waddell, NBC salesman (standing) and David Dole, of the radio department of Skelly's agency, Henri, Hurst & McDonald.

Authentic

BAWLING BOVINES in nearby stockpens supply real-life sound effects for the new *Market Roundup* quarter-hour on KGKO, Fort Worth. On the initial program startled listeners phoned the station to inform that bellering was leading into KGKO mikes from somewhere. The *Market Roundup* series will run 26 weeks under sponsorship of the Fort Worth Stockyards Co. and commission companies operating at the stockyards.

Food-Beverage Sponsor To Return in Fall With Divorce Series on CBS

THE Food & Beverage Broadcasters Assn., through its agency, Brisacher, Davis & Staff, San Francisco, has announced it again will sponsor the radio drama *I Want a Divorce* this fall, starting Oct. 5 on a nationwide CBS Saturdays, 7:30-8 P.M. (EST) for 26 weeks. Last season *I Want a Divorce* was released on 72 NBC stations throughout the country.

Several weeks ago Food & Beverage Broadcasters Assn. stated that *I Want a Divorce* was to be replaced by *Hollywood Holiday*, a variety show, but with a movie of the same title starring Joan Blondell and Dick Powell soon to be released, the tie-in possibilities were too good to pass by, according to Mr. Brisacher.

The agency head stated that a Hollywood feminine name, yet to be announced, will play the lead in the new series, with two guest stars weekly as human interest features. Lou Forbes will again direct music with Van Fleming in charge of production.

Wait-Cahill Series

WAIT-CAHILL Co., Decatur, Ill. (Green Mt. Cough Syrup), has placed direct a spot campaign on KWTO, Springfield, Mo.; KFVS, Cape Girardeau, Mo.; WSOY, Decatur, Ill.; WDZ, Tuscola, Ill.; KWOC, Poplar Bluff, Mo.

Quaker State Network To Carry Fels Program

QUAKER STATE NETWORK, regional network in Pennsylvania keyed from WFIL, Philadelphia, will be utilized for non-political commercial broadcasting for the first time by Fels Naptha Soap Co. when *Golden Bars of Melody*, sponsored by the soap company on WFIL and WSNJ, Bridgeton, N. J., expands Aug. 19 to include seven of the regional network stations in Eastern Pennsylvania.

The expansion was handled direct by Roger W. Clipp, WFIL general manager, with Cyril G. Fox, sales and advertising manager for Fels Naptha in Philadelphia. Deciding to take advantage of the coverage facilities offered by the Quaker State Network in Pennsylvania's industrial area, Fels has added WGAL, Lancaster; WKBO, Harrisburg; WSAN, Allentown; WORK, York; WEST, Easton; WRAW, Reading; and WAZL, Hazelton. The contract covers 52 weeks, Monday, Wednesday and Fridays, 10-10:15 a.m. The program started at WFIL on May 13 and is carried at the same time by WSNJ, which has a separate tie-up with WFIL for commercial and sustaining programs.

Mr. Clipp originally conceived the regional network to meet the requirements of the 1936 political campaign and had since been utilized for political broadcasts. WFIL acts as the key station and sales agent for the network, with Mr. Clipp serving as co-ordinator.

Atlantic Refining Plans Six Yale Games on WOR

ATLANTIC REFINING Co., Philadelphia, in the interests of its gasoline and oil products will sponsor six Yale football games on WOR, Newark, for the fourth consecutive year. The company also will sponsor WOR's broadcasts of three other gridiron events. Announcer for the series of broadcasts has not yet been decided, according to N. W. Ayer & Son, Philadelphia, the agency. Bill Slater handled the microphone last year.

Schedule follows: Ohio vs. Pittsburgh, Sept. 28; Penn vs. Yale, Oct. 12; Yale vs. Dartmouth, Oct. 19; Yale vs. Navy, Oct. 26; Yale vs. Brown, Nov. 2; Yale vs. Cornell, Nov. 9; Penn vs. Army, Nov. 16; Yale vs. Harvard, Nov. 23; Brown vs. Columbia, Nov. 28.

STANDARD OIL Co. of Indiana (Red Crown products), on Sept. 28 will start sponsorship of half-hour periods before and after Minnesota U football games featuring the orchestra of Halsey Hall, football scores and highlights of various football games being played on the day of the broadcasts. Contract will run for nine weeks with programs originating at KSTP, St. Paul, and fed to the Minnesota Radio Network which comprises, in addition to the Twin City outlet, KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud; and to the Arrowhead Network of WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia. McCann-Erickson, Chicago, handles the account.

LARGE colored posters of the American flag, with the simple sub-caption "God Bless America" are being distributed by the Polish Broadcasting Bureau, Joseph F. Mikolajczak and WHLD, Niagara Falls, which is part of one of the largest Polish population areas in the country.

TRANSCRIPTION TOPICS by the LITTLE TAILOR

OF DISCS AND MEN



Chee tell me more about de rabbets, Boss.

Well . . . some day we're going to have a Big Office. With a Big Storeroom. A place to keep the discs.

Yeah. A place for rabbets. An I'm gonna take care of the rabbets, huh, Boss?

*Sure, Lennie. You can stack the discs neatly, rabbet upon rabbet.**

THAT WAS last year. And we did get a Big Office. With what seemed like a Big Storeroom. And it was something out of House Beautiful.



AND THEN, as always, we increased the number of monthly releases for the Library. And our neat hutches began to bulge a bit.

AND THEN, the SPOT-ADS for subscribers. One, Two and now Three series. (Series Three is for Furniture Stores, you know; they're called "Minute Fun Quizzes", conducted by Harold Isbell—a new high in original, potent spots).

AND NOW our new Tax-free Library. Visitors come in, and we burrow for audition discs of the bright new BMI's, the outstanding PD arrangements, originals, ad infinitum.



He looks at our year-old storeroom and a wild look comes into his eyes. We begin soothingly: "Some day we're going to have a Big Storeroom. With lots of room for the rabbets." . . . (Poor guy. He'll never live to see the day. Not in this constantly and rapidly expanding business . . . You know how rabbets are!)

*Rabbets: grooves.

Are Your Transcriptions Up to Standard?

Standard Radio

TAILORED TRANSCRIPTION SERVICE

CHICAGO • HOLLYWOOD

WSPA
South Carolina's FIRST!
SPARTANBURG
In The Heart Of The
CAROLINAS
WSPA BLANKETS
The Best Balanced
Market In The South
ENUFF SAID!
1000 Watts • 920 Kc.
Walter Brown, Gen'l. Mgr.

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

The Northwest's Best Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS TRIBUNE and TIMES TRIBUNE.
FREE & PETERS, INC. — Natl. Rep.

FM Station

(*Continued from page 36*)

rod sticks up for a quarter-wave while a larger pipe, circling the neck of the original pipe, extends down for exactly the same distance. Total length of large pipe and rod equals a half-wave, or, for W2XOR, slightly more than 11 feet. Each coaxial antenna must be tailor-made to match the station's wave. The slender pipe is filled with nitrogen gas at 30 pounds pressure, preventing corrosion inside the pipe, increasing the efficiency of its insulation and acting as a gauge of any cracks in the pipe, as a drop in gas pressure would immediately show the engineer that something was wrong.

Program Problems

That, in essence, is the road traveled by a W2XOR signal from artist to antenna. The next question is what kind of programs the station is planning for FM transmission. According to Mr. Poppele, W2XOR will start by broadcasting the same programs as WOR in the main, except that it will broadcast MBS programs originating in New York but not heard on WOR. For example, while WOR carries the baseball games in the afternoon, musical programs are being sent to the network and these are also heard over W2XOR.

"FM programing has to develop gradually," he declared. "If we attempted to broadcast a complete program schedule for W2XOR only, the cost would be prohibitive. What we are doing is to build an increasingly large number of high-fidelity musical programs and to broadcast them from Studio One on both WOR and W2XOR. The new studio equipment, incidentally, has resulted in a noticeable improvement in the quality of WOR's transmission, although of course it lacks the wide-range clarity and freedom from noise of the FM system.

"After Jan. 1, W2XOR will have one daytime and one evening hour of its own programs, in accordance with FCC regulations. These programs will probably be musical, featuring the light orchestral and semi-classical tunes which best display the wide-range advantages of FM broadcasting. As the FM audience increases and as we learn more about the program potentialities and limitations of this new medium, we shall undoubtedly increase the amount of exclusive FM programs. We shall also gradually remodel and re-equip all of our studios to meet FM requirements. Here again, however, the process will be gradual. As new a thing as FM is bound to have many improvements in a relatively short time and if we rebuilt all of our studios to the best of today's standards, we should probably find them all out of date in a couple of years. A program of gradual expansion seems to be far more practical, from both an engineering and a financial viewpoint."

Robinson to Agency

KEN ROBINSON, since April, 1937, continuity editor of the NBC Central Division, resigned Aug. 12 to accept the post of program director of Neisser-Meyerhoff, Chicago agency. Nelson Shawn continues as radio director of the agency with Mr. Robinson's duties comprising the editing, directing and in some cases writing of programs produced and placed by the company. He is author of *Dan Harding's Wife* and *The Adventures of Dari-Dan*, both of which have been heard over NBC. A graduate of Chicago Central School of Commerce where he majored in advertising, Robinson has been, in turn, circulation promotion manager of the *Chicago American*, news commentator for the *Chicago Herald & Examiner*, assistant continuity editor of NBC, Chicago, then attaining the position he held before his resignation.



Mr. Robinson

Agencies

PRESTON H. PUMPHREY, radio director of Warwick & Legler, New York, has resigned, announcing no future plans. Although the agency has not officially named a successor, it is understood Tevis Huhn, Mr. Pumphrey's assistant since last fall, will take over the position.

JOE BIGELOW, of the New York office of J. Walter Thompson Co., left for California Aug. 2 to help write the *Kraft Music Hall* script, substituting for Carroll Carroll who is ill. Stan Quinn was shifted from the Coast to New York to take Mr. Bigelow's place and work on his accounts.

V. M. WALLACE, formerly vice-president and a director of Tracy-Locke-Dawson, has joined the New York office of Roy S. Durstine.

V. T. MERTZ, formerly advertising manager of Associated Distributors (cosmetics), has joined H. W. Kastor & Sons Adv. Co., Chicago, as account executive on Procter & Gamble business.

J. C. RIGGS, formerly assistant general sales manager of Hecker Products Corp., New York (H-O division), has joined Erwin, Wasey & Co., Chicago, as account executive.

TOM DENTON, formerly account executive of W. E. Long Co., Chicago advertising agency, has joined H. W. Kastor & Sons, same city, as account executive.

HELGA WERNBLAD, time and space buyer of Benson & Dall, Chicago advertising agency, has announced her marriage June 28 to Harry Wille.

HUBERT R. DOERING, formerly with Anheuser-Busch, General Motors and Schlitz Brewing Co., has joined Compton Adv., New York in an executive capacity.

STEPHEN M. KENYON, formerly with Lord & Thomas and J. Walter Thompson Co., New York, has joined Donahue & Coe, New York, in an executive capacity.

RAVETT ADV. AGENCY, New YORK, has been dissolved and Charles Ravett on Aug. 1 joined Picard Adv., New York, in an executive capacity, handling his former accounts.

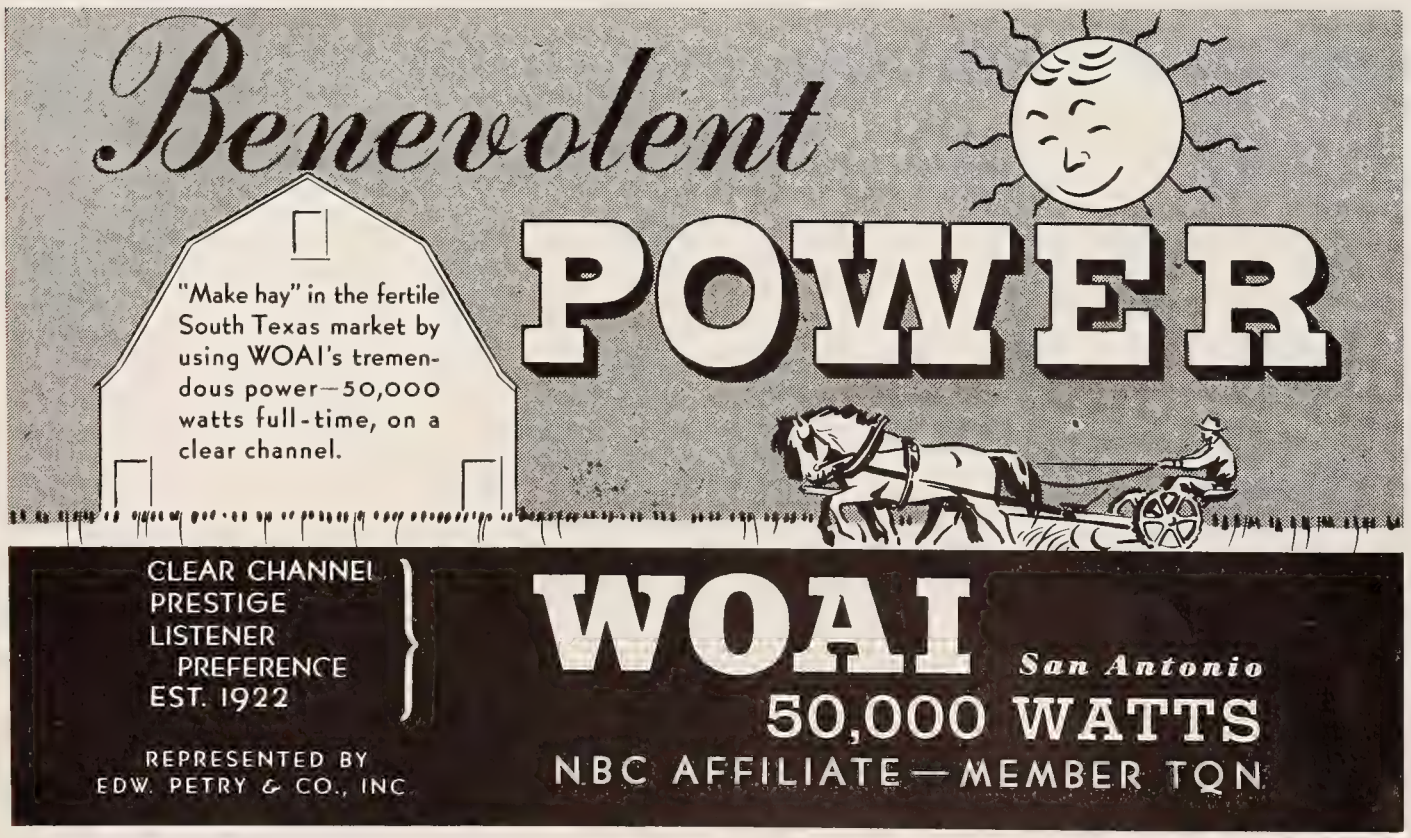
A. B. STEWART, formerly with the *New York Herald-Tribune*, is now an account executive with A W Adv., New York.

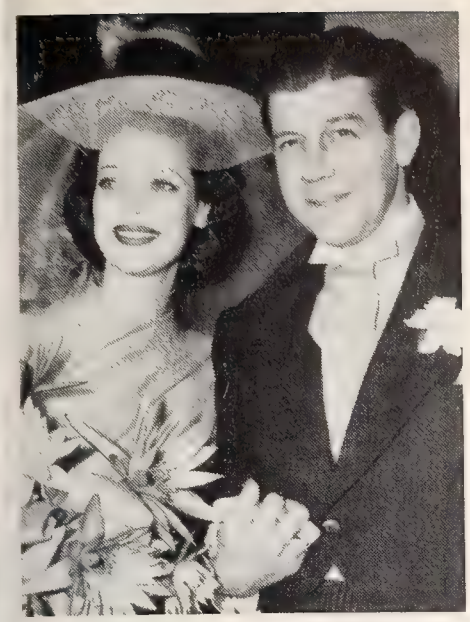
BILL MOORE, Hollywood programs supervisor of Wm. Esty & Co., will be in New York until Sept. 1, for conferences with home office executives on fall radio activities. During his absence, Helen Phillips and Bernie Dougall of the New York office, are in Hollywood supervising activities.

H. W. KASTOR & SONS, Chicago, has expanded its facilities to include executive offices on the 17th floor of the London Guarantee & Trust Building, 360 No. Michigan Ave. The firm also occupies the entire 12th floor of the same building.

DALE FISHER, copywriter for Aubrey, Moore & Wallace Inc., Chicago, has joined the Chicago copy staff of Young & Rubicam. He is the former principal of Dale Fisher, Advertising, and was a retail copywriter for Marshall Field & Co.

GRANT ADV., Chicago, has opened a New York office in Rockefeller Center. John C. Morrow, formerly in charge of the company's Dallas office, is manager and George Bell, previously in the Chicago office, production manager. Telephone number is CIrcle 5-4484.





Wide World Photo

THE BEAUTEOUS Loretta Young, film star, on July 31 became the bride of Tom Lewis, manager of the Young & Rubicam radio department. They were married at Westwood, Cal., after a romance that began when she appeared on one of the radio programs Lewis was supervising. Miss Young is 27, Mr. Lewis 38.

Radio Advertising Corp. And Gellatly Are Merged

RADIO ADVERTISING Corp., New York, and Gellatly Inc. on Aug. 1 merged and will continue to represent stations now on the lists of both companies. The program production department of Gellatly Inc. also will continue under the new firm, operating as Radio Advertising Corp. New York offices are at 9 East 40th St., with branches in Chicago, Cleveland, Detroit, St. Louis and San Francisco. Officers of the new company are W. B. Gellatly, president; Walter I. Tenney, secretary-treasurer; L. J. F. Moore, vice-president.

Stations represented by Radio Advertising Corp. include WHK-WCLE, Cleveland; WKBN, Youngstown; WHKC, Columbus; WIP, Philadelphia; WING, Dayton; WCAR, Pontiac; WTOL, Toledo; WJHL, Johnson City; KPAC, Port Arthur, Tex. WOLF, Syracuse, formerly represented by Gellatly Inc., will transfer to the new company, it was announced. The program production department will be directed by Gene Stafford.

Gannett Buys Paper

WITH the recent retirement of Joseph R. Brandy as publisher of the *Ogdensburg* (N.Y.) *Advance-News*, and his son Joseph R. Brandy Jr.'s inauguration of the new WSLB in Ogdensburg last April, it was announced that the Frank E. Gannett publishing interests have purchased that newspaper and suspended publication. The Sunday edition will be continued, and the *Advance-News* has been merged with Gannett's *Ogdensburg Journal*, leaving one daily in the city. The Gannett Newspapers have no radio station in Ogdensburg but own, control or have part interest in WENY, Elmira; WHEC, Rochester; WOKO-WABY, Albany; WHDL, Olean, N. Y.; WTHT, Hartford; WDAN, Danville, Ill. In each of these cities Gannett publishes a newspaper.

Representatives

ROBERT BRAUN, who recently resigned as radio department head of Edington-Vincent, Hollywood talent agency, has been appointed Pacific Coast representative of KMBC, Kansas City, and will be headquartered in the former city. Deal was closed with Arthur Church, head of the station when he was in Hollywood during late July. Nat Wolff Inc., newly-formed Hollywood agency, will represent the radio activities of Edington-Vincent.

GIL BERRY, formerly of The Katz Co., Kansas City office, and one-time All-American football player of Illinois U, has joined the spot sales department of the NBC entral Division, Chicago.

WILLIAM G. RAMBEAU Co., national representatives, has released a 15-page booklet titled *Radio Follies of 1940* in which the business of station representation is depicted from its many angles. Tone of the book is humorous leaving reader to draw his own conclusions as to what differentiates a good representative from a bad one.

WTSP, St. Petersburg, Fla., has appointed Radio Adv. Corp, as its national representative.

CKCL, Toronto, has appointed Joseph Hershey McGillvra, Montreal, as Quebec representative as of Aug. 15, and is expected to appoint the firm as its exclusive representative in the United States.

WBNX, New York; KLPM, Minot, N. D., and WICA, Ashtabula, O., have appointed Furgason & Walker Inc. as exclusive national representatives.

GEORGE P. HOLLINGBERY Co. has been appointed national representatives for WSAV, Savannah, Ga.

FORJOE & Co., New York, has been appointed national representatives of two New Jersey stations, WCAP, Asbury Park, and WBRB, Red Bank.

JEANNE ROUSSEAU, secretary in the New York office of George P. Hollingbery Co., station representative, on July 15 married C. A. Collins, an engineer with Charles Bruning Co., New York.

TSN Gets Dismissal

SUIT for $10,438 by Tested Radio Features, former New York company producing *Calling All Cars*, against Texas State Network was dismissed July 25 in New York Supreme Court by Justice Timothy A. Leary. He ruled the court had no jurisdiction over the complaint, served on Frank S. Fenton, former TSN employe, since TSN had no office in New York State at the time [BROADCASTING, June 15]. Plaintiff charged that TSN had refused to pay for use of its program twice weekly for 26 weeks following an agreement March 29, 1939. TSN stated that discussions had been held on that date, but that no binding contract had been signed.

Pan American Discs

HONORING the 50th year of the Pan American Union, the Office of Education has released a 30-minute transcription, *This New World of Peace*, tracing the building of cooperative peace in the western hemisphere. Produced for general use by radio stations and schools, the 16-inch record is sold at the cost price of $3.75 through the Educational Radio Script Exchange, of the U. S. Office of Education, Washington. A special listener-aid booklet, "The Americas, a Panoramic View", has been prepared by the Pan American Union to encourage supplementary study of Western Hemisphere unity.



A feature of a current sponsored, five-a-week quarter-hour spot program is a song book, offered to the radio audience for 15c each. Latest results show that of the twelve selected stations on which the offer is made, WMC is leading in pulling the response . . . leading by a margin of NEARLY TWO TO ONE the second place station . . . leading a list that includes FIVE FIFTY THOUSAND WATT STATIONS!

You can't beat that for results!

ACTUAL STANDINGS OF TWELVE STATIONS IN MAIL COUNT AS OF AUGUST 1st, 1940

Rank	Stations	Power (Day)
1st	WMC	5,000 WATTS
2nd	A	50,000 "
3rd	B	50,000 "
4th	C	5,000 "
5th	D	50,000 "
6th	E	5,000 "
7th	F	50,000 "
8th	G	5,000 "
9th	H	5,000 "
10th	I	50,000 "
11th	J	5,000 "
12th	K	5,000 "

Details furnished upon request

5,000 WATTS DAY **WMC** 1,000 WATTS NIGHT

★ MEMPHIS ★
NBC RED NETWORK

OWNED AND OPERATED BY

THE COMMERCIAL APPEAL

"The South's Greatest Newspaper"

NATIONAL REPRESENTATIVE: THE BRANHAM CO.

Member of South Central Quality Network

WMC Memphis • **KWKH-KTBS** Shreveport • **KARK** Little Rock
WSMB New Orleans

AGENCY Appointments

ALBERT LABS., Chicago (Respirine), to First United Broadcasters, Chicago, with plans for fall spot campaign.

ARMAND Co., Des Moines (cosmetics), to Russell M. Seeds Co., Chicago, planning radio in fall.

GRACELAND MANAGEMENT Corp. and Restland Management Corp., New York (memorial parks), to Green-Brodie, New York. Radio, newspapers and direct mail will be used.

D'ARRIGO BROS. Co., Boston (Andy Boy broccoli), to Chambers & Wiswell, Boston.

HILLS BROS. Co., New York (Dromedary cake and frosting mix), to Biow Co., N. Y.

ERNEST C. GUTH Inc., Baltimore (Guth Cola & Chocolate Drink), to Frank D. Webb Adv. Agency, Baltimore. Using radio.

ITASCA WEAVERS GUILD, Itasca, Tex. (fabrics), to Rogers & Smith Adv., Dallas. Using radio and other media.

PLASTIC CREATIONS, Atlantic City (Aer-Flo glass knife), to Jack Yarmov & Co., N. Y.

J. A. FOLGER & Co., Kansas City (coffee), from the New York to the Chicago office of Lord & Thomas.

A. E. STALEY MFG. Co., Decatur, Ill. (laundry starch, table syrup), to Blackett-Sample-Hummert, Chicago. Radio to be included in media plans.

TIME BUYING for the J. A. Folger & Co., coffee account, now is being handled by the Chicago office of Lord & Thomas instead of the New York office, the agency has announced. The change was effected for convenience, Folger's head office being in Kansas City, and Howard Johnes, account executive, having his headquarters in the agency's Chicago office. Folger sponsors *Judy & Jane*, five-weekly transcribed serial on 25 stations.

WSLS will be the call letters of the new local in Roanoke, Va., authorized by the FCC [BROADCASTING, Aug. 1]. It will be operated by the Edward A. Allen interests, operating WLVA, Lynchburg, and WBTM, Danville.

Miller Reports to Convention

(*Continued from page 24*)

Miller report. He said he believed adoption of the code was a distinct step forward and that it has proved its value during the past year and will continue to grow in usefulness. Expressing gratitude to the Code Committee and Chairman Edgar Bill of WMBD, Peoria, he said it was particularly pleasing to mention that the American Trade Assn. executives bestowed a certificate of honorable mention on the NAB for the code, citing it as the "achievement of instituting a system of self-regulation designed to make further Government regulation or control unnecessary, and which will deserve and earn public confidence."

Consumer Movements

In public relations, Mr. Miller said the NAB had made great strides, working with educational, consumer, newspaper and other groups, bringing a marked change in the attitude of educators. The idea that education needed more time on the air has been abandoned, he said, because of the realization that education needs not more but less time on the air, and more time in preparation and rehearsal. Pressure for legislation to set aside specific time for educational programs has therefore been eliminated, he said.

Discussing consumer movements, Mr. Miller declared advertising has been under attack from several angles. These attacks, he said, are premised on the allegation that advertising is wasteful and burdensome to the consumer and gives an undue advantage to large companies, fostering monopoly. They are not directed against abuses in the use of advertising but against advertising as a business tool.

Because this movement is viewed as a serious threat to radio and to all media, the NAB has participated in a counter movement to convince consumers, educators and public officials of the specific economic benefits and social improvements gained through advertising. NAB has taken an active part in the work of various committees and has been represented at every consumer relations conference during the last two years. Preparation now is under way for a program to demonstrate the contribution made by advertising to improve consumer service and lower consumer costs, he revealed.

Mr. Miller observed that much of the change toward friendliness in the attitude of newspapers to radio is attributable to the excellent manner in which radio has acquitted itself in the war crisis and the use by radio of newspaper war correspondents. This cooperation, he said, "constitutes a noteworthy chapter in this relationship".

FCC License Forms

In labor relations, he said the industry has operated without any major trouble and generally speaking, the relationship with organized labor is friendly. The average weekly pay check of $45.20 for radio is believed to be the highest in all industry. Labor, he declared, "is a friend of the American system of broadcasting".

The new FCC license forms (301 for standard broadcasting and 319 for FM) were interpreted by Mr. Miller as imposing an excessive burden upon applicants. Stating broadcasters are in sympathy with the Commission's desire to secure full information regarding qualifications of applicants, he said nevertheless that many questions can be modified to relieve applicants of considerable burden without unduly increasing the work of the Commission. He was hopeful that by cooperative effort, the excellent results obtained by the NAB in conferences with the FCC on the program log recommendations could be duplicated in connection with the license forms. Adoption by both political parties of platform planks recognizing free radio, Mr. Miller said, was not only a well-deserved recognition of the importance of radio but indicates that the leaders of Congress are well aware of radio's problems. It "encourages us", he said, "to believe that helpful legislation may be enacted in the not too distant future, giving to American radio by law the dignity and protection that has already been given by public opinion."

MEDIA ALLOTMENTS ANALYZED BY ANPA

NETWORK RADIO, which promises to establish new sales records during 1940 [BROADCASTING, July 15], received $82,099,840, or 21% of the total of $383,390,357 which national advertisers spent in 1939 in newspapers, magazines, farm journals and chain radio, according to a study issued July 29 by the research and promotion department of the Bureau of Advertising, American Newspaper Publishers Assn.

Expenditures in the other three media, the study reveals were: Newspapers, $151,861,463, or 40%; magazines $136,610,073, or 36%; farm journals, $12,818,981, or 3%.

Advertising expenditures are broken down into 23 classifications, of which the grocery field spent the largest sum, $91,062,010, or 23.7% of the entire national advertising expenditures of all types of business. The nine next largest classifications in the four media combined were: Automotive, $59,593,591; toilet requisites, $42,881,384; tobacco, $33,938,103; medical, $25,661,289; alcoholic beverages, $25,059,236; housing equipment, $18,104,970; transportation, $13,405,575; wearing apparel, $10,653,740; industrial, $10,591,023.

Maximax May Add

MAXIMAX Inc., Chicago (Tally Soap), is currently running a test campaign of twice-daily one-minute announcements on WOC, Davenport. Account will probably expand in the near future, according to Arthur Kohn, account executive of Stack-Goble Adv. Agency, Chicago.





Conscription Talk Irks Communists

Party Asks Station Time for Reply to Bill's Sponsors

CHARGING that supporters of the pending Burke-Wadsworth conscription bill have received broadcasting time on New York radio stations considerably out of proportion as compared with time given to opponents of the bill, the Communist Party of New York on Aug. 1 sent a letter to the directors of special events departments of all radio stations in Greater New York, requesting time for Israel Amter, chairman of the party, to express his views on the bill and to state why his party opposes its adoption.

Reference to Code

Copies of the letter were sent to the FCC and the NAB, as well as to the presidents of MBS, CBS and NBC. In the letter, signed by Edward Morris, press representative for the party, it was stated that "the request for time is in conformity with the self-adopted code of the NAB, the principles of which call for the broadcasting of varying views on important issues."

In view of the fact that MBS has set up its *American Forum of the Air* on WOR, Newark, especially "for controversial issues of this type", that network will probably not assign time outside of the forum hour for such a discussion, although it would not confirm or deny this view. Neither CBS nor NBC would "comment" on the Communist letter nor would officials state whether a formal reply would be made to the request.

NBC has had a similar decision to make recently in connection with the conscription bill following a speech in favor of it broadcast July 29 by Grenville Clark, chairman of the National Emergency Committee of the Military Camps Assn. Hearing the talk, a spokesman for *New Masses* requested NBC to give it free time to express its views on the matter. NBC, feeling that it had given both sides of the issue considerable time on its networks and that the *New Masses* was not a magazine expertly qualified to give opinions on the subject, turned down the request.

Infringement Suit

AN INFRINGEMENT of copyright suit has been filed in U. S. District Court at Los Angeles by Samuel J. Warshawsky against CBS, International Silver Co., Young & Rubicam and others. The voluminous complaint charges that in March, 1939, the defendants presented, without permission, on a CBS *Silver Theatre* broadcast, a sketch titled "For Us a Living", which the plaintiff alleges was plagarized from his original story, "Our First Mrs. President". Warshawsky seeks an accounting and damages.

WWL to Disaster Scene

WWL, New Orleans, fulfilled its public service duties early in August by offering its facilities to aid storm-devastated areas in Louisiana, Mississippi, Florida and Texas. During the emergency the station broadcast bulletins, warnings and various special programs, including transcribed on-the-scene descriptions and interviews. Remote activities were handled by Jimmie Willson, WWL program manager, and Engineer Bob Lawton, who accompanied Rev. Percy A. Roy, S. J., president of Loyola U, to the disaster scene.

Gem Razor Test

AMERICAN SAFETY RAZOR Corp., Brooklyn, N. Y., on Aug. 5 started a month's test campaign for Gem Safety razors on WEEI, Boston, using daily spot announcements to promote a special offer at varied times between 6:59 a.m. and 11 p.m., in addition to evening temperature reports and Sunday news bulletins. Through its dealers, the company is offering a special package for 59c containing the new Gem clog-pruf razor with five blades and a 50c tube of Barbasol, with "mystery shoppers" employed to purchase the packages and dollar awards for clerks selling them the offer. Federal Adv. Agency, New York, the agency in charge, stated that more stations would be added if the test proves successful.

TEL-PIC SYNDICATE, New York, has established West Coast offices in the Warner Bros. Bldg., 6425 Hollywood Blvd., Hollywood, with Syd Gold, sales director, in charge as manager.

Sauce on 27

LEA & PERRINS Inc., New York (Worcestershire sauce), on Sept. 29 will start a 26-week campaign of 100-word announcements and chain breaks on Class A time in 27 markets. Schedule varies from two to six announcements weekly with majority being five and six weekly. Stations selected are WGST WBAL WBZ WBEN WGN WSAI WHK WXYZ KRLD KLZ KTRH WFBM WJAX KMBC KHJ WAVE WREC WSMB KOMA KOIL KALE WIOD KTSA KWK KFRC KOL WOL. One station in Philadelphia is yet to be chosen. Schwimmer & Scott, Chicago, handles the account.

Johnson Expands Net

S. C. JOHNSON & Co., Racine, Wis., on Oct. 1 will resume its *Fibber McGee & Mollie* series on 84 NBC-Red stations. It is expected that Johnson's auto polish, Carnu, will be promoted in the campaign. Needham, Louis & Brorby, Chicago, handles the account.

WARREN HULL, Hollywood announcer and film actor, has been signed by Universal Studios to play opposite Anne Nagel in the screen serial, "The Green Hornet Strikes Again", based on an episode of the radio program.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

WARNING

It's "later than you think". Take this timely tip — and make reservations now, for Fall. Availabilities are going fast. Write or wire Wm. Malo, Commercial Mgr., WDRC, Hartford.

Columbia's Basic Station for Connecticut

A-L-L A-B-O-A-R-D

Commercials travelling

on

KFYR

for the

RICH GREAT PLAINS AREA

(6 states and 2 provinces)

Fall and Winter reservations now at JOHN BLAIR & CO. offices

A-L-L A-B-O-A-R-D

for a successful campaign

using 550 Kc. (the far-reaching frequency)

MEYER BROADCASTING COMPANY

BISMARCK, N. DAK.

5000 watts day • 1000 watts night • NBC affiliate

Simple FM Form Is Asked by NAB

Unanswerable and Unnecessary Questions Are Mentioned

THE FCC has been asked, in a letter from Neville Miller, NAB president, to simplify its new FM application form (319) whose complexities and ambiguities are regarded as one of the chief retarding factors in the slowness with which FM applications are being filed. Mr. Miller declares that the form not only imposes an "excessive burden" on applicants but also contains ambiguities making intelligent answers virtually impossible.

Text of the Miller letter follows:

"We recognize that the Commission has both the right and the obligation under the Communications Act to elicit information regarding an applicant's legal, technical and financial qualifications to operate a broadcast station in the public interest, and in this connection we offer the NAB's fullest cooperation in the development of methods whereby this information may be secured most efficiently.

Personal Matters

"However, our study of recent revisions of the FCC license application forms and particularly the new form No. 319 for frequency modulation stations indicates that an excessive burden is imposed on applicants by these forms.

"Without attempting an exhaustive analysis of any of the Commission's forms, may we direct your attention to such questions as 12 (d), (e) and (f) on Form 319. We assume the purpose of these questions is to cast some light upon the applicant's character and reputation. As phrased, however, they require the submission of certified copies of judgments and decrees arising out of such proceedings as traffic violations, probate matters, divorce actions, and probably even proceedings before the FCC not merely for the applicant but for officers, directors and stockholders of corporate applicants. The task of preparing responses to questions of this sort on behalf of corporate applicants appears to us to necessitate a volume of work not commensurate with the value of the information to the Commission.

"Under Question 16 (c) the applicant is required to submit the names and addresses of any 'relatives', present or former 'associates' of applicant, or, if applicant is other than an individual, of any stockholder, station manager, officer, member of the governing board, director or principal stockholder who have any interest in the application, or in any other radio broadcasting station. Is the word 'relative' intended to include those related by affinity as well as by consanguinity, and in any event, to what degree of relationship? What is meant by associates? The word 'former' in the phrase 'former associates', as well as the phrase 'has had' appearing in Question 16 (a) are likewise burdensome in the case of corporations having officers, directors and stockholders with extensive business interests extending over many decades since they imply no limitation as to time.

"In view of ambiguities of this sort appearing in these application forms, applicants are unable to supply intelligent answers regardless of the amount of effort they devote to the preparation of these forms.

"We respectively suggest that the Commission designate appropriate personnel from its staff to confer with representatives of the NAB in an effort to simplify these forms while retaining their efficacy. Informal conferences on similar matters in the past have produced results that were mutually satisfactory and of definite benefit to the broadcasting industry. It is our belief that such procedure would be equally advantageous in respect of these forms."

WE ARE NOT ALONE

Newspaper Columnist Scans Intricate Broadcast Application Forms and Finds Inspiration

Strong and loud have been the outcries of broadcasters against broadcast application form 301 and FM application form 319 recently issued by the FCC, probing as they do the innermost souls of broadcasters and prospective broadcasters, but it remained for an outsider to appraise it in dispassionate perspective. This column, by Harlan Miller, syndicated to many newspapers of the country, lends further force to the trade protests against one of the FCC's latest manifestations of the rampant bureaucracy that discourages rather than encourages FM development. It is reprinted from the Washington Post.

IF YOU want to ask the Government for a license to run a radio station, and if your wife has ever been picked up by a cop for letting her dog run loose in Central Park without a muzzle, you'd better be prepared to tell the FCC all about her resultant police record when you file your 41-page application.

This is true, of course, only if she has a financial interest in the potential radio station. Question 12-E on page 19 of the questionnaire asks: "Has any other suit or proceeding of any character ever been brought against applicant or any person identified in 12-C above?"

The Pekinese Case

High-priced lawyers have construed this question to include any misdemeanor for which you might be haled into police court, such as parking near a fire plug, speeding or discharging forbidden fireworks inside the city limits.

The case of the unmuzzled Pekinese dog actually popped up recently when a famed organization set out to apply for a new radio station on the new frequency modulation wave length. The wife of its head man owned some stock, and his lawyers found her tilt with the cop germane to the application.



"—his wife's police record"

For example, one applicant's lawyer told them that he would not only have to describe in detail the divorce suit once filed against him by his first wife, but also to attach a copy of the divorce decree, together with a complete record of the status of all his alimony payments.

Alas, he had forgotten the names of the lawyers who represented him and his wife in the amicable divorce proceedings, and didn't know where he could put his hands on a copy of the decree. While he ran it down the application must hang fire.

Other questions require a detailed showing of the amount and source of all "yearly income for each of the past four years" by every important associate in the radio enterprise. If it's a large company affiliated with other companies, that may mean such data for 50 or 100 persons.

How About Aunt Emma?

Other questions ask the original source of funds invested in the enterprise; (was it Aunt Emma's legacy or the money from the sale of the old homestead?); data about the kinds of programs to be broadcast if the license is granted, and data on the personnel of the radio station, when it is established.

Some of these questions are almost impossible to answer at the time of application. How does an applicant know how many sustaining programs he will have? He wishes he knew. The questionnaire appears to have been confected by a genius with a high sense of responsibility, who wasn't overlooking any bets. But he may have overreached just a mite.

These days there's a parade of fierce-eyed, strong-chinned, determined men parading through the offices of the FCC, seeking FM radio licenses. When they encounter the 41-page questionnaire, their blood pressure rises to a dangerous pitch.

One bronzed Texan saw red when his lawyers told him it might take three months just to fill out the questionnaire and attach the required exhibits.

"Why," he thundered, "I'd have to confess every romantic and business indiscretion I ever committed."

"I'd even have to own up to all my illegitimate children!"

And Blank Spaces

There are blank spaces in the questionnaire. A cursory glance might give the impression that just to fill in these blanks would be enough. But closer study makes it clear that the data requested would fill hundreds of pages and necessitate the attachment of scores of exhibits.



"—just filling a questionnaire"

From the Government's point of view, the questions are justified because a license donates to the applicant the right to one of the precious radio channels, which are by no means unlimited in number, and that before handing the applicant what may turn out to be a lucrative business in the ether, the Government is entitled to know all about his sins and virtues.

But to the harassed businessman the questionnaire seems a diabolically contrived document calculated to elicit all sorts of irrelevant data, digging into his forgotten past and into the privacy not only of himself and his colleagues but even into the lives of lesser functionaries associated in the potential enterprise.

Freed Announces Return With Line of FM Sets

ONE OF RADIO'S oldest brand names has announced its return to the set manufacturing field "because frequency modulation means the certain and complete obsolescence of all present radio receivers." This was announced by Joseph D. R. Freed, co-founder of the original Freed-Eisemann Radio Corp. and president of Freed Radio Corp., which will produce the new Freed-Eisemann receivers at its newly-acquired factory, 39 W. 19th St., New York. Declaring "FM sells itself by ear", Mr. Freed said his company had no interest in returning to the radio set field until FM was introduced "because during the past few years the field had been swamped with the price complex which made it unprofitable to either dealer or manufacturer." The company expects to display its line of FM receivers shortly.

Phila. Storm Hits Two

WFIL and WIP were cut off the air Aug. 6 when a violent electrical and rain storm hit Philadelphia. WFIL was silenced for almost two hours, starting at 8:26 p.m. when the storm caused a failure of the power supply to the transmitter, and was unable to resume its broadcasting until 10:10 p.m. Trouble was caused when lightning struck a terminal box on the service line leading to the transmitter. WIP's new transmitter at Bellmawr, N. J., broke down at 10:58 p.m. and the station was off 90 seconds while switching to an auxiliary transmitter. Attempting to switch back to the main transmitter, it lost another two minutes. That proved ineffectual and the station had to continue to rely on its auxiliary while repairs were made.

FM Receiver Lines

IN LINE with the opening of new FM stations during the late fall and winter months prior to Jan. 1, 1941, the following receiver manufacturers have announced that they will place their models on sale during October and November: Stromberg-Carlson, General Electric Co., Emerson, Pilot, Zenith, Stewart-Warner, Farnsworth, Freed-Eisemann, Scott, and Philharmonic.

WTMJ, Milwaukee, which has applied to the FCC for a 50,000-watt FM station, 43.9 mc., plans to locate its transmitter some 20 miles northeast of Milwaukee. Its present FM station, W9XAO, will continue operation until the new application is acted upon and the station installed, probably just prior to Jan. 1, 1941. As has been the case with W9XAO, the new FM station will offer a program service entirely separate from that being aired by WTMJ.

in the CONTROL ROOM

H. G. TOWLSON, General Electric radio engineer, has been named engineer in charge of radio transmitter operations at GE's South Schenectady transmitting station, according to R. S. Peare, GE manager of broadcasting.

E. C. PAGE, of the consulting engineering firm of Page & Davis, has acquired a new Piper Club Coupe airplane, which he bases at College Park, Md. He is a licensed pilot and intends using the ship for field survey work.

J. F. DOW, flying officer, formerly transmitter engineer of CKCL, Toronto, and chief engineer of CKSO, Sudbury, Ont., is now instructor at No. 1 Wireless School of the Royal Canadian Air Force at Montreal.

LIEUT. GORDON McCLAIN, formerly engineer of former CFCA, Toronto, and recently at CKTB, St. Catherines, Ont., and CKPR, Fort William, Ont., is now with the Royal Canadian Corps of Signals at Camp Borden, Ont., as signal officer with the tank corps.

JOHNNY HOOK, engineer of KFOX, Long Beach, Cal., recently married Margaret Harriet Sherman, a descendant of General William Tecumseh Sherman. Mr. Hook, whose hobby is photography, recently had some of his color pictures used by the Golden Gate Exposition for fair publicity and by the May Dept. Store for magazine advertising.

FRANK CARVER, formerly of WBZA, Springfield, Mass., and Summers Carter, of WSOC, Charlotte, and WOPI, Bristol, Tenn., have joined the engineering staff of KYW, Philadelphia.

JULINE SAVOLD, chief transmitter operator of WDAY, Fargo, N. D., is the father of a boy born late in July. Paul Schlatter, WDAY engineer, recently became engaged to Fran Johnson.

JAMES McGRAW has joined the engineering staff of KDYL, Salt Lake City.

MAX KIMBREL, formerly of WFBM, Indianapolis, and WDWS, Champaign, Ill., has joined the engineering staff of WKRC, Cincinnati. He succeeds Howard Stephan, who resigned to join WJSV, Washington.

F. L. CHRISTMAN, technician of KYA, San Francisco, on Sept. 1 is to marry Claire Grady of San Francisco.

EARL PETERSEN, engineer of KGW-KEX, Portland, Ore., is the father of a boy born recently.

CARL HORINE, formerly of WAYX, Waycross, Ga., has joined the engineering staff of WKBZ, Muskegon, Mich.

PAUL WALDEN, formerly of KLBM, LaGrande, Ore., has joined KORE, Eugene, Ore., as announcer-technician.

WILLIAM M. BRUNER has been named chief engineer of KWAL, Wallace, Ida.

GEORGE HOOPER, engineer of WIBG, Glenside, Pa., is the father of a girl born late in July.

MARVIN E. JOHNSTON, of KFXD, Nampa, Ida., joined the engineering staff of KXRO, Aberdeen, Wash.

HENRY KAISER has been named chief engineer of WWSW, Pittsburgh. James McFarland has been assigned to studio supervision and Charles Affelder to supervision of remote pickups.

RALPH G. DENECHAUD, NBC Hollywood engineer, is the father of a boy born July 30.

GAETANO M. CUTELLI, Hollywood sound effects engineer, in late July received final American citizenship papers.

DON SMITH, formerly engineer of KERN, Bakersfield, Cal. has joined KSRO, Santa Rosa, Cal., in a similar capacity. He succeeds Fred Eilers who resigned to join the technical staff of KGDM, Stockton.

FRANK MERRIFIELD of the CKLW, Windsor, engineering staff, is recuperating from an appendectomy.

L. W. McDOWELL, chief engineer of KFOX, Long Beach, has christened his new Elco cabin cruiser, *Vera Lee II.*

Jess to Scattergood

CHANGE in name is sought by Jess Pugh, for 3½ years the portrayer of Scattergood Baines on CBS. On Aug. 3 he filed a formal petition in Rushville, Ind., to have his legal name changed to—Scattergood Baines, of course. He claims everybody calls him Scattergood anyhow, so that the original nomenclature is useless.

State-CBS School Tieup

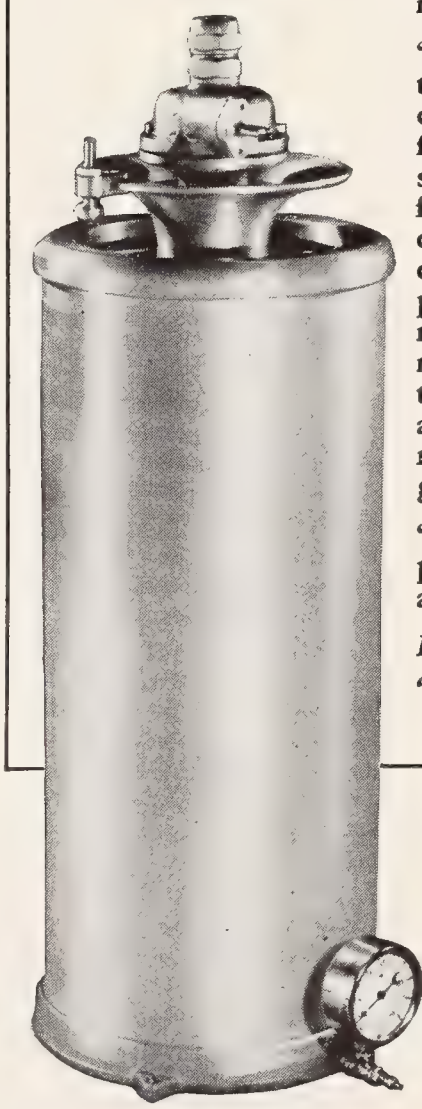
A BULLETIN that integrates the CBS *School of the Air* programs with the course of study in Missouri's elementary schools has been prepared for use in the 1940-41 academic year and approved by Lloyd W. King, superintendent of public schools. Details of the bulletin, which will be sent to all school teachers in the State, were worked out by Raymond P. Kroggel, Missouri speech and radio supervisor, with the cooperation of Kenneth L. Graham, educational director of KMBC, Kansas City, and Harriet V. Edwards, educational broadcasts director of KMOX, St. Louis.

"HAD TO RE-ADJUST FINAL AMPLIFIER COUPLING CIRCUITS BECAUSE OF LAPP CONDENSER'S LOW LOSS"

writes L. W. STINSON, KVOO



"The two continuously variable 1000 mmf Lapp gas-filled condensers were originally ordered as a part of a plan to change over our 50 kilowatt transmitter to a modern high-efficiency type of circuit. Plans did not call for an immediate-changeover, so they were installed in the regular circuit to replace the solid di-electric condensers in use. For this temporary installation the variable capacitance feature was used only to adjust the unit to a fixed value with a radio frequency bridge; minor changes were made in the neutralizing circuits and the Lapp units inserted in the same position as the old bank of twelve mica capacitors.



"We had not anticipated that the increase of efficiency due to the gas-filled units would necessitate re-adjustment of the final amplifier coupling circuits but such was the case, as the increased impedance presented to the tube anodes raised the efficiency above optimum linear amplifier operating conditions. This, of course, is a testimonial to the Lapp claim of 'low loss' features, and permitted us to transfer just that much more power to the antenna and to discard the air blower which had been found necessary to hold the temperature rise of the mica units to a safe value. As best we can determine, the gas-filled units operate at the ambient temperature.

"Our condensers, received in February, 1939, were filled to 200 pounds nitrogen shortly after arrival. Since then they have required absolutely no service of any kind."

Descriptive literature and list of 54 models in three voltage ratings available on request.



LAPP INSULATORS

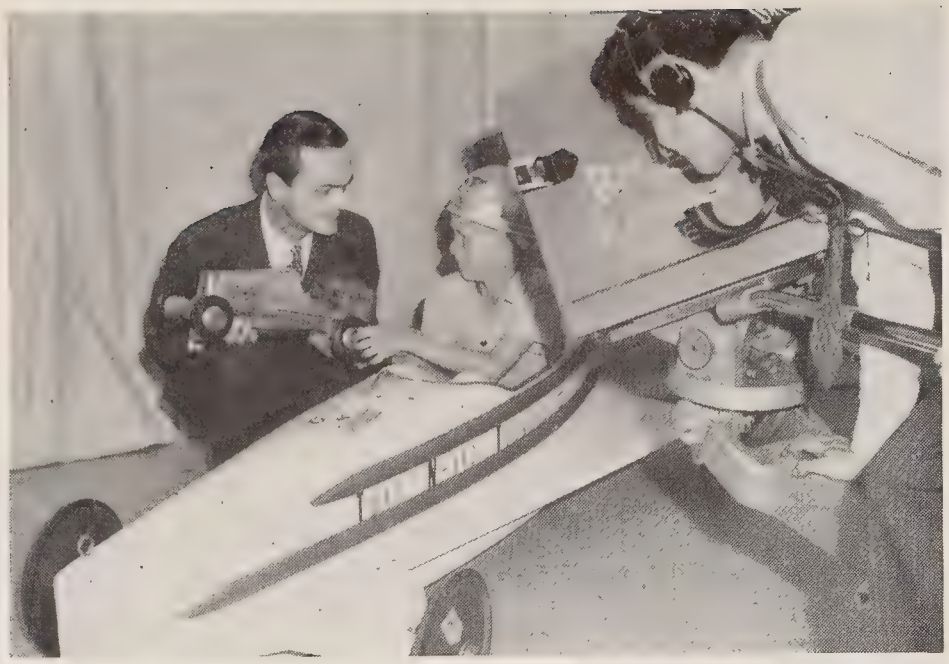
LEROY, N. Y., U. S. A.

Television Sponsorship Similar to Sound Radio Foreseen in Lohr Book

TELEVISION is discussed as an art, a science, a business and a social force by Lenox R. Lohr, recently resigned president of NBC, in *Television Broadcasting* [McGraw-Hill Book Co., New York. $3]. By easy steps he leads the reader from a wide view of television in general to closeups of the television system and its operations: programming—studio, motion picture and outdoor pickup; television's economic, legal and technical aspects, and such future problems as network television and sponsored visual broadcasts.

Eventually, Mr. Lohr believes, television will be supported by advertising as sound radio is today. But he stresses the statement that "this state of affairs cannot be established overnight. In developing television in America, the broadcasters must operate for several years at least with considerable losses." Profitable television, he continues, must wait on mass circulation, which in turn will depend on technical and program excellence and popular prices for receivers. Public expectance that television will be "born in full bloom, with the elaborate production methods of moving pictures and the precision of sound broadcasting . . . involves a programming expense many times higher than any income possibilities; but anything less postpones further the day of a public acceptance sufficient to warrant the buying of time on the part of advertisers.

"One thing is certain," the author warns: "If the broadcasters do not give the viewer what he wants, then they will have failed. And if they fail, then some agency other than the broadcasters will take over the development of the new art. In any case, television is inevitable."



RADIO, television and a newspaper got together recently on a promotion stunt when the *Los Angeles News*, in cooperation with Chevrolet Motor Co., that city, staged its annual soap box derby, with Southern California youngsters participating. The event was broadcast over NBC Pacific-Blue, with Don Lee station W6XAO telecasting highlights. When Tony Kiffe, 11, came in as second-place winner, Thomas S. Lee, president of Don Lee Broadcasting System, (left), presented the youngster with a miniature speed car.

Students in Final Stage Of Scholarship Contest

ELEVEN June high school graduates are spending August in New York and Camden on the last lap of the RCA Opportunity Scholarship competition. The final winner will be awarded a $4,000 tuition and maintenance scholarship in a leading engineering college, while the remaining 10 finalists each will receive $100. During their stay the group is studying the laboratory and engineering facilities of RCA, sponsors of the competition, and its subsidiaries—NBC, RCA Victor and RCA Communications.

The scholarship group was interviewed Aug. 5 on an NBC-Blue program with individual members explaining their choice of radio engineering as a profession. The 11 preliminary winners include David S. Colburn, Fresno, Cal.; Joseph Collins, Washington; John DeWolf, Wayne, Pa.; William C. Jakes, Jr., Evanston; Gordon W. McClure, Oak Park, Ill.; John Moll, Wauseon, O.; Richard K. Moore, Kirkwood, Mo.; Francois N. Palmatier, Port Edwards, Wis.; Floyd D. Raasch, Watertown, S. D.; George F. Smith, Roswell, N. M.; George W. Swenson, Houghton, Mich.

Video Superiority Claimed in Study

THAT TELEVISION is far more effective than the ordinary radio in putting over a difficult sales message, is the conclusion of Samuel E. Gill, research specialist in New York, who conducted a survey in July on the relative effectiveness of the two media in acquainting listeners with the Esso products of the Standard Oil Co. of New Jersey.

Canvassers made personal calls on 242 homes, eliminated all but 100 as unrepresentative and had left two nearly homogeneous groups, each of 50 families, all of which owned cars. The essential difference was that one group owned television sets and the other did not.

In answering detailed questions that took up point-by-point the substance of the commercials of the Esso broadcasts over both media, the responses showed the television set owners to be many times better-informed than the non-owners, Mr. Gill reports. Lumping the replies together in order to draw a general conclusion as to familiarity, Mr. Gill found that while 3.3% of the non-owners knew the names and uses of the company's products, as high a figure as 21.1% of the set owners knew them.

Strong evidence that television can demonstrate a difficult point was found when more than three-quarters of the set owners said they had seen demonstrated the difference in explosions between a rich gasoline and a lean one, while only 20% of the non-owners had seen such a demonstration. Of 76% of the television owners who had, 50% had seen it on their own sets, 26% elsewhere.

Evidence that television can explain technical matters understandably was seen in answers to Mr. Gill's fairly technical question "how does a car lose gasoline through evaporation?" Only 4% of the non-owners could correctly answer that the loss occurs through the vent in the gas cap and through the carburetor, while as many as 42% of the television owners gave the right answer.

The survey, however, was not a complete success for television promoters. While 9% of the television set owners believed that Esso does most for the average motorist, only the slightly lower figure of 7% of the non-owners also believed in Esso, and 33% and 32% respectively had no opinion. In current use of Esso gasoline, the television group is only a shade higher, 54% to 44%, and this showing is vitiated by the final table in the report which points out that the television owners preferred Esso even before its television programs were on the air.

Six Reasons WHY
HOWARD Recording Discs
IMPROVE TONE QUALITY and CUT YOUR COSTS AS MUCH AS 50%

1. SHEARING QUALITIES — Better than "nitrate" materials — enables the cutting needle to make clean even grooves without tearing. Extremely low surface noise.
2. HARDNESS PROCESSED — Possible due to HOWARD'S exclusive Type "C" coating having extremely fine grain structure. Gives better reproduction of higher frequencies.
3. NO LAYERS — Just one solid film bonded to the low stress soft metal core. No stress between coats — no groove distortion.
4. THICKNESS — Flame Proof coating is even and of liberal thickness.
5. LONG SHELF LIFE — HOWARD Type "C" *Hardness Processed* Discs do not deteriorate with age
6. LOW COST — Big savings are possible due to latest type equipment and large production



Write for Complete Details and Free Demonstration Disc!

HOWARD RADIO COMPANY
1731-35 Belmont Av., Chicago, Ill.-Cable Address: HOWARDCO, USA
America's Oldest Radio Manufacturer

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate 1,000 Watts
EXTRA MILLIONS OF DOLLARS!
The peak business season approaches . . . in Asheville and Western Carolina. Summer brings throngs of visitors . . . with millions to spend! Right now, schedule your sales messages over WWNC — sole blanket coverage of this bright spot!

141 radio stations from coast to coast now using
TEL-PIC WINDOW DISPLAYS
with its daily mailed picture service
TEL-PIC SYNDICATE, Inc.
1650 BROADWAY, NEW YORK
P.S. Our new reciprocal plan is without cost to station.

Senate Investigation Goes Far Afield

Brown Hearing Develops Into Resurrection Of Trust Case

Following is a running story of the Senate investigation into RCA activities, resulting during Senate Interstate Commerce Committee hearings on the nomination of Thad H. Brown for a second seven-year term with the FCC. The hearings covered here extend from Aug. 1 to Aug. 13, with further sessions scheduled as 'Broadcasting' went to press.

THE BRIEF Aug. 1 session was devoted exclusively to a preliminary discussion by Senator Tobey, interspersed with pointed questioning of Col. Brown, of an alleged RCA monopoly situation prevailing around the time of the 1932 "radio trust" consent decree.

Senator Tobey, addressing the commissioner-nominee, cited the apparent neglect of the RCA situation in the Network-Monopoly Committee's report. He pointed to the disparity of the report in its full treatment of the CBS-Paramount deal and the absence of any statement regarding the RCA case "in which stockholders were defrauded of millions". He pointed particularly to statements made in May, 1938, by former Rep. MacFarlane (D-Tex.), who alleged bribery and other unsavory actions on the part of RCA in the 1932 anti-trust prosecutions. Continuing along this line, Mr. Tobey pointed out that Col. Brown's testimony indicated the MacFarlane statements, appearing in the *Congressional Record*, were not considered by the committee of which he was a member.

After Col. Brown reaffirmed this point, Chairman Wheeler said that relying on the mere fact that the statements were not presented formally to the Commission as an excuse for failure to act was "pretty flimsy". He said also there was no excuse for the FCC committee not taking notice of such a statement even if the network-monopoly hearing was an open proceeding.

The MacFarlane Charges

Going into the MacFarlane charges, Senator Tobey pointed out that RCA was alleged to have attempted to bribe two Senators and a Federal court clerk to use their influence in delaying prosecution of the anti-trust action against RCA until the Democratic Administration took office in 1933. The charges reviewed by Mr. Tobey also stated that Mr. Sarnoff had met with the two Senators in question and paid them $5,000 each.

Explaining the relevancy of this new tack, Senator Tobey said it was "not only the right but the duty" of the Senate Interstate Commerce Committee to carry through an investigation of these charges. He declared that he was prepared to go into the situation fully, reciting names, dates and events.

Taking notice of the far-reaching charges made, Chairman Wheeler commented to Col. Brown, "Either the Committee was dumb or you didn't want to go into it. What did you hold the investigation for if not to investigate monopoly? The FCC, for its own self-respect, should have looked into this matter".

Senator Tobey, harking back to 1938, when it was proposed to investigate the FCC, observed that the resolution was beaten in committee because the Rules Committee was faced with heavy lobbying by outside interests and that it finally was dropped for the quid pro quo that the FCC itself would investigate matters like broadcast monopoly. Senator White (R-Me.) corroborated this view, pointing out that in other instances of a move to investigate radio or the FCC, as much or more opposition developed from the outside as from the FCC itself. To this Senator Tobey observed, "Somebody heard the voice from above".

Getting back to the RCA case, Senator Tobey stated that following his invitation the previous day to NBC or RCA, an RCA representative visited him at his office, indicating that his company appreciated the invitation but would not appear to testify. Mr. Tobey made it clear that he wanted RCA to appear and that he wanted them to be represented not by "an underling" but by Mr. Sarnoff himself. He asked that Mr. Sarnoff be summoned to appear, following a motion to that effect, and Chairman Wheeler indicated that the RCA president would be informed of the wish of the committee, although it was stated that he would be asked to come voluntarily rather than under subpoena.

Sarnoff Statement

Mr. Sarnoff, accompanied by Col. Manton Davis, RCA vice-president and general counsel, and Edward F. McGrady, also a vice-president, were on hand as the hearing resumed the morning of Aug. 6. Senator Tobey, calling Mr. Sarnoff to the stand, outlined the basis of his examination. He said the question before the committee was Col. Brown's fitness to be a member of the FCC, a question which he said tied into these charges against RCA.

At the outset, Mr. Sarnoff expressed a desire to make a preliminary statement to "straighten the record", stating that he appreciated the opportunity to appear of his own volition and briefly recounting events surrounding the 1932 anti-trust action. Mr. Tobey indicated he would prefer that Mr. Sarnoff merely answer his questions rather than make any kind of preliminary statement, but Mr. Sarnoff was allowed to continue with his informal presentation at the instance of other committee members.

Mr. Sarnoff related that the anti-trust suit in January, 1930, was entered by the Government against RCA and several other corporations, among them General Electric and Westinghouse, and grew out of contracts covering patent pool agreements, etc., of the preceding ten years. He pointed out that by September, 1932, with no trial set by that time, "we had arrived at an agreement in principle" among the various companies concerned and to the satisfaction of the Justice Department. About that time, he continued, the court set trial in the case for Oct. 10, and the defendants sought a 30-day continuance. A continuance to Nov. 5 finally was granted and later extended to Nov. 15, he stated. During this period a consent decree was promulgated, approved and issued, he stated, adding that not until six years later, with former Rep. MacFarlane's statement to the Rules Committee and in the *Congressional Record*, was there any recurrence of discussion on the allegations.

Makes Flat Denial

Asked point-blank by Senator Tobey what payments to Government officials or employes have been made by RCA since Jan. 1, 1932, Mr. Sarnoff answered that RCA had made

CBS-Paramount Stock Deal Inquiry Concluded...

AS THE JULY 31 session opened, Sen. Neely (D-W.Va.) voiced what appeared to be the sentiment of most of the committee members, as expressed in their in-and-out attendance at the extended hearing, when he declared he was in favor of voting immediately and "get this foolishness over with". Sen. Neely presided and called the committee to order in the temporary absence of Chairman Wheeler.

Sen. Tobey, handling the bulk of questioning as he had through the entire proceeding, recalled Ralph F. Colin, CBS general counsel, and reviewed points of conflict between the CBS executive's testimony and statements in the Network-Monopoly Report offered by the special FCC committee handling the 1938-39 inquiry [BROADCASTING, July 15].

Mr. Colin reaffirmed that although William S. Paley, CBS president, had made about a million dollars out of "a combination of the Paramount and Brown Bros., Harriman & Co. transactions", the statement in the Network-Monopoly Committee's findings and conclusions that this money had been made from the Paramount transaction alone was "untrue". He stated that the Paramount-CBS deal "was not a scheme fabricated in 1929 and carried through in 1932", emphasizing that repurchase of the CBS stock turned over to Paramount was not contemplated in 1929, either for the company or for individuals participating in the transaction.

He explained that the original 1929 agreement between Paramount and the CBS participants had been modified by mutual agreement in 1932 when Paramount indicated its "unwillingness or inability" to carry out its 1929 contract obligations. The statement that six CBS directors were the only persons benefiting from the transaction and its subsequent developments was "totally incorrect", he declared, commenting that although the directors benefited, they did so along with other stockholders of CBS, and not as directors.

The "large profits" cited in the discussion resulted after participants, including President Paley and others, had bought stock in a company losing money in 1929 and then sold it in 1932 when CBS was making money, Mr. Colin explained, adding that the sale price of $82.21 per share to Brown Bros., Harriman & Co. was "far above the original purchase price of a CBS share".

Priced by Negotiation

Responding to a query by Senator Tobey, whether the real function of the repurchase of CBS stock from Paramount was to set a market price on the stock for the Brown Bros., Harriman sale, Mr. Colin explained that the sale price in the latter transaction had been arrived at through negotiation, with the banking firm in full knowledge of the Paramount transaction. He said it was foolish to think a banking firm such as the purchaser could be led to pay any price for any stock if that price were not warranted on the market.

The examination of Mr. Colin was interrupted at this point by Senator Neely, who asked unanimous consent that a vote be taken in the committee on the Brown nomination no later than Aug. 7. The motion was left hanging in the air when Senator Tobey commented he was willing that a vote be taken by then, or even sooner, if certain other matters in the proceeding could be covered.

Seeks List of Fees

Resuming the examination, Mr. Tobey requested that Mr. Colin supply the committee with an accounting of the fees he had received during the 1929-32 period from CBS, Mr. Paley, or Paramount, if any. Mr. Colin agreed to supply the information, but explained that he was not retained as a Paramount counsel until several months after the CBS-Paramount transaction, and then in connection with the Paramount receivership.

From this Senator Tobey went into various aspects of CBS-Paramount financial relations, particularly the Paramount receivership and reorganization. Mr. Colin explained that aside from the 1929-32 transaction, CBS had no financial relationships with Paramount.

Presiding again as the afternoon

(*Continued on page 86*)

··Now Operating Full Time··

POWER OF 1000 WATTS

KFRO

LONGVIEW, TEXAS

Voice of East Texas



Cash farm income for the first 3 months of 1940 in the Southwestern States is 35% above 1939 figures. And farm income from the rich East Texas farm and oil producing area likewise shows a large increase.

Why not reach this prosperous, densely populated area with your sales message via KFRO? For further information consult our National Representative or James R. Curtis, Longview, Texas.

COVER East Texas from the CENTER

HERE SOON

BOSTON'S NEWEST MAJOR STATION

5000 WATTS

FULL TIME

1470 KILOCYCLES

WMEX

BOSTON

Call JOSEPH HERSHEY McGILLVRA

NATIONAL REPRESENTATIVE

no such payments and denied any such allegation. Senator Tobey followed by asking, "Then why has David Sarnoff waited for two years to come down here and refute these charges?"

Mr. Sarnoff replied that, aside from the fact that no names were mentioned in the MacFarlane statement, RCA had had no opportunity to appear before any committee, as at present, to straighten out the matter. However, shortly after this statement was made in 1938, Frank W. Wozencraft, RCA counsel, met with Rep. MacFarlane and offered to furnish the facts, names and details concerned in the questioned proceeding, Mr. Sarnoff said. He added that at the time Mr. MacFarlane had said he would let RCA know if he wanted to use the proffered material, but subsequently did nothing but repeat the charges.

Continuing, Mr. Sarnoff said "this red herring" was dragged out when an FCC investigation was being considered, and RCA did not feel it should enter the controversy. The Brown hearing afforded the first opportunity for an RCA appearance to discuss the matter, he said.

Asked by Senator Tobey if he knew whom Rep. MacFarlane had in mind when he stated that two Senators and a Federal Court clerk had been offered "bribes" by RCA, Mr. Sarnoff said he believed he knew but that "it is up to you" whether he should mention the names at the hearing. Told to go ahead by Mr. Tobey, the RCA chief listed former Senators Hastings (R-Del.) and Moses (R-N. H.) and H. C. Mahaffy Jr., clerk of the Federal District court in Delaware, as the ones apparently meant by Rep. MacFarlane.

Reviewing their connection with RCA matters, Mr. Sarnoff explained that late in 1932, when there was more than a possibility that no continuance would be granted in the "radio trust" trial, counsel for the radio group felt that the group's case should be stated to ex-Senator Moses "as an elder statesman" in the interest of untangling the legal snarl which was threatening certain operations of the companies concerned, international as well as national. It was decided that a continuance of the case and a consent decree would work to solve the trouble, Mr. Sarnoff explained.

Merely Asked Advice

After Mr. Sarnoff had related the circumstances under which he and certain legal counsel concerned with the case had met with Senator Moses in Concord, N. H., declaring that nothing but "advice" was asked at the time, Mr. Tobey started a line of questioning designed to bring out Mr. Sarnoff's knowledge of Senator Moses' subsequent activity. Mr. Sarnoff stated that he did not see Senator Moses again until several months later, when he was no longer a member of the U. S. Senate.

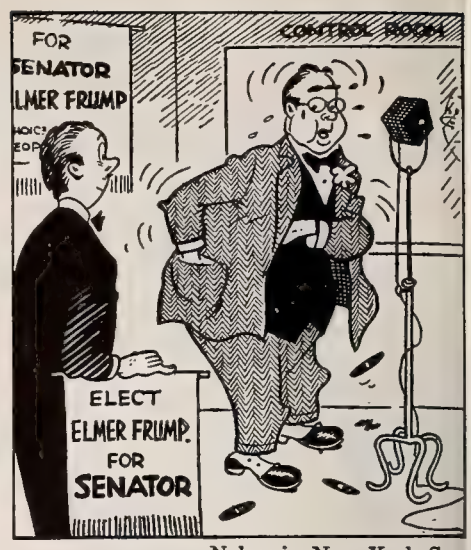
Continuing, he said there never had been any discussion or offer of payment of any sum of money to Mr. Moses during the time he was a Senator, although subsequently Mr. Moses conducted a study of the Balkan countries for RCA, receiving $4,000 for these services after he had sent a bill to RCA. Later Mr. Moses received a second $4,000 for additional services to the company, Mr. Sarnoff added.

Asked to whom RCA paid money for services in Washington, Mr. Sarnoff told Chairman Wheeler the only people receiving money are on the RCA staff and that, although advice is sought on occasion from certain other persons in Washington, RCA does not engage in "lobbying".

Offers Statements

Senator Tobey asked Mr. Sarnoff if he ever had received any threat from one E. O. Keller "to expose the whole case" unless he was paid a substantial sum of money. Mr. Sarnoff replied that, although he himself had no knowledge of such a threat, it may have come to Robert D. O'Callaghan, an RCA attorney, whom he understood at the time "was having no end of trouble" from Mr. Keller and an associate. Reviewing the sums of money paid by RCA to various people, Mr. Sarnoff said that Roger Whiteford, Washington counsel in the radio case, had received some $13,000 and had paid about $7,500 to Senator Hastings' law firm, which had been retained to help secure a continuance of the trial. He also said he understood Mr. O'Callaghan finally had given Mr. Keller $4,000, for which he received a receipt "in full satisfaction of services rendered".

Pointing out that the persons concerned are still alive, Mr. Sarnoff offered to furnish for the record statements filed with Col. Davis by all these parties at the time of the MacFarlane charges, relating their actions in the anti-trust proceeding. Chairman Wheeler observed at this point, "Sarnoff, it seems to me in your position you should have learned that when you have a case in court, you should keep away from Washington shakedown artists and lobbyists". Mr. Sarnoff agreed that it was sound advice and reiterated that RCA had not participated in lobbying activities.



Neher in New York Sun

"I've lost the list of things I'll accomplish if elected!"

The examination of Mr. Sarnoff was interrupted by Senator Tobey when he indicated a desire to call Mr. Keller and Mr. O'Callaghan to the stand to testify. When neither was present, he resumed his examination after making clear they both would be called. Mr. Tobey asked Mr. Sarnoff how it happened that Oswald Schuette, who had made a reputation from as far back as 1927 for attacking RCA and the "radio trust", had enjoyed a "change of face" and had been employed for several years by RCA.

Mr. Sarnoff explained it as a "simple matter", observing that Mr. Schuette did a good job in opposing them, so RCA hired him just as any corporation might go out and hire a good opposition lawyer. He pointed out also that after the consent decree the RCA setup conformed to the previous urgings of Mr. Schuette so he did not necessarily undergo any "change of face". Mr. Schuette receives an annual salary of $20,000 and certain expenses, Mr. Sarnoff said, adding that he was considered a valuable RCA employe.

Davis Testifies

Senator Tobey cited the case of J. Austin Smith and asked if his situation resembled that of Mr. Schuette. He pointed out that Mr. Smith several years ago had made certain charges which, if true, pointed to a defrauding of stockholders by RCA. Mr. Sarnoff asked that Col. Davis be called to testify on the matter of Mr. Smith's employment by RCA.

Col. Davis explained that some years back Powers Cinephone Corp., whose president, P. A. Powers, was an RCA minority stockholder, hired the Smith firm to examine the financial records of RCA and "make a hostile report". At this statement, Chairman Wheeler observed that he

could not see why RCA should hire an apparently "dishonest" person. Col. Davis explained that RCA had hired the Smith firm on several occasions to handle certain special jobs. This had been done at Mr. Powers' request to "get him off my neck", Col. Davis declared. He then read into the record a 1939 statement by Mr. Smith, indicating that "most of the observations" in the study made for Powers Cinephone Corp. appeared to be unfounded in the light of additional information subsequently coming to him.

Going into the pertinency of these matters, Chairman Wheeler observed to Col. Davis that, although all this happened "way back in 1932", charges have been made, and the FCC and Col. Brown, in fairness to RCA and themselves, should have looked into the matter and determined whether or not this was a monopolistic condition.

Senator White, alluding briefly to previous attempts to launch a Congressional "study" of broadcasting, declared it was "a grievous error" that Congress did not make a study and lay down some principles to guide the FCC. After requesting that Mr. Keller and Mr. O'Callaghan be subpoenaed to appear before the committee Aug. 7, Senator Tobey read into the record an affidavit signed by Mr. Keller, outlining his activities and experiences in connection with the radio-trust case.

Calls It 'Fairy Tale'

Apart from tracing the action of RCA officials and counsel, the Keller statement declared that Mr. Sarnoff had authorized payment of $5,000 each to Senators Hastings and Moses, that Mr. Mahaffy was to receive $25,000 for his aid in securing a continuance and finally received $15,000, and that Mr. Sarnoff, pointing to his close personal friendship with President Roosevelt, had stated at the time that if prosecution of the case could be forestalled until a change in Administration, there would be "nothing to fear".

Asked to comment, Mr. Sarnoff termed the affidavit "a good fairy tale" and entered a general denial to all the allegations not founded upon the facts as related in his testimony to the committee.

As the session closed, Chairman Wheeler said subpoenas would be issued for Mr. O'Callaghan and Mr. Keller as well as Roger Whiteford. He declared that if Mr. Keller's statements, as set forth in the affidavit, were untrue, "he ought to be prosecuted". Observing that it was not generally allowed in hearings before the Interstate Commerce Committee, Chairman Wheeler indicated that RCA could cross-examine subsequent witnesses.

Public Interest

In addition to Mr. Sarnoff and Col. Davis, RCA was represented at the long Aug. 7 session by former Judge Joseph M. Proskauer, RCA counsel in minority stockholder proceedings. It was explained that Judge Proskauer would handle cross-examination of witnesses for RCA.

Recalling Mr. Sarnoff to the stand, Senator Tobey asked if he did not deem it "unethical" to seek a continuance of any legal case anywhere but in the court itself. Mr. Sarnoff replied that he saw "no impropriety" in seeking advice on such a matter of "large public interest", referring to his interview with former Senator Moses. At this, Chairman Wheeler declared, "That is a very unusual procedure, to say the least. Whatever lawyer gave you that advice [to see Senator Moses] gave you very poor counsel. I don't think you can justify it on ethical grounds."

Pressing further on the Sarnoff-Moses conversation, Senator Tobey asked Mr. Sarnoff for a "replica" of his 15-minute explanation of the "very complicated case" of 1932. He pointed out that if the case were as complicated as Mr. Sarnoff had indicated, he did not see how he could place it before Mr. Moses in so short a time.

Mr. Sarnoff replied that he was willing to attempt to give a "replica" of the eight-year-old conversation if he would be given 15 or 20 minutes without interruption. Proceeding with his statement, the RCA head said that back in 1932 the "life or death of RCA was concerned", a matter which touched 89,000 independent stockholders and had national as well as international complications. In the light of the various agreements previously made between RCA, General Electric, Westinghouse and AT&T, the question at that time was whether RCA would be allowed to proceed as "an independent entity" or whether the other companies would "take a walk" and leave RCA high and dry. He pointed out that at the time he personally faced probably the greatest problem of any business man under similar circumstances, adding that after 2½ years of bickering, only an additional 30 days was involved in giving every chance for a satisfactory solution of the problem. At the time, he continued, the continuance sought was threatened by a clash of personaliies and little else.

The Other Side

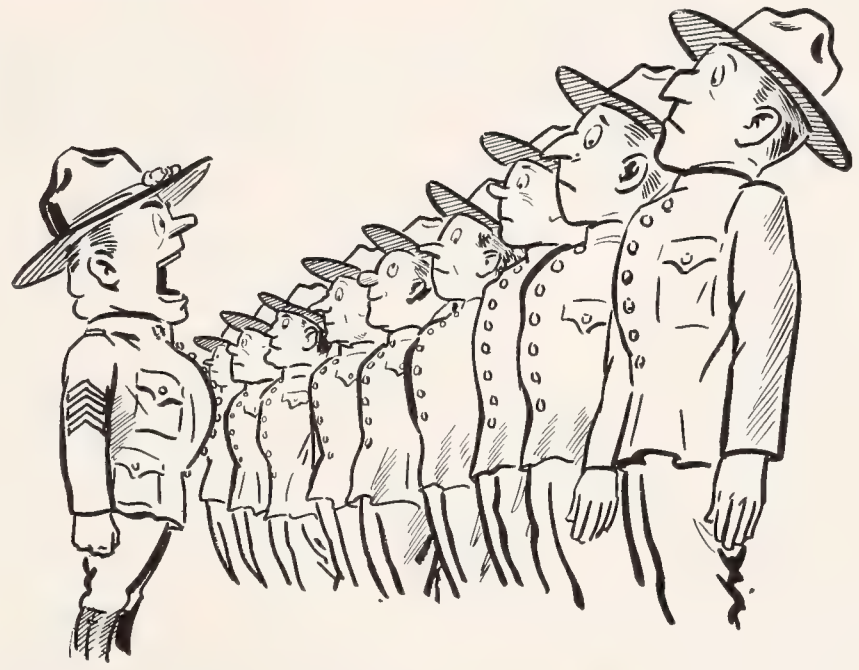
Mr. Sarnoff observed that, although his actions in meeting with Mr. Moses had been questioned, nothing has been said about the other people on the other side who had seen former Senators Dill (D-Wash.), Couzens (R-Mich.), and Watson (R-Ind.) at the same time. He also brought out that the matter had been discussed on the floor of the Senate in 1932, although only the opposition had been heard. The interests of the Government and of RCA were identical in the case, he maintained, and it was with that in mind that he met with Senator Moses as "an elder satesman".

Asked what Mr. Moses advised at that time, Mr. Sarnoff said that although he said nothing at first beyond considering the situation, he later advised that Senator Hastings' law firm in Delaware be retained in the interest of getting a continuance.

Mr. Tobey then pointed out that Col. Brown in his testimony had said there was no radio lobby in Washington that he knew of and asked Mr. Sarnoff if this was so. The RCA president responded there was no lobby so far as RCA was concerned, but he could not answer

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. . . Talk about getting attention! Down here in Roanoke—where WDBJ is the *only* station that can be heard satisfactorily *at all times*—better than 90% of *all* radio families listen to WDBJ sometime during the day and night (C. B. S. Statistics)! That *means business* for WDBJ advertisers—because the 2,533,100 people in and around Roanoke spend in excess of $400,000,000 at retail per year! Getting your share?

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for others in the industry. Pursuing the lobby question, Senator Tobey read a portion from a speech allegedly made some time ago by Commissioner George H. Payne before a Washington radio school. In the speech Commissioner Payne named Mr. Sarnoff and charged that great pressure was exercised on the Government and on the FCC by a "radio lobby". Along the same line, Mr. Tobey quoted from remarks indicating similar observations by former Rep. O'Connor (D-N. Y.), Rep. Connery (D-Mass.) and Rep. Warren (D-N. C.), dating from the time the 1938 investigation resolution was sidetracked by the House Rules Committee. The Connery statement declared that Mr. Sarnoff had sent Edward Bernays to Washington to oppose the investigation.

Will See It Through

Answering the charges made in these statements, Mr. Sarnoff said that so far as Commissioner Payne was concerned, he certainly has not always been in agreement with Mr. Payne's views, but he has not opposed them by resorting to lobbying tactics. He pointed out that on occasion he has issued statements taking issue with certain declarations by the FCC or its members. He conceded there is contact with the FCC, but only by regular employes of RCA. "I don't know what all this is about the corridors in Congress being full of lobbyists. We are not there," he declared.

Asked if he had discussed the 1938 resolution with President Roosevelt, Mr. Sarnoff said he had not but that he may have discussed it with Tom Corcoran, prominent New Dealer. He also stated, under questioning by Mr. Tobey, that at the time of Chairman Fly's appointment to the FCC, Mr. Corcoran had visited with him and had spoken of Mr. Fly in laudatory terms.

Senator Tobey also read from a letter sent by former Rep. O'Connor to Ed Kirby, of the NAB, alleging that network officials, among them Mr. Sarnoff and Mr. Paley, had used their influence against him and in favor of the Roosevelt Administration, whose leaders were opposing his re-election in the fall of 1938.

Mr. Sarnoff branded as "unadulterated flasehood" the statement by Mr. Keller attributing a close personal relationship between himself and President Roosevelt, adding that he had never met Mr. Roosevelt until the latter had been President for some time.

Litigation Worries

Senator Tobey produced a photostatic copy of a bill of complaint entered in a recent stockholders case against RCA, alleging substantially the same "bribe" payments as charged by Mr. Keller in his affidavit. When he inquired how the same figures could have arisen in two separate places, he was answered by Judge Proskauer that perhaps they came "from the same source". Judge Proskauer continued, "I can assure you that this case will be litigated and that all charges will be brought out and settled in a court of law."

Col. Davis, responding to the request of Senator Tobey for a list of stockholder suits filed and disposed of since the 1932 consent decree, explained that two had been settled and that several others are now pending. Asked why, if RCA knew its record to be clean, it did not prosecute rather than settle cases out of court, Col. Davis answered, "Our people read a balance sheet." He added, "You cannot settle with a blackmailer," when asked by Mr. Tobey why RCA doesn't just say in these suits, "Come on, damn you, and let's settle these charges once and for all".

At one time, as Mr. Tobey was reading excerpts from several statements in his hands, Col. Davis remarked, "You spring on us the statements of God knows whom and ask us to tell whether they are true or false." To this Senator Tobey pointed out that RCA's policy during the last eight years apparently has been not to go to court and thresh out the charges but to settle out of court instead. He added also that RCA at this hearing had observed that since several cases are now pending, these charges could not be dealt with conclusively on grounds that RCA's defense in the pending cases would be divulged. Col. Davis answered that RCA had taken this position only because it did not know what questions it would be called upon to answer in the cases concerned.

Directors and Control

Drawn into a discussion of interlocking directorates, Col. Davis explained that the present 12 RCA directors are independent and that this condition has prevailed since the 1932 consent decree. At that time, he said, of the 18 members of the board of directors, 11 were independents and seven were co-directors in GE and Westinghouse. He emphasized that the independent majority at that time had approved the agreements growing out of the consent decree.

In a discussion of the price relationships between the cross-licensing parties concerned in the RCA setup, Col. Davis explained that prices are arrived at by negotiation and not just set and that they do not run too high to best serve the interests of stockholders. As it became evident that a detailed examination of RCA affairs was in progress, Chairman Wheeler ob-

Heads Wincharger

COMDR. E. F. McDONALD Jr., president of the Zenith Radio Corp., Chicago, on Aug. 3 announced appointment of Robert F. Weinig as vice-president and general manager of its subsidiary, the Wincharger Corp., Sioux City, Ia. Mr. Weinig, who has been in charge of farm radio sales for Zenith, has had broad experience as a manufacturer, distributor and sales executive. W. W. Watts who formerly held this position is returning to the East to enter business.



Mr. Weinig

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erved that although the committee ould not go into the full detail of hese matters now, Col. Brown and he committee of which he was a nember were derelict in their duty n not going into the situation.

White Urges Vote

The possibility of a Senate investigation of broadcasting or the FCC cropped up again as Senator White interrupted, "I think we've gone far beyond the proper scope of the question at hand. I vote to terminate these hearings and vote on Col. Brown's qualifications. But I would look with approval on a complete search of the operations of RCA, as well as other FCC licensees."

Concluding his questioning of Mr. Sarnoff, Senator Tobey next called Mr. O'Callaghan, until June 1 assistant general counsel of RCA and identified with the 1932 anti-trust action. Upon taking the stand, Mr. O'Callaghan stated that he refused to answer any questions, claiming privilege. Although Judge Proskauer arose to waive the privilege on behalf of RCA, Mr. O'Callaghan maintained, "I must refuse to answer any and all questions on grounds that it might degrade or incriminate me."

This tack appeared to startle most of the committee members, some of whom questioned the application of the privilege. However, Chairman Wheeler, referring to the Keller affidavit, began questioning Mr. O'Callaghan on certain allegations concerning him. Mr. O'Callaghan answered in general terms, although he confessed no recollection of specific details.

The conversation between Mr. Sarnoff and Senator Moses was merely a broad discussion of the whole 1932 situation, Mr. O'Callaghan said, and no mention of payment or offer of employment was made at the time. Over a period of about a year he said he had paid Mr. Keller about $4,000 for his services as "contact man". He explained that Mr. Whiteford had been brought into the case as a "highly recommended" lawyer in the interest of supplying a "new face and personality" in the proceeding. He said Mr. Whiteford had been employed on Mr. Keller's recommendation, about a week before Mr. Sarnoff's meeting with Mr. Moses in Concord. Mr. O'Callaghan stated that since June 1 he has gone into private practice but was retained by RCA as an expert in patent licensing agreements, at a salary of $10,000 per year.

Payments to Brokers

Questioned about attempted blackmail, Mr. O'Callaghan stated that Levin Handy and Whyland Shaffer had "made some demands" on him, and that each had finally been paid about $1,250. Both were Washington real estate brokers, he explained, and they were paid only for their "nuisance value" and to get their general release from whatever threats they were making. When his testimony appeared to indicate that Mr. Handy and Mr. Shaffer had been paid merely for introducing Mr. Whiteford to the RCA case, and thus becoming "lawyer brokers" instead of just real estate brokers, Senator Wheeler remarked, "Don't you think that sounds pretty fishy, O'Callaghan? You don't expect anyone to believe that sort of bunk."

Mr. O'Callaghan maintained that aside from payments made to these parties the only RCA check he had handled in connection with the case was one for $5,000 given to Mr. Whiteford for his legal services.

Judge Proskauer briefly cross-examined Mr. O'Callaghan, following a colloquy among committee members on his right to do so. His cross-examination established RCA's willingness to have Mr. O'Callaghan testify, regardless of his claim of privilege. Proskauer also read into the record a 1938 memorandum from Mr. O'Callaghan, outlining the whole 1932 situation and corollary events.

Referring to a number of points in the testimony, Senator Reed (R-Kan.) declared, "The record indicates indiscretions bordering on corruption." This remark brought Col. Davis to his feet with the statement, "I resent and deny that."

Answering a question by Senator Tobey, Mr. O'Callaghan stated Senator Hastings' firm had been retained a week or 10 days before the continuance was granted in 1932 and that the firm was paid $7,500 for services.

As the Aug. 7 session concluded, Senator Tobey moved that subpoenas be issued for Mr. Handy, Mr. Shaffer and Percy H. Keller, a brother of E. O. Keller. It was also unanimously consented to set aside the vote originally set for Aug. 7 on Col. Brown's nomination until the hearing could be concluded.

'Hungry' for a Fee

Further fireworks developed during a six-hour session Aug. 8. With Senator Wheeler handling the bulk of the questioning, various "outside" witnesses were called to the stand. First was Whyland Shaffer, Washington real estate broker. Reviewing the succession of events, Mr. Shaffer said he had been introduced to Mr. O'Callaghan by E. O. Keller during a New York visit on real estate matters.

In a conversation with Mr. O'Callaghan, he said, the RCA attorney stated that a continuance would be worth $50,000 to whoever could secure it. He observed that since "things were bad for the real estate men in 1932" he was "kinda hungry" for a fee of this sort. He testified that all he did in the case was to contact Mr. Whiteford through Mr. Handy. He denied that any threats were made to Mr. O'Callaghan, although he, along with Mr. Handy and Percy Keller, felt that "we were the little fellows being pushed out".

Denying any attempt to blackmail, or that Mr. Whiteford had read the blackmail statute to them, he said the three of them had received $3,000 through Mr. Whiteford from Mr. O'Callaghan. He pointed out that during their participation in the matter some $300 worth of telephone calls to RCA had been charged to Mr. Handy's office, observing that this was only one of the expenses for which they sought some return. Upon receiving the $3,000, a release was given to Mr. O'Callaghan, he stated. He added that he never got any check from RCA or Mr. O'Callaghan directly.

Amplifying the reasons for his claim against RCA, Mr. Shaffer explained how real estate brokers often split commissions after making introductions leading to a successful sale. Although he said he could not remember how much he and his associates originally had asked for their services, he said O'Callaghan had offered $1,000 or $1,500 "right off the reel" during conversations with them in Washington some time after the consent decree had been issued. Senator Tobey asked him bluntly, "Didn't you threaten, 'Come across or we'll expose the whole damn thing'?" Mr. Shaffer replied "No, sir." As Mr. Shaffer left the stand, Chairman Wheeler observed, "Your memory will be refreshed on a lot of things before we're through with you."

Keller Testifies

Mr. Shaffer was followed in the witness chair by E. O. Keller, who said he also was in the real estate business and had owned and managed Washington property for many years. As Mr. Keller began his testimony, Senator Tobey objected to Mr. Sarnoff taking a position facing the witness, observing that he had seen evidence of "signals" at various points in the hearing. Mr. Sarnoff returned to his original seat.

Mr. Keller stated he had made affidavits on two separate occasions, one for Rep. MacFarlane in 1938 and a second, substantially a copy

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of the first, for Senator Tobey in 1940.

He testified that he had met Mr. O'Callaghan in 1928 or 1929 in a New York law office. In 1932, he continued, Mr. O'Callaghan asked him if he knew anyone in Washington who might help get a continuance for the case. He said at the time no mention was made of the continuance being worth any $50,000, he added.

He continued, however, that J. R. McDonough, formerly assistant to Mr. Sarnoff, had told him the pending trial would cost about a million dollars, probably would last six months and would cost $100,000 for the stenographic report alone, all in addition to officials' time to go through with the trial. But more important, it was pointed out, defeat in the case would mean that RCA under the law stood to lose all its valuable wavelength licenses and consequent contracts. Mr. McDonough at that time said a continuation was worth $250,000, Mr. Keller declared.

Demand for $5,000 Each

Tracing the chain of events further, Mr. Keller said he saw Mr. Handy, who suggested employing one Mr. McChesney, a lawyer reputed to be a close personal friend of President Hoover. When it was decided that Mr. McChesney was not to be employed, Mr. Handy then suggested the employment of Mr. Whiteford as "a close personal friend of Senator Moses", Mr. Keller said.

After the continuance had come, the "real estate agents" had demanded $5,000 each from RCA, Mr. Keller said he understood. When he faced them later during a conversation on the pros and cons of this matter, he said, he called them "a dirty bunch of so-and-so's" for using "unfair" tactics.

Regarding the trip to see Senator Moses, Mr. Keller said that on the Boston boat Mr. Sarnoff had spoken with him and "practically repeated what Mr. McDonough had said". He commented that Mr. Sarnoff had asked him if Senator Moses could do them any good, and he had answered that he thought he could. Mr. Keller also stated that after the Sarnoff - Moses conference, Mr. Moses had given the assurance, "Now, Dave, you can go back to New York and worry no more about it."

Substantiating his statement in the affidavit, that the matter had been carried to the White House, Mr. Keller said he himself had talked with George Akerson, a former secretary to Mr. Hoover and then with Famous Players-Lasky, about the case. He added that Lawrence Richey, President Hoover's secretary, also had been contacted on the matter, but that President Hoover and Attorney General Mitchell had "refused to do anything".

Recalls Olney Statement

Mr. Keller testified the affidavit had been dictated originally in Rep. MacFarlane's office by either Rep. MacFarlane or his assistant and that he had signed it.

Reviewing the situation of the case in September, 1932, Mr. Keller said that Warren Olney, Special Assistant Attorney General who had handled the Government's case for the preceding 2½ years, had said that if the case were not brought to trial as scheduled, he would resign and issue a statement to the press that "powerful influences" were preventing trial of the case.

Continuing, Mr. Keller said that after further conversations with Senator Moses in Washington, Senator Hastings' firm had been employed. Within a short time, Mr. Mahaffy was called to New York, where Mr. Keller saw him at the Waldorf-Astoria Hotel. He said he had been told that Mr. Mahaffy was to get $25,000 and that later he actually did get $15,000, but he emphasized that "he had no business relations with him".

He declared that he had "never kept track" of money received by him from RCA but that Mr. O'Callaghan's estimate of $4,000 was approximately right. He said he finally had received $500 for a "general release".

His Radio Interests

In a colloquy with Senator Tobey, Mr. Keller admitted he had spent several hours with Mr. O'Callaghan the night of Aug. 7, following the latter's appearance on the stand that day. He said he also had talked with him at breakfast the morning of Aug. 8. He explained that the principal matters discussed were the newspaper accounts of the hearing the day before.

Asked about the origin of his interest in radio matters, Mr. Keller explained that he had been a close friend of the late Rep. William Connery (D-Mass.), who had long fought in Congress for investigation of the FCC and radio monopoly. He pointed out that he also had worked with Rep. MacFarlane and Rep. Lawrence J. Connery (D-Mass.) in their similar efforts.

He added that he had a close

Conclusion of CBS Phase of Senate Inquiry . . .

(*Continued from page 81*)

session started, Senator Neely questioned such discussion, observing that he could not see "what bearing all this has on the qualifications of Brown". Mr. Tobey answered that Col. Brown, as acting chairman of the Network-Monopoly Committee, had made "very serious charges" in the Network-Monopoly Report. If these were true, it would be all right, he continued, but if the charges were not true, the Senate committee should not confirm his nomination.

A Chance to Reply

"The whole case here is proving the truth or falsity of these statements, whether or not Brown told the truth in indicting CBS with allegations that were almost criminal," he declared.

As he was concluding his testimony, Mr. Colin was backed to the carpet again on his June 21 statement taking issue with Senator Tobey's original allegations about the CBS - Paramount transaction [BROADCASTING, July 1]. Defending his critical statement, Mr. Colin declared: "There is plenty in the report (Chain-Monopoly) to mislead a reader. If I were in high office, before making a statement against an apparently reliable company, I should like to give the other party a chance to speak."

Mr. Tobey responded, "We have a right to expect a Government agency's report is the truth", emphasizing that his allegations concerning CBS were based on statements in the network - monopoly brief and report.

Brown Recalled

Calling Col. Brown to the stand, Mr. Tobey observed that the Senate committee had been "rebuked and ridiculed publicly" after relying on "alleged facts" contained in the FCC committee's report. He then started a point-by-point questioning of statements in the report, as refuted in the Colin testimony. In answering the queries Col. Brown referred to a letter sent by FCC Chairman Fly to Senator Tobey, but which at this point had not been entered in the hearing record. Mr. Tobey protested that he wanted answers from Col. Brown "in your own words".

Col. Brown explained that the FCC committee had to depend on staff workers to prepare the digest forming the basis for the Network-Monopoly Report, particularly upon its experts in various fields such as accounting and engineering. He pointed out also that in discussions before the Senate committee no differentiation had been made between the digest of evidence and the actual Network-Monopoly Report, emphasizing too that it remains "a tentative report", not yet accepted by the whole FCC. "The committee stands on its report," he declared.

In the midst of this colloquy Col. Brown once referred to "The FCC, of which I am not a member . . .", which drew laughter from committee members and spectators alike.

Norfleet Explains

Confronted with technical questions, Col. Brown called William J. Norfleet, FCC chief accountant, to explain the statement in the report that in the Paramount deal CBS had used funds from "capital", rather than "surplus", to repurchase part of the CBS stock held by Paramount. Mr. Norfleet observed that dollars could not be "earmarked", as between capital and surplus, from testimony appearing in the Network-Monopoly Hearing record. However, he explained, as of Dec. 31, 1931, CBS did not have enough money "from a single source" to purchase back all the stock, which led to the conclusion that "capital" actually was used for the purchase. This cannot be determined definitely without reconciling the books of CBS and testimony offered, he added.

Allowed to participate in the informal hearing, Mr. Colin entered into a discussion with Mr. Norfleet on various financial aspects growing out of the FCC chief accountant's observations. Their failure to agree on just what constituted "capital" and "surplus" brought the observation of Senator Neely: "If these two experts can't agree on what is meant, how can we hold Col. Brown responsible for what is meant?"

Senator Tobey then again attacked the use of words like "gyp" and "cheat" in speaking of the CBS-Paramount transaction, as attributed to Col. Brown's testimony. When Senator Neely seemed inclined to pooh-pooh the importance of such remarks, Mr. Tobey asked him how he would feel if he were "president of a respected company" and heard such things attributed to him. Mr. Neely answered that he probably would resent the statements, but "probably not enough to oppose the nomination".

Widely Published

Senator Bone (D-Wash.) pointed to the tentative character of the report, emphasizing that it did not necessarily reflect final attitudes on the part of the FCC. He was supported in this observation by Col. Brown, who also emphasized that advance copies of the digest and report had been furnished to the Senate committee "by courtesy of the FCC chairman". Mr. Tobey maintained that the report has passed the tentative stage, since it has been widely published.

Senator Tobey again brought up the matter of the "2½-day" approval given for the transfer of WSB, Atlanta, to former Gov. James M. Cox. Col. Brown denied the allegation that Mr. Cox "went to the White House" on his behalf expecting "future favors for past favors". He said he could recall instances of political influence exercised to expedite grants, including several "calls from Senators and Congressmen", but he did not think any such pressure was brought to bear on the 2½-day Cox grant, which Senator Tobey had said was filed on a Friday and granted the following Tuesday.

Asked if he believed there was anything wrong in accepting "entertainment" from various persons while traveling on official business, Col. Brown answered: "It all depends on your relations with them." He added that he could see nothing wrong in associating with old friends or acquaintances at such times. After naming several persons, apparently friends of Col. Brown, and asking if each were in radio, and alluding in passing to an Agua Caliente visit during a trip to the West Coast, Senator Tobey concluded his questioning.

As the session closed Mr. Tobey requested that NBC be notified it might have an opportunity to appear before the committee to refute certain charges made against it. He indicated that he wanted David Sarnoff, RCA president and chairman of the board of NBC, to testify.

personal friend associated in Black River Valley Broadcasting Co., Watertown, N. Y., which he said had been given a construction permit by the FCC, but after a large financial outlay had been unable to get a license. He commented that the situation of his friend resulted from talk that he was connected with the "power trust", although actually he was not. He emphasized also that he did not act as "contact man" for anyone and that he spent his own money in his pro-investigation activities.

Referring to further conversations with Mr. O'Callaghan, he said the latter had told him that Mr. Sarnoff had stated, "This is your skunk, go skin it." A spirited exchange grew out of the cross-examination of Mr. Keller by Judge Proskauer, on behalf of RCA. After Senator Tobey had established that the same right would be extended Mr. Keller's counsel, Judge Proskauer proceeded.

Issuance of Check Denied

Under cross-examination, Mr. Keller admitted that the alleged $15,000 payment to Mr. Mahaffy was hearsay so far as he was concerned, although he cited a letter written to one Arthur Vanderbilt by Otto S. Schairer, RCA vice-president in charge of patents, stating that there was "a bad political situation in the Wilmington court and he wanted nothing more to do with it."

Regarding his conversations with Mr. O'Callaghan, Mr. Keller said the RCA counsel had told him, "When all this is over, we will go to lunch and I will make it up to you." He added, "So far, I've never had the lunch."

To refute the allegation that Mr. Mahaffy had received $15,000 from RCA via a check drawn on its advertising agency, Judge Proskauer presented a statement from the treasurer of Lord & Thomas, RCA's agency, that no such check had been drawn.

Judge Proskauer set off more fireworks when he brought up the fact that Mr. Keller had been indicted and plead guilty to a forgery charge in a New York court several years ago, receiving a 60-day suspended sentence. Mr. Keller, obviously moved, admitted this but explained that he had "taken the rap to protect a friend" after endorsing a check which to his best knowledge had been good.

Aiding the Committee

Senator Tobey asked Mr. Sarnoff if this had not been "offered to discredit the witness". Mr. Sarnoff answered that it had been offered merely to help the committee make up its mind as to the truth of Mr. Keller's statements.

Questioned as to why RCA went into this matter, searching court records, Col. Davis declared, "From our dealings with Keller, it appeared he was the kind of man of whom such things might exist."

This set off a spirited colloquy between Senator Tobey and Col. Davis, with Senator Tobey charging that RCA "didn't come clean" in outlining its relations with various persons. He remarked, "Mr. Keller has courage and guts to come and testify, knowing that this is hanging over him. I admire him for it."

Entering the controversy himself, Mr. Keller stated that on certain occasions Col. Davis himself had asked him for help, for which no pay was offered or expected. He stated also that at one time while he was present in Mr. O'Callaghan's office, Col. Davis entered and exclaimed, "Bob, I hope next time something's done around here it will be done in a legal way."

AID FLOOD RELIEF
Led by WHO, Stations Hold Big Benefit Show

A GROUP of six Midwest stations, led by WHO, Des Moines, cooperated recently in a drive for funds for the relief of a large number of farm families who were victims of a late July tornado in Harrison and Shelby Counties in Iowa. With immediate relief necessary, the Portsmouth Relief Fund was set up, and appeals started on WHO for contributions. When the Community Club of Harlan, Ia., decided to produce a benefit show on the Shelby County Fair Grounds, WHO offered to cooperate and invited other stations in the area to join.

In addition to WHO talent, entertainment was furnished by artists from KSO, Des Moines; WNAX, Yankton; WOW, Omaha; KFNF, Shenandoah; KOWH, Omaha. Using direct lines from Harlan, WHO fed a special half-hour pickup of the two-hour program to all the stations. The show, which drew the biggest crowd ever assembled in the Shelby County Fair grandstand, cleared almost $500, with all receipts turned over to the fund. More than $10,000 in cash and commodities has been acknowledged by the relief committee as a direct result of WHO appeals.

The next witness was Mr. Mahaffy, clerk of the Federal District Court in Wilmington, who explained that he had been affiliated with the court in one capacity or another for 45 years and that he had known Senator Hastings for 20 or 25 years. He testified that his brother, W. G. Mahaffy, had handled RCA cases for years, both before and after the 1932 case. Pressed by Chairman Wheeler, he admitted that his nephew, Rodney Mahaffy, a lawyer for some 15 years, had been given the choice of resigning from the bar or being disbarred and had done the former.

'Strange and Weird'

Mr. Mahaffy testified that he met Senator Hastings early in October, 1932, in New York, a day or two before he dispatched wires notifying all lawyers of record in the case of the continuance. According to his testimony, Senator Hastings merely asked him the state of the record and how he might go about securing a continuance.

At this Chairman Wheeler exclaimed, "You know, Mr. Mahaffy, Senator Hastings didn't call you to New York to discuss the procedure in getting a continuance. You don't expect the committee to believe that. What you are saying isn't reasonable." Senator Tobey commented that the whole procedure was "strange and weird and uncanny".

Asked flatly by Senator Tobey, "Do you deny you ever received any remuneration from Senator Hastings or anyone aside from your salary?" Mr. Mahaffy answered, "Neither in this case nor any other."

Senator Tobey then started intensive questioning about Mr. Mahaffy's bank account. The latter's statement that he used a safety deposit box brought additional questioning on what amounts of cash had ever been placed in the box. Mr. Mahaffy stated that "about a thousand dollars" was the largest single amount he could remember placing in the box. As for his bank account, he said his largest deposits had been made in a brokerage account, although he could not remember their size. He estimated his net worth in 1920, when he became a court clerk, at between $10,000 and $15,000, with his income rising through the years from about $100 a month to his present salary of $4,600 a year. He estimated his present income at about $5,600 a year and his net worth as $18,000 to $20,000.

During his conversation with Senator Hastings in New York, Mr. Mahaffy said, he had told Senator Hastings he would have to apply for a continuance in the usual manner, as the case had been set for trial.

As the long morning session was drawing to a close, Senator Tobey pointed out that since "important testimony" was to come from Mr. Mahaffy, he wanted him placed "under supervision" during the lunch hour so he could not speak

Youngstown mills are having their busiest summer in years. Youngstown people have money to spend. Cover this rich market best with

WFMJ

KFRU

COLUMBIA, MISSOURI
A kilowatt of power on 630 kc. daytime with 500 watts at night.
A Sales Message over KFRU Covers the Heart of Missouri

OLD STUFF!

WWVA

It's practically kindergarten technique that steel and coal are the backbone of industry. It's an old, old story that everybody knows and respects.

And Here We Are

—squarely in the heart of the Nation's greatest steel and coal belt—two industries that are going great guns. Payrolls are increasing by leaps and bounds and folks are really buying.

Now, as never before, is the time to introduce your products to WWVA's thousands of loyal friends in Southeastern Ohio, Western Pennsylvania and Northern West Virginia—the steel and coal belt of the Nation.

5,000 WATTS AT WHEELING, WEST VA.
COLUMBIA Station at Eleven-Sixty
on 2,085,666 Radio Dials
JOHN BLAIR CO — National Representatives

with RCA representatives or other persons concerned. This request was refused by Chairman Wheeler, who pointed out that the committee had no authority for such action.

Senator Tobey also advised the committee he had talked that morning by telephone with William W. Harrington, Chancellor of the State of Delaware, regarding the application of Rodney Mahaffy to be readmitted to the bar. He said affidavits were on file in this matter charging use of the clerk's office of the Wilmington Court to influence actions of the court. He moved that these records be subpoenaed for consideration by the committee.

Following Mr. Mahaffy to the stand, Mr. Whiteford described his entry into the case through Messrs. Handy and O'Callaghan, and his subsequent efforts to secure a continuance. He emphasized that his only participation in the case was in this regard and that he was to have and had nothing to do with the actual trial. He related the same general story of persons and events brought out in previous testimony of Mr. Sarnoff.

Referring to the Keller affidavit, he declared that Senator Moses gave no "assurance" whatsoever to Mr. Sarnoff.

'Substantial Retainer'

Mr. Whiteford explained that upon a meeting with Senator Hastings, the latter had told him that he was thinking of entering the RCA case, but that he would do so only if he got a "substantial retainer". He explained that at the time Senator Hastings had stated that "with these big companies the case is much bigger when they seek your services than when it comes time to pay you for them", pointing out that the lawyer often may find it difficult to get paid what he deserves for his services. At the time Senator Hastings indicated that $7,500 or $10,000 would be a satisfactory retainer, Mr. Whiteford said. Subsequently, with receipt of a $5,000 check from RCA, this amount was split between the two as an initial retainer.

Asked if he had given this 1937 matter much consideration since, Mr. Whiteford said he had not, although he had kept up with it because "this whole thing has been chewed all around the streets here".

Mr. Whiteford testified that, in addition to the $2,500 paid to Senator Hastings in 1932, $5.000 more was paid to him in 1933. Col. Davis exhibited to the committee the original $5,000 check made out to Mr. Whiteford. Regarding the difficulties with the "real estate group", Mr. Whiteford said he had been approached by Mr. Handy shortly after the continuance and consent decree and was asked, "What bill are you going to send?" He explained that he told Mr. Hastings "That is none of your business." He said Mr. Handy countered, "We should be taken care of in your bill." To this Mr. Whiteford said he gave a flat refusal, pointing out to Mr. Handy that he could take no credit for securing the continuance, which had come from "indisposition of the court".

He added that later when he had gone to New York to clear up this matter, he and Mr. O'Callaghan had seen Mr. Sarnoff. After Mr. O'Callaghan had explained the situation, Mr. Sarnoff said, according to Mr. Whiteford: "Bob, this is your skunk, and you're going to skin it. I don't like it."

Associates Called

Interrupting Mr. Whiteford's testimony briefly following the lunch recess, Senator Tobey called a member and a former member of Senator Hastings' Wilmington law firm, Hastings, Stockly & Layton. Ayers J. Stockly, at present senior partner, stated although he had only incidental knowledge of the matter, he remembered that Senator Hastings said late in 1932 that he had represented RCA in a case before the Wilmington court and that he had received $7,500 for his services. His only knowledge of the matter came in a general review of the firm's activities at the end of the year, he declared.

The second associate was C. Edward Duffy, a partner in the firm until March 1. He stated that although he didn't remember whether the amount mentioned was $5,000 or $7,500, Senator Hastings had stated to him and to Mr. Stockly that he had received that amount from RCA "but had to give $2,500 of it to Harry Mahaffy to get a continuance". Asked for a comment on this statement by Chairman Wheeler, Mr. Stockly said that if that was said, "I was not there".

Called upon for unscheduled testimony, H. A. Sullivan, RCA comptroller, stated to Chairman Wheeler that RCA had paid no money directly to Senator Hastings, although the company had paid Mr. Whiteford, who in turn paid his associate counsel. Chairman Wheeler requested an itemized list of the advertising charges made against RCA by Lord & Thomas during 1932 and the first six months of 1933.

Before resuming with Mr. Whiteford's testimony, Senator Tobey asked that subpoenas be issued for former Senators Hastings and Moses.

Referring again to the difficulties with the "real estate group", Mr. Whiteford stated that at a meeting with the group in Washington Mr. O'Callaghan had laid his case on the table, telling them that if they entered the suit as threatened, they would ruin his career and it would certainly mean he would be "out of radio". He also brought out at the time, in conversation with Mr. Whiteford, that since Mr. Sarnoff had indicated "it was his skunk", he felt he would have to pay for the releases out of his own pocket.

As finally settled, Mr. Whiteford explained, Mr. O'Callaghan agreed to pay $3,000 to Messrs. Handy, Shaffer and Percy Keller. Mr. Whiteford explained also that although Mr. Handy ostensibly participated in the split of the $3,000, he refused to accept this as full settlement for his services and did not sign the release, as did the other two. Later he pressed his claim, hired a lawyer and again broached the matter to him, Mr. Whiteford continued. After conferring with Mr. O'Callaghan, Mr. Whiteford said he loaned $275 to Mr. Handy and received his promissory note, acting on behalf of Mr. O'Callaghan, who had asked him to "pacify" Mr. Handy temporarily. A short time later Mr. Handy agreed to settle for $1,000 additional plus the $275 loan, he explained, and with receipt of the $1,275 he signed a release.

Fee Explained

Explaining the $7,500 fee attributed to Senator Hastings' firm, Mr. Whiteford said Senator Hastings had stated to him shortly after the continuance that the $2,500 he had received was not enough to justify giving up the right to sue RCA in some future case that might arise for another client. He commented that Senator Hastings took the view that, since he accepted a retainer from RCA, large or small, he would be precluded from opposing them in legal action. About this time Mr. Schairer came to Washington to talk over the Hastings matter with him, he continued, and the upshot was that the Hastings firm agreed to accept an additional $5,000 in full satisfaction of its services. At the same time an additional $2,500 was offered for his own services in the proceeding, Mr. Whiteford stated, and accordingly he billed RCA for $8,775, which included the $5,000 for the Hastings firm, $2,500 for himself and the $1,275 for the money advanced to Mr. Handy on Mr. O'Callaghan's request.

In the midst of this discussion of RCA's "shakedown" by the "real

Listening Still Is Rising, Gallup Survey Discloses

ADDITIONAL evidence that radio listening is still increasing comes from the American Institute of Public Opinion, better known as the Gallup poll, which has found in a survey on the public reaction to double-feature movie bills, that competition from radio is making it necessary for motion picture producers to build programs with more appeal to the public.

"Among all the persons interviewed," says the report, "55% say they are spending more time listening to the radio this year than last year, whereas only 15% report listening less. Even during the summer three times as many people say they stay home expressly to listen to the radio as say they go to motion pictures."

The answer to
"NATIONAL SPOT"
in BALTIMORE:
RED NETWORK OUTLET
GUARANTEED TIME
MERCHANDISING COOPERATION
WFBR
National Representative: Edward Petry & Co.



estate group", Chairman Wheeler observed: "This all indicates the stupidity of some of the smart men in New York, doesn't it?"

Speaking of Senator Moses' part in the RCA case, Mr. Whiteford said he did not think Senator Moses did anything to get a continuance "beyond setting off a chain of events leading to a successful conclusion".

Senator Tobey cited the allegation of Senator Hastings' payment of $2,500 to Mr. Mahaffy as a possible explanation of his later demand for a larger retainer, since the $2,500 represented the total amount of his initial retainer.

Keller-Shaffer Release

Following Mr. Whiteford on the stand, Percy H. Keller, a brother of E. O. Keller and also a Washington real estate broker associated with Mr. Handy, recited a synopsis of events paralleling the testimony of Mr. Shaffer. He stated that he received $1,000 when the $3,000 received from Mr. O'Callaghan was split three ways, adding that "we felt we were entitled to some compensation". Originally the three members of the group had asked $2,500 each, he said.

Making another of his frequent appearances at the conference table, Col. Davis produced a copy of the release signed Oct. 29, 1932, by Mr. Shaffer and Percy Keller. The release statement read: "Received the sum of $3,000 in full settlement of all services render to Robert D. O'Callaghan and RCA."

Col. Davis, refuting certain of E. O. Keller's statements concerning him, explained that he first saw Mr. Keller at this hearing. He said also that he knew nothing of the Sarnoff-Moses meeting or the employment of Senator Hastings' firm until 1938 when Rep. MacFarlane raised the issue. Under questioning he explained that RCA eventually paid the sums given the "real estate group" by Mr. O'Callaghan by allowing "certain expense items" on the latter's account.

'Should Know Better'

Picking up the argument, Senator Tobey stated that Mr. O'Callaghan had told him in his Senate office that Mr. Sarnoff had told him not to discuss anything about the "real estate group" with Mr. Davis. To this and related observations, Mr. Davis replied, "I don't think the staff members of RCA are in the habit of discussing company affairs with real estate men."

The session closed with a pointed declaration from Senator Wheeler mirroring the apparent sentiment of the committee: "I hope all this business will cease, and I hope it will be a lesson to them not to try and secure political influence in these cases. They should know better than to deal with all sorts of scum claiming influence. It's getting so you don't dare talk to anyone because you're so afraid someone will go around and say they have influence with you."

Discusses Fees

Recalled briefly at the start of the Aug. 9 session, Mr. Whiteford reviewed the discussions and arrangements regarding retainer fees among himself, Senator Hastings and Mr. Schairer. When it was developed that he personally claimed no credit for securing the continuance, Senator Tobey inquired how he figured he earned the $5,000 he received.

Mr. Whiteford answered that he had spent "a good deal of time" on the case and was merely paid for services rendered. Before leaving the stand, he agreed to furnish the committee with available office records for the 1932-1933 period concerned.

Just before the appearance of ex-Senator Hastings, Senator Tobey stated he had inquired of Col. Brown whether in 1932 Chairman Fly had been associated with the Justice Department. He said Col. Brown had understood that Chairman Fly in 1932 was associated with John Lord O'Brian in the Justice Department's anti-trust proceedings. Following this, he introduced in the record a photostatic copy of pages of various newspapers to illustrate the "glaring publicity" given the MacFarlane statements in 1938. He explained that the exhibits were offered to show that it was "current knowledge" despite Col. Brown's "abysmal ignorance" and his statement that the FCC did not take notice of the MacFarlane charges.

Hastings Appears

Appearing voluntarily to make his statement, Senator Hastings reviewed his part in the 1932 proceedings. He said the first knowledge he had of the RCA situation came when Senator Moses called him and explained that it was "an important case". He continued that he later met Senator Moses and Mr. Whiteford in New York, where at the time he was active in the Hoover campaign, spending much time at Republican headquarters in the Waldorf-Astoria. In conversation with Mr. Whiteford, he said, he commented that if the projected consent agreement were real enough to be a "genuine excuse", he thought a continuance could be secured in the case. To find out if this situation were true, he went to see two RCA officials, whom he could not name, he explained. After these RCA representatives had satisfied him there was a good reason for postponing the trial, he contacted Mr. Mahaffy, he stated. Although he said he could not remember the exact circumstances of the meeting, he did not think it took place in New York, as Mr. Mahaffy and others had testified.

He pointed out that Mr. Mahaffy had come to New York at his request in regard to another case, involving a bankruptcy proceeding, about the same time. He added that he would not hesitate to call Mr. Mahaffy to New York if it appeared to be necessary in certain circumstances.

In his brief conversation with Mr. Mahaffy, Mr. Hastings said the former had "doubted very much that the court could try the case on the day designated". Mr. Mahaffy indicated he would try to find out definitely from the Judge, he stated.

In the course of testimony, it was not clear whether Mr. Mahaffey actually had consulted with Judge John P. Neilds before sending out wires that the case had been continued due to indisposition of the court.

Payment of Fee

Before he did anything "in this great emergency that was so important to this company", he said he began talking to Mr. Whiteford about some kind of retainer, finally leaving the matter in Mr. Whiteford's hands and in a short time receiving the initial $2,500. Two or three days after his conversation with Mr. Mahaffy, Mr. Hastings stated, the former advised him of the continuance due to the indisposition of the court. The following winter, in Washington, the matter of an additional fee was discussed with Mr. Whiteford, he said, and $5,000 was agreed upon and paid.

In 1938, when the matter cropped up for the first time, Mr. Hastings said he had thanked Mr. MacFarlane for not bringing his name into the controversy directly and offered to come to Washington and testify if Rep. MacFarlane desired him to do so. Then, when it appeared recently that Mr. Sarnoff would testify before the committee and mention the names of parties concerned, he said he had given statements reviewing his part in the proceedings to Mr. Whiteford and Senator McNary, Republican minority leader, with the request that the latter pass the statement on to Senator Tobey, whom Mr. Hastings did not know. Senator Toby interjected that this was the first knowledge he had had of such an arrangement and that he had not received any copy of the statement.

After reading the newspaper accounts based on the Keller affidavit, alleging a $15,000 payment to Mr. Mahaffy purportedly arranged by himself, Mr. Hastings remarked that he had "a very uncomfortable day". Commenting on various statements set forth in the affidavit, particularly those dealing with Mr. Mahaffy, he declared, "Nobody runs that judge, not even his wife. How anybody got the idea that Mahaffy had a large interest in this, I don't know." He continued that he had never heard of Mr. Keller and did not know "how Keller should suggest" that the Hastings firm should be employed. Alluding to the hearsay statements of the affidavit, in which he drew the support of Chairman Wheeler, Senator Hastings declared, "This is so unfair to an American citizen to permit a thing like this to go into the record and then allow the newspapers to publish it."

Claims Falsification

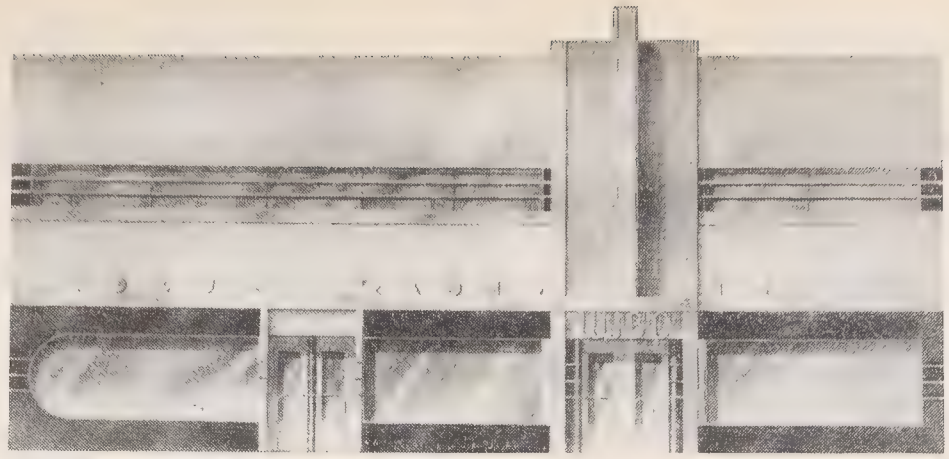
He remarked that one of his prime reasons for appearing before the committee was to refute the statement made the day before by Mr. Duffy that Mr. Mahaffy had been paid $2,500 to secure the continuance. Although calling Mr. Duffy "a very fine fellow", he went on to explain that certain difficulties had arisen between the Hastings firm and the newly-formed Logan & Duffy firm. He decried an alleged effort on the part of Logan & Duffy to take over the affairs of one of the Hastings clients. In doing, he charged there were unethical actions on their part, including the making of false representations to the court during the controversy over who would handle the client's affairs.

Of the Duffy statement made the day before, Senator Hastings said, "It was false and Duffy must have known it was false." Asked to supply some reason for the statement, he remarked, "I am certain as I can be that Logan and Duffy are trying to carry on this smear, both of me and the court through Mahaffy."

Commenting further on the plausibility of explaining the continuance as a result of bribery, Senator Hastings declared, "You can't bribe a man to do something when he hasn't authority to do it. You might pay a court clerk for his influence, but he has no influence over this court. The mistake I made, of course, was not to go right into open court and ask for a continuance. As it was, the continuance was granted because of the indisposition of the court."

Questioned further by both Senator Tobey and Chairman Wheeler on his conversation with Mr. Ma-

(*Continued on page 92*)



ULTRA-MODERN in every respect will be the new home of WJBO, Baton Rouge, La., which the station began building July 15 at a cost of $75,000 and expects to occupy by next Dec. 15. This is the facade of the structure, which will have a 64-foot frontage on a downtown street and a 125-foot depth. NBC engineers aided in the design of the two-story building, including its three studios—one modeled after the large NBC studio in Radio City and seating 200. Facade is of glass brick, black structural glass, light grey marble and stainless steel trim and flashing.

Sustaining Contract Extended Month in Net-AFRA Dickering

Union Demands That Minimum Scale Be Applied to Sustainers Meets Objection From Networks

STILL miles apart after a week of negotiations on a new contract covering employment of talent on sustaining network programs to replace the original two-year contract expiring Aug. 12, the networks and the American Federation of Radio Artists on Aug. 9 agreed to extend the existing agreement for another month, or until Sept. 12, continuing negotiations meanwhile.

Discussions to date have been centered on the union demands that the minimum commercial scale for network programs should likewise be made the minimum for sustaining shows, a proposal unacceptable to the networks and one that is expected to be considerably modified before negotiations are completed.

Commission Dispute

Question of the payment of commissions on minimum wages to talent placement bureaus operated by the networks is also expected to become a moot point. AFRA previously contended that the present contract should be interpreted so that the word "minimum" meant net to the artist after payment of such commission, but when the question was submitted to the American Arbitration Assn. the decision was that as the contract now reads commissions are deductible from minimum fees.

Chief difference between scales for talent employed on commercial and sustaining programs lies in the rehearsal fees. An actor engaged for a 15-minute sustaining program at the minimum wage set in the present contract receives $17 for his work, including a two-hour rehearsal. Commercial scale for a quarter-hour broadcast is only $15, but on a sponsored program the actor is paid $6 an hour for rehearsals, making a total of $21 if the rehearsal lasts an hour as required by the commercial code, or $27 if the actor on the sponsored show puts in the two-hour rehearsal period required of talent on sustaining shows.

On a 60-minute program, actors employed for sustaining work get $25 for the broadcast and eight hours rehearsal; sponsored artists get $35 plus $6 an hour rehearsal, a total of $83 if the same eight-hour rehearsal period were required. Actually, of course, very few programs call for anything like that amount of rehearsal from actors. Roughly the same comparisons apply to singers, although their wage scales, both sustaining and commercial, do not exactly coincide with those of the actors. Sustaining code also contains provisions for staff artists employed on weekly salaries, which of course do not apply on commercial work.

Disc Impasse

Meanwhile, negotiations between AFRA and the transcription manufacturers for wages and conditions for talent employed on recorded programs are practically at a standstill, pending action by the union's locals on the counter proposals made by the manufacturers after several weeks of conversation with the union over the original AFRA demands.

Other Locals to Meet

The New York local of AFRA met July 31, when the membership reaffirmed its previous position that payment for talent on transcribed programs should be based on a single program plus rehearsal for it, rather than set as a flat fee for a recording session of a certain number of hours, regardless of their division into rehearsal and cutting time. Similar meetings are to be held by the Chicago, Los Angeles and San Francisco locals, following which the AFRA committee will resume its meetings with the representatives of the transcription industry.

In the negotiations for the new network contracts, AFRA has been represented by Emily Holt, executive secretary, and George Heller, assistant executive secretary; Mark Woods, NBC vice-president, Lawrence W. Lowman, CBS vice-president, and Julius Seebach Jr., WOR vice-president, represent the network interests. Also in attendance have been various AFRA board members and a number of advertising agency executives, the latter including Leonard Bush of Compton Adv. Inc., A. K. Spencer of J. Walter Thompson Co. and Lawton Campbell of Ruthrauff & Ryan, who have alternated in attending the sessions in a sort of rotating representation of agency interests.

20TH BIRTHDAY Of WWJ to be Observed With Salute by Fly

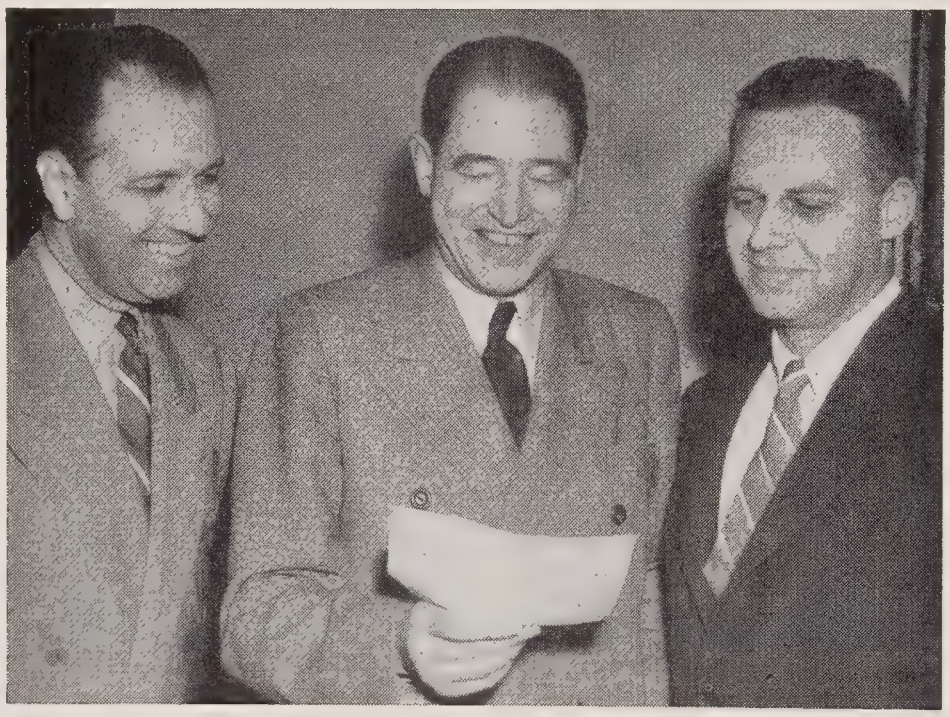
WHEN WWJ, Pioneer *Detroit News* station, observes its 20th anniversary Aug. 20, it will be saluted by James Lawrence Fry, chairman of the FCC, who will be introduced by William J. Scripps, WWJ general manager who started the station while a youngster pursuing the amateur radio hobby. Because the precursor of WWJ started experimental programs on Aug. 20, 1920 and continued them until Aug. 31, when it began operating as a regular station, it claims to be the first regular broadcasting station in the United States. In this connection it has consistently disputed the claim of KDKA, Pittsburgh, which started in November, 1920.

WWJ's regular broadcasts during the first few months of operation included city election returns on Aug. 31, 1920; results of the World Series in October, and returns of the November elections.

The 20th anniversary will be observed with a full-hour program starring Dr. Frank Black, general musical director of NBC, as guest conductor of a 40-piece orchestra; Ruby Mercer, soprano, and Conrad Thibault, baritone. Mischa Kottler, WWJ musical director, will also be a soloist.

Drop Old WMCA Suit

SUIT of Ralph Marshall Anspach and Charles E. Weiss for $150,000 damages and 140 shares of WMCA stock against Federal Broadcasting Corp., John T. Adams, president, and Calvert O. Freeman, vice-president, was discontinued Aug. 6 in New York Supreme Court following the filing of a stipulation to withdraw. Suit was based on an alleged contract made in April, 1933, whereby the parties to the suit agreed to set up WMCA, with division of profits under a lease deal with Donald Flamm, owner. Anspach and Weiss charged conspiracy on the part of the defendants to deprive them of their share of the stock under the terms of the contract.



GOOD NEWS was the telegram from Washington informing KOIN, Portland, Ore., that it had been granted permission to boost night power to match the 5,000-watt daytime transmission. C. W. (Chuck) Myers, KOIN president, enjoys the pleasant tidings with C. Roy Hunt (left), KOIN general manager, and L. S. Bookwalter, technical director. A two-hour dedicatory program was broadcast Aug. 11.

RCA, NAPA LIKELY TO APPEAL RULING

ALTHOUGH it is expected that RCA Mfg. Co. and the National Assn. of Performing Artists, acting for Paul Whiteman, will both attempt to carry to the Supreme Court of the United States their fight for control of the use of phonograph records on the air, no such action has been taken to date.

Attorneys for both of these parties stated they are studying the recent decision of the United States Circuit Court of Appeals for the Second District [BROADCASTING, Aug. 1], which absolved the broadcasters from all restrictions of either manufacturing company or recording artist, completely reversing the decision of the lower court which had found both company and artist to possess certain restrictive rights over the broadcasting of these recordings.

While appeal from the lower court's decision was taken by all three parties to the RCA-Whiteman-WNEW action, with the NAB retaining counsel to fight the case of the station in the interest of the entire broadcasting industry, WNEW will not be a party to any appeal to the Supreme Court, as the Circuit Court decision is a total victory for the broadcasters. There is little doubt, however, that the manufacturer and the artists' association will seek to continue their battle right up to the Supreme Court.

Shifts in Auto Accounts Are Forecast in Detroit

WHAT some advertising men believed would presage a widespread revamping of automotive advertising accounts developed this month in Detroit when Maxon Inc. was named agency for the Lincoln Motor Division of Ford Motor Co. Simultaneously, Maxon announced that Harry Wismer, former sportscaster of WJR, would be the account executive for Lincoln-Zephyr. Wismer, however, will broadcast the pro football games of the Detroit Lions over WJR for Ford—this time being placed by McCann-Erickson, agency for Dearborn branch of Ford.

The series of broadcasts marks the first time Ford has sponsored, even indirectly through a branch, any sports broadcasting since the World's Series five years ago. Wismer, who married a niece of Mrs. Henry Ford several weeks ago, has dropped his connection with WJR except for the Lions broadcasts. His other major program over WJR, *Inside of Sports*, for Phillies cigars through Ivey & Ellington, has been taken over by Joe Weeks.

Defense Transcriptions

IN VIEW of the current interest in the Burke-Wadsworth conscription bill, the National Emergency Committee of Military Training Camps Assn. is offering free to program directors of every station in America four quarter-hour transcriptions featuring discussions of national defense and conscription. Shipment on the discs started Aug. 12, and if the presentation of the programs proves successful, more will be made available. WOL, Washington, and WOR, Newark, handled the transcribing, and speakers are Secretary of the Navy Frank Knox; Gen. Hugh Johnson; Asst. Secretary of War Robert Patterson, and Julius Ochs Adler, 2d Corps Area Civilian Aide to the Secretary of War.

Western Canada Stations Favor CAB's News Plan

WESTERN CANADIAN broadcasters decided at their annual convention held in Calgary July 30-31 that the newscast situation should remain as at present. The Western Assn. of Broadcasters, with representatives present from every station west of Winnipeg, passed a formal resolution favoring the modified newscast plan of the Canadian Assn. of Broadcasters, which calls for a continuation of sponsored newscasts. News would come from a central news bureau to which all news services would subscribe and from which each station would pick such news as it wanted to broadcast, with no commercial plugs in the body of the news. The WAB decided against submitted plans which would practically eliminate commercial sponsorship of news and called for news distribution over a Canada-wide network from a central news office. The newscast situation is to be aired again on Aug. 19, at the semi-annual meeting of the Board of Governors of the Canadian Broadcasting Corp., at Ottawa, when it may be settled.

About 30 broadcasters attended the convention, including some from Eastern Canada. George Chandler, CJOR, Vancouver, was elected president, succeeding Gordon Love, CFCN, Calgary, president for the last two years.

Decision by Arbitrator Reinstates WOV Group

REINSTATEMENT of four employes of WOV, New York, and a regular eight-hour working day were directed, in an arbitration case decided Aug. 6 by George R. Englehard, of the American Arbitration Assn., under terms of an agreement with the station, with which American Communications Assn. has closed shop agreements covering radio technicians, announcers and sound effects men.

The union asked reinstatement of two engineers and two announcers. The union also challenged claimed discontinuance of the lunch hour from the regular eight-hour day as "contrary to the terms of the union agreement and all past precedents". ACA charged that after releasing the four employes, the station added personnel in other departments and spent money on "non-essentials". The award of the arbitrator sustained the union in all its claims.

A PROFIT PRODUCER!

JOIN UP with WAIR! Make SURE your product has a maximum audience of money-spenders! WAIR produces sales in volume—the only kind of sales that pay you a profit! A test proves it!

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

Libbey Symphonies on CBS

LIBBEY-OWENS-FORD Glass Co., Chicago, is planning to return to the air Sept. 29 with a program of symphonic music to be broadcast over 67 CBS stations in the interests of flat glass products. According to present plans, the program will be titled *Design for Happiness* and will feature a 65-piece women's orchestra, to include many members of the Chicago Women's Symphony Orchestra, which will be conducted by Izler Solomon. A 52-week contract is planned for broadcasts on Sundays, 2-2:30 p.m. (PST). Mr. Solomon, director of the Illinois Symphony Orchestra and of the Chicago orchestra, is currently conducting the outdoor concerts of the Philadelphia Symphony in Robin Hood Dell. United States Adv. Corp., Toledo, handles the account.

Five Programs on NBC Originating in the East Shifting to West Coast

FIVE NBC network shows originating in eastern cities will switch to Southern California shortly, making it the biggest westward trek of the season for major programs.

R. J. Reynolds Tobacco Co. (Camel) on Aug. 15 switches *Camel Caravan* on 48 NBC-Red stations, Thursday, 7:30-8 p.m. (EDST), with West Coast repeat, 6-6:30 p.m. (PST), from New York to Catalina Island, Cal., during the personal appearance engagement there of Bob Crosby's orchestra.

Treasure Chest, sponsored by Lewis-Howe Co., (Tums), on 69 NBC-Red stations, Tuesday, 8:30-9 p.m. (EDST), is to emanate from Hollywood for 15 weeks or more starting Aug. 20 while Horace Heidt and his orchestra work in a film to be produced by James Roosevelt Productions. Heidt's *Pot o' Gold* program, also sponsored by Lewis-Howe Co. will originate from that city starting Aug. 22 on 99 NBC-Blue stations, Thursday, 8:30-9 p.m. (EDST). The film featuring Heidt and his crew, is based on the *Pot o' Gold* program.

While Bud Abbott and Lou Costello work in the Universal Studio's film, "Riviera", the weekly *Hour of Smiles*, sponsored by Bristol-Myers Co., (Ipana, Sal Hepatica) on 62 NBC-Red stations, Wednesday 9-9:30 p.m. (EDST), with West Coast repeat, 8-8:30 p.m. (PST), will also originate from Hollywood starting Aug. 21. F. W. Fitch Co. (shampoo), sponsoring *Fitch Bandwagon* on 81 NBC-Red stations, Sunday, 7:30-8 p.m. (EDST), will originate that program from Hollywood for three weeks starting Aug. 25 and then switch to San Francisco for the Sept. 15 broadcast. Several other network shows emanating from New York are scheduled to switch to Hollywood by mid-September.

Announcers' Murderer Insane

ACQUITTED as insane, of a charge of murdering a radio announcer in Los Angeles six years ago, Clarence Walter, 47, former Montana rancher, is being committed to an institution in his home State. That was the decision of Los Angeles Superior Judge Frank G. Swain, Aug. 2, after examining alienists' reports [BROADCASTING, Aug. 1]. Walter, in 1934, stabbed to death Edwin Woolverton, 21, radio announcer of Grand Junction, Colo., in the reception room of KHJ, Los Angeles.





CLARITY



• A photograph that is not clear loses conviction. Just so, a voice or musical note poorly reproduced by radio is unreal and unsatisfying.

• Radio programs are carried by telephone circuits across thousands of miles to dozens of network stations. Every effort is made by watchful telephone engineers to insure their delivery to these stations with brilliance and clarity.

• And in Bell Telephone Laboratories, trained men are constantly at work searching for new methods, new safeguards and new facilities to improve network transmission of the future.

BELL SYSTEM

FM APPLICATIONS STEADILY RISING

EXACTLY 22 applications had been filed for new FM stations up to Aug. 13, when BROADCASTING went to press, doubling the number reported in the Aug. 1 BROADCASTING and indicating a slow but steady stream of applicants since the new forms were made available. The list for the last two weeks follows, being additional to that published Aug. 1:

Chicago, Zenith Radio Corp., 43.5 mc. to cover 10,760 square miles, 4,500,204 population.

Detroit, The Evening News Assn. (WWJ), 43.1 mc. to cover 25,280 square miles, 5,641,981 population.

Providence, R. I., The Outlet Co. (WJAR), 44.3 mc. to cover 16,370 square miles, 6,263,346 population.

Salt Lake City, Utah, Radio Service Corp. of Utah (KSL), 44.7 mc. to cover 623 square miles, 194,102 population.

Detroit, John Lord Booth (WMBC), 44.1 mc. to cover 4,400 square miles, 2,514,753 population.

New York City, National Broadcasting Co. (WEAF-WJZ), 43.9 mc. to cover 16,880 square miles, 15,524,420 population.

Boston, The Yankee Network (WAAB), 43.9 mc. to cover 35,500 square miles, 2,020,162 population.

Hartford, Conn., The Travelers Broadcasting Service Corp. (WTIC), 43.9 mc. to cover 14,768 square miles, 4,893,439 population.

Kansas City, Commercial Radio Equipment Co., 44.9 mc. to cover 2,995 square miles, 673,759 population.

Chicago, WJJD, Inc., 44.7 mc. to cover 3,700 sq. miles, 4,051,000 population.

Chicago, WGN, Inc., 44.3 mc. to cover 16,822 square miles, 6,344,983 population.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C

JACKSON MOVES UP!

Jackson one of 11 cities where August-September retail sales expected to show greatest percentage increase relative to national average. (See "Sales Management", August 1, 1940.)

Total value Jackson building construction during July, 1940, was 21% above July, 1939.

Telephone installations increased 13% in Jackson from September 1939 to August 1940.

Invest your advertising dollars with WJDX—dominant radio station in Mississippi's active and growing market.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

Senate Probe

(*Continued from page 89*)

haffy, Mr. Hastings explained that all he wanted from Mahaffy was a history of the case and a review of the attitude of the court at the last request for continuance. Senator Tobey concluded his examination of Mr. Hastings by rattling off a long series of questions generally reviewing Mr. Hastings' previous testimony. Before Mr. Hastings left the stand, Senator Tobey requested that he supply the committee with his checks and office records for 1932-1933.

Complying with requests made by the committee, Col. Davis arose to supply a list of the advertising charges made against RCA by Lord & Thomas in 1932-1933. He also supplied a list of all the payments made to William G. Mahaffy, brother of H. C. Mahaffy Jr., from 1932 until his death. The listing indicated that $37,947 had been paid Mr. Mahaffy, on 28 separate billings from 1930 to 1939, for his services as a patent attorney.

As the session closed, Senator Tobey recalled Mr. O'Callaghan to the stand. He brought out that prior to Mr. O'Callaghan's appearance before the committee, he had met with Senator Tobey in his Senate office and there had told him that Mr. Sarnoff had said "not to say anything to Davis or other RCA officials about this continuance business." Senator Tobey asked him if this was a true statement. Mr. O'Callaghan answered that it was, except that Charles Neave, chief counsel in the case, was not included.

Given an opportunity to make whatever additional statement he hight desire, Mr. O'Callaghan denied categorically "any loose talk to interlopers" in regard to the 1932 case. He agreed, under further questioning by Senator Tobey, that he would say that his actions in the case "were either authorized or ratified by David Sarnoff".

Real Estate Men Again

At the opening of the Aug. 13 session Senator White produced for the committee a stack of checkbooks for the 1932-33 period, furnished by Mr. Hasting's firm. Senator Tobey indicated that Mr. Hastings would be called for another appearance, alluding to testimony alleging that the latter had received certain fees which went "into his own pocket". He also stated that he wanted Mr. Hastings' personal checking records deposited with the committee.

Appearing on the stand as the first witness of the day, Mr. Handy reviewed the general story of events preceding the continuance and consent decree. He stated that during a talk with Mr. Whiteford the preceding day the allegation that Mr. Whiteford had passed some sum of money to Senator Moses had come up. He declared he had stated at the time he had heard nothing of such an action.

Asked why he had made the junket to Boston and Concord, N. H., he explained that all he knew was that he had taken the trip at Mr. O'Callaghan's suggestion, observing that the latter had said it would be "more dignified" for him to introduce Mr. Whiteford to Mr. Sarnoff than to let them "look for a stranger all over the station platform".

Explains Activity

Questioned about the alleged threats attributed to the realty trio, he declared no threats had been made, but that he felt at the time that he was "just sort of pushed out of the picture after this thing was accomplished". He added that he could not remember that Mr. Whiteford read any blackmail statute to the group, pointing out that he was not a party to the release signed by Mr. Shaffer and Percy Keller.

Cross-examined by Col. Davis, Mr. Handy declared, "It all sums up that we were instrumental in settling this case." He said also that although Mr. O'Callaghan had mentioned $50,000, he had made no promises, and he himself never had expected to get "anything like" that amount.

Asked bluntly by Col. Davis, "Didn't you go along on the New England trip in order to lay the foundation for the claim you were going to make later?" Mr. Handy answered, "No." He said it was "absolutely a lie" that he had threatened to "kick this thing wide open" if he were not paid for his services.

"RCA certainly recognized me by calling me day after day until this thing was settled," he commented, adding in response to another remark by Col. Davis, "I suppose you think I am going to work for my health for someone I never knew before".

Explains Activity

Further colloquy developed as Senator Reed observed that one could hardly expect an outsider to go very deeply into the authority for an offer of $50,000 on the part of RCA when it was made by a person definitely identified as a "high-salaried" member of the RCA legal staff. He observed, as he had done before, that Mr. O'Callaghan to all appearances was the "Tommy Corcoran of RCA". Col. Davis, commenting to the committee, said, "You have heard a lot of testimony from a pot of people, and I am sure you know who to believe".

Offer of Influence

Recalling Mr. Mahaffy to the stand, Senator Tobey read two affidavits signed by two New York lawyers, alleging an "offer of influence" from Rodmond Mahaffy [heretofore called "Rodney Mahaffy" in the hearing]. The affidavits declared that Rodmond Mahaffy had said to them that Judge Nields and his uncle, Clerk Mahaffy, were on close terms, and that he was in a position to help secure a favorable decision in a case which the two lawyers were handling before the Wilmington court at that time.

Asked for a comment on this, Mr. Mahaffy, obviously moved, declared his nephew was "the finest boy you could find, but two highballs sets him off". He commented that the nephew, after resigning from the bar, had started a "small contracting business". He had filed application for readmission to the bar upon the instance of other members of the bar, he stated, but right in the midst of the readmittance procedure he "went off on this spree". Mr. Mahaffy observed that the hearing record also should incorporate commendatory letters from Judge Nields and other lawyers, which have been written on behalf of the nephew.

Tells of Finances

Questioned again about his bank accounts, he stated that although his brokerage account had been as high as $10,000 to $15,000, he started to close it out several months ago, and only about $2,000 or $2,500 remains in it. This amount represents airline and utility stock, he said. He also estimated that the Wilmington home he owned was worth $16,000, and a summer home at nearby Rehobeth Beach $10,000.

Mr. Mahaffy testified that he had conferred with Judge Nields before sending out the wires notifying lawyers of record of postponement of the case, but that he had not mentioned Mr. Hastings' connection with the case, for which he was "sorry". He said Mr. Neave and Mr. Olney had conferred with Judge Nields after Oct. 4 and on Oct. 10 the judge issued the continuance. As he concluded, Senator

RCA Fellowship

THROUGH funds provided by RCA Mfg. Co., the National Research Council has established a $3,000 fellowship for the investigation of biological problems with the electron microscope recently developed in the RCA research laboratories. In considering candidates for the RCA Fellowship, it is announced the Research Council will give preference to "versatile young men of United States citizenship, who have sound training in micro-biology, a doctor's degree (Ph.D. or M.D.), and a record of original work". The research work is to be conducted in the RCA research laboratory at Camden. Selection is to be made by committee of scientists of the National Research Council.

WHOM

BROADCASTS 5½ hrs. daily in Polish to over ½ million Poles — in addition to Italian-German-Yiddish-Spanish.

Get Details

JOSEPH LANG, Mgr.
29 W. 57th St. N. Y. City

A FAIR WORLD IN ITSELF

Tobey requested that he furnish the committee with a complete list of all property held by himself and his wife, as well as all bank books and records for the 1932-33 period.

Burglary Indicated

Reappearing for further testimony, Mr. Whiteford estimated that a total of $16,996 had come into his hands from RCA, all but $5,221 of which he had passed on to other persons, as related in his previous testimony. Aside from again denying having passed any money to Senator Moses, as alleged by E. O. Keller, Mr. Whiteford developed a new "mystery" angle to the proceeding as he recounted that certain of his records were missing, and under such circumstances that it pointed to burglary. He pointed out that since the missing records covered three separate accounts—the firm, his personal checks and a special account for a farm he owns—all for the 1932-33 period in question, a reasonable deduction was that they had been taken by someone who knew the dates but not the accounts. It was not made clear just what purpose might be served by burglary of the checkstubs and other records, and Mr. Whiteford did not attempt conjecture on the matter.

In this connection, Mr. Whiteford developed that he had made a loan of $2,500 on Oct. 8, 1932, to Albert Hislop, a personal friend in Portsmouth, N. H. Mr. Hislop also was a friend of Senator Moses, and had cooperated in arranging details of the Sarnoff-Moses meeting, he stated. This $2,500 check had been lost sometime after he had had it in hand on Aug. 11, he explained. but Federal Reserve records would substantiate identities and amount.

Disowning identification as "payoff man" for RCA in 1932, Mr. Whiteford pursued the missing check question further after a noon recess in the day-long proceeding. He stated that the check had not been endorsed by Senator Moses, but had been endorsed for deposit by Mr. Hislop. The course of the money could be traced through Federal Reserve records, he suggested.

Sarnoff Reappears

Making his final appearance on the stand, Mr. Sarnoff denied he had told Mr. O'Callaghan to keep his "devious methods" from Col. Davis. He declared that he, along with Owen D. Young and Gen. James G. Harbord, knew of the modus operandi in securing a continuance, except for the real estate men.

He declared that it was a mystery to him why Mr. O'Callaghan had come before the committee and plead privilege, adding that another mystery in the case is "what hold Keller has on O'Callaghan". Commenting further on Mr. O'Callaghan, he said, "I do not belittle or decry him. I feel sorry for him."

An extended colloquy grew out of an inquiry by Senator Tobey whether Mr. O'Callaghan had been "fired" by RCA for his handling of the 1932 situation. Both Mr. Sarnoff and Col. Davis pointed out that he is no longer a member of the RCA staff, although he receives a $10,000 a year retainer under a two-year contract.

'Broadcasting' Enters In

Questioned on his holdings outside RCA, Mr. Sarnoff said he had no interests outside of 5,000 shares of RCA common stock. He revealed that his brother is one-third owner of Bruno Corp., RCA distributors in the New York area, while another brother is an insurance salesman handling some RCA insurance. Mr. Sarnoff also was asked if RCA or he himself had any interest in BROADCASTING, or any relatives in its employ. He replied flatly in the negative.

Considerable attention was given by Senator Tobey to the previously discussed report of J. Austin Smith, alleging improper financial practices to the detriment of RCA stockholders. He castigated both Mr. Sarnoff and Col. Davis for sanctioning RCA's employment of "a person who blackmails, blackballs and sticks a knife in your ribs".

As he stepped from the committee table, Mr. Sarnoff remarked, "One of the values of these hearings has been to make us wiser."

Col. Davis concluded RCA testimony by reviewing briefly Mr. O'Callaghan's present status with RCA. Asked by Senator Tobey if Mr. O'Callaghan was not really being given a "toboggan retainer" from which "he'll slide out of RCA in a couple of years", Col. Davis answered, "He may."

Program and Power Expenses Are Analyzed in FCC Report

Total Program Expense Is Placed at 40 Millions; Power Bill Is Found to Be 1.6 Millions

SUPPLEMENTING its report on network and station time sales during 1939 [BROADCASTING, Aug. 1], showing that the three major network organizations and 705 stations sold approximately $130,000,000 worth of time to sponsors, the FCC on Aug. 13 issued two reports—one analyzing program expenses and the other detailing the costs of power used by various categories of stations.

Covering 519 stations and the three networks, or only those stations having time sales of $25,000 or more during the year, the program cost report shows that their total program expenses last year amounted to $39,979,247. Of this amount the networks acounted for $14,469,768 and the 519 stations for $25,509,479.

Station-Network Costs

The breakdown for the stations follows: Salaries and wages of program departments, $6,417,118; talent expenses, $9,504,431; royalties and license fees relating to program material, $4,289,454; cost of wire services, exclusive of transmitter line, $2,305,434; other expenses directly related to programs, $2,993,042.

For the networks the breakdown was: Salaries and wages of program departments, $2,382,846; talent expenses, $5,376,229; royalties and license fees relating to program material, $519,857; cost of wire services, exclusive of transmitter line, $5,145,223; other expenses directly related to programs, $1,045,613.

The report further shows that 361 stations affiliated with networks spent $21,280,097 on programs while 158 stations not affiliated with networks spent $4,229,382. The 33 fulltime clear-channel stations alone accounted for $7,377,439 of program expense; the 198 fulltime regionals, $10,681,963; the 165 fulltime locals, $2,843,549.

The power bill for the 519 stations doing $25,000 or more business amounted in 1939 to $1,639,117, with the breakdown as follows: 33 50,000-watt stations, $623,089 an average of $18,881 per station; four part-time 50,000-watt stations, $70,816 an average of $17,704; 19 fulltime stations of 5,000 to 25,000 watts, $104,651, an average of $5,508; five part-time stations of 5,000 to 25,000 watts, $17,030, an average of $3,406; 198 fulltime regionals, $548,286, an average of $2,769; 56 limited and daytime regionals, $80,170, an average of $1,432; 24 part-time regionals, $42,688, an average of $1,779; 165 fulitime locals, $135,971, an average of $824; 15 day and part-time locals, $16,416, an average of $1,094.

Radio Strip for Papers

REVERSING the usual situation, a comic strip series first presented by radio is being made available for sale to newspapers. The strip, "The Adventures of Gabby Scoops", based on the work of a roving reporter, is written by Bill Treadwell and for the last four months was presented Friday nights on the *Uncle Don* program on WOR, Newark. It is being offered to newspapers through hte McClure Syndicate. The strip also is published in Whitman Publishing Co.'s "Crackjack Funnies" magazine.





German Ban on Pickups Of Reich Broadcasts By Mutual Is Rescinded

RELATIONS between the German Government and the Mutual Broadcasting System have returned to normal and MBS is once more broadcasting the reports of Sigrid Schultz from Berlin each Sunday evening.

Dr. Otto Dietrich, Hitler's personal press representative, had cancelled all service to MBS from German territory following the action of the Don Lee group in dropping the MBS broadcast of Hitler's speech to the Reichstag on July 19 before its completion, announcing at the time that "Hitler should not be permitted to use our American facilities to justify his crimes against civilization itself" [BROADCASTING, Aug. 1]. The ban was in force for about a week, cancelling the July 21 broadcast of Miss Schultz, but permitting her return to the air on July 28.

Resumption of service was announced by Fred Weber, MBS general manager, as follows: "The arrangement was effected with the German broadcasting authorities to maintain Mutual's policy of making available all world wide news and program material for acceptance or rejection by the members and affiliated stations comprising the Mutual network of radio stations."

* * *

Weiss Explains

MR. WEISS said Aug. 12 that only the Don Lee segment of MBS was refusing the German programs. He said the remainder of MBS and the other major networks, as far as he was aware, are continuing the broadcasts and have not been denied this authority by the German government. Mr. Weiss declared the Don Lee policy is to deny time for all such broadcasts, including Communist as well as Nazi.

Declaring a tremendous response has been received from all parts of the world to his July 19 action, Mr. Weiss said it was 20 to 1 in favor of the action. Some threatening letters have been received and some of the opposition was directed against purported encroachment upon free speech. Mr. Weiss said that in his opinion Nazi propagandists have no more right to claim the privilege of free speech than Nazi parachute troops would have the right to claim the privilege of free assembly.

Buck Asks Advertisers' Aid

(*Continued from page 20*)

they could, destroy ASCAP, even though radio was ruined in the process of doing it.

"We are amazed at the manifestation of a degree of censorious conceit such as would prompt these two great and overpowering radio groups to believe for a moment that they are going to tell Damrosch, Whiteman, Waring, Lombardo, or Black what music to play. By what process of loose reasoning do these radio rajahs deduce that they will tell Lucky Strike, Cities Service, Maxwell House Coffee, or their advertising agencies, who have purchased "time on the air", of what musical content their programs shall be made? Whence derives a belief that in their might they are going to determine what will be the musical fare of the more than 50 million people who they claim listen nightly to radio? By what specious argument are they going to support the arrogance with which they now determine what music shall or shall not be heard on radio, or to boycott much of the world's best music?

'Forgotten Dust'

"Of course, it is all an absurdity. It amounts to grown men shadow-boxing, making faces at each other, and whistling in the dark. Nothing of the sort is going to happen. ASCAP music will be on the air just as frequently as it is now, when every man who is presently discussing this controversy has become forgotten dust.

"In the meantime, great harm may be done. It will be interesting to observe the development of this controversy. Assuming the Government is equally as interested in violations of the law by others as if alleged to be by ASCAP, what will it think of a conspiracy by the broadcasters, advertising agencies, and performing artists, in a concerted action to boycott the music of the ASCAP repertoire? We think the Government may be intensely interested to note this effort to prohibit the performance of such music by corporations which own booking offices, phonograph record factories, and motion picture producing units."

Despite Mr. Buck's assurance that reports of pressure on agencies or artists from the broadcasters "will be held in strict and inviolable confidence," the suspicion has been voiced that his request for such information is not altogether disassociated from his interest in Government handling of the ASCAP case [BROADCASTING, Aug. 1].

Elsewhere in his massive document, Mr. Buck mentions the folly of instructing "orchestra leaders and others that they must abandon their musical signatures or themes, if in the ASCAP repertoire, on Jan. 1."

"Does anyone suppose that Whiteman will abandon 'Rhapsody in Blue'—his musical trade-mark?" he states. In answer to that question it has been pointed out that in 1936, when the Warner Bros. catalogs were withdrawn from ASCAP, Whiteman abandoned "Rhapsody in Blue", using another theme until such time as this number was reinstated into the ASCAP catalog.

* * *

Calls for 'Open Market'

An open market for music, permitting advertisers and broadcasters alike to purchase the music they want on a competitive basis rather than being forced to buy and popularize the music of a single monopolistic source, is the ultimate goal of the radio industry in its organization of Broadcast Music Inc., Sydney Kaye, vice-president and general counsel of BMI, told a score of agency executives at a BMI luncheon July 31, in the Waldorf-Astoria, New York.

Pointing out that the proposed ASCAP contracts call for payments by broadcasters of approximately $9,000,000 annually, or $45,000,000 for the five-year term, a sum he said is 80 times as large a percentage of radio's total income as ASCAP now receives from any other industry, Mr. Kaye stated that "it is manifestly impossible for the industry to absorb such exorbitant demands.

"It is obviously in the interest of the advertiser and advertising agency to protect themselves from an exorbitant increase in costs and to protect their programs from sudden change by substituting now the music which radio will be licensed to play after Jan. 1, 1941, and in opening the door to creative talent struggling for an opportunity to be heard on the air."

Indemnities Promised

Urging them to call on BMI to assist in solving their musical problems, Mr. Kaye said that BMI will grant full indemnity to any advertising agency, advertiser or performer using numbers from its catalog, differing from the ASCAP contract which grants a limited indemnity to the broadcaster and none at all to advertiser or agency.

Present at the luncheon were: John Benson and Frederic Gamble, AAAA; A. W. Lehman, ANA; William Tieman, Atherton & Currier; Arthur J. Daley, N. W. Ayer & Son; Robert W. Hersey, J. L. Badger, Badger and Browning & Hersey; C. E. Midgely, Herbert Sanford, BBDO; John R. Latham, Benton & Bowles; George C. Castleman, Bermingham, Castleman & Pierce; Regina Schuebel, Biow Co.; George Tormey, James Sauter, Blackett - Sample - Hummert; Mort Heineman, Franklin Bruck Adv. Corp.; Robert Salter, Buchanan & Co.; I. W. Clements, Clements Co.; John McMillin, Compton Adv.; Edward J. Fitzgerald, Erwin, Wasey & Co.; William Holcomb, Wm. Esty & Co.; R. G. Pratt, Chas. W. Hoyt Co.; Herman Kastor, H. W. Kastor & Sons; Louis Dean, Arthur Kudner; Jay Clark, Lennen & Mitchell; Norman Morrell, Carl Stanton, Lord & Thomas; Joseph Bonime, Frank Conrad, McCann-Erickson; George V. Carhart, C. L. Miller Co.; Emil Mogul, Emil Mogul Adv. Co.; Edgar Sisson, Lawrence Shenfield, Pedlar & Ryan; Guy W. Pierce, Roche, Williams & Cunnyngham; Peter Barnum, Ruthrauff & Ryan; R. A. Porter, Stack-Goble Adv. Agency; A. L. Reinitz, Chas. M. Storm Co.; Cal Kuhl, Frank O'Connor, J. Walter Thompson Co.; C. M. Rohrabaugh, Ward Wheelock Co.; Preston Pumphrey, Warwick & Legler; Frederic W. Wile and Frank Coulter, Young & Rubicam.

ELEANOR BEESON has been appointed director of publicity and public relations for W. I. Tracy, New York. She takes with her the clients she formerly serviced as an independent publicity expert.

THE LONG and SHORT OF IT

1000 watts, full time, on 950 kc. *long wave,* gives you coverage of 100,000 homes in Vancouver, Victoria and adjacent markets!



Northern and Interior coverage from B.C.'s *only short wave* station reaches many listeners hearing daytime Canadian radio for the first time in their lives!

All at the old 100-watt rate until Sept. 1.

CKWX

and Short Wave CKFX
VANCOUVER · CANADA

Representatives • Weed & Co. • All Canada Radio Facilities



DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course

The MAYFLOWER
WASHINGTON, D. C.
R. L. Pollio, Manager

MBS Keys Shun ASCAP Contract

Weber Notifies All Affiliates Terms Are Unacceptable

ANNOUNCEMENT that ten key stations of MBS have rejected the terms of the new ASCAP license and therefore after Jan. 1, 1941, will neither originate any programs containing ASCAP music nor broadcast such programs sent to them from other stations was made Aug. 8 by Fred Weber, general manager of MBS, in a letter addressed to all Mutual stations and advertising agencies.

Effect of this action is to align Mutual with NBC and CBS in a united front against the ASCAP demands and to kill once and for all recent rumors that MBS facilities would be available to programs of ASCAP music after they are barred from NBC and CBS.

Up to Affiliates

Stations listed as having informed MBS they "definitely do not intend to accept the terms proposed by ASCAP for the renewal of their existing ASCAP licenses" are WAAB, Boston, key station of the Colonial Network; WKRC, Cincinnati; WHK-WCLE, Cleveland; WGN, Chicago; WOR, Newark; KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; KDB, Santa Barbara, the latter four keys of the Don Lee Network.

The letter points out that "Mutual does not originate programs, but merely makes available to members and affiliates programs originated by other members and affiliates. Accordingly, questions involving music copyrights in connection with such programs must ultimately be decided by the member and affiliate stations."

It was this unique network setup, unlike that of NBC and CBS which own and operate the majority of their key stations, which had given rise to reports that MBS, being unable to speak for its stations, would avoid taking any action on the ASCAP question and so place itself in a position to profit at the expense of NBC and CBS by being able to accept commercial programs containing ASCAP music after the first of the year.

'Syndicate' Rumor

Indeed, one report had it that a syndicate had already been formed to secure an exclusive license for the use of ASCAP music on a nationwide basis and resell this privilege to certain large advertisers, the programs to be placed on MBS hookups.

Flaws in the logic back of such reasoning are clearly revealed in the final paragraph of Mr. Weber's letter, which reads as follows: "Inasmuch as the Mutual Broadcasting System is a station owned, financed and operated network, you may be sure that the best interest of all the member and affiliate stations will be the paramount consideration in any decision by Mutual member stations."

WITH 51 stations added to the BMI roster during the NAB convention, the total now stands at 362 members, representing approximately 85% of the dollar volume of the entire broadcasting industry, according to BMI statisticians.

PROPAGANDA FIZZLE
ASCAP-Planted Cartoon Cut After Discovery

AN ASCAP attempt to plant its propaganda in the *New York World-Telegram* through a cartoon by Will B. Johnstone, ASCAP member and *World-Telegram* cartoonist, fizzled July 31 when the pro-ASCAP cartoon was deleted from the paper after it had appeared in the first edition. Newspapers executives reported the removal resulted when the space was needed for news. Scripps-Howard, which owns the *World-Telegram*, also operates four radio stations—WNOX, Knoxville, WCPO, Cincinnati, WMC and WMPS, Memphis.

The cartoon consisted of six panels, the first of which pictured an announcer at the mike of Station NG stating, "Kate Smith will now sing 'Yes, We Have No Good Music, We Have No Good Music Today'". In another box a radio program included "Rhapsody in Old, Expired Copyrights" and "Melodeon Flops of 1864". A third panel showed a radio set blaring. "We now bring you the amateur hour with works of composers controlled by the networks. We pause a moment for you to tune out."

BMI Recordings

FOUR phonograph records of BMI tunes are scheduled to make their appearance on music counters this month, with "What Good's the Moon?" which was issued as an Okeh disc on Aug. 2, having the distinction to be the first BMI composition to be waxed for home reproduction. On Aug. 23 "Same Old Story" will be issued by both Bluebird and Okeh, and on Aug. 30 "Practice Makes Perfect" will appear under the Bluebird label. Bluebird records are produced by RCA Mfg. Co.; Okeh discs by Columbia Recording Corp.

Greeting Cards Test

AMERICAN GREETING Publishers, Detroit (greeting cards), has appointed Simons-Michelson, Detroit as agency. Ivan Frankel is in charge of the account, and plans are for a 13-week test campaign of dramatized one-minute transcribed announcements in Chicago, Detroit and Cleveland.

Talent Firm Backs BMI

CONSOLIDATED RADIO Artists major talent management organization, has informed BMI that it "will cooperate with you by featuring BMI music on all of our radio programs, starting immediately," in a letter written Aug. 2 by CRA's president, Charles E. Green. Stating that his company has under its management such bands as Jan Savitt, Charlie Barnett, Blue Barron, Little Jack Little, Don Bestor, Isham Jones, Gray Gordon and Louis Armstrong, Mr. Green stated "We expect to have at least 50% of all programs playing your music by the end of next week and feel reasonably sure that this will be increased to 90% before the end of the month."

BMI Minimum Fees

(*Continued from page 18*)

of authorship. Such figures as are now available tend to show that the leading hits are performed by the average station throughout the country three to four times a day during the period when they are most popular.

"Thus performance by 500 stations three times a day will produce almost $1,400 in three months. The number of performances of BMI music may be deemed to be even greater than those of others because of the natural tendency of broadcasters to perform the music which they themselves through BMI permanently control.

"Since the young writer at present receives no compensation at all, it is obvious that the payments of BMI will constitute a very substantial reward for such writers, and will be a great improvement of their status. Even with respect to the few selected ASCAP members, however, it has been estimated that the majority of them would fare better if ASCAP adopted BMI's method of compensation. Indeed, test cases have been checked and instances found where writers who now receive from $10 to $1,200 per annum, would be receiving several thousands of dollars under BMI's method of payment."

LeROY MILLER, announcer of KYW, Philadelphia, associated with the early-morning *Musical Clock* programs, has organized a "KYW Radio Revue" for personal appearances at resorts.

KVI, Tacoma, Affiliation, To Be Dropped by CBS

FOLLOWING the recent action of the FCC in giving KIRO, Seattle, Class I-B status as a fulltime cleared channel station with 10,000 watts power, CBS has notified KVI, Tacoma, that the latter's affiliation with the network will be discontinued next June, as CBS feels it would not in the public interest to have a duplication of its programs in the area which will be covered by KIRO as well as KVI when KIRO begins operations with its new power. Construction is now under way on the new transmitter which KIRO hopes to place in operation before the first of the year.

Reports that the network's proposed withdrawal from Tacoma has aroused resentment in that city recall the conspiracy suit filed against CBS and Senator Bone of Washington in 1938 by the owners of KOL, Seattle, which had been the CBS affiliate in that city before the network broke that relationship to replace KOL with KIRO as the Seattle outlet. Suit, alleging that Sen. Bone used his public office to favor KIRO at the expense of KOL, asked damages of $250,000 from the network, the Senator and the owners of KIRO [BROADCASTING, June 15, 1938]. These charges were denied by all parties and the suit was later dropped.

ROBERT B. EATON, applicant for an experimental television station in Des Moines, is the composer of two tunes recently published by Broadcast Music Inc.—"When the Night was New" and "Let's Talk About You."



WDZ TELLS AND SELLS
A BIG *TRIPLE* MARKET

New people, new money, new jobs are pouring into the booming Southern Illinois oil fields. You can reach these buyers over WDZ. WDZ's area is enjoying prosperity from NOT just this one but THREE rich sources—(1) the oil fields, (2) the urban and industrial markets of Champaign-Urbana, Decatur, Danville, Terre Haute and Bloomington, and (3) a $200,000,000.00 annual income farm area. COVER this TRIPLE market with WDZ.

Howard H. Wilson Company
Special Representatives
New York • Chicago • Kansas City
San Francisco



WDZ TUSCOLA ILLINOIS
★ WDZ BROADCASTING COMPANY ★

Case Histories

WDZ pulled 10,119 box tops for Waits Green Mountain Cough Syrup. 15 min. program, 3 times weekly, 13 weeks.

WDZ received 5205 Kitchen Klenzer Labels with a 5 min. program 3 times weekly, 6 weeks.

WDZ received 2837 replies for Maca Yeast in one month.

Miller vs. Hutchinson

PRO AND CON views on radio's self-regulation are exchanged by Neville Miller, NAB president, and Paul Hutchinson, managing editor of *The Christian Century*, in the July *Rotarian* magazine. Opposing Mr. Miller's stand on behalf of the NAB Code, Mr. Hutchinson observed that the voluntary code of self-regulation in the last analysis amounted to "window dressing" more than a cure. The two exchanged views in separate articles published under the single title, "Can U. S. Radio Regulate Itself?"

Woodbury in Canada

JOHN H. WOODBURY Co., Cincinnati, is conducting a spot campaign on more than 12 Canadian stations for Woodbury soap. Live announcements of 50 to 100 words are broadcast in leading markets including Montreal, Ottawa, Toronto, Quebec, St. John, Sidney, Winnipeg, Edmonton, London, Vancouver, Halifax Calgary and London. Lennen & Mitchell, New York, handles the account.

KPAC Towers Blown Down

THE tropical hurricane that swept the Gulf Coast area Aug. 7 razed the towers of KPAC, Port Arthur, Tex. KRIC, Beaumont, was forced off the air by power failure. Gulf Coast broadcasters kept listeners informed as the storm approached, with KFDM, Beaumont, being the only station in the area to broadcast throughout the day. A crew of operators handled the hundreds of phone calls from those whose receivers were silenced by power failure. Stations prevented undue alarm by relaying authentic reports from Port Arthur and Houston weather officials.

R. M. HOLLINGSHEAD Corp., Camden, has named H. B. LeQuatte Inc., New York, to handle its Whiz wax and cleaners, as well as its current direction of Whiz self-polishing floor wax advertising. The floor wax is promoted on KYW, Philadelphia. Plans have not been developed for the remainder of the account.

Guestitorial

'THIS PROGRAM IS TRANSCRIBED'

By S. J. HAYDEN*

"THE following program is transcribed" is an announcement which assails the ears of listeners scores of times each day. It is an announcement which is to me as superfluous and useless as would be an announcement, "The following program is broadcast." Yet I suppose there must be some reason, some basic idea behind this insistence on someone's part that all transcribed material must be specifically announced as such.

Before I go any further I should perhaps explain that I am a New Zealander, resident in the United States since the beginning of this year. and although I have 14 years active service with the New Zealand National Broadcasting Service and am thoroughly familiar with broadcasting in the Antipodes and in England, I have never heard of such a transcription restriction as exists here. May I also make it clear that I have no interest whatever in any transcription firm or in any advertising agency, nor am I at present connected with U. S. broadcasting in any way.

Another Category

Having made these disclaimers perhaps you will permit me to develop my argument. If my impression is correct I gather that there exists some regulation which frowns upon the transcribed form of entertainment, or which at least insists that the transcription is not quite the "sporting" way of offering material to the listener.

Why? Because it is faked?

Of course, I realize that the transcription is not "live" performance but surely it cannot be classed as a record—that is an ordinary commercial recording.

In the first place the transcription is not available for sale to the general public and in its dramatic form or as a variety and revue presentation it is never intended for radio broadcast ad nauseum. Indeed I should imagine that half-a-dozen diffusions from different parts of the United States would be the absolute maximum.

No. Good Reason

To me, these points place the transcription in an entirely different category from the ordinary record so that I cannot believe this is the reason for the discrimination which exists. Moreover, looked at entirely from the listener interest viewpoint the transcription offers much scope for the highly polished and completely perfect presentation. That is, in the case of dramatic shows any serious mistakes or hesitancy in dialogue can be eliminated, perfect balance between sound effects and dialogue can be ensured and no loss of clarity of diction due to audience background or monitoring deficiencies need be apparent.

Furthermore, your leading American radio stars appear to be concentrated for the most part on studio appearances during the prime hours of the day's schedule and the transcription would certainly offer the chance for many listeners to hear these same artists in transcribed form during the less popular hours. The net result should be an immeasureable improvement in the overall standard of programs between morning and late afternoon so that the listener would appear to reap the benefit from all angles.

As to the advantages for the broadcaster I think there can be little necessity for discussion on this score. At the present time we see untold time and care lavished on studio productions which once disseminated are forever lost. In other words the wastage is tremendous and waste in any industry is usually one of the first factors eliminated.

With regard to the artist and performer, he can have little or no cause for complaint because his fees could always be, and doubtless are, gauged with regard to the degree of permanency affecting his show.

Not Deception

Technically there can be no room for quibble. The ordinary listener today would be quite unable to determine whether or not he was listening to the real thing. "Ah ha", say the supporters of this seemingly unreasonable regulation, "there we have you. The transcription is nothing more nor less than deception". How and why?

All the important parts of broadcast production are deception. Sound effects, backgrounds, themes and so forth. That form of deception I prefer to call art, or the development of an art if you prefer. In any case, unless it be that your American listener is vastly different from the British listener he will care not one scrap how his radio entertainment reaches him, or by what media, so long as it is of the highest possible standard. That the transcription is of this required standard is to most people self evident.

In the face, then, of all these reasons, what is the objective in insisting on the unreasonable restriction which labels all transcriptions as such whenever they are presented. This system is simply creating in the listener's mind a complex against a legitimate and effective medium. Such a complex will in the course of time prove considerably difficult or impossible of eradication and lacking some arguments to the contrary I am convinced that some action should be taken by the broadcasting industry to eliminate a piece of "red tape" which must have been tied during the days of the carbon microphone.

*Mr. Hayden from 1926 to 1940 was assistant general manager and productions director of the New Zealand National Broadcasting Service, which he says relies heavily upon quality transcriptions. He is currently in this country on a visit.

WADHAM'S OIL Co., Milwaukee, which has sponsored 227 of the 250 pro and collegiate football games reported by Russ Winnie, assistant manager of WTMJ, during the last 11 seasons, will again sponsor games of the Green Bay Packers, pro team, and various U of Wisconsin games during the forthcoming season. Season for Winnie begins with unsponsored coverage of the Packers-All Stars game in Chicago Aug. 29 and continues through Dec. 1.

ALTHOUGH CBS had announced plans for William L. Shirer, CBS correspondent in Berlin, to bring eye-witness reports of the trial of former French political and Army leaders at Riom, France, it was discovered prior to Aug. 8 that no telephone wires led from the city to carry the broadcast, and the special presentation had to be abandoned.

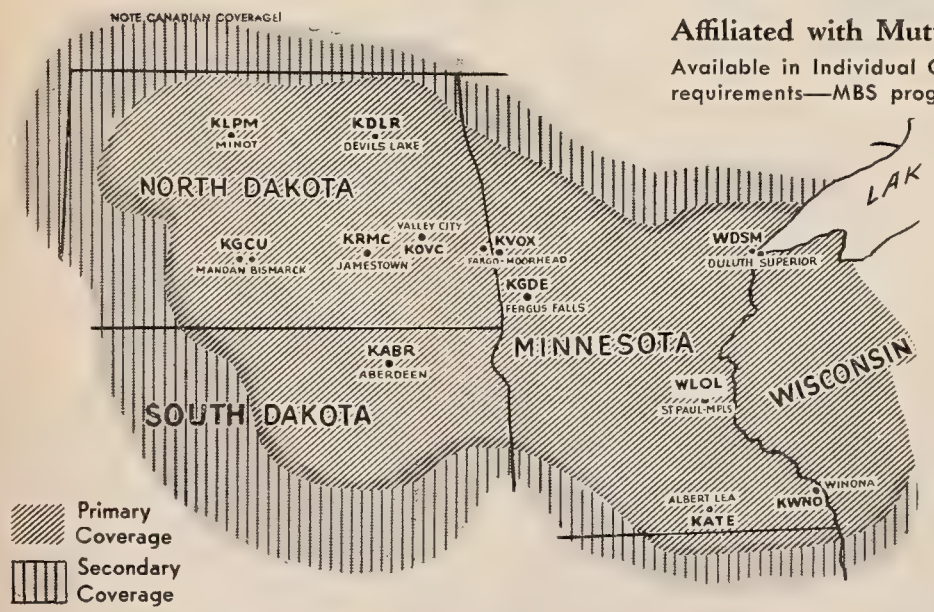
HABITANT SOUP Co., Manchester, N. H. and Montreal, on Sept. 19 starts weekly participations in Nancy Craig's *Women of Tomorrow* program on WJZ, New York, to promote its pea soup. H. B. LeQuatte, New York, is agency.

5,000,000 NORTH CENTRAL LISTENERS AWAIT YOUR PROGRAM

Thru the NORTH CENTRAL BROADCASTING SYSTEM

Affiliated with Mutual "Coast to Coast" Network

Available in Individual Groups to fit your distribution or sales requirements—MBS programs available for local sponsorship.



RESERVE *your* spot *now* on these special participating Programs

7:30 Morning News
1:00 Housewives' Bureau of Information
3:00 PM Grocer Bill
5:00 PM Home Town Paper
7:30 PM Today's Headlines

You can buy participation 5 times weekly on any program and get our complete merchandising service.

Attention: Food & Drug Accounts — we guarantee Distribution and Displays in 1500 Retail outlets — at no cost to you—Wire or phone for details.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

Executive Office: Empire Bank Bldg., St. Paul, Minnesota

Chicago: 360 N. Michigan Ave., State 9572 • New York: 11 E. 42nd St., MU. 2-6148

Phila. Stations Stiffen Foreign Tongue Rules

PHILADELPHIA radio stations broadcasting foreign-language programs — WDAS, WPEN and WHAT — have formulated their own requirements for foreign broadcasts. They now demand that broadcasters must prove American citizenship; news programs must be exact translations of the flashes used on regular broadcasts; there must be no commenting on news items and no ad-libbing; all copy must be edited, translated, re-edited and passed by the program department; program and translation must be filed together. While some dramatizing is done, the majority of the Philadelphia programs are devoted to straight news reporting and music.

Pat Stanton, general manager of WDAS, which broadcasts Polish, Italian, Jewish, Slovak and Ukranian programs, expressed the general sentiments of the stations concerned. "Continuing these programs," he said, "is a definite way of counteracting fifth column activities, for these programs are dedicated to the promoting and spreading of Americanism among those of our population who understand only their native tongue. For these people, the foreign-language program is one of the principal, often the main, interpreter of American traditions and ideals. They must continue."

Buys News Periods

NATIONAL BISCUIT Co., New York (crackers) on Sept. 9 starts five and six quarter-hour news periods a week on KMBC, Kansas City; KFH, Wichita; WFAA, Dallas; KARK, Little Rock; WOW, Omaha; announcement between news periods on KOIL, Omaha; five-minute news periods on KTHS, Hot Springs. Tulsa and Denver stations are to be selected. The sponsor on Aug. 19 winds up the Victor record series with Martin Block, heard on 20 stations for NBC bread for 26 weeks. McCann-Erickson, New York, is agency.

'Winslow' on 3 More

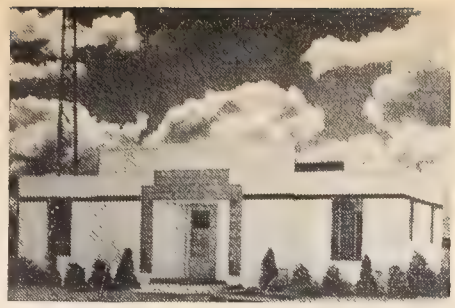
FRANK H. FLEER Corp., Philadelphia (Dubble Bubble gum), on Aug. 12 started *Don Winslow of the Navy* quarter-hour discs on WHN, New York; WSAN, Allentown, and WSJS, Winston-Salem, N. C., and changed from live talent to disc on WLW, Cincinnati. Discs, produced by Transamerican, are heard five times a week. Agency is N. W. Ayer & Son, Philadelphia.

Hudson Dealers in N. Y.

NEW YORK dealers of Hudson Motor Car Co., Detroit, have appointed the Brenallen Co., New York, to direct advertising for 1941 models. A campaign of live spot announcements began Aug. 12 over WNEW, New York, and WICC, Bridgeport. Expansion of the campaign will be determined by the radio advertising appropriation which is still unsettled. C. Victor Gulla is the account executive.

Ford's Pro Football

FORD DEALERS of Washington, D. C., will sponsor play-by-play accounts of the 11 Washington Redskins professional football games on WOL, Washington, starting Sept. 15. Announcer has not yet been selected, according to McCann-Erickson, New York, handling the dealer account.



HOME of WTRY, Troy, N. Y., which recently began operating under the direction of Fred Ripley. It is one of the group of stations controlled by Col. Harry Wilder, including WSYR, Syracuse, and KEEN, Keene, N. H.

CHICAGO CONTEST

Over 4,000 Dealers Join in Hi - Li Promotion

A TRIANGULAR deal has been completed between WENR, Chicago, the J. O. Stoll Co., Chicago news distributor controlling more than 4,000 outlets, and Balaban & Katz, theatre chain, for a WENR Hi-Li Contest to determine best Hi-Li players in the city, to be held on 130 playgrounds in Chicago. The contest started on Aug. 10 and will conclude Sept. 14. Screen trailers at all B&K neighborhood theatres, daily spot announcements on WENR and distribution of 500,000 descriptive circulars at 140 stores and theatres, plus ten "sky writing" ads via airplane are included in promotion.

Contest awards include a week's trip to the New York World's Fair for the winner, plus all expenses for an adult companion; 30 bicycles, $100 in cash and 1,000 super de luxe Hi-Li outfits. As a special drawing card, free ice cream is served to all Chicago younsters under 16 years of age who enter the contest. Contest blanks are secured with paid admissions to B & K houses.

The reciprocal angle gives WENR the benefit of title-publicity in theatres, show windows and on each of the Stoll news outlets. B & K gets its share on printed contest blanks and in presenting winners from playgrounds in various districts on neighborhood stages. The Stoll Co. collects on the sales of Hi-Li paddles which range from 5 to 50 cents.

JOHN HARMON FILMAN, New York, 43, pioneer hockey and la crosse announcer, died Aug. 12 from pneumonia.

With the Heat

PETER FOX BREWING Co., Chicago (De Luxe beer), sponsor of the 10-minute *Swing It* program following all baseball broadcasts on WGN, Chicago, and daily five-minute sportscasts on WWJ, Detroit, during the recent hot spell in Chicago ran a concentrated one-week schedule of 80 100-word announcements on WIND, Gary, Ind., and WCFL, WJJD, WAAF, Chicago. Sponsor has decided to promote heavily whenever weatherman so decrees. In addition, a 13-week schedule of twice-weekly 100-word announcements has been placed on WJR, Detroit. Schwimmer & Scott, Chicago, is the agency.

Fendrich on Red

H. FENDRICH Inc., Evansville, Ind. (La Fendrich cigars), has contracted for the 1-1:30 p.m. (CST) period on 10 NBC-Red stations Sundays beginning Sept. 29, for its *Smoke Dreams* program featuring the friendly philosophy of The Dreamer. This will be the fourth consecutive year this 13-week program has been used. The broadcasts will originate at WLW and in addition be heard over WMAQ KSD KSTP WHO WOW WDAF WSPD WEBC WSM. Ruthrauff & Ryan, Chicago, handles the account.

New UP Subscribers

RECENT subscribers to UP news service include: WSFA, Montgomery; WJHO, Opelika, Ala.; WMSD, Sheffield, Ala.; KGLU, Safford, Ariz.; KOA, Denver; WSPB, Sarasota, Fla.; WSUN, St. Petersburg; WSB, Atlanta; WMBL, Macon, Ga.; WJPF, Herrin, Ill.; KVOL, Lafayette, La.; KPLC, Lake Charles, La.; WCOU, Lewiston, Me.; WELL, Battle Creek, Mich.; WJMS, Ironwood, Mich.; WJPR, Greenville, Miss.; KFUO, Clayton, Mo.; WNBF, Binghamton, N. Y.; WHDL, Olean, N. Y.; WSLB, Ogdensburg, N. Y.; WHCU, Ithaca, N. Y.; WFNC, Fayetteville, N. C.; WGTC, Greenville, N. C.; WHKY, Hickory, N. C.; KVOO, Tulsa; WHP, Harrisburg, Pa.; WJAC, Johnstown, Pa.; WARM, Scranton, Pa.; WSPA, Spartanburg, S. C.; WKPT, Kingsport, Tenn.; WHUB, Cookeville, Tenn.; KXOX, Sweetwater, Tex.; KOVO, Provo, Utah; KDYL, Salt Lake City; WBRW, Welch, W. Va.; WATW, Ashland, Wis.

Campana's 11th Year

CAMPANA SALES Co., Batavia, Inn. (Italian Balm), on Sept. 3 will begin its eleventh season of sponsorship of *First Nighter* programs. The show will be heard Tuesdays, 7:30-7:55 p.m. (CDST) on CBS. Barbara Luddy, leading lady on this show since June, 1937, and Les Tremayne, leading man since 1936, will again be co-starred. Eric Sagerquist will again conduct the orchestra, Marvin Mueller will be heard as Mr. First Nighter, and Joseph Ainley will direct. Aubrey, Moore & Wallace, Chicago, handles the account.

'Ramparts' Film Buys Spots

TIME Inc., New York, since July 23 has been sponsoring one-minute spot announcements promoting the opening of its film "The Ramparts We Watch" in various cities throughout the country. The announcements are heard daily on every station in the city involved, usually the week preceding the premiere of the picture. About 15 cities have already shown the picture with this type of advance promotion. Young & Rubicam, New York, handles the account.

Wesson Adds An Agency

WESSON OIL & SNOWDRIFT Co., New Orleans, has named Kenyon & Eckhardt, New York, as agency in conjunction with the present agency, Fitzpatrick Adv. Agency, New Orleans. The firm is currently sponsoring *To the Ladies* on Arizona Network for Blue Plate Mayonnaise, as well as a spot announcement drive.

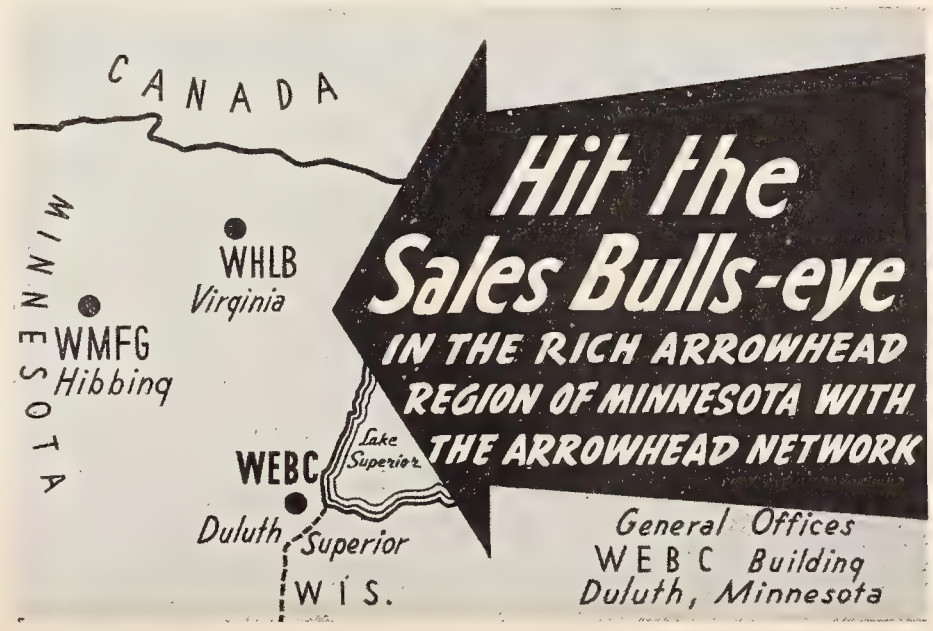
FOSTER-MILBURN Co., Buffalo, in early September will add several stations to the present list carrying thrice-weekly spot announcements for Doans pills. Street & Finney, New York, is agency, with placement by Spot Broadcasting.



HOBO JOE *Says:*

"I had a dandy business once, but it went fft. Yessir, I should have listened to that WPEN fellow."

WPEN PHILA. 1000 WATTS



Time Purchases By Parties Await Acceptance Talks

Late Opening May Result in Reduced Expenditures

ALTHOUGH detailed plans for commercial time had not been announced by either the Republican or Democratic parties as BROADCASTING went to press, political broadcasts will go on a commercial basis following the Aug. 17 acceptance speech of Wendell L. Willkie, Republican candidate for President. Pre-commercial plans also include the acceptance speeches of the two vice-presidential candidates—Charles L. McNary, Aug. 27 from Salem, Ore., and Henry A. Wallace, Aug. 29 from Des Moines.

Detailed plans to use commercial time in the Presidential campaign are being developed by the radio directors of both parties. G. W. (Johnny) Johnstone, radio director of the Democratic National Committee, has transferred his headquarters from Washington to the Biltmore Hotel, New York, where he will superintend Democratic radio activities. Republican broadcast schedules are in the hands of Wells (Ted) Church, Republican National Committee radio director, headquartering in Washington.

Late Starting Date

Although earlier in the year it was expected the two parties would use more commercial radio time than ever before [BROADCASTING, March 15], it is possible these early estimates necessarily may be revised, largely because of the late starting date of the actual campaign and also because of the limits placed on campaign expenditures under the Hatch Clean Politics Act.

A report of an alleged scheme to circumvent restrictions of the Hatch Act recently drew the attention of Chairman Gillette (D-Ia.), of the Senate Campaign Expenditures Committee. The reported plan was to place political speakers as "guests" on regular commercial broadcasts. Although Chairman Gillette indicated the practice per se would not violate the law, he observed that if it was widely followed, it would effectively violate the spirit of the Hatch Act provisions limiting individual contribution to $5,000 and total campaign expenditures to $3,000,000 for any political organization. He indicated that if formal complaints are filed, they will be investigated.

Pointing out that the practice also would work to circumvent the Corrupt Practices Act prohibition against campaign contributions by corporations, Senator Gillette observed that he believed the committee has authority to "delineate" between proper and improper political practices, even if they are within the letter of the law.

All three national networks and two individual stations will broadcast the Aug. 17 ceremonies attending Mr. Willkie's acceptance of the Republican nomination in Elwood, Ind., his home town. NBC, CBS and MBS, along with WGN, Chicago, and WLW, Cincinnati, have sent special staffs to Elwood to handle two special broadcasts, a quarter-hour pickup of the Republican nominee's appearance on the steps of Elwood High School, from 3:15-3:30 p.m. (EST), and the notification and acceptance speeches from the local Callaway Park, starting at 4 p.m.

Network Pickups

WIRE, Indianapolis, will handle the pickup for MBS. NBC and CBS will send their own network crews, including engineers and announcers. NBC will be represented by Carleton Smith, NBC Presidential announcer, and Bud Barry, recently assigned to handle NBC announcements on the Willkie campaign trips. Bob Trout and John Charles Daly probably will handle CBS pickups. Peter Grant, WLW chief announcer, will handle the direct-wire origination for WLW.

MBS carried three special programs from Elwood prior to the acceptance ceremonies. On Aug. 10 and 11 Quin Ryan interviewed hometown friends of Mr. Willkie, and on Aug. 15 Ruth De Young Kohler, a member of the Willkie advisory committee, originated her WGN *Women World Wide* program there.

Although the networks also have indicated they will broadcast the acceptance speeches of the vice-presidential candidates in Salem and Des Moines, no staff assignments have been announced.

Features of Biggest Army Maneuvers Are Brought Listeners by Networks

AS IN 1939, radio will play an important part in bringing Americans full details of the greatest peacetime Army maneuvers in this country Aug. 13-23 when 100,000 men of the Regular Army, National Guard and Organized Reserves engage in war games in the Plattsburg-Watertown area of Northern New York. States represented are the five New England States, New York, New Jersey, Delaware, Pennsylvania, Maryland, Virginia and District of Columbia.

To give stations accurate information on the activities, the radio section of the Public Relations Division of the First Army at Ogdensburg, N. Y., is mailing daily radio bulletins, via a twice daily airplane shuttle service, written and condensed for broadcast immediately upon reception. All stations were invited to send their own crews as well, to pick up on-the-spot broadcasts from the area.

Network Features

For complete coverage of the action over 1,300 square miles, CBS has assigned a staff including Maj. George Fielding Eliot, military expert; special events reporters John Charles Daly and Jack Knell, and four engineers and production directors with specially equipped lorries. The network estimates that its coverage, including time and talent, will cost over $5,000. Highlights were expected Aug. 15, with description of an attack by a mobile unit of modern fighting machines; Aug. 18, when Brigadier General James E. Chaney will tell listeners of an aerial demonstration during which two planes will "attack" Watertown to test civilian aid to military forces, and Aug. 19, when Maj. Eliot will fly over "No Man's Land" and analyze combat maneuvers below.

A. A. Schechter, NBC's director of special events, will coordinate the work of 25 technicians and other members of the NBC crew, including Bill Stern, NBC reporter, and Announcers George Hicks and Bob Stanton. NBC will present two programs from the area Aug. 17, a description of boxing bouts between the two "rival" armies and an amateur entertainment by the war games participants.

Gen. Stephen O. Fuqua, NBC's military expert, will analyze the maneuvers Aug. 18 and George Hicks will broadcast from an NBC mobile unit as he accompanies the first division in combat. Programs will be shortwaved by NBC from a master control headquarters on the campus of St. Lawrence U, Canton, N. Y.

Mutual's Plans

Working in cooperation with WSLB, Ogdensburg, WOR-MBS presented a special program Aug. 7 from Canton when Lt. Gen. Hugh A. Drum, commander of the U. S. First Army corps, spoke to 7,000 officers already encamped. Maj. Leonard Nason, MBS military analyst, will cover all maneuvers in detail the week of Aug. 18, participating in the events by day and broadcasting each evening. John Hayes, assistant to Julius Seebach, WOR vice-president in charge of programs, also will be encamped as a regular member of the Reserves and will oversee MBS coverage. Lt. Gen. Drum on Aug. 23 closes the MBS schedule of broadcasts with a critical review of the maneuvers.



WINNER of the "Little Miss Topeka" title in a recent bathing beauty contest held on the stage of the local Fox Grand Theatre was 3-year-old Jo Susan Curtis, youngest of four children of Elmer Curtis, announcer of WIBW, Topeka, Kan. She won $20 and a silver trophy and competed with 56 other youngsters between three and seven years. Jo Susan was named through a WIBW contest staged by her Dad, with Jo Susan chosen from some 10,000 names submitted.

German Program Stopped by WHIP

Criticism of Public and Press Results in Cancellation

GERMAN-AMERICAN National Alliance Inc., since April 28 sponsor of the *German Hour*, six-weekly one-hour programs on WHIP, Hammond, Ind., object of much criticism as antagonistic to American ideals, on Aug. 5 was notified by Doris Keene, managing director of WHIP and WWAE, both Hammond stations, and secretary of the Hammond-Calumet Broadcasting Corp., which owns and operates the stations, that the programs would not be allowed to continue after Aug. 10.

Addressing her notification to Paul A. F. Warnholtz, Chicago attorney and managing director of the Alliance, Miss Keene stated that "this action is taken because the *German Hour* as now being presented is of such controversial nature as to make it unacceptable to many leading Americans. In view of the present national emergency, growing out of the international situation, we believe wholeheartedly in promoting American solidarity and unity."

The Alliance, which is composed of 320,000 members who comprise 372 Illinois German-American societies, such as choral groups, first received funds to pay for the broadcasts by accepting donations from various sponsors whose names and businesses were mentioned during the program. One sponsor, it is said, declined to remain on the same program with a certain Jewish contributor. One group held out for the elimination of all Jewish sponsors from the program and, in order not to let a religious angle arise which might have been open to criticism, all participations were eliminated and members contributed small sums, said by one source to be ten cents per member, for the broadcasting upkeep.

The *Chicago Daily News* for several weeks carried a page-one campaign of criticism of the programs. *Time* magazine also released such an article.

According to Mr. Warnholtz, and corroborated by Miss Keene, all copy for the programs was submitted to the station in advance and at no time was it necessary to delete anything. He said, "We are certain that the public will agree that the throttling of the channels of free speech is not in accord with the American way of life. We know that tremendous pressure has been brought to bear upon Station WHIP, not by the public, but by certain interests whose main objective is to get us into the war."

Miss Keene has stated that the tremendous increase of mail which this series of programs has caused was evenly divided pro and con. She said the station will continue to present a *German Hour* at the same time as previously but now strictly under station supervision.

Marlin Razor Spots

MARLIN FIREARMS Co., New Haven, which has been using test spot announcements in several markets for the last two months in the interests of Marlin Razor Blades, plans to increase the list later this fall. Craven & Hedrick, New York, is the agency.

City vs. City—A Battle of Quizzers

Idea to Be Extended To Other Areas By Agency

NETWORK sponsors whose programs hit Washington and Baltimore at 7:30 p.m. on Thursdays, or in Minneapolis and St. Paul at 6:30 Monday nights, have had special headaches. The natives of the four cities have all been dated up for months. The program that dominates the air at these times is the *Quiz of Two Cities.*

Oct. 20, 1938, marked the air-debut of the *Quiz of Two Cities* over WFBR, Baltimore, and WMAL, Washington. It had been hand-tailored by Ruthrauff & Ryan to meet the specified needs of the Gunther Brewery. The bulk of the Gunther business is in the State of Maryland and District of Columbia, so a two city radio show was a "natural". Within a relatively few weeks the show was the talk of the town. It increased in popularity until, according to local surveys, it ranked very favorably with the best network shows—an ideal test-town radio program.

With the agency having sole rights to the show, Raymond F. Sullivan, vice-president of the agency, saw in it a logical medium for testing radio for other clients. On Oct. 2, 1939, Ruthrauff & Ryan started the show in Minneapolis and St. Paul for Bauer & Black on WCCO. On Jan. 8, 1940, a third market was opened up for a third client—Montreal (CKAC) and Toronto (CFRB) for Noxzema. In all four of these cities the show has met with the same spontaneous success.

How It Works

Networks have been conscious of the untapped local source of entertainment. The trouble has been that most local shows have had no outstanding idea and that talent and production have been mediocre. The *Quiz of Two Cities* was built to cash in on local pride and competitive spirit. It calls for a quick-witted master of ceremonies and competent production.

The show emanates simultaneously from two stations in two different cities. Four contestants from each city answer four groups of identical questions. There is a master of ceremonies in charge of each team, who works in front of the studio audiences in their respective cities. Only the air audience and judges hear both teams' answers, so from an engineering viewpoint, the show is a nightmare of quick switches: From the first city to the second city to the announcer's booth where the judges are stationed and back.

Fun for All

The enormous popularity of the *Quiz of Two Cities* can be traced not only to the pride it engenders in the old home-town but also to its natural, spontaneous comedy. The contestants frequently give unexpectedly funny answers, and a lot of the fun also comes from the masters of ceremonies, in their ad-lib ribbing of each other. For example, Eddie Gallaher, keeper of the Minneapolis question box, gave way to his rival with:

"Now we hop over to St. Paul again, where Max Karl is being wheeled in his portable cage up to the microphone." Max Karl immediately parried with: "Thanks, Eddie Gallaher—your voice doesn't sound nearly so loud since they put that extra padding in your cell!"

The audience loves this type of banter between the announcer-quizzers—so long as it is kept on a good-natured basis. Once the audience senses that either master of ceremonies is too sharp and pointed in his joshing, letters of complaints come roaring in from the listeners.

In Baltimore and Washington when a mistake was made in the scoring, the switchboard at WFBR was swamped with calls from 8 o'clock until 10:30 at night, and again in the morning from indignant home-town rooters. Likewise, studio audiences are rapid in appreciation of their contenders.

In Minneapolis and St. Paul the mayors of the cities helped launch the show. Mayor Leach of Minneapolis wound up his comments by expressing his confidence in the ability of Minneapolis contenders to defend the intellectual powers of his city. Mayor Fallen of St. Paul countered with a comment that betting was not permitted in St. Paul but that he was scheduled to meet Mayor Leach at a banquet in Minneapolis.

The Junior Chambers of Commerce of the two cities appeared on the first show in Minneapolis and St. Paul. Among the different organizations which competed were the Kiwanis Club, Boy and Girl Scout Leaders, Twin City Librarians, Retail Druggists, Insurance Underwriters, etc.

Local Tieups

During the local Community Drives, the Gunther Brewing Co., Bauer & Black and Noxzema, offered special prizes of $100 to the community fund of the city of the winning team. Prominent citizens, active in the community drive, appeared on these shows.

In the contest between newspaper columnists, one of the Minneapolis contenders was a popular woman columnist who suffered acute stage fright. She was asked to fill in figures of speech with a color. She did all right on "She was (green) with jealousy,"—"She was tickled (pink)"—and "He had a (dark-brown) taste in his mouth"—but when it came to "She was very _____ and depressed," she said, "Blah!" The announcer commented, "But 'blah' isn't a color." She tried again: "very pale." "But pale isn't a color." "In the pink". "But that is not a depressed feeling!" She never did think of "blue". The following morning she received almost 2,000 telephone calls and letters complimenting or sympathizing with her on her radio appearance.

Public Storms Studios

Each week both the St. Paul and Minneapolis studios are packed. Loyalty to the home town, whether winning or losing, is amazing. Audiences cheer with such gusto that engineers frantically signal for silence.

The Baltimore-Washington show completed its first year in October, 1939, with a score of 25 for Baltimore and 25 for Washington, and one tie show. WFBR's and WMAL's newest and biggest studios would not accommodate the crowds. Gunther Brewing Co., in an attempt to catch up on ticket requests, were forced to use the huge auditorium in Baltimore belonging to the Maryland Casualty Co. In Washington, they had to use the Wardman Park Auditorium.

In the same fashion there was much competition among the contestants, wanting to appear on the program. There is a long waiting list of individuals and groups desiring to appear on the show. To increase interest in the show, two men and two women are normally used on each team. It has been found advisable to start the women off first because they have greater poise and help to put the male contenders at their ease.

Commercially Sound

The *Quiz of Two Cities* is perfect from the advertiser's point of view, since the commercials can be inserted between rounds, thus insuring the listeners' attention. The first commercial comes after the first round, the second commercial after the third round, and the third commercial just before the final scores for the evening are announced. The show is also foolproof from a product identification viewpoint, since the name of the product is included in the name of the show, and in most cases the product can be sampled. A mention of the product is also given throughout the show.

Mr. Sullivan's contention is that if the show is staged properly it can be built up very quickly in popularity. This was confirmed in Minneapolis and St. Paul where, according to a Hooper coincidental survey, the show went up to a 17 rating within six weeks, and in four months had a rating of 26, ranking with many of the highest network shows. In Montreal and Toronto the show went up to 17.5 in eight weeks.

Extension of Show

This fall the show will be extended. The Bauer & Black test was very successful. The show will be renewed in Minneapolis and St. Paul and other combinations of cities are being scheduled.

Noxzema Chemical Co. is planning to add other cities. San Francisco and Los Angeles, and Dallas and Ft. Worth, natural rivals, are being scheduled. Other cities, like Boston and Providence, Hartford and New Haven are also planned. In a major market like New York, an adaptation of the *Quiz* is planned—an *Interborough Quiz.*

It looks as if the *Quiz of Two Cities* has awakened advertisers to the great possibility for a high-ranking local show. Undoubtedly others will follow.

OKLAHOMA SPEED

Merchant Acts With Celerity After An Audition

"THE shortest decision in history" is what officials of WKY, Oklahoma City, are terming the acceptance by Kerr Dry Goods Co. of a new program idea. The decision was made by Henry Wyzanski, former merchandising director of Mandel Brothers, Chicago. Mr. Wyzanski, now president of the Kerr Co. of Oklahoma City, walked into WKY audition studio steeled against customary sales pressure.

Into Studio A went Julie Bennell, NBC dramatic star, now a WKY staff member. Before the microphone she conjured a picture of the interior of the Kerr store, described articles as they appeared on tables before her, talked in the friendly tone Oklahoma women understand.

Wyzanski listened attentatively, smiled, and admitted the program had possibilities. Forty-five minutes later he left the studios after contracting for five programs per week direct from his store. Miss Bennell is now "Karen Kerr".

Broadcasts Help Victims of Storm

ALTHOUGH a disastrous hurricane on Aug. 11 laid waste a large part of Charleston, S. C., and the surrounding community, killing more than a score and injuring many other persons, the two Charleston stations — WSCS and WTMA—were able to perform yeoman service in setting up emergency communications service for the stranded community. With power and telephone lines down, emergency radio operations were the only means of communication within the territory and with the outside world.

Forced off the air at 9:34 a.m., Aug. 11, when the hurricane crippled the power supply, WTMA resumed operation at 7 a.m., Aug. 12, when the power line was restored. At 11:45 that morning the station started using a ham relay set to transmit emergency messages and news flashes from studio to transmitter, since transmission lines also were out of order. No WTMA equipment was damaged.

WCSC went off the air at 9:44 a.m., Aug. 11, but resumed service almost immediately, using a relay transmitter on its regular frequency. Staying on the air continuously through the hurricane, the station broadcast weather reports and directed safety measures. Although considerable damage was done to the WCSC antenna tower and connecting walk, the station used its standby tower. WCSC resumed regular service 12 hours after WTMA, discontinuing relay broadcasts when power lines were restored to WTMA.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

JULY 30 TO AUGUST 13, INCLUSIVE

Decisions . . .

JULY 30

NEW, Brockway Co., Watertown, N. Y. —Granted CP 1270 kc 500 w D.

NEW, Watertown Bcstg. Co., Watertown, N. Y.—Granted CP 1210 kc 250 w unl.

WPID, Petersburg, Va.—Granted license new station 1210 kc 250 w.

AUGUST 2

WRUW, Boston — Granted dismissal without prejudice applic. mod. license.

AUGUST 5

NEW, NBC, Washington—Granted CP television No. 2 1 kw.

NEW, Balaban & Katz Corp., Chicago —Granted CP television No. 2 1 kw.

KTFI, Twin Falls, Id.—Granted CP reinstate applic. new equip.

WLBJ, Bowling Green, Ky.—Granted license new station 1310 kc 250 w unl.

AUGUST 6

NEW, Television Productions, Los Angeles—Granted CP television No. 4 1 kw.

NEW, NBC, Philadelphia—Granted CP television No. 7 1 kw. (granted in lieu of tentative grant to NBC of television station in Chicago.

W9XZV, Zenith Radio Corp., Chicago—Granted mod. television license No. 1 on experimental basis 1 kw.

KGKB, Tyler, Tex.—Set for oral argument Sept. 19 revocation of KGKB license.

WHUB, Cookeville, Tenn.—Granted license new station 1370 kc 250 w unl.

AUGUST 7

KGEI, General Electric Co., San Francisco—Granted CP increase international station to 50 kw.

WGEA, General Electric Co., Schenectady —Granted CP increase international station to 50 kw.

WRCA, NBC, Bound Brook, N. J.—Granted CP international station 9670 and 17780 kc 50 kw, share time on 17780 kc with WPIT, unl. on 9670 kc.

WNBI, NBC, Bound Brook, N. J.—Granted CP international station 6100 and 21630 kc 50 kw unl.

WCBX, CBS, New York—Granted CP international station 6120 6170 9650 11830 15270 17830 21570 kc 50 kw.

WLWO, Crosley Corp., Cincinnati—Granted experimental auth. 1 kw 6080 kc for identification only.

WGEA, General Electric Co., Schenectady—Granted modification international license to add 6190 21590 kc to present assignment of 9550 15330 21500 kc.

W3XE, Philadelphia—Granted modification television license to Channel No. 3 experimental basis only 1 kw.

NEW, Greenville Bcstg. Co., Greenville, S. C. — Denied as in default applic. CP 1500 250 w unl.

AUGUST 9

WNBI, New York—Granted mod. special authorization to change to 11890 kc.

WGEO, Schenectady—Granted mod. license to add 15330 and delete 21590 kc.

MISCELLANEOUS—Granted assignment CP increase power to Federated Publication Inc.; KOTN, Pine Bluff, Ark., granted license increase power etc.; WBHP, Huntsville, Ala., granted petition to intervene in Huntsville Times Co. applic.; Broadcasting Corp of America, Riverside, Cal., petition to intervene in KUJ applic. withdrawn at petitioner's request; WHAM, Rochester, denied petition to intervene and enlarge issues re applic. Helen Walton and Walter Bellatti for new station at Jacksonville, Ill., and Stephenson, Edge & Korsmeyer for new station, issues to be enlarged later on Commission's own motion; NEW, George F. Meyer, Medford, Wis., granted continuance hearing 30 days re applic. CP 1500 kc 100 w unl.

AUGUST 12

MISCELLANEOUS — KWSC, Pullman, Wash., granted CP change equip.; WKOK, Sunbury, Pa., granted license increase power; WFAS, White Plains, N. Y., granted license increase power; WFPG, Atlantic City, granted license new station; WGOV, Valdosta, Ga., granted license new station.

Applications . . .

JULY 30

WBNS, Columbus—CP 43.1 mc FM.

WCLS, Joliet, Ill.—Invol. transfer control to Robert W. Thomas, Administrator.

NEW, Herald Pub. Co., Klamath Falls, Ore.—CP 1370 kc 250 w unl. IV.

KWSC, Pullman, Wash. — CP change equip.

AUGUST 1

NEW, Howitt-Wood Radio Co., Binghamton, N. Y.—CP 44.1 mc FM.

WMPC, Lapeer, Mich.—Mod. license to Liberty St. Gospel Church of Lapeer.

WOOD, Grand Rapids—Vol. assignment license to Wood Bcstg. Corp.

WSTV, Steubenville—Mod. license re trans., equip.

WGOV, Valdosta, Ga.—License new station.

KWFC, Hot Springs, Ark.—Mod. license to 250 w N & D.

NEW, Alexandria Bcstg. Co., Alexandria, La.—CP 43.3 mc.

NEW, Burlington Bcstg. Co., Burlington, N. C.—CP 1420 kc 100 w D, amended to 1310 kc unl.

KSTP, St. Paul—License increase power etc.

NEW, Evansville on the Air, Evansville, Ind.—CP 43.7 mc FM.

KIDW, Lamar, Col.—Mod. license re hours.

KID, Idaho Falls—Mod. license to 1-5 kw.

KGB, San Diego—CP change trans.

AUGUST 5

WDLP, Panama City, Fla.—Transfer of control to Bay County Publishers Inc.

NEW, T. B. Gillespie, Palatka, Fla.—CP 1310 kc 250 w unl. IV.

NEW, James Freeman Holmes, Valdosta, Ga.—CP 1500 kc 100-250 w unl. IV, amended to 250 w N & D.

NEW, South Fla. Bcstg., Miami—CP 1500 kc 250 w unl. IV.

WCOA, Pensacola, Fla.—CP 500 w-1 kw directional N.

NEW, Radio Corp. of Orlando, Fla.—CP 1200 kc 250 w amended (WLOF facilities), amended to 1370 kc IV.

WGES, Chicago—CP new trans., antenna, increase to 1 kw unl. (contingent WSBT moving to 930 kc), amended to 500 w 1 kw D III-B.

NEW, Krutzner Bcstg. Co., Tucumcari, N. M.—CP 1210 kc 250 w unl. IV.

AUGUST 7

NEW, NBC, New York—CP 43.9 mc 16,880 sq. miles.

NEW, Yankee Network, Boston — CP 43.9 mc 35,500 sq. miles.

NEW, Travelers Bcstg. Service Corp., Hartford—CP 43.9 mc 14,768 sq. miles.

NEW, Paducah Bcstg. Co., Clarksville, Tenn.—CP 1370 kc 250 w unl.

KMLB, Monroe, La.—CP change 1200 to 1410 kc, increase to 1 kw directional N III.

NEW, Brown County Bcstg. Co., Brownwood, Tex.—CP 1350 kc 500 w unl., amended to delete name of Wm. J. Lawson and add B. P. Bludworth and J. S. McBeath.

WTOC, Savannah—CP directional N III-A.

KGGF, Coffeyville, Kan.—CP increase to 5 kw new trans., directional N III-A, amended to 690 kc III if and when treaty is effective.

WGRC, New Albany, Ind.—CP change to 1040 kc etc., amended to increase N to 5 kw, directional N & D.

NEW, Commercial Radio Equipment Co., Kansas City—CP 44.9 mc 2,995 sq. miles.

AUGUST 10

WJJD, Chicago—CP 44.7 mc 3700 sq. miles.

KYOS, Merced, Cal.—CP change to 1390 kc 500 w-l kw unl (contingent KOY shift), amended to 1340 kc.

KFUN, Las Vegas—Mod. CP new station increase to 250 w N & D.

Arnold's Leap

MURRAY ARNOLD, program director of WIP, Philadelphia, satisfied a lifelong desire recently when he made a parachute jump near Cape May, N. J. On landing, Arnold started walking back to the airport but soon was picked up by a passing motorist who proceeded to drive along at 70 miles per hour. When Arnold remonstrated, the driver pointed to the incongruity of his fearless parachuting and his dread of speed on the ground. Nevertheless, Arnold maintains that although he doesn't like to ride fast in a car, he will make plans for another parachute jump, during which he hopes to make a broadcast from the chute as it descends.



NOT FROM RUBE GOLDBERG but out of the files of KSTP's yesterdays comes this laugh for every engineer. It's probably the first portable transmitter ever devised and was used by the St. Paul station in covering local golf matches a decade ago. Left is the late Phil Bronson, KSTP sports announcer who met death in an automobile accident several years ago. In the center, twirling dials, is Lynn Smeby, former KSTP chief engineer and inventor, now NAB engineering director. Right is Fred DeBeaubien, KSTP supervisor.

Hollywood Gossip Sells for Sunkist

Bulb Offer Stirred Country; More Radio to Be Used

WHEN the California Fruit Growers Exchange began sponsorship last October of *Hedda Hopper's Hollywood* on CBS, there was some question as to the program's ability to sell citrus fruit on a national scale. The Exchange had not been on CBS since 1931, when it had a variety program, so this new chatty program was an unusual step. "If the program sells oranges and lemons," an Exchange executive promised at the time, "we will definitely renew the contract at the end of its 13-week period."

Since that time Hedda Hopper has appeared before the CBS mike three evenings a week for nearly 50 consecutives weeks — evidence that radio sells oranges and lemons as well as silver and automobiles.

Program, heard 6:15-6:30 each Monday, Wednesday and Friday evenings, over 28 CBS stations, recently established what was probably a record in paid premium response. Miss Hopper offered a dozen gladiola bulbs to listeners for 10c and six Sunkist lemon wrappers. In less than three weeks 120,000 dimes had poured in and the mail boys were daily bringing in more long after the offer had been closed. Similarly, an offer some months before of silverware in an orange-blossom pattern brought 40,000 requests before the staff could get itself together, and at this writing requests are still coming in.

Three times each week, from the CBS studios, Hedda Hopper gives out the sort of chit chat about screen life which gives her audiences the titillating feeling that they are tapping a private wire. How Anne Shirley went out dancing the night she gave birth to her baby, whose ring Loretta Young is wearing, whom the former friend of the Duke of Windsor is going to marry . . . this and every bit of available drawing room gossip is so much meat for her grinder.

An interesting sidelight on the series is the fact that the Florida Citrus Commission, the Exchange's chief competitor, has recently announced that in their 1940-41 campaign they will devote the major part of their advertising budget to radio. In no way astonishing, in view of the California Exchange's success, it is nevertheless notable that this policy reverses the plan the Florida Commission had last season, which was to play up the newspapers and use radio merely as a supplement.

Agency for the Sunkist program is Lord & Thomas of California.

FIRST national television convention, to be held under auspices of the Television Engineers Institute of America Inc., at the Roosevelt Hotel, Hollywood, Aug. 22 to 24 inclusive, will be attended by experts in practically every phase of telecasting, according to George H. Seward, president, who will preside.

Network Accounts

All time EDST unless otherwise indicated.

New Business

HALL BROS., Kansas City (Hallmark greeting cards), on Oct. 13 starts *Tony Wons Scrap Book* on 12 NBC-Red stations, Tues. and Thurs., 1:15-1:30 p.m. and Sun., 4:15-4:30 p.m. Agency: Henri, Hurst & McDonald, Chicago.

E. L. du PONT de Nemours & Co., Wilmington, Del., on Oct. 2 resumes *Cavalcade of America* on 50 NBC-Red stations, Wed., 7:30-8 p.m. (Repeat 9:30-10 p.m.). Agency: BBDO, N. Y.

PEPSODENT Co., Chicago (toothpaste), on Sept. 24 resumes *Bop Hope* on 62 NBC-Red stations, Tues., 10-10:30 p.m. Agency: Lord & Thomas, Chicago.

DELAWARE, LACKAWANNA & WESTERN Coal Co., New York (Blue coal), on Sept. 29 resumes *The Shadow* on 15 MBS stations, Sun., 5-5:30 p.m. (EST). Agency: Ruthrauff & Ryan, N. Y.

NEHI CORP., Columbia, Ga. (Nehi, Royal Crown beverages), on Sept. 13 starts *Believe It or Not* for 52 weeks on 90 CBS stations Fri., 10-10:30 p.m. Agency: BBDO, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Oct. 4 starts series of dramas by Arch Oboler on 55 NBC-Red stations, Fri., 9:30-10 p.m. Agency: Blackett-Sample-Hummert, Chicago.

H. FENDRICH, Evansville, Ind. (cigars), on Sept. 29 resumes for 13 weeks *Smoke Dreams* on 10 NBC-Red stations, Sun., 1-1:30 p.m. (CST). Agency: Ruthrauff & Ryan, N. Y.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Oct. 1 starts *Ben Bernie* on 60 NBC-Blue stations, Sun., 8-8:30 p.m. (EST) and repeat 11:30 p.m.-12 midnight. Agency: Ruthrauff & Ryan, N. Y.

GULF OIL Corp., Pittsburgh, on Sept. 29 resumes *Screen Guild* show on 70 CBS stations, Sun., 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

CAMPANA SALES Corp., Batavia, Ill. (Italian Balm, Dreskin, Coolies, D.D.D., Old South Toiletries), on Sept. 3 resumes *First Nighter* on 53 CBS stations, Tues., 8:30-8:55 p.m. Agency: Aubrey, Moore & Wallace, Chicago.

VICK CHEMICAL Co., Greensboro, N. C. (Vatro-nol, nose drops), on Sept. 15 starts a variety program on 6 NBC-Red Pacific stations, Sun., 7:30-7:45 p.m. (PST). Agency: Morse International, N. Y.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to —

1. REGRIND your present crystal to higher new frequency **$17.50**
2. NEW CRYSTAL (less holder) **$22.50**
3. NEW CRYSTAL fully mounted . . **$30.00**

LOW DRIFT - APPROVED BY FCC

Scientific
RADIO SERVICE
124 Jackson Ave.
University Park, Md.

Five Major Film Firms Sponsor Latin Program

FIVE film companies will sponsor twice-weekly broadcasts to South America via NBC shortwave, L. P. Yandell, NBC director of international commercial broadcasting announced Aug. 13 in Los Angeles. Programs will be transcribed and carried on WRCA and WNBI. Purpose of the series to strengthen our economic frontier in Latin America, Mr. Yandell said, and to cement Pan American relations. Joint sponsors are M-G-M, Warner Bros., RKO, Paramount and Universal. Two Spanish and two Portuguese half-hours a week are planned. Mr. Yandell said 14 commercial clients, in all, have been signed for NBC international programs.

A SEVERE storm in the Windsor-Detroit area recently forced the staff of CKLW, Windsor, to work under "blackout conditions" with emergency gas engine providing limited power and announcers reading commercials by candlelight.

LIBBEY-OWENS-FORD GLASS Co., Chicago (flat glass products), on Sept. 29 starts *Design for Happiness* on 67 CBS stations, Sun., 5-5:30 p.m. Agency: U. S. Adv. Corp., Toledo.

S. C. JOHNSON & Co., Racine, Wis. (floor wax) on Oct. 1, resumes *Fibber McGee & Molly* on 84 NBC-Red stations, Tues., 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

H. P. HOOD & SONS, Boston (milk and ice cream), on Aug. 2 started *Yankee Swapper* on 5 CBS New England stations, Mon. thru Fri., 8-8:15 p.m. Agency: Harold Cabot & Co., Boston.

STERLING PRODUCTS, New York, (Double Danderine) on Aug. 5 started *Short Short Stories* from *Liberty* magazine 28 weeks on 15 Texas State Network stations, Mon., Wed., Fri., 7:15-7:30 p.m. (CST). Agency: Blackett-Sample-Hummert, N. Y.

LEVER BROTHERS Co., Cambridge, Mass. (Lux soap), on Sept. 9 resumes *Lux Radio Theatre* on 63 CBS stations Mon., 9-10 p.m. Agency: J. Walter Thompson Co., New York.

Renewal Accounts

BRISTOL-MYERS Co., New York (Minit Rub), on July 31 renewed for 52 weeks, *Early Morning News* on 2 California Don Lee stations (KFRC KHJ), Mon., Wed., Fri., 7:45-8 a.m. (PST). Agency: Young & Rubicam, N. Y.

INTERSTATE BAKERIES Corp., Los Angeles (bread), on Aug. 30 renews for 52 weeks, *Lone Ranger*, 8 Southern California Don Lee stations (KHJ KGB KFXM KPMC KVEC KVOE KXO KDB) Mon., Wed., Fri., 7:30-8 p.m. (PST). Agency: Scholts Adv. Service, Los Angeles.

Network Changes

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Oct. 3 adds 4 NBC-Blue stations to *Pot o' Gold* making a total of 103 NBC-Blue stations, Thurs., 8:30-9 p.m. Agency: Stack-Goble Adv. Agency, Chicago.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Aug. 24 adds WSB. Oct. 5 adds WMC, WBRC, WJDX, and WSMB, to *National Barn Dance* on NBC-Red. Agency: Wade Adv. Agency, Chicago.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Nov. 15 takes over sponsorship of *Information Please*, shifting from 60 NBC-Blue stations, Tues., 8:30-9 p.m., to 84 NBC-Red stations, Fri., 8:30-9 p.m. Agency: Lord & Thomas, N. Y.

Musterole on 75

MUSTEROLE Co., Cleveland, early in September is starting a campaign for Musterole, using one-minute spot announcements five times weekly or five-minute news programs five times weekly on about 75 stations. Agency in charge is Erwin, Wasey & Co., New York.

AIR CONDITIONING TRAINING Corp., Youngstown, on Aug. 10 shifted *Sid Walton, music*, on 33 NBC-Blue stations, from Sun., 11:30-11:45 a.m. to Sat., 10-10:15 a.m. Agency: National Classified Adv., Youngstown.

COLGATE-PALMOLIVE-PEET Co., Jersey City (soaps etc.), on Sept. 30 shifts *Woman of Courage* on 17 CBS stations Mon. thru Fri., from 9-9:15 a.m. to 4:30-4:45 p.m.; continues the program on 23 CBS stations Mon. thru Fri. 10:45-11 a.m. Agency: Benton & Bowles, N. Y.

CONTINENTAL BAKING Corp., New York (Wonder Bread and Hostess Cake) on Sept. 30 shifts *Pretty Kitty Kelly* on 46 CBS stations, Mon. thru Fri., from 10-10:15 a.m. to 5:30-5:45 p.m. Agency: Benton & Bowles, N. Y.

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on Oct. 5 adds 5 NBC-Red stations to *National Barn Dance* making a total of 56 NBC-Red stations, Sat., 9-10 p.m. Agency: Wade Adv. Agency, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Ivory Soap) on Aug. 17, shifts *Truth or Consequences* on 4 CBS stations, Sat. 9:45-10:15 p.m. to 33 NBC-Red stations, Sat. 8:30-9 p.m. Agency: Compton Adv., N. Y.

R. B. SEMLER Co., New York (Kreml hair tonic), on Aug. 7 added 6 MBS stations to *Gabriel Heatter* making a total of 7 MBS stations, Wed. and Fri., 9-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

MEN
ON THE MARCH

Promotions . . . advances . . . salary increases . . . better radiomen on the march! They are the CREI students today . . . men IN the industry, fired with ambition and the urge to succeed, who by utilizing their spare moments to increase their knowledge of radio are increasing their worth to the industry. CREI men are rewarded for their foresight and effort. A survey of a typical group reveals that 69% enjoyed salary increases! CREI training develops in the student that sure confidence in his own ability which enables him to go after the better jobs—and get them! May we send you our new illustrated booklet?

CAPITOL RADIO
ENGINEERING INSTITUTE
Dept. B-8, 3224 - 16th St., N. W., Wash., D. C.

HIGHER FIDELITY is Built into FAIRCHILD'S Distortion Free AMPLIFIER!



A Feed-Back Amplifier Flat within .3 Decibel from 15 to 15,000 Cycles!

Precision-built by Fairchild laboratory engineers, the new Unit 246 Feed-Back Amplifier provides greater fidelity for broadcasting, recording, playbacks, and laboratory work.

Fits 19½" relay rack—7" high panel. 2 Units—amplifier and power supply each this size.

SPECIFICATIONS PROVE UNIT 246 AMPLIFIER'S PERFORMANCE

Overall gain—75 decibels.
Noise level—50 decibels below "0" level.
Rated at 23 watts into 500 Ohm resistive load.
Input impedence Multiple line: 50, 125, 250, 500 Ohms.
Output impedence: 16 and 500 Ohms.
Input line volts: 110-125V; 50-60 cycles AC.
Distortion: .3% at rated output.

Write for descriptive literature today!

"...it had to satisfy Fairchild first"
FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

JEWEL TEA Co., Barrington, Ill. (chain stores), has contracted for a 52-week schedule of 25 spot announcements weekly, starting Sept. 1, on WBBM, Chicago. McJunkin Adv. Co., handles the account.

IN THE HEART OF THE MOTOR INDUSTRY!

WCAR

1000 *Streamlined* WATTS

LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST

WCAR

PONTIAC, MICHIGAN

National Representatives

RADIO ADVERTISING CORP.

New York • Chicago • Cleveland

Anti-Freeze Spots

COMMERCIAL SOLVENTS Corp., New York, following the success of last year's campaign of spot announcements on 48 stations for Nor-Way Anti-Freeze, plans a similar drive this fall, to start in October and November according to the advent of cold weather in the markets chosen. This year the company is offering local distributors a choice of three media, spot announcements, newspapers or posters. Maxon Inc., New York, the agency, reports that the majority are again selecting radio and will not only promote the product but also will advise listeners on the advisability of checking the cooling systems of their automobiles.

Biscuit Firm Expands

SALERNO-MEGOWAN BISCUIT Co., Chicago, has expanded its five-weekly 50-word announcement schedule formerly heard only on WGN and WCFL, Chicago, to include WCAE, Pittsburgh, and WKBN, Youngstown, O. New schedule started in July and runs for 13 weeks. Schwimmer & Scott, Chicago, is agency.

Adam Hat Co-ops

ADAM HAT STORES, New York, will ship a series of 10 transcribed announcements to several hundred dealers throughout the country for use in their annual fall campaign. Dealers will buy time on local stations to use the recordings as often as they see fit. The series was cut by WHN Transcription Service, New York, and placed through Glicksman Adv. Co., New York.

Cubs Cereal Starts

NATIONAL BISCUIT Co., New York, on Aug. 5 started thrice weekly quarter-hour participation on the *Homemaker's Protective Assn.* program on WIRE, Indianapolis, in the interests of Cubs, company's new cold cereal. Also for Cubs, the company sponsors the *Musical Clock* program on WBBM, Chicago, Mondays, Wednesdays and Fridays, 8-8:15 a.m., and plans to add more stations during the fall. McCann-Erickson is the agency.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Russ Bldg., San Francisco, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
7134 Main Street, Kansas City, Mo.
Branch office, Crossroads of the World
Hollywood, Cal.

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Combination licensed operator-announcer—must be good announcer. Engineering experience unnecessary. Box A899, BROADCASTING.

Salesmen—One call or telephone closers. Good deal in city over 1,000,000. Commission 30%. Box A913, BROADCASTING.

Salesman Copywriter—and can announce. Have car for opening southwestern city 12,000. State salary details. Also girl for office who can write good continuity. Box A895, BROADCASTING.

Station Managers & Employees—we have made satisfactory placements in nearly every section of this country with clients in 42 states and two U. S. possessions. Let us help you, too! National Radio Employment Bureau, Box 864, Denver, Colorado.

Wanted—experienced, seasoned, well poised general manager local radio station in one of most attractive cities in the south. He must be able to expand commercial possibilities. No fly-by-nights wanted. Write *full* details first letter. Correspondence held strictly confidential. Box A907, BROADCASTING.

Experienced—time salesman wanted by regional station in Middlewest. Must be able to produce, hold accounts, and write own copy. Car needed. Write Box A910, care of BROADCASTING giving age, experience, references. Position permanent. Salary and commission with extra bonus on new business.

Situations Wanted

Commercial Manager or Salesman — for eastern station. A substantial high grade man with proved sales and merchandising record. Thoroughly familiar with all phases station operation. Box A900, BROADCASTING.

COMBINATION, Announcer - Engineer — good voice, delivery. Married, sober. Now employed. Box A902, BROADCASTING.

Engineer-Announcer—six years experience. College training. Excellent references. Now employed. Box A914. BROADCASTING.

Experienced versatile announcer. — Sports broadcasting a specialty. Also write continuity. Available short notice. Box A911, BROADCASTING.

Announce-Write-Production — some experience. University graduate, age 23. Interested in small station for experience. Transcription, references available. Box A904, BROADCASTING.

Station Manager or Commercial Manager —thoroughly familiar with all phases of successful station operation. Business go-getter. Best references. Box A906, BROADCASTING.

Expert salesman—29—sold $17,000 last year —now employed—wants commercial management of small station or sales position at larger station. Box A912, BROADCASTING.

Lawyer—32, familiar broadcast law. University trained in radio production, direction, advertising and newscasting. Seeks radio connection. $25 minimum salary. Go anywhere. Box A898, BROADCASTING.

Situations Wanted (Continued)

Young Woman — with imagination and sound business sense, wants to write commercials. Substantial advertising background—planning as well as writing. Box A916, BROADCASTING.

Commercial Manager—100 watter wants change position. Consider salesman larger station or commercial manager small station. Straight salary proposition. Now making $40 weekly. Box A896, BROADCASTING.

Announcer—Three years experience. Production, continuity, programming, dramatics. Single; 24; Anglo-Saxon; college graduate. Excellent radio references; transcription on request. Fully competent. Capable own operation. Box A905, BROADCASTING.

Commercial Manager—radio and theatrical writing and producing background, successful advertising promotion and sales record. Now newspaper department manager, sold on radio, and with ideas to sell it. University honors graduate. 28. Box A903, BROADCASTING.

Executive Available—ten years experience, successively as regional salesman, station manager and now employed as network producer. Wish to return to local or regional station operation. Thoroughly acquainted nationally. Will go anywhere in U. S. Finest references. Married. Age 34. Box A897, BROADCASTING.

Recording Expert—two years experience in electrical transcriptions for broadcasting. Can handle controls and Nemo work. Best recommendations from CBS, sponsored NBC programs, and others. Desire connection with progressive station recognizing increasing need for expert transcription work as part of programming. Box A901, BROADCASTING.

Executive Available—Ten years experience —General & Commercial—Manager Network Station. Record of accomplishment will stand closest scrutiny. Capable of personal supervision—all departments—specialize in sales. Ability to train and direct sales force as well as produce substantial volume of personal sales. Wide acquaintance among time buyers of major agencies—New York-Chicago-Detroit. Am desirous of making permanent connection. Salary or commission. Best of references. Box A915, BROADCASTING.

Wanted to Buy

I am the right buyer—for a station with present earnings or good future. Location and class of station are my first questions, but I am interested in any section of the country and a wide range of types of stations both in size and earning power. Your response will be held confidential and I will arrange for immediate contact. Box A909, BROADCASTING.

For Sale

For Sale—A CP in a large city. Box A917, BROADCASTING.

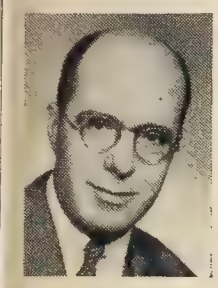
WSAI Planning Events For Annual Food Exhibit

WSAI, Cincinnati, again is planning to participate in the annual Cincinnati Food Show Aug. 20-Sept. 2 at the Cincinnati Zoological Gardens. Center of WSAI activities will be a specially constructed modernistic studio building on the grounds. Many regular WSAI features are to originate from the Food Show studios, along with special programs and three daily participating shows for exhibitors.

Marsha Wheeler, women's commentator, and Layman Cameron, of the WSAI announcing staff, will be in charge of the participating shows. All broadcasts of out-of-town games of the Cincinnati Reds will originate from the Food Show studio, with Roger Baker and Dick Bray in charge. A Crosley mobile unit will be on the grounds at all times to pick up broadcasts from booths of various exhibitors.

CBS Mdsg. Chief

THOMAS D. CONNOLLY, CBS sales promotion executive, has been appointed to the newly-created post of manager of the CBS merchandising service, according to an announcement by Victor M. Ratner, director of sales promotion. The service works on special campaigns for individual programs and particularly for new series. Mr. Connolly is a magna cum laude graduate of Harvard. He has been with John Wanamaker, New York, as sales manager, publicity director, sales promotion director and advertising director. Later he was with Abraham & Strauss, Brooklyn, as advertising director.



Mr. Connolly

Tony Wons' *Scrapbook*

HALL BROS., Kansas City, which has been sponsoring *Tony Wons' Scrap Book* on WMAQ, Chicago, for the last year, on Oct. 13 is expanding the program to a network of 12 NBC-Red stations for presentation Sundays, 4:15 p.m., and Tuesdays and Thursdays, 1:15 p.m. The quarter-hour program is heard in the interests of Hallmark greeting cards. Agency is Henri, Hurst & McDonald, Chicago.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

LATE *Personal* NOTES

GENE FROMHERZ, for the last year of the time-buying department of Blackett-Sample-Hummert, Chicago, and onetime timebuyer of J. Walter Thompson, same city, has been promoted to the post of assistant to Harlow Roberts, head of the department. Irving Sloan, for more than a year employed in various departments of B-S-H for agency training, has been permanently assigned to the time-buying department.

ERIC R. DANIELSON, who was forced to resign from his post in the program traffic department of NBC-Chicago approximately two years ago due to illness, is fully recovered and back at his old post.

KEN ELLINGTON, formerly *Roving Reporter* of WBBM-CBS, Chicago, from where he went to the West Coast to assist in the production of the *Gateway to Hollywood* programs and later to New England to be associate producer of the Wrigley *Spreading New England Fame* series, has returned to the Chicago outlet.

CHESTER MILLER, formerly of WIRE, Indianapolis, has joined WMBD, Peoria, Ill., as continuity chief.

KENNETH CARPENTER, formerly sales manager of NBC's Chicago division, has become vice-president in charge of sales of *Dial Lite*, a new publication in the rural radio field, which will appear about Oct. 1. R. E. Lindgren is president of the magazine, which will have a free controlled circulation of 500,000 in selected rural marketing areas. Mr. Carpenter will headquarter in Chicago, while Mr. Lindgren will be in charge of the New York offices.

PETER ZANPHIR, formerly copywriter in the NBC sales promotion department, joins CBS in the same capacity Sept. 3.

WILLIAM W. JOYCE, formerly midwestern sales manager for Texas State Network, has joined the Chicago sales department of World Broadcasting System.

LOREN L. WATSON Jr. of the continuity department of WIS, Columbia, S. C., and son of Loren Watson, general manager of International Radio Sales, New York, on Aug. 10 married Ruby Webb, of Columbia.

FRED H. ANDERSON, formerly of Benton & Bowles, New York, has joined Ivey & Ellington, Inc., Philadelphia, as head of the media department.

J. A. L. KAMPS, formerly with Benton & Bowles, New York, has joined Donovan-Armstrong, Philadelphia, as account executive.

CHARLES DOUGLAS, CBS Hollywood engineer, and Dorothy Dunn were married in Los Angeles Aug. 3.

JOHN ALLEN WOLFE, CBS New York announcer, is the father of a boy born Aug. 10, his second son.

LINNEA NELSON, radio time-buyer of J. Walter Thompson Co., New York, after conferences with Hollywood and San Francisco executives of the agency, has returned to her desk. She also attended the NAB convention while on the West Coast.

DAVE CROCKETT, announcer of KOMO-KJR, Seattle, on Aug. 2 married Marjorie McPherson after eloping by plane to Coeur D'Alene, Idaho. Mrs. Crockett formerly was in the KOMO-KJR continuity department.

DON HAVENS, with the treasurer's office of Iowa Broadcasting Co.—KSO-KRNT, WMT, WNAX — on Aug. 10 left for Fort Snelling for reserve officer training.

JIM WEAVER has been promoted to chief engineer of WCSC, Charleston, S. C., succeeding J. B. Fuqua, who resigned to build and manage a new station in Augusta, Ga.

TED RANDALL, continuity writer of WTMV, East St. Louis, Ill., is the father of a boy born recently.

GORDON REID, for the last two years an announcer-operator of CFRN, Edmonton, Alta., has been transferred to the sales staff of the station.

LLOYD BROWNFIELD, for the last five years assistant to Jimmie Fidler, Hollywood commentator, has joined the CBS publicity staff in that city.

RAYMOND HOLINGSWORTH, formerly with KGNC, Amarillo, and for the last year at KTSA, San Antonio, returned to KGNC as assistant manager Aug. 12.

TOMMY SMITH, program director of WPEN Philadelphia returned from a Caribbean cruise on August 5 with five stitches marking a deep gash over his left eye. He split his eye open when he slipped on the deck of the ship while feeding bread crumbs to sea gulls.

CHARLES E. BUSH Jr., lately of KPAC, Port Arthur, Tex., and before that with KCMO, Kansas City, and KTUL, Tulsa, has been named manager of KRIC, Beaumont, Tex.

DUANE JONES has resigned as executive vice-president of Blackett-Sample-Hummert, New York, to rejoin Maxon Inc., New York, as a partner.

BERTRAM LEBHAR, sales director of WHN, New York, headed the team that won the masters team-of-four championship Aug. 12 in the American Contract Bridge League tournament held at Asbury Park, N. J.

JERRY CROWLEY, formerly in the agency field, has been named radio director of the U. S. Commission for the Care of European Children.

FIELD PERSONNEL EXPANDED BY FCC

NATIONAL defense activity, with a consequent effect on all communications operations, has brought a heavy increase in the field personnel of the FCC. In addition to seven new field staff appointments during August, 33 operators have been sent to FCC monitoring stations for specialized training in national defense functions.

Additions to regular staff personnel include Leo M. Levens, assigned to the New York office; John Wilder, Norfolk; Gerald M. Howard, Atlanta; Frank Hagan, Galveston; Edward M. Hlavaty, Kansas City; John E. Doane and Marvin A. Price, Grand Island, Neb. Cyril M. Braum has been transferred from the Chicago office to Washington.

National defense staff appointments, with appointees sent to various offices for special temporary training, include: Atlanta—Robert P. Graef, Jack W. Herbstreit, Homer V. Thompson, John P. Lenkerd, Olney L. Aldrich; Portland—H. C. Anderson, G. F. Lee, T. L. Oates, Frank Benzon, Julian T. Dixon, A. J. Woolery; Grand Island—D. F. Haladay, W. M. Klima, V. M. Simpson, C. I. Fonger, E. J. Galins; Boston—Martin Auerbach, C. B. Plummer, L. N. Eveleth, Harry Fine; Great Lakes, Ill.—R. W. Boll, G. M. Ives; Los Angeles—F. J. Burris, E. K. Ames, Hyman P. Pulver; Baltimore—J. D. Corley, H. E. Stone, A. C. Craig, George R. Brandman, J. F. Corkhill, L. K. Meriwether, J. D. Nowicki, C. E. Campbell.

LANG-WORTH planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

WOL
WASHINGTON, D. C.
1,000 Watts
DAY & NIGHT
Affiliated With the Mutual Broadcasting System
1230 KC.

TO A STATION OWNER:

Right now there is an opportunity for some station to get as its manager, a man more broadly and soundly experienced than can ordinarily be located in the industry today.

He knows station management from the ground up—program structure with an eye to economy—sales direction.

He started selling locally in 1923 before there were networks and headed the sales of National Networks in the East, Mid-west and Pacific Coast; has a wide personal friendship with both agencies and national advertisers; has had a constructive part in every major advance in the industry; has influenced and directed many millions in prominent agencies.—If Hitler had not walked into Holland and Belgium this invitation for correspondence would not be given.

He hopes some station owner* feels the need of his kind of experience and will give him an opportunity to review what he can do for their sales, public relations and improvement in general.

*Eastern Seaboard preferred.

Address: BOX A 908, BROADCASTING, National Press Bldg., Washington, D. C.

Joint Issues Discussed At California Session of Educators, Broadcasters

CALIFORNIA broadcasters, network and independent, met with educators July 25-26 during the Conference on Radio & Education, under joint sponsorship of Stanford U and the Federal Radio Education Committee. Sessions took place on the college campus. Current broadcast-educational problems were discussed, with Dr. Leonard Power, assistant to the chairman and co-ordinator of research, Federal Radio Education Committee, Washnigton, as mediator. He predicted that educationally-owned stations might eventually outnumber those operated by commercial concerns.

Radio executives participating included C. E. Arney Jr., assistant to Neville Miller, president, NAB; Keith Collins, KMJ, Fresno; Glenn Dolberg, program director, KPO-KGO; Robert W. Dumm, special events director, KSFO; Lew Frost, assistant to Don E. Gilman, NBC western division vice-president; Herta Herzog, research associate, Columbia U; Larry Keating, KPO-KGO; Howard Lane, director, 15th District, NAB, and manager of KFBK; Paul F. Lazarsfeld, of the FREC, and director of the office of radio research, Columbia U; Jack Weir Lewis, Rocky Mountain Radio Council, Denver; A. S. Michaelis, radio specialist, Standard Oil Co.; James M. Morris, KOAC, Corvallis, Ore.; Van C. Newkirk, Don Lee; Jennings Pierce, NBC western division director of education; Hale Sparks, radio administrator, California U; Fox Case, CBS Pacific Coast director of public relations; Mrs. Francis Farmer Wilder, CBS Pacific Coast educational director; Lewis Allen Weiss, general manager, Don Lee.

In Chicagoland
300,000 Lithuanians
Listen and Respond to
THE LITHUANIAN HOUR
Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily

A few facts:

1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.

for participation details, write
SALTIMIERAS
RADIO ADVERTISERS
6912 S. Western Avenue
Telephone: Prospect 4050
CHICAGO, ILL.

TALENT FOUNDATION AT WMC

Sponsored Program Developing Able Performers From Memphis' Younger Generation

ON JAN. 27, 1939, a chorus of 30 young boys and girls put on a radio show that exceeded even the liberal expectations of the management of WMC, Memphis, and especially the station's program manager, John Cleghorn.

It was the initial broadcast of what was then known as the WMC Talent Foundation. Word had been sent out that WMC was developing a program to be performed by youngsters not over 15. A series by grammar and junior high school music departments was presented and the best performers from the various schools were invited to participate in the WMC Talent Foundation.

A Wealth of Talent

From the hundred or more who auditioned, 30 were found whose talent was exceptional. They became charter members of the "Foundation".

Since that time nearly a thousand children have been auditioned and the wealth of musical talent among them has been amazing. The Foundation membership has grown to a total of 175, and with another hundred on the 'waiting list', to come in when there is room.

Early in 1940 Sears, Roebuck & Co. took over sponsorship of the show and the WMC staff orchestra was added. Other than that, the format has not been changed. Under its new title *Sears' Young America Sings*, the movement continues to grow and to provide opportunity for Mid-South youngsters.

The chorus is paid a weekly sum which goes into its treasury. This money is used to provide various kinds of entertainment almost every Saturday. In the summer—there are picnics and swimming parties; in the winter, movies and indoor entertainment with refreshments.

The program, heard 1-1:30 each Saturday, consists of four choral numbers, each featuring a soloist and frequently a trio, and three solo numbers. Commercials are handled by Allan Jackson and Olivia Browne. Frequently the announcements are given in dialogue. Types of numbers range from semi-classics to current hits as arranged by Mr. Cleghorn, who directs the chorus.

Known as "Uncle John" to the youngsters, he arranges the songs, conducts the rehearsals, directs the chorus and personally conducts all auditions. His duties also include management of the various parties and picnics and service as "father-confessor".

Youngsters desiring membership in *Young America Sings* are auditioned each Wednesday. Those showing unusual talent are immediately taken in, with other promising aspirants placed on the "waiting lists". Many members are featured on programs of their own. Eight were used as dancers or singers in the Memphis Open Air Theater productions this season. One member, "Skippy" Curle, was presented on a network broadcast of *We the People* and later made two movie shorts for Warner Brothers. Another, Billy Hill, was a soloist on the Alka-Seltzer *National Barn Dance* and is currently participating in a series of transcriptions for Checkerboard Feeds. The chorus has been on NBC Red coast-to-coast as a feature of a broadcast for Admiral Byrd presented from WMC in the fall of 1939.

Other members are fast developing into experienced, sometimes brilliant vocalists. Most would have had no opportunity to show what they could do, or to develop as singers, had it not been for *Sears' Young America Sings.*

'Wheatena Playhouse'

WHEATENA Corp., Rahway, N. J., is planning a series of transcribed dramatizations to start about Sept. 30 on several New Engalnd stations still unselected and definitely on WEAF, New York. Series, titled *Wheatena Playhouse*, will be heard five times weekly for 26 weeks. Compton Adv., New York, agency handling the account, has not announced further details.

H. V. KALTENBORN, NBC news commentator, who was scheduled to substitute for Walter Winchell on the *Jergens Journal* program for four Sundays, cancelled his contract after one appearance because the Jergens-Woodbury Sales Corp., Cincinnati, insisted on continuing its policy of interrupting the program with a commercial. Lennen & Mitchell, New York, handling the account, has scheduled Wythe Williams, Frazier Hunt and John Gunther to appear on the remaining broadcasts, in that order.

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova, Scotia
or
Joe Weed, New York City

A NEW market research agency, Market Tests, headed by Jean Souci, formerly of the BBD&O research staff, and H. A. Starr, formerly of Roth, Schenker & Bernhard Inc., Chicago, has opened offices at 77 W. Washington St., Chicago; telephone Central 0323. Market Tests will handle all types of surveys, advertising checks and public opinion polls.

Networks and AP Near Agreement

Pacts to Include Sponsoring Of News; Chicago Keys Sign

WITH TWO Chicago stations now broadcasting Associated Press news under sponsorship by arrangements similar to those recently made with AP by WNEW and WQZR, New York [BROADCASTING, July 1, Aug. 1], and with a considerable number of other stations now negotiating for similar AP contracts, the next major step in the press association's program of "liberalizing" its radio policies is expected to be the signing of a network contract.

It is understood announcement will shortly be made that AP news is now available for sponsorship by advertisers on NBC. No confirmation, however, could be secured from either AP or NBC.

AP's first Chicago contracts under the new commercial setup, calling for stations to pay a flat fee plus a percentage of revenue from the sale of AP news, are with WENR and WMAQ, NBC's key stations in that city. Morris B. Sachs, retail clothier, sponsors AP news on WENR from 3:55-4 p.m. each weekday, while Manhattan Soap Co., maker of Sweetheart Soap, is the WMAQ sponsor, taking the Monday to Friday 12:45-12:50 p.m. spot, starting Aug. 12.

It had been believed that the AP rule requiring any broadcast of the association's news to be cleared through a member newspaper might make it impossible for AP to sell its news on a network basis. This was denied, however, by an AP official who explained that the AP regulations permit the organization's management to make deals for the exchange of news on any basis they believe desirable, and that the network contract would be worked out on this basis. Details as to exactly how this would be done, however, are still lacking.

Sixth 'Cavalcade' Season Is Started by Du Pont

FOR THE SIXTH consecutive season E. I. du Pont de Nemours & Co., Wilmington, Del., will sponsor *Cavalcade of America* as an institutional advertising campaign, resuming Oct. 2 on NBC-Red, Wednesdays, 7:30-8 p.m. Again this year the series will feature dramatizations of historic events, enacted by leading stars of stage, radio and screen. Agency is BBDO, New York.

So many requests have been received from schools for the first four *Cavalcade of America* recordings that the sponsor and the Association of School Film Libraries are making eight others available in either 33⅓ rpm or 78 rpm records. There are now 12 recordings available for classroom use in the recorded historical drama series, as follows: Robert E. Lee, Benedict Arnold, Sam Houston, Thomas Paine, Jane Addams, Nancy Hawks, Susan B. Anthony, Walter Reed, Francis Scott Key, Oliver Wendell Holmes, Abraham Lincoln, the Constitution of the United States.

B. T. BABBITT Co., New York, has appointed Maxon Inc., New York, to handle advertising for Bab-O cleanser, effective Aug. 15. Company currently sponsors *David Harum* five times weekly on NBC-Red, and further radio plans have not been decided, according to Maxon.

Equipment

WJBO, Baton Rouge, La., has ordered a new RCA transmitter and RCA speech input equipment, along with Lehigh towers, for the new transmitting plant it will place in operation next winter. RCA ond NBC engineers helped design the plant, including a downtown building for studios and offices. WJBO was also one of the first to file for an FM transmitter.

A CONTRACT for $2,004,930 worth of radio sets and related equipment, mainly for aviation use, has been awarded to Western Electric and Graybar by the Army Signal Corps. It is said to be the largest such contract in recent years.

FREQUENCY MODULATION is to make its industrial debut late this summer when Indianapolis Power & Light Co. starts operating its new General Electric FM emergency communications system. Ten of the company's service cars and trucks are being equipped with GE 25-watt FM mobile transmitters and receivers for two-way communication through a central 250-watt transmitter at company headquarters. It is claimed the 25-watt FM transmitters will service a greater area than the best of previous 250-watt AM transmitters used by the company.

WITH everything under one roof, WHEB, Portsmouth, N. H., on Aug. 5 observed its eighth anniversary and at the same time began operating its new 1 kw. Collins transmitter and 285-foot Truscon radiator, the latter set in a salt marsh only 460 feet away from the transmitter.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has issued its 1941 catalog of sound recording equipment. Fully illustrated, it contains complete data on professional, experimental and laboratory equipment, as well as accessories.

FINCH Telecommunications Inc., New York, has issued a descriptive brochure on Finch Duplex Facsimile Unit F111-A, describing and illustrating its use for aviation.

A NEW mercury vapor rectifier tube, GL-869-B, with horizontal mesh filament has been announced by General Electric Co. It supersedes the GL-869-A and is expected to find application in FM transmitters.

PURCHASE price of KVAK, Atchison, Kan., which W. H. Reitz, manager and chief engineer, proposes to purchase from Carl Latenser [BROADCASTING, Aug. 1] is disclosed by the FCC as $5,500 and the assumption of $7.142 in debts.



LITTLE MAN who was very much there is C. B. McKnight (lower right), of the technical staff of KDYL, Salt Lake City. He stands just 5 feet 5 inches, but when he's in the control room he's the boss. Here he tells five of KDYL's announcers, all taller than 6 feet, that results and not stature count. The announcers, judging from their expressions, aren't particularly pleased, it would seem. Left to right, with their heights, they are Barry Gray, 6 feet 3 inches; John Wolf, 6-1; Nelson McIninch, 6-2; Tom Cafferty, 6-2; Rollo Hunter, 6-4.

Fervent Clinch

ALERT radio listeners heard a peculiar noise on a Friday morning program on CKCL, Toronto, sponsored by Dad's Cookie Co. For probably the first time, the noise of cracking ribs was broadcast. In the scene Actor Doug Masters was called on to embrace Actress Lillian Scott. So hearty was his embrace that Lillian had to be helped away from the mike. Doug had cracked four of her ribs in realistically carrying out the script.

WDAS, Philadelphia, is preparing a booklet on FM in which quotes from leading authorities on this new form of broadcasting will be published. Since the *Phladelphia Record* carried a series of artcles on FM, the station has received many letters and phone calls from listeners asking the opinion of the station on whether they should buy a new radio receiving set. WDAS decided to assemble latest information about FM and allow the listener to use his own judgment.

Time Extension Granted For Proof of Citizenship

THE FCC on Aug. 5 announced a one-month extension, to Sept. 15, of the time for compliance with its Order No. 75 calling for proof of citizenship from every licensed radio operator, commercial or amateur. The extension was granted after it became evident that receipt of information regarding the order was delayed in many instances, and that temporary absence of some licensees would cause further delay in other cases. However, the FCC indicated no further extension will be granted except in unusual circumstances.

According to supplementary explanations offered by the FCC, only a single response to the order is required from each individual affected, whether he holds one or more licenses or holds one and is applying for another. In the case of an operator having heretofore believed himself to be a United States citizen, and who subsequently discovers himself to be an alien, he must submit his license to the FCC for cancellation, as continued operation under such a condition would violate the Communications Act and make him liable to prosecution. The order applies to the holder of a radio operator's license or permit of any class, and service in the military forces, police departments or other organizations does not exempt a licensee from compliance.

WCAU-AFM Pact

WCAU, Philadelphia, has extended its one-year agreement with the local musicians' union to a two-year period, retroactive as of Jan. 17, 1940. The new contract for the studio orchestra was made in an effort to secure permission for additional rehearsal time for Joey Kerns, present musical director at the station. The union dismissed a request by the station for an extra half-hour rehearsal time when the orchestra has national hookup programs on CBS, but on the basis of the new agreement, is permitted an additional half-hour for purely local programs.

WATERTOWN GIVEN TWO NEW OUTLETS

ANOTHER two-station grant decision has been announced by the FCC, with its authorization of new outlets in Watertown, N. Y. The decision follows the line of policy laid down after the recent Sanders-Dubuque case in which the U. S. Supreme Court upheld the Commission's "survival of the fittest" theory. In Watertown, the Commission repeated its recently dual grants in Las Vegas, Nev. [BROADCASTING, June 15], Cheyenne, Wyo. [BROADCASTING, July 15] and Grand Rapids, Mich. [BROADCASTING, June 1, 15].

One of the Watertown grants, which ends litigation of competing applicants that has continued for several years, was to The Brockway Co., and covered a new 500-watt daytime station on 1270 kc. This company is headed by Harold B. Johnson, publisher of the *Watertown Daily Times*, local banker, trustee of St. Lawrence University and trustee of the Edward J. Noble Foundation, Greenwich, Conn. Mr. Johnson recently relinquished an option he held to purchase WCAD, of St. Lawrence U, which he had planned to move from Canton to Watertown.

The other grant was to Watertown Broadcasting Corp., covering 250 watts on 1210 kc. Officers and owners each of one-third of the stock are G. Harry Righter, president, wholesale grocer; Dean R. Richardson, treasurer, public address sound business; Ruth F. Gamage, secretary, who is secretary to Mr. Righter. Call letters will be WATN.

MAPS
MAIL OR MILLIVOLT No Copyright Fee
WALTER P. BURN & ASSOCIATES, INC.
7 W. 44TH STREET NEW YORK, N. Y.
1939 Annual Advertising Award — "Research Achievement."

HAY-ADAMS HOUSE
In hospitality, charm and dignity as well as service and cuisine, the Hay-Adams House perpetuates these two great names. An ideal location, directly opposite the White House, overlooking beautiful LaFayette Park. Write for free "Guide to Washington."
From $3.50 Single $5. Double
Completely Air Conditioned
SIXTEENTH STREET AT H
WASHINGTON D.C.

CBS Net Profit Shows 8.2% Gain

Half-Year Gross of Network Found to Be $24,952,294

GROSS INCOME of CBS and its subsidiaries for the first six months of 1940 totaled $24,952,294, according to a consolidated income statement released Aug. 7, following a board of directors meeting at which a 45-cent cash dividend was declared for each share of present Class A and Class B stock, payable Sept. 6 to stockholders of record at close of business Aug. 23.

Net profit for the half-year was $2,957,276, amounting to earnings of $1.72 per share. Compared to the first half of 1939, CBS for 1940 shows a 17.7% increase in gross income and a gain of 8.2% in net profit.

Gross for the January-to-June period in 1939 was $21,195,532; net was $2,732,527, and earnings per share were $1.59.



Drawn for BROADCASTING by Sid Hix

". . . and I'm Going to Have Some Really Practical Tips for My WZYX Kitchen Klub This Winter!"

	Six Months Ended June 29, 1940 (26 weeks)	Six Months Ended July 1, 1939 (26 weeks)
Gross income from sale of facilities, talent, lines, records, etc.	$24,952,293.72	$21,195,532.29
Less: Time discount and agency commissions; record returns, allowances and discounts	7,262,916.97	6,118,977.88
	$17,689,376.75	$15,076,554.41
Deduct:		
Operating expenses and cost of goods sold	$ 9,779,149.93	$ 8,150,315.42
Selling, general and administrative expenses	3,771,521.09	3,307,821.21
	13,550,671.02	11,458.136.63
Net Income for the period before interest, depreciation, Federal income taxes and miscellaneous income	$ 4,138,705.73	$ 3,618,417.78
Less:		
Interest	$ 33,498.16	$ 25,706.10
Depreciation	349,156.88	322,918.64
Federal income taxes	823,074.52	618,779.51
	1,205,729.56	967,404.25
	$ 2,932,976.17	$ 2,651,013.53
Add: Miscellaneous income (net) including interest, discount, dividends, etc.	24,299.92	81,513.71
NET PROFIT FOR THE PERIOD	$ 2,957,276.09	$ 2,732,527.24
EARNINGS PER SHARE	$ 1.72	$ 1.59

(Calculated upon the 1,716,277 shares of $2.50 par value stock either outstanding at June 29, 1940 or to be outstanding upon completion of exchange of old $5 par value stock.)

Notes: Results shown for both periods reflect the operations of Columbia Recording Corp. and its subsidiary companies, the acquisition of 100% ownership of which was completed by Columbia Broadcasting System Inc. during 1939. Provision of $114,000 for the additional Federal income taxes on the earnings for the first six months of 1940, chargeable under the Revenue Act of June 25, 1940, has been made out of the earnings for the second quarter of the current year; of this amount, $56,300 represents the provision required in connection with earnings for the first quarter of 1940.

WNYC's Later Signoff

VIEWED as a possible step toward permanent extension of its operating time and an initial move in the breakdown of the clear channel setup, WNYC, New York municipal station, on Aug. 1 received special temporary authority from the FCC to operate until 10 p.m. (EDST) during August on 810 kc. Although the temporary grant is made in general terms and subject to certain qualifications, it is in line with the station's pending application to extend operating time to 11 p.m. The application drew heavy opposition from CBS and WCCO, Minneapolis, which operates full-time as a clear channel outlet on the 810 kc. channel, at hearings held May 27-29 [BROADCASTING, June 1].

KWOS Joins MBS

MUTUAL Broadcasting System on Aug. 11 announced its 143rd affiliate—KWOS, Jefferson City, Mo. Station, 250 watts on 1310 kc., is owned and operated by the *Jefferson City News & Tribune.*

Int. Salt in East

INTERNATIONAL SALT Co., Scranton, Pa., on Sept. 9 starts a 26-week campaign for Sterling salt using quarter-hour participations three to five times weekly on home economics and other women's programs on a group of eastern stations. Programs are *Marjorie Mills* on seven Yankee Network stations; *Nancy Craig* on WJZ, New York; *Laura May Stewart* on WCAU, Philadelphia; *Home Forum* on WRC, Washington; *Every Woman's Hour* on WFBR, Baltimore; *Modern Kitchen* on WKBW, Buffalo; *Home Forum* on KDKA, Pittsburgh; *Women Only* on WHAM, Rochester; *Market Basket* on WGY, Schenectady; *Ruth Chilton's Matinee* on WSYR, Syracuse. Agency handling the account is J. M. Mathes, New York, which has been conducting a survey of such programs since last May when it was appointed the company's new agency.

RCA Half-Year Gross Shows 8½ Million Gain

RCA's gross income from all operations, including all subsidiaries, amounted to $56,854,182 during the first six months of 1940, compared with $48,290,112 during the same period last year, according to the semi-annual report to the RCA board Aug. 2 by David Sarnoff, president. Net profit for the first six months amounted to $3,728,621, compared to $2,172,201 during the same months of 1939.

That NBC's two networks account for nearly half of RCA's gross income was disclosed when first six-month figures for time sales were disclosed recently [BROADCASTING, July 15]. They showed that NBC during the first six months of this year sold $24,559,876 worth of time, compared with $22,598,928 during the same period last year. NBC's contribution to RCA's net is not disclosed.

'Friday' Magazine Plans 45-Station Spot Series

THE New York weekly magazine *Friday*, from Sept. 6 through Oct. 1 will sponsor a campaign of one-minute transcribed announcements on 42 stations throughout the country. The announcements, transcribed by WOR Recording Service, feature short dramatizations of stories appearing in forthcoming issues of the magazine. According to H. C. Morris & Co., New York, agency handling the account, the company decided to conduct this enlarged campaign after a short test last June of similar announcements on stations in Worcester, Portsmouth, Bridgeport, and Oklahoma City. An increase in circulation from 400% to 500% is directly attributable to the radio test, the company believes.

Stations already signed for the campaign include WNAC WAAB WORL WJR WXYZ WDAF WKRC WCPO KJR KLZ WGBI WHP KFVD KOMA WKY WPAY WMAS KSFO KPO WHN WJAS KQV KYW WFIL WTMJ WISN WJAR WEAN WHIO WORC KOIL WADC WICC WGAR WBEN WTAM and KSTP. The other five stations have not yet been selected.

Higher Increase Achieved by Nets

July Figure Shows Continued Boost in Monthly Figures

GROSS TIME SALES of the nationwide networks for July were much higher than for July 1939, showing the largest increase of any month of this year over billings in the corresponding month of 1939. Combined gross time sales of the major networks for July totaled $7,133,490, an increase of 22.7% over the $5,812,091 figure reported for July 1939. For the seven-month period, combined time sales grossed $54,182,061 this year as compared with $46,988,236 last year, a gain of 15.4%.

Individually, NBC, CBS and MBS all registered gains over last year, both for the month and seven-month periods, as they have done every month this year. CBS, which consecutively for the first six months of 1940 led the other networks in gross billings, dropped to second place as NBC Red took the lead. The Red was the only network to increase its sales over the June 1940 figure.

NBC's total income for the month from time sales was $3,830,438, a rise of 16.7% above the July, 1939, figure of $3,283,555. For the seven-month period, NBC grossed $28,390,314, an increase of 9.7% over 1939's first seven months. Separately, Red Network sales for the period brought in $22,468,748, more by 7.7% than the 1939 total of $20,863,235, while Blue time sales were $5,921,566, a rise of 18.0% over last year's $5,019,257.

Cumulative CBS time sales at the end of July were $23,525,242, an increase of 22.1% over last year's figure of $19,264,926. Mutual showed an increase of 23.1% for the seven months with $2,266,505 in 1940, compared with $1,840,818 in 1939.

Gross Monthly Time Sales

	1940	% Gain over 1939	1939
NBC-Red			
Jan.	$3,496,393	8.9%	$3,211,161
Feb.	3,226,983	8.5	2,975,258
Mar.	3,338,440	1.2	3,297,992
April	3,128,685	8.7	2,879,571
May	3,216,940	6.3	3,025,538
June	2,919,405	5.8	2,759,917
July	3,141,902	15.8	2,713,798
NBC-Blue			
Jan.	908,815	10.5	822,730
Feb.	905,101	17.0	773,437
Mar.	965,904	10.7	872,860
April	912,833	34.0	681,413
May	817,682	20.9	676,564
June	722,695	16.1	622,487
July	688,536	20.8	569,757
CBS			
Jan.	3,575,946	34.2	2,674,057
Feb.	3,330,627	31.0	2,541,542
Mar.	3,513,170	20.1	2,925,684
April	3,322,689	16.4	2,854,026
May	3,570,727	15.3	3,097,484
June	3,144,213	9.9	2,860,180
July	3,067,870	32.7	2,311,953
MBS			
Jan.	317,729	0.8	315,078
Feb.	337,649	22.1	276,605
Mar.	390,813	27.3	306,976
April	363,468	38.4	262,626
May	322,186	37.2	234,764
June	299,478	31.2	228,186
July	235,182	8.6	216,853

KGLU, Safford, Ariz., on Sept. 1 will join NBC as a bonus station to advertisers using KTAR, Phoenix, being available on either Red or Blue. This brings the total of NBC affiliates to 195, which after Oct. 1 will be 196 with the addition of WAKR, Akron [BROADCASTING, Aug. 1].

A REAL SELLING INFLUENCE

. . . that's what Terre Haute merchants say of the advertising messages broadcast into their city by The Nation's Station. And so do local merchants in the more than a score of other rich trading centers that compose WLW's primary area. What could be more natural than that wholesalers and retailers in *all* of these important markets make the resulting preference for WLW-advertised brands their guide to greater sales?

★ **TERRE HAUTE, IND.**

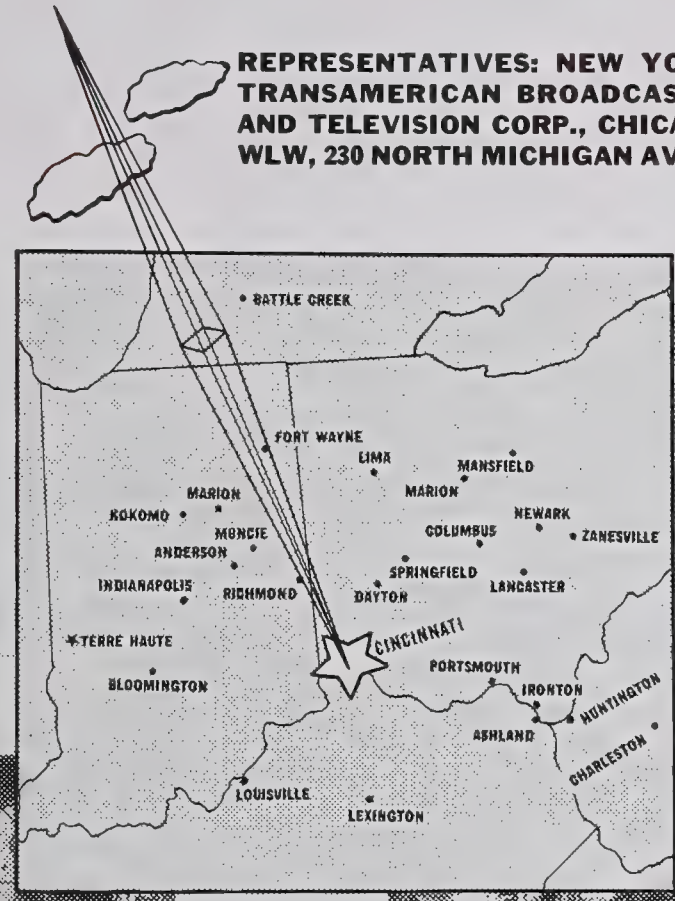
★ **4¾ hours from Cincinnati by train but *part* of Cincinnati by WLW.**

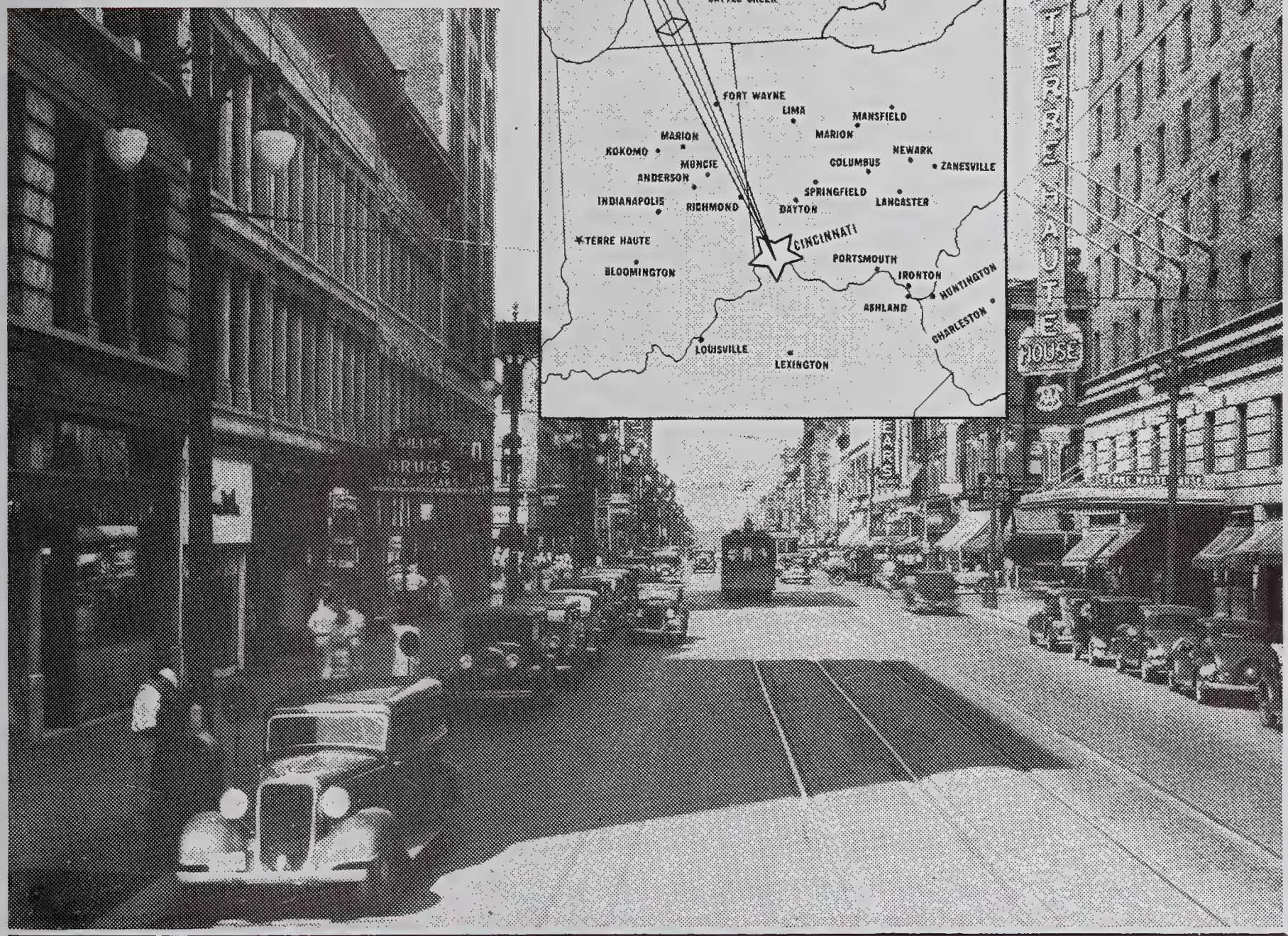
★

Population—1930	62,810
Retail Sales—1939	$34,462,000*
Wholesale Sales—1939	$45,491,000*
Per Cent of Nation's Buying Power (Trading Area)	.1846*
Radio Homes—1938 (Vigo County)	26,350

**Estimated by Sales Management.*

REPRESENTATIVES: NEW YORK—TRANSAMERICAN BROADCASTING AND TELEVISION CORP., CHICAGO—WLW, 230 NORTH MICHIGAN AVENUE





WLW THE NATION'S *most Merchandise-able* STATION

PRINTED IN U.S.A.

60% EFFICIENCY AT 500 Mc

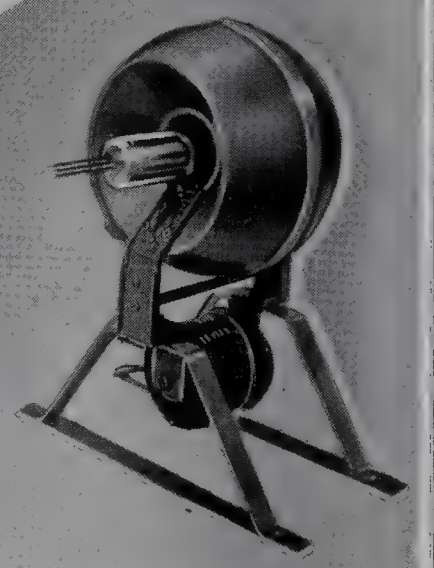


RCA-825
INDUCTIVE-OUTPUT AMPLIFIER

THE basically-new principle employed in the multi-electrode RCA-825, wherein the electron stream is inductively coupled to the output circuit, has resulted in removal of many of the present day limitations to u-h-f operation. Designed for use as a power amplifier at frequencies above 300 megacycles, the RCA-825 is capable of handling power outputs up to 35 watts, depending on the band width and type of service. It is also useful as an oscillator and harmonic generator, being employed in these applications in the same manner as conventional-type tubes.

By separating the functions of the output electrode and of the current-collecting electrode, and by making use of high-velocity focused electrons, electron transit-time effects are minimized without increased dissipation and loss in efficiency. This separation of functions makes it possible to utilize an output circuit of low effective capacitance and high efficiency. Thus, because of its high transconductance and its adaptability to tank circuits having low effective capacitance, the 825 is especially suited for wideband services, such as television and frequency modulation.

Sound and practical in design, the 825 is an RCA engineering achievement which suggests vast new possibilities for the advancement of u-h-f use. Complete technical information will gladly be sent upon request. Inquiries regarding special applications above 300 megacycles are solicited. Write to RCA MFG. CO., Commercial Engineering Section, Harrison, N. J.



● A developmental r-f amplifier stage using the RCA-825 at 500 Mc. The photograph shows the resonator, the tube, the electromagnet and general arrangement of parts. In use at RCA Communications, Rocky Point, Long Island, N. Y.

MAXIMUM RATINGS, RCA-825

as R-F Power Amplifier and Oscillator—Class C Telegraphy.

(Key-down conditions per tube without modulation.*)

D-C COLLECTOR VOLTAGE	2000 max. Volts
D-C GRID No. 4 VOLTAGE	1500 max. Volts
D-C GRID No. 3 VOLTAGE	3600 max. Volts
D-C GRID No. 2 VOLTAGE	3600 max. Volts
D-C GRID No. 1 VOLTAGE	−100 max. Volts
D-C COLLECTOR CURRENT	50 max. Milliamperes
D-C GRID No. 1 CURRENT	2.5 max. Milliamperes
COLLECTOR INPUT	100 max. Watts
GRID No. 4 INPUT	7 max. Watts
GRID No. 3 INPUT	5 max. Watts
GRID No. 2 INPUT	7 max. Watts
COLLECTOR DISSIPATION	50 max. Watts
GRID No. 1 DISSIPATION	0.15 max. Watts

**Modulation essentially negative may be used if the positive peak of the audio-frequency envelope does not exceed 115% of the carrier conditions.*

NOTE: In an inductive-output tube, the power input is equal to the product of the collector voltage and the d-c collector current, exactly as is the case in conventional tubes. The power dissipated at the collector is the difference between the power input to the collector and the power which is taken from the electron stream by the loaded tank circuit.

LIST PRICE, $34.50

RCA

Radio Tubes

PROVED IN RADIO'S MOST EXACTING APPLICATIONS

RCA MANUFACTURING CO., INC., CAMDEN, N. J. · A Service of The Radio Corporation of America

BROADCASTING

Broadcast Advertising

Vol. 19 • No. 5

SEPTEMBER 1, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



WOR is like a nail.

Wait!

WOR's p-o-w-e-r is like a nail—a long, needle-tipped nail.

WOR takes this power—50,000 watts of it—and by means of a unique directive-array★ system — hammers it down into Greater-New York with a penetrating force that creates an impact of 135,000 watts.

The method is very simple. By fencing its power away from ocean dead-space on the East and the sparsely-populated portions of those states on the West, WOR decks its power—layer on layer--into a collective blanket of more than twice that power. Thus WOR delivers the equivalent of 135,000 watts.

So, when making your next station selection, give more than usual thought to WOR.

We make this suggestion based on the fact that WOR's unique method of packaging, concentrating and more than doubling its power must have a very definite bearing on its success as — 1. The station with a greater file of success stories than any station anywhere; 2. The station that repeatedly, in poll after poll, carries more national spot business than any station anywhere.

These are sound and practical reasons.

that power-full station **WOR**

★*DIRECTIVE-ARRAY radiation of power differs completely from the limited radiation delivered by the standard, or conventional, 50-kw. half-wave radiator. WOR is the only major station offering this unique power-plus in New York.*

Introducing

WORD

of Spartanburg

A new Columbia Broadcasting System outlet in the heart of the Nation's best balanced and fastest growing market — the rich thickly populated and highly industrialized Piedmont section of the Carolinas!

on the air September 1

(RCA DELUXE EQUIPMENT THROUGHOUT)

WORD, and its companion WSPA (1000 Watts daytime on 920 and South Carolina's FIRST radio station), blanket an area with 79,270 radio homes which spends each year...

$100,000,000

Facts, not fallacies, about WORD-WSPA market

★ 646,166 persons, 72.9 percent white

★ 5,830 stores with $99,750,000 retail sales

★ Food sales $23,109,000; Drugs $3,692,000

★ Wholesale sales $100,140,000; Automobiles 75,853

WORD-WSPA market area determined by Columbia Broadcasting System of Measurement; market facts compiled from U. S. 1930 census, Joint Committee on Radio Research of 1938 and 1935 Commerce Department business census.

A Pair of SELLING Stations Serving A Pair of BUYING States

1000 WATTS
920 KC.
DAYTIME

WSPA - WORD

Spartanburg, South Carolina

250 WATTS
1370 KC.
DAY AND NIGHT

Owned and Operated by Spartanburg Advertising Company

Walter Brown, *Vice President and General Manager*

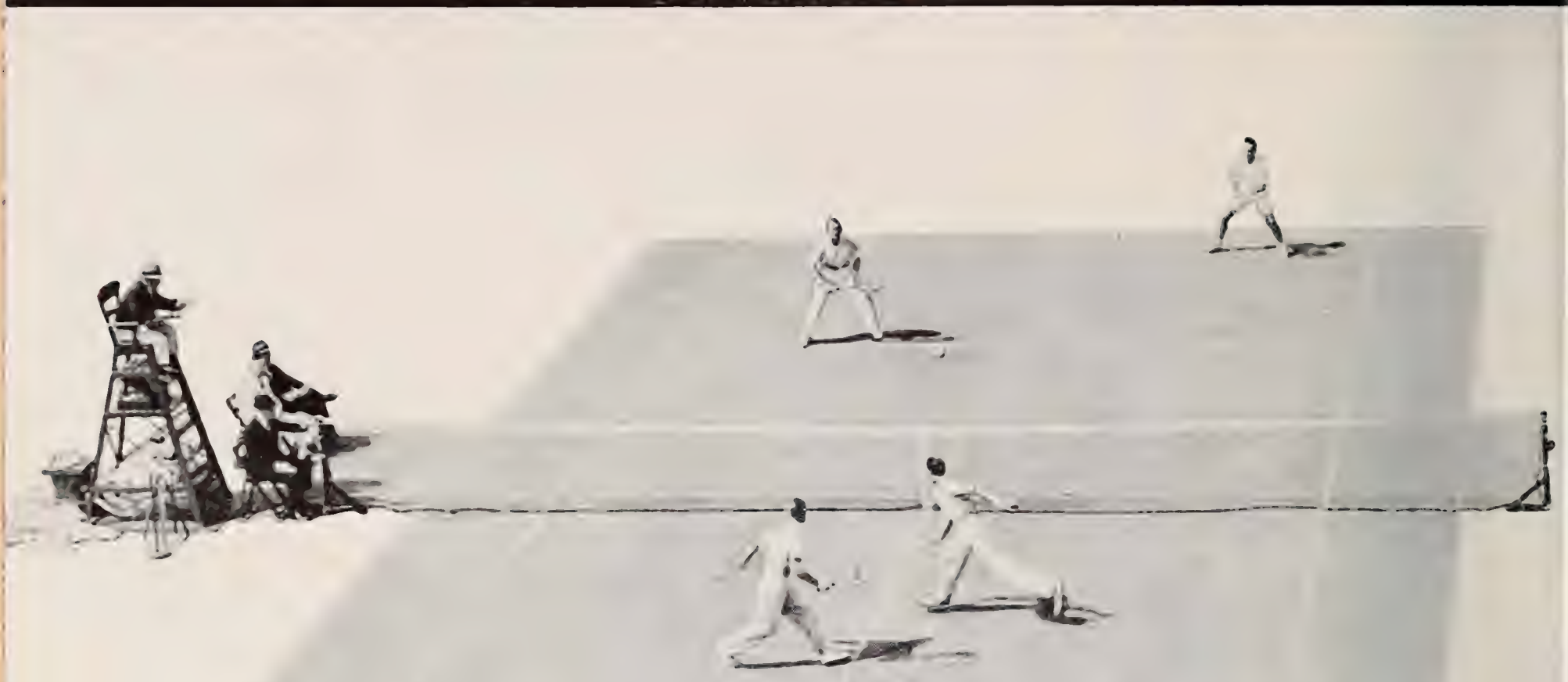
The only network



in tennis

CBS

IT'S CBS...the only network authorized t





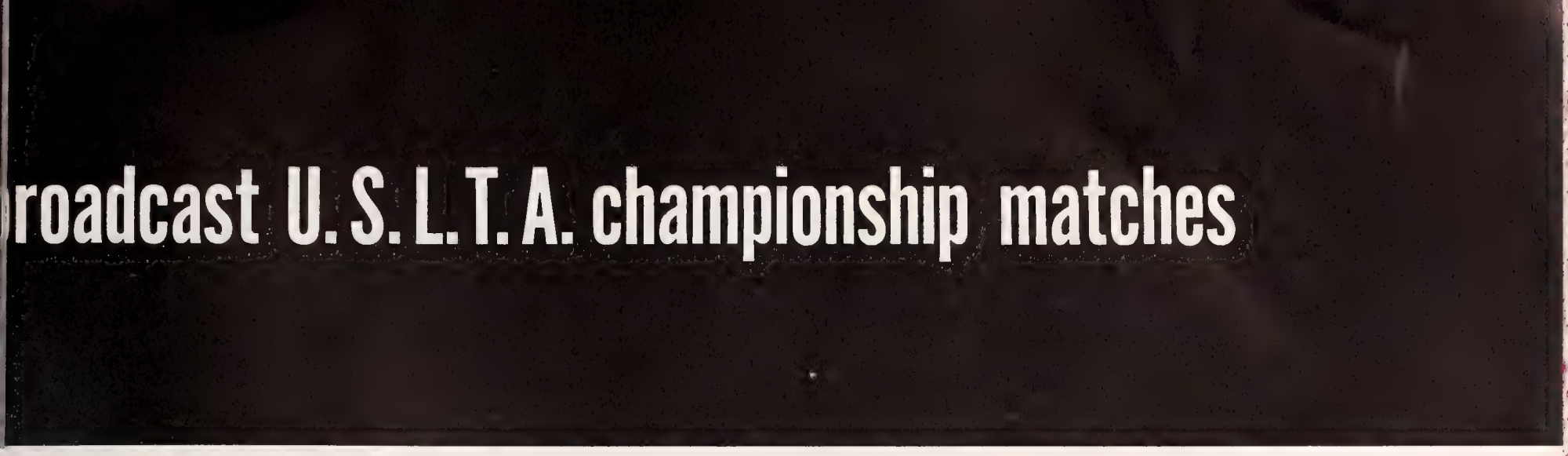
Ted Husing



Jimmy Dolan

THE TENTATIVE BROADCAST SCHEDULE FOR THE NATIONAL SINGLES CHAMPIONSHIPS:

Saturday, August 31	Summary of first day's play — 5:30 to 5:45 P. M., EDST
Wednesday, September 4	Summary of fourth round play — 5:30 to 5:45 P. M., EDST
Thursday, September 5	Summary of fifth round play — 5:30 to 5:45 P. M., EDST
Friday, September 6	Summary of quarter-final matches — 5:30 to 5:45 P. M., EDST
Saturday, September 7	Play by play description of semi-final matches — 2:00 to approximately 5:00 P. M., E
Sunday, September 8	Play by play description of finals — 2:00 to approximately 5:00 P. M., EDST



IF you're going to hear what goes on at Forest Hills Stadium this week — going to follow Bobby Riggs and Alice Marble in the defense of their titles—you're going to be tuned to a CBS station.* For our national tennis championships — singles and doubles — have been part of the exclusive CBS sports schedule since 1936. And will be again next year.

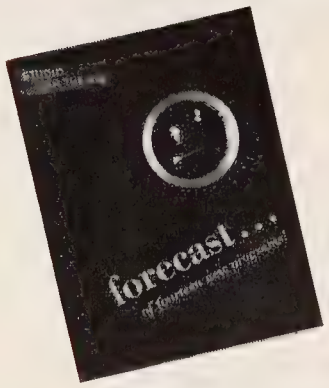
As always, Ted Husing will be at the microphone. That's tennis talk at its best. Forest Hills officials say that Husing's vivid and expert reporting has increased and widened the tennis audience — and increased attendance at the matches as a result. And, as always, Jimmy Dolan will be at his side, working the charts and stroke-by-stroke analysis from which Husing gives his listeners a clearer idea than spectators get of why matches are won and lost. So tune in, tennis fans, to your nearest CBS station, and follow Husing's play-by-play descriptions through point, game, set, match, tournament, and cup.

*Exception. In New York, WABC has exclusive broadcasting rights to all home games of the Yanks and Giants—sponsored this year by Camel Cigarettes. In New York, therefore, Columbia has released its tennis broadcasts to two local stations, WNYC and WHN.

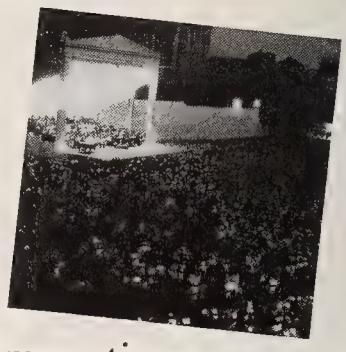
CBS–Exclusives



SPORTS FANS, of course, know that CBS carries a greater variety of exclusive sports events than any other network; tennis, racing, all golf, all polo. But CBS has offered other "exclusives" this summer to satisfy the taste of *all* its audience. This, in spite of the heaviest summertime commercial schedule in its history.



In recent weeks, for example, millions of listeners have delighted in their discovery of "Forecast." This CBS series of 14 different new radio shows is the most ambitious effort ever made by any network to discover fresh talent and techniques for future programs.



Men and women who love and want fine music know that Columbia is the only network that gives them the Lewisohn Stadium summer concerts of the New York Philharmonic-Symphony Orchestra.



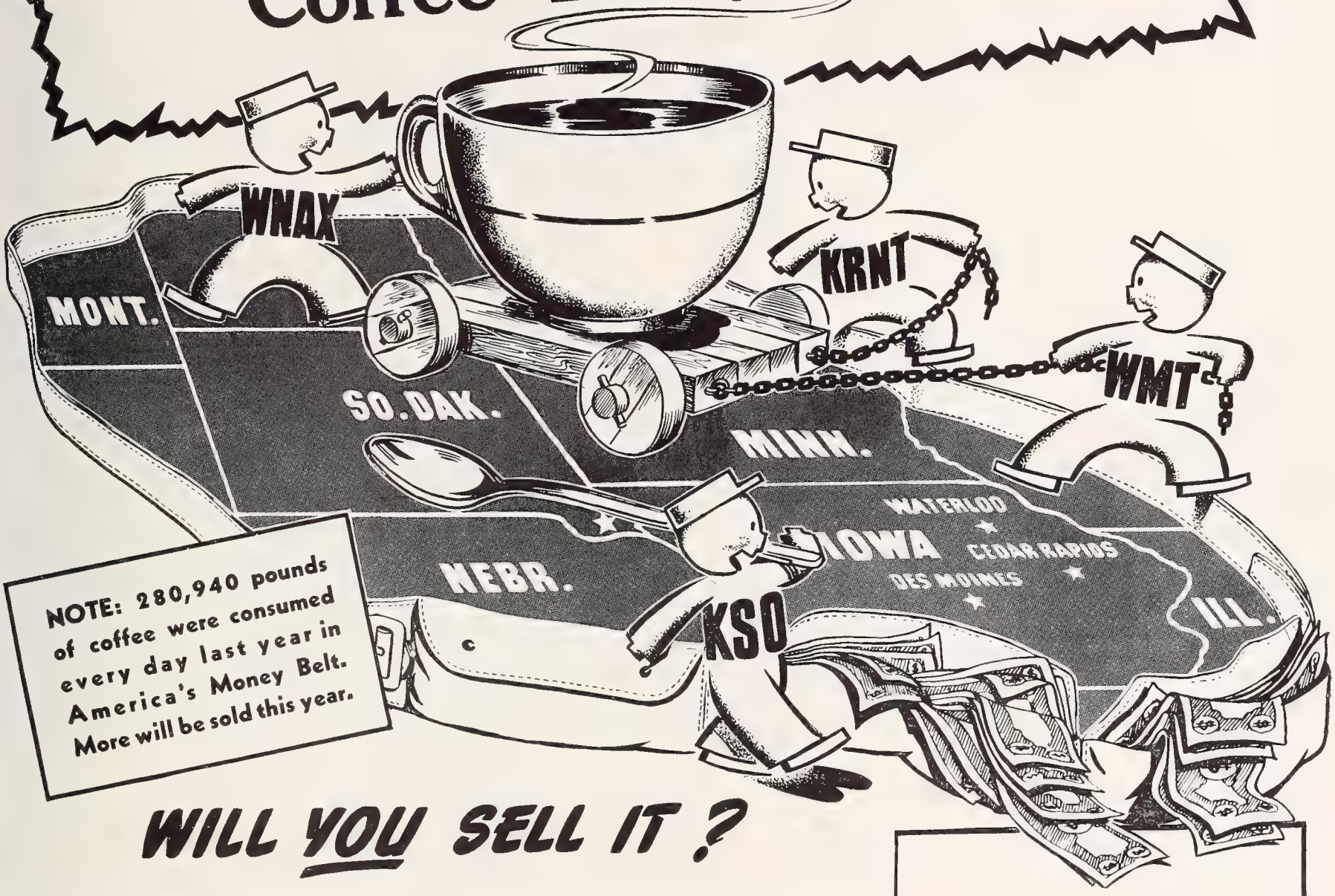
People who want news faster than ink can dry, turn many times a day to Columbia's news-dispatches. And more than ever, this news-heavy summer, they have listened night and morning to Columbia's exclusive "The World Today" with its expert summing up of the day's news-story from the great news-capitals of the world.

So for exclusives in sport, music, news, drama:

CBS

WANTED ..in "America's Money Belt"

280,940 Pounds of Coffee *Every Day!*



NOTE: 280,940 pounds of coffee were consumed every day last year in America's Money Belt. More will be sold this year.

WILL YOU SELL IT ?

JAVA, too, would move right off the map if "America's Money Belt" quit drinking coffee. The folks in this rich region buy coffee "by the barrel."

But, that's not all.

Every other article that's needed is bought the same way . . . with the cash wealth of "America's Money Belt" — and that means profit for you if you are selling them. Those 6,573,277 people have cash in their jeans.

There's just one way to tell the entire "Money Belt' region about your products. Use the Cowles Stations — the *"four-way voice of the Money Belt."*

---

* There are now 20,630 coffee outlets in "America's Money Belt."

WHICH OF THESE DO YOU SELL?

Annual Retail Sales in "America's Money Belt"

Canned Fish	$ 10,188,579.30
All Cereals	21,396,016.64
Canned Milk	27,370,565.09
Bread	185,643,789.87
Flour	64,455,291.52
Shortenings (Vegetable and salad oils) (Not including lard)	31,209,919.20
All Perfumes, Cosmetics	17,215,412.46
All Soaps	39,197,765.40
All Canned Fruit and Vegetables	47,731,971.20
Tobacco	85,649,799.31

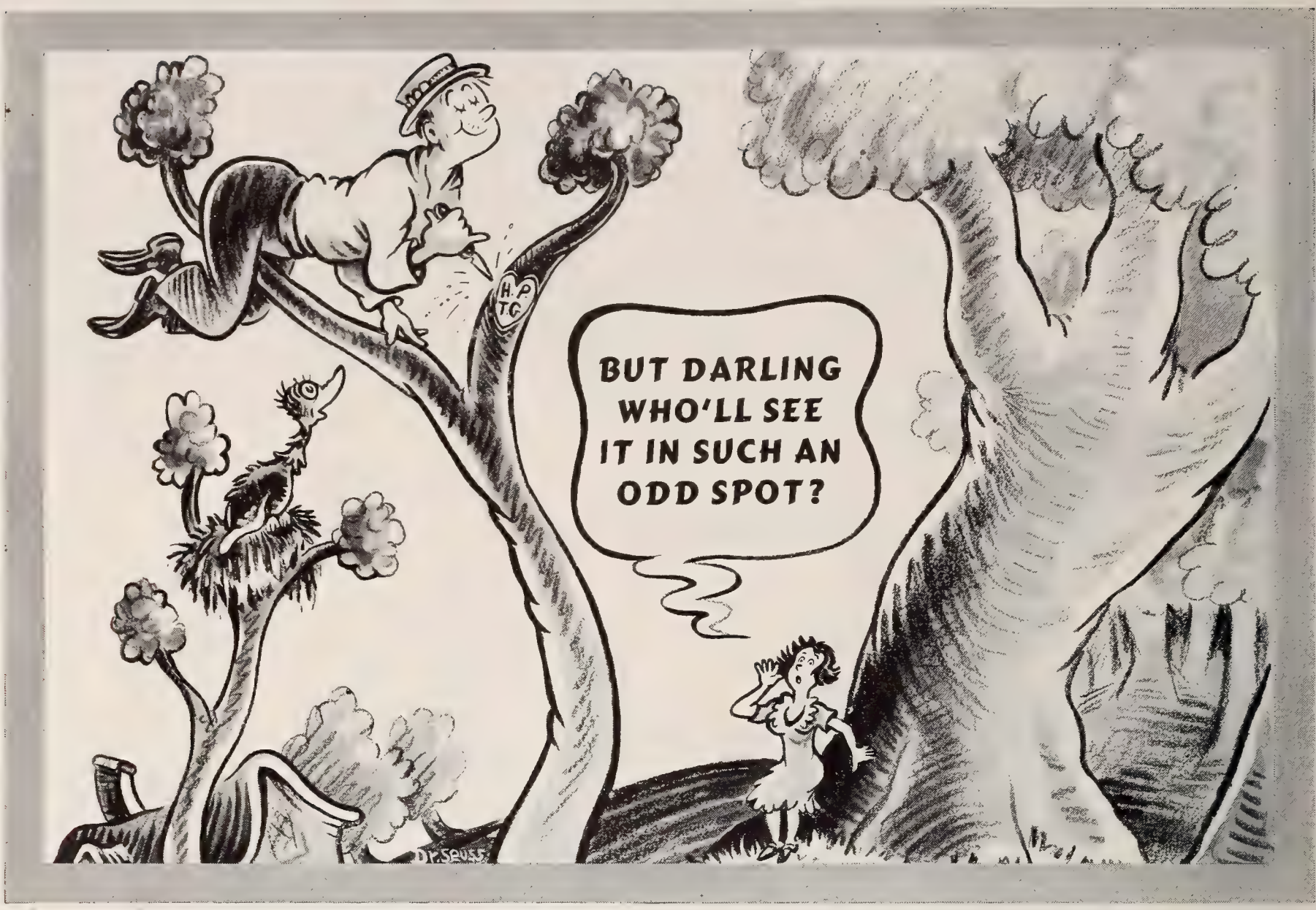
The Cowles Stations

WMT ★ CEDAR RAPIDS WATERLOO — **KRNT** ★ DES MOINES — **KSO** ★ DES MOINES — **WNAX** ★ YANKTON SIOUX CITY

WMT KRNT KSO WNAX

Affiliated with **THE REGISTER AND TRIBUNE, Des Moines, Iowa**

Represented Nationally by THE KATZ AGENCY



Carve your advertising message on the really VITAL SPOTS

GET a *real* audience for your message—and you'll get results! And here's proof!

An NBC spot sponsor recently made a one-time offer over KDKA in Pittsburgh. Quick as a wink he received 12,554 responses, from 1152 cities, in 164 counties, in 11 states! 70% of the mail came from 468 towns within a 50-mile radius of Pittsburgh. Result? New profits for the sponsor!

Typical of what the 17 NBC vital spots can do for you is this performance. That's why these spots have been used more, by more advertisers, this year than ever before. Offering you a ready-made audience that spends money, they're completely represented by NBC.

Effective September 1, WOWO and WGL, Ft. Wayne, Indiana, became NBC represented stations

WEAF	50,000 Watts—660 kc.	New York
WJZ	50,000 Watts—760 kc.	New York
WMAQ	50,000 Watts—670 kc.	Chicago
WENR	50,000 Watts—870 kc.	Chicago
KGO	7,500 Watts—790 kc.	San Francisco
KPO	50,000 Watts—680 kc.	San Francisco
*WRC	5,000-1,000 Watts—950 kc.	Washington
*WMAL	500-250 Watts—630 kc.	Washington
WGY	50,000 Watts—790 kc.	Schenectady
KOA	50,000 Watts—830 kc.	Denver
WTAM	50,000 Watts—1070 kc.	Cleveland
	WESTINGHOUSE STATIONS	
WBZ	50,000 Watts—990 kc.	Boston
WBZA	1,000 Watts—990 kc.	Springfield
KYW	10,000 Watts—1020 kc.	Philadelphia
KDKA	50,000 Watts—980 kc.	Pittsburgh
WOWO	10,000 Watts—1160 kc.	Ft. Wayne
WGL	250 Watts—1370 kc.	Ft. Wayne

The NBC Spot Specialist in New York, Chicago, San Francisco, Boston, Cleveland, Washington, Denver or Hollywood, will give you full information on any or all of these NBC Represented Stations.

*WRC and WMAL will soon be operating with 5,000 watts day and night

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service



ONE YEAR CHANGED THE WORLD...

Nations collapsed overnight. Battlefields shifted hourly —even War, itself, changed. United Press reported the ever changing scene swiftly, accurately. Radio stations now—more than ever before—depend on United Press for complete and reliable world news coverage.

U.P. UNITED PRESS

PORTRAIT OF THE



BEST SOUNDING BOARD IN RADIO

WEAF's New Salt-Water-Way to the World's Richest Market



Just as the sounding board of a fine piano multiplies and enriches the depth and beauty of a measured chord, a treble run or a single sharp note, so WEAF's new sounding board—its salt-water-way into New York—will multiply and enrich the value of your programs as they speed into the world's most thickly populated area.

From Port Washington, across Long Island Sound, over the East River and into the heart of New York, WEAF's new signal will come in with greater volume and greater clarity than ever before—a full 25 millivolts throughout the five boroughs. And across to Connecticut, over to New Jersey, down Long Island itself, WEAF's new transmitter will send your programs with a vigor that will not be denied to any radio set.

For salt water is the best conductor of radio waves and WEAF's new transmitter location takes complete advantage of this natural phenomenon.

Years of testing, years of experimenting ended a few months ago in Port Washington, Long Island. Here was the best spot, the one location which would endow a radio signal with gigantic power and deepest penetration. Here was the ideal situation for erecting the most modern 50,000 watt transmitter in the whole market and for giving it full effectiveness in reaching that market—every last bit of it.

And so, early in October WEAF will broadcast its great programs—the finest on the air—across radio's best sounding board, providing unequalled service to listeners and advertisers alike.

WEAF *New York...50,000 Watts...660 Kilocycles*

Key station of the NBC Red Network—the network **most** ***people listen to*** **most**

"What's the Midwest got on the rest of the U.S.?"



"Mac, you're an A No. 1 client! Never had a radio schedule accepted so quickly in my life."

"Just sensible, Bill. We know most of the new money is going into heavy industries. Even now, buying power of their workers tops every other group. You've shown me how economically WJR and WGAR will put our advertising into two of the most prosperous industrial centers. Where do I sign?"

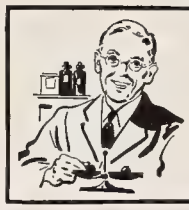


An Extra Million Dollars A Day! Gigantic orders are pouring into the "Golden Horseshoe", the vast industrial empire served by WJR Detroit and WGAR Cleveland. During the past two months alone, these contracts have soared more than fifty million dollars above normal . . . assured still fatter pay envelopes, still greater buying income for our workers.

WJR
THE GOODWILL STATION
Detroit
WGAR
THE FRIENDLY STATION
Cleveland
Basic Stations . . . Columbia Broadcasting System
Edward Petry & Co., Inc., Nat'l Representatives



"What Are The Best Test Cities?" Sales Management Magazine asked 162 advertising agency men. Of the 18 cities over 100,000 population named in the East North Central territory, nine are located within the "Golden Horseshoe." See that your next test reaches all nine of these important test cities (plus 6 more test cities under 100,000). See that WJR and WGAR, the Great Stations of the Great Lakes, are included in your next radio schedule!



WHO WANTS 5,000 LIVE DRUG OUTLETS?

Talk about merchandisers! The 5,000 druggists of the "Golden Horseshoe" sell more than a hundred million dollars in drug products every year. Surveys show them partial to radio advertising . . . particularly over WJR and WGAR, the stations they say "send in" the buyers.



New Yorkers Don't Smoke nearly as many cigarettes as are consumed in the "Golden Horseshoe." Here, we sell twelve billion a year . . . half again as many as sold in the city of New York. Money to spend for everything from ciggies to cabriolets . . . that's your "Golden Horseshoe" prospect reached by WJR and WGAR.

BROADCASTING
and
Broadcast Advertising

Vol. 19. No. 5 WASHINGTON, D. C., SEPTEMBER 1, 1940 $3.00 A YEAR—15c A COPY

Defense Steps Involve Broadcast Industry

Tobey Presses for Investigation as Brown Confirmation Hangs in Balance; Draft Bill Affects Industry

ALTHOUGH unnoticed in the march of national defense legislation through Congress, broadcasting is destined to feel the pinch of new and prospective laws which will affect the economic, personnel and regulatory aspects of the industry.

Enactment by the Senate of the draft bill, with swift House approval expected, may mean eligibility of perhaps several thousand of radio's young men for compulsory military training. The excess profits tax bill passed Aug. 29 by the House also affects broadcasting as a business and, if enacted in its present form would cut deeply into station revenues, particularly outlets licensed since 1935.

Brown in Crossfire

From the regulatory standpoint, the outlook is far from bright. Renewed efforts are being made for a far-reaching investigation of both the industry and the FCC, with confirmation of Thad H. Brown for reappointment to the FCC caught in the cross-fire. But beyond that, despite assurances from high Government quarters that there is no idea of disturbing the status quo of commercial broadcasting, even in the event of our actual involvement in war, certain New Deal Senators have suggested that the President, in addition to the power already given him in the draft bill to take over factories which refuse defense orders, might also be empowered to conscript the press and radio for propaganda purposes.

Col. Brown's confirmation hangs in the balance. There is talk that his nomination may be withdrawn. The Senate Interstate Commerce Committee at a meeting Aug. 29 decided after 10 weeks of consideration to defer a vote on the Brown nomination until sometime after Labor Day. This action came after a bitter one-hour executive session during which it is understood Senator Tobey (R.-N.H.) took occasion to level new charges of a sensational character against the Ohioan.

Col. Brown's qualifications to serve on the FCC, of which he has been a member since its creation in 1934, though bitterly attacked by Senator Tobey, were overshadowed by the impromptu inquiry directed by the New Hampshire Republican into RCA and CBS. When the hearings ended Aug. 23, Senator Tobey introduced his resolution for the far-reaching inquiry without, however, relaxing his determined opposition to Col. Brown's confirmation.

Heated Committee Session

What transpired in the heated session Aug. 29, attended by a dozen of the committee's 21 members, was not revealed. Chairman Wheeler (D-Mont.) stated simply that the committee had decided to recess subject to his call. He indicated that the next meeting would be held sometime after Labor Day and that the Tobey Resolution would come up at that time.

Because of preoccupation of the Senate with defense legislation, and the forthcoming Presidential elections, it was considered unlikely the committee would vote out the resolution at this time. A resolution introduced last year by Senator White (R-Me.) for a fact-finding inquiry into radio also is pending before the committee, and presumably would be pressed by the Maine Senator if action is sought on the more sensational Tobey measure.

Col. Brown was nominated by President Roosevelt to serve a seven-year term from July 1, and because of failure of the committee to act he has been without portfolio since that date. Hearings first were held June 12, at which time Senator Tobey began what appeared to be a one-man crusade against his reappointment, premised largely on the FCC committee's Network-Monopoly Report. The inquiry promptly was directed toward purported stock-rigging operations of CBS, and then took a more sensational turn by involving RCA and two former United States Senators in activities relating to the RCA consent decree of 1932 [BROADCASTING, Aug. 1, 15].

Withdrawal Rumored

Rumors of withdrawal of the Brown nomination were denied semi-officially prior to the Aug. 29 committee meeting. When the committee recessed without action it was indicated there had developed an increased opposition to confirmation and that rather violent new charges had been levelled against the commissioner. It was thought that possibly committee members would confer with Col. Brown prior to the next committee meeting.

Present at the session were Chairman Wheeler and Senators Tobey; Minton (D-Ind); Reed (R-Kan.); Gurney (R-S. D.); Neely (D-W. Va.); Smith (D-S. C.); White (R-Me.); Donahey (R-Ohio); Shipstead (FL-Minn.); Hill (D-Ala); Austin (R-Vt.). Opposition to confirmation centered around Tobey while those expressing themselves strongly in favor of confirmation were said to be Senators Neely, White and Donahey.

Some Senators were inclined to compare the Brown case with that of former Rep. Thomas R. Amlie, named by President Roosevelt two years ago to serve on the Interstate Commerce Commission. His name was withdrawn after a revolt in the Senate. Senator Tobey's determined opposition, it was said, inevitably would lead to a battle on the floor in event the committee reports the nomination favorably.

Probes 'Favors' to FCC

Within the FCC itself there is deep feeling over the Brown incident and subsequent developments. The view is openly expressed that much of the ammunition used by Senator Tobey emanated from inside FCC sources. Feeling is particularly strong over letters sent to individual commissioners, and to Chairman Fly for all subordinate Commission personnel, asking for lists of any "favors, perquisites or

RUNNING account of the concluding days of the Senate Interstate Commerce Committee's hearings on the Thad H. Brown nomination appears on pages 72 to 76

Text of Tobey Resolution

S. Res. 30 Introduced Aug. 23

Resolved, That the Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized and directed to make a full and complete investigation with respect to (1) the existence, extent, formation, legality, and effect upon the public or any individual or group, of any monopoly in radio broadcasting or any phase thereof or in the production, sale, or distribution of radio receiving or broadcasting apparatus; (2) the administration by the FCC of those provisions of the Communications Act of 1934, as amended, which relate in any manner to radio communications; (3) the manner of exercise by licensees of the FCC of the privileges conferred upon them by their licenses from the FCC; (4) the effect upon the public interest of any contract pertaining to radio to which any such licensee or any broadcasting network is a party; and (5) any attempts made by any such licensee, broadcasting network, or any person, company, or corporation engaged in any business relating to radio, or by any attorney, agent, or representative of any such licensee, network, person, company, or corporation, to unduly influence any public official in the exercise of his duties with respect to any matter pertaining to radio. The committee shall report to the Senate, at the earliest practicable date, the results of its investigation, together with its recommendations, if any, for necessary legislation.

For the purposes of this resolution, the committee, or any duly authorized subcommittee thereof, is authorized to hold such hearings, to sit and act at such times and places during the sessions, recesses, and adjourned periods of the Seventy-sixth and succeeding Congresses, to employ such clerical and other assistants, to require by subpena or otherwise the attendance of such witnesses and the production of such correspondence, books, papers, and documents, to administer such oaths, to take such testimony, and to make such expenditures as it deems advisable. The cost of stenographic services to report such hearings shall not be in excess of 25 cents per hundred words. The expenses of the committee, which shall not exceed $25,000, shall be paid from the contingent fund of the Senate upon vouchers approved by the chairman.

gifts" received from any person or company in radio, and the nature of these and their number in detail. As BROADCASTING went to press, only one reply had been received by Senator Tobey — from Commissioner Paul A. Walker.

During the final debate on the draft bill Aug. 28, Senator Josh Lee (D-Okla.) vigorous advocate of conscription, observed that the Government ought to have the power not only to take over a factory in case of war, but also radio stations and newspapers. As passed, the measure provided that the Government be permitted to take over any industrial plant if the private owners will not reach a satisfactory agreement on materiel contracts with the Army and Navy.

Take Over Radio Stations?

"Certainly the Government ought to have the power to take over a factory in case of war," Senator Lee said. "It ought to have power to take over a radio station. It ought to have power to take a newspaper for propaganda if necessary to protect itself. If we are in danger, why should not the Government have such power?"

Senator Downey (D-Cal.), in opposing the factory conscription amendment, which finally was adopted, said that as he understood it, if the Secretary of War or the Secretary of the Navy should say, "This newspaper is a facility that I require to spread news or propaganda," or "This radio is necessary for public purposes", that decision "would be final, and the newspaper or the radio station would pass out of the hands of the proprietor." He said this would constitute dictatorship.

How compulsory military training under the draft bill might affect the broadcasting industry, was the cause of speculation in radio circles. With an estimated 20,000 employes in broadcasting, it was calculated that about 15,000 are men. Of these, half were estimated to be unmarried, and perhaps 5,000 might fall within the age limitations of 21 and 31 covered in the draft and required to register. If drawn in the draft, they would be liable to a year's training under the bill as passed by the Senate.

The excess profits tax bill, adopted speedily Aug. 29 by the House and sent to the Senate for action, also is expected to be jammed through Congress in record time. Precisely how it will affect the broadcasting industry as a whole is now being studied, but it is clear that a broadcasting company, despite the fact that it is in the sphere of "personal service" operation, is not distinguished from manufacturing and other pursuits in which heavy plant investments are involved, at which the legislation apparently was aimed.

Tax Affects Stations

In one quarter it was said that broadcasting should not have been included in the blanket provisions and there is likelihood that steps will be taken for remedial action before the measure reaches the Senate floor. Because of the provisions of the measure, it was said that it will affect older stations far less than those established since 1935. Roughly, it was calculated that a station with a $30,000 net operating revenue after normal income taxes would be called upon to pay an excess profits tax of some $7,000 under the bill as now drafted.

In general terms, the measure provides for excess profits taxes to be computed on the basis of the four-year average income prior to 1940, as against the 1940 net income. The difference between the four-year average and the 1940 net would be taxable at the excess profits rate. This rate is 25% for the first $20,000 and 30% for the next $30,000, graduating upward to 50% on profits of $500,000 or over. Normal taxes would still apply all down the line.

The four-year average method applies only to corporations in business prior to Jan. 1, 1936. For stations licensed since that time, the bill, as passed by the House, specifies that a percentage of invested capital be used as the denominator in computing 1940 income. A $5,000 flat exemption applies to all corporations. Thus it is estimated that only about 70,000 corporations will be affected. Based on station revenues, however, it is thought that possibly some 500 stations will fall within the tax bill brackets, particularly the larger stations and the networks.

Defense Plan Active

Another development was the disclosure that the project of FCC Chairman James Lawrence Fly for the creation of a Defense Communications Committee, made up of Government communications officials, has not been pigeon-holed. It was learned in official quarters that President Roosevelt might at any time promulgate the Executive order creating the agency. Its personnel would comprise representatives of the FCC, State Department, Army Signal Corps, Naval Communications, and Coast Guard, under Chairman Fly's original plan, first revealed several months ago.

Chairman Fly indicated that opposition of the broadcasting industry to his basic plan was responsible for the delay in Presidential action. The broadcasting industry had suggested appointment of a communications coordinator for the Knudsen-Stettinius Commission rather than a Government board, with industry subcommittees representing broadcasting, telegraph, telephone and cable. Chairman Fly said that the communications groups had been cooperative and viewed the situation of national defense coordination "in a very fair manner".



Drawn for BROADCASTING by Sid Hix

"I Wish My Millions of Listeners Could See These Smiling Thousands of Loyal Wahoo County Voters!"

Tobey Asks Commissioners and Staff For List of Gifts From Radio Concerns

IN A LETTER dated Aug. 22, Senator Tobey asked each individual member of the FCC to advise him whether he had received any "favors, perquisites or gifts" from any person or company in radio, and if so, "state the nature of these and the number in detail". He explained he was addressing the inquiry to each member of the Commission "in an entirely impersonal way".

"In going into matters in connection with the hearing pending before the Interstate Commerce Committee regarding radio matters," the Senator wrote, "there has come to me information that some members of the FCC have in the past received perquisites, gifts, favors, or emoluments of one kind or another from either a radio station, one or more of the broadcasting companies or systems, or RCA, or from officials of the foregoing, these sometimes taking the form of expenses being paid to different places, sometimes gifts of radio or television instruments, or other things."

On Aug. 21, Senator Tobey addressed Chairman Fly along the same lines but with reference to FCC personnel. In this letter he stated:

"Will you please have each such employe of the FCC furnish me with a list of items of any favors, gifts, emoluments or transportation which has been furnished to them by any of the broadcasting systems or radio stations or RCA, or any officials of the foregoing, since they have been employees of the FCC, and this information is requested not only from present employees but from any members of the staff who have served their official connection with your organization within the last 90 days."

General Foods Adding Two New CBS Serials

GENERAL FOODS Corp., largest CBS advertiser, on Oct. 7 adds two script shows, *Kate Hopkins* and *Portia Blake* on large hookups, increasing its CBS slate to nine regular programs. Renewals of *We, the People* and *Kate Smith Hour* on CBS are planned shortly. Both new serials were carried on transcriptions. *Kate Hopkins* will promote Maxwell House Coffee, Mondays through Fridays, 4:45-5 p.m., with repeat, on 43 stations. *Portia Blake* will promote Post Toasties and is booked Mondays through Fridays, 4-4:15 p.m.

CBS will easily surpass in the last half of 1940 its food-billing mark of $6,698,834 for the first half of the year. General Foods has greatly expanded its CBS billings in recent years, rising from $423,751 in 1937 to $2,720,386 in 1938, $3,191,167 in 1939. Other General Foods programs on CBS are *Elmer Davis*, 87 stations for Post Toasties; *Kate Smith Speaks, News*, 67 stations for Grape Nuts; *My Son & I*, 68 stations for Calumet baking powder and Swansdown cake flour; *Joyce Jordan, Girl Interne*, 51 stations for La France, Saltina and Minute Tapioca; *Young Dr. Malone*, on 69 stations for Post's 40% bran flakes.

Star Razor to Sponsor Wythe Williams on MBS

AMERICAN SAFETY RAZOR Corp., Brooklyn (Star razor blades) on Sept. 10 starts twice-weekly sponsorship of Wythe Williams, MBS commentator, on 93 MBS stations, the largest contract for a newscaster Mutual reports it has ever signed. Williams currently is heard sustaining on MBS, Tuesdays and Thursdays, 8-8:15 p.m., and will continue the same schedule under the sponsorship. He also is heard on MBS Sundays, 7:45-8 p.m., under sponsorship of Peter Paul Inc. for Mounds candy.

Formerly editor of the *Greenwich Times* and a Mutual commentator and analyst for the past year, Williams is a veteran newspaper correspondent and has won fame for several news beats on the European crisis. He was banned from Germany in 1934 and has received word that his writings are forbidden in the country and that he will be immediately arrested if he attempts to return. Federal Adv. Agency, New York, has the account.

Budgets Pared, Parties Cut Radio Plans

Limited Schedules Planned During Campaign

INSTEAD of spending the $1,000,000 or more apiece on radio time, as at first confidently predicted by the party radio chieftains themselves, the major political parties are conducting current national election campaign on budgets so severely curtailed that their radio operations may fairly be described as hand-to-mouth.

Unless the purse-strings open up, which seems unlikely at this writing, it is doubtful whether the Democratic and Republican National Committees together will spend as much as $1,000,000 for time on the air between now and the November elections. During the 1936 campaign they bought network time alone in the amount of nearly $1,275,000, plus an estimated $250,000 worth of national spot.

Official Curtailment

Limitations imposed on total political expenditures by the Hatch Clean Politics Act, along with reduced amounts of money available, have caused this unexpected curtailment of radio budgets. The Democrats have definitely cut their radio budget to $250,000, which is about half the amount spent in 1936. The Republicans are under a strict injunction from Wendell L. Willkie not to spend more than $3,000,000, the allowable limit, on the entire campaign and to date are uncertain how much of this can be allocated to radio.

It appears now that plans for spot campaigns originally projected on an ambitious scale, including placement of transcribed speeches, will all but go by the boards. What money is spent may go almost entirely to the national networks, with relatively few across-the-board schedules and with time ordered on an as-you-go basis. Indeed, the GOP contemplates national hookups for Mr. Willkie himself only six or eight times during the campaign, although he will speak in many communities on his barnstorming tour starting in September and may be sponsored locally or regionally through local and State party committees.

GOP Names J. Walter

The Democratic National Committee's radio budget for 1940 amounts to only $250,000, with slight prospect of any substantial increase, according to G. W. (Johnny) Johnstone, Democratic radio director. The Republican National Committee has fixed no radio budget and Wells (Ted) Church, its radio director, who headquarters in Washington, reports that the paucity of money available has already led to the slashing of transcription plans by about 90%.

Mr. Church announced Aug. 30, despite the slash in budget, that J. Walter Thompson Co. had been appointed as the advertising agency for the party, to handle all advertising placements. The precise size of the radio budget has not been established, but will be far below that originally contemplated, Mr. Church revealed. John Meek, Thompson account executive, will be in Washington Sept. 3 to discuss immediate radio plans with Mr. Church.

It was expense as much as anything else, that led the GOP party chiefs to decide against sponsoring a reply to the Democratic-sponsored speech by Secretary Ickes to Mr. Wilkie's Elwood acceptance speech on Aug. 17. The hookup would have cost $4,000 to reach the same audience addressed by Secretary Ickes on the NBC-Blue Aug. 19.

Dems Name Rankin Agency

Although little if any production is involved, the Democratic committee, according to Mr. Johnstone, has appointed William H. Rankin Co., New York, and all national network and spot time will be placed through that agency. Mr. Rankin was prominent in handling the newspaper end of the Democrats' 1936 campaign and his agency has handled advertising for the President's Birthday Ball.

Mr. Johnstone also disclosed that he has definitely bought the combined NBC-Red, Blue, CBS and MBS networks for the 11 p.m.-midnight period Nov. 4, election eve, thus assuring the Democrats the final say over the radio before the elections. It has not been decided who will speak over the hookup.

Party Radio Chiefs



Mr. Church



Mr. Johnstone

The Republicans contemplate that the greater burden of time-buying will fall on State committees conducting State campaigns and at the same time promoting the national ticket. No foreign-language recordings are planned, he said, although these were widely used in the 1932 and 1936 campaigns.

Finances Discussed

On Aug. 20 representatives of the three national networks met with Oliver A. Quayle Jr., treasurer of the Democratic National Committee, Charles Michelson, Democratic press chief, and Mr. Johnstone, who are headquartering at the Biltmore in New York, to discuss finances and general political broadcast policy.

They met with the same group—Niles Trammell and Mark Woods, NBC; Ed Klauber and Frank White, CBS; Fred Weber and Ed Wood, MBS—that had discussed the same problems with the Republican campaign directors a few days earlier.

The meetings resulted in agreement on such policy matters as playing down dramatizations and banning such practices as the use of excerpts from recorded speeches by President Roosevelt by Senator Vandenburg during the 1936 campaign. Also discussed was the matter of "kicking back" the usual agency 15% commissions to the parties in lieu of placements through agencies, but after representations by the American Assn. of Advertising Agencies, which vigorously opposed this departure from practice, the suggestion was rejected by the networks.

Curtailed Schedules

The reduced budget will have an immediate effect on Democratic radio schedules. Whereas in 1936 the Women's Division of the national committee sponsored twice-weekly programs appealing to women voters, it is likely this year no more than one, if any, will be scheduled each week.

Unless the budget is raised, there will not be funds for any intensive transcription campaign. However, spot will be placed to some extent, using one to five-minute spots with local announcers reading prepared scripts.

Although no estimate could be made of money to be spent on State and regional coverage by local and State organizations, it will be substantial, and in general these local efforts will be coordinated through the national office as a practical measure. This is apart from the national network or spot campaign, however.

To date the Republicans have had only one sponsored program—Oren Root's 15-minute program of Aug. 17 on all three networks, sponsored by the Willkie-for-President Club rather than by the national committee. The Democrats scheduled three—Secretary Ickes on NBC-Blue and Chairman Flynn on 70 CBS stations, both Aug. 19, and the farmers' forum feature, *We The Farmers Speak*, on 75 MBS stations Aug. 28, the eve of Wallace's acceptance speech.

After Labor Day sponsored political campaign programs will start in earnest, following the non-sponsored vice-presidential acceptance speeches of Senator McNary Aug. 27, and Mr. Wallace Aug. 29.

* * *

Socialists Buy Period

Although their campaign budgets are far below those of the Democrat and Republican organizations, both the Communist and Socialist parties will use some radio in their 1940 national campaign activities. To date only one network broadcast

(*Continued on page 99*)

Code Is Relaxed in Campaign To Admit Non-Party Groups

Ruling Follows Inquiries on Fr. Coughlin Offer; Rulings Depend on Content of Programs

UNDER an interpretation of the "controversial issues" feature of the NAB code just made by the Code Committee, the bars are let down somewhat to permit sponsored broadcasts by non-party persons or organizations seeking to expound their views during the present political campaign. The interpretation was drawn up by the committee, meeting shortly after the recent NAB convention in San Francisco, and was prompted by inquiries from stations on the proposed commercial broadcasts by Father Charles E. Coughlin now being offered on half-hour transcriptions as a series of 52 Sunday broadcasts to start Oct. 10.

Only During Campaign

That Fr. Coughlin and others seeking commercial time are entitled to it, but only during the period of the campaign, is the essence of the ruling, which adds a proviso that "equal opportunity be afforded for the presentation of opposing views". The Code Committee stated that such broadcasts must be limited to the "duration of the campaign", which would thus give Fr. Coughlin opportunity to deliver only four Sunday addresses before the November elections, after which his talks, if controversial in nature, would come under the regular code ban.

Fr. Coughlin's agency, Aircasters Inc., has offered contracts to an unstated number of stations, but few acceptances have been reported. The Coughlin agency has consistently followed a policy of releasing names of none of the stations carrying his dissertations. It is understood the Detroit radio priest intends to come out for Willkie for President, though the Republican Party organization will in no way be connected with his purchases of time, and in a statement Aug. 27 the candidate himself disavowed any desire for Coughlin support, and is said to be planning to speak out against the Christian Front, German-American Bund, Silver Shirts and other allegedly subversive organizations.

An organization known as the Friends of Democracy, with which

(*Continued on page 98*)

Music Groups Back Industry In Developing BMI Program

Rumors Include Threats to Radio, Operation of Stations by ASCAP; Arbitration Hints Wither

HEARTENED not only by the solid support of the broadcasting industry but also by encouragement and cooperation from virtually all users of music, Broadcast Music Inc. is forging ahead with the building of a non-ASCAP repertoire which it confidently believes will be sufficient to supply broadcast needs by Jan. 1.

Despite reports of every conceivable nature emanating from ASCAP sources, intimating dire things will happen to radio unless some arrangement is made for new ASCAP contracts, all segments of the industry are working toward the goal of ASCAP-less operation when the year ends. Threats of strikes by artists and by musicians have been heard, but appear grossly exaggerated. Similarly, reports of efforts by important figures to arbitrate the controversy have proved unfounded.

In the hodgepodge of Tin Pan Alley rumors were several hints that ASCAP would seek to buy a station or stations in New York to insure performance of its catalogs, or that it might buy time over stations on the theory that since broadcasters have gone into the music business, the songwriters and publishers should have no qualms about becoming broadcasters or broadcast users. All these stories appeared to be made of whole cloth, and it was evident that confusion is growing in ASCAP ranks.

AFM Has Troubles

In the hinterland, through American Federation of Musicians locals, the report was spread that a national strike might be called on the ground that musicians demand performance of ASCAP music with which they are familiar. No confirmation was forthcoming of AFM headquarters, where James C. Petrillo had headaches of his own in combating an injunction procured by the American Guild of Musical Artists to prevent his alleged interference with members of the Guild.

Offsetting these scarehead reports were communications from the locals both in San Francisco and Nashville that they wholeheartedly supported BMI as a means toward breaking ASCAP's "stranglehold". Other locals were said to harbor similar views.

Meanwhile, networks and stations were moving toward replacement of ASCAP music with BMI and other non-ASCAP tunes, and leading transcription companies were working overtime recording the numbers. A number of large accounts are considering substitution of non-music shows for name-band programs. The transition, it was said, is being organized with greatest possible dispatch.

Attention also has been focused upon the arrangement made by Ed Craney, Montana broadcaster, with ASCAP to test a "measured service" type of music operation under which his stations would pay royalties only on programs in which ASCAP music is used, or possibly on a "per piece" basis [BROADCASTING, Aug. 15]. Details, it is understood, have not yet been worked out and will await a conference between Mr. Craney and ASCAP officials.

BMI selections gradually are climbing on musical hit lists and being brought to public attention through feature spots on various broadcasts. Plans also are being made for further exploitation of BMI, public domain and non-ASCAP music but without resorting to ASCAP "song-plugging" tactics which have tormented band leaders and other performers.

Peace Overture Rumored

Broadcasters generally are reconciled to non-ASCAP operation, particularly in the light of the strongly-worded statements from the major networks that they will not capitulate to ASCAP's exorbitant royalty demands. There was some talk of a possible "deal" with ASCAP, and it was reported the Society had made overtures to one

(*Continued on page 94*)



THREE GENERATIONS of the Lawrence Rogers family spade away during ground-breaking ceremonies for the new 5,000-watt transmitter plant of WLAW, Lawrence, Mass. The station is expected to start operating with 5,000 watts fulltime about Nov. 1. Breaking ground for two new antenna towers are (r to l) A. H. Rogers, president and treasurer of the company and publisher of the firm's papers, the *Lawrence Daily Eagle* and *Tribune;* Irving E. Rogers, vice-president of Hildreth & Rogers and WLAW manager; Irving E. Rogers Jr., son of the latter, who plans to become associated with the newspaper and radio interests of his dad and granddad after completing his schooling.

Concert Artists Win Ruling To Delay Edict by Petrillo

CONCERT artists, members of American Guild of Musical Artists, on Aug. 29 won the first round of their squabble with James C. Petrillo, president of American Federation of Musicians. First blood in a bitter AFM-AGMA jurisdictional row was drawn when Justice Ferdinand Pecora, of the New York State Supreme Court, issued a temporary stay designed to stall alleged AFM "blitzkrieg" tactics and set the case for hearing Sept. 5.

The court action came as a counter-blast to the surprise move of Mr. Petrillo in proposing to lock the musical door on concert instrumentalists along with accompanists and concert musicians, unless they gave up their membership in AGMA and joined AFM. First notice of the Petrillo demand came Aug. 5 in a letter to Lawrence Tibbett, concert artist and AGMA president.

Quick Response

The controversy also embraces such organizations as the Boston Symphony Orchestra, the only major non-union symphony in the United States. A prompt and fighting response has come from leaders in the concert field, among them such artists as Mr. Tibbett, Deems Taylor, Jascha Heifetz, Albert Spaulding, Emanuel Feuerman, Kirsten Flagstead, Gladys Swarthout Chapman, Richard Crooks, Richard Bonelli, Frank Chapman, Zlatko Balokovic and Armand Tokatyan.

The Aug. 5 Petrillo letter to Mr. Tibbett began with a "request" that "all instrumentalists belonging to your organization, such as Heifetz, Elman, Hoffman, Horowitz and all symphony orchestra conductors resign from your organization and become members of the American Federation of Musicians, where they rightfully belong." Mr. Petrillo said the reason for the request was that since the instrumentalists had seen fit to join a union, AFM was the proper union for them to join, and not AGMA.

Following brief meetings between Messrs. Tibbett and Petrillo on Aug. 7 and 12, at which there was no meeting of minds, AGMA on Aug. 28 entered its complaint in the Supreme Court. After a two-hour hearing in chambers, Justice Pecora on Aug. 29 signed both a show cause order directed against Mr. Petrillo and a temporary restraining order, designed to preserve the status quo until the case could be decided. Hearing was set for Sept. 5. He suggested Messrs. Tibbett and Petrillo meantime iron out their differences.

Not a Labor Dispute

Justice Pecora objected to classifying the AFM-AGMA trouble as a labor dispute, pointing out that although both are AFL affiliates, the artists do not directly compete with musicians and therefore the principal element of a labor dispute is absent. This was important from AGMA's point of view, since it is seeking a temporary injunction to prevent exercise of the threats voiced by Mr. Petrillo, and in New York statutory limits are set on the length of injunctions maintaining in bona fide labor disputes.

Although the injunction sought by AGMA is technically temporary, its effect would be to bring about an indefinite suspension of threatening activities by AFM and Mr. Petrillo.

In the complaint entered by AGMA, it also stated that Mr. Petrillo, not AFM members will be held personally responsible for money damages resulting from his actions. It was indicated these money damages might amount to several millions. This singling out of the AFM president as the sole party responsible was extended further elsewhere in the complaint where it was brought out that Joseph M. Weber, now honorary AFM president, whom Mr. Petrillo succeeded only last June, was inclined to favor the AGMA viewpoint in the jurisdiction matter.

Battle for Freedom

Declaring that AGMA's fighting attitude is forced by "the beginning of a battle for the freedom of musical culture in America", Mr. Tibbett commented that the AFM demand "reflects only the personal ambition of one man to make himself the dictator of culture and entertainment in America." He typified the Aug. 5 letter as "the letter of a man in search of an excuse for invasion", adding that "Petrillo lacks only the little moustache to be a complete dictator".

"In all seriousness we believe that a dictatorship of this kind is a disgrace to the American labor movement and a scandal in a democratic country," he declared. "I consider that I and my fellow artists in this fight are fighting not only for ourselves but for the future of the entire musical profession. To surrender would be weakly to abandon a fight that must be fought sooner or later to cleanse the labor movement."

Mr. Petrillo was quoted as commenting on AGMA's situation: "They went along and took the instrumentalists. They took the piano players and then they took the orchestras. They stole my people and I'm going to get them. They're musicians and belong to me. Since when is there any difference between Heifetz playing a fiddle and the fiddler in a tavern? They're both musicians. They're not going to play anywhere after Labor Day."

Flex-O-Glass on 16

FLEX-O-GLASS MFG. Co., Chicago (glass substitute) in mid-October starts a 13-week varying schedule of announcements and 5, 10 and 15-minute programs on WLS WHO WCCO WJR KFAB KMMJ WIBW KWTO KMOX KDKA WEEI WOR WIBC WKRC WCSH WHAM. Agency is Presba, Fellers & Presba, Chicago.

Atlantic Refining Heads Grid Sponsors

Associated Oil, Humble, Standard Oil Among Other Sponsors

GAMES of 112 colleges in the Atlantic marketing area will be broadcast play-by-play this autumn by Atlantic Refining Co., Philadelphia, which has booked by far the heaviest schedule of any 1940 football sponsor. It marks Atlantic's fifth consecutive season as an extensive sponsor of college football broadcasts.

Noticeably absent from 1940 grid sponsors is General Mills, but Standard Oil Co. of Indiana, Tidewater-Associated Oil Co. on the Coast and a number of regional firms are taking an active part in the football program.

Atlantic's Big Hookup

Atlantic will use 78 stations to carry its schedule of games ranging from New England south to Florida along the Seaboard and west to Ohio. Special hookups with as many as 25 stations have been arranged for more important games. Included among colleges are U of Penn., Cornell, Yale, Boston College, Ohio State, Pitt, Carnegie Tech, Syracuse, Penn State, Duquesne, Duke, Georgia Tech, Maryland, Holy Cross, Brown, Temple, Villanova, Virginia, Clemson and South Carolina.

Starting with a single game Sept. 21 the schedule will conclude Dec. 28. The 25-station hookup will cover the Yale-Penn game Oct. 12.

Past success from both client and audience standpoint of the policy of presenting a full and uninterrupted account of the games, without interference of commercials during play, has caused Atlantic and its agency, N. W. Ayer & Son, Philadelphia, to repeat the policy this year. Product announcements will be heard only during periods before and after the game, and between halves.

Scores of other games and items concerning the broadcasts themselves will be given during time-outs and between quarters.

As usual, N. W. Ayer & Son will hold a pre-season coaching session during which all play-by-play and commercial announcers will be trained in procedure and regulations, as well as in uniform broadcast technique. Similar methods of reporting games are developed at the coaching session so that fans may turn from one game to another without meeting abrupt changes in announcing technique.

An extensive promotion campaign will support the broadcasts, including dealer displays, give-aways and the Dunkel Forecast. An innovation this season is a weekly chart to be posted at each Atlantic station. It will show previous game records of 625 schools in all parts of the country. Dealers will distribute weekly forecasts on the 100 leading games, and national standings of the 10 leading teams.

Atlantic's sports program this year is by far the most extensive since it entered the football-baseball field in 1936.

THE complete schedule of Atlantic Refining football broadcasts will be found on pages 70-71.

Tidewater-Associated Oil Co., Associated Division, San Francisco, which will sponsor all conference football games on the Pacific Coast this season, will hold an announcer's conference in San Francisco Sept. 12-13.

Football announcers and commentators to be used by Associated at Los Angeles, San Francisco, Oakland, Portland, Ore.; Seattle and Spokane, Wash., will attend the meetings. Advertising and sales executives of the oil firm will outline policies of football commercials and promotion tie-ins, according to Harold Deal, advertising and promotion manager of Associated.

The football season officially gets under way on the Coast Sept. 28. According to Mr. Deal the station list has not yet been completed and contracts have not as yet been returned from the three major networks. Other details likewise are to be worked out.

Humble's Plans

Humble Oil & Refining Co., Houston, for the sixth consecutive year will sponsor play-by-play broadcasts of Southwest Conference football games on Texas Quality Network—WFAA, Dallas; WBAP, Fort Worth; KPRC, Houston; WOAI, San Antonio. The schedule, which calls for 13 broadcasts, starts Sept. 28 and winds up Dec. 7. Franke-Wilkinson-Schiwetz, Houston, is agency.

Schools included on the broadcast schedule are Southern Methodist, Texas, Texas A. & M., Baylor, Rice, Texas Christian, and Arkansas. List of play-by-play announcers for the games has not been released.

Station nearest the game will make individual pickups.

Ford Dealers Advertising Fund, Omaha (new and used cars), will sponsor the 1940 schedule of Nebraska U football games starting Oct. 5 and running for nine weeks. Stations to be used are KFAB and KFOR, Lincoln, home of the university, and KOIL, Omaha. Ford Dealers Advertising Fund, Des Moines, will sponsor the Iowa U games, also effective Oct. 5 and running for eight weeks, on WHO, Des Moines. McCann- Erickson, Chicago, placed both accounts.

Iowa Dairy Industry will sponsor the eight Iowa U games on KRNT, Des Moines, and WMT, Cedar Rapids, with Gene Shumate as sportscaster.

Pro Football in Chicago

Exclusive broadcasting rights to all home and out-of-town games to be played in 1940 by the Chicago Bears were recently signed by officials of WJJD, Chicago, and George Halas, owner-coach of the National Football League professional team. This is the third consecutive year WJJD has obtained this exclusive feature.

Sponsorship for the nine games will be shared, on a participating basis, by the following: American Safety Razor Corp., Brooklyn (Gem blades), through Federal Adv. Agency, New York; P. Lorillard Co., New York (Old Gold cigarettes), through Lennen & Mitchell, New York; Walgreen Drug Co., Chicago (chain), through Schwimmer & Scott, Chicago; Weco Products Co., Chicago (Dr. West's Toothbrushes), through J. Walter Thompson Co., Chicago.

Jack Drees, 23-year-old sportscaster and 1938 graduate of Iowa U, where he starred in basketball, has been assigned to do the play-by-play account of the entire schedule which will be launched Oct. 6 when the Bears meet the Cleveland Rams at Cleveland.



PRE-SEASON football dope is provided again this year by WSM, Nashville, with a number of other stations cooperating. Here Jack Harris, WSM sportscaster, interviews Matty Bell, coach of Texas Christian U during a visit to Vanderbilt's practice field.

PIGSKIN PREVUES
From WSM Now Expanded to Entire Conference

FOR THE second consecutive year, WSM, Nashville, is presenting *Pigskin Prevue*, a series of programs originating on the practice fields of the football teams and bringing grid fans interviews with the coaches, players and sports scribes on the sidelines. However, this year WSM announces an expansion of the series to encompass the entire Southeastern Conference, otherwise known as the Big Thirteen.

Whereas last year WSM's series included only five of the colleges and were live broadcasts, starting with the second week in September the programs will be aired three times weekly via transcriptions on the following stations in addition to WSM: WWL, New Orleans, covering Louisiana State U and Tulane; WMC, Memphis, covering U of Mississippi and Mississippi State; WLAP, Lexington, U of Kentucky; WSGN, Birmingham, U of Alabama; WSB, Atlanta, Georgia Tech and U of Georgia; WRBL, Columbus, Ga., Alabama Polytech.

WSM will handle the U of the South, Vanderbilt and the U of Tennessee and will dispatch discs on schedule to the other stations.

Originated by Jack Harris, WSM director of special events, the series has been taken up by the several stations, both the departments of special events and the commercial department. Permission has already been gained from a majority of the Big Thirteen universities for commercial sponsorship of the series with no privilege fee. The matter was presented to them as being big booster for season ticket sale in soaring pigskin fever at time tickets first went on sale.

United Biscuit Places Two-Month Spot Series

UNITED BISCUIT Co. of America, Chicago, on Sept. 9 will start an eight-week campaign of five-weekly spot announcements on 15 stations in 14 markets. Divisional bakeries are placing the business on behalf of products distributed in their territories as follows: Lakeside Baking Co., Toledo (Baker Maid Crackers), in Detroit, Cleveland, Toledo; Manchester Biscuit Co., Sioux Falls, S. D. (Waldorf Crackers), in Omaha, Twin Cities, Sioux Falls; Manchester Biscuit Co., Fargo, N. D. (Waldorf Crackers), in Duluth, Bismarck, Fargo; Sawyer Biscuit Co., Chicago (Sawyer Maid Crackers), in Ft. Wayne, Ind., Indianapolis, Cedar Rapids, Ia., Peoria, Ill., two stations in Chicago.

Neisser-Meyerhoff, Chicago, handles the account. John D. Richardson, for 10 years with United, has been appointed advertising manager. He will be stationed at the home office in Chicago.

S. O. Between Games

STANDARD OIL Co. of Indiana (Red Crown products), on Sept. 28 will start sponsorship of 15-minute periods before and 45-minute periods after Minnesota U football games featuring the orchestra of Halsey Hall, football scores and highlights of football games being played on the day of the broadcasts. Contract will run for nine weeks with programs originating at KSTP, St. Paul, and fed to the Minnesota Radio Network which comprises, in addition to the Twin City outlet, KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud; and to the Arrowhead Network of WEBC, Duluth; WMFG, Hibbing, WHLB, Virginia. McCann-Erickson, Chicago, is agency.

Coke Firm's Sports

INTERLAKE IRON Corp., Chicago (Solvay Coke), on Sept. 13 will begin a 52-week Friday, 6:30-6:45 p.m., sports series on WBBM, Chicago, featuring Jimmy Evans, former All-American football player of Northwestern U, titled *Jimmy Evans & His Sports Highlights*. Aubrey, Moore & Wallace, same city, has the account.

'Quiz Kids' Long Pact

MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer), on Sept. 4 shifts its *Quiz Kids* programs, heard Fridays 9:30-10 p.m. (CDST) on the NBC-Red network, to 45 stations of the NBC-Blue, Wednesdays, 7-7:30 p.m. (CDST). The show first went on the air as a summer substitute for Alec Templeton, which returns to its original spot on the Red on Sept. 6, but its success warranted continuance so sponsor signed for the new time for 52 weeks. Wade Adv. Agency, Chicago, handles the account.

Broadcast Plant Investment $64,424,626

FCC Data Reveal 1939 Industry Valuation

IT COST American broadcast station licensees and the three major network organizations $64,424,626 to construct and equip their present plants, including the price of land, buildings, transmitters, towers, furniture, fixtures and all other tangible appurtenances.

After depreciation of $28,878,981, calculated by the licensees as at the end of 1939, their plant value amounted to $35,545,645.

These are the final summary figures of the FCC Accounting Department's 1939 report on tangible broadcast property by class and network served, issued Aug. 30 as part of a series of statistical studies of the industry based on reports on 1939 business required of all licensees.

In earlier studies the Accounting Department reported on 1939 income of stations [BROADCASTING, Aug. 1] and on program expenses and power costs [BROADCASTING, Aug. 15]. A complete book of statistical tables compiled from the station and network reports is now being prepared, including employment figures yet to be tabulated, and will be made available shortly.

The table on tangible broadcast property [see page 21] covers 700 commercially operated stations out of 705, excluding only the five licensees which did not report any plant. Also excluded are the stations operated in the territories and possessions and the non-commercial stations, the latter operated chiefly by schools, municipalities and church organizations.

Station, Network Investments

The 700 stations alone, the table shows, cost $53,379,641, which after estimated depreciation of $24,559,875 represented a current plant value of $28,819,766.

The three major networks reported a plant cost of $11,044,985, which does not include their owned and operated stations (these being included among the 700) and includes only a nominal value of $1 placed on property of the mutually operated Mutual Broadcasting System. After depreciation of $4,319,106, their plant value is fixed at $6,725,879.

The table shows that stations with time sales of $25,000 or more, of which there were 515, represented a $49,707,176 cost and $26,071,383 depreciated cost. Stations with time sales of less than $25,000, of which there were 185, represented a $3,672,465 investment and $2,748,383 depreciated cost.

Thirty-three fulltime 50,000-watt stations cost $16,223,584, and their depreciated cost amounted to $7,015,045; four part-time 50,000 watters, $836,171 and $512,366; 18 fulltime outlets of 5,000 to 25,000 watts, $2,824,128 and $1,431,435; four part-time stations of 5,000 to 25,000 watts, $597,772 and $278,926; 206 fulltime regional stations, $20,014,306 and $11,235,335; 73 limited and daytime regionals, $3,329,197 and $2,074,800; 31 part-time regionals, $1,837,108 and $1,120,397; 287 fulltime locals, $6,762,517 and $4,531,960; 44 part-time and daytime locals, $954,858 and $619,502.

Other Classifications

From these figures the average plant investment and current depreciated cost can readily be calculated, although no standards are fixed by the FCC which thus far has accepted the figures for individual stations as reported by them.

In another table the investment and depreciated cost of stations by communities according to population, and by number of stations in each community is set forth. Generally they show the largest investment in the largest population centers.

For example, 84 stations counted in cities of 2,000,000 or over cost $15,066,807 and represent a depreciated cost of $7,571,550. An excerpt from the table follows:

Population and No. of Stations	*Cost to Licensees*	*Depreciated Cost*
2,000,000 or over (84)	$15,066,807	$7,571,550
1,000,000-2,000,000 (27)	3,975,811	1,766,199
500,000-1,000,000 (40)	6,583,593	3,278,500
250,000- 500,000 (87)	8,978,755	4,833,025
100,000- 250,000 (92)	7,321,933	4,003,469
50,000- 100,000 (58)	2,900,864	1,694,305
25,000- 50,000 (96)	3,108,655	1,943,959
10,000- 25,000 (140)	3,534,952	2,321,835
5,000- 10,000 (55)	1,447,032	1,084,218
Less than 5,000 (21)	461,239	312.706

Revenues of Stations Become Larger In Markets Having Numerous Outlets

See also table on pages 66, 67

THE GREATER the number of stations in a communtiy, the larger the revenues of each station, is the apparent paradox disclosed by analysis of 1939 broadcast income [BROADCASTING, Aug. 1] contained in a compilation now available at the FCC showing income items by size of community and the number of stations in each size group.

This table shows the details of income and expense for the 519 stations with time sales of $25,000 or more each, and totals for 705 stations.

When analyzed, it discloses revenues of $39,168 for each station in communities having only one station; $91,573 in communities having two stations; $207,168 in communities having three stations; $213,707 in communities having four stations; more than $300,000 in cities with five or six stations.

Curiously, there is then a drop to $211,784 in places having seven stations, and an increase to $287,276 in cities with nine or more stations.

Revenue Findings

Other interesting data revealed by the compilation show:

1. A ratio of expense to income of approximately 79% for all stations, falling in the case of stations grossing over $25,000 to 76%, and rising to show an overall loss of almost 10% in the case of the 186 stations grossing less than that amount. Though collectively showing an adverse ratio of revenue to expenses, not all of these smaller stations appear to have lost money. Of the 186, exactly 95 earned $181,786, or an average of slightly less than $2,000 each, while the remaining 91 lost $356,715, or an average loss of approximately $4,000 each.

2. The payment of $8,127,455 as commissions to agencies and national representatives, out of a total gross for all stations (excluding network income) of $9,901,955, or almost 9%.

3. A relatively slight increase in the number of the smaller gross-revenue stations in 1939. While the total of all stations increased from 660 to 705, the number of stations grossing less than $25,000 increased from 175 to 186.

4. That 73% of the revenue from sale of time of the 519 larger stations came from non-network sources. Local users contributed approximately 40% of all such revenues, national spot advertising about 33%, network sales about 25%.

5. That in communities with only one station, which includes some cities between 250,000 and 500,000 population, network income drops from a range of between 20% to 30% of gross to 5%, and sales to local users jump from a range of 30% to 40% all the way to 67% of gross.

6. That national spot business taken as a whole is unevenly distributed as between communities with few and many stations. Communities having nine or more stations command 30% of the total of all such business, while in communities with fewer stations the remainder is split, again showing some tendency for the communities having the larger number of stations to command a larger part of such advertising income.

7. That when various categories of revenue are compared according to the population of the communities in which the stations are located, the percentage of network income taken by each classification drops off at the 100,000 level; the percentage of national spot advertising drops sharply at the 50,000 level, and the percentage of local-user revenue falls off at the 10,000 level.

For FCC table showing broadcast income by community size and number of stations in each community, see pages 66 and 67.

NAB to Divulge Price Information

To Check Threats of Boosts And Clear Defense Pleas

ADVISED by the National Defense Advisory Commission that there is no present basis for statements allegedly being made over the air by advertisers, that prices of consumer goods and other merchandise are due for skyrocketing or unseasonal advances because of the national defense program, the NAB has agreed to cooperate with the authorities in making available any information on this subject.

Among those calling the situation to the attention of the NAB was the National Retail Federation. In stating its willingness to gather necessary information, the NAB has pointed out that the primary responsibility rests with retailers, advertisers and their own trade associations. The Defense Commission has agreed to provide factual information with which to guide radio advertisers in presenting claims of possible price advances due to demands upon industry during the emergency period.

Federal Requests

Simultaneously, the NAB announced that it will act as clearing house for member stations on requests from Government agencies seeking time on the air in the name of national defense. In recent weeks the various departments of Government, both Washington and regional offices, have literally deluged stations with programs and announcements to the point where it has become almost impossible to find time to handle all requests. NAB representatives in latter August conferred with press representatives of the Defense Commission, central organization responsible for coordination of all elements of the defense program, and it was agreed the clearing house should be established.

Upon receipt of an inquiry from a member station, NAB will check directly with the Defense Commission to determine whether the requested time is needed and coordinated with the central defense effort.

The Defense Commission also has announced that, starting Aug. 26, it will issue to radio and the press a weekly statistical report on the progress of national defense, which is to be released at 6 p.m. Sundays and will run three or four minutes in reading time. It will be called a "Radio Release" and will be carried on the news wires to radio stations.

DE FOREST DAY, in honor of Dr. Lee De Forest, often called "father of radio", has been set for Sept. 7 at Golden Gate International Exposition, Treasure Island, Cal. Ceremonies and festivities in connection with the event are under direction of Pacific Coast Chapters of the Veteran Wireless Operators Assn. of which Dr. De Forest is honorary president.

Investment in Broadcast Plant of the United States

Tangible Broadcast Property by Class and Network at End of 1939

(Compiled by FCC Accounting Dept. from Responses to Questionnaires by Licensees)

Item	Clear Channel: 50,000 Watts: Unlimited	Clear Channel: 50,000 Watts: Part-time	Clear Channel: 5,000 to 25,000 Watts: Unlimited	Clear Channel: 5,000 to 25,000 Watts: Part-time	Regional: Unlimited	Regional: Limited and Day	Regional: Part-time	Local: Unlimited	Local: Day and Part-time	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
Stations Serving as Outlets for Major Networks										
Stations with time sales of $25,000 or more:										
Number of stations	33	4	18	4	174	14	11	95	4	357
Cost to licensee	$16,223,584	$836,171	$2,824,128	$597,772	$17,978,710	$686,288	$739,837	$2,778,326	$69,962	$42,734,778
Depreciation to date under ownership of licensee	9,208,539	323,805	1,392,693	318,846	7,866,863	241,676	308,757	1,021,084	26,917	20,709,180
Depreciated cost	7,015,045	512,366	1,431,435	278,926	10,111,847	444,612	431,080	1,757,242	43,045	22,025,598
Stations with time sales of less than $25,000:										
Number of stations	.....	.....	.....	.....	3	.....	4	29	.....	36
Cost to licensee	.....	.....	.....	.....	$129,183	.....	$153,226	$492,547	.....	$774,956
Depreciation to date under ownership of licensee	.....	.....	.....	.....	18,283	.....	11,765	181,734	.....	211,782
Depreciated cost	.....	.....	.....	.....	110,900	.....	141,461	310,813	.....	563,174
All commercial stations:										
Number of stations	33	4	18	4	177	14	15	124	4	393
Cost to licensee	$16,223,584	$836,171	$2,824,128	$597,772	$18,107,893	$686,288	$893,063	$3,270,873	$69,962	$43,509,734
Depreciation to date under ownership of licensee	9,208,539	323,805	1,392,693	318,846	7,885,146	241,676	320,522	1,202,818	26,917	20,920,962
Depreciated cost	7,015,045	512,366	1,431,435	278,926	10,222,747	444,612	572,541	2,068,055	43,045	22,588,772
Stations Not Serving as Outlets for Major Networks										
Stations with time sales of $25,000 or more:										
Number of stations	.....	.....	.....	.....	24	42	12	69	11	158
Cost to licensee	.....	.....	.....	.....	$1,774,214	$2,145,718	$809,539	$1,835,054	$407,873	$6,972,398
Depreciation to date under ownership of licensee	.....	.....	.....	.....	840,091	891,799	347,511	693,124	154,088	2,926,613
Depreciated cost	.....	.....	.....	.....	934,123	1,253,919	462,028	1,141,930	253,785	4,045,785
Stations with time sales of less than $25,000:										
Number of stations	.....	.....	.....	.....	5	17	4	94	29	149
Cost of licensee	.....	.....	.....	.....	$132,199	$497,191	$134,506	$1,656,590	$477,023	$2,897,509
Depreciation to date under ownership of licensee	.....	.....	.....	.....	53,734	120,922	48,678	334,615	154,351	712,300
Depreciated cost	.....	.....	.....	.....	78,465	376,269	85,828	1,321,975	322,672	2,185,209
All commercial stations:										
Number of stations	.....	.....	.....	.....	29	59	16	163	40	307
Cost to licensee	.....	.....	.....	.....	$1,906,413	$2,642,909	$944,045	$3,491,644	$884,896	$9,869,907
Depreciation to date under ownership of licensee	.....	.....	.....	.....	893,825	1,012,721	396,189	1,027,739	308,439	3,638,913
Depreciated cost	.....	.....	.....	.....	1,012,588	1,630,188	547,856	2,463,905	576,457	6,230,994
All Commercial Stations										
Stations with time sales of $25,000 or more:										
Number of stations	33	4	18	4	198	56	23	164	15	515
Cost to licensee	$16,223,584	$836,171	$2,824,128	$597,772	$19,752,924	$2,832,006	$1,549,376	$4,613,380	$477,835	$49,707,176
Depreciation to date under ownership of licensee	9,208,539	323,805	1,392,693	318,846	8,706,954	1,133,475	656,268	1,714,208	181,005	23,635,793
Depreciated cost	7,015,045	512,366	1,431,435	278,926	11,045,970	1,698,531	893,108	2,899,172	296,830	26,071,383
Stations with time sales of less than $25,000:										
Number of stations	.....	.....	.....	.....	8	17	8	123	29	185
Cost to licensee	.....	.....	.....	.....	$261,382	$497,191	$287,732	$2,149,137	$477,023	$3,672,465
Depreciation to date under ownership of licensee	.....	.....	.....	.....	72,017	120,922	60,443	516,349	154,351	924,082
Depreciated cost	.....	.....	.....	.....	189,365	376,269	227,289	1,632,788	322,672	2,748,383
All commercial stations:										
Number of stations	33	4	18	4	206	73	31	287	44	700
Cost to licensee	$16,223,584	$836,171	$2,824,128	$597,772	$20,014,306	$3,329,197	$1,837,108	$6,762,517	$954,858	$53,379,641
Depreciation to date under ownership of licensee	9,208,539	323,805	1,392,693	318,846	8,778,971	1,254,397	716,711	2,230,557	335,356	24,559,875
Depreciated cost	7,015,045	512,366	1,431,435	278,926	11,235,335	2,074,800	1,120,397	4,531,960	619,502	28,819,766

ALL COMMERCIAL STATIONS AND 3 MAJOR NETWORKS

Item	700 Stations	3 Major Networks[1]	Total
Cost to licensee	$53,379,641	$11,044,985	$64,424,626
Depreciation to date under ownership of licensee	24,559,875	4,319,106	28,878,981
Depreciated cost	28,819,766	6,725,879	35,545,645

[1] Broadcast property shown by Mutual Broadcasting System, Inc., at the nominal value of $1.

WORD Starts Fulltime Service in Spartanburg

WORD, new 250-watt fulltime station will go on the air Aug. 31, bringing to Spartanburg, S. C. for the first time primary day and night coverage and an affiliation with a major network, CBS.

Walter J. Brown, former Washington newspaper correspondent and now general manager of WORD and WSPA, 1,000-watt daytime regional on 920 kc., has announced plans for the dedication.

Gov. Burnet R. Maybank will make the principal address at the dedicatory ceremony in the studios of WORD Aug. 31. Senator James F. Byrnes and other members of the South Carolina delegation, also various city, State and Federal officials will participate.

WORD will operate over the same antenna system as WSPA. RCA engineers have installed a coupling system which permits simultaneous operation of the two stations. James Keachie, RCA engineer from Camden, supervised installation of the equipment. WORD has installed new RCA equipment throughout. Studios are in the Radio Bldg. at 155 S. Liberty St., which also houses studios for WSPA.

227 Stations Operated in Red in 1939 FCC Analysis of Revenues Indicates

THAT 227 of the 705 commercial broadcast stations of the United States operated in the red during 1939, is disclosed in a report on their revenues and losses during the year just released by the FCC on the basis of licensee reports required of all stations.

These stations included some in all classes with the exception of the 50,000-watt outlets, none of which lost money. The losers had total revenues of $10,920,105 during the year and total expenses of $13,140,576.

Their combined losses were thus $2,220,471, approximately 21% of their total revenues.

[Revenue and net income totals for all stations combined, as well as for the major networks, were published in the Aug. 1 BROADCASTING].

Of the 227 stations operating in red ink last year, 106 were reported by the FCC as being served by one or the other of the major networks. These 106 lost $1,434,042 on revenues of $6,878,423, or 21%. The 121 other losing stations, which were not network-affiliated, lost $786,429 on revenues of $4,041,682, or slightly over 18%.

By far the greatest number of losing stations were in the fulltime local category. A total of 103 of these did a business of $2,849,112, which was $441,509 under their expenses. Their expenses exceeded their revenues by 16%.

On the other hand, 54 fulltime regionals reported they operated in the red, showing combined revenues of $5,086,012 on which they lost $1,091,677, or 21%.

Thirty-one limited and daytime regionals showed revenues of $1,396,689, on which they lost $299,472, or 21%.

Seventeen daytime and part-time locals had revenues of $337,856, on which they lost $63,848, or 18%.

Fifteen part-time regionals reported revenues of $558,178 and losses of $104,182, or 18%.

Four fulltime stations in the 5,000-25,000 watt class reported revenues of $513,475 and losses of $196,134, or 38%; and three part-time stations in the same class reported $178,783 in revenues and $23,649 in losses, or 16%.

Another Commission table, breaking down the losses by sizes of community as well as classes of stations, shows that 26 stations in cities of 2,000,000 or more population combined to operate $456,137 in the red; seven in cities of 1,000,000 to 2,000,000 lost $389,123; eight in cities of 500,000 to 1,000,000 lost $83,924; 26 in cities of 250,000 to 500,000 lost $304,143; 23 in cities of 100,000 to 250,000 lost $314,983; 20 in cities of 50,000 to 100,000 lost $122,877; 38 in cities of 25,000 to 50,000 lost $195,938; 54 in cities of 10,000 to 25,000 lost $242,275; 20 in cities of 5,000 to 10,000 lost $96,010; five in communities of less than 5,000 lost $15,061.

WRTD, Richmond, Quits Operation; WRNL Full-Time

Change Follows Paper Merger; WRNL to Blue, Names Petry

THE LICENSE of WRTD, Richmond, was voluntarily surrendered to the FCC as of midnight Aug. 31 and WRNL of that city went to 1,000 watts fulltime on 880 kc. Sept. 1, coincident with the merger of the Virginia capital's two newspapers — the *Richmond News-Leader* and the *Richmond Times-Dispatch*. WRNL becomes an NBC-Blue network outlet in lieu of the deleted WRTD, which relinquishes 100 watts on 1500 kc. WRNL also announced its representation by Edward Petry & Co.

Court Appeal Dropped

At the same tme it was announced that WMBG, Richmond's NBC-Red outlet, had withdrawn its court appeal against the FCC's decision earlier this year giving WRNL fulltime with 1,000 watts on 880 kc. in lieu of its former 500-watt daytime assignment on that channel. The deletion of WRTD also means withdrawal of its application for a shift to 590 kc. with 1,000 watts.

WRNL, it was announced, remains under the same ownership, namely, the Richmond Radio Corp., whose stockholders are also owners of the *Richmond News-Leader*. John Stewart Bryan, president, who is also president of William & Mary College and publisher of the newspaper, is 60% stockholder; Tennant Bryan, his son, business manager of the newspaper, owns 20%, and Douglas Freeman, editor of the newspaper, owns 20% of the station.

Under the newspaper merger neither of the papers is discontinued, but they will be operated under one corporation known as Richmond Newspapers Inc., one as a morning and the other as an evening paper. They will be published under separate editorial direction but combined business and technical management. The Bryan interests control, while the *Richmond Times-Dispatch* interests will be represented in the minority stock held by S. L. Huber, Frederick Lewis and P. S. Huber, of Norfolk.

The *Richmond Times-Dispatch* formerly operated WRTD. The same interests publish the *Norfolk Virginian-Pilot* and *Norfolk Ledger-Dispatch*, with Mr. Lewis also chief stockholder in the *Petersburg Progress-Index*. The Norfolk newspapers are interlocked with the ownership of WTAR, Norfolk, and the Petersburg newspaper controls WPID there. The Richmond merger does not affect these holdings in any way, actually being designed to limit the Norfolk newspaper-radio interests to that territory while the Bryans control in the Richmond territory.

Maxey to St. Petersburg

The manager of WRTD, Ovelton Maxey, has accepted a post as manager of WTSP, St. Petersburg, Fla., and some other members are going to other stations while WRNL takes over part of the staff of WRTD. E. S. Whitlock will continue as WRNL's manager and commercial manager.

Going over to WRNL are the following: Grace E. Gatling, former assistant to Mr. Maxey; Jane Brooks, production manager; Eugene V. Bossieux and Robert Granphan, operators; Hugh M. Carlyle, sportscaster.

Going to new jobs are James E. Williams, announcer, to the new WKPA, New Kensington, Pa.; Kenneth I. Allen, announcer, to WLVA, Lynchburg; Carlton Abernathy, operator, to WGTM, Wilson, N. C.; Frank E. Koehler, salesman, to the new WSLS, Roanoke; Davis Bain, chief engineer, to the new WBML, Macon, Ga.; Evelyn Whitlock, program director, to the Richmond Transfer Co.

Fly Predicts Early Decision On Havana Treaty Provisions

WITH THE FCC scheduled to reconvene immediately after Labor Day following a quasi-recess over the summer, early action is predicted by Chairman James Lawrence Fly on the Havana Treaty allocations, which under the treaty terms must be made fully operative by next March.

Mr. Fly declared Aug. 26 he planned to devote his time to study of the treaty allocations prior to the next regular meeting, tentatively planned for Sept. 3. At least a quorum of the FCC is expected to be present.

Dispelling reports of possible collapse of the treaty current several weeks before, Chairman Fly told the annual convention of the NAB in San Francisco Aug. 5 that the FCC would promulgate the allocations with all possible speed. He declared all engineering preliminaries had been completed and that the FCC can begin immediate consideration of the actual shifts, affecting some 90% of the more than 800 stations licensed or holding construction permits.

Most stations are acquainted with their new assignments under the terms of the treaty itself. However, about 50 stations whose facilities have been assigned on an exclusive basis to Canada, Mexico or Cuba, or which have operated part-time, must be assigned new channels and will not be officially aware of the shifts until the lists are approved by the FCC and made public.

The FCC must act on the actual allocations prior to Sept. 29 to give the other signatory nations the requisite 180 days notice on the station shifts. A conference of technical representatives of Canada, Mexico, Cuba and the United States will be called, it is expected, to reconcile differences pursuant to the engineering standards laid down in the 1937 pact.

The actual switchover to new assignments must become effective prior to March 29, 1941—or within a year of Mexico's formal ratification of the Agreement. The notorious border stations, operated for the most part by former American broadcasters, are slated for extinction, or for low-power operation at best, under the treaty terms.

FCC Sets Hearing Dates for Inquiry Into Management of Eight Stations

DESPITE vastly changed conditions since issuance of its order of inquiry six months ago into management of eight stations, the FCC Aug. 23 designated dates for hearings involving these stations to ascertain whether they had violated the license transfer provisions of the Communications Act. At stake are the licenses of the stations, since the hearings are called on license renewals.

Called to formal hearings are four stations owned by Westinghouse, which last July 1 were restored to full Westinghouse management after having been listed in the NBC program-managed group since 1932. Another station cited for hearing is WHCU, Ithaca, N. Y., operated by Cornell University, which as WESG until recently was operated in Elmira under lease to Frank Gannett's *Elmira Star-Gazette*.

In addition to these stations, the FCC designated hearing dates for WAPI, Birmingham, owned by three Alabama universities but leased to the Voice of Alabama Inc.; WGY, Schenectady, owned by General Electric Co., but program-managed by NBC; and WWL, New Orleans, licensed to Loyola University, but operated by WWL Development Co., said to be a wholly-owned subsidiary.

Identical Notices

The Westinghouse stations cited for hearing on Oct. 7 are WBZ-WBZA, Boston-Springfield, KDKA, Pittsburgh, and KYW, Philadelphia. WAPI was designated for hearing Sept. 30; WGY, Oct. 21; WHCU, Oct. 28; WWL, Nov. 12. The FCC had issued its inquiry order into management contracts on Jan. 30 to determine whether the licensees are themselves discharging their duties as licensees or have turned them over to "outside companies".

The notices of hearing are virtually identical in all essential points. The principal issue is to determine whether the station, "either directly or indirectly, has transferred, assigned, or in any manner disposed of any of the rights granted in the station's license to any other person, firm, or corporation, without having obtained the written consent of this Commission, in violation of the Communications Act of 1934, as amended, particularly Section 310 (b) thereof".

This interrogatory is followed by an issue as to whether the station has been operated by any person without a license granted by the FCC in violation of the statute.

The hearing notice applicable to WBZA, which is synchronized with WBZ, contains an issue peculiar to this joint operation—to what extent the WBZA synchronous operation precludes the applicant from rendering a service in the public interest to either or both of the communities in which the stations are located.

XEW Now Ready To Start 250 Kw.

Azcarragua Foresees Early Action on Havana Treaty

OPERATION with power of 250,000 watts will be launched by XEW, Mexico City, as soon as the Havana Treaty becomes effective, according to Emilio Azcarragua, owner of the station and president of the Mexican Assn. of Broadcasters. The station now is assigned to 890 kc. with 100,000 watts, but is slated for a shift to 900 kc., under the treaty.

Senor Azcarragua told BROADCASTING his new plant already has been installed, and that he holds the authorization to begin "super-power" operation.

Sees Treaty Operative

Senor Azcarragua attended the NAB convention in San Francisco last month and afterward vacationed in Los Angeles. He is confident the treaty allocation will be made effective soon. He led the fight against the notorious Mexican border stations and is credited with having procured Mexico's approval of the pact after a two-year delay in the Mexican Senate. Under the treaty terms, the border stations automatically are precluded from using high-power, with all high-power assignments specifically earmarked for interior Mexican points.

The FCC is expected to approve the treaty allocations, already completed by its engineering department, at a meeting early in September. Lists must be exchanged with other signatory nations (Mexico, Canada, and Cuba) with a definite changeover date set prior to March 29, 1941. Mexico deposited its ratification papers with the Havana Government on March 29 last, and the treaty under its own terms must become operative not longer than one-year from that date.

* * *

Fly Talks About Power

At his press conference Aug. 19, FCC Chairman Fly admitted, in response to an inquiry, that "informal suggestions" have been made about increasing maximum powers of stations with national defense emphasis. Asked the arguments for such an increase, he said the main purpose seemed to be to set up a system of high-power stations for complete national coverage. He declared this was an "involved subject" and said the thought had been expressed that this is one way to secure maximum clear-channel coverage.

Chairman Fly said he did not know whether the Army and Navy had been consulted on the power problem, and added the assurance that there was no purpose to put up Government stations or give such powers to stations that are primarily for Government service. When a reporter remarked that the main purpose seemed to be "to lift the ceiling off" powers of clear-channel stations, the chairman replied, "Yes, for a limited number, in order to allow them to do a clear-channel job."

WEVD, Brooklyn, has applied to the FCC for a power increase from 1,000 to 5,000 watts on its present frequency of 1300 kc., and proposes to install a new transmitter in New York City.



"You can't cover that with no handkerchief!"

● Perhaps it's not polite to be perfectly blunt and outspoken, and we hope you'll forgive us—

But if you're not using WHO, you're not covering Iowa with radio, regardless of what other stations or combination of stations you may be using.

Iowa is 300 miles wide—200 miles "deep"—which makes an area of roughly 60,000 square miles. In this big territory, the three largest cities *combined* have only 16% of the State's population. The other 84% is divided among seventy-seven towns (2,500 and up) and 221,000 farms . . . making a total population of 2,535,174 people.

That's a territory and a market which requires big power, big showmanship, big appeal. And WHO is the *only* station in the State that has the location, the power, the programming to do the job.

As a matter of fact, WHO is "heard regularly" by 79.3% of all Iowa radio listeners (daytime)—is "listened to most" (in preference to any of seventeen other stations) by 55.4% . . . If you haven't received your copy of the 1940 Iowa Radio Audience Survey, *write for it today!*

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . . National Representatives

Campbell Directs Dallas-Fort Worth Station Combine

WFAA-WBAP, KGKO Tied in New Operating Scheme

UNDER the executive direction of Martin B. Campbell, well-known Southwestern broadcaster, WFAA-WBAP and KGKO, Dallas-Fort Worth, begin operation Sept. 1 as twin-city sister stations in one of radio's most unique ownership-operation developments.

The innovation grows out of recent acquisition by the *Dallas News* of half-ownership of KGKO, Blue Network outlet on 570 kc., from the *Fort Worth Star-Telegram*, for $250,000. WFAA, half-time 50,000-watt clear channel outlet on 800 kc., is owned by the Dallas newspaper, while WBAP, operating half-time also, on the clear channel, is owned by the *Star-Telegram*, both stations being NBC-Red affiliates. Under the new structure each station is half-owned by each newspaper organization.

Local Competition

While national sales operations are pooled, with Mr. Campbell as managing director, each owner will retain full autonomy over local sales and programming, thereby maintaining local competition. Each newspaper likewise will have the benefit of background announcements over one station operation or the other during all operating hours. For example, when WFAA is on the air, it will be identified as the *Dallas News* station and KGKO will be linked with the *Star-Telegram*. When WBAP operates, it will be identified as the *Star-Telegram* station, while KGKO will carry the Dallas newspaper's credit line.

Harold V. Hough, radio executive of the *Star-Telegram* and heretofore general manager of both WBAP and KGKO as well as the Lone Star Network keyed by KGKO, becomes radio supervisor for the Fort Worth operations. A similar status for Dallas is held by J. M. Moroney, vice-president and secretary of the A. H. Belo Corp., which publishes the *Dallas News*.

Mr. Campbell, managing director of the new operations, will maintain offices in both Dallas and Fort Worth. He has designated Irvin Gross, for the last six years his chief assistant in charge of advertising and merchandising, as sales and promotion manager. Mr. Campbell has been general manager of WFAA, and general sales manager of WFAA-WBAP for the last eight years. From 1928 to 1931 he was assistant manager of WHAS, Louisville.

As part of the new operating structure, both the *Star-Telegram* and the *News* have designated their own station managers. George Cranston, veteran director of WBAP, was named by Mr. Hough as manager of WBAP-KGKO, headquartering in Fort Worth. Mr. Moroney has designated Alex C. Keese, regional sales manager of WFAA and formerly program director, as manager of WFAA-KGKO. Commercial program and technical staffs of the stations remain intact.

Operation of the Lone Star Network, headed by James W. Pate,

Heads New Texas Setup



MARTIN CAMPBELL

and keyed by KGKO, is not affected in the revised organization. The network comprises, in addition to KGKO, serving Fort Worth and Dallas, KGNC, Amarillo, KXYZ, Houston, KTSA, San Antonio, and KGRV, Weslaco.

WFAA-WBAP, as the Red network outlet, is expected gradually to seek to replace all existing local accounts with national business. KGKO is the NBC-Blue outlet for the dual-city area, using 5,000-watts day and 1,000 watts night.

New Officers

The officers and directors of the KGKO Broadcasting Co., as reorganized, are: G. B. Dealey, Dallas, chairman of the board of the Belo Corp. and publisher of the *News*, chairman of the board; Amon G. Carter, president of the *Star-Telegram*, president; E. M. (Ted) Dealey, president of the Belo Corp., vice-president; B. N. Honea, vice-president and general manager, Carter Publications, vice-president; J. M. Moroney, vice-president and secretary of Belo Corp., treasurer and Dallas radio supervisor; Harold V. Hough, treasurer and circulation manager, Carter Publications, secretary and Fort Worth radio supervisor.

New studios are being built by the newspapers in their respective cities. The two top floors of the Medical Arts Bldg. in Fort Worth have been leased by WBAP-KGKO and alterations are virtually complete. WFAA-KGKO have leased the penthouse in the Santa Fe Bldg. in Dallas, with occupancy expected by Feb. 1. It is understood upwards of $200,000 is being expended for studio facilities in the two cities.

Lippincott Plans

LIPPINCOTT Co., Cincinnati (food), plans an expansion in sales and advertising with the use of radio, newspapers and dealer displays planned for an extensive campaign, according to Paul A. Roegge, newly-elected president. Harry Gough, for seven years sales manager of the company, has been elected vice-president in charge of sales.

Studebaker Plans 90

STUDEBAKER Corp., South Bend, Ind., during the latter part of September will start its annual quarter-hour transcribed spot campaign featuring Richard Himber, his orchestra and the Rhythmic Sixteen. This year the list of stations has been increased to more than 90. Each program will feature a guest artist, with Rudy Vallee, Kate Smith, Lanny Ross, Frank Parker and Ethel Merman signed to perform. Commercial announcements again will be dramatized. Roche, Williams & Cunnyngham Inc., Chicago, handles the account.

Buick Uses 104 Stations To Present New Models

BUICK MOTOR DIVISION, Flint, Mich., to announce its 1941 models is conducting a nation-wide spot campaign on 104 stations, using transcribed 15-second station breaks and one-minute sports-slanted announcements by Clem McCarthy. The 15-second spots are described as dramatized chain breaks by Arthur Kudner Inc., New York, agency handling the account. An average of about 26 spots will be used on each station during the five-day campaign, running from Sept. 2-6. The new Buick "Fireball Eight" models are to be shown publicly for the first time Sept. 7. Transcriptions were cut by World Broadcasting System, New York. The list follows:

WADC WOKO KOB WWNC WSB WGST WCAO WFBR WBRC WAPI KIDO WBZ WBZA WNAC WBEN WGR WKBW WBT WCHS WCSC WMAQ WENR WLS WLW WTAM WBNS WFAA WBAP WHIO KOA WHO WJR WWJ KTSM WDAY KMJ WOOD KFBB WHP WTIC KPRC WIRE WJDX WJAX WMBR WDAF KITE WNOX KFAB KLRA KFI KNX WHAS WINN WMC WQAM WKAT WTMJ WISN KSTP WSM WWL WQXR WOR WHN WMCA WTAR WKY WOW WCAU KYW KTAR KDKA WCAE WCSH KOIN KGW KOH WRVA WHAM WDBJ KFBK WBCM KMOX KSL WOAI KFSD KPO WGY KJR KOMO KWKH KHQ WSYR KMO WSPD WIBW KVOO WJSV WRC KFH WDEL WTAG WKBN WLEU.

Prestone Spots

NATIONAL CARBON Co., New York, in mid-October will start a series of four-week campaigns for Eveready Prestone using thrice-weekly participations on the *Yankee Network News* program and on WTIC, Hartford, and WCAX, Burlington, Vt. The company also plans chain break announcements six times weekly on WTAM, Cleveland; WOWO, Fort Wayne; WADC, Akron; WJR, Detroit, and WSPD, Toledo. Agency is J. M. Mathes, N.Y.

Pinex Spots on 58

PINEX Co., Ft. Wayne, Ind., on Oct. 7 starts a 22-week varied schedule of spot announcements, time signals, weather and temperature reports, and quarter-hour news and transcribed programs on 58 stations. In addition, a half-hour of the Saturday evening *WLS National Barn Dance*, released locally, will be sponsored which will feature Louise Massey and the Westerners. Russel M. Seeds Co., Chicago, is agency.

BMI Coast Office

BROADCAST MUSIC Inc., has established West Coast offices in Suite 217, 1509 N. Vine St., Hollywood. Harry S. Hume is Pacific Coast general professional manager, with Richard W. Hartman in charge of song manuscripts and transcriptions.

Decision Awaited In Texas Inquiry

All Ulmer Cases Expected to Be Decided at One Time

WHETHER the extreme penalty of revocation of licenses will be meted out by the FCC to the seven local Texas stations under recent investigation for alleged hidden ownership, will probably be determined by the Commission following final oral arguments on the remaining cases scheduled before the full Commission. Tentative plans of the Commission are to decide all of the cases at once, acting upon the recommendations of Commissioner George H. Payne that the licenses of all seven stations be revoked.

Withdrawal Offered

Charges against the stations, practically all licensed in the names of local residents, many of them highly prominent in their communities, involve alleged ownership interests by the Rev. James G. Ulmer which were not disclosed to the Commission. In the final arguments on three of the cases now under Commission advisement, James Hanley, counsel, proposed the withdrawal of Rev. Ulmer from either ownership or management if desired but the retention of the stations.

The three stations whose revocations are now under advisement are KTBC, Austin; KNET, Palestine; KRBA, Lufkin. Exceptions and oral arguments on KSAM, Huntsville, and KGKB, Tyler, are scheduled for Sept. 19.

The Commission has not yet issued its proposed findings of fact and conclusions on the Payne report recommending deletion also of KAND, Corsicana, and KGFI, Brownsville, though it has in the cases of the other five stations.

Would Transfer KNET

WHILE still awaiting action of the FCC on the so-called Texas revocation cases, involving alleged hidden ownership in various local station by Rev. James G. Ulmer, application was filed Aug. 21 on behalf of KNET, Palestine, asking for authority to assign the station's license to Bonner Frizzell, superintendent of the local public schools. Mr. Frizzell is now partner in the Palestine Broadcasting Assn. with William M. Keller, insurance agent, and John Calvin Welch, minister, who propose to assign their interest to him.

Clothing Mfgr. Test

TRIMOUNT CLOTHING Co., New York, manufacturer of Clipper Craft clothes for men, is entering radio for the first time this fall with a test campaign of spot announcements on five Eastern stations—WJZ, New York; WBZ-WBZA, Boston and Springfield; WGY, Schenectady; WHAM, Rochester, WTAM, Cleveland. According to Emil Mogul Co., New York, the agency, if the test proves successful, the campaign will be extended nationwide. Heretofore, Clipper Craft advertising has been placed locally by dealers with space in various media paid for cooperatively by store and manufacturer.



This Fall

DETROITERS WILL "GO TO MARKET" WITH A TERRIFIC BUYING POWER INCREASE!

Over 50 different first line manufacturers producing over 30 different industrial products are building new plants or additions to present plants in anticipation of Fall business.

To advertisers, this represents a buying power potential. This information is covered completely in WXYZ's new market data book just published.

WXYZ

KEY STATION OF MICHIGAN RADIO NETWORK
5000 WATTS *Daytime* . . . 1000 WATTS *Nighttime*
Basic Detroit Outlet for NBC Blue Network

National Sales Representative,
PAUL H. RAYMER CO.

55 New Stations Granted in 1940

One Regional and Five Locals Authorized in Late August

IN ADDITION to authorizing a new regional station in Tampa [see adjoining column], the FCC on Aug. 27 granted two new locals in Augusta, Ga. and Traverse City, Mich. These with the three grants of Aug. 15 brought to 55 the number of new stations authorized for construction thus far this year by the Commission.

The new Augusta outlet will be licensed to W. Montgomery Harison, local real estate man, and will operate with 250 watts fulltime on 1420 kc.

The Traverse City grant was to Midwestern Broadcasting Co., and covers 250 watts fulltime on 1370 kc. Officers and stockholders are Lester Biederman, chief engineer of W T E L, Philadelphia, president, 30%; William H. Kiker Jr., control operator, WTEL, vice-president, 16½%; Drew McClay, operator, WTEL, secretary-treasurer, 15%; Fred G. Zierle, Philadelphia, 16½%; Edward S. Biederman, Detroit, 22%.

Grants of Aug. 15

A new station at Schenectady will be licensed to Van Curler Broadcasting Corp., and will operate with 250 watts fulltime on 1210 kc. Officers and stockholders are Mayer L. Cramer, oil dealer, president and treasurer, 60%; E. F. McCabe, Westport, Conn., 15%; Frank Van der Pool, garageman, 15%; George A. Fox, printing and stationery, 10%. Applications for the same facilities filed by Mohawk Radio Inc. and Western Gateway Broadcasting Corp. were designated for hearing.

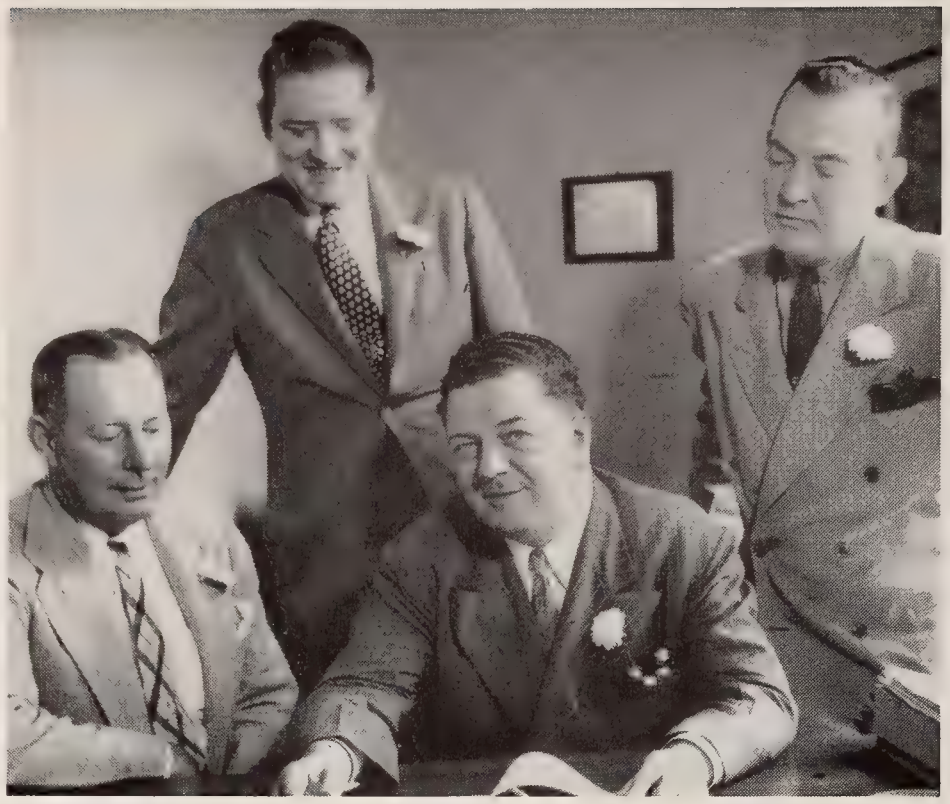
A new station in Knoxville was granted to J. W. Birdwell, radio engineer, who formerly was partner in the ownership of WJHL, Johnson City, Tenn. He will be sole owner of the 250-watt outlet on 1210 kc., which will be known as WBIR.

The Star Printing Co., Miles City, Mont., publishers of the *Miles City Star*, with the estate of Joseph Scanon, deceased, as principal stockholder, was granted 250 watts on 1310.

Propose Harlem Station

HARLEM BROADCASTING Co., New York, has received its charter from the New York Secretary of State to organize a negro broadcasting and television station, plans for which are now under consideration by the incorporators, Joseph Deighton Gibson, Marie Louise Gibson and Reuel M. Jordan. According to Mr. Jordan, a New York attorney, the group will survey local stations before deciding whether to seek to purchase an existing one or to apply to the FCC for a construction permit for a new one. The proposed station will not necessarily be limited to negro entertainers and sponsors, Mr. Jordan indicated.

SEEKING to be relieved from time-sharing with WCAM, Camden, and WCAP, Asbury Park, WTNJ, Trenton, N. J., has applied to the FCC for a shift from 1280 to 1230 kc. with 1000 watts fulltime and proposes to erect its new transmitter near Yardley, Pa.



CONTACTS with representatives from Boston to California were established by Westinghouse recently when the manager and sales manager of WBZ-WBZA, and the general sales manager of Westinghouse stations went travelling. Conferring with Oliver Morton (left, seated), Chicago representative of Westinghouse, are Vincent Callahan (right, seated), manager of WBZ-WBZA; Frank Bowes (right, standing), sales manager of WBZ-WBZA, and Griff Thompson, general sales manager of Westinghouse stations, with headquarters in Philadelphia. The Boston men were stressing the greater coverage from their new transmitter.

Tampa Tribune Granted New Regional; KFBI Gets Fulltime on 1050 Kc.

IN AN UNUSUAL decision Aug. 28, the FCC granted the *Tampa Tribune* a construction permit for a new regional station in that city, provided it divests itself of interest in WFLA, Tampa, which it has agreed to do. The newspaper owns all of the preferred stock and 55% of the common stock of WFLA, with W. Walter Tison, WFLA general manager, holding the remaining 45% of the common stock.

At the same meeting the FCC granted KFBI, Wichita, Kan., fulltime on 1050 kc., in lieu of its limited time operation, with 5,000 watts day and 1,000 watts night (directional). The action, it is presumed, contemplates ultimate assignment of WAPI, Birmingham, on the channel (which becomes 1070 kc.) under the Havana Treaty. KNX, Los Angeles, is the dominant station.

Uniontown Boost

WMBS, Uniontown, Pa., was increased from local to regional status with the granting of a construction permit for a shift from 1420 to 590 kc., and with a power increase from 250 watts to 1,000 watts unlimited time, using a directional antenna at night. WLOK, Lima, O. was increased from 100 to 250 watts fulltime on 1210 kc.

The new Tampa grant is for 940 kc., with 5,000 watts day and 1,000 watts night, using a directional antenna at night. The *Tribune* is headed by S. E. Thomason, publisher also of the *Chicago Times*. The newspaper acquired control of WFLA Nov. 7, 1939 when the FCC approved transfer of a 10% interest held by Fred J. Lee for $6,800. WFLA shares time on 620 kc. with WSUN, St. Petersburg municipal station, each using 5,000 watts day and 1,000 watts night.

Mr. Thomason and John Stewart Bryan, Richmond publisher and station owner, were listed as the chief stockholders of the Tribune Co. Mr. Bryan, chairman of the board, holds approximately 45% of the stock, and Mr. Thomason 43%. Mr. Bryan was also identified as president and publisher of the Richmond News-Leader Co., chief owner of WRNL [see story on page 22].

The FCC set for hearing an application for transfer of control of WLAK, Lakeland, Fla., to the Florida West Coast Broadcasting Co., licensee of WFLA. The station operates on 1310 kc. with 250 watts fulltime.

Inquiry Into WGST

INQUIRY into the management contract of WGST, Atlanta CBS outlet, was ordered Aug. 28 by the FCC in designating for hearing the station's regular application for renewal. No date was set. The station is licensed to the Georgia School of Technology but operated under lease by Sam Pickard, former member of the Radio Commission and former vice-president of CBS, and Clarence H. Calhoun, Atlanta attorney. The action is part of the FCC's study of remote management of stations by other than the actual licensees to ascertain whether actual control, within the meaning of the Communications Act, has been transferred [see story on page 22].

POTTER DRUG & Chemical Corp., Malden, Mass., is continuing its nationwide spot campaign for Cuticura soap on about 25 stations in key cities. Daily participating and station-break announcements are used. Atherton & Currier, New York, is agency.

Regionals Granted Boosts in Power

Night Increases for Several Included in FCC Actions

FIVE stations on the 900 kc. regional frequency have been authorized by the FCC to improve their operating status, mostly securing higher night powers, while other regionals and locals on various channels have secured more night power or new wave and power assignments in actions designed to gain maximum use of all channels.

Three stations which operated with 5,000 watts daytime and 1,000 night on 900 kc. secured 5,000 fulltime as follows: WKY, Oklahoma City; KHJ, Los Angeles; WBEN, Buffalo. On the same decision day, Aug. 15, the Commission authorized WTAD, Quincy, Ill., 1,000-watt daytime station on 900 kc., to go to fulltime with 1,000 watts on that channel, while on the same frequency the daytime WMFD, Frederick, Md., was given fulltime with 500 watts.

10,000 Watts for WOV

Other regional power boosts were authorized as follows: WOV, New York, from 5,000 watts fulltime to 10,000 fulltime on 1100 kc.; KOAC, Corvallis, Ore., from 1,000 watts to 5,000 daytime with 1,000 night on 550 kc.; WPIC, Sharon, Pa., from 250 watts daytime to 1,000 watts daytime on 780 kc.; WTAQ, Green Bay, Wis., from 5,000 watts day and 1,000 night to 5,000 fulltime on 1330 kc.; KABR, Aberdeen, S. D., from 1,000 watts day and 500 night to 5,000 fulltime on 1390 kc.

WDGY, Minneapolis, was authorized to shift from 1180 to 1100 kc., with power of 5,000 watts night and 10,000 day fulltime. WFDF, Flint, Mich., operating with 100 watts on 1310 kc., was authorized to shift to 880 kc. with 1,000 watts fulltime.

Local power increases to 250 watts fulltime were granted W M O B, Mobile, on 1200 kc.; KFYO, Lubbock, Tex., on 1310 kc.; WPAY, Portsmouth, O., on 1370 kc.; KVOE, Santa Ana, Cal., on 1500 kc.; WORD, Spartanburg, S. C., on 1370 kc.

WOV Plans New Tower To Direct 10 kw. Signal

WOV, New York, following the grant by the FCC of a power increase from 5,000 to 10,000 watts and construction permit for a new transmitter and directional antenna, plans to erect an additional 350-foot uniform-taper L e h i g h tower with umbrella antenna, approximately 225 feet behind the one recently put in use at Kearny, N. J. These towers will beam WOV's signals toward the northeast and should be completed by late fall. Construction is under the supervision of Robert Study, chief engineer of WOV.

A complete change in program policy was announced Aug. 12 by WOV, at which time the station added a half-hour to its daily schedule, starting operations at 7 a.m. instead of 7:30 a.m. to allow for the placing of daytime Italian programs before 6 p.m. After that hour all programs are in English.

WPAT are the call letters assigned to the new regional outlet in Paterson, N. J., granted July 16 to the North Jersey B r o a d c a s t i n g Co. [BROADCASTING, Aug. 1].

KLZ *Night* Coverage



INCREASED 33%

WITH POWER BOOST AND DIRECTIVE ANTENNA

KLZ's primary (guaranteed) night coverage area has been pushed north and south by its five-fold increase in power on the top-of-the-dial frequency of 560 kc. and directive antenna to serve a 33% greater population with a signal of 1½ mv/m or more (broken line, above). Primary (guaranteed) day coverage (½ mv/m area, in red above) has been increased 24%, field tests show. KLZ's signal strength in downtown Denver has been multiplied 3½ times at night and 1½ times in the daytime.

This intensified power throughout the Denver-Rocky Mountain region has thus made listening to KLZ's 20-hour daily schedule of unrivaled CBS and local programs and pacemaking newscasts available to 176,400 more people at night and an additional 182,389 people days.

KLZ's combination of power-to-penetrate and programs-they-prefer makes this station your most competent and economical ally in getting your program into the homes of the Denver-Rocky Mountain region where your selling has to be done.

KLZ *Denver*

CBS Affiliate — 560 Kilocycles

Affiliated in Management with The Oklahoma Publishing Company and WKY, Oklahoma City—Represented by the Katz Agency, Inc







AMID AN INFERNO of blank cartridges, airplanes and tanks, and armed with cameras instead of guns, special crews from the national networks, from stations and from one television company originated a long series of on-the-spot programs during the Aug. 8-22 First Army War Games in Northern New York [BROADCASTING, Aug. 15]. In the thick of the mock battle between the defending Blue forces and the invading Black army, the special events crewmen had their hands full describing the tide of battle as well as handling pickups of various camp activities, military and social.

Top left photo shows Clifford Gorsuch (l), engineer of WCAD, Canton, at controls with Harold J. Frank (r), manager of WSLB, Ogdensburg, as they carried to MBS the opening address of Lieut. Gen. Hugh A. Drum. A CBS-equipped Army truck (upper center), carried 2,500 pounds of remote equipment to vantage points. Jack Knell (upper right), CBS announcer, describes machine-gun squad in action.

Part of NBC's special events crew (lower left) was caught broadcasting "Fight Night" at the maneuvers. They are (l to r) George Butler, engineer; Robert Stanton, announcer; Maj. John Holman, manager of KDKA, Pittsburgh; Arthur Feldman, special events; Jack McCarthy, announcer. DuMont portable television camera (lower center) was camouflaged in the field, with a 15-man crew televising the maneuvers. Crosley mobile units of WLW and WSAI, Cincinnati, were on hand (lower right) to make daily recordings, with Joseph Ries, educational director, at the microphone.

Radio Assistance Praised by Army

FOLLOWING the announcement that the War Dept., in the interests of its recruiting drive, has appropriated $250,000 for a newspaper advertising campaign to be placed through N. W. Ayer & Son, Maj. Gen. E. S. Adams, adjutant general of the Army, addressed a letter to the NAB lauding radio's current efforts to promote Army enlistments.

Because the newspaper trade press had indicated that this paid campaign showed official recognition of the "power" of newspaper advertising, the statement by Gen. Adams was construed as a vindication for radio which has not sought pay for time devoted to this cause and which was praised in the following language:

"The War Department appreciates the great power of radio in reaching, effectively, the great mass of the people of the country with any message or program in a minimum of time. Radio broadcasting is a tremendously efficient force that can be applied to all problems of interest to the country whether it be a commercial sales campaign, or one of public service in the interest of national defense. It is noteworthy to state that because of the patriotism and wonderful cooperative spirit of the broadcasting companies the War Department has never been called upon to purchase radio time to disseminate to the public information of general interest."

The adjutant general also thanked the NAB for its convention resolution [BROADCASTING, Aug. 15] placing the service of the industry at the disposal of all departments of the Federal Government on behalf of national defense.

On Duty, But . . .

ON ACTIVE DUTY but finding some time to work with radio pickup crews at the Northern New York war maneuvers last month were such radio figures as Maj. John Holman, manager, KDKA, Pittsburgh; Maj. Edward A. Davis, vice-president, WIP, Philadelphia, and Lieut. Kelly Anthony, son of Earle Anthony, operator of KFI-KECA, Los Angeles. Via WSLB, Ogdensburg, which keyed MBS, Maj. Ray Perkins, the comedian, conducted a nightly series titled *Maneuver News.*

SINGING from a diving bell 55 feet below the surface of Silver Springs, Fla., selections by Frances Campbell, staff singer of WSB, Atlanta, were broadcast over WTMC, Ocala Fla.

KOH on New Channel

KOH, Reno, Nev., Aug. 23 began operating on its new 630 kc. assignment with doubled power of 1,000 watts and with entirely new equipment and studios. Owned by the McClatchy Broadcasting Co., the station is affiliated with NBC Red and Blue, and with the Western Radio System, comprising the McClatchy stations.

The new KOH plant was said to represent an expenditure of $75,000. Dedicatory programs were broadcast Aug. 24 and 25, with State and city officials participating under direction of Howard Lane, manager of the McClatchy stations. Turned down by Reno newspapers for a special KOH section, Mr. Lane sent his own salesmen into the territory and sold enough advertising for a 24-page tabloid, which was printed in Sacramento and distributed to every home within a 50-mile radius of Reno and Sparks, Nev.

Acme Starts Ninth Year Of Broadcasts Featuring Songs by Ed McConnell

ACME WHITE LEAD & COLOR WORKS, Detroit (Lin-X, floor and furniture dressing) for the ninth consecutive year has selected Smilin' Ed McConnell for its 39-week NBC-Red network campaign. The show which will start Saturday, Sept. 7, 10:45-11 a.m., with a repeat broadcast for the first four weeks at 12:30 p.m. for Pacific Coast stations, after which the regular program will be fed to western stations, was placed through Henri, Hurst & McDonald, Chicago agency.

Smilin' Ed McConnell has not been without a sponsor for the last 19 years. During the 1939-40 season he has been on both NBC networks and CBS. In addition, more than 100 stations throughout the country carry his *Hymn Time With Smilin' Ed McConnell* transcribed series. Since 1928 he has been continually sponsored by the Mantle Lamp Co. of America (Aladdin lamps), until 1937 on network and since then on transcriptions. Among his other sponsors have been Early & Daniel (farm feeds), Ballard & Ballard (Oven-Ready biscuits), Freihofer Baking Co., Purity Bakeries and others. His first sponsored program was on WSB, Atlanta. Appealing mostly to the housewife and family groups, it is said his mail averages 2,000 pieces daily. Press-Radio Features, Chicago, exclusively represents McConnell.

Carnation Names Faith

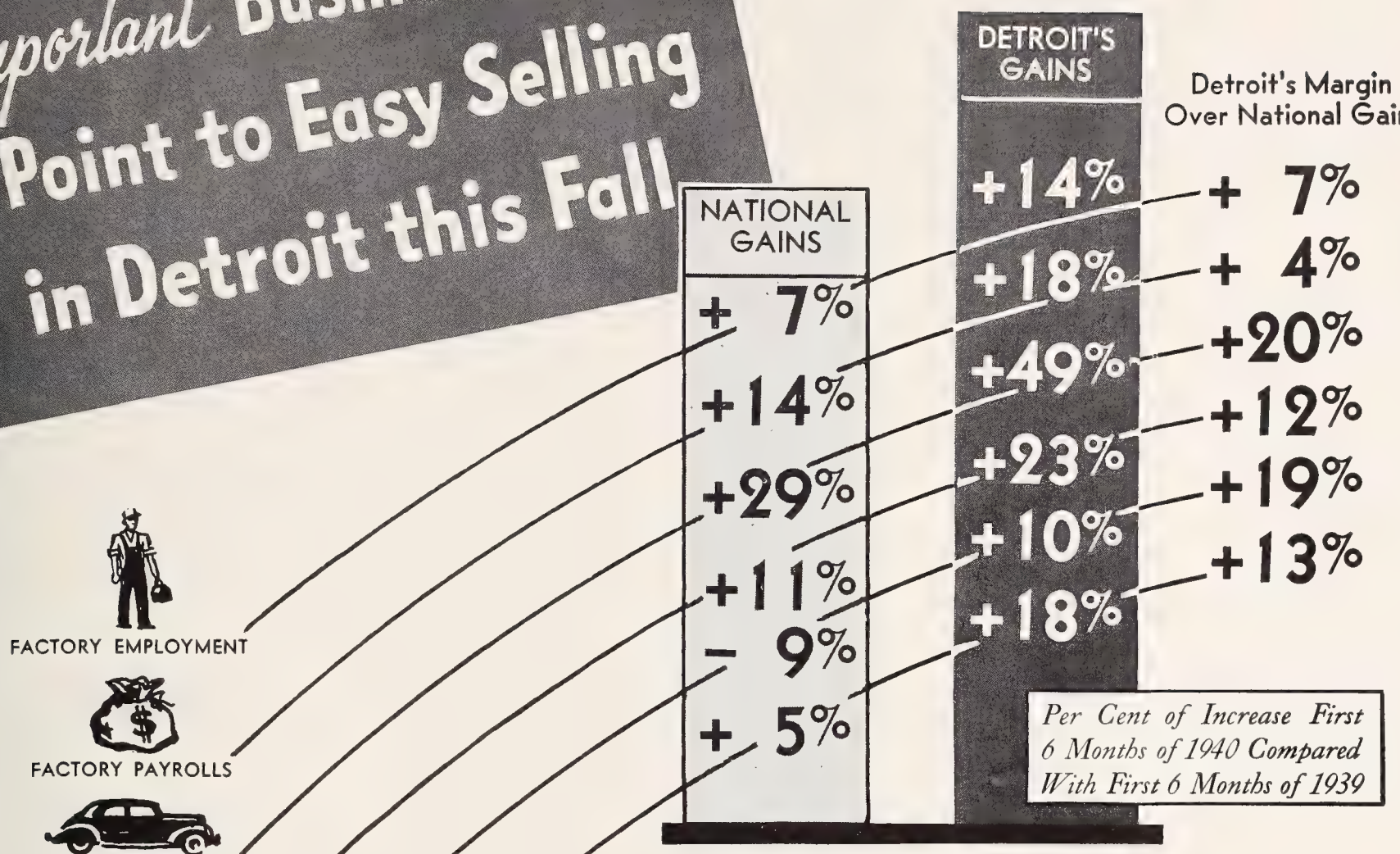
CARNATION Co., Milwaukee (evaporated milk), has appointed Percy Faith, young Canadian, as permanent conductor of *The Contented Hour.* Monday evening musical feature on NBC-Red. Josef Pasternack, former conductor, died April 29 at rehearsal and since that time guest conductors have been used. Faith has been heard for a number of years on CBC in his *Music by Faith* programs.







Important Business Gains Point to Easy Selling in Detroit this Fall



To the advertiser seeking a big, rich easily cultivated field in which to sow his sales seed this Fall, the Detroit market offers *one of America's most exceptional opportunities.* Among many reasons these are outstanding:

1 **Detroit industrial activity has *already* enjoyed more than a half-year of near-record gains in nearly all major divisions. Buying power, resulting from steady employment and increased payrolls, is high.**

2 **The ease and economy with which the Detroit market can be covered is unique in major markets. Here is a big, highly concentrated market available through a *single radio station*—WWJ—which has led all other Detroit radio stations in listener interest by every survey that has been made in ten years!**

Investigate the exceptional sales opportunity offered by the Detroit market—and by WWJ—NOW!



Detroit and the local trading area constitute a $750,000,000 market—easy to cover economically.

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta
San Francisco -:- Los Angeles

Westinghouse Stations

WOWO

and

WGL

Fort Wayne, Ind.

ANNOUNCE THE APPOINTMENT OF
THE NATIONAL BROADCASTING COMPANY
AS NATIONAL SPOT REPRESENTATIVE

Effective September 1, 1940

THESE STATIONS REPRESENTED NATIONALLY

Two more vital stations are added to the list represented by the National Broadcasting Company beginning September 1st . . . WOWO and WGL, both at Ft. Wayne, Ind.

WOWO, operating on 10,000 watts at 1160 kilocycles, and WGL, 250 watts at 1370 kilocycles, provide advertisers anxious to tap the rich Ft. Wayne market with a splendid ready-made audience.

Spot advertisers make more sales when they

PICK THESE VITAL SPOTS

WEAF	50,000 Watts— 660 Kc.	New York
WJZ	50,000 Watts— 760 Kc.	New York
WMAQ	50,000 Watts— 670 Kc.	Chicago
WENR	50,000 Watts— 870 Kc.	Chicago
KGO	7,500 Watts— 790 Kc.	San Francisco
KPO	50,000 Watts— 680 Kc.	San Francisco
***WRC**	5,000-1,000 Watts— 950 Kc.	Washington
***WMAL**	500-250 Watts— 630 Kc.	Washington
WGY	50,000 Watts— 790 Kc.	Schenectady
KOA	50,000 Watts— 830 Kc.	Denver
WTAM	50,000 Watts—1070 Kc.	Cleveland

Westinghouse Stations

WBZ	50,000 Watts— 990 Kc.	Boston
WBZA	1,000 Watts— 990 Kc.	Springfield
KYW	10,000 Watts—1020 Kc.	Philadelphia
KDKA	50,000 Watts— 980 Kc.	Pittsburgh
WOWO	10,000 Watts—1160 Kc.	Ft. Wayne
WGL	250 Watts—1370 Kc.	Ft. Wayne

*WRC and WMAL will soon be operating with 5,000 watts day and night

BY  SPOT SALES OFFICES

NEW YORK · BOSTON
CHICAGO · CLEVELAND
SAN FRANCISCO · HOLLYWOOD
WASHINGTON · DENVER

Change in Policy on Laxatives Indicated in New NBC Series

Rigid Requirements Maintained, Trammell Says; Lewis-Howe, Healthaids Buy Blue Time

SPECULATION on the extent of revision in NBC's "laxative advertising" policy has arisen with the announcement that Lewis-Howe Medicine Co., St. Louis, starting Oct. 17 will sponsor Tommy Dorsey on NBC-Blue Fridays, 8:30-9 p.m. (EST) for Nature's Remedy [BROADCASTING, Aug. 15]. Lewis-Howe will shift its *Pot o' Gold* to Fridays, 8-8:30 on the Blue, giving it a full Friday hour. It also is reported that Healthaids Inc. of New Jersey, Jersey City, is seeking to buy NBC-Blue time for Serutan Health Food, another proprietary.

Although NBC has made no comment on Serutan, a statement was issued Aug. 21 by NBC President Niles Trammell explaining the network's policy change. "We have decided to take certain products, under rigid continuity requirements, that previously have been unacceptable," Mr. Trammell commented. "It is felt that this policy will give us a number of outstanding programs which will increase our listening audience.

Strict Supervision

"No accounts, of course, will be accepted unless they are in good standing with the Food & Drug Administration and the Federal Trade Commission, and no program will be considered until continuities have been submitted in advance and those continuities conform to the strict requirements established for this type of product."

Although the new attitude is not expected to have any effect on the Red network, which as a rule is readily sold out to other types of sponsors, it is thought the relaxed restrictions may serve to bring several new accounts of this type to NBC-Blue. It is regarded as unlikely the restriction will be further changed to allow liquor or beer advertising, particularly in view of the flat restrictions placed on such accounts by the NAB Code.

Although the original NBC restriction on proprietary and laxative sponsorship was placed in operation as early as the mid-30's, it was revised in 1939 to conform to the NAB code. Among "unacceptable business" listed in this 1939 revision is: "Cathartics, including foods or beverages advertised for their value as cathartics. Also products generally known and used exclusively as cathartics, even when cathartic references are not made in broadcast advertising copy."

When the restriction first went into effect, it was placed directly against new business, although contracts in effect were allowed to be renewed. This had the effect of letting old sponsors stay on the air, while new ones were kept off.

Queried by BROADCASTING, CBS indicated that although it had set similar restrictions against such sponsorship about the same time as NBC, it did not allow subsequent renewal and no contracts of this nature have been allowed by CBS since March, 1936. CBS cited that "broadcasting for any product which describes graphically or repellently any internal bodily functions, symptomatic results of internal disturbances, or matters not generally considered acceptable topics in social groups" was discontinued in accordance with the new CBS policy in March, 1936, the expiration date of the last CBS commitments for such broadcasts.

'Examined With a Microscope'

MBS headquarters indicated that no business of this type was being placed on the network, and that its acceptability was a matter for individual member stations to decide.

Under the new NBC policy, it was made clear that every applicant would be "examined with a microscope", with each case to be judged on its own merits regarding conformance with three basic requirements before time purchase is discussed: Approval of the product, approval of the continuity, and a guarantee of a "good show".

Current programs carried by NBC for products which might be classified as having laxative qualities include six on the Red and two on the Blue, not including the new NR show. Red network sponsors and shows are: Alka-Seltzer—*Quiz Kids* and *National Barn Dance;* Phillips Chemical Co. — *Stella Dallas, Lorenzo Jones, Waltz Time;* Bristol-Myers Co. (Sal Hepatica), *Abbot & Costello.* The Blue network features and sponsors are Grove Laboratories (Bromo Quinine), *Sherlock Holmes,* and Phillips Chemical Co. (Haley's M-O) *Amanda of Honeymoon Hill.*

Fuller Paint Continues Series on 63 Stations

W. P. FULLER & Co., San Francisco (paint), on Sept. 3 will start the second half of its most extensive radio campaign when it sponsors one-minute transcribed variety programs on 63 stations in the West. The campaign will continue until Oct. 4 and will average four spots a week on each station. In rural districts the transcribed commercial will be spotted in, before or after noonday newscasts. In the metropolitan areas a night schedule will be utilized.

As in the Fuller spring campaign, each transcription is a complete radio show, incorporating jingles, a joke, music, a novelty commercial and a theme song.

The station list follows: KVOA KTAR KGLU KSUN KERN KXO KIEM KMJ KIEV KOIN KFOX KNX KYOS KTRB KHSL KVCV KFBK KFXM KGB KRNR KXRO KFRC KQW KVEC KVOE KTMS KSRO KWG KTKC KIDO KSL KVOS KID KRLC KSEI KTFI KWAL KGHL KRBM KGIR KFBB KPFA KELA KGEZ KGVO KOH KAST KBKR KORE KUIN KFJI KLBM KOOS KMED KWLK KGY KOMO KFPY KVI KPQ KIT KVRS KUJ. Account is handled by McCann-Erickson, San Francisco.



TENDERLY TRUNDLED by "Mama" Ellwood W. Lippincott, manager of KBKR, Baker, Ore., was "Blue Ribbon Baby" Fred Pelger, sales manager, in a two-mile parade in Baker recently during the 7th Annual Baker Mining Jubilee. The pair, with their radio-equipped buggy, won the blue ribbon and a $10 first prize. The prize-winning participation climaxed KBKR's seven-month anniversary July 3.

MARTIN TO MANAGE WINX, WASHINGTON

THE appointment of Reggie Martin, until recently manager of WJNO, West Palm Beach, as manager of the new WINX, Washington, D. C., has been announced by Lawrence Heller Washington attorney and licensee of the station which was recently authorized for construction with 250 watts on 1310 kc. This is the local channel relinquished last year by WOL, MBS capital key, when it shifted to 1230 kc. with 1,000 watts fulltime.



Mr. Heller

Simultaneously, Mr. Heller announced appointment, effective Sept. 15, of Helen Mobberley, of WRC-WMAL, Washington, as commercial manager. Mrs. Mobberley has been associated with the sales department of the two NBC-operated stations for the last eight years, and is well-known in Washington radio circles.

Mr. Martin, a native of Indiana who started in radio with WSBT, South Bend, and later served with various Midwestern stations, including the Central States group (KOIL-KFAB-KFOR), assumes his duties Sept. 1. The station is scheduled to go on the air about Oct. 1, using RCA equipment throughout with a Blaw-Knox 150-foot tower and a similar booster station near the campus of American University on the outskirts of the city. A two-story limestone building at Eighth and I Sts. N.W. has been acquired for offices and studios and is now in process of remodeling.

WMRN are the call letters assigned by the FCC to the new local in Marion, O., granted July 17 to the Marion Bcstg. Co. [BROADCASTING, Aug. 1].

Affiliate Network Meeting Sept. 23

First of Quarterly Discussions Is Announced by IRNA

FIRST of the quarterly meetings between committees representing affiliates of NBC and CBS with the respective ranking executives of those networks to discuss operations policies have been tentatively scheduled for Sept. 23 in New York, according to an announcement Aug. 20 by the executive committee of Independent Radio Network Affiliates. Arrangements for the quarterly sessions were made during the NAB Convention in San Francisco Aug. 4-7 [BROADCASTING, Aug. 15], and committees were designated by IRNA from its membership.

The committee to meet with NBC comprises Martin B. Campbell, WFAA, Dallas; Edwin W. Craig, WSM, Nashville; Paul W. Morency, WTIC, Hartford; George Norton, WAVE, Louisville; Samuel R. Rosenbaum, WFIL, Philadelphia, chairman of IRNA. The CBS committee comprises Mark Ethridge, WHAS, Louisville; Don Elias, WWNC, Asheville; I. R. Lounsberry, WGR-WKBW, Buffalo. It is presumed that Niles Trammell, NBC president, will head the NBC committee, and Edward Klauber, CBS executive vice-president, that network's delegation.

Plan Regular Meetings

These committees, it was announced, will fix regular meeting dates with executive heads of their respective networks and have power to invite other affiliates to sit with them at such meetings. Affiliates were requested by IRNA to notify the committees of their suggestions. Trade practices, recommendations and complaints regarding operating policies are included in the issues to be decided at these conferences.

In connection with the IRNA moves, Fred Weber, general manager of MBS, commenting on the story published in the Aug. 15 BROADCASTING that the other networks will meet with their affiliates as MBS has done in the past, pointed out that the MBS operation is different.

"The main point omitted," Mr. Weber stated, "is that when the Mutual board of stations meets it decides the network policy, it does not simply discuss the network policy. It seems important to establish that our stations establish Mutual policies."

Wheatena on 17

WHEATENA Corp., Rahway, N. J., on Sept. 30 starts *The Wheatena Playhouse* on 17 stations in selected markets in the East, Midwest and West coast, in the interests of its wheat cereal. The program will feature transcribed dramatizations of famous novels in quarter-hour episodes five times weekly, with each drama scheduled to run about four weeks. First in the series will be *Dark Victory.* Last year Wheatena tried its first daytime program with the weekly *Hilda Hope M.D.* show, and following enthusiastic consumer response and increased sales, decided this year to expand to a five-weekly serial. Agency is Compton Adv., New York.

So the Advertiser May Know WHICH Station is . . .

FIRST IN DENVER *in Everything!*

***PROGRAMS · POWER · AUDIENCE · ADVERTISING · SHOWMANSHIP · SALES RESULTS**

MA PERKINS
FIBBER McGEE & MOLLY
KRAFT MUSIC HALL
KITTY KEENE
GOLDEN MELODIES
THE O'NEILLS
INQUIRING REPORTER
JACK BENNY
GRAND OL' OPRY
FOR WOMEN ONLY
JULIA BLAKE
FOX THEATRE REPORTER
ADOPTED DAUGHTER
6 DAILY NEWS PERIODS
ONE MAN'S FAMILY
MUSICAL MAGAZINE
GOOD MORNING MELODIES
QUIZ KIDS
RAINBO
CHARLIE McCARTHY
BUTTERNUT CORNTUSSEL NEWS
GE HOUR OF CHARM
DAVID HARUM
CARNATION CONTENTED HOUR
WALTER WINCHELL
NATIONAL FARM & HOME
H.V. KALTENBORN
ALDRICH FAMILY
TED WEEMS "BEAT THE BAND"
B&W SPORTS REVIEW
CITIES SERVICE HOUR
(OLDEST CONTINUOUS NETWORK PROGRAM)
NATIONAL BARN DANCE
THE 3 B'S

*in Programs

The fact that 12 of the 15 most popular programs on the air are Red Network programs—in other words programs broadcast over KOA—is a clear indication of KOA's program leadership in Denver.

But the Red Network programs on KOA are not the only reason for KOA's decisive leadership in the Denver area. KOA's local and national spot programs are likewise favorites with the radio audience of this territory—such programs as McMurtry's "KOA Golden Melodies" (locally famous, and a network feature too), Joslin's "Inquiring Reporter," Bluhill's "For Women Only," and many other listener favorites.

Those, and programs like "Nature Sketches" (to a nationwide NBC network) from high peaks in the Rocky Mountain National Parks, typify the numerous KOA programs serving "the public interest."

In a word—LEADERSHIP characterizes the program record of KOA.

It all means this—in such company your own programs start with winners, insuring you of superior results always.

GENERAL ELECTRIC STATION
KOA
DENVER
50,000 WATTS · 830 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CLEVELAND
CHICAGO · DENVER
SAN FRANCISCO · HOLLYWOOD
BOSTON · WASHINGTON

Radio's Shoeprints on Sands of Time

Karl's Shoe Stores Adopt Radio And Gets a Quick Reaction

By J. B. (Jack) KIEFER
Vice-President and Treasurer
Pacific Market Builders, Los Angeles

TWO YEARS ago, Karl's Shoe Stores Ltd., largest independent shoe retailing organization of its kind on the Pacific Coast, decided to use radio advertising to further the sale of footwear. This was to be the firm's first venture in this field, and inasmuch as their phenomenal growth during the last quarter century could definitely be traced to customer satisfaction and word-of-mouth advertising, it was considered that an immediate and substantial reaction to radio would have to be achieved in order to justify the added expenditure.



Mr. Kiefer

In selection of the program, together with the most effective release, a careful analysis of all factors was made. These embodied (a) their distribution picture, (b) the price bracket of their greatest shoe volume, (c) general background, policies, and previous methods of operation.

Price Bracket

While Karl's Shoe Stores have retail outlets in Washington, Oregon, Arizona, California and Texas, the majority are in California, Southern California accounting for nearly 50%. It was therefore expedient that this first venture be directed toward covering the greatest number of outlets at the least possible cost per unit. After a careful survey and field check, KFI, Los Angeles, was selected as the release, its 50 kw. signal reception being indicated with clarity in practically all Southern California communities where Karl's Shoe Stores are located.

The proper choice of time and program was indicated by the price bracket of the client's greatest shoe volume. This volume, of nearly two million pairs of shoes annually, lay between $1.99 and $2.95 per pair. Obviously it was important that we reach the class of customer accustomed to buying footwear within this price bracket; that we use a type of program that would command the interest of this group. An early morning news broadcast, Monday through Saturday proved to be the answer, and on July 25, 1938, from 7:15 to 7:30 a.m., Karl's Shoe Stores presented for the first time, *Comments on the News and Values in Shoes*. During the last two years, without interruption, this first major newscast of the day has gone into the homes of Southern California listeners. The keynote of the program has been "there's a Karl's Shoe Store in your community or nearby."

The success of the program has been exceptionally gratifying to our client. It has afforded an opportunity for them to focus attention on slow moving numbers. In many instances, where special announcements were made covering certain slow-moving items, stocks were moved with surprising dispatch. Suffice to say, without supplementary merchandising of any nature except placards displayed in the interior of the stores, our client reports a steady month-after-month growth. Commercials are kept to a minimum, and during periods of "hot news" from Europe, are waived in their entirety—a gesture that has met with the approval of Karl's listeners, as evidenced by hundreds of letters of unsolicited appreciation.

To the Youngsters

At various times new and different angles have been injected into the newscast. In view of the fact that no small portion of Karl's sales are children's shoes, we made a direct appeal to youngsters by organizing a Karl's Junior Reporter's Club, under the capable guidance of KFI newscaster, Pat Bishop. We invited submission of news items from boys and girls which would carry local happenings of their neighborhood.

All youngsters submitting such an item received a "press card" entitling them to membership in the club. The best news item contributed for the day brought a metal "press badge" to the winner, together with an opportunity to appear on the program as Bishop's special guest and read the item personally. The boy or girl who submitted the best news item during any given week, received an order on their neighborhood Karl's Shoe Store for a pair of shoes to their selection. Thousands of contributions were received, proving that children are interested in the fine art of journalism. The result of this idea was an immediate increase in the sale of children's shoes.

Institutional talks, along patriotic lines, written by Mr. P. Karl, president of Karl's Shoe Stores, and delivered by Pat Bishop as personal messages from the president, have been broadcast on every holiday since inception of the program. These have been received with favor, and have done much to emphasize the integrity of our client's business institution.

After two years of continuous broadcasting, Karl's Shoe Stores find radio, properly directed toward class preference, a most valuable media in selling quality footwear.

How 'Professor Puzzlewit' Sells Shoes

Gallenkamp Quizzes Draw Customers to Big Coast Chain

By HASSEL W. SMITH
Manager, San Francisco Office
Long Advertising Service

HERE'S a Pacific Coast radio show that really *sells* shoes.

The figures prove it.

Gallenkamp's Shoe Stores, with a chain of 106 stores from San Diego to Seattle, for more than three years has been sponsoring *Professor Puzzlewit* on five Pacific Coast NBC stations.

The program was started in April, 1937, the first quiz show to be broadcast only on the coast.

At the end of 30 days the program registered in coast surveys and sales also started an upward march. Each month indicated an increasing popularity. For more than two years *Professor Puzzlewit* has ranked third, fourth or fifth on Sunday afternoon.

Ranks High in Surveys

In the last Hooper survey, giving a four months average audience, *Professor Puzzlewit* ranks fourth in San Francisco after *Charlie McCarthy, One Man's Family* and *Fitch's Band Wagon*—all big national programs.

Trick questions are never used on the program. Arithmetic problems are used occasionally. Questions are selected on a basis of their general information value. Each show has a four-minute drama which answers some interesting question that the *Professor* gives to the announcer, Berton Bennett.

Four contestants are used on each broadcast and are selected from applicants who write in. The first prize is $10 in cash and the consolation prizes $3.95 in shoe merchandise orders.

During the last year Gallenkamp's has been saluting various major Pacific Coast industries and selecting the contestants from four leading organizations in each type of industry. Most of these firms have sent bulletins to their entire Pacific Coast personnel and this again has stepped up the listening audience.

To merchandise the program further, Gallenkamp's conducts a contest by asking the listeners to call at a Gallenkamp store for the "Puzzle-Witter." This is a four-page folder, giving a question blank for six questions—showing an inside spread of timely shoe styles—and with a back page taken up with questions and answers which may be used in a party gathering.

Shoe Orders as Prizes

Each week the company gives prizes of 11 shoe merchandise orders. The mail returns during the past six months have been heavier than ever, in spite of the fact that the same contest has been used for three years.

The advertising policy is to feature specific shoes in the opening and middle commercials, with an institutional announcement at the close. By giving specific announcements on certain shoes we have an opportunity to check the inquiries, as well as the sales immediately following the broadcast.

The results have been highly pleasing as the managers report a definite sales result within a week after the announcements are made. We know that this response is due entirely to the radio program as Gallenkamp's has discontinued all other forms of advertising except window cards.

The business of Gallenkamp's has gone ahead in a big way since the program started and the client has just recently renewed for the fourth year.

A Slogan That Clicked

We adopted a slogan shortly after the program started "More miles to a Gallon-Kamp". It was only a few weeks before many customers were mentioning this slogan when they came into the Gallenkamp's stores.

"Professor Puzzlewit" is released over KPO, KFI, KGW, KOMO and KMJ, originating from San Francisco NBC studios every Sunday from 3 to 3:30 p. m., PST.

The program idea is the brainchild of the San Francisco office of Long Advertising Service. Instead of having a question-and-answer show, we have a very carefully prepared continuity, written by Mrs. Gertrude Murphy, of our copy staff. While we avoid any semblance of making this into a gag show, at the same time the running continuity has a definite humorous slant that adds to its entertainment value.

Larry Keating of the NBC staff, is *Professor Puzzlewit* and the program is produced under the supervision of Arnold Marquis and the writer.

Shoe Firm's Discs

MORSE & ROGERS, New York division of International Shoe Co., St. Louis, to advertise women's shoes, is offering eastern dealers in the east a series of one-minute transcribed announcements featuring its Lady Patricia trademark. Recordings, made by the WHN Transcription Service, New York, through Ideas Adv., New York, will be given free to dealers who will buy station time at their own discretion and expense.

Now!

WRC

Washington, D.C.

5000 WATTS

DAY and NIGHT

WRC IS OWNED AND OPERATED BY THE NATIONAL BROADCASTING CO.

Networks to Ask Delay in Offering Monopoly Briefs

Preparation of Data Said to Require Additional Time

RACING against time in their effort to meet the Sept. 15 deadline set by the FCC for filing of reply briefs to the FCC Committee's provocative network-monopoly report, the major networks are expected to seek a continuance prior to that date because of the vast amount of data to be analyzed.

Both NBC and CBS, it is understood, are engrossed in the preparation of their answers, opposing the committee's far-reaching recommendations on all counts. Independent Radio Network Affiliates, which retained Paul M. Segal, Washington attorney, as counsel to prepare a brief opposing certain of the committee's conclusions, planned to have its reply ready by the Sept. 15 date, but apparently would not oppose a postponement.

On behalf of MBS, Louis G. Caldwell, Washington attorney, said he was not disposed to seek a postponement, and at present was drafting his brief. MBS supported a number of the basic conclusions of the committee, notably those dealing with non-exclusive affiliation contracts and recommendations against guaranteed clearance of time.

Briefs From Stations

Presumably, a 30-day continuance or until Oct. 15, will be sought by CBS or NBC or both. Former Judge John J. Burns, chief counsel for CBS during the six-month hearing siege, is drafting the CBS brief, while Philip J. Hennessey Jr., NBC Washington counsel, is preparing that company's answer.

Thus far, the FCC has received two briefs on the network-monopoly report, both from individual stations and both supporting the basic conclusions reached by the committee. James R. Curtis, president of KFRO, Longview, Tex., and an attorney, said his station "heartily wishes to endorse" the report as a whole and especially that part which urged revaluation of the Commission's clear-channel policy. He advocated new assignments on "so-called clear channels" under which duplication of more than one station would be authorized upon the showing that little or no interference will be developed, and that old stations should be given such assignments whereever possible. Moreover, he urged that old stations be assigned to the low frequencies wherever possible when they are geographically located where soil and ground conductivity is poor.

Roy Albertson, operator of WBNY, Buffalo local, also supported the report, and launched an attack upon the networks and upon what he alleged to be a station monopoly in Buffalo. He charged the major networks with being "unmerciful and ruthless" in his letter to the Commission and held that his own station had been "deprived of network service". Public service programs, he declared, are being kept out of Buffalo because of the purported "local monopoly". He said that only in Cleveland and Houston do local monopolies exist comparable to that in Buffalo, and charged that it was grossly unfair for "one newspaper or one bank to control more than one station in any city".

Declaring that the FCC committee's report has "indicted the networks", Mr. Albertson said they are "shouting their innocence to the high heavens when everyone in the business knows that they are guilty of all counts.".



A HAPPY OCCASION it was for this group when W. T. Dinkins, vice-president and general sales manager, Richfield Oil Co., Los Angeles, (seated), signed a contract which renewed for 52 weeks, effective Aug. 12, the *Richfield Reporter*, on six NBC-Pacific Red stations, starting the six-weekly quarter-hour program on its tenth year. Pictured with Mr. Dinkins are (l to r), Don Forbes, one of the Richfield reporters; Wayne Miller, news editor of the program; John Wald, second member of the news commentary team; Sidney Dixon, NBC-Red western sales manager, and Robert Hixson, vice-president of Hixson-O'Donnell Adv., Los Angeles.

WLWO Starts Service to Latin America With Four Sponsors Already Secured

STARTING with four sponsors seeking to promote Latin American markets, the international shortwave station WLWO, adjunct of WLW, Cincinnati, one of the first to go into operation with the required 50,000 watts minimum power, has embarked on a 21-hour daily schedule of beamed broadcasts to Latin America under the supervision of William Guenther, general manager of the international station. The station is being called "The Inter-Nation Station".



Mr. Guenther

Mr. Guenther has mustered a staff of Spanish and Portuguese speaking announcers and talent and, wherever possible, is staging special programs aimed particularly at the Latin American audience. For the present most of the WLWO programs are selected from the regular schedules of WLW and WSAI, including NBC-Red and Blue features, plus approximately 3½ hrs. of Spanish and one hour of Portuguese programs nightly.

More Sponsors in Sight

All of the shortwave programs are adhering strictly to the letter of the recently promulgated FCC rules which lifted the ban on commercial programs but fixed certain limitations on their content. More sponsors are in prospect, said Mr. Guenther, with every likelihood that they will be on the air early in September. WLWO's rate card has a base $200 per hour rate.

The first sponsor to be signed was Carter Medicine Co., New York, which started Aug. 13 with two transcribed spot announcements daily in Spanish and Portuguese, placed through National Export Advertising Service, New York. The other accounts all started Aug. 26, and all are for 13 weeks.

International Cellucotton Products Co., Chicago (Kleenex) is carrying three 15-minute programs weekly titled *Charles Amenas* (Pleasant Talks) and featuring Concha Gandia, Porto Rican woman commentator discussing styles, Hollywood etc. This was placed direct and is heard Sundays, Tuesdays and Thursdays at 8:15 p.m.

The same program is also sponsored at the same time Mondays, Wednesdays and Fridays by Princess Pat Ltd., Chicago (cosmetics), placed through Steele Adv. Co., Chicago.

J. B. Williams Co., Glastonbury, Conn. (shaving soaps, etc.) is sponsoring Aristides Nodarse in news in Spanish, Mondays thru Fridays at 10:15 p.m., placed through J. Walter Thompson Co.

Mr. Guenther's staff, soon to be enlarged, includes Henley Hill as Portuguese announcer, and the following Spanish announcers: Aristides Nodarse, Roberto Riancho, Demetrio Cadargas, Emetero Gonzaeles, Jose Wayne and Concha Gandia.

WNYC, New York municipal station, is carrying CBS broadcasts of the national tennis tournaments at Brookline, Mass. and Forest Hills, N. Y. during August and early September, because WABC, New York station, has no time available.

CBS Given Authority For International Outlet, Plans Shortwave Center

AS PART of its plan to centralize its international shortwave broadcasting facilities, CBS on Aug. 22 was authorized by the FCC to erect a new 50,000-watt outlet at Brentwood, Long Island, to operate with A3 emission on 6060, 9590, 11830, 15270, 17830 and 21520 kc. The station will operate in addition to the network's WCBX at Wayne, N. J., which will be moved to Brentwood, eventually taking over the frequencies now allocated to WCAB, 10,000-watt shortwave adjunct of WCAU, Philadelphia, which will be abandoned.

The new station will share 6060, 9590 and 21520 kc. with WCAB until the latter is discontinued. It will also share 11830 and 17830 with WCBX and 15720 with WLWO, Crosley station near Cincinnati. CBS plans to operate one station beamed toward Latin America and the other toward Europe.

Although the FCC is encouraging, with State Department approval, the construction and modernization of shortwave outlets and is requiring all to operate with a minimum of 50,000 watts power by Jan. 1 next, the Commission at first set the CBS application for the new station for hearing at the insistence of one commissioner. Upon the return of Chairman Fly from the West Coast Aug. 19, he urged reconsideration and immediate grant and his colleagues voted with him.

WPIT Move to Boston

WESTINGHOUSE'S international shortwave station WPIT, Pittsburgh, will shortly be moved to Boston as one of the steps being undertaken to improve transmission to Latin America. This announcement from Lee B. Wailes, manager of Westinghouse radio stations at Philadelphia headquarters, indicated that, while no definite date had been set for the transfer, shortwave broadcasts on WPIT's six frequencies will be heard from the new location sometime this fall. WPIT is beamed on Latin America during 13 hours of its present 16-hour broadcasting day. F. P. Nelson, director of shortwave activities, is rebuilding the program structure and adding specialized personnel.

Two Sign War News

TWO NEW SPONSORS have been signed for *News of the War* on WABC, New York, CBS program which continues sustaining five times weekly over the rest of the network, 10:30-10:45 p.m. Manufacturers Trust Co., New York, starts sponsoring the program Sept. 17, Tuesdays and Thursdays. Ludens Inc., Reading, Pa., takes it the other three week days for cough drops. Agency for Manufacturers Trust is McCann-Erickson, New York; for Ludens, J. M. Mathes, New York.

Gen. Mills Serial Returns

GENERAL MILLS, Minneapolis (Wheaties), on Sept. 30 starts *Jack Armstrong, the All-American Boy* on 18 NBC-Red stations east of Chicago. The shows will be heard Monday through Saturday, 4:30-4:45 p.m. CST, and will originate in Chicago. Contract for 26 weeks was set by Knox Reeves Adv., Minneapolis.

Selling springboard _of the Carolinas



WBT-land is as unusual as WBT itself. Its 3,000,000 people are perfectly divided between industry and agriculture to form an almost evenly-balanced earning power. 5500 busy mills paying out $250,000,000 in wages yearly...in addition to the wealth of rich, diversified farm crops. And every competent study shows that this is a one-station market...an exclusive WBT market.

OUT of a very full hat we pick three case histories of WBT clients who found WBT the shortest distance to profitable sales in the Carolinas.

★ One, a drug concern, started off gingerly, about two years ago, with a small radio budget of only $50 per week. Sales boomed, the budget was increased regularly, is now $744 weekly . . . or up 1388%!

★ Two, another drug house, tried WBT-selling two years ago at $50 per week, now invests $225 per week in WBT facilities . . . or up 350%!

★ Three, a radio set manufacturer, jumped from a small budget of $42 weekly in 1938 to $268 weekly in 1939-40 . . . or up 538%!

There are no two ways about it, WBT—offering the only single station coverage of the 65-county heart of the South's best-balanced market—is the *selling springboard* of the Carolinas. No single station or group of stations in this market can anywhere near duplicate WBT's selling record. *And that's what counts most when YOU have a selling job to do.*

Ask your nearest Radio Sales representative to give you many more WBT "reasons why".

WBT ★ 50,000 WATTS • CHARLOTTE, N.C.

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco

MBS to Expand Hookup Carrying Baseball Classic

Meets Network Opposition in Preparing Station List

IN THE FACE of recurring opposition from NBC and CBS, MBS is putting finishing touches on its station lineup for its exclusive broadcasts of the World Series early in October under sponsorship of Gillette Safety Razor Co., Boston. According to Fred Weber, MBS general manager, there may be "a very slight increase" in the number of stations carrying the 1940 broadcasts over the total of 1939.

Although a complete list of stations signed for the broadcasts was not available as BROADCASTING went to press, it was indicated that in addition to regular MBS outlets the group includes several CBS and NBC affiliates.

These have signed despite disapproval registered by CBS and NBC headquarters in New York through telegrams to their affiliates. The two networks have made it clear, as they did in 1939, that they do not approve participation in a sponsored, exclusive MBS broadcast, reminding affiliates of the exclusivity provisions in their network contracts.

Weber Explains Stand

Commenting Aug. 22 on the NBC-CBS opposition, Mr. Weber said: "The stations have an opportunity to broadcast the World Series if they desire. Those who do are protected for service in their areas and to guard against program duplication. The network broadcasts are in the public interest, and stations certainly are acting in the public service in carrying them. The only exclusivity feature is exclusivity from the individual station's point of view." He amplified that this meant in regions not served by a Mutual outlet, the broadcast was offered to some other stations which, if it carried the programs, would be protected against duplication along with the MBS stations.

NBC and CBS officials have taken the stand that although they oppose participation on an exclusive sponsored basis, they are willing to allow their affiliates to carry World Series broadcasts on a non-commercial non-exclusive basis as they offered in 1939. Commenting on this tack, Mr. Weber observed that, to be consistent, NBC and CBS should favor cancelling various exclusive broadcast agreements they have for other major sporting events and allowing non-affiliates to carry these programs. He cited NBC's exclusive arrangement for prize-fight broadcasts and the annual Sugar Bowl football classic, along with the CBS Kentucky Derby and Orange Bowl exclusives.

In a statement outlining its attitude on the World Series affair, CBS stated to BROADCASTING: "CBS has offered to contribute its facilities, without charge, for broadcasting the 1940 World Series games on a non-commercial, non-exclusive basis, just as it offered to carry the 1939 World Series, in order to provide the fullest possible service to all its affiliated stations and to the listening public."

HOW TO WIN CONTESTS

Unique Feature on WTIC Conducted by Woman Who Won 64 of Them Herself

By J. F. CLANCY
Sales Promotion Manager
WTIC, Hartford

MEET Mrs. A. Sherman Hitchcock, a clever American woman who resides at 46 Pleasant St., West Hartford, Conn.—and who is making the listeners of WTIC "contest conscious." For the last few months she has been presenting a series of 15-minute afternoon interviews on *How To Enter Contests and Win.*



Mr. Clancy

In each program, Mrs. Hitchcock calls to the attention of listeners all new radio contests that are beginning on WTIC that particular week. She gives the name of the sponsor, the product advertised and some little advice on how to prepare entries.

Already Mrs. Hitchcock has a contest club of more than 500 members, all women—and her mail is growing rapidly. Most of her letters ask for some formula for winning contests. Each communication is personally answered by Mrs. Hitchcock herself and some advice is given.

Brings Winners to Mike

Since beginning her WTIC series, Mrs. Hitchcock has brought to the microphone three women—winners in national contests—none of whom had ever entered a competition before. The first was Mrs. James F. McCarthy, of East Hartford, a member of Mrs. Hitchcock's contest club. She was the winner of a Pontiac car, 1,000 gallons of gasoline and $100 in cash, for telling Procter & Gamble in twenty-five words how she used Ivory Flakes in the care of her baby's clothes. Three weeks later Mrs. Chester C. Hoxie, also of East Hartford, and in fact living within a few blocks of Mrs. McCarthy, received a telegram one evening telling her that Procter & Gamble liked her 25-word description of the important part that Ivory Flakes play in the Hoxie household. Mrs. Hoxie's prize was the same as that of her neighbor, Mrs. McCarthy. Another winner who had never filled out a contest blank was Mrs. Frank H. Frissell, Jr., of Middletown, Conn. Mrs. Frissell was brought to the microphone and presented with a chest of Rogers Silverware, a winning prize of Armour's *Your Treat* program. The presentation was made by Edward McAuley, sales manager of Armour's Hartford branch. Several other women in Mrs. Hitchcock's contest club were listed among the winners of minor prizes in this same competition.

Judging from the list of successful contestants now on file, Mrs. Hitchcock has enough to insure her of a series of radio interviews for some weeks to come.

How Anyone Can Win

According to Mrs. Hitchcock, it does not require any special training or exceptional education to win a contest. "I receive many letters," to quote from one of Mrs. Hitchcock's radio scripts, "in which the writer states that she has little chance of winning because of a limited education. Well, to these people I would say—you should have no such feeling or fear in expressing your ideas on any product you like. If you were telling a friend or a neighbor about it, would you feel any way embarrassed? Then tell the judges in the same way—for the simply worded and constructive entry captures the major prizes. You see, it is the idea that wins the judges' favor. The point you make should indicate clearly that you have used or are using the product, and that in some specific way it is helping you. Avoid sending an entry that tells of the product in just a general way. That is more like writing a testimonial. The sponsors don't want to hear practically the same thing they are telling you in their advertisements or over the radio. They want individual, personal opinions of women in all parts of the country who in their homes are using the product and buying it because there is some certain reason why."

Until four years ago, Mrs. Hitchcock herself had never entered a contest. She started from scratch—the scratch of a pencil—and in that period she has won 64 prizes, ranging from boxes of candy and cash to two winter cruises, one to Bermuda and the other to Nassau. All told, her cash winnings have reached well over $1,000—while her grocery awards have added considerable variety to the Hitchcock menu.

While contests with Mrs. Hitchcock are more or less of a hobby, she has a decided flair for writing. For twelve years she edited a department for women in the New England magazine *Automobile.* She has written articles for *Spur,* well-known sports publication, and many of her contributions have appeared in *Vogue.*



RUTHRAUFF & RYAN, agency handling the Penn Tobacco Co. *Vox Pop* program, sent its program director, Nathan Tufts, along with Parks Johnson and Wally Butterworth to the recent Days of '76 celebration at historic Deadwood, S. D., and through arrangements made by James Gies, WNAX, Yankton, the program was piped to CBS. Here on the scene (l to r) are Mr. Tufts; Abner George, announcer; Ed Rentz, Indian Custodian and Chief Little Turnip; kneeling are Johnson and Butterworth.

California Utility Firms Plan Appliance Drives

ELECTRIC APPLIANCE Society of Northern California, San Francisco, on Sept. 10 will start a 20-day radio campaign on 14 stations in Northern California, KPO KGO KSFO KFRC KJBS KLX KRE KQW KFBK KWG KHSL KIEM KDON KSRO. Announcements will be used as well as five-minute participations in home economics programs. The campaign will include newspaper space and special dealer displays and contests.

The Gas Appliance Society of California, San Francisco, is currently mapping a radio campaign over a list of stations for October on behalf of new gas ranges. Details or stations to be used have not definitely been decided. Both accounts are handled by Jean Scott Frickelton Adv. Agency, San Francisco.

Oil Firm Ends Test

EAGLE OIL & Refining Co., Los Angeles, new to radio, in a 30-day test ended Aug. 30, used approximately 200 transcribed one-minute announcements weekly on 13 California stations, KFI KRKD KGFJ KIEV KFOX KVOE KFSD KFXM KERN KTKC KARM KGDM KVEC, and XEMO, Tia Juana, Mexico. Firm contemplates using radio during the coming season and is planning its 1941 advertising budget accordingly. General Adv. Agency, Los Angeles, has the account, Guy Brooks account executive.

SIGNATURES of 100,000 Ohioans were secured on petition that Jack Graney, sportscaster of WHK, Cleveland, be assigned the MBS announcing job for the Gillette-sponsored World Series on that network. Final decision is up to Judge Landis, commissioner of baseball.



"Yes, we have 14 accounts using 53 programs and spots each week on WSM . . . that's about the best recommendation I can give you in a few words."

"Well, your time buyers know what they're doing so we'll put WSM to work for our newest client. You know WSM doesn't cost . . . it pays."



Fireside Room in the Advertising Club, New York . . . The favorite eating place of many advertising executives.



Also very popular with the advertising profession is the Restaurant Mayan in Rockefeller Center.

Air Castle of the South
WSM
50,000 WATTS CLEAR CHANNEL

NASHVILLE, TENN. HARRY L. STONE, Gen'l. Mgr.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

New York Television Stations Adapting Plants to New Bands

Regular Operation Expected by First of the Year When New Standards May Be Operative

WITH all New York visual broadcasters constructing or reconstructing their plants preparatory to going on new frequencies, it appears likely none will return to regular operation until the first of the year, when it is expected some agreement on television standards may be reached. Although it is by no means certain any definite agreement will be reached by that time, the National Television Systems Committee has set Jan. 1 as a tentative date for the application of revised standards.

The NTSC, organized July 31 by Radio Manufacturers Assn. in cooperation with the FCC [BROADCASTING, Aug. 15], held a meeting of its various panel chairmen Aug. 21 in New York. The purpose was to crystallize aims of the committee and review the problems of each panel group, according to Chairman W. R. G. Baker, of General Electric Co.

Bond Geddes, RMA executive vice-president, announced Aug. 28 that meetings of eight of the nine television panels would meet at the Hotel Roosevelt, New York, as follows: 1 and 3, Sept. 3; 4 and 5, Sept. 4; 6 and 7, Sept. 5; 8 and 9, Sept. 6.

Committee Completed

Membership of the industry committee has been completed with appointment of three additional members by A. H. Knowlson, RMA president. They are Ray H. Manson, representing Stromberg - Carlson Telephone Mfg. Co.; Dr. Ralph Brown, Bell Laboratories; Paul R. Raibourn, Television Productions Inc., New York, a Paramount Pictures subsidiary. The industry committee and individual panels, or subcommittees, are working in cooperation with the FCC through Chairman Fly and Chief Engineer E. K. Jett.

Among changes and additions announced Aug. 19 is the appointment of B. Ray Cummings as chairman of the panel on transmitter characteristics in place of Philo T. Farnsworth, and a personnel roster of the panel on coordination of transmitters and receivers, of which I. J. Kaar, of GE, is chairman.

Although no statements have been forthcoming on whether any metropolitan telecaster will resume program service earlier than Jan. 1, when the FCC may give the go-ahead to commercial television, it does not seem likely any will do so. Both NBC and CBS are reconstructing and adapting their equipment for operation on the newly-allocated Television Channels 1 and 2, respectively. Program activity necessarily has decelerated.

DuMont Antenna

DuMont Laboratoris on Aug. 26 started erecting a 140-foot antenna atop the 42-story building at 515 Madison Ave., New York, site of its new 1,000-watt transmitter. The entire 42d floor of the building is to be remodeled to provide space for transmitter operations, along with some studio accommodations. It is expected the new DuMont transmitting equipment, broadcasting a 625-line 15-frame image, will be installed starting early in September, with preliminary tests probably starting some time in October.

The DuMont plan includes utilization of the Astoria studios of Paramount Pictures as a mammoth production studio. According to present plans, pickups from the Astoria lot will be relayed via shortwave directly to the Madison Ave. transmitter, which enjoys a virtually unimpeded line-of-sight to the Astoria lot. Before shutting down preparatory to the new installation, DuMont operated at the Madison Ave. site with a 50-watt transmitter transferred from its original site at Passaic, N. J.

Apart from conversion of present transmitters to new frequencies, receiver manufacturers must make certain changes in the sets themselves to accommodate the revised facilities. Although present sets will receive emissions up through the old Channel 5, they must be reconstructed to accommodate the new frequencies, particularly since the former Channel 1, 44-50 mc., was given over to FM. This likely will take some time, and it is felt that some agreement on standards will be necessary to prevent additional revamping in the near future.

Panels and Chairmen

Nine panels or subcommittees of research and technical experts have been appointed, the chairmen and functions being designated as follows by Chairman W. R. G. Baker of the NTSC:

Panel 1 (System Analysis). Chairman: Dr. Peter C. Goldmark, CBS. Scope: Analysis of foreign and proposed American television systems.

Panel 2 (Subjective Aspects). Chairman: Dr. A. W. Goldsmith. Scope: Influence of psychological and physiological factors in the determination of television system characteristics.

Panel 3 (Television Spectra). Chairman: J. E. Brown, Zenith Radio Corp. Scope: Consideration of sound and picture channel widths and locations.

Panel 4 (Transmitter Power). Chairman: E. W. Engstrom, RCA Mfg. Co. Scope: Consideration of transmitter power ratings, modulation capabilities and the relation between power requirements of picture and sound channels.

Panel 5 (Transmitter Characteristics). Chairman: B. Ray Cummings, Farnsworth Television & Radio Co. Scope: Consideration of essential system characteristics of the transmitter (signal polarity, black level etc).

Panel 6 (Transmitter-Receiver Coordination). Chairman: I. J. Carr, General Electric Co. Scope: Consideration of essential factors requiring coordination in the design of receivers and transmitters (sideband distribution, audio preemphasis etc.).

Panel 7 (Picture Resolution). Chairman: D. E. Harnett, Hazeltine Corp. Scope: Consideration of factors influencing picture detail (aspect ratio, frame frequency, interlace, line density etc.).

Panel 8 (Synchronization). Chairman: T. T. Goldsmith, Allen B. DuMont Laboratories. Scope: Consideration of methods and means of accomplishing synchronization.

Panel 9 (Radiation Polarization). Chairman: David B. Smith, Philco Radio & Television Corp. Scope: Consideration of factors influencing choice of the polarization of the radiated wave.

CBS has applied to the FCC for a new television station in Chicago, to operate with 1,000 watts on Channel No. 3 (66-72 mc.).



MORE THAN 11 million feet of motion picture film has clicked through this W2XAO, Los Angeles, television projector, Harry R. Lubcke, Don Lee television director (left), explains to James L. Fly, chairman of the FCC (center), while Lewis Allen Weiss, vice-president and general manager watches. Mr. Fly's visit marked the first time an FCC chairman had inspected Don Lee Network television research activities on the Coast. The chairman was interested in the quick work by Don Lee television staff in adapting the W6XAO transmitter to 525-line television on Aug. 5 without causing loss of more than two nights of programming. W6XAO is currently on a 14½-hour weekly schedule of televising.

Fly Impressed by Tour of Movie Lots, Suggests Merging of Their Facilities

AFTER touring three of Hollywood's movie lots, Chairman James Lawrence Fly of the FCC believes that the motion picture industry and the radio industry should merge their television facilities.

Speaking at his press conference Aug. 26, Chairman Fly said he had forgotten at his previous conference to tell about his visit to the big movie studios during his recent West Coast tour. He visited the studios, he explained, with the idea of studying television and its impact on the movies.

After touring the lots, the chairman said, he reached the conclusion that "we have laid too little emphasis on the production end of television without appreciating all that the movie people have to offer from that point of view." He explained that he was deeply impressed by the engineering equipment and technique of the movies.

Full of Furniture

Among surprises, he said, was the discovery that sound is not recorded at the same time as the pictures. He explained how sound effects from the laboratory as well as music and other background noises are blended. Equally impressive to him was the vast amount of properties and furnishings. "Why, they have more furniture than the biggest department store in Washington," he said.

Reviewing his reactions to the glamour of the huge Hollywood lots, he said he was led to the thought that they have "tremendous equipment, personnel, technique and other facilities that can be thrown into television production. If there's anybody has the complete layout for television production, I think those people have it." Their facilities should be more actively brought into play, he suggested.

Movie interest in television would be "productive", Mr. Fly stated and suggested that motion picture and radio facilities for television should be merged. The movie people want to work it out, he added.

Asked if he believed that the motion picture studios would take a more active interest in television as a result of his tour of the lots and his discussions with studio executives, the chairman replied that he "certainly hoped so".

Crosley Video Grant

A NEW television station for Cincinnati was authorized Aug. 28 by the FCC in granting the application of the Crosley Corp., owners of WLW and WSAI for assignment to Television Channel No. 1 (50-56 mc.) with 1,000 watts oral and visual power. The initial cost is expected to exceed $100,000. The station was given an experimental grant, and is among the applications tentatively approved last June subject to proper showing of programs of research and development. Crosley intends to develop a transmitting system in which 30 frames per second interlaced, will be employed with 441 and 507-line as well as intermediate transmissions. Also contemplated is research on wave forms and experimentation with various types of antennas.

White Labs on 70

WHITE LABORATORIES, Newark, during the second week in September will start its annual fall campaign for Feen-a-mint, using five to six spot announcements weekly on about 70 stations throughout the country. Agency is Wm. Esty & Co., New York.

yours truly



NORMAN ROSS

WENR's new participation hour, featuring Chicago's famous, friendly salesman, Norman Ross, in his own program of entertaining recorded music, insures maximum results from a minimum expenditure.

Norman Ross will apply his unique ability—gained from years of successful selling of diversified products in the great Chicago market—to non-competitive items in fifteen-minute units, three or six times a week, at a price that will fit limited budgets.

Phone or write for detailed information about "YOURS TRULY—NORMAN ROSS" with the assurance

YOU GET *More* FOR LESS on

WENR

CHICAGO KEY STATION NBC—BLUE NETWORK
870 ON YOUR DIAL



Network Proposal Studied by AFRA

Action Likely to Be Speeded After Talent Convention

FOLLOWING protracted dickering between network representatives and the American Federation of Radio Artists, further negotiations on AFRA's proposed sustaining program code were postponed in mid-August until Sept. 4. The postponement was agreed upon to allow consideration of the networks' "final conditions" by AFRA membership at the AFRA convention in Denver, Aug. 28-31.

Concurrently, negotiations on the new AFRA transcription code also were continued to a later date, pending convention consideration of terms offered by representatives of transcription manufacturers.

Minimum Demands

Although it was indicated to BROADCASTING by Mrs. Emily Holt, AFRA executive secretary, that these terms did not meet minimum AFRA demands in the projected agreements, it is expected negotiations will be speeded up following convention action on operators' proposals. The original two-year sustaining agreement expired Aug. 12, in the midst of negotiations, but was extended until Sept. 12 [BROADCASTING, Aug. 15].

It is thought an agreement can be reached on either or both the sustaining or transcription code by that time, with indications pointing logically to a nearly concurrent agreement on both.

Despite the declaration by Mrs. Holt that the AFRA negotiations on the sustaining and transcription codes would proceed independently to solution as soon as possible after the convention, it was observed in some quarters that negotiations may be affected by several extraneous factors. Among these are the ASCAP-BMI fracas, which conceivably could result in increased activity for actors and artists if music content of program schedules were diminished, and the approaching expiration on Feb. 12, 1941, of the AFRA commercial program agreement with the networks.

Mrs. Holt stated to BROADCASTING that AFRA neither "foresees" nor "considers" increased talent activity resulting from the BMI-ASCAP situation in its negotiations for the sustaining and transcription codes. As for the latter, she explained, the agreement provides for renewal negotiations to start 60 days before expiration of the commercial contract, or Dec. 12.

'Marriage Club' on CBS

CONTINENTAL Baking Corp., New York, on Sept. 7 starts sponsoring on 47 CBS stations *Marriage Club*, a current CBS series with Haven Macquarrie as m.c., in the interests of Wonder bread. Program replaces Continental's *Sky Blazers*, which ends Aug. 31, on the same number of stations at the same time, 8-8:30 p.m. (EDST) with a rebroadcast at 10 p.m. Listeners are requested to send in answers to serious and humorous questions on marriage asked by Macquarrie and in addition, four or five couples are brought to the microphone and quizzed. Benton & Bowles, New York, handles the account.

Stations Devote Facilities to Public As Hurricanes and Floods Hit South

WITH hurricane and flood striking in mid-August at various points along the South Atlantic Seaboard and Gulf Coast, particularly around Charleston, S. C., radio stations in the affected and neighboring territories established new records in public service broadcasting. Although the Charleston stations, WCSC and WTMA, managed to furnish intermittent emergency service [BROADCASTING, Aug. 15], neighboring stations also aided in bringing news from the isolated areas. Stations in the interior of the country also responded when floods broke out.

Before the hurricane set upon Charleston with its greatest intensity, WCSC enjoyed the use of its broadcasting facilities with spasmodic interruptions due to weather conditions. At 9:45 the power at the transmitter failed. About 45 minutes later the power at the studios also failed, leaving little hope for the chance of future broadcasting activity till the storm should subside.

However, Phil Sutterfield, announcer, had been previously advised by the Weather Bureau of the approaching bedlam and managed to give two or three warnings to the audience.

Shortwave Unit Used

Upon leaving the air a conference was held among General Manager John M. Rivers, Announcers Russ Long, Phil Sutterfield and Jim Carroll, and Engineers Jim Weaver, Raleigh Waters, Blair Jones and Ed McGinly. It was decided to try using the 1360 kc. crystal in the shortwave transmitter WEOY. It worked, to the credit of the engineers. The studio was called and WCSC through WEOY, deriving all its power from batteries, was on the air. It remained on the air throughout Sunday and Sunday night directing safety measures and refugee work and conveying messages for a stricken and worried people—the only contact marooned Charleston had with a safer outside world.

Early Monday morning, since the storm had passed, WTMA was supplied with full power facilities and resumed operation. WCSC recovered its power approximately 12 hours later. Inasmuch as the storm was over and the danger passed, WCSC decided to remain off the air until full facilities were restored, buying spots on WTMA to announce that its service had been resumed.

WIS, Columbia, claimed one of the first network originations of an eye-witness account with an NBC-Blue pickup at 1 p.m. Aug. 12. Marybelle Higgins, of the WIS program staff, and Allen Bonner, United Press bureau manager in Columbia, on Aug. 11 drove to Charleston for first-hand observation, and the following day Miss Higgins and Mr. Bonner were interviewed by Allyn Corris, WIS chief announcer, on NBC-Blue.

Savannah Pickup

The first network origination from the hurricane area, an 11-minute coast-to-coast program on NBC, was arranged by WSAV, Savannah, Ga. Broadcast at 12:45 a.m., Aug. 12, the program afforded an eyewitness account of the havoc created in Savannah. Noting high winds and hurricane warnings from the U. S. Weather Bureau, WSAV broadcast emergency announcements during much of Aug. 11, until the hurricane actually struck between 2 and 3 p.m., silencing both WSAV and WTOC, which also was active in broadcasting warnings.

Announcing staffs stood by while engineers cooperated with the local power company to repair the broken power line to the WSAV transmitter. The power line was repaired at 9:40 p.m., with the engineering staff wading through water surrounding the transmitter. A full emergency service was started and Harben Daniel, WSAV manager, offered WSAV's services for the NBC pickup. During its emergency operation, WSAV completely abandoned its commercial schedule and devoted its entire efforts to broadcasting emergency announcements and helping direct relief work.

Among radio people claiming scoops also was Charles Pointel, news commentator of WFIG, Sumter, S. C. Before leaving Charleston at 3 a.m., Aug. 12, he interviewed several hurricane victims at the Francis Marion Hotel, using this material on his 7 o'clock news broadcast that morning.

WCOS, Columbia, S. C., sent a special events crew—Olin Tice, program director, Fred Maness, announcer, Bill Bochman, engineer—to Charleston. Arriving at 3 a.m. Aug. 12, after the worst of the blow had subsided, the WCOS crew made a hurried survey of the damage and inquired about casualties. After several hours they returned to Columbia, since no telephone wires were available, and from WCOS studios gave an early morning account of the disaster. Thereafter newscasts were made every hour, interspersed with special bulletins.

WISE, Asheville, N. C., claims a scoop in local flood coverage when Bill Chambers and Zeb Lee borrowed a police boat to reach a warehouse in the middle of the inundated area. Their report was fed to the station by telephone, without benefit of any remote equipment, and broadcast off the telephone line.

Gulf Crises

In another locale, WGCM, Gulfport, Miss., had its hands full with a hurricane and bank robbery at the same time. With the hurricane approaching, the station broadcast warnings to small craft on Gulf waters, including the famous Biloxi fishermen's fleet, part of which was 500 miles out in the Gulf. The station broadcast directions for missing the worst part of the storm, and maintained 24-hour telephone service while off the air.

As the hurricane blew in, two bandits held up a bank in Wiggins, 50 miles away, and escaped after shooting a bank guard. WGCM broadcast an alarm and later Sheriff R. C. Edwins utilized WGCM facilities to trace the flight of the bandits for his deputies and for Louisiana and Alabama officers who had joined the man-hunt. After a two-day search, the pair was located and arrested in Biloxi, Miss.

When the Holston River reached flood stage Aug. 14, the staff of WKPT, Kingsport, Tenn., scrambled from their beds at 3 a.m. to assist in directing local evacuation operations. The flood waters reached an all-time high of 22 feet and caused $50,000 damage in the community, greatest flood damage in 39 years.



CANDLE LIGHT and flashlights enabled the staff of KVOA, Tucson, Ariz., to carry on when the city's power failed during a heavy cloudburst. The station had to go off the air but, believing that there were enough portable and battery radios in use to justify a broadcast, Arizona Ice Co. insisted that its show go on. A gasoline generator was impressed into service, but there wasn't enough juice for lighting as well as transmission. So this is how the staff did it (l to r): Lester Farber, production director; Bess Farber, Jimmy Powell, Lisa Coleman, Ed Coleman, Andy White, Matt Lemen during their hour of trial.

'Broadcasting' Errs

Jack Neil, manager of KPAC, Port Arthur, Tex., takes issue with a statement in the Aug. 15 BROADCASTING reporting the hurricane service provided by stations in that region. "We did not lose our towers," Mr. Neil states. "We lost but one tower. KPAC was not thrown off the air until the center of the storm had passed. KPAC stayed on the air all Tuesday night and was in touch with the Weather Bureau hourly." Mr. Neil says many letters of praise for KPAC's public service were received from the Weather Bureau, civic and public officials. Not a single KPAC employe left his job during the most severe hurricane that has struck that region, he adds.

MORE POWER FOR YOU!...NOW BUILDING!

5000 WATTS

DAY | and | NIGHT



Via the Salt Water Route

ONE-STATION COVERAGE OF SOUTH FLORIDA MARKETS

WIOD

MIAMI

NBC • RED ★ 610 K. C.

ANPA's Charges Rebutted by NAB

Kirby Says Wrong Impression Gained From Vote Slogan

TO THE CHARGE in a bulletin by the American Newspaper Publishers Assn., that the NAB's current *Listen Before You Vote* promotion is "an advertising campaign, pure and simple, designed to benefit the radio broadcasting industry," Ed Kirby, NAB director of public relations, on Aug. 26 asserted that the ANPA is really "fighting little boogey-men."

The ANPA devoted its Aug. 14 bulletin to reflection upon the NAB campaign, declaring it has as its basis the cooperation and assistance of newspapers and advising publishers to "decide whether they are going to give support to this advertising campaign of the broadcasters." The bulletin called particular attention to the line in the NAB poster stating, "Check Your Newspaper for Time."

Each Has Its Field

Mr. Kirby, who was largely responsible for the first ANPA-NAB conference two years ago to bring about better relations with the press, made the following statement:

"Apparently our ANPA friends have not read our annual report. About press-radio relations the NAB has stated its position: 'The NAB's position has always been that if radio makes news it should be treated in the news columns accordingly. And in this category it places the listing of radio schedules as a reader service beyond question. But newspaper publicity is not what we sell the advertiser.

" 'Broadcasting's economic justification is in its ability to reach the ears of buyers intimately and immediately via radio, not through newspaper columns. Obviously the counterpart is that the newspapers' economic justification is their ability to reach the eyes of buyers regularly and effectively. Neither press nor radio can be sold at the expense of the other for long. Each has its field of service. Selling a medium on the basis of what some other medium won't or can't do—and not upon what you can and will do—is poor selling.'

"The current release from the ANPA infers that broadcasting, in its healthy effort to capitalize on one of its acknowledged great drawing cards—the color and drama and importance of political utterances delivered through radio by the candidates themselves—we are endeavoring to promote the medium at the expense of the press. This evidently springs from a misinterpretation of a line across the bottom of the *Listen Before You Vote* poster which reads, 'Check Your Newspaper for Time.'

Much Ado

"We suggest that the alarmed gentlemen who wrote the ANPA bulletin re-read that bottom line. It means extra business for every paper—extra lineage in spotlight ads, in political announcements—"when and where to listen" notices—extra lineage, all made possible because some candidate and his opponent are going to speak over the local radio station.

"This sounds like pretty good promotion to us, all the way round. You don't need a newspaper to make people listen to radio—but it helps.

"You don't need a radio station to make people buy a newspaper, but it helps.

"What's all the fuss about?"

"As a matter of fact that line 'Check Your Newspaper for Time' was deliberately put there because we thought it would help bring about better press-radio relations in a very practical way. We have reason to believe that the boys in the business office think so."



NOT AIR WAVES but water waves form the background for these smiling "three men on a boat." They are (l to r) Val Clare of Windsor's CKLW, Windsor; Stan Schultz of WCAR, Pontiac, Mich., and Stan Brams, Transradio Press' Detroit bureau chief. The occasion was the steamer trip from Detroit to Nash Motors' Old Club Press Preview of the Nash "600" entry into the Ford, Chevrolet and Plymouth class.

All-Canada Takes Over CJRC, CJRM, Revamping Its Operations in Manitoba

By JAMES MONTAGNES

AN IMPORTANT change in management and operation of several Canadian stations went into effect Sept. 1 when All-Canada Radio Facilities, Harold Carson, president, took over management and operation of CJRC, Winnipeg, and CJRM, Regina. At the same time All-Canada dropped management and commercial operation of CKY, Winnipeg, and CKX, Brandon, Man. The switch takes the Carson company out of commercial operations of the Manitoba provincial government-owned stations and places it in the operation of newspaper-owned stations of which the company already operates several in western Canada.

Personnel Shifts

Announcement of the changes, given BROADCASTING in Toronto Aug. 24 by Harold Carson and Guy Herbert, Toronto manager of All-Canada, included a list of changes in personnel of these and other Carson-operated stations.

F. H. Elphicke, manager of CJCA, Edmonton, goes to CJRC, Winnipeg, as manager. Percy Gaynor, commercial manager of CKY, Winnipeg, and Winnipeg manager of All-Canada office there, retains the latter post and becomes commercial manager of CJRC. Vic Neilsen, general manager of CJRC and CJRM, formerly of CFCF, Montreal, becomes manager of CFAC, Calgary, with Gordon Henry, manager of CFAC, going to the managership of CJCA, Edmonton.

The switch in management and operations in CJRC and CJRM is the second for these stations in less than six months, the two stations having been bought in April [BROADCASTING, May 1], by Victor Sifton, western newspaper publisher, from the James Richardson estate. Purchase of CJRM gave the Sifton interests ownership of both stations in Regina, as CKCK is owned by the *Regina Leader-Post.* All-Canada now operates both CKCK and CJRM.

Both stations will continue for the present to be operated separately, there being no changes announced in management. When CJRM was purchased it was unofficially understood that at some future time the license would be transferred to give the Sifton interests a station in Saskatoon, Sask., where they have a newspaper, *Saskatoon Star-Phoenix.*

All-Canada had managed the commercial operations of CKY and CKX for the last four years. CKY, till 1937, was the most powerful station in Canada.

The change gives All-Canada the control of the radio stations of Canada's two largest newspaper chains, the Sifton and Southam publications. Prior to Sept. 1, All-Canada operated the Southam-owned stations—CFAC, *Calgary Herald* and CJCA, *Edmonton Journal.* The Sifton interests owned CKCK, *Regina Leader-Post* and CJRC, *Winnipeg Free Press.*

Dr. Fahrney Schedule

DR. PETER FAHRNEY & Son Co., Chicago (tonic medicines), on Oct. 7 will start a series of daily one-minute transcribed announcements on stations to be selected in Chicago, St. Louis, Minneapolis, Detroit and Milwaukee. Foreign-language programs will be used exclusively. In addition, the weekly quarter-hour *Sunbeam Show* of music and philosophic talks currently running on WHO, Des Moines, and WOC, Davenport, Ia., will be expanded to thrice-weekly on the same date. United Adv. Companies, Chicago, handles this account.

Canada Retaining Sponsored News

No Change Until End of Year; New Proposal Is Drafted

SPONSORED newscasts as at present, with no commercials in the body of the news, remain on the Canadian air until Dec. 31, 1940, according to a promise given at Ottawa Aug. 20 by the Canadian Broadcasting Corp. board of governors to the Canadian Assn. of Broadcasters. After Jan. 1, 1941, a new plan will go into operation, a plan which has not yet been announced but which the board assured the CAB "would be satisfactory to the private broadcasters and would meet objections which they had made".

The CAB was represented by Harry Sedgwick, president, CFRB, Toronto; R. M. Brophy, CFCF, Montreal; Guy Herbert, All-Canada Radio Facilities, Toronto; and Joseph Sedgwick, CAB counsel, Toronto. They met with the board Aug. 19, at which time the CAB presented its brief. At the same meeting the Assn. of Canadian Advertisers and the Canadian Assn. of Advertising Agencies presented briefs favoring continuation of sponsored newscasts on private broadcasting stations.

First Plan Rejected

The CBC board presented the CAB with a proposal for newscasts which would permit only institutional sponsored newscasts, with a standardized announcement "Through the courtesy of . . .Station . . . presents . . . news as a service to its listeners".

The CAB turned down this plan and the board adjourned until the following day to give CAB a chance to draft a memorandum on the plan. The CAB met with the representatives of the advertisers and agencies and western broadcasters in Ottawa for the occasion, and drew up a memorandum pointing out objections. After a 2½-hour meeting with the board Aug. 20 the CBC board chairman, Rene Morin, asked the CAB to meet with CBC officials and draw up a plan suitable to needs of private broadcasters which would also meet the CBC board plan.

The plan drawn up allows sponsored newscasts with only institutional anouncements, but with spots before and after the newscast. This plan was then discussed with Maj. Gladstone Murray, CBC general manager, and two CBC board members, at which time the CBC representatives stated the CBC board had made its decision but certain matters had to be ironed out before it could be made public. It is understood that approval by the Canadian Press was sought, or failing this, the Canadian Press would be told by the CBC board that the plan would be carried out irrespective of approval. (The Canadian Press is understood to have applied the pressure which brought tbout the sponsored newscast friction.

Whether the plan which the CAB and CBC officials have drawn up is the one that will go into effect after Jan. 1, is not yet known. The plan calls for only Canadian Press and British United Press services, eliminates Transradio Press from the proposed national news service, but allows for its use by private stations.

A World-Wide "Good Neighbor" Broadcast Service

THE PICTURES on this page take you on a quick, brief trip through the International Division of NBC which is daily responsible for 16 hours of short-wave broadcasting to 82 countries the world over.

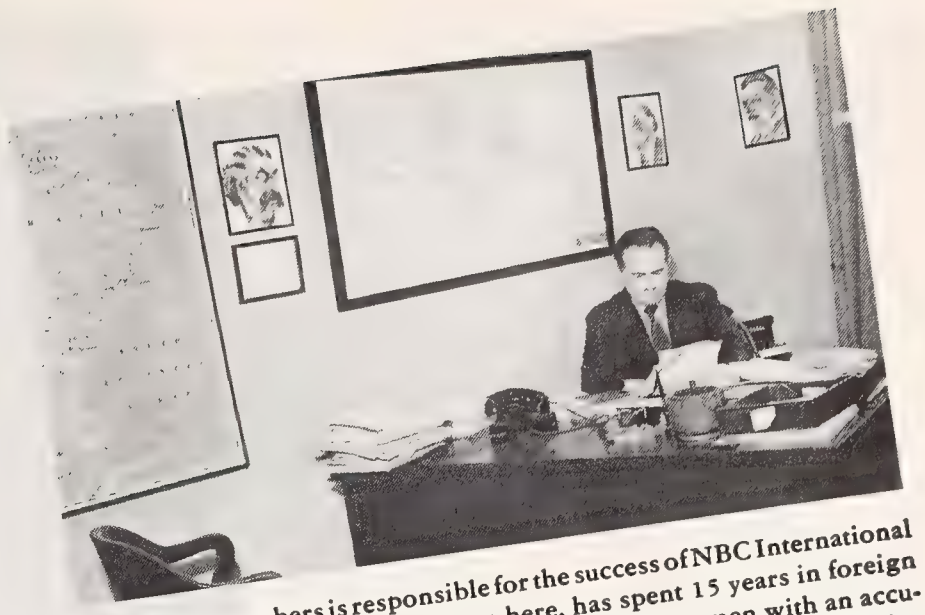
Operating two high-powered stations, NBC International broadcasts in six languages, sending unbiased news through the air, every hour on the hour —and during the 45 minutes between news periods, offers top-notch programs of classical and contemporary music . . . new discoveries in arts and sciences . . . international sporting events . . . and many other features.

This NBC service to all the world helps to win world-wide respect and friendship for our own nation—and in that way NBC believes it is once again putting radio to work in the American public interest.

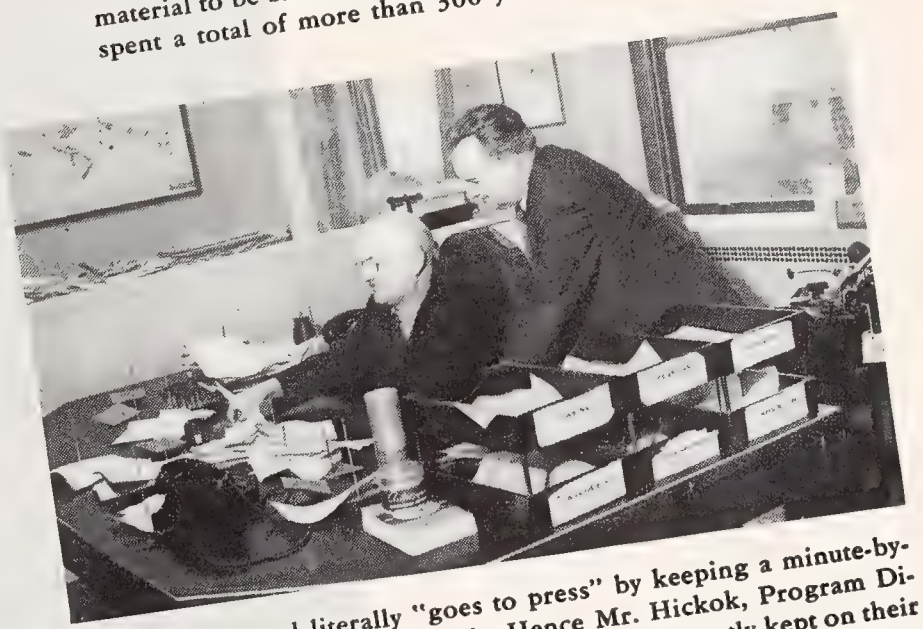
NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System

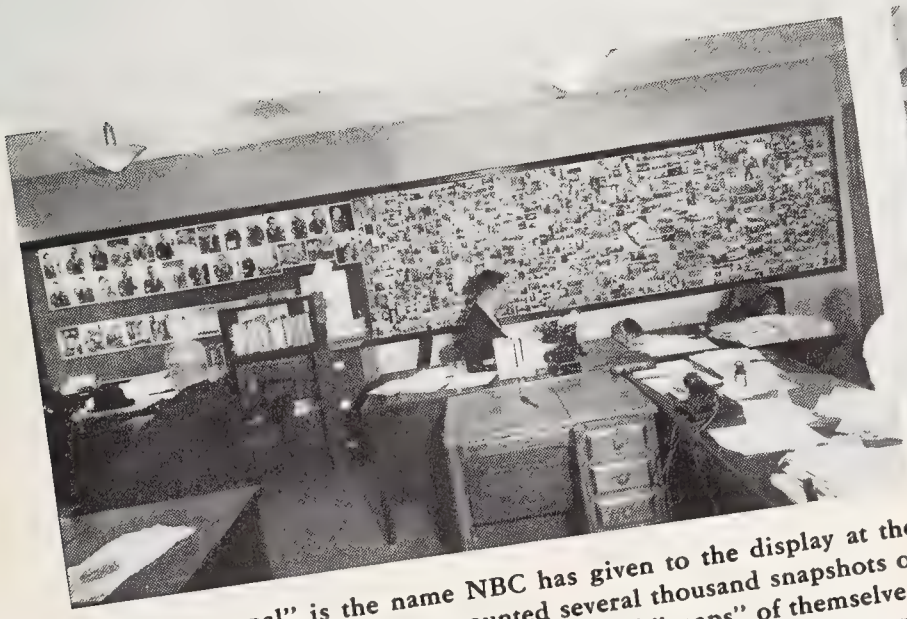
A Radio Corporation of America Service



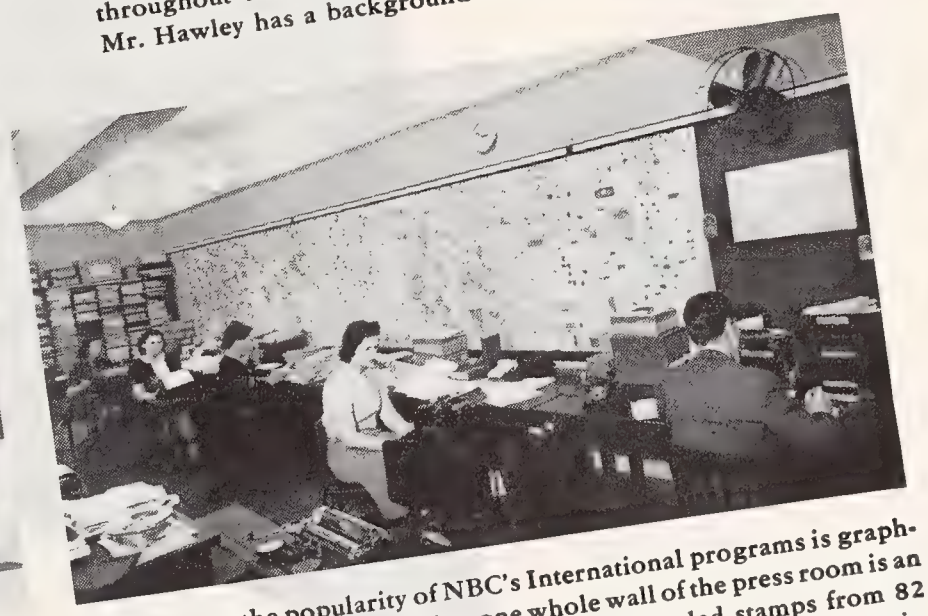
A staff of 40 members is responsible for the success of NBC International broadcasts. Guy H. Hickok, shown here, has spent 15 years in foreign countries collecting and disseminating news. Three men with an accumulated experience of 47 years as foreign correspondents sift and judge material to be broadcast. Eighteen other key members of the staff have spent a total of more than 300 years working in foreign countries.



NBC International literally "goes to press" by keeping a minute-by-minute bulletin service on the air. Hence Mr. Hickok, Program Director, and Hudson Hawley, News Editor, are constantly kept on their toes as Associated Press news and stories from many other sources throughout the world come tumbling in on the automatic printer. Mr. Hawley has a background of 22 years as foreign correspondent.



"Purely personal" is the name NBC has given to the display at the rear of this picture. Here are mounted several thousand snapshots of listeners in foreign lands. They not only send "snaps" of themselves, but their families, their homes, their receiving sets, their hobbies and pets as well. This evidence of friendship, however, is not extended exclusively to NBC—but to all America.



Testimony to the popularity of NBC's International programs is graphically illustrated here. Occupying one whole wall of the press room is an exhibit of audience mail envelopes bearing canceled stamps from 82 countries. Much of this mail was sent by air, special delivery, or registered—proof of outstanding listener enthusiasm for programs—proof that NBC's "Good Neighbor" Broadcast Service is literally world-wide.



TO KEEP ABREAST of the latest in radio developments, this group of NBC division engineering heads gathered in the Radio City office of O. B. Hanson, NBC vice-president and chief engineer, after spending the week of Aug. 19-23 touring NBC and RCA plants in New York and Camden, inspecting the newest in equipment and techniques. Gathered around Mr. Hanson (seated) are (l to r) George McElrath, operating engineer; G. O. Milne, eastern division engineer; S. E. Leonard, WTAM, Cleveland; A. H. Saxton, West Coast division engineer; H. C. Luttgens, central division engineer, Chicago; C. D. Peck, San Francisco engineer in charge; B. W. Cruger, operations supervisor, WGY, Schenectady; R. H. Owen, assistant manager and engineer in charge, KOA, Denver; A. E. Johnson, WRC-WMAL, Washington.

Scramble Begins For 690 kc. Clear

50 kw. Station Is Sought in Tulsa by Fred Jones Group

A BATTLE-ROYAL for assignment on the 690 kc. channel, which becomes available for a 50,000-watt station in Oklahoma or Kansas under the Havana Treaty, was seen with the filing Aug. 20 of an application for the facility in Tulsa by the newly-formed Fred Jones Broadcasting Co. Mr. Jones, head of the Ford distributing agencies bearing his name in Tulsa and Oklahoma City, is serving as a dollar-a-year man under the Advisory Commission on National Defense as an expert on miscellaneous equipment.

The 690 kc. assignment, under the treaty, is understood to be slated for KGGF, Coffeyville, Kan., and WNAD, Norman, Okla., which now share time on 1010 kc.—one of the channels assigned under the treaty as an exclusive Canadian wave. In addition to the Tulsa application, KOMA, Oklahoma City, also has applied for 690 kc. Other applications from Kansas are expected.

The Jones application was filed contingent upon the Havana Treaty allocations, since 690 kc. at present is a Canadian clear. The company comprises Mr. Jones, as 25% stockholder, his wife, Mrs. Mary Eddy Jones, 25%, and W. E. Hightower, Oklahoma City banker and oilman, 50%. The request is for a Class II assignment, which permits maximum power of 50,000 watts.

KVOO, Tulsa, now operating on 1140 kc. with 25,000 watts, has applied for 50,000 watts. The 690 kc. channel now is used by CFRB, Toronto, with 10,000 watts and CJCJ, Calgary, with 100 watts.

GWENN STREETON, secretary to Fox Case, CBS western division special events director, Hollywood, caught a 130-pound swordfish after a 40-minute fight during a recent fishing expedition a mile off the shores of Catalina Island, Cal. To prove her story, she had the fish brought to the studios and swordfish steaks were distributed to the staff.

Television's Eye Enters Army Games As DuMont Holds Video Demonstration

UNCLE SAM'S defending army had access to a new and powerful weapon — television — when it engaged the invading "Blacks" in mid-August during Army maneuvers in Northern New York. The first television coverage ever given the First Army war games, largest peacetime maneuver in America, was provided by Allen B. DuMont Laboratories, which sent portable transmitting equipment and a crew of 15 to participate in the Aug. 8-22 action.

Army officials exhibited great interest in the new military development as television poked its electronic eye into proceedings in the vicinity of Canton, N. Y. A practical demonstration of visual broadcasting's propensities in the military picture resulted as a mobile unit cruised in the midst of military engagements, picking up on-the-spot pictorial descriptions which were relayed to receivers installed at various official posts.

DuMont in Charge

Personally supervised by Allen B. DuMont, president, DuMont Laboratories sent a fully-equipped mobile television unit to the scene as maneuvers opened. Establishing a base on the campus of St. Lawrence U, in Canton, the 15-man crew installed a 50-watt transmitter in the physics building of the university, along with a television antenna atop one of the towers of WCAD, St. Lawrence U station. A second antenna was mounted atop a nearby chapel tower, serving as a relay link between the transmitter and the mobile unit. Coaxial cable connected the relay and main transmitter.

When the attack started a small truck carrying a complete mobile 25-watt television unit took the field, closely followed by an Army truck carrying a motor generator to supply power for the field transmitter. The mobile unit was put in operation in about the time taken to set up a newsreel camera, it was observed.

Engineers stationed in the chapel tower checked images as short-waved from the mobile unit before they went via coaxial cable to the control room in the physics building. Images were viewed by Army officials on DuMont receivers installed in Heuvelton, DeKalb Junction and Canton.

In addition to field pickups, DuMont engineers set up equipment at the message center in Canton, where umpires of the war games participated in several telecast programs. Several other programs were transmitted during the maneuvers, among them a half-hour studio show for Army officers. A dozen receivers were available at various locations through the encampment.

FM Unit Employed

Operations of the mobile television unit were directed through a two-way FM police radio installed in a scout car which made preliminary cruises in the field, spotting actions to be covered by the visual broadcast unit. Through this setup, two-way FM communication was set up between the scout car and headquarters in the physics building, with receivers also installed in the television truck and the relay unit in the college chapel for instructions to those crews. The portable FM outfit, designed for police use, was manufacturered by Fred M. Link Co., New York.

Richard L. Campbell, in charge of transmitting equipment at the DuMont Laboratories, assisted Mr. DuMont. Other members of the crew included Dr. Thomas T. Goldsmith, Charles Huffman, Will Baltin, Walter Swenson, Anthony Vitale, William Sayer, Herbert Bernard, Charles Bace, Morris Spector, Klaus Landsberg, Newton Smalley, Robert Kesller, Raymond Lafferty and Harold Beste. Col. John C. Moore, First Army Signal Officer, assisted the DuMont engineering staff.

* * *

DeForest's 'Television Torpedo'

In Chicago Aug. 25 Dr. Lee DeForest, pioneer radio inventor, disclosed that he was working on a "television torpedo plane" which he said was originated by U. A. Sanabria, president of American Television Laboratories, and which he added was being tested at the Army air field at Dayton. The plane could operate as a robot, he said, directed by a mother ship 10 or more miles away and out of danger. In it would be television scanning apparatus, operated also by radio, so that it could send back pictures of the terrain below. Cost would be slight, he said, for its apparatus would be simple and it could be made of plastic material. He estimated the television apparatus alone would cost only $1,000 to $1,500 per ship.

Wedding Televised

FIRST wedding ceremony to be televised was that of Marian Padelford and Will Hazen who on Aug. 15 exchanged nuptial vows before the W6XAO, Los Angeles, television camera, with Judge Joseph Marchetti officiating. Wedding was staged as a regular television program from a prepared script in Don Lee Network studios, and about 1,500 persons witnessed the ceremony through receiving sets.

Two Newspaper Groups Seek Station in Houston

NEWSPAPER interests have filed two applications for new stations in Houston, with Scripps-Howard Radio Inc. asking for 250 watts on 1210 kc. and West Publishers Inc. seeking 1,000 watts day and 250 night on 610 kc. The Scripps-Howard company, subsidiary of the newspaper chain, which publishes the *Houston Press*, controls WMC and WMPS, Memphis, WNOX, Knoxville, and WCPO, Cincinnati, in each of which cities a Scripps-Howard newspaper is located.

West Publishers Inc. is a newcomer to the radio field, headed by J. M. West, Texas capitalist who publishes the *Dallas Journal* and *Austin Tribune*. Mr. West's companies also have applied for new stations in Dallas, Austin and Corpus Christi. Jack Howard, son of Roy Howard, head of the Scripps-Howard newspapers, is president of that company's radio subsidiary. The West radio interests are handled by Ray V. Hamilton, former manager of KXOK, St. Louis [BROADCASTING, July 15].

SOL A. ROSENBLATT, New York attorney who was code administrator for the radio code during NRA days and who has been identified with copyright activity and the movie industry, has been appointed general counsel of the Democratic National Committee.

TWO assignments of television stations to Channel No. 8 (162-168 mc.) were announced by the FCC in orders made public Aug. 9. NBC's W2XBT was assigned to that channel, as was General Electric's W2XD.

DON LEE BROADCASTING SYSTEM

THE NATION'S GREATEST REGIONAL NETWORK

AFFILIATED WITH

MUTUAL BROADCASTING SYSTEM

7TH AT BIXEL STREET

LOS ANGELES, CALIFORNIA

August 16, 1940

TO: All Don Lee Salesmen
" John Blair & Company Offices
" Mutual Offices

FROM: Wib Eickelberg

So that some of your prospects who are now considering our facilities will not be too disappointed if our choice periods are no longer available, urge that they give us a commitment at the earliest possible moment.

With the demand from Mutual, national spot advertisers and regional advertisers, resulting in our scheduling 24 new quarter-hours of network business per week, it is obvious our choicest times will quickly be taken.

Some of the new starters are:

Standard Oil Company of California
True Story Magazine
Gem Razor
K's Beverage
Kreml
Liberty Magazine
Healthaids
Look Magazine
Peter Paul Mounds

You know the one about the "early bird."

Wib Eickelberg

P.S. And don't forget . . . in addition to its leadership in the metropolitan markets, 62% of the 3,000,000 listeners living outside those cities, must rely on Don Lee for their radio entertainment.

32 PRIMARY STATIONS IN THE
32 PRIMARY PACIFIC COAST MARKETS

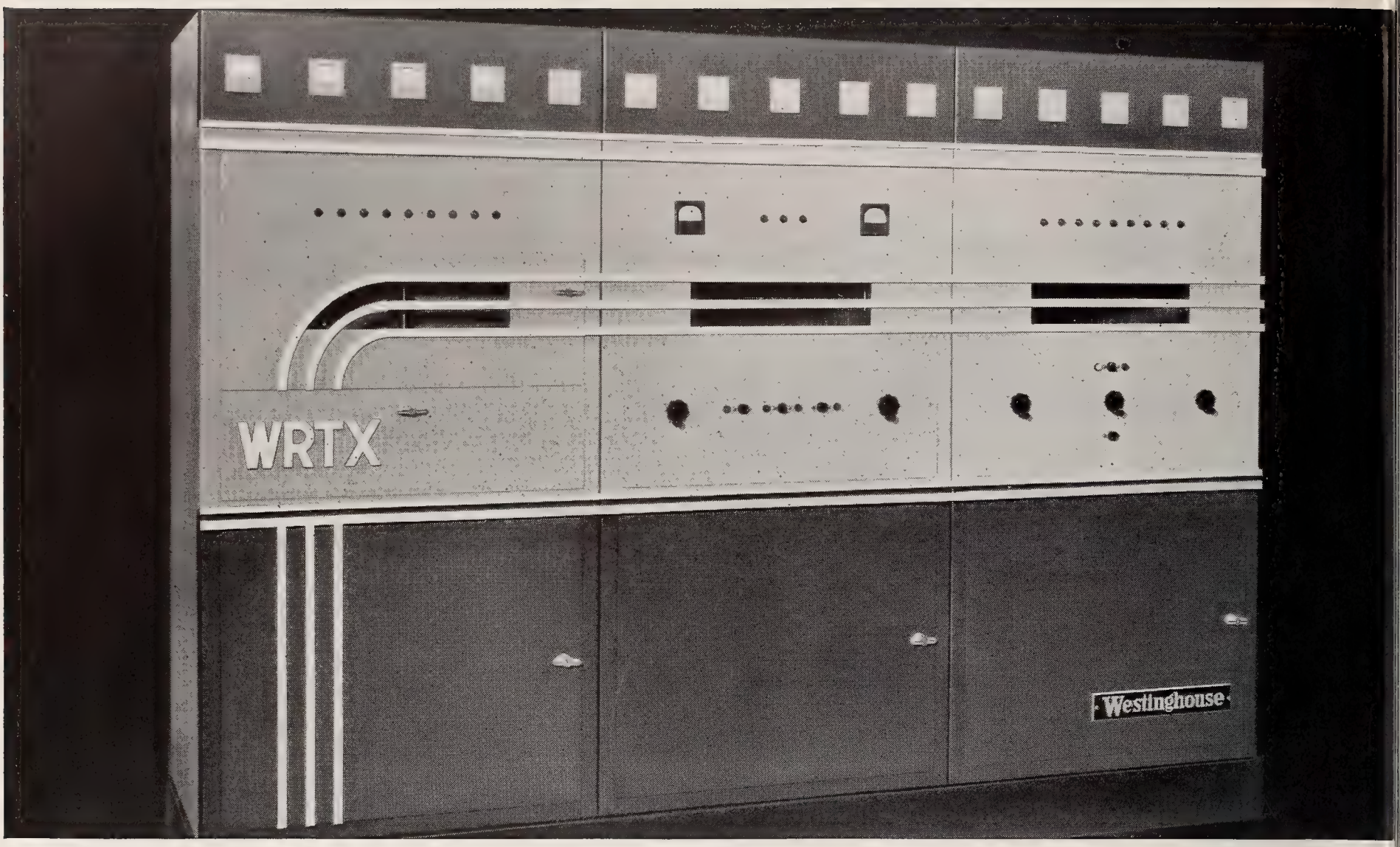


MORE THAN 9 OUT OF EVERY 10 RADIO HOMES ON THE PACIFIC COAST ARE WITHIN 25 MILES OF A DON LEE STATION

MUTUAL **DON LEE** BROADCASTING SYSTEM

1076 W. 7th St., Los Angeles, Calif.
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
Affiliated with Mutual... Represented by Blair

THE NATION'S GREATEST REGIONAL NETWORK



ALL THESE ADVANTAGES IN ONE COMPACT SET:

- Air-cooled tubes in all stages.
- Low operating cost.
- Metal rectifiers for all low voltage plate supply.
- Inductive neutralization of the power amplifier.
- Equalized feedback.
- Compressed gas condensers.
- Complete elimination of fuses.
- Ease of adjustment.
- Full automatic control.
- Conservative operation of all tubes.
- Full complement of current and voltage indicators.
- Split-second change of power in 5/1 kw transmitter.

Introducing
the new **5HV**
(also 10HV for 10KW stations)
5KW BROADCAST TRANSMITTER
by **Westinghouse**

W WESTINGHOUSE ELECTRIC

Westinghouse

Here's NEW ECONOMY NEW CONVENIENCE

in a transmitter for 5 kw and 10 kw stations

Westinghouse now offers to operators of 5000-watt and 10,000-watt stations an ultramodern broadcast transmitter. This new equipment, known as the Type HV transmitter, incorporates most of the distinctive advantages that are proving so successful at 50,000-watt KDKA and WBZ.

Economy of operation. With a highly efficient circuit, including Class "B" modulation, with long-life, air-cooled tubes throughout, with metal rectifiers for all low voltage plate supply, Type HV transmitters strike a new high in efficiency, a new low in maintenance costs.

Convenience of operation. Simple, straightforward circuits, non-critical tuning, and cubicle unit construction, with all parts easily accessible, make these HV transmitters easy to put on the air and easy to keep on the air with accurate, undistorted transmission.

Type HV Broadcast Transmitters are available in two ratings. HV-5 is a 5000/1000 watt transmitter with split-second change of power. HV-10 is a 10,000-watt transmitter. Ultramodern in appearance and design, they are the newest broadcast equipment of a company that has been intimately associated with the building *and operating* of radio equipment throughout the entire history of broadcasting.

NOW! AS CLOSE AS YOUR TELEPHONE... COMPLETE INFORMATION ON WESTINGHOUSE RADIO TRANSMITTING TUBES

For your convenience in obtaining full information and order service on Westinghouse Radio Transmitting Tubes quickly and with a minimum of effort, Westinghouse now provides Tube Sales Representation in all principal cities. Just get in touch with your regular Westinghouse Electric & Manufacturing Company sales office.

J-08024

Broadcast Equipment

Radio's Effect on Newspaper Circulation

Struggle of Survival Between Old And New Comes Under Scrutiny

By DR. PAUL LAZARSFELD

THE IMPACT of radio upon the printing press, occurring when this new medium added listening to reading as a means of acquiring information and thus upset a monopoly of 500 years' standing, started a conflict that only in recent years has shown signs of abating. A study of that conflict and of its economic, educational, sociological and political implications was conducted as a Princeton Radio Research project under the direction of Dr. Paul Lazarsfeld, who has analyzed and appraised the results of this survey in *Radio & the Printed Page*, published last month by Duell, Sloan & Pearce Inc., New York [$4]. By special permission, BROADCASTING reprints a condensation of the chapter, a discussion of newspaper-radio relationships no broadcaster, publisher or advertising man should miss.

IS RADIO displacing the newspaper?

The answer is of grave practical concern to newspaper publishers; it is also of theoretical importance to the sociologist, because it offers an example of the impact of a new mechanical invention, the radio, upon an old established social institution, the newspaper. Around the new invention new institutional arrangements form, and a struggle for survival, requiring adjustments of many kinds, develops between the old and the new.

It is the big part that radio played during the European events of the past years that has caused many observers to expect a decline in the power of the newspaper. The way in which a crisis increases radio's importance is indeed impressive. During the week of October 17, 1938, the American Institute of Public Opinion asked a representative sample of American people the following question: "In the European crisis, were you more interested in the radio reports or the newspaper reports?" Table A compares the answers to this question with the answers to a question asked the preceding year: "For news, do you depend upon the radio more or less or about the same as you depend on your newspaper?"

Depended on Radio

The data reported in this table are for Northern States only. They show that in all economic classes, rural and urban alike, there was a decided tendency for people to state that they were more interested in the radio reports during the European crisis than in the newspaper reports. In the preceding year more people depended on the newspaper for their news than depended upon the radio, especially in the urban regions. The economic difference which affects radio preferences of urban people in 1937 disappears during the crisis. The profound significance of radio in a period of tension is made clear by these figures.

Each new crisis, one might argue (and there seem to be more crises every year), puts radio more in the lead. Even if in periods of lull the amount of news listening decreases, the net effect could be that newspapers become increasingly superfluous.

But such a conclusion might be unjustified. Could it not be that radio broadcasting of a news event tends to encourage one to try to get more of the details from the newspaper? In a study of 5,528 individuals in the Northern States, the following question was asked: "Did the radio news broadcasts increase or decrease your interest in newspaper stories of the crisis?" Of those interviewed, 79.4% answered that the broadcasts had increased their interest in the printed stories.

In a check-up after a speech by President Roosevelt, it appeared that many respondents had read the President's speech after hearing it over the radio. Some people wanted to go over parts they did not get quite clearly over the air (for instance, because their attention was distracted). Others wanted to see how the printed presentation compared with the oral one. Still others reacted like one who attends a ball game and then reads about it later in the newspaper because it has become "his" game; they wanted to read about "their" speech—the one they heard the evening before on the air. Reading something one has heard is for some people intellectual pleasure, because of the plasticity and ease of understanding characteristic of follow-up reading. Still other people, reading the editorial comments in order to compare them with their own reactions, came to reread the speech.

If the increased popularity of radio is not detrimental to newspaper reading, then newspapers, too, should show rising circulation in times of crisis. To test this assumption, a newspaper was studied for the duration of the Czechoslovakian crisis in the fall of 1938, during which the personal interviews just reported were taken. Chart I shows the daily circulations of the *Chicago Daily News*, an afternoon paper, from Aug. 1 to Oct. 1, 1938, the circulations being expressed as percentages of the circulations on the corresponding days of the week in 1937. The curve shows a sharp and quite well-sustained increase in circulation, with peaks corresponding to Berchtesgaden, Godesberg, and Munich, respectively.

Even if research should finally prove that people don't read less news, or that they read even more, because they get news over the air, news broadcasts still might have a profound effect upon newspapers. Two possibilities come to mind at once: radio might affect the editorial content of newspapers, and it might impair them economically by cutting in on their advertising revenues.

Up to the advent of radio, the newspaper had two functions: reporting what happened, and interpreting the importance of the event. Since radio is the quicker in reporting events, the newspaper is likely to lose its role as a carrier of scoops. When we open the paper, we probably know already, from the radio, the major events. But what we don't yet know is how they happened, what all the parties concerned say about them, and what they probably meant. So far radio does not yet compete with the newspaper in documentation or interpretation—not to mention pictorial evidence. One quite conceivable development in the newspaper is a progressive shift from the reporting to the elaborating function of news service.

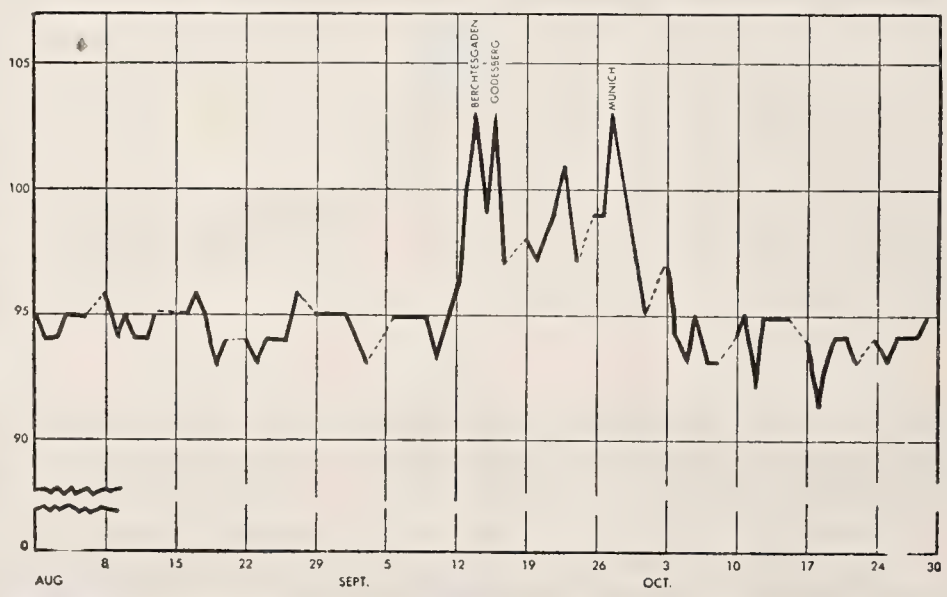


CHART I—How a newspaper's circulation grew in a European crisis. Ratio of the circulation of the *Chicago Daily News* in autumn, 1938 to corresponding days in 1937.

Long-term Trend

The most tempting way to study the effect of radio on newspaper circulation would be to analyze the existing circulation figures, but three major difficulties make an interpretation very hazardous:

1. If newspaper reading increases or decreases, radio will be only one of several causes. The growing importance of foreign affairs, the breakdown of rural isolation, and other factors will have to be kept steadily in mind.

2. Radio can affect newspaper reading in various ways. News broadcasts might make the news content of the paper more or less interesting. But listening to any kind of program could occupy the time formerly available for newspaper reading, and all sorts of stimulations coming over the radio (for instance, dance orchestras broadcasting from night clubs) might change the entire pattern of the public's leisure-time activities. Again, radio touches the destinies of newspapers by competing for a place in businessmen's advertising budgets.

3. Newspaper reading is not synonymous with news reading. The remarkable development in the picture form of news reporting might have an influence upon newspaper circulation which would spuriously be attributed to radio if it were overlooked.

Apart from these general factors there is a special reason why inferences about radio's long-time effects are dangerous when derived from general newspaper-circulation data. Circulation figures relate to the total number of papers sold, not the total number of families taking newspapers. Many families may take two or three papers. If many of these families, because of the radio, reduced the number of papers taken, the papers' circulations might drop, even if the radio encouraged a large number of non-newspaper-reading families to take newspapers for the first time. The newspaper figures might in this case show a loss; at the same time there would be an increase of news reading among the public.

If, however, a rather special hypothesis can be set up, general newspaper-circulation figures cautiously handled may be of some in-

terest. Here are three such hypotheses and the actual findings concerning them:

1. *Expectation:* If, as studies previously discussed seem to show, the radio's advantages to rural listeners were greater relatively than its advantages to urban listeners, then one would expect the circulation for newspapers to increase more or to decline less (say, between 1929 and 1937) in the immediate trade area of the city than in the outlying territory.

Findings (limited to cities of 15,000 and over, all of whose papers were Audit Bureau of Circulations (ABC) papers in both 1929 and 1930): Table B divides 181 cities into two groups, one of increasing and the other of decreasing aggregate newspaper circulation. About half of the cities with an increasing circulation showed greater increases in the rural areas than in local and suburban areas. Those factors that make for an increase (for example, improved service) seem, then, unrelated to special circulation areas. The decrease of circulation, however, is much more likely to take place in outlying areas. Five-sixths of the cities which lost newspaper circulation lost more heavily in outlying areas, where the time advantage of radio is likely to be more effective.

Local News

2. *Expectations:* Since radio news, as we have seen in the preceding chapter, tends to favor national news at the expense of local affairs, the local newspaper might hold up more successfully because it still performs a function which radio has not taken over.

Findings (all daily circulation, ABC and other, pooled for each city): Table C shows for three regions alike that, conforming to expectation, newspaper circulations in the smaller cities held up better. Only about half of the big cities' newspapers increased their circulations between 1929 and 1937, while more than two-thirds of the small-town papers showed such an increase.

3. *Expectation:* The afternoon papers probably get the major news breaks—especially on foreign and national political news, and in the Central and Western time zones—but may not have so much time as the morning paper for the preparation of detailed interpretive materials. Since the newspaper's newsbreak value, in comparison with its feature value, is reduced by radio, the morning paper should be benefited, at least in the local areas.

Findings: (a) The percentage of morning circulation in the total morning and evening circulation has increased on an almost straight-line trend ever since the World War. The pattern is about the same since 1930 and before. *(b)* In a sample of cities for which data were available by special analysis at the Audit Bureau of Circulations between 1929 and 1937, the morning papers in 25 out of 45 cities (56 per cent) held up better than the evening papers in local and suburban circulation.

The trends selected in the preceding samples can be summarized as follows: The newspaper fared better in urban as compared with rural areas; this phenomenon could be due to the time advantage that radio has outside the centers of distribution of print. The newspaper fared better in small than in large cities; this might be because the radio does not compete in the presentation of routine personal news items of local interest. The morning newspaper did somewhat better than the evening paper, and this might be due to the fact that the morning paper is frequently "analytical" and therefore less subject to radio's competition than the afternoon paper, which is more dependent upon its straight news content, at least in regard to current daily events.

Radio's competition with the newspaper for advertising revenue may yet become a most weighty consideration in any estimate of radio's effect on news reading. Perhaps the most serious potential effects, particularly in connection with local advertising, have hardly yet been felt. That the newspapers have taken a heavy loss in advertising revenue Table D shows. But for liquor advertising (usually banned on the radio), the newspaper would make even a worse showing in the national advertising field.

But how much of the newspapers' loss in advertising can be traceable directly to radio? Certainly not all of it, because even if the estimated expenditures for all radio advertising for 1937—140 millions of dollars—went to the newspapers, they would not restore the estimated expenditures for newspaper advertising to the 1929 level. It is quite likely, moreover, that some of this money spent on radio advertising would not have been spent on newspaper advertising in any case, and that some would have been spent for other media, such as magazine and outdoor advertising. Probably the direct inroads of radio advertising on newspaper advertising could be traced much more adequately than the direct inroads, if any, of radio news on newspaper circulation. The major advertisers in the fields in which radio network advertising is concentrated—drugs, food, automobiles, tobacco, soaps, and petroleum—are fairly limited in number, and the records of their expenditures are available for study. It might be reasonably easy to determine which advertisers forsook the newspapers and transferred their allegiance to radio.

There are at least two directions in which a sort of compromise might be framed in the struggle between radio and press for advertising accounts: both involve a kind of division of function. It has previously been mentioned that the newspaper might assume more and more the task of giving details and interpretations of news while the radio took over the function of spot reporting. Likewise, one might visualize the province of radio advertising as that of merely announcing the existence of different products, whereas the advertising pages of newspapers and magazines would undertake to describe them, praise them, and give details about their use. Such a division of function would obviously be to the advantage of both competing media: the insertion of advertising matter in the radio program would be minimized by the reduction of radio advertising to announcements of brands and prices, and the printed media would be less endangered financially by radio's competition for advertising accounts. There is no reason why the formula, "For further details, see your daily newspaper or your weekly magazine," could not apply to advertising as well as to news.

The other conceivable division of function in the advertising field recalls our discussion of the medium preferences of different population groups. It will be remembered that preference for print increased sharply with rising cultural level. Speaking in commercial terms, this means that the higher people's purchasing power is, the more they will prefer print to radio for the communication of comparable subject matters. Possibly there, an equilibrium will slowly develop in which the advertising of higher-priced products will be carried chiefly by magazines, while products for mass consumption will be advertised mainly over the radio—with, of course, much overlapping between the two media. Of course the number of people reached by radio is so much greater than the circulation of printed media. But at least the close correlation between purchasing power and preference for print should provide a starting point for further research that could lift the whole discussion to a more rational level.

Let us say, to summarize, that so far as newspaper reading is concerned there are no signs that news broadcasts have reduced newspaper reading. Quite to the contrary, it seems likely that owing to the rising interest in news transmitted by radio, there is now by and large more newspaper reading than ever before. Although no finally conclusive evidence is available, the best hypothesis for scientific tests and practical action is that listening to radio news increases newspaper reading. Yet radio has undoubtedly made heavy inroads into the advertising accounts formerly monopolized by printed media. Joint ownership of radio and newspapers is now spreading, and this might solve the problem so far as the biggest capital investments are concerned, but it presents definite social dangers and still leaves the great number of smaller newspaper and magazine units unprotected.

TABLE A.—Percent Preferring Radio as Source of News at Times of Crisis and Normal Times [1]

(On different cultural levels in rural and urban populations)

	Rural population			*Urban population*		
Prefer radio	*Low*	*Middle*	*High*	*Low*	*Middle*	*High*
1937	46.5	48.3	34.0	33.8	28.8	18.6
Crisis, 1938	67.4	76.9	70.4	74.9	79.6	71.9

[1] Among those who have a choice.

TABLE B.—Changes of Newspaper Circulations in Central and Outlying Areas of 181 Cities

	Number of cities for which circulation changed more in:	
	Local and suburban area	*Outlying area*
Cities with *increasing* aggregate circulation	60	60
Cities with *declining* aggregate circulation	10	51

TABLE C.—Percentage of Cities of Different Size Showing an Increase in Daily Newspaper Circulation in Different Areas (1929 to 1937)

	REGION		
Size of city	*East*	*West*	*South*
100,000 and over	50	45	65
25,000 to 100,000	59	56	78
15,000 to 25,000	68	68	84

TABLE D.—Estimated Expenditures for Advertising in Major Media in the United States, 1928 to 1939 [1]

(Millions of Dollars)

	Newspapers	*Magazines*	*Radio*	*Outdoor*	*Farm papers*	*Total*
1928	760	215	20	85	35	1,115
1929	800	240	40	80	35	1,195
1930	700	210	60	65	30	1,065
1931	620	170	80	50	20	940
1932	490	120	80	35	13	740
1933	450	110	65	30	10	665
1934	500	145	90	30	14	780
1935	530	150	105	35	16	835
1936	580	170	120	45	20	935
1937	600	190	145	50	20	1,000
1938	520	145	145	50	17	875
1939	525	150	170	50	17	910

[1] Totals have been rounded to nearest five million dollars. Estimates compiled by Dr. L. D. H. Weld, director of research, McCann-Erickson, Inc., for *Printer's Ink*, March 1, 1940.

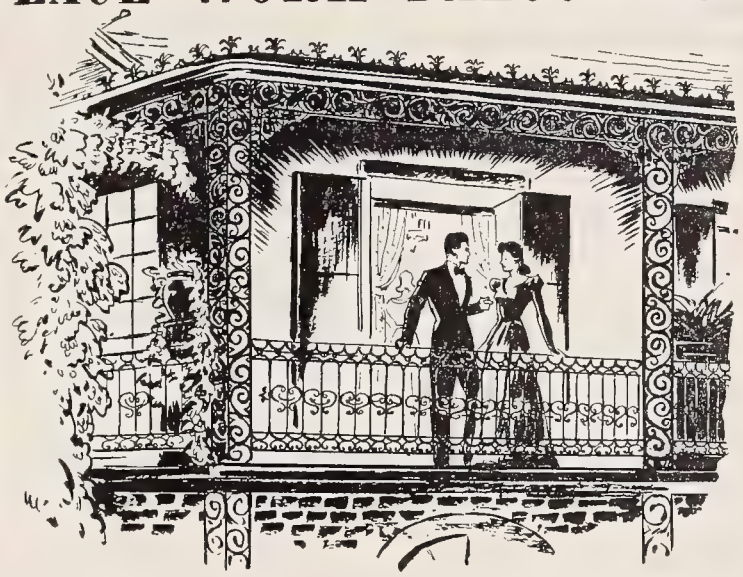
When you think of

NEW ORLEANS

you think of:

The romance of

LACE WORK BALCONIES



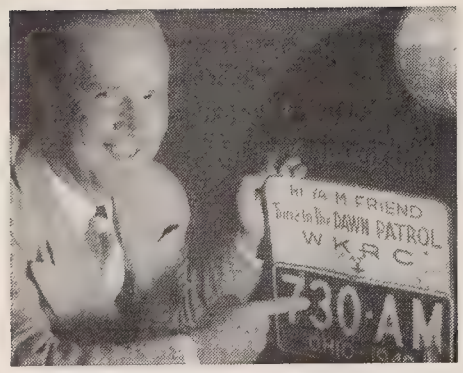
and

WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.



ON HIS TOES to get these fancy license plates went Mike Hunnicutt, pilot of the *Dawn Patrol* of WKRC, Cincinnati. When 1940 licenses were coming out, Mike learned some of the plates lettered "AM" would go to Cincnnati, so he got busy and found out where he could arrange to be assigned the accompanying "7 30", the time he begins his hour show each morning. The accompanying signs are an original idea—"Hi ya m'-friend" is his standard salutation, and the sign on the rear plate includes his closing "Bye now. See ya on the *Dawn Patrol*".

Tower Anchor

THE tower of WDLP, Panama City, Fla., was used as an anchor for operation of a breeches buoy during celebration of the U. S. Coast Guard's 150th anniversary. Seamen were "rescued" in a breeches buoy shot from the WDLP tower. The stunt was part of an all-day Coast Guard celebration in Panama City.

Sidney to Produce Film With Radio Background

LOUIS K. SIDNEY, one-time manager of WHN, New York, and for the past year on the production staff of MGM, Hollywood, on Aug. 19 launched his first feature as a film producer, after several months preparation. The film is "Hullabaloo", a radio backstage story featuring Frank Morgan. Sidney came to Hollywood a couple years ago as MGM radio producer of the NBC *Good News*, sponsored by General Foods Corp. He joined the film production staff when the deal with Maxwell House Coffee was terminated more than a year ago.

Another scheduled motion picture with a radio background is "Tune In", which Milton Sperling will make as an associate producer at 20th Century-Fox Studios. It's a musical, with the story and screen-play written by Maurice Rapf. The picture goes into production in October with Don Ameche and Alice Faye a co-starring possibility for leading roles if they finish current film commitments in time.

Lipton Tea in Canada

THOMAS J. LIPTON Ltd., Toronto (tea) started early in September five transcribed announcements weekly on stations across Canada. In Quebec the Canadian Broadcasting Corp. French network will carry, starting in October, three times weekly the quarter-hour show *The Old Schoolmaster*. On Oct. 6 a Sunday afternoon *Tea Musicale* starts on 32 CBC network stations. Account was placed by Vickers & Benson, Toronto.

Coverage Groups Combine Service

Felix and Shine Organizing Expanded Survey Reports

A NEW listening-coverage service for radio timebuyers, resulting from coordination of *Radio Coverage Reports* and *Listener Preference Reports*, was announced Aug. 20 in New York at a luncheon meeting, attended by New York advertising, agency and network executives.

Edgar Felix, director of *Radio Coverage Reports*, and W. J. Shine, research director of Ross Federal Research Corp., which compiles *Listener Preference Reports*, explained that combination of the two research functions into a single service will provide time-buyers with a coordinated measure of comparative station service and listeners' program preference in some 400 urban areas in the country.

Expanded Service

Heretofore both services have been provided for several years as individual units, but combining them will afford time-buyers an over-all picture not available in a single package before, according to Mr. Felix.

Projected plans for the new service, to begin about Oct. 1 or shortly thereafter, point to greatly expanded activities of both the Ross Federal and Felix organizations, in the field as well as in New York. Data for the combined service would be originated in some 400 metropolitan centers all over the country, including field strength measurements as well as coincidental listening surveys involving a minimum of 4,000 telephone calls for each community. It is planned to furnish the survey data on a continuing year-round basis, with eight cities reported each week.

Although both Messrs. Felix and Shine commented that the new service is designed primarily for time-buyers, it will be available on an annual basis to advertising agencies, networks and radio advertisers. With coordination of the two surveys directed by Mr. Felix, the service will be issued and released by Ross Federal.

It was stated by Mr. Shine that charges for the service would be levied in accord with the amount of radio business handled by individual agencies, with an eye toward making the service practical from a financial standpoint for the small as well as the large agencies. He also indicated that profits from the venture would be "plowed back" into further development of the research project. The line of these developments would be determined by an advisory committee, including members from various branches of the industry, which is to be formed as part of the project, he stated.

Si-Noze Campaign

SI-NOZE Co., Chicago (hay fever remedy), on Oct. 15 will start a varying campaign of spot announcements and local quarter-hour shows on a national spot basis. Station list is uncomplete as yet. Contracts will run through March, 1941. Neal Adv., Chicago, handles the account.

Maca Yeast Spot Series Is Placed on 14 Stations

NORTHWESTERN YEAST Co., Chicago (Maca yeast), during the last week in August and the first week in September started a schedule of thrice-weekly quarter-hour programs on 14 stations. Programs featuring Gene Baker, singer and poet, and Doris Moore, home economist, are transcribed and titled *Songs of a Dreamer*. Stations selected are WMT WFAA WCCO KIRO KOIN WLW WLS KMA WHAM WGY WDZ KFEQ WIBW WJR.

Sponsor is currently running a national campaign for the restoration of home baking, with prizes totaling $1,000 for letters of 50 words or less on why Maca yeast is liked. Although national and rural publications are being mainly used for this event, which ends Oct. 1, commercials on programs will be tied-in insofar as listeners will be advised which publications in their area carry complete details of the contest. After the conclusion of the contest, regular commercials will be inserted in the programs. Hays MacFarland & Co., Chicago, handles the account.

FOR THE fourth consecutive year, V. LaRosa & Sons, New York, will sponsor the *Antonini Concert Series* on MBS to promote its macaroni products. Programs will start Nov. 12 on several MBS stations including WOR, Newark, Tuesdays, 8:30-9 p.m., and will feature Nino Martini and other well-known singers. Agency is Commercial Radio Adv. Service, New York.

SOME MORE SLIPS

Jerry Lawrence Extracts a Few From His File

MORE lapsus linguae among radio announcers, subject of several articles in BROADCASTING, are furnished by Jerry Lawrence, announcer of WOR, Newark, who makes a hobby of collecting the "slips that pass in the mike." Here are a few from his files:

Frank Knight: "The weather report: tomorrow rowdy, followed by clain."

Mel Allen: "It's smipe poking time, Gentlemen!"

Floyd Neale — (signing off): "This is the Musical Broadcasting System."

An unidentified NBC Chicago mikeman: "This is the National Biscuit Co."

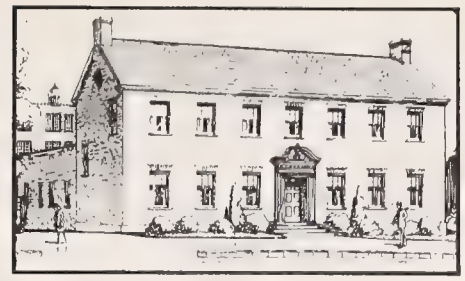
Art Whiteside (presenting the Crown Prince of Norway): "Today it is our extreme pleasure to introduce the Brown Quince of Norway."

Ralph Edwards: "And here is one of radio's most charming and lovely young Sinners . . ."

Jerry Lawrence: "You will know the King and Queen have arrived when you hear a 21 sun gaicot."

And then he adds the one about a veteran radio editor and radio interviewer, who began one of his interview programs with the question: "Tell me, Miss So-and-So, what was the dirt of your birth?"

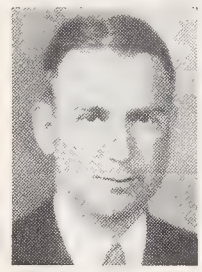
WWNY are the call letters assigned to the Brockway Co.'s new 500 watt daytime station in Watertown, N. Y., operating on 1270 kc., authorized July 30 by the FCC [BROADCASTING, Aug. 15].



THIS WHOLE building, of Colonial design to conform to the character of the community, will house WSJS, Winston-Salem, N. C., when completed this winter. Work on the structure starts early this month. It will be built of brick, topped with a black slate roof, its exterior reflecting the early colonial architecture of Salem with some features of Williamsburg.

Brunet's New Duties

MEADE BRUNET, manager of the RCA Mfg. Co.'s Washington office, has been appointed manager of the Engineering Products Division in addition to his present duties, according to an announcement by F. R. Deakins, vice-president. Mr. Brunet has been with RCA since 1922 when he joined the sales staff in New York. The following year he was made district manager in Chicago, the first of many executive sales positions he has had in the RCA organization. In March 1939 he took the Washington post.



Mr. Brunet

KWK to MBS Fulltime With KXOK to Become Blue's St. Louis Outlet

AFFILIATION of KWK, St. Louis, with MBS on a fulltime basis, with KXOK to become the exclusive NBC-Blue outlet, is scheduled Jan. 1 as a result of arrangements recently consummated by the stations and networks. KWK now is both NBC-Blue and MBS, while KXOK is a supplementary MBS outlet.

KFRU, Columbia, Mo., also owned by the *Star-Times*, will become a bonus outlet on the Blue, as part of the arrangement. All contracts, it is reported have been completed by Elzey Roberts, publisher of the *Star-Times* and Robert T. Convey, KWK president, with William S. Hedges, NBC stations vice-president and Fred Weber, MBS general manager.

While no formal announcement has been made, it is understood that contracts already have been signed for the shift, which will give St. Louis four major network outlets on an exclusive basis. Now operating on 1250 kc., with 1,000 watts, KXOK, about Oct. 15 will shift to its new assignment on 630 kc. with 5,000 watts. KWK is authorized to increase its nighttime power to 5,000 watts on 1350 kc., but has pending an application for assignment on 680 kc., with 50,000 watts [BROADCASTING, July 15, Aug. 1].

2LM, Lismore, Australia, has joined Macquarie Network, increasing the list of stations to 24.

WCCO
MINNEAPOLIS-ST. PAUL
50,000 WATTS
CBS

CONSISTENTLY... the largest audience of any station in the Twin Cities and the Northwest.

For more information about WCCO, one of the sixteen CBS 50,000 watt stations, inquire of Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N. C., San Francisco, Los Angeles

50,000 WATTS—WHERE IT COUNTS MOST


The Carta
ST. LOUIS
A N
INC
500
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Owned o
station K
York, Chi

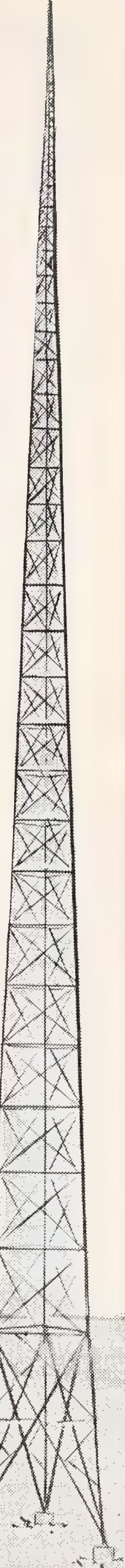
...will be Drawn
...bout October 15th

...EW FREQUENCY - 630 KC.
...REASED POWER
... WATTS DAY AND NIGHT

...ew KXOK will have 5 times the power and reach approximately ...nes the present area served by KXOK's plant which is being aban-...d in the interest of progress after 2 years of use.

...IO STATION KXOK ST. LOUIS, MO.





...operated by the Star-Times Publishing Company and affiliated with radio ...J, Columbia, Missouri. Nationally represented by WEED & COMPANY, New ...go, Detroit and San Francisco.

BROADCASTING and Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published by
BROADCASTING PUBLICATIONS, Inc.

Executive, Editorial And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
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HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
Subscription Price: $3.00 per year–15c a copy • Copyright, 1940, by Broadcasting Publications, Inc.

Truth Will Out

BY ALL MEANS let's have that investigation of radio and the FCC now demanded by Senator Tobey. And let's have the probe conducted, as the Tobey resolution proposes, by the Senate Interstate Commerce Committee, which includes men like Chairman Wheeler and Senators White and Gurney who know radio and have some understanding of its manifold problems. They are apperceptive enough to get at the bottom of the revived and obviously inspired "smear" campaign against radio and some of its leaders. When they do, some even more startling facts may be disclosed than were brought to light in Senator Tobey's recently concluded inquiry which delved into just about everything but its avowed purpose of determining Col. Thad H. Brown's qualifications for reappointment to the FCC.

It is high time for a complete exposure of the forces behind the constant sniping the broadcasting industry is undergoing—a disclosure of the methods and motives of the snipers, not to mention their basic philosophies of regulation and the apparent ease with which they enlist Congressmen and Senators to their peculiar "causes". What's the *real* radio lobby, and who is footing the bill? Why are distorted facts and phoney figures persistently used to harass and embarrass the industry? The basic ills of broadcasting are few but, as shown by the recent hearings, radio has proved an all-too-easy mark for self-serving interests and even for shakedown artists, whose chief weapon seems to have been threats of publicity through Congressional channels.

All this and more, including the internal situation and the past and present "feuding" within the FCC, should be the subject of inquiry. Unfortunately, the nation faces more pressing problems of war and defense, let alone elections, so that the prospects of a real investigation appear slight at this writing. But there is scant doubt that eventually the whole truth will out.

Hitting The Spot

NATIONAL spot, heretofore regarded more or less as the exclusive domain of network outlets, appears to have taken a new and desirable turn for the 1940-41 business year. Secondary stations — independent locals — in good markets are getting their share of the business by virtue of increased appropriations permitting use of additional outlets.

Advertising agencies and their clients are becoming aware of the established audience appeal of ably-managed independents. Just as they use more than one newspaper in a particular market, they apparently are finding it desirable to experiment with the use of second stations for what might be described as "Class B" schedules, for the same products. It is a development that should be encouraged because it means more business for radio generally, and a more equitable spread of national advertising revenue.

Many independents already have made it easy for national advertisers to buy their facilities. They have installed technically efficient plants and have established loyal followings. The time seems to have arrived for an organized effort by secondary stations in primary markets to promote this field even further. They do not have to sell against their network-affiliated competitors, but instead can promote the Class B schedule plan, taking a leaf from newspapers which have done an effective job along the same lines.

A number of attempts have been made in the past—all ill-starred—to sell as a "package" a group of local stations at a single national rate. This can be done only if all stations in the group are in desirable markets and meet standards as to equipment, rates and service. It can be done. Some enterprising group of broadcasters will sense this transition and undertake the necessary task of coordination, sales and exploitation.

The Radio Touch

IT IS NOT the province of a trade journal to criticize the merits or demerits of the context of Wendell L. Willkie's acceptance speech as broadcast from Elwood, Ind. But the great stress being placed by the politicians and commentators on that nebulous though perceptible thing called "radio personality" lends further emphasis to radio's vital role in the modern political campaign. It may or may not be true, as one high-placed New Dealer remarked, that the Elwood speech "won us a couple of million votes". It does seem true that Mr. Willkie's microphone manner must be improved if he is to meet Mr. Roosevelt on equal terms as a radio vote-getter.

Professional and amateur critics alike agreed that Mr. Willkie, at least in his Elwood speech, was at a disadvantage. The most competent observers, many of whom were on the spot, blame his microphone showing to fatigue and a glaring sun. Others agree with the point raised by Prof. Smith in his article in the Aug. 15 BROADCASTING that Mr. Willkie is at his best ad lib; that he is a poor reader, and that he could do better in debate. The Scripps-Howard newspapers regarded the radio performance so important that it devoted one whole editorial and the better part of another to a critique of his diction and microphone manner. Most of the columnists had much to say on the same subject.

All of this is vitally important to the candidate and his party. If what they say about Willkie as a radio speaker is true, it should be equally true of Congressional, State and local candidates using local facilities. Does this mean that vote-getting requires radio aptitude and radio training as a primary requisite? Without essaying an answer, it certainly can be emphatically stated that the broadcasters of America now more than ever realize their deep responsibility for the vital role their facilities play in the conduct of democracy.

Defense Balance

NEWEST program headache of broadcasters, stemming from the defense crisis, are inordinate demands from Government departments and agencies for time on the air. Transcriptions, spot announcements and live talent programs are being offered stations through branch offices in the field. As the time demands increase, the problem becomes more difficult for the station operator.

The NAB already has taken steps. It has arranged to work with the National Defense Advisory Commission for clearing all such programs. Time demands made direct to stations, therefore, should be referred to the NAB, which in turn will clear all such matters with the Defense Council.

Broadcasters propose to continue to give freely of their time and services for national defense and other governmental purposes. But it isn't good radio to jam schedules with incessant Government "talk". Moreover, an overdose of national defense on the air, emanating from official sources, can only tend to incite fear and react adversely upon public morale. It is essential that all this material be coordinated through a central source. The NAB, working with the proper officials in Washington, has set up the machinery.

Sit Tight

SOUR NOTES, veiled threats and just plain bunk are being heard from the ASCAP camp since the unanimous vote of the NAB convention last month against surrender to the combine. Word has been spread that the musicians would strike unless an ASCAP deal is made. That is the sheerest sort of bunk. Musicians are hired to play music, not ASCAP music. Network affiliates are bound closely by their networks on copyright performance. NBC, CBS and MBS have made it clear they will not renew ASCAP contracts. Independents should be in no great hurry, since the proposition made them, in another obvious effort to split the industry's united front, is an admission that these stations have been charged too much in the past.

Stations can best do their job by ignoring the brickbats and preparing themselves for ASCAP-less operation when the year ends. From where we sit, it seems all concerned would do well to sit tight as to ASCAP, and pitch in with everything on BMI.

We Pay Our Respects To —



JACK WILLIAM LAEMMAR

PERHAPS the wand he waves as a member of the Society of American Magicians has the magical power of aiding success—but members of the radio, advertising and representative fraternities who intimately know Jack W. Laemmar, timebuyer in charge of radio for Lord & Thomas, Chicago, would disagree.

Not that Jack's performances as a magician are so bad, but rather because those initiated know it was through hard and diligent work, as well as long hours, that he now has the opportunity of looking back at duties ranging from swinging a pick in the building of tennis courts to manager of the courts, from excursion boat boss to railroad employe, and from freelance market research work to radio head of the Chicago division of one of the largest and most successful advertising agencies in the country. And all before he reached the ripe old age of 30!

Unlike many who travel from one port to another seeking a goal, Jack has never worked outside the city of Chicago, his birthplace. Born Oct. 10, 1910, he attended public schools and Loyola U, graduating from the latter in 1932 with a B.S. degree. Always fond of tennis, Jack was instrumental in furnishing Loyola with some fine courts. When the courts were completed, Jack was appointed manager. His success as manager can be attested to by the fact that this job, as well as that of manager of the college's ice rink—"which had to be flooded after midnight so between the two jobs and my studies sleep was a rare thing"—paid for his education. Post-graduate work at Northwestern U followed Loyola but this was done during evenings, for jobs were at a premium in 1932 and days were needed to seek the prize.

Various small jobs followed, the most interesting being manager of an excursion boat on Lake Michigan during the Century of Progress in 1933. His wand brings him memories of incidents that contributed to the success of this enterprise. One concerns Balbo, late Italian flyer, who arrived with an armada of 15 planes which occupied the place of honor in the breakwater, from which all other craft were kept out. Through a connection the excursion boat's skipper had with the Coast Guard, the yacht was allowed to sail near the planes and a land office business of 12 trips per day, carrying 100 passengers per trip, resulted.

While still at school Laemmar was chosen as one of ten men from universities along the route of the Illinois Central Railroad, from Chicago to the Gulf, to enter its office as a member of an apprentice system then in effect. In 1934 he joined ICRR and spent a year in working for periods of one month in each division of the Chicago office. At the end of that time he was one of four asked to remain and choose the department to which he wanted to be permanently stationed. Having found out that advancement was under the seniority rule, he settled for a trip to New Orleans and return and called it quits.

From his brief experience in the advertising department of the railroad, he knew that field was to be his future endeavour. With the aid of Henry Campbell, director of research of the J. Walter Thompson Co., Chicago, he landed a job with Booz, Fry, Allen & Hamilton, Chicago market research firm. Freelance research work followed at Lord & Thomas, Needham, Louis & Brorby, Ross Federal Research, Blackett-Sample-Hummert and other organizations. "It was really routine work," he recalls, "for I was called in, completed the assignment, got paid, walked out, looked for more work."

William Herrington, director of research of B-S-H, changed that routine near the end of 1936 when he offered Jack steady employment. In about eight months he was made assistant to the spacebuyer, George McGivern. In seven months more he was selected to replace Pete Nelson, who had resigned, as time-buyer in charge of radio. In April, 1940, he assumed his present position with Lord & Thomas.

Chief among Jack Laemmar's interests is station rate structures. Some of his ideas are now being put to practical use by stations, and many have been the subject of sales managers meetings throughout the country. The Sales Managers Committee of the NAB will shortly consider his theories on the standardizing of coverage maps to indicate the relation of mail and signal strength to listenership.

Blue eyed, with brown hair, Jack stands 5 ft, 9 inches and weighs approximately 150 pounds. He is unmarried because, he says, "I like to play golf, tennis, squash, fence, practice amateur photography and magic, and that leaves little of my off-time left for my violin and piano accordian, much less marriage." In addition to the Magician Society, his only club membership is the Illinois Athletic Club. At one time he was a member of The Big Brothers, non-sectarian organization designed to help unfortunate boys.

Personal NOTES

LLOYD L. (Jake) JAQUIER has returned to KITE, Kansas City, as vice-president and general manager, along with Robert S. Payton, commercial manager, and they are reorganizing the staff. Studios and offices recently were moved to the Irving Pitt Bldg., 816 Locust St.

ROBERT J. RICHARDSON Jr., salesman of KWK, St. Louis, on Sept. 18 will marry Virginia Hardy, secretary to V. E. Carmichael, KWK sales manager.

JAMES A. DAVENPORT, formerly of WGST, Atlanta, has been named sales manager of WRBL, Columbus, Ga.

RAY RHODES, account executive of KGO-KPO, San Francisco, addressed the local Sequoia Club Aug. 15 on "Frequency Modulation."

J. FRANK BURKE Jr., manager of KFVD, Los Angeles, and Betty Jean Sherer, will be married in that city Sept. 12. They will honeymoon in Honolulu.

GEORGE ROSENBERG, former member of the sales staff of WOR, Newark, and more recently in business for himself, has joined the sales staff of WOV, New York.

THOMAS H. ANDERSON, formerly of Salt Lake City, has returned to join the sales staff of KDYL, Salt Lake City. He recently was manager of Pacific Railways Adv. Co., Oakland.

W. E. WILLIAMS, recently of KORN, Fremont, Neb., has joined the new WCBI, Columbus, Miss., to take charge of sales and programs.

JACK WINSTON, manager of KFAR, Fairbanks, Alaska, reached the finals of the Fairbanks men's singles tennis championship last month, but was defeated by James Vaughan, 1939 champion.

GORDON MOOSER, assistant manager of KYA, San Francisco, and Betsy Bosworth, of Carmel, Cal., have announced their engagement.

JAMES L. SCHWANK, former manager of the Engineering Products Division of RCA Mfg. Co., Camden, has been transferred to the office of F. R. Deakins, vice-president in charge of Special Products.

JAMES E. COX has joined WATL, Atlanta, as assistant station manager under Maurice C. Coleman.

W. G. OSBORN, of the sales staff of WWJ, Detroit, is on a one-month training cruise in the Great Lakes as a lieutenant in the U. S. Naval Reserve.

FRED KAEHN, salesman of WIND, Gary, Ind., is the father of a girl, Valerie, born Aug. 16.

MARTIN S. WALES, station manager of WIOD, Miami, on Sept. 1 joins WKAT, Miami Beach, as a member of its commercial department. With WIOD since 1936, Mr. Wales was commercial manager of WSPA, Spartanburg, in 1934, and in the program department of WFBC, Greenville, S. C., the following year.

C. W. FITCH, business manager of NBC's program department in New York since 1936, on Sept. 1 joins the Chicago Museum of Science & Industry, now headed by Lenox R. Lohr, former president of NBC. Mr. Fitch from 1930-1935 worked in the exhibits department of the Century of Progress Exposition, Chicago, where he also was associated with Mr. Lohr.

WILLIAM C. EDDY, formerly head of the television effects division of NBC's television department in New York, on Sept. 1 was to join Balaban & Katz, Chicago theatrical firm, as head of its television operations.

ROD WHALEN, formerly program director, has replaced A. H. Green as manager of KWLK, Longview, Wash. Ross Snyder, of KHSL, Chico, Cal., was appointed program director.

B. F. McCLANCY, NBC traffic manager, after a tour of owned and operated stations, has returned to New York.

ED DUNNING, formerly on the sales staff of WHN, New York, has joined WINS, New York, in a similar capacity.

CHET PETERSEN, for more than a year on the executive staff of KFOX, Long Beach, Cal., has resigned.

Hackett Head of WINS, Travis Wells Joins Staff

CECIL HACKETT, formerly in the sales departments of WMCA, New York, and WHN, New York, and previously engaged in the brokerage business on Wall Street, has been appointed managing director of WINS, New York, according to an announcement by Hearst Radio Inc., owners of the station. The appointment is in accordance with an announcement released last June by Hearst stating that it would retain and operate all radio activities then owned and controlled by it. Carl Calman, whom Mr. Hackett succeeds, resigns as vice-president and general manager of the New York Broadcasting System, of which WINS is the New York outlet, and which links WABY, Albany; WIBX, Utica; WSYR, Syracuse; WMBO, Auburn; WSAY, Rochester; WKBW-WGR, Buffalo; WJTN, Jamestown.

Travis Wells, formerly of Lord & Thomas, New York, where he was radio executive on the American Tobacco Co. account, and previously in the radio departments of BBDO and J. Walter Thompson Co., New York, has joined the sales staff of WINS, New York. The appointment is the first in a series of reorganizations of various departments of WINS as initiated by Mr. Hackett.

John A. Loesche

JOHN A. LOESCHE, 49, an assistant director of CBS, died Aug. 22 in Palisades, N. J., after an illness of six weeks. In 1930 he conducted auditions for Kate Smith and had been in charge of her program on CBS ever since.

DR. PAUL NIPKOW, 80, pioneer inventor in the field of television, died in Berlin Aug. 24.

HOCKEY!

Again this season CJOR offers national sponsors Leo Nicholson's vivid word pictures of Pacific Coast Ice Hockey.

CJOR

Vancouver, B. C.

1000 Watts

Nat. Rep:

Joseph Hershey McGillvra

IN THE HEART OF THE MOTOR INDUSTRY!

WCAR

1000 *Streamlined* WATTS

LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST

WCAR

PONTIAC, MICHIGAN

National Representatives

RADIO ADVERTISING CORP.

New York • Chicago • Cleveland

Youngstown mills are having their busiest summer in years. Youngstown people have money to spend. Cover this rich market best with

WFMJ



The Pioneer Voice of Kansas

KFBI WICHITA

5000 WATTS 1050 Kc.

Herb Hollister

Vice-Pres. and Gen. Mgr.

BEHIND the MIKE

LESLIE EDGLEY, free-lance radio writer and author of the novel *No Birds Sing*, has returned to NBC Chicago as assistant continuity editor of the Central Division. Edgley, who was a member of the continuity staff from September, 1936, until midway in 1939, as assistant to William J. Murphy, newly-appointed continuity editor. [BROADCASTING, Aug. 15]. The time away from NBC was spent in free-lance writing.

JACK FARREL, of the staff of KDYL, Salt Lake City, qualified among the first 10 out of a class of 100 competing in the ground school of the Civil Aeronautics Authority. He also has 15 solo hours to his credit.

VICTOR LUSINCHI, MBS Paris correspondent, has returned to his home in San Francisco after six years in Europe. He was heard in weekly broadcasts from scenes of action throughout France until the recent surrender to the Nazis.

BOB BARRINGTON, announcer of KJBS, San Francisco, recently resigned to accept a similar position at KTOH, Lihue, T. H. He was succeeded at KJBS by Lloyd Sutherland, formerly of KPQ, Wenatchee, and KOL, Seattle.

ROBERT MOSS, NBC Hollywood producer, has been made night program supervisor. He succeeds Marvin Young, who is devoting his time to writing and production.

NAT BERLIN, formerly of WNYC, New York municipal station, has joined the continuity department of WNEW, New York.

DALE SODERBERG, formerly of WCAZ, Carthage, Ill., and Jack Peterson, formerly sports editor of the *Pontiac* (Ill.) *Ledger*, have joined the announcing staff of WDZ, Tuscola, Ill.

BOB BRAUN, of Hollywood, has been named manager of the *Texas Rangers*, western musical group of KMBC, Kansas City. Braun has been with Max Hart agency in New York, Universal Picture Studios, Thomas Lee Artist Bureau as manager. Small Co. and the Vincent organization.

RAY FERRIS, musical director of WLS, Chicago, and Hal Culver, announcer and baritone soloist of the same station, have written a new song, *My Music Mountain Home*, published by the M. M. Cole Co., Chicago.

AL ALLEN, farm advisor and specialist in farm problems, formerly of WDZ, Tuscola, Ill., has joined the announcing staff of WJJD, Chicago.

WAYNE MACK, announcer of WGAR, Cleveland, on Aug. 25 acted as m.c. for the American Negro Spiritual Festival at Soldier Field, Chicago. He regularly handles the *Wings Over Jordan* series, CBS Sunday feature.

KAY POWERS, of the production department, KFRC, San Francisco, recently resigned, moving to Boston.

DAVID BANKS, sportscaster of KLRA, Little Rock, Ark., is the father of a girl, Paula Claire, born June 29. Recent staff additions are Roy McKee, formerly with KGKO, Fort Worth, announcer; Troy Watkins, studio musician; Donna Denman, secretary to Ray Lang, commercial manager.

TOBB PRIN, of the staff of WCCO, Minneapolis, has written a song, "Blanket Me With Western Skies," which he has sold to BMI and which Gene Autry used over a CBS broadcast recently. Autry is also considering using it in one of his movies.

Radio Triplets

FIRST triplets in radio are the two boys and a girl born Aug. 13 to Guy Wallace, announcer of WJBC, Bloomington, Ill. At the request of listeners the station has been given daily bulletins on the progress of the triplets. Wallace was wildly cheered on the big day during his regular news broadcast from the stage of a local theatre.

LEE BLAND, formerly with WCKY and WKRC, Cincinnati, has been appointed program director of WFMJ, Youngstown, succeeding Edward J. Lord.

CHESTER PORTERFIELD, formerly a writer, producer and salesman of KMBC, Kansas City, and graduate of Wisconsin U, has joined the talent division of WGN, Chicago. He has also been employed at WHA, Madison, Wis.; WBNS, Columbus, and WING, Dayton, O., having served as program director of the latter station.

CHARLES CAPPS, formerly in charge of production at WMCA, New York, for eight years prior to 1938 when he left for Hollywood, has been appointed WMCA operations manager. Bob Carter, WMCA announcer, has been named chief announcer.

Meet the LADIES



JEANE BROWN

RADIO is an exacting game, but far less so than treading the boards with dance bands and vaudeville troupes. At least Jeane Brown thinks so, and in radio she has found exactly the right outlet for her executive as well as professional talents. She is musical director of Westinghouse's WOWO-WGL, Fort Wayne, one of the few women holding such a post. A native of Greencastle, Ind., Miss Brown attended DePauw U before beginning her professional career with the *Fourteen Bricktops*, girl musicians, and she has worked in solo capacities with many top-flight name bands. She is an accomplished pianist, organist and accordionist. At WOWO-WGL she handles four network originations as well as many local shows. The network shows, fed to NBC, are *Major, Minor and Marian, Indiana Indigo, Hoosier Hop* and *Howard Ropa*. In private life she is Mrs. Elmer Bosselmann, wife of a prominent local dentist.

CECIL UNDERWOOD, and Don Quinn, Hollywood producer and writer respectively of the NBC *Fibber McGee & Molly* program, sponsored by S. C. Johnson & Son, have returned from Chicago where they conferred with Jack Louis, executive of Needham, Louis & Brorby on fall plans for the show.

BERNIE ARMSTRONG, on the staff of KDKA, Pittsburgh, since 1936, has been appointed director of the KDKA orchestra. Aneurin Bodycombe, on the station's staff since 1930, has been named concert director.

NEIL COLLINS, formerly publicity director of the concerts division of WGAR, Cleveland, has joined Davis, Young & Powell, Chicago agency, to handle publicity and to act as account executive for *Wings over Jordan*.

JIMMY BRIDGES, WSB, Atlanta, announcer and continuity writer was married Aug. 11 to the former Josephine Key.

ROBERT ELLIS, formerly of WJSV, Washington, has joined the WHP, Harrisburg, Pa., announcing staff.

PHILIP BROOK, formerly of WGY, Schenectady, has joined the announcing staff of WTAG, Worcester. Emerson Markham, director of WGY farm programs, has recovered from a recent emergency appendectomy.

MARJORIE CARTER, formerly of KMBC and KITE, Kansas City, has joined KROD, El Paso, as director of women's programs.

BILL McCORD, formerly with KGW, Portland, Ore., has joined the announcing staff of WLW, Cincinnati.

MURIEL KENNEDY, of Boston, has been made secretary to D. A. Myer, plant manager of WBZ, Boston, succeeding Marjorie Hall, who resigned to marry Walter A. Brown Aug. 10.

NORA ANDISON, accountant at CFRB, Toronto, left Aug. 15 for Hamilton, Bermuda, where she is to marry Dr. E. Shaw, pathologist and bacteriologist at the King Edward Hospital. Her place is being taken by her sister, Dorothy Andison.

DAVID ZIMMERMAN, formerly of the NBC-Chicago announcing staff, has joined WWJ, Detroit.

WALTER B. HAASE, program director at WDRC, Hartford, is the father of a son born Aug. 18.

ROBERT JONES, formerly with WABY and WOKO, Albany, has joined the announcing staff of WDRC, Hartford.

LELAND CHESLEY, news editor of KWK, St. Louis, was one of the invited guests on the speaker's platform at the Willkie notification ceremonies in Elwood, Ind., Aug. 17. He attended as head of the Co-Operative Employment Council of St. Louis.

ASHMEAD SCOTT, Hollywood writer-producer, has written a play based on Ken Murray's recent trip to the Democratic convention. It has been bought by the radio and film comedian for fall production.

GEORGE FISHER, Hollywood commentator, has collaborated with Edward Heyman in writing a new song, "Whisper Confidentially."

J. TAYLOR GRANT, KWK, St. Louis, announcer, was married Aug. 14 to Betty Lusk Meyer, St. Louis society girl, at Long Beach, Cal.

BASCOM TALLEY Jr., an attorney of Bogalusa, La., has joined the staff of WWL, New Orleans, taking charge of the bookings of the WWL *Dawn Busters* troupe throughout Louisiana and Mississippi.

HANS C. ADAMSON, aviation expert, has joined the military staff of WOR, Newark. Mr. Adamson, from 1925 to 1932 was civilian assistant to F. Trubee Davidson, then Undersecretary of War in charge of aviation, and has written extensively on aviation.

NORMAN CORWIN, CBS New York writer-producer, having directed two *Forecast* programs for the network and completed collaboration with John Twist in writing an RKO screen version of "Two on an Island", on Aug. 27 left Hollywood for Miami where he will fulfill commitments at Max Fleischer Cartoon Studios. Corwin will write screen dialog and direct voices for an as yet untitled Fleischer production.

DON FORBES, Hollywood commentator, has been signed by MCA to m. c. the nightly open air show at the California State Fair, Aug. 30 to Sept. 9, at Sacramento. Forbes is handling the assignment during vacation from his six-weekly quarter-hour NBC *Richfield Reporter*, sponsored by Richfield Oil Co.

BILL GOODWIN, Hollywood announcer, has been signed to handle commercials on the weekly half-hour NBC *Camel Caravan*, sponsored by R. J. Reynolds Tobacco Co., during its origination from Catalina Island, Cal. He will be featured in a motion picture while on the West Coast.

REX COREY, formerly KFI-KECA, Los Angeles, staff pianist, has been appointed musical director of KMPC, Beverly Hills, succeeding Hugh Lawrence, resigned.

MYRON DUTTON, NBC Hollywood director, and Claudia Pierce, non-professional, were married Aug. 16 at Westwood Village, Cal.

CAPT. DOUGLAS AITCHESON, studio engineer, CKLW, Windsor, Ont.; Second Lieut. Campbell Ritchie, CKLW traffic manager, and Second Lieut. Budd Lynch, CKLW sports announcer, were in camp two weeks near London, Ont., with the second Battalion of the Essex Scottish Regiment. James Van Kuren, CKLW announcer, and Raymond Laforet, secretary, have joined the Essex Regiment (Tank), for home defense training.

WBT's Hero

SAM GRIER, page boy of WBT, Charlotte, N. C., on Aug. 11 saved an eight-year-old girl from drowning during the hurricane which struck Charleston, S. C. Week-ending in Charleston, Grier was watching huge waves break over a pier during the height of the storm when he spotted the child frantically struggling to reach shore as the strong wind kept sweeping her back. Leaping to her aid, he pulled her to safety in a few seconds.

JOHN K. CHAPEL, author and traveler, has joined the announcing and production staff of KROW, Oakland, Cal., replacing Frank Austin, resigned.

RHODA LeCOCQ, in charge of the spot announcement service of KOIN, Portland, Ore., has been assigned to the continuity staff as a writer.

WANDA WOODWARD, supervisor of audience mail of KGO-KPO, San Francisco, was married in August, her twelfth year with the stations, to Jack Watson of the Market Street Railway Co.

DOROTHY SUNDSTROM, registered nurse, has joined NBC-Chicago in charge of the first aid room.

CECIL HALE, announcer at WFAA, Dallas, is father of a son, George Frederick, born Aug. 11.

MARTIN BASS has joined KANS, Wichita, as news editor.



LAURA MAY STUART, director of women's programs on WCAU, Philadelphia, is greeted by the station's special events department on her return from a 7,000-mile circle air tour around the country. Miss Stuart made her flying junket a combination vacation and material-gathering tour for her *For Women Only* programs. Here she is at the Philadelphia Airport Aug. 20.

ROBERT JONES, formerly with WOKO-WABY, Albany, N. Y., has joined the announcing staff of WDRC, Hartford.

BOB GOODMAN formerly a free lance writer and agency man, has been added to the sales staff of KROW, Oakland, Cal.

TAMARA ANDREEVA on Sept. 2 was to be transferred from the CBS New York publicity department to the network's Hollywood headquarters as fashion editor.

STEWART SHIEL has joined WSAM, Saginaw, Mich. as announcer and continuity writer. Mr. Shiel previously was employed in the same capacity at WTOL, Toledo.

BUD HIESTAND, Hollywood announcer, has been signed to handle commercials on the CBS-Gulf *Screen Guild Theatre*, which resumes Sept. 29 after a summer layoff, under sponsorship of Gulf Oil Corp.

MIKE FRANKOVICH, Hollywood sports commentator, has been signed by Paramount Studios to portray a radio announcer in "The Quarterback," now in production.

J. OREN WEAVER, news editor of WBBM-CBS, Chicago, has been named to the awards committee of Sigma Delta Chi, national professional journalistic fraternity, to judge annual prizes for superior journalistic work.

JACK TISCH, formerly of the NBC-Chicago guest relations staff and graduate of the announcers' school, has joined WSJS, Winston-Salem, N. C. For a short time before taking his new job, Tisch was temporary announcer at WKZO, Kalamazoo.

JEROME SCHWARTZ, CBS Hollywood continuity writer, is in New York on a business and pleasure trip, having left the West Coast Aug. 15 aboard the *Washington*.

CAPT. JACK REILLY, promotion manager of KOY, Phoenix, who handled promotion for the Chicago Century of Progress for two years and the 1939 New York World's Fair, has been appointed superintendent of the Arizona State Fair.

Add KVOR to Your CBS Mountain Group List

Sell Southern Colorado *from Within!*

● WHAT A BUY! For only $50 per evening hour (less earned discounts) you insure for your program effective coverage of Southern Colorado from within, and add to your present CBS Mountain Group list the station which has dominant influence in the spending of $42,453,000 per year in the retail stores of its area. Take advantage of KVOR's proven selling power to cash in on Southern Colorado's proven buying power by adding this outstanding station at nominal cost to your CBS Mountain Group list . . . today!

Only $50 PER HOUR
EVENING: LESS EARNED DISCOUNTS

KVOR COLORADO SPRINGS

CBS Station for Southern Colorado

THE OKLAHOMA PUBLISHING CO. ★ THE OKLAHOMAN AND TIMES
THE FARMER-STOCKMAN ★ WKY, OKLAHOMA CITY ★ KLZ, DENVER
(Affiliated Management) REPRESENTED BY THE KATZ AGENCY, INC.

1000 WATTS FULL TIME

SHERWOOD GORDON, formerly with WGRC, New Albany, Ind., has joined WOMT, Manitowoc, Wis., as newscaster. Jerry Saxon of Chicago, succeeds Bud Sovde, announcer, who resigned to join the George Abbott Players in New York.

FRANKLIN BINGMAN is announcing the weekly NBC *Hour of Smiles*, sponsored by Bristol-Myers Co., (Ipana, Sal Hepatica), during its Hollywood origination filling-in for Harry Von Zell.

EDWARD BROWNING, Jr., formerly program director of WDEL, Wilmington, Del., has joined the announcing staff of WBAB, Atlantic City.

FRED DAIGER, announcer at WAPI, Birmingham, Ala., has resigned to become program director of WSUN, St. Petersburg, Fla.

KEN WRIGHT, organist of WKY, Oklahoma City, has received his private pilot's license, despite the fact that his own plane was demolished in a hangar accident and he had to borrow another plane for the test.

LOU FISHER, announcer of WCAU, Philadelphia, will take a four-month leave of absence, starting Sept. 15, for a cruise as a member of the Naval Reserve.

Dial Clue

THROUGH the alertness of the post office, a freak address letter was delivered to Terry MacAuley, conductor of the *Swing For an Hour* program on WEW, St. Louis. Letter arrived addressed to Mr. MacAuley with no other address than a picture of a radio set with the dial set at 760, WEW's frequency.

HENRY McPHERSON, the *Mystery Chef* for Tetley's Tea Co. on WCAU, Philadelphia, has initiated a drive to aid underprivileged children. He is turning over to the Salvation Army 10% of the proceeds of the 25-cent cook-books he sells to radio listeners on his twice weekly program.

CARL HERZINGER and Stanley Davis, Hollywood radio writers, have been signed by Republic Studios to write additional material for Barbara Jo Allen (Vera Vague), to be used in her forthcoming picture, "Melody and Moonlight".

JOHN J. DIXON, program director of WROK, Rockford, Ill., is the father of a boy born Aug. 14.

BILL McANDREW, news editor of WRC-WMAL, Washington, is convalescing from the attack of typhoid fever which he contracted at the Republican national convention in June.

JOSEPH SCHERTLER, a graduate of Duquesne U, has been named accounting assistant to Dave Dickson, office manager of KDKA, Pittsburgh.

GEORGE VANDEL, of the production department of WMAL-WRC, Washington, on Oct. 1 is to marry Michelene Hardy, New York debutante.

DON DOWD, announcer of NBC-Chicago, on Aug. 23 married Betty Anne Brown, production assistant and actress of the same company.

IRA WALSH, sports commentator at WPEN, Philadelphia, has taken over the publicity desk vacated by Lillian Slater.

JOHN BEVERLY, executive producer-director of the *Hollywood Theatre of the Air*, has returned after New York conferences with Li Ling Ai, Chinese writer-producer, on plans to present the Yuan Dynasty play, "Chalk Circle," on a network program.

BILL KENNEDY has returned as announcer to WWJ, Detroit, after an absence of two years in which he was on the West Coast and with WTAM, Cleveland.

STANLEY McAFEE, of WBT, Charlotte, N. C., has resigned to join the Navy as a commissioned officer.

BERT BARRY, KROY, Sacramento, Cal., announcer and newscaster, has returned after a six-week summer course at Columbia Radio School, New York.

BOB HERA, director of public relations of WIP, Philadelphia, has been named to the board of governors of the Merchantville Playcrafters, South Jersey theatre group.

WAYNE MILLER, news editor of Hixson-O'Donnell Adv., Los Angeles agency on the six-weekly quarter-hour NBC *Richfield Reporter* sponsored by Richfield Oil Co., has returned after two weeks in New York where he studied NBC news handling methods and conferred with A. A. Schechter, Special events director.

CARL GEORGE, program director of WGAR, Cleveland, is the father of a baby boy, born Aug. 16. Mrs. George was formerly Mildred Bruder, senior hostess at WGAR. Lawson Deming, WGAR Traffic Manager, became the father of a boy August 10.

KEN CRAIG, chief announcer at KSFO, San Francisco, has announced his engagement to Ethel Gianetti, non-professional.

MRS. CELESTINE MURPHY, editor and publisher of the *Sonoma Index-Tribune*, has taken over the directing of the KSFO, San Francisco, *Farm Journal*.

HUBERT BOWEN, formerly with WSUI, Iowa City, Ia., has joined the announcing staff of KSCJ, Sioux City, Ia.

PAUL ROSCOE, former program director of KVAK, Atchison, Kan., has joined KGFW, Kearney, Neb., as program director. He replaces Al Ray Brown, transferred to the new KHAS under construction in Hastings, Neb. Both stations are directed by Lloyd C. Thomas.

JAMES HURLBUT, of the news department of WJSV, Washington, is the father of a baby boy born Aug. 24. It is his second child.

MARTIN GABOWITZ, studio pianist at KYW, Philadelphia, under the name of Martin Lowell, is writing popular songs for the G-Z Musical Arts Publishing Co., New York.

FRED MEARS, formerly of NBC's press department in New York, on Aug. 26 joined MBS as assistant to Lester Gottlieb, director of publicity. Mr. Mears replaces James Costello, resigned.

SHIRLEY RYLANDER, secretary to Crane Wilbur, Hollywood script editor of Ruthrauff & Ryan, on the CBS *Big Town* program, and Robert Reusche, film technician of Technicolor Motion Picture Corp., were married Aug. 24 in that city.

DON OTIS, KFAC, Los Angeles, announcer-producer, along with his station duties, has been appointed head of the radio department of Jack Stern Studios, talent training school, in that city. In addition he is also commentator on the weekly Paramount newsreel.

ROBERT LITTLE, of the WOWO-WGL, Fort Wayne, Ind., news staff, covered the Wendell Willkie notification ceremonies at Elwood, Ind.

FOX CASE, CBS western division director of public relations, Hollywood, has been appointed radio chairman of the Winter Sun Carnival sponsored by the Southern California All-Year Club.

FRANCIS K. LOHMANN has returned to WVFW, Brooklyn, to handle a name-star show titled *Varieties at 1400*.



PECUNIOUS, ***Abounding in money; wealthy; (from Latin,*** *pecuniosus* ***— meaning wealth in cattle.)***

Yes, Our Family is pecunious . . . but cattle or even wheat makes up only **part** of their gigantic, year-round income.

Diversification of industry throughout Kansas and four adjoining states brings Our Family* **daily cash** from agriculture, meat packing, mining, oil wells, manufacturing, transportation and the hundred-and-one other sources that make for A CONSISTENT 12-MONTH MARKET.

Dominating this desirable market . . . influencing sales and distribution is WIBW . . . ready to help **you** to become PECUNIOUS.

**1,321,980 of 'em.*

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

GUYDO DELLA-CIOPPA, in charge of production for *Aunt Jenny's Real Life Stories* sponsored on CBS by Lever Bros. Co., Cambridge, Mass., on Aug. 24 married Flora Darrah Cooper in Philadelphia.

JOHN K. CHAPEL, formerly of KSFO, San Francisco, has joined the production staff of KROW, Oakland, Cal.

LEE GOLDSMITH, for several years a member of the production department at KSAN, San Francisco, has been named program director.

GORDON ROTH, newscaster and announcer at KRE, Berkeley, Cal., and Alene Jeffers, of Palo Alto, were married recently.

CARROLL CARTER of the mail room of WHO, Des Moines, on Aug. 18 married Ruby Stacy, that city.

BOBBY GRIFFIN, announcer of WHO, Des Moines, and Betty Griffin were re-married recently in Versailles, Mo.

NORMAN MacDONNELL of CBS Hollywood tours division, has been elevated to junior producer.

BOB TUTT, KROY, Sacramento, Cal., chief announcer, and Esther Varasso, that city, have announced their engagement.

JACK REILLY, promotion manager of KOY, Phoenix, has been loaned to the Arizona State Fair Commission as superintendent.

CLAIRE BROUGHTON BILLETT. Canadian writer, is adapting her mystery novel, *The Smooth Silence*, to television, in quarter-hour episodes. It will be televised ovr W6XAO, Los Angles, in the near future.

CHUCK OSTLER of the WLS, Chicago, transcription department, on Sept. 14 will marry Della Rynn.

NBC Chi. Salesmen

APPOINTMENTS of two new salesmen to the staff of the NBC Central Division network sales department were announced Aug. 22 by Sidney N. Strotz, vice-president and general manager. Robert G. McKee, for many years part owner and executive vice-president of Homer McKee Inc., Chicago agency which was discontinued when Homer McKee became a vice-president of Blackett-Sample-Hummert, and a graduate of Indiana U, has joined the Blue network sales staff headed by Paul McCluer. Frank J. O'Leary, for seven years a member of the sales staff of Conde Nast Publications, Chicago, and a graduate of Illinois U, has joined the Red network force headed by Harry C. Kopf.



Mr. McKee

Augusto M. Vargas

AUGUSTO M. VARGAS, 28, for two years conductor of a Spanish program on KRE, Berkeley, Cal., was believed by police to have committed suicide on Aug. 22 by leaping from the San Francisco - Oakland bridge. Police found his auto abandoned on the span. In it were two notes, one in Spanish another in English, which authorities claimed, indicated that Vargas contemplated suicide. Relatives stated he had been despondent over ill health.

Capt. William Royle

CAPT. WILLIAM ROYLE, former World War pilot and a pioneer in West Coast radio as actor and producer, died in Hollywood Aug. 9, from a heart attack. He had been in ill health for some time.

KDKA all the way!

PITTSBURGH

THE EAST

THE NEW PENNSYLVANIA TURNPIKE LIES WHOLLY WITHIN THE KDKA PRIMARY

This new Super Highway streaks its one hundred and sixty miles through the mountains and along the valleys of Pennsylvania... to link Pittsburgh's great industrial plants with the East... and to further facilitate the distribution of Pittsburgh products. Orders are pouring into the Pittsburgh District, heart of the KDKA Master Market, at a rate that will, during the remainder of 1940, double the payroll of the first half of the year!

Use 50,000 Watt KDKA to carry your sales message to the entire Tri-State Area . . .

Westinghouse KDKA Pittsburgh

"The Only Master Key to the Master Market"

REPRESENTED BY NBC SPOT SALES

WTIC
Dominates Connecticut and Western Massachusetts
HARTFORD CONN.
50,000 WATTS
NBC RED network
NATIONAL REPRESENTATIVES
WEED AND COMPANY
NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

WCBM
BALTIMORE, MARYLAND
Affiliated With The
MUTUAL
Broadcasting System
JOHN ELMER, *President*
GEO. H. ROEDER, *Gen. Mgr.*
National Representatives
THE FOREMAN COMPANY
247 Park Ave., New York
Wrigley Building, Chicago

Now 1000 WATTS
(FULL TIME)
KFRO
"Voice of East Texas"
KFRO covers "Texas richest market" — where over 1,000,000 people enjoy the abundant resources of the world's largest oil fields and income from rich agricultural and stock-raising enterprises. East Texans have "ready-cash" to spend 12 months a year! Tap this empire of vast wealth with your sales message via KFRO.
For further information consult our National Representatives or James R. Curtis, Longview, Texas.
COVER East Texas from the CENTER

New WDAK Staff

AUTHORIZED last May by the FCC to operate with 250 watts on 1310 kc., the new WDAK, West Point, Ga., which began operation Aug. 10, has announced its personnel. L. J. Duncan, local theatre chain owner and holder of a one-third interest in the new station, has assumed the duties of general manager and commercial manager. Others are: Thomas C. Phillips, formerly of WGAU, Athens, Ga., program director; J. J. Williams, previously with WCOS, Columbia, S. C., chief engineer; G. C. Hunt, from WMGA, Moultrie, Ga., engineer; Percy Elliott and Bob Hess, announcers. Transmitter and studios, located in the General Tyler Hotel, are RCA equipped throughout and a Wincharger radiator is used.

WKPA Completes Staff

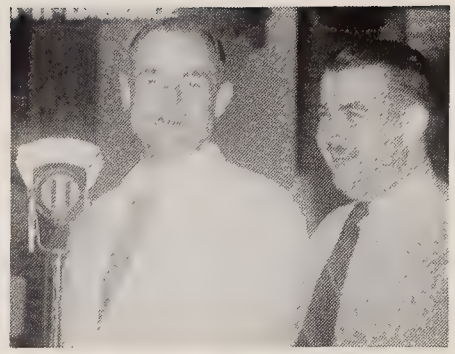
POSTPONEMENT until Oct. 1 of the opening of the new WKPA, New Kensington, Pa., near Pittsburgh, originally scheduled to go on the air Sept. 1, has been announced by Les Ryder, general manager, formerly of WPID, Petersburg, Va. Mr. Ryder announced the following staff appointments: Lou Klein, formerly with WJRD, Tuscaloosa, and other Alabama stations, sales manager; Gerald Coleman, from KDKA, Pittsburgh, chief engineer; Ann Erickson, from KOBH, Rapid City, S. D., and Max Goldberg Adv. Agency, Denver, program director; Norman Brown, salesman; Henry Mattingly, from WPID, assistant chief engineer; James Williams, from WRTD, Richmond, chief announcer; Presley Roper, New York. WKPA will operate with 250 watts daytime on 1120 kc.

Willmar, Minn., Bow

THE NEW KWLM, Willmar, Minn., expects to begin operation by Sept. 28, with 100 watts on 1310 kc., according to announcement Aug. 23 by Edgar Parsons, manager. Mr. Parsons formerly was commercial manager of KFAM, St. Cloud, and more recently with WCLS, Joliet, Ill. Installation of the Western Electric transmitter and Blaw-Knox vertical radiator is being supervised by Hector Skifter, St. Paul consulting engineer. Verne Baumgartner, formerly of WHLB, Virginia, Minn., and WEAU, Eau Claire, Wis., is chief engineer. H. W. Linder is president and controlling owner of Lakeland Broadcasting Co., with minority stock held by a group of Willmar businessmen. The *Willmar Tribune*, while not financially interested, is cooperating with the new station and an arrangement is being worked out whereby the station will procure daily program listings in exchange for time. United Press news has been contracted.

WHUB Staff Named

STAFF of the new Cookeville, Tenn. local station, WHUB, which went on the air July 20 on 1370 kc., has been announced by M. L. Medley, owner and manager, as follows: Bill Reeves, Nashville, sales manager; Gene Edwards, formerly of the West Coast, program director; Charles Duke and Denzil Pulley, Nashville, engineers; Bob Davidson, Petersburg, Tenn., Joe Mabry and Albert Brogdon, Cookeville, announcers; Charles Reeves, Cookeville, control operator.



DOING A REMOTE job at the American Farm Bureau Federation convention in Biloxi, Miss., Aug. 19-21, Woody Hattic (right), farm program director of WWL, New Orleans, was able to get for his station the distinction of being the first to place the new Secretary of Agriculture, Claud Wickard (left) on the air. Mr. Wickard had been named a few hours previously to succeed Secretary Henry Wallace.

Radio's Tidings

CREDIT to radio another "first". Claude R. Wickard, new Secretary of Agriculture, learned of his appointment to the cabinet post Aug. 19 by accidentally overhearing a news broadcast from WWL, New Orleans, while lounging in a hotel lobby at Biloxi, Miss., where he was attending a Farm Bureau convention. He was discussing soil-building practices with a chance acquaintance in competition with the lobby radio when his name was mentioned and there followed word of the nomination. His acquaintance grabbed him by the arm and exclaimed, "Why that's you!"

NBC Setup in S.F.

THE San Francisco offices of the NBC, in keeping with the recent separation of the sales organization of the company [BROADCASTING, Aug. 15] has made a corresponding division in its sales setup. General Manager Al Nelson has appointed Gene Grant to head the Blue Network sales force in San Francisco and Harry Bucknell to have the corresponding position with relation to the Red Network. Bill Ryan remains general sales manager of the NBC San Francisco stations.

FCC Attorney Rule Change

FCC employes who resign from the staff to practice law may not do so until their leaves of absence have expired, the Commission ruled Aug. 16 in an amendment to Section 1.38 of its Rules of Practice and Procedure. The rule was made after the Commission had been informed that recently resigned attorneys were still drawing pay for unexpired leaves and were already representing clients. This situation, it is learned, has been entirely cleared up by reason of completion of leaves. The new rule, added as subsection (b), reads: "No member, officer or employe of the Commission (1) whose active service with the Commission has terminated but who is receiving pay while on annual leave not taken prior to separation from such active service, or (2) who is in any other leave status, shall appear as attorney or participate in the preparation or handling of any matter before, or to be submitted to, the Commission."

BALTIMORE SALUTE FOR WBOC'S DEBUT

A SPECIAL four-hour dedicatory program, featuring salutes from several of the Baltimore stations, will inaugurate the new WBOC, Salisbury, Md., on or about Sept. 15. Granted last April to the Peninsula Broadcasting Co. to operate with 250 watts on 1500 kc. [BROADCASTING, Apr. 15], the new local is owned by a group of 29 Maryland business and professional men headed by John W. Downing, of Salisbury, a State banking commissioner, and including W. O'Brien and Clarence W. Miles, Baltimore attorneys identified with the ownership of WCAO. Officers besides President Downing are William F. Allen, Salisbury banker, vice-president; Albert W. Ward, secretary of the State Tax Commission, secretary; John T. Holt, local oil company manager, treasurer; Lena R. Dashiell, of Salisbury, assistant secretary-treasurer.

Station staff is headed by Deane S. Long, formerly with the deleted WSAL, Salisbury, who will be manager, program director and chief announcer. Others include Alton Lankford and H. Fulton Brewington, both also of WSAL, salesmen; Jane Allen, continuity chief; Sam Carey, of WSAL, and John Greenberger, previously with WGAL, Lancaster, announcers; Sam Belote, bookkeeper; Annabelle Phillips, receptionist; James Solloway, studio guide. Chief engineer is Edward J. Hagert, from WSAL, and his staff includes Bernard Beck, from WGAL; Peter A. Alfonsi, formerly with WJEJ, Hagerstown, Md.; Eugene DeShiell, recent graduate of CREI.

The station is RCA equipped throughout and its three studios were soundproofed by Johns-Manville Co. WBS library will be used and UP news carried. A 360-foot Lingo tower has been erected.

WBRW On The Air

THE new WBRW, Welch, West Va., authorized by the FCC May 15 to operate with 250 watts on 1310 kc., went on the air Aug. 25 and Harold McWhorter, general manager, has announced the addition of the following personnel: Joe Herget, formerly with the West Virginia Network, program director; David Fann, salesman; Harold Haught, formerly with WPAR, Parkersburg, West Va., announcer; Thomas Phillips and George Yazell, both from WBTH, Williamson, West Va., engineers. A 180-foot Union Metal Mfg. Co. vertical radiator has been erected atop the Dor Bldg., adjacent to the studios on Riverside Drive.

Buying Out WTMC

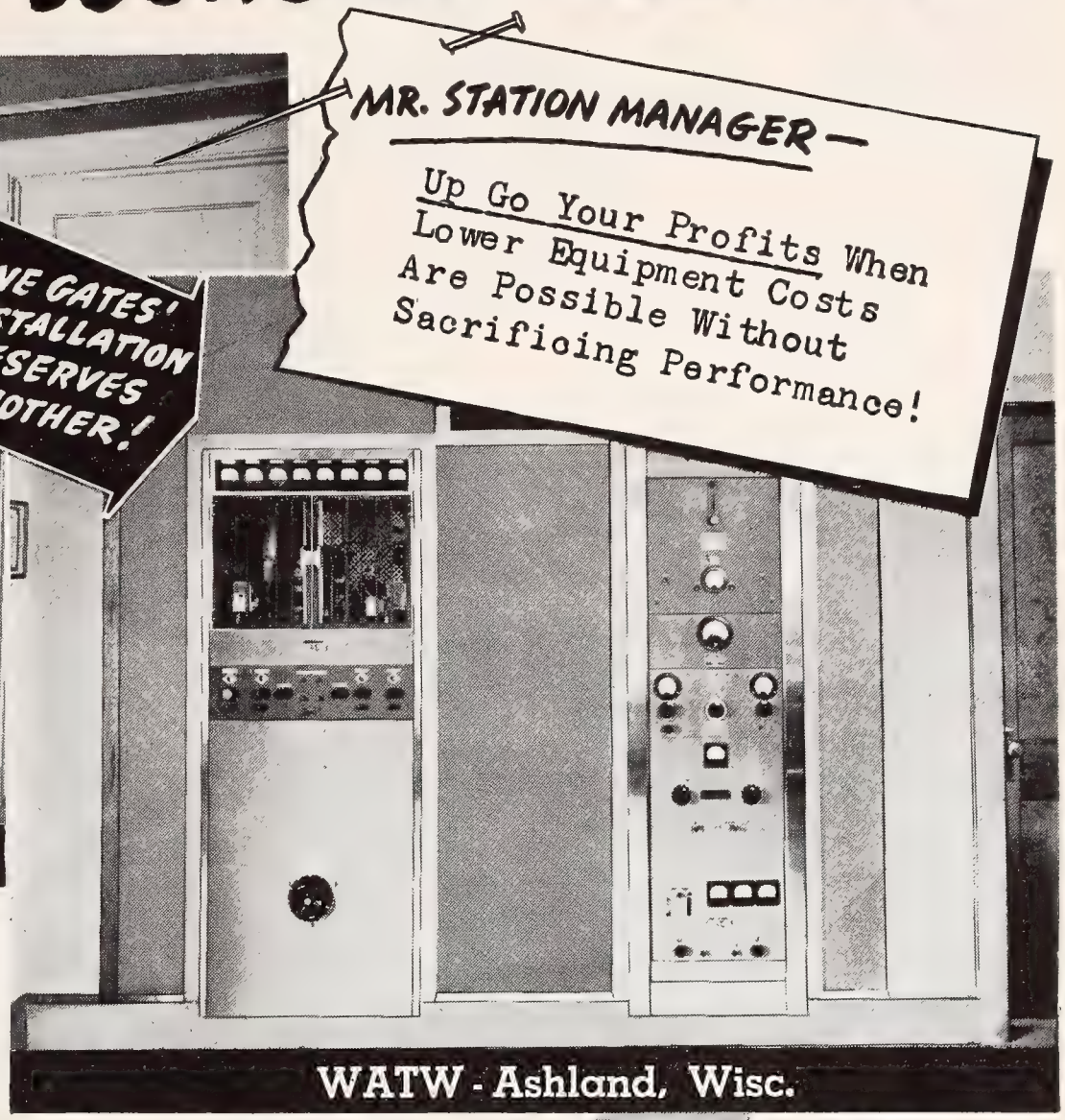
THE News-Journal Co., publisher of the *Pensacola News* and *Journal*, a John H. Perry newspaper which also operates WCOA, Pensacola, has applied to the FCC for authority to purchase full ownership of WTMC, Ocala, Fla., from John T. Alsop, Jr., former mayor of Jacksonville who placed the local station in operation in July, 1939. Having recently acquired 99 out of 200 shares, the Perry interests propose to buy the remaining 101 shares for $11,716. The Perry interests [BROADCASTING, Aug. 15] have also applied for authority to buy control of WDLP, Panama City, Fla.

PERFORMANCE + ECONOMY = PROFITS!



WJMS—Ironwood, Mich.

In August, 1938, Station WJMS, Ironwood, Mich., placed an order for the Gates Deluxe Model 250-A Broadcast Transmitter, shown above. Their results from added signal strength and performance were so astounding, that they subsequently placed a duplicate order for their new station, WATW, Ashland, Wisc., which went into operation May 1, 1940.



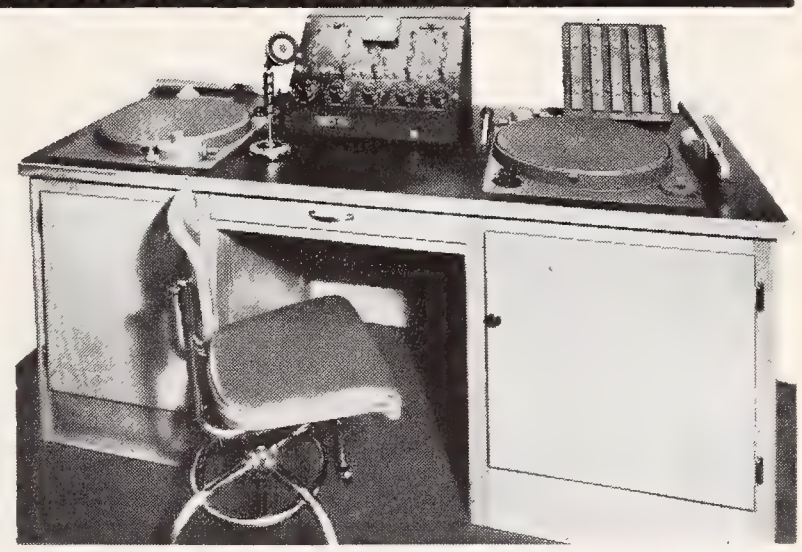
WATW - Ashland, Wisc.

Increased Signal, Improved Performance . . . with

GATES AMERICAN DELUXE BROADCASTING EQUIPMENT

A "good" equipment installation must do more than meet requirements immediately . . . it must meet the *test of time* with continued, efficient performance. This is the kind of job Gates did for WJMS and the reason why both stations (WJMS and WATW) are now equipped throughout with Gates studio, transmitting and remote apparatus. This performance record is even more pertinent when it is realized that the heavy iron and copper deposits attenuate the signal in this Northern Peninsula region and thereby necessitates use of the best apparatus available. The Gates 250-A Transmitter affords unusually high efficiency of 73% or better, while the maximum operating load is less than 2/3 the power supply rating. The "250-A" is the only transmitter on the market complete with peak limiting amplifier, spare tubes, extra cabinet and antenna tuning unit *without extra charge!*

➡ *FOR SPECIFIC INFORMATION write today for technical and cost data about the Gates 250-A Transmitter and other studio, transmitting and remote equipment. Address all inquiries to—*



Control Room equipment furnished by Gates American Corp., for Station WATW.

GATES
QUINCY, ILLINOIS, U.S.A.
AMERICAN CORPORATION

WAVE
DOES
NOT
CAP
CLIMAX (Ky.)!

There's something anti-climactic about trying to cover hamlets like Climax, Ky. Especially when facts prove that the *Louisville* Trading Area has *86% more* income-tax payers than the rest of Kentucky *combined!* WAVE, *alone*, caps this moneyed market —gets maximum attention because it's the *only* N.B.C. outlet within 100 miles! Want some more worth-knowing facts? A note will bring them.

LOUISVILLE'S
WAVE
INCORPORATED

1000 WATTS . . . 940 K.C. . . . N.B.C.

FREE & PETERS, INC., REPRESENTATIVES

Birth of Daily Programs From Europe Early in Crisis Recalled by Shirer

"MY HOME OFFICE thought I was crazy."

Vividly recalling that challenge, William L. Shirer, CBS Berlin correspondent, tells in the September *Atlantic Monthly* how he proposed the first daily news broadcasts from Europe and later successfully inaugurated daily news roundups from the important European capitals.



Mr. Shirer

Relating his exciting saga of broadcast experiences in the present and pre-war crises, Shirer recalls the difficulties overcome in convincing CBS that his idea was practicable. With daily broadcasts from Europe now a commonplace though dramatic network feature, the noted radio correspondent says few realize the problems that arise in bringing Europe to American loudspeakers.

En Route to Family

"No other country receives regular broadcasts of its own from both sides in this war" Mr. Shirer writes. "That we do is a tribute to the enterprise and sense of responsibility of American broadcasting."

And then the story unfolds: It started during the Austrian Anschluss early in 1938. On his way to visit his wife and new-born child, Shirer found himself in the middle of the biggest news event since Armistice I.

Unable to make a broadcast of the teeming events which were taking place—the Germans had already taken over the Austrian radio outlets—Shirer flew to London to give his eye-witness story to the world via the BBC.

Columbia in New York was impressed. At 5 o'clock next day a transatlantic telephone call: Could Shirer arrange a European roundup from Paris, Rome, Berlin and Vienna for 12 that midnight! Yes, of course. New York would call back to arange exact time schedules.

Fast Action

Shirer hung up. "Yes, Yes, of course." The words seemed to re-echo a mocking challenge. Shirer knew that previously there had been about two European roundups a year. And these were months in preparation. Even then things did not go off perfectly. There was the time Budapest failed to come in at all; and on another occasion Berlin and Stockholm talked simultaneously.

Seven hours to arrange it. Where to start? Shirer hadn't the faintest idea. A hurried call to Ed Murrow, CBS European manager in Vienna. He'd help. But who would speak from these capitals? Time was passing, valuable minutes. He and Murrow had newspaper friends in all the capitals. Long distance calls: Ed Mowrer in Paris—O.K.—Frank Gervasi in Rome — O.K. — Pierre Huss, Berlin—Right!—More calls. And the engineers of the PTT, Paris, EIAR Turin, and RRG in Berlin lined up.

Facilities? Murrow agreed to arrange Vienna and Berlin. Shirer knew they'd be well taken care of. But Paris had no shortwave transmitter powerful enough to reach New York. Shirer would have to order telephone lines to the nearest French shortwave transmitter. Another call, and it was arranged.

More valuable minutes passed. Gervasi from Rome: Italians can't arrange it on such short notice. Another hitch. Could Gervasi dictate a speech to be read by Shirer from London? Before he hung up, Gervasi was 'giving' it to a stenographer in London. Calls from Vienna, Berlin and Paris, to check time cues.—All O.K.

Exceeded Hopes

"Midnight came," Shirer writes. "Through my earphones, I could hear on our transatlantic feedback the smooth voice of Bob Trout announcing the broadcast from our New York studio. It succeeded beyond our fondest expectation. American radio had made a discovery. It found a new job to perform. Through radio's peculiar magic, men thousands of miles away on the scene of action, could penetrate into Amercian homes and relate, simply and sincerely, the first-hand story of Europe plunging inexorably towards war."

The remainder of the article, titled "Berlin Speaking," follows the radio adventures and trials of Shirer in Czechoslovakia during and before Munich; in Poland during the blitzkrieg; and in Berlin in the early days of the present war.

"It was the Czech crisis," he writes, "which made daily, first-hand coverage a permanent thing in American Radio. Reluctant at first to allot its correspondent in Prague so much as five minutes of time a day, Columbia within a week was carrying a dozen broadcasts a day from European capitals."



DAIRIES TO STAGE BROADCAST DRIVE

AMERICAN DAIRY Assn., newly-formed cooperative group designed to promote greater use of dairy products throughout the United States, has appointed Lord & Thomas, Chicago, to formulate plans and handle the forthcoming campaign. It is the ultimate aim of the association to have all States participate in the promotion. Approximately 10 have thus far agreed to cooperate.

The same type of promotion used by the California Fruit Growers Assn., also handled by Lord & Thomas, is planned at present, with radio getting the majority of attention. Markets and products will determine the type of radio to be used and whether it will be national spot or network. Lord & Thomas expects to have more complete plans worked out within the next six weeks or two months. It is expected that approximately $250,000 will be spent in the initial campaign.

Chase & Sanborn Returns

STANDARD BRANDS, New York (coffee), through J. Walter Thompson Co., that city, after an eight-weeks summer layoff, on Sept 1 resumes for the 12th consecutive season the weekly half-hour *Chase & Sanborn Show* on 70 NBC-Red stations, Sunday, 8-8:30 p.m. (EDST). Edgar Bergen with Charlie McCarthy will continue to be featured. Donald Dickson returns as vocalist with Robert Armbruster musical director. Deanna Durbin, featuring song hits from her new Universal picture, "Spring Parade," is to be guest artist on the opening program. Vera Vague (Barbara Jo Allen), returns to the cast with the Sept. 8 broadcast. Ben Alexander continues as announcer, with Maurice Holland agency producer. Dick Mack supervises writing.

Chamberlain on Red

CHAMBERLAIN SALES Corp., Des Moines (hand lotion), on Nov. 10, will start sponsorship of a weekly half-hour Sunday musical and dramatic program on 30 NBC-Red stations west of Chicago. The program, contracted for 13 weeks, will feature an orchestra, singer, and prominent women guests, and will originate at KOA, Denver. Title selected is *Chamberlain's Lovely Lady*. L. W. Ramsey Co., Des Moines, handles the account.

Danya Spots

LAMONT CORLISS & Co., New York, on Oct. 7 starts its fall campaign for Danya hand lotion using thrice-weekly participations on home economics and women's programs on stations in eight cities, New York, Philadelphia, Chicago, Pittsburgh, San Francisco, Los Angeles, Seattle and Portland. Campaign will run for 26 weeks, according to J. Walter Thompson Co., New York, agency in charge.

Store Windows Aid Promotion of CBS 'Forecast'

Thirty Displays Are Shown; New Promotion Foreseen

THIRTY department stores throughout the country have tied in window displays showing fall fashions with *Forecast*, the CBS program series demonstrated during July and August for potential sponsors [BROADCASTING, Aug. 15].

Against a large backboard labeled "forecast" are set advance fall clothes styles and an announcement of the next *Forecast* program to be broadcast on the local CBS station. In the window are shown a CBS microphone, pictures of the stars, and a poster telling the time, title and station carrying the program.

The tie-in was planned simultaneously in the New York office of CBS and by KNX, Los Angeles, which secured the first installation, and was sent out over the network by Thomas D. Connolly, CBS sales promotion executive who has recently been named manager of merchandising service, a newly-created post. Established early in August, the service is a recognition of the increasing importance of radio merchandising.

Sees Continued Growth

Interviewed soon after assuming his new position, Mr. Connolly gave no indication that any major change in CBS merchandising policies would occur, but said, "I think we will see the continuing growth of an already well-established service."

"CBS stations in the past four months have rendered voluntary 100% cooperation to advertisers through CBS merchandising plans. All of our stations realize that consistent merchandising is in the best interests of the stations themselves," he continued. "Aggressive CBS stations use all the modern methods to attract listeners, to help the program sell, and to get the interest and cooperation of dealers.

"We concentrate heavily on selling the dealers on the advertising value of programs, on insuring their full cooperation in distribution and sales. Frequent dealer meetings are held at which sales campaigns are planned to supplement broadcasts. Local stations are urged to contact dealers by mail if they cannot do it personally, to take them through their studios and to outline intelligent sales policies for them.

"An obvious and successful method used to attract listeners is local station announcements running for a week or two before the program is to start and reaching a peak the day before. Car cards, billboards, studio window displays and other forms of merchandising are also carried on.

"Merchandising is a big and important job, but the expense of a well-conducted campaign is surprisingly low. Further, the task of merchandising a radio program is one of the simplest things in the world because of what radio is—the advertising medium that sells because it reaches more homes than any other, making dealers welcome and cooperate in merchandising."



Broadcast Station Income by Community Size

(FCC Compilation Based on

Item	Number of Stations	Revenue from the Sale of Station Time: Network: To Major Networks	Network: To Regional Networks	Network: To Other Networks and Stations	Non-network: To National and Regional Users	Non-network: To Local Users	Stations with Time: Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Metropolitan districts:							
2,000,000 or over (Pop.):							
Communities with 9 or more stations	67	$5,398,935	$364,642	$3,835	$9,780,679	$8,334,471	$23,882,562
Communities with 6 stations	6	940,892	.....	.....	1,177,773	1,123,966	3,242,631
Total	73	6,339,827	364,642	3,835	10,958,452	9,458,437	27,125,193
1,000,000 to 2,000,000 (Pop.):							
Communities with 9 or more stations	10	411,247	100,654	384	535,557	728,214	1,776,056
Communities with 7 stations	7	581,427	.....	.....	715,880	828,873	2,126,180
Communities with 5 stations	5	582,653	277	52,579	877,410	664,432	2,177,351
Communities with 4 stations	4	735,454	.....	.....	594,513	515,371	1,845,338
Total	26	2,310,781	100,931	52,963	2,723,360	2,736,890	7,924,925
500,000 to 1,000,000 (Pop.):							
Communities with 6 stations	6	465,558	.....	4,265	474,266	272,916	1,217,005
Communities with 5 stations	20	2,722,472	81,419	51,710	2,558,470	1,852,094	7,266,165
Communities with 4 stations	8	807,813	3,642	4,095	689,515	1,162,667	2,667,732
Communities with 3 stations	6	238,319	5,173	6,123	551,721	526,516	1,327,852
Total	40	4,234,162	90,234	66,193	4,273,972	3,814,193	12,478,754
250,000 to 500,000 (Pop.):							
Communities with 7 stations	6	235,362	12,431	.....	193,496	275,354	716,643
Communities with 6 stations	5	309,365	16,062	.....	229,814	298,734	853,975
Communities with 5 stations	9	479,717	.....	84,414	487,801	649,084	1,701,016
Communities with 4 stations	19	1,469,972	58,478	23,901	1,494,136	1,309,677	4,356,164
Communities with 3 stations	25	1,970,983	36,575	83,503	2,186,604	1,787,345	6,065,010
Communities with 1 or 2 stations	16	505,501	61,692	.....	594,057	958,232	2,119,482
Total	80	4,970,900	185,238	191,818	5,185,908	5,278,426	15,812,290
100,000 to 250,000 (Pop.):							
Communities with 4 stations	14	762,584	.....	1,578	578,059	655,918	1,998,139
Communities with 3 stations	20	1,433,453	20,389	878	1,646,068	1,433,118	4,533,906
Communities with 2 stations	36	900,579	65,062	20,455	994,819	1,837,924	3,818,839
Communities with 1 station	19	256,520	50,180	2,808	659,019	1,144,509	2,113,036
Total	89	3,353,136	135,631	25,719	3,877,965	5,071,469	12,463,920
Places not in metropolitan districts:							
50,000 to 100,000 (Pop.):							
Communities with 3 stations	3	89,714	.....	600	120,340	99,112	309,766
Communities with 2 stations	24	597,998	45,394	59,734	851,169	1,250,204	2,804,499
Communities with 1 station	21	137,588	50,704	5,124	510,133	1,139,433	1,842,982
Total	48	825,300	96,098	65,458	1,481,642	2,488,749	4,957,247
25,000 to 50,000 (Pop.):							
Communities with 2 stations	18	184,846	60,662	19,925	352,601	666,751	1,284,785
Communities with 1 station	56	126,258	58,867	10,227	593,142	2,177,123	2,965,617
Total	74	311,104	119,529	30,152	945,743	2,843,874	4,250,402
10,000 to 25,000 (Pop.):							
Communities with 1 station	68	97,632	43,678	15,364	668,764	2,277,283	3,102,721
5,000 to 10,000 (Pop.):							
Communities with 1 or 2 stations	16	56,859	3,263	22,441	328,776	439,894	851,233
Less than 5,000 (Pop.):							
Communities with 1 station	5	1,240	.....	.....	27,471	181,752	210,463

Summary: By Number of

All communities:							
Communities with 9 or more stations	77	5,810,182	465,296	4,219	10,316,236	9,062,685	25,658,618
Communities with 7 stations	13	816,789	12,431	.....	909,376	1,104,227	2,842,823
Communities with 6 stations	17	1,715,815	16,062	4,265	1,881,853	1,695,616	5,313,611
Communities with 5 stations	34	3,784,842	81,696	188,703	3,923,681	3,165,610	11,144,532
Communities with 4 stations	45	3,775,823	62,120	29,574	3,356,223	3,643,633	10,867,373
Communities with 3 stations	54	3,732,469	62,137	91,104	4,504,733	3,846,091	12,236,534
Communities with 2 stations[1]	94	2,188,924	232,810	100,114	2,792,646	4,713,111	10,027,605
Communities with 1 station[2]	185	676,097	206,692	55,964	2,787,305	7,359,994	11,086,052
Total	519	22,500,941	1,139,244	473,943	30,472,053	34,590,967	89,177,148

Summary: By Size

All size groups:							
2,000,000 or over (Pop.)	73	6,339,827	364,642	3,835	10,958,452	9,458,437	27,125,193
1,000,000 to 2,000,000 (Pop.)	26	2,310,781	100,931	52,963	2,723,360	2,736,890	7,924,925
500,000 to 1,000,000 (Pop.)	40	4,234,162	90,234	66,193	4,273,972	3,814,193	12,478,754
250,000 to 500,000 (Pop.)	80	4,970,900	185,238	191,818	5,185,908	5,278,426	15,812,290
100,000 to 250,000 (Pop.)	89	3,353,136	135,631	25,719	3,877,965	5,071,469	12,463,920
50,000 to 100,000 (Pop.)	48	825,300	96,098	65,458	1,481,642	2,488,749	4,957,247
25,000 to 50,000 (Pop.)	74	311,104	119,529	30,152	945,743	2,843,874	4,250,402
10,000 to 25,000 (Pop.)	68	97,632	43,678	15,364	668,764	2,277,283	3,102,721
5,000 to 10,000 (Pop.)	16	56,859	3,263	22,441	328,776	439,894	851,233
Less than 5,000 (Pop.)	5	1,240	.....	.....	27,471	181,752	210,463
Total	519	22,500,941	1,139,244	473,943	30,472,053	34,590,967	89,177,148

[1] Includes data for one station which is the only station in the community.
[2] Includes data for two stations which are in communities with two stations.

and Number of Stations in Each Community

Reports from 705 Stations)

Sales of $25,000 or More								All Commercial Stations			
Deductions from the Sale of Station Time		Revenues from Incidental Broadcast Activities									
			Talent								
Payments to Networks and Stations (from Sale of Time)	Commissions to Regularly Established Agencies, Representatives, Brokers, and Others	Sales	Commissions, Fees, and Profits from Obtaining or Placing Talent	Sundry Broadcast Revenues	Total Broadcast Revenues	Total Broadcast Expenses	Broadcast Service Income	No. of Stations	Total Broadcast Revenues	Total Broadcast Expenses	Broadcast Service Income
(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)
$274,436	$2,526,056	$1,776,015	$64,260	$807,351	$23,729,696	$18,683,389	$5,046,307	78	$23,893,280	$18,863,998	$5,029,282
81,240	448,744	510,383	.....	81,226	3,304,256	2,537,998	766,258	6	3,304,256	2,537,998	766,258
355,676	2,974,800	2,286,398	64,260	888,577	27,033,952	21,221,387	5,812,565	84	27,197,536	21,401,996	5,795,540
.....	201,469	40,210	.....	32,317	1,647,114	1,583,395	63,719	11	1,674,239	1,606,547	67,692
1,027	198,283	183,233	365	58,312	2,168,780	1,823,287	345,493	7	2,168,780	1,823,287	345,493
7,482	218,670	70,079	5,548	99,984	2,126,810	1,235,194	891,616	5	2,126,810	1,235,194	891,616
100,454	157,843	78,731	1,593	21,325	1,688,690	1,193,733	494,957	4	1,688,690	1,193,733	494,957
108,963	776,265	372,253	7,506	211,938	7,631,394	5,835,609	1,795,785	27	7,658,519	5,858,761	1,799,758
1,284	83,947	135,647	317	44,600	1,312,338	983,837	328,501	6	1,312,338	983,837	328,501
34,890	733,814	501,433	15,013	58,777	7,072,684	5,083,208	1,989,476	20	7,072,684	5,083,208	1,989,476
.....	339,563	49,576	1	25,099	2,402,845	1,817,380	585,465	8	2,402,845	1,817,380	585,465
17,904	149,055	47,702	.....	39,891	1,248,486	968,101	280,385	6	1,248,486	968,101	280,385
54,078	1,306,379	734,358	15,331	168,367	12,036,353	8,852,526	3,183,827	40	12,036,353	8,852,526	3,183,827
.....	64,020	56,857	.....	79,161	788,641	642,048	146,593	7	796,198	649,734	146,464
.....	57,011	41,162	.....	40,399	878,525	608,868	269,657	6	896,332	641,352	254,980
13,135	162,443	28,831	1,415	10,171	1,565,855	1,159,973	405,882	10	1,576,185	1,172,926	403,259
3,725	423,687	97,202	5,029	62,230	4,093,213	3,108,770	984,443	20	4,093,926	3,114,631	979,295
23,395	527,252	239,846	60	128,807	5,883,076	4,228,204	1,654,872	27	5,910,761	4,257,716	1,653,045
.....	92,990	33,596	798	38,971	2,099,857	1,602,898	496,959	17	2,121,758	1,631,561	490,197
40,255	1,327,403	497,494	7,302	359,739	15,309,167	11,350,761	3,958,406	87	15,395,160	11,467,920	3,927,240
18,943	153,601	117,949	1,198	103,468	2,048,210	1,633,611	414,599	16	2,072,512	1,657,903	414,609
5,762	406,061	107,378	6,629	113,800	4,349,890	3,389,158	960,732	21	4,368,127	3,406,342	961,785
37,808	277,031	88,458	1,313	80,048	3,673,819	3,136,964	536,855	38	3,721,244	3,174,130	547,114
24,574	156,753	62,692	516	77,701	2,072,618	1,880,036	192,582	21	2,090,093	1,902,379	187,714
87,087	993,446	376,477	9,656	375,017	12,144,537	10,039,769	2,104,768	96	12,251,976	10,140,754	2,111,222
11,121	31,216	5,618	.....	8,157	281,204	240,051	41,153	3	281,204	240,051	41,153
28,232	210,234	83,480	1,702	66,880	2,718,095	2,164,996	553,099	32	2,808,236	2,275,775	532,461
24,628	101,011	68,410	3,232	22,536	1,811,521	1,539,444	272,077	23	1,885,474	1,611,073	274,401
63,981	342,461	157,508	4,934	97,573	4,810,820	3,944,491	866,329	58	4,974,914	4,126,899	848,015
5,659	86,869	38,009	220	34,721	1,265,207	1,091,868	173,339	22	1,330,243	1,177,894	152,349
6,418	134,577	23,159	557	99,267	2,947,605	2,712,670	234,935	75	3,247,046	3,078,720	168,326
12,077	221,446	61,168	777	133,988	4,212,812	3,804,538	408,274	97	4,577,289	4,256,614	320,675
17,569	116,146	24,655	287	55,775	3,049,723	2,816,018	233,705	140	4,187,083	4,013,573	173,510
7,252	57,781	10,076	100	11,526	807,902	798,484	9,418	55	1,289,278	1,270,358	18,920
.....	7,949	3,832	109	22,724	229,179	210,612	18,567	21	422,538	394,530	28,008

Stations in the Community

274,436	2,727,525	1,816,225	64,260	839,668	25,376,810	20,266,784	5,110,026	89	25,567,519	20,470,545	5,096,974
1,027	262,303	240,090	365	137,473	2,957,421	2,465,335	492,086	14	2,964,978	2,473,021	491,957
82,524	589,702	687,192	317	166,225	5,495,119	4,130,703	1,364,416	18	5,512,926	4,163,187	1,349,739
55,507	1,114,927	600,343	21,976	168,932	10,765,349	7,478,375	3,286,974	35	10,775,679	7,491,328	3,284,351
123,122	1,074,694	343,458	7,821	212,122	10,232,958	7,753,494	2,479,464	48	10,257,973	7,783,647	2,474,326
58,182	1,113,584	400,544	6,689	290,655	11,762,656	8,825,514	2,937,142	57	11,808,578	8,872,210	2,936,368
71,699	667,124	243,543	4,033	220,620	9,756,978	7,996,726	1,760,252	109	9,981,481	8,259,360	1,722,121
80,441	574,217	192,824	4,801	289,529	10,918,548	9,957,264	961,284	335	13,121,512	12,270,633	850,879
746,938	8,124,076	4,524,219	110,262	2,325,224	87,265,839	68,874,195	18,391,644	705	89,990,646	71,783,931	18,206,715

of Community

355,676	2,974,800	2,286,398	64,260	888,577	27,033,952	21,221,387	5,812,565	84	27,197,536	21,401,996	5,795,540
108,963	776,265	372,253	7,506	211,938	7,631,394	5,835,609	1,795,785	27	7,658,519	5,858,761	1,799,758
54,078	1,306,379	734,358	15,331	168,367	12,036,353	8,852,526	3,183,827	40	12,036,353	8,852,526	3,183,827
40,255	1,327,403	497,494	7,302	359,739	15,309,167	11,350,761	3,958,406	87	15,395,160	11,467,920	3,927,240
87,087	993,446	376,477	9,656	375,017	12,144,537	10,039,769	2,104,768	96	12,251,976	10,140,754	2,111,222
63,981	342,461	157,508	4,934	97,573	4,810,820	3,944,491	866,329	58	4,974,914	4,126,899	848,015
12,077	221,446	61,168	777	133,988	4,212,812	3,804,538	408,274	97	4,577,289	4,256,614	320,675
17,569	116,146	24,655	287	55,775	3,049,723	2,816,018	233,705	140	4,187,083	4,013,573	173,510 [1]
7,252	57,781	10,076	100	11,526	807,902	798,484	9,418	55	1,289,278	1,270,358	18,920
.....	7,949	3,832	109	22,724	229,179	210,612	18,567	21	422,538	394,530	28,008
746,938	8,124,076	4,524,219	110,262	2,325,224	87,265,839	68,874,195	18,391,644	705	89,990,646	71,783,931	18,206,715

[1] Less than $1 per Capita.

Agencies

DEL KING, formerly in charge of talent for the Russel M. Seeds Co., Chicago agency, has been appointed radio director, replacing R. E. Jeffers who has been named to handle research on special programs. Ed Bottelson, new to agency work, and Paul Larmer, formerly a free-lance radio writer, have been named assistants to Mr. King.

THEODORE W. CATE, for the last 13 years copy chief and radio director of the Mayers Co., Los Angeles, has been appointed advertising and promotion manager of Western Air Express, that city. His successor at Mayers Co. is Dean Simmons, with the agency two years as research director.

DANNY DANKER, Hollywood vice-president of J. Walter Thompson Co., after a week of conferences with executives of Wm. Wrigley Jr. Co., in Chicago, has returned to his headquarters. Wrigley sponsors the weekly CBS *Melody Ranch* with Gene Autry, produced by J. Walter Thompson Co.

BOB LONGENECKER, CBS Hollywood producer for three years, has joined Myron Selznick Inc., Beverly Hills, Cal. talent agency, as assistant to Joseph H. Graham, radio department manager.

FRED G. SWARTZ, president of Pacific Market Builders, Los Angeles agency, has been elected managing director of Southern California chapter of the William Allen White Committee to Defend America.

FREDERICK W. LEO, formerly of Sehl Adv. Agency, Chicago, has joined Stack-Goble Adv. Agency, Chicago, as account executive.



"M-M-M! HUMMING BIRDS' WINGS FER SUPPER!"

Out here in the Red River Valley, living big is no new experience to Silas and his side-kicks! Our hayseeds spend $58,704,000 annually for food-stuffs—and that's 42.3% of all food sales in North Dakota, South Dakota and Minnesota (excepting the counties containing Minneapolis and St. Paul.)

WDAY—the only chain station within 190 miles—gives you this moneyed market of a million-and-a-half buyers at almost unbelievably low cost. Why not look us up—in "Radio Rates"?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Sponsor's Pledge

ACCLAIM by patriotic societies, churches, radio stations and countless individuals, has been accorded the Kroger Grocery & Baking Company's action in including the 29-word pledge of allegiance to the American flag in all its radio programs, according to A. E. Johnston, Kroger advertising manager.

JOHN W. TEALE, formerly with Ronalds Adv. Agency, Montreal, has rejoined that agency as account executive, after dissolution in August of his partnership in Thornton Purkis, Teale & Purkis, Montreal. Mr. Teale was in the advertising agency field in England, came to Canada in 1925, joined the MacLean Publishing Co., then Ronalds Adv. Agency and the James Fisher Co. agency. In 1937 he formed a partnership with Thornton Purkis, advertising agency owner of Toronto.

ALICE SMART, of the radio program division of J. W. Pepper, New York, has been named assistant secretary of the company.

CARL M. GRAYSON, formerly manager of the Food & Grocery Bureau of Southern California, Los Angeles, has established Carl M. Grayson Adv. Agency with offices at 1489 W. Washington Blvd., that city. He will specialize in food accounts.

BRADLEY LANE & ASSOCIATES, and Curt Freiberger Adv. Agency, Denver, have merged their agency interests under the firm name of Lane-Freiberger.

THEODORE B. CREAMER ADV., Hollywood agency, has moved to 701½ S. Lorraine Blvd., Los Angeles.

MALCOLM MacPHERSON, formerly with General Motors Corp. and Selvage & Smith, New York, has joined Ralph H. Jones Co., Cincinnati and New York, as assistant publicity director under Charles M. Robertson Jr., radio director.

STEWART McINTOSH Ltd., Vancouver agency, has opened a branch office at Calgary, Alta.

RICHARD C. WALTER, who formerly headed his own Los Angeles agency, has joined Gogardus Adv. Agency, Pasadena, Cal., as copywriter and account executive.

ROBERT WATSON, one-time advertising manager of O'Connor & Moffatt, San Francisco department store, has joined Ruthrauff & Ryan, that city, as account executive.

RANDOLPH F. SMITH, formerly of Erwin, Wasey & Co., San Francisco, and Leon Livingston Adv. Agency, that city, has joined the copy division of Elwood J. Robinson Adv. Agency, Los Angeles.

TONY STANFORD, formerly Buchanan & Co., New York, producer, has joined the Hollywood staff of J. Walter Thompson Co., as agency supervisor on the CBS *Melody Ranch*, sponsored by Wm. Wrigley Jr. Co. (Doublemint gum). Robert Brewster continues as producer of the series.

LAWRENCE B. SIZER, assistant to H. L. McClinton, vice-president in charge of radio production of N. W. Ayer & Son, New York, has been named advertising manager of retail stores for Marshall Field & Co., Chicago.

FREDERICK H. NICHOLS, formerly with BBDO, New York, on July 29 joined Lynn Baker Co., New York, as general account executive.

DONOUGH PRINZ, formerly of the research department of Maxon Inc., Detroit, on Aug. 12, joined Leo Burnett Co., Chicago, in charge of field merchandising for the Institute of American Meat Packers account.

JOHN F. REEDER, vice-president and formerly manager of the Detroit office of Young & Rubicam, has been appointed manager of the contact department in New York. George W. Davis, previously assistant to Mr. Reeder, succeeds him in the Detroit office. Elton F. Hascall, of the new business department, has been made contact supervisor for the Detroit office, succeeding Howard K. Jones, who becomes a member of the New York contact staff.

H. A. SALZMAN, New York public relations firm, opens Sept. 2 a department of radio publicity to work in conjunction with press and other media. In charge are Harry Davie, formerly eastern exploitation manager for Warner Brothers, and Ken Williams, formerly with the *New York Daily News* and later press agent for Mary Martin in the theatrical show "Leave It To Me".

DALE FISHER, formerly of the copy department of Aubrey, Moore & Wallace, Chicago has joined Young & Rubicam, Chicago, in a similar capacity.

ROBERT BREWSTER, Hollywood producer of J. Walter Thompson Co. on the NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., is the father of a girl born Aug. 26.

R. H. GRANT, former advertising manager of Nash, is now Pacific Coast representative for Geyer, Cornell & Newell at Oakland, Cal. Dave Williamson, formerly of Geyer, Cornell & Newell, San Francisco, has resigned to join the American Meat Institute.

LESTER H. SCHROEDER formerly media director of Blackett-Sample-Hummert, New York, has joined the media department of Compton Adv., New York.

HOWARD J. TULLIS Jr., has been appointed radio director of H. Chas. Siek Inc., Los Angeles. He succeeds Donald Crandal, who resigned to organize the Four Arts Workshop, Hollywood talent training school.

THE BIDDLE Co., a new Philadelphia advertising agency has been established, with offices at 1600 Walnut St., by George C. Taylor, of Glenside, Pa.; Henry C. Biddle Jr., Chester Springs Pa.; and Richard C. Newbold, Jr., Wayne, Pa.

WILLIAM ASHLEY ANDERSON, for many years with N. W. Ayer & Son as associate director of copy, and subsequently with Arthur Kudner Inc., has been added to the staff of Donovan - Armstrong, Philadelphia agency, as an executive.

OSCAR LIEFFERS has been appointed radio copy writer and publicity director of Robert F. Dennis Adv. Agency, Los Angeles.

EDWARD T. SAJOUS, formerly sales promotion manager of General Foods, Inc., has joined Ivey & Ellington, Inc., Philadelphia advertising agency.

HOLLAND C. ENGLE, since May, 1936 radio director of Erwin, Wasey & Co., Chicago, and previous to that western program director and production manager of CBS, Chicago, on Oct. 1 joins Cramer-Krasselt Co., Milwaukee, as radio director.

Get on WJHP's new highway to Jacksonville's buyways!

NBC BLUE

WJHP

JACKSONVILLE FLORIDA

H. G. WELLS, JR., General Manager

Represented nationally by JOHN H. PERRY ASSOCIATES

WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY

CHICAGO DETROIT ATLANTA PHILADELPHIA

CARROLL RHEINSTROM, formerly advertising director of *True Story* Magazine, has resigned to become a partner and vice-president of Ward Wheelock Co., with offices in Philadelphia, New York and Hollywood. Mr. Rheinstrom will be in charge of the New York office and will handle the Seagram Distillers Corp. account. He was previously copy chief of Lennen & Mitchell, New York.

TOM LUCKENVILL, J. Walter Thompson Co., New York, executive on the Lever Bros. (Lux) account, was in Hollywood during mid-August for conferences with Danny Danker, the agency's Southern California vice-president.

AL HODGES, formerly account executive with the Ravett Adv., New York, which was dissolved Aug. 1, has joined Moore & Hamm, New York, as account executive in the radio department.

MALCOLM MACPHERSON, advertising manager of Alvey-Ferguson Co., Cincinnati, has been appointed assistant publicity director of Ralph H. Jones Co., Chicago and New York, under Charles M. Robertson, radio director.

KENDALL BERG, new to radio, has joined the Kansas City branch of Video & Sound Enterprises.

HARRY TATELMAN has established a radio film talent service under his own name at 8949 Sunset Blvd., Hollywood.

CARROLL CARROLL, Hollywood writer of J. Walter Thompson Co. on the weekly NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., is in New York on a month's leave-of-absence. Joe Bigelow has taken over his Hollywood writing assignment.

MARCEL SCHULHOFF, formerly in charge of radio for John Falkner Arndt Co., Philadelphia, is now radio director of Reiss Adv., New York.

RUSSELL E. PIERCE, publicity director of Warwick & Legler, New York, has resigned to become director of radio publicity and promotion of N. W. Ayer & Son, New York. Adele Wesley Mr. Pierce's assistant at Warwick & Legler, has also joined N. W. Ayer in the same capacity.

CRAIG DAVIDSON, account executive of Compton Adv., New York, has been named vice-president of the agency.

ROBERT M. BRILL, formerly president of Brill Bros., New York, men's wear chain store, has been appointed business manager of J. W. Pepper, New York. Mr. Brill was previously in the advertising department of the *New York Times*.

C. L. MILLER Co., New York, moves Sept. 15 to 521 Fifth Ave., New York, where it will occupy an entire floor. New telephone number will be Murray Hill 2-1010.

Holiner to B & B

MANN HOLINER, formerly radio director of Lennen & Mitchell, New York, and previously in charge of radio for Federal Adv. Agency, New York, has joined Benton & Bowles, New York, as radio director of the *Good News of 1941* program, sponsored on NBC-Red by General Foods Corp., New York, for Maxwell House Coffee. Mr. Holiner left Aug. 28 for Hollywood to arrange the opening program on Sept. 5. Don Wilson joins the cast of the show this year as announcer, while the other stars remain the same, including Fanny Brice as Baby Snooks, Hanley Stafford as Daddy, Dick Powell, Mary Martin, and Meredith Willson as music director. Don Cope, who has been directing all West Coast shows for Benton & Bowles, will return to the agency's New York office to handle production as assistant to Tom Revere, manager of the radio department.

Rep Firm Formed

ASSOCIATED RADIO SALES, a new radio representative firm confined to the selling and servicing of 100-250 watt stations, has been formed by D. L. Thompson, advertising agent, at 420 Lexington Ave., New York. Telephone is Mohawk 4-0097. Personnel and station lists will be released after Sept. 1.

AAAA Pacific Convention

WILLIAM H. HORSLEY, chairman of the Pacific Council, American Association of Advertising Agencies, has announced the council will hold its sixth annual convention at Del Monte, Cal., Oct. 24-25. The convention agenda is now in the formative stage. In addition to Chairman Horsley, officers are Dan B. Miner, vice-chairman; Joseph R. Gerber, secretary-treasurer; August J. Bruhn and Fred T. Weeks, governors.

WOWO and WGL, Fort Wayne, both owned and operated by Westinghouse Electric & Mfg. Co., Pittsburgh, have appointed NBC Spot Sales as national spot representative, effective Sept. 1.

Representatives

WLW, Cincinnati, has appointed International Radio Sales as its West Coast representative, with Transamerican continuing as New York representative and with its own office in Chicago continuing to cover that area. WLW's Chicago office is headed by Walter Callahan.

WMOB, Mobile, has named Forjoe & Co., as national representative.

WBNY, Buffalo, N. Y., and WESX, Salem, Mass., have appointed William G. Rambeau Co. as national representative.

STERLING B. BEESON of the New York office of Joseph Hershey McGillvra, station representative, has been transferred to the company's Chicago office as assistant to Sil Aston, manager. Jack Carson succeeds Mr. Beeson in the New York sales office.

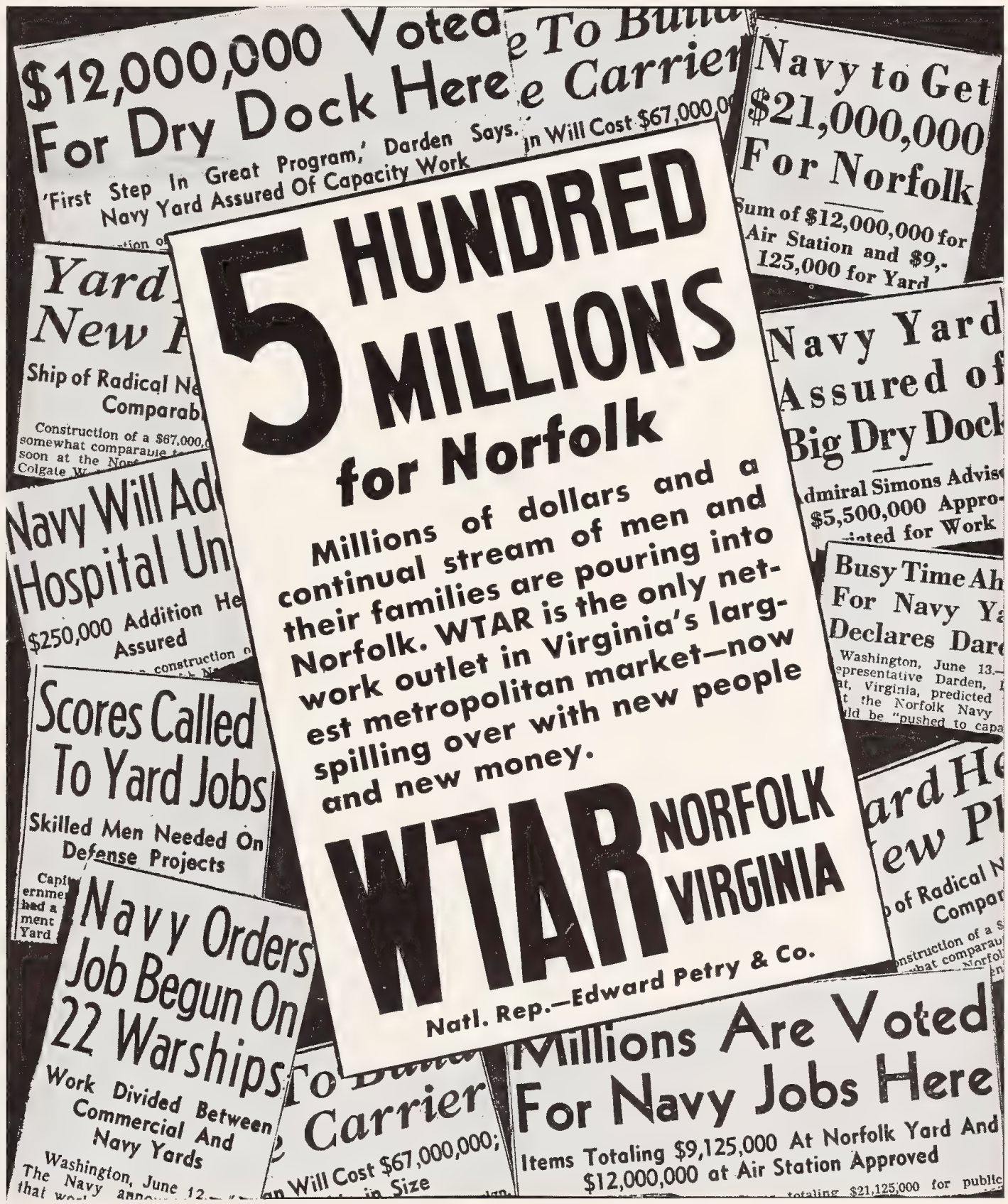
WARM, Scranton, Pa., has appointed Furgason & Walker as its national representative.

Searle Names Petry

APPOINTMENT of Edward Petry & Co. as exclusive national representatives for KOIL, Omaha, and KFAB-KFOR, Lincoln, effective Sept. 15, was announced Aug. 27 by Don Searle, vice-president and general manager of Central States Broadcasting Co.

Bakery Specialists Appoint

WILLIAM A. SCHAUTZ Inc., 247 Park Ave., New York, specialist in bakery advertising and merchandising, announces that Emil Reinhardt & Co., Oakland, Cal., has been appointed West Coast representatives to handle the Sun-Kist Raisin Bread campaign. K. Stuart Lyle, representative in New England, was recently elected a director of the company. George I. McIlwain, formerly with Standard Brands, has been added to the sales staff in New York. George Traendly, for 13 years with Doremus & Co., now heads the advertising production department. Willard F. Weiser, previously with McCann-Erickson, is now in charge of the accounting department. Two new campaigns will be released this fall.



Complete Schedule of Atlantic Refining Football Games

THE complete schedule of Atlantic Refining Co. football broadcasts was announced as of Sept. 1 by N. W. Ayer & Son, Atlantic agency [see story on page 19]. The schedule follows:

SEPT. 21

Boston College-Centre, WMEX.

SEPT. 27

*Temple-Muhlenberg, WIP WSAN.
*Duquesne-Waynesburg, WWSW.

SEPT. 28

Tulane-Boston College, WEEI.
Holy Cross-Providence, WBRY WDRC WMAS WORC WPRO.
Weslyan-Brown, WJAR.
Colgate-Akron, WFBL WGR WHEC WIBX WNBF.
Ohio State-Pittsburgh, WBNS WCAE WFBG WLEU WOR WTAM WTBO.
Franklin & Marshall-Lebanon Valley, WGAL.
Carnegie Tech-Geneva, WWSW.
Duke-V. M. I., WBIG WBT WDBJ WDNC WLVA WPTF WRVA.
Virginia-Lehigh, WBTM WCHV WSVA.

OCT. 4

*Temple-Georgetown, WIP.
*Miami-Stetson, WKAT.

OCT. 5

Yale-Virginia, WATR WBRK WBTM WCHV WDBJ WEAN WFEA WHAI WICC WLLH WLNH WLVA WNAC WNBH WNLC WOR WRVA WSAR WSPR WSYB WSVA WTAG WTIC.
Georgia Tech-Howard, WRDW WSAV WSB.
Brown-Rhode Island, WJAR.
Tennessee-Duke, WBIG WBT WDBO WDNC WJAX WPTF.
Syracuse-Northwestern, WGY, WSYR.
Cornell-Colgate, WFBL WGR WHCU WHEC WIBX WNBF.
South Carolina-Georgia, WFBC.
Pennsylvania-Maryland, WBAB WBOC WCAU WFBR WGBI WHP WJEJ WKOK.
Ohio State-Purdue, WBNS WTAM.
*Villanova-P. M. C., WIP.
Albright-Muhlenberg, WEEU, WSAN.
New York Univ.-Lafayette, WEST.
Gettysburg-Wooster, WORK.
Hampden-Sydney-Delaware, WDEL.
Ursinus-Dickinson, WKBO.
Pittsburgh-Missouri, WCAE WFBG WLEU WTBO.
Penn State-Bucknell, KDKA.

*Night Game.

OCT. 11

*Duquesne-South Carolina, WWSW.
*Miami-Tampa, WKAT.
*Villanova-Florida, WIP.

OCT. 12

Pennsylvania - Yale, WATR WBAB WBRK WCAU WEAN WFEA WGBI WHAI WHP WICC WKOK WLLH WLNH WNAC WNBH WNLC WOR WRDW WSAR WSAV WSB WSPR WSYB WTAG WTIC.
Holy Cross-Carnegie Tech, WBRY WDRC WEEI WMAS WORC WWSW.
Boston College-Temple, WFIL WMEX.
Brown-Colgate, WFBL WGR WHEC WIBX WJAR WNBF.
N. Y. U.-Syracuse, WGY WSYR.
Muhlenberg-Lafayette, WEST WSAN.
F. & M.-Richmond, WGAL.
Drexel-Gettysburg, WORK.
Upsala-Albright, WEEU.
Dickinson-Delaware, WDEL WKBO.
Maryland - Virginia, WBOC WBTM WCHV WDBJ WFBR WJEJ WLVA WRVA WSVA.
Pittsburgh-Southern Methodist, WCAE WFBG WLEU WTBO.
Penn State-West Virginia, KDKA.
Northwestern-Ohio State, WBNS WTAM.
Clemson-Wake Forrest, WFBC.

OCT. 18

*Temple-Michigan State, WIP.
*Albright-Catawba, WRAW.
*Miami-Catholic U., WKAT.

OCT. 19

Yale-Dartmouth, WATR WBRK WEAN WFEA WHAI WICC WLLH WLNH WNAC WNBH WNLC WOR WSAR WSPR WSYB WTAG WTIC.
N. Y. U.-Holy Cross, WBRY WDRC WEEI WMAS WORC.
Boston College-Idaho, WMEX.
Brown-Tufts, WJAR.
Colgate-Duke, WBIG WBT WDNC WFBC WGY WPTF WSYR.
Cornell-Syracuse, WFBG WGR WHEC WHCU WIBX WNBF.
Virginia-V. M. I., WBTM WCHV WDBJ WLVA WRVA WSVA.
Pennsylvania-Princeton, WBAB WBOC WCAU WEEU WFBR WGBI WHP WJEJ WKOK.
Georgia Tech-Vanderbilt, WDBO WJAX WRDW WSAV WSB
Ohio State-Minnesota, WBNS WTAM.
Lehigh-Penn State, KDKA.
Baylor-Villanova, WFIL.
F. & M.-Muhlenberg, WGAL, WSAN.
Lafayette-Gettysburg, WEST, WORK.
Delaware-Ursinus, WDEL.
Dickinson-W. & J., WKBO.
Mississippi-Duquesne, WWSW.
Pittsburgh-Fordham, WCAE WFBG WLEU WTBO.

OCT. 24

South Carolina-Clemson, WFBC.

OCT. 25

*West Chester Teachers-Albright, WRAW.
*Duquesne-Manhattan, WWSW.
*Miami-Elon, WKAT.

OCT. 26

Yale-Navy, WATR WBOC WBRK WEAN WFBR WFEA WHAI WICC WJEJ WLLH WLNH WNAC WNBH WNLC WOR WSAR WSPR WSYB WTAG WTIC.
Brown-Holy Cross. WBRY WDRC WEEI WMAS WORC WPRO.
Boston College-St. Anselms, WMEX.
Colgate-Mississippi, WGY WSYR.
Cornell-Ohio State, KDKA WBNS WFBL WGR WHEC WHCU WIBX WNBF WTAM.
Furman-Davidson, WFBC.
Michigan-Pennsylvania, WBAB WCAU WEST WGBI WHP WKOK.
Georgia Tech-Auburn, WDBO WJAX WRDW WSAV WSB.
Wake Forrest-Duke, WBIG WBT WDNC WPTF.
Temple-Penn State, WCAE WEEU WFBG WFIL WLEU WTBO.
Muhlenberg-Ursinus, WSAN.
Gettysburg-F. & M., WGAL WORK.
Delaware-Drexel, WDEL.
Dickinson-Roanoke, WKBO.
Carnegie Tech-Case, WWSW.
Wm. & Mary-Virginia, WBTM WCHV WDBJ WLVA WRVA WSVA.

OCT. 27

Villanova-Detroit, WIP.

NOV. 1

*Villanova-Kansas, WIP.
*Texas Tech-Miami, WKAT.

NOV. 2

Yale-Brown, WATR WBRK WEAN WFEA WHAI WICC WLLH WLNH WNAC WNBH WNLC WOR WSAR WSPR WSYB WTAG WTIC.
V. P. I.-Virginia, WBTM WCHV WLVA WSVA.
Holy Cross - Colgate, WBRY WDRC WEEI WMAS WORC WPRO.
Boston College-Manhattan, WMEX.
Syracuse-Georgetown, WGY WSYR.
Cornell-Columbia, WFBL WGR WHEC WHCU WIBX WNBF.
Ohio State-Indiana, WBNS, WTAM.
Pennsylvania - Navy, KDKA WBAB WBOC WCAU WFBR WGBI WHP WJEJ WKOK.
Duke-Georgia Tech, WBIG WBT WDBJ WDBO WDNC WJAX WPTF WRDW WRVA WSAV WSB.
Penn State-South Carolina, WCAE, WFBC WFBG WLEU WTBO.
Bucknell-Temple, WFIL.
Muhlenberg-Gettysburg, WORK WSAN.
Lafayette-W. & J., WEST.
Albright-F. & M., WEEU, WGAL.
Delaware-Johns Hopkins, WDEL.
Dickinson-Western Maryland, WKBO.
Duquesne-Marquette, WWSW.

NOV. 8

*Albright-Dickinson, WKBO WRAW.
*Miami-Rollins, WKAT.

NOV. 9

Yale-Cornell, WATR WBRK WEAN WFBL WFEA WGR WHAI WHEC WHCU WIBX WICC WLLH WLNH WNAC WNBF WNBH WNLC WOR WSAR WSPR WSYB WTAG WTIC.
Penn-Harvard, WBAB WCAU WDRC WEEI WGIB WHP WKOK WPRO.
Virginia-Washington & Lee, WBTM WCHV WDBJ WLVA WRVA WSVA.
Pittsburgh-Carnegie Tech, WCAE, WFBG WLEU WTBO.
Boston-College-Boston U., WMEX.
Kentucky-Georgia Tech, WDBO WJAX WRDW WSAV WSB.
Holy Cross-Mississippi, WBRY WMAS WORC.
Duke-Davidson, WBIG WBT WDNC WPTF.
Syracuse-Penn State, KDKA WGY WSYR.
South Carolina-Kansas State. WFBC.
Temple-Villanova, WEEU, WIP.
Lehigh-Muhlenberg, WSAN.
Rutgers-Lafayette, WEST.
N. Y. U.-F. & M., WGAL.
Ursinus-Gettysburg, WORK.
Delaware-P. M. C., WDEL.
Maryland-Georgetown, WBOC WFBR WJEJ.

NOV. 10

St. Mary's-Duquesne, WWSW.

NOV. 16

Boston College-Georgetown, WNAC.
Holy Cross-Temple, WBRY WDRC WEEI WIP WMAS WORC.
*Miami-Florida, WDBO WJAX WKAT.
Pennsylvania - Army, WBAB WCAU WGBI WHP WKOK WOR WTIC.
Georgia Tech-Alabama, WBT WRDW WSAV WSB.
Furman-South Carolina, WFBC.
Syracuse-Colgate, WGR WGY WHEC WIBX WNBF WSYR.
Tennessee - Virginia, WBTM WCHV WDBJ WLVA WRVA WSVA.
Illinois-Ohio State, WBNS, WTAM.
Manhattan-Villanova, WFIL.
Penn State-N. Y. U., KDKA.
Dickinson-Muhlenberg, WKBO WSAN.
Lafayette-Western Maryland, WEST.
F. & M.-Carnegie Tech, WGAL, WWSW.
Gettysburg-Bucknell, WORK.
Albright-Lebanon Valley, WEEU.
Washington College-Delaware, WDEL.
V. M. I.-Maryland, WBOC WFBR WJEJ.
Pittsburgh-Nebraska, WCAE WFBG WLEU WTBO.

NOV. 21

Delaware-Lebanon Valley, WDEL.
Maryland-Rutgers, WBOC WFBR WJEJ.

NOV. 22

*Miami-South Carolina, WFBC WKAT.

This is a BOW we are glad to take

Reception reports on CKCL's new 1000 Watt Marconi Transmitter, with Directional Antenna, have become so flattering that we are glad to take a bow. And even greater indication of its success is shown in the number of new National clients who are reserving time for this Fall.

We suggest to all American advertisers, and their Advertising Agencies, that they write immediately for a new Rate Card and times available.

CKCL is now the best buy in Canadian radio

CKCL

Toronto, Canada

1000 Watts on 580 Kilocycles

Test Your Program Over

WJBC

BLOOMINGTON, ILL.

Central Illinois — one of America's three richest agricultural markets; center of the hybrid corn industry. 380,600 responsive people live in radio homes in the primary area of WJBC. Test over WJBC 1200 K. 250 W.

Natl. Rep.: COX & TANZ





OMAHA'S BASIC COLUMBIA STATION
Don Searle, General Manager
Katz Agency, National Representatives

NOV. 23

Yale-Harvard, WATR WBRK WEAN WFEA WHAI WICC WLLH WLNH WNAC WNBH WNLC WOR WSAR WSPR WSYB WTAG WTIC.
Duke-N. Car. State, WBIG WBT WDNC.
Ohio State-Michigan, WBNS WTAM.
Holy Cross-Manhattan, WBRY WDRC WEEI WMAS WORC.
Boston College-Auburn, WMEX.
Brown-Dartmouth, WJAR.
Georgia Tech-Florida, WDBO WJAX WRDW WSAV WSB.
Clemson-Furman, WFBC.
Pennsylvania-Cornell, KDKA WBAB WCAU WFBL WGBI WGR WGY WHCU WHEC WHP WIBX WKOK WNBF.
Virginia-North Carolina, WBTM WCHV WDBJ WLVA WPTF WRVA WSVA.
Oklahoma-Temple, WFIL.
Villanova-Duquesne, WIP, WWSW.
Bucknell-Muhlenberg, WSAN.
Lafayette-Lehigh, WEST.
Gettysburg-Dickinson, WKBO WORK.
Pittsburgh-Penn State, WCAE WFBG WLEU WTBO.

NOV. 28

Brown-Columbia, WJAR WOR.
F. & M.-Ursinus, WGAL.
Albright-Bucknell, WEEU.

NOV. 29

*Miami-Mississippi, WKAT.

NOV. 30

Holy Cross - Boston College, WBRY WDRC WEEI WMAS WORC WPRO.
Duke-Pittsburgh, WBIG WBT WCAE WDBJ WDNC WFBC WFBG WLEU WPTF WRVA WTBO.
Carnegie Tech-Duquesne, KDKA.
Georgia-Georgia Tech, WDBO WJAX WRDW WSAV WSB.
Maryland-Wash. & Lee, WBOC WFBR WJEJ.

DEC. 6

*Miami-Georgia, WDBO WJAX WKAT.

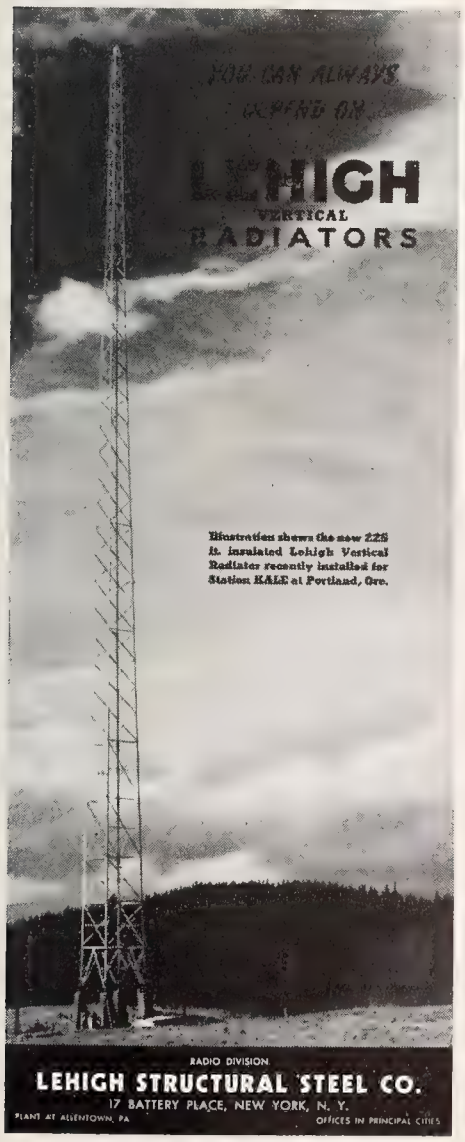
DEC. 7

Auburn-Villanova, WFIL.
Citadel-South Carolina, WFBC.

DEC. 28

Georgia Tech-California, WRDW WSAV WSB.

BECAUSE he can make weird noises with his voice, Douglas Evans, KFI-KECA, Los Angeles, announcer, was recently signed by Warner Bros. to act as narrator on a film trailer for the New Edward G. Robinson picture, "A Dispatch from Reuters".



PRAISE FOR PIONEER
Chairman Fly Recognizes WWJ Anniversary

TRIBUTE to the pioneer status of WWJ, Detroit, was paid by FCC Chairman Fly in a message to the station on the occasion of its twentieth anniversary Aug. 20. Said Mr. Fly:

I am glad to join in felicitating Station WWJ on the completion of two decades of public service.

Your twentieth anniversary reminds me that WWJ still retains one of the cherished three-letter calls associated with pioneer broadcasting stations. Combinations of letters of the alphabet are no longer able to accommodate the multiplicity of stations which have sprung up since your debut. So the present practice of the FCC is not to assign three-letter calls to broadcast stations except in cases where honorary history and public good will are attached. Only a service valued by the public could well have endured the first two decades of radio broadcasting. That, in itself, is a tribute to WWJ.

Your anniversary further recalls the valuable contribution made by the *Detroit News* in helping to launch the nation's now great and invaluable police communications system. I refer to your early experiments with police car radio transmission in collaboration with the City of Detroit. This in turn conjures up the significant call letters of the first radio station of the Detroit police department—KOP!

Detroit and WWJ have indeed played an interesting and vital role in the evolution of more than one type of broadcasting.

It is a pleasure to join in this deserved acknowledgment of WWJ's public service.

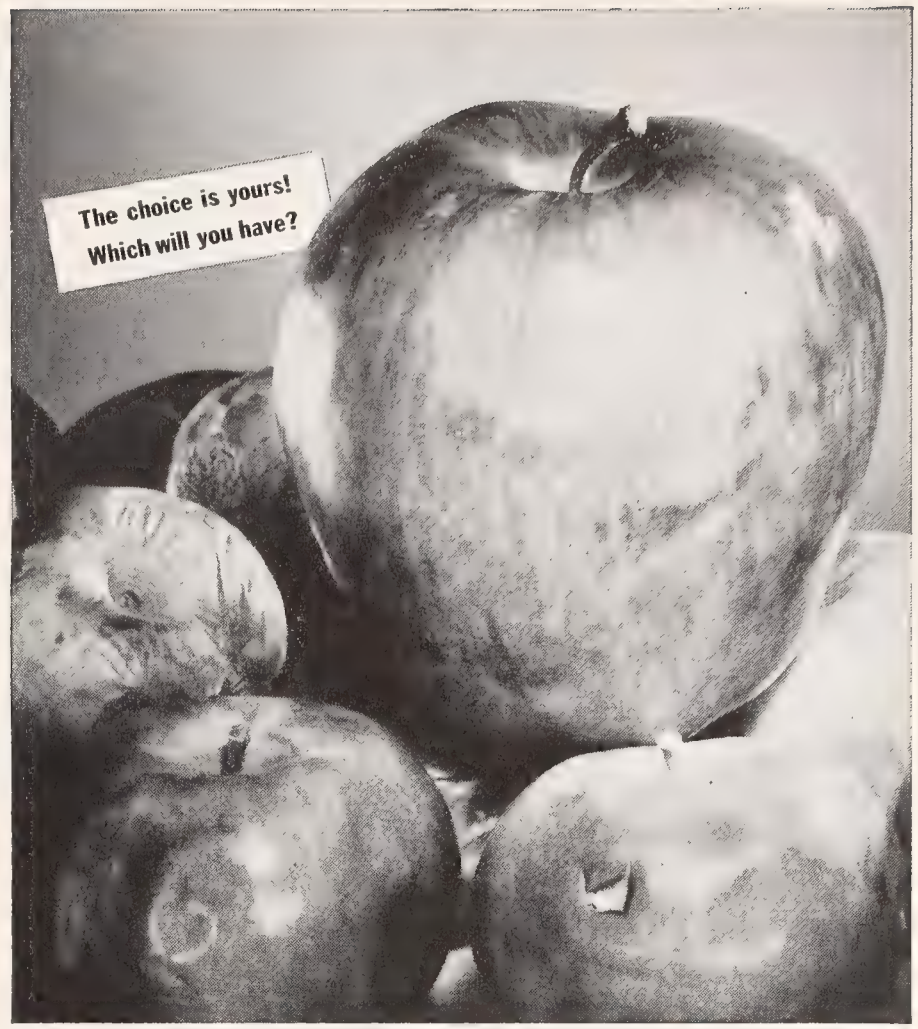
Midgley's NYU Course

FIELD OF radio from the business and management angle will be presented in the new evening course of New York U's Radio Workshop, which starts Sept. 23 under direction of C. E. Midgley Jr., business manager of the radio department of BBDO, New York. According to Dr. Ned H. Dearborn, dean of the division of general education, who announced the course, the lectures will cover the basic statistical data for the industry, including the relationships between advertisers, agencies, networks, stations, station representatives, program and talent agencies and the FCC. Mr. Midgley also plans to interpret AFRA and AFM regulations as they affect radio, FM broadcasting, television and facsimile.

WGN Sales Convention

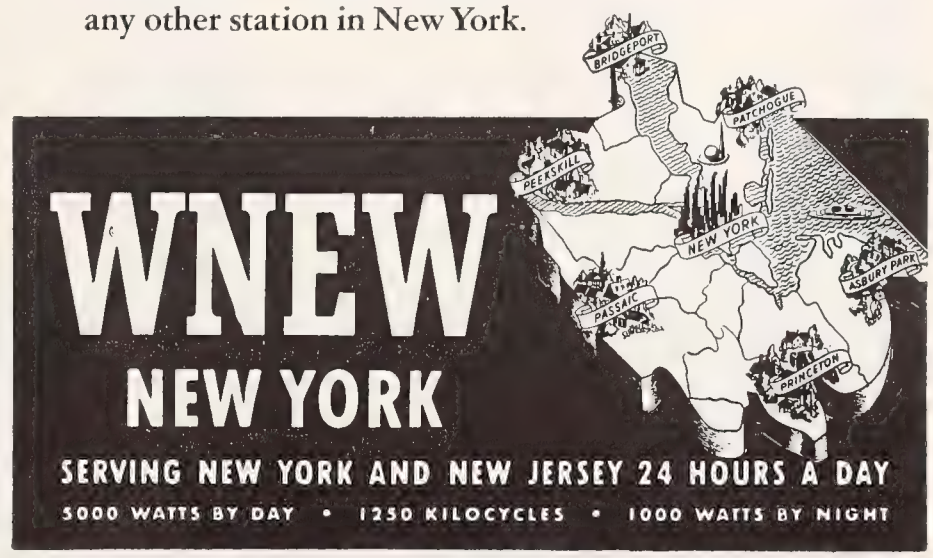
WGN, Chicago, salesmen on Aug. 21 closed a special series of meetings planned to integrate and correlate station activities. Purpose of the convention, according to William A. McGuineas, sales manager, was to determine ways and means of organizing various operations of the sales department for the benefit of current and prospective advertisers. Every phase of radio operation related to advertising, as well as plans of a proposed expanded scope of activities of WGN, was covered. Col. Robert A. McCormick, publisher of the *Chicago Tribune*, W. E. Macfarlane, business manager of the newspaper, and William A. Bacher, chief of programs and production of WGN, were principal speakers. It was announced that sales conventions will henceforth be semi-annual affairs.

WJBK, Detroit, has enjoyed the largest volume of business in its ten-year existence, according to Art Croghan, sales manager. He reports that volume for the fiscal year ending May 31, amounted to $247,928, an increase of 42% over the preceding year.



WNEW DELIVERS!
Proved thousands of times

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Senate Committee Concludes Inquiry

Hearings on Nomination Of Brown Stray Far From Subject

Following is the conclusion of the running story of the Senate investigation into RCA activities, resulting during Senate Interstate Commerce Committee hearings on the nomination of Thad H. Brown for a second seven-year term with the FCC. The hearings from Aug. 1 to Aug. 13 were covered in detail in the Aug. 15 'Broadcasting'.

AS HAD been the case at several preceding sessions, the Brown nomination was not once mentioned as the Senate Interstate Commerce Committee hearing resumed Aug. 14. Senator Tobey started the brief session by calling Rodmond S. Mahaffy, nephew of H. C. Mahaffy Jr., clerk of the Federal district court in Wilmington, Del. [BROADCASTING, Aug. 15].

Responding to questions put by Senator Tobey, Mr. Mahaffy related that after being admitted to the Delaware bar in March, 1927, he had resigned Dec. 30, 1928 on the advice of other bar members when certain of his actions were brought under scrutiny. Subsequently he had continued in the legal profession as a law clerk for several years, ultimately applying for reinstatement as a member of the bar, he stated. During this period he worked as a law clerk for Fish, Richardson & Neave in New York and in the office of his father, William G. Mahaffy, in Wilmington, he explained, working on RCA cases for both firms on occasion.

Mr. Mahaffy declared that although he had attended sessions of the Wilmington Federal court following his resignation from the bar, he always did so as a spectator. His interest lay in watching the progress of cases on which he had worked, "to see if my reasoning was right or wrong", he stated.

Senator Tobey re-read two affidavits signed by two New York lawyers, imputing unethical behavior to Mr. Mahaffy, and asked him for his comment on their damaging statements. Mr. Mahaffy declared he did not have the "slightest recollection" of either of the lawyers. He termed untrue their accusations that he had said he had "influence" with the court through his uncle and Judge John P. Neilds. "If I made such statements, I do not recollect them," he stated. "And if I made them, I must have been under the influence of liquor." Asked if he could establish his activities of Feb. 24, 1939, the date on which the alleged improprieties took place, he stated that he thought he could by consulting his wife's diary.

Recalls Resignation

Advised that the two affidavits were part of a dossier assembled in connection with his application for reinstatement, Mr. Mahaffy said that although he had no knowledge of these documents previously, in June, 1939, his attorneys had advised him to drop his application "after reading some lengthy report" concerning his case. He declared flatly that he knew of no stipulation entered into at the time of his 1929 resignation whereby his resignation would be accepted in lieu of criminal prosecution for his questioned actions on condition that he never apply for reinstatement.

Denying he can exercise any "influence" on either his uncle, the court clerk, or Judge Neilds, Mr. Mahaffy said that at present he is in partnership with H. J. Moss in the M. & M. Construction Co., new Wilmington contracting firm. He said he was earnestly bending every effort to build up "a decent contracting business".

The second witness called by Senator Tobey was J. Austin Smith, New York financial and business analyst. Asked about his employment by RCA, Mr. Smith said he had been retained by RCA to do special jobs, first in 1936 and two or three times subsequently. His work consisted of examining financial records and reports of certain RCA licensees and helping the RCA legal staff collate his findings for use in certain suits filed against the company, he explained. He said RCA had paid him a total of about $20,000 or $25,000 for this work on a per diem basis, allowing $25 per day for himself and $25 per day for his small staff.

Asked about the circumstances of his employment on behalf of Powers Cinephone Corp., Mr. Smith explained that P. A. Powers, president of the company, had hired him early in 1936 to "make up a fighting report which would tend to embarrass RCA". Attacked by Senator Tobey for even undertaking "so dishonest" a report, Mr. Smith averred that the report was "honest", in the light of facts at his disposal, although "not necessarily impartial". The view that an honest report also could be partial met prompt and vigorous opposition from Senator Tobey, who at times rose from his chair and pounded the desk.

Fee Trouble

Continuing, Mr. Smith said Mr. Powers "wanted to establish a connection with RCA or one of its subsidiaries, RKO, for prestige purposes, rather than financial gain". When he took the job, Mr. Smith explained, a "reasonable fee" was the only understood remuneration. During his work on the project, he had received a $200 per week "advance" from Mr. Powers, he explained. When the project was dropped, he billed Mr. Powers for $15,000, he continued, adding that this amount never had been paid, since Mr. Powers maintained the $200 per week was all he had to pay. Justifying the $15,000 billing, he explained that Mr. Powers had "encouraged" him to give up a project for the Ontario Power Commission, which he had done to take on the Powers job. While the remuneration matter was being discussed, Mr. Powers then suggested that he might be able to get Mr. Smith some work with RCA if he wanted it, he said.

After Senator Tobey read excerpts from the letter of transmittal accompanying Mr. Smith's report for Mr. Powers, calling its allegations "criminal", Mr. Smith maintained that he had no authority to use anything but facts and data furnished by Mr. Powers. This precipitated a colloquy between the two, with Senator Tobey pointing out that Mr. Smith admittedly composed the report "without taking into account all the factors" and Mr. Smith arguing that at the time the supplementary facts that came to light subsequently were not furnished him.

'As Adverse as Possible'

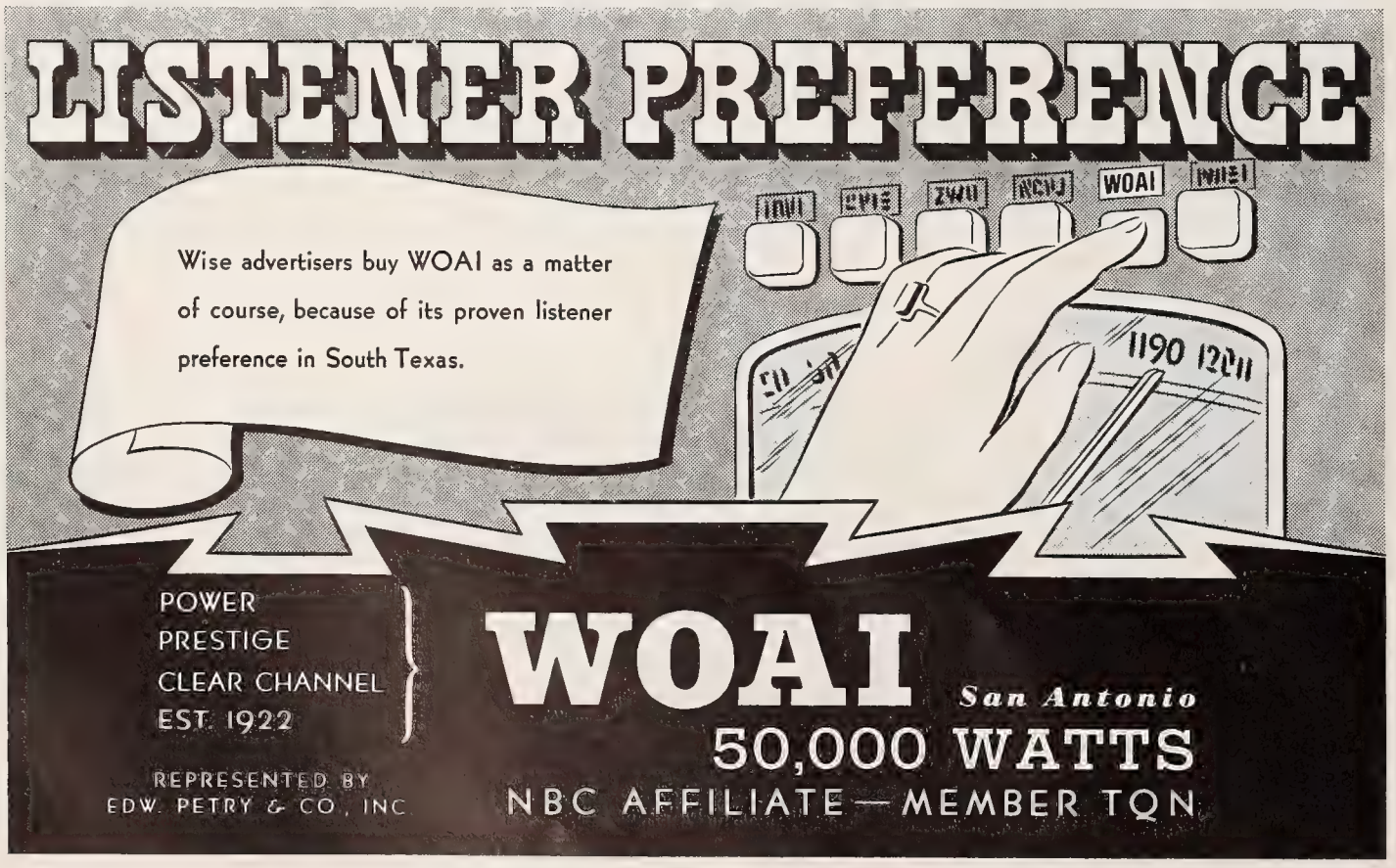
Pounding the desk vigorously, Senator Tobey exclaimed, "I'm going to see that you either acknowledge it [the report] is true or that you lied, before we get through with you."

Mr. Smith pointed out that at the time the report was propounded it was definitely understood by



HIMSELF an ardent boating enthusiast, Arthur Godfrey, who conducts the *Sun Dial* on WJSV, Washington, presented an armful of trophies for the President's Cup Regatta on the Potomac to Committeeman Samuel A. Syme. Godfrey is donating the awards for the Pacific One-Design Hydroplane Race, in which the owners must build their own boats at a cost of less than $700. He gave not only an award for first place, but for second and third as well. Besides the Sun Dial, Godfrey is sponsored on hookups by Carnation Co. and P. Lorillard Co.

JOHN F. ROYAL, NBC vice-president in charge of programs, on Aug. 21 flew to Europe on the *Clipper* for a two-week business trip, and returns via the *Clipper* shortly after Labor Day.



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Mr. Powers that it was subject to a legal and factual check, using first-hand sources, before any publication. He added that he understood Mr. Powers put the report in his safe when the project was dropped and that it was not to appear again. The check was not made because Mr. Powers had decided to drop the project and wanted to stop the expense of further investigation.

He said he was "really surprised" when Mr. Powers broached the possibility of RCA employment, observing that at the time "the goose was hanging high" insofar as Mr. Powers' relations with RCA went.

When Senator Tobey declared it was "an irrefutable statement of fact" that "you're not a very honorable man", Mr. Smith responded, "I was not employed to make an impartial report, and I took the facts laid before me and honestly made as adverse an analysis as possible".

The session concluded on the tone of a remark by Senator Tobey: "It's a damned shame that men like you are allowed to do such things as this. Eliminate such practices and we'll improve the fabric of our American institutions."

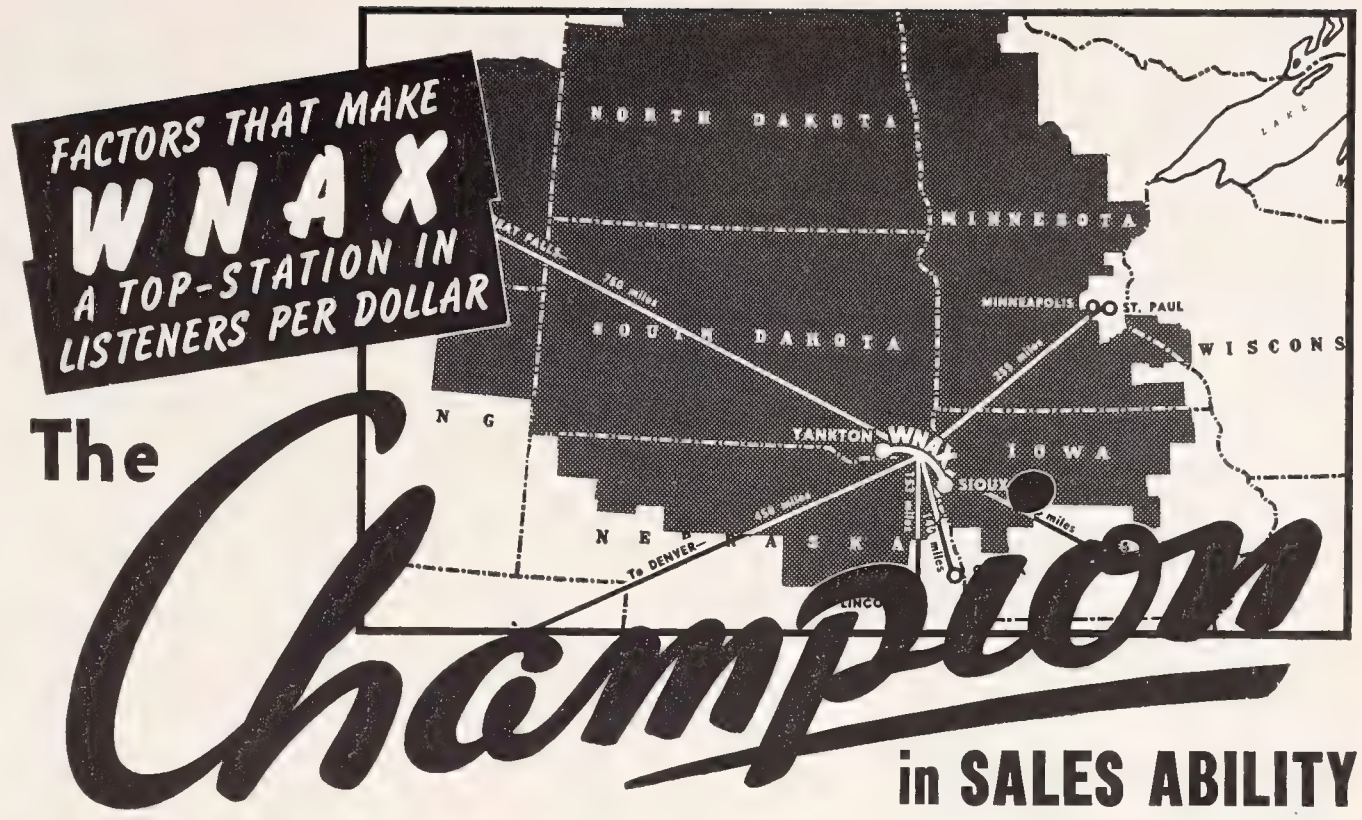
Senator Tobey himself presided, as the lone committee member present, during much of the Aug. 15 session. Former Senator Daniel O. Hastings made his second appearance on the stand, undergoing another severe shelling by Senator Tobey. After identifying checkstubs from his firm's and his personal account, along with a group of ledger sheets of the firm, Mr. Hastings was called upon to account for disposition of the initial $2,500 retainer fee he had received indirectly from RCA through Mr. Whiteford.

Book Entry

Senator Tobey questioned him particularly about an entry in a 1932 year-end statement furnished a former partner in the firm, C. Edward Duffy, listing as "not paid in cash" sums of $2,000 from George I. Haight, who was identified as a Delaware lawyer, and $2,500 from Roger J. Whiteford, the Washington attorney. Mr. Hastings said he "assumed" that this peculiar entry, which on its face did not make clear whether the money was received or paid, meant that he had not paid these sums into the firm in cash, although they were entered on the firm's records.

He branded Mr. Duffy's statement that he had said he had to pay Mr. Mahaffy $2,500 as "a plain damn lie", pointing out that even if he were so inclined, he certainly would not have turned over to the court clerk the entire amount of the original retainer, "which was all the pay he was sure of then" from RCA at that time. Mr. Hastings reprimanded Senator Tobey for not pressing Mr. Duffy immediately during Mr. Duffy's first appearance on the stand for an explanation of the charges rather than giving him "time to concoct a story".

A heated colloquy developed between Senator Tobey and Mr. Hastings when, during a discussion of circumstances surrounding an alleged attempt by Mr. Duffy and his new law associate, to wrest a client from the Hastings firm, Senator Tobey declared there was evi-



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dence that Mr. Hastings had paid money to the court clerk. At one point in the controversy, which revolved also around the interpretation of a statement made in a petition to the court in regard to the difficulty between the two law firms, Senator Tobey proposed to take a vote among the people in the meeting room to see whose interpretation gained majority support.

Court Record

Asked if he ever had lost a case in the Wilmington court since Judge Neild's appointment in 1930, Mr. Hastings answered, "By God, I wish I could answer that I have not, but I'm afraid I can't. But I'm a good lawyer: I win 'em in the State court, too." He pointed out that although he did have a successful winning record, other judges than Judge Neilds had handled many of the cases.

As Senator Tobey's questioning pursued further the possibility of payment going to Mr. Mahaffy, Mr. Hastings refused to accept the burden of proof that he did not pay the court clerk, arguing that he did not know just what Senator Tobey had in mind when he asked him to comb through the two volumes of check-stubs before him. Asked specifically to trace disposition of the $2,500 check he received from Mr. Whiteford, he consulted the checkbook and revealed deposit of the check in his personal checking account on Oct. 10, 1932. Asked further if he could find any record of his repaying that sum to the firm, Mr. Hastings indicated that he believed the $2,500 was not turned over to the firm, although it was entered on the firm's books and his receipt of the money was known to his partners.

Senator Tobey then went into a further inquiry into the firm's records, pointing out that the ledger entry of the $2,500 received from Mr. Whiteford appeared out of order on the ledger page, with Mr. Whiteford's name written in pencil rather than ink. Senator Tobey also observed that according to his analysis the penciled name was in a different handwriting than other items on the page. This observation brought a resigned "Well, for God's sake" from Mr. Hastings, who arose and strode around his chair, adding: "I would swear that it is in that woman's [his deceased bookkeeper] handwriting".

Evidence Lacking

When Senator Tobey declared that Mr. Hastings was "not in a very favorable position in the light of the evidence", Senator White (R-Me.) immediately countered that "that is a matter of opinion", later declaring flatly that there was "not a particle of evidence" to show any payment of money to Mr. Mahaffy by Mr. Hastings. Shortly after this Senator White left the meeting room.

Also making a second appearance, Mr. Duffy emphasized that portions of his testimony necessarily were based only on "opinions" and observed, "This whole thing is very unpleasant for me". He testified briefly on his representations to the court during the recent difficulties between his present firm and his former associates, declaring that the petition presented to the court and attacked by Mr. Hastings was "not meant to mislead anyone".

Hislop Testifies

Final witness of the brief session was Albert Hislop, former Mayor of Portsmouth, N. H., and a friend of former Senator Moses and Mr. Whiteford. The most homely touch registered during the entire proceedings came when Mr. Hislop in the midst of his testimony lolled back in his chair, with arms crossed and one leg draped along the table top. He explained that he had had numerous financial dealings with Mr. Whiteford, who handled certain Washington property he owned and who on occasion had loaned him money, including $2,500 early in October, 1932. This loan and others had been covered by collateral, he emphasized, and all have been repaid.

Pressed for testimony regarding this $2,500 check, which Mr. Whiteford had claimed was lost, Mr. Hislop declared, "I am glad to testify that I didn't endorse that check to Senator Moses. Also I am positive I never paid George Moses a dollar in my life." He added that the only political contributions he ever had made were to the State Republican campaign fund.

When he mentioned that Mr. Moses had telephoned him a day or so before, Senator Tobey asked what Mr. Moses had said about this proceeding. Without hesitation Mr. Hislop replied, "He said he thought this was the most asinine thing he'd ever heard of". This brought another flurry from Senator Tobey, including a brief review of the entire case, with the observation that this statement illustrated the "smoke screen and sand-throwing" tactics that would be employed by Mr. Moses or any other person implicated in the allegations.

Analyst Returns

The final day of the committee probe was Aug. 23, during which two conflicting reports were given the committee on the inception of the so-called "fighting report" on the financial status and management of RCA which was compiled in 1936 by J. Austin Smith, New York accountant and business analyst. Mr. Smith asked to appear again because he felt he had been pre-judged in his Aug. 14 appearance and in order, as he said, to clear his reputation and correct the record.

Mr. Smith declared he had asked to appear again also to correct the record regarding his report and employment by both RCA and Patrick A. Powers, a retired motion picture executive, who Smith charges originated the idea of an adverse financial report of the RCA structure in order to use it as a means to bargain with the company. He asserted he was unable to clear up these matters at the previous hearing because he was summoned on very short notice and therefore was unable to refresh his memory before being interrogated by Senator Tobey in a "pretty brusque manner".

He charged the New Hampshire Senator had made 30 errors in quoting his report throughout the hearing and had twisted the meaning of several statements contained in the same document. Specifically, he noted, the Senator had attributed to him a statement that RCA President Sarnoff and Board Chairman Harbord had received 600,000 and 800,000 shares respectively of the corporation's stock as gifts, which

Meyer Heads KYA

HAROLD H. MEYER, for five years manager of WSUN, St. Petersburg, Fla., and for 11 years identified with radio, on Aug. 26 was named manager of KYA, San Francisco, Hearst-owned outlet. Mr. Meyer has been director of sales for the New York Broadcasting System, keyed by WINS, New York, Hearst station, for several months. The appointment followed decision by Hearst Radio Inc., to retain all present radio properties, which include WBAL, Baltimore, WCAE, Pittsburgh, WISN, Milwaukee and WINS and KYA.



Mr. Meyer

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they later disposed of in the most part. Mr. Smith related that these figures should have been quoted from his report as 6,000 and 8,000 shares.

'Far Afield'

The witness asserted that someone had "shoved yellow-dog stuff" under the Republican Senator's nose and that it was being used to the former's detriment just as he has suffered by being repeatedly called "a liar". In an effort to speed the testimony of Smith, Senator Minton (D.-Ind.), at this point interposed, "We seem to have the truth about this acquisition of stock, let's get to some more of these so-called lies and shorten it down". The witness then asked that all the testimony regarding his "tentative report" be stricken from the record of the proceedings as "the whole record has been colored," because of these mistakes and because of misinterpretations placed upon his document by the committee members and other witnesses. The information concerning the gift of stock to the RCA officials was taken from a 1934 Congressional report on communications companies, he said. He also cited that he had obtained information concerning the disposal of RCA stock by the American Telephone & Telegraph Co. and the resignation from the latter company's board of Walter S. Gifford, the present A.T.&T. president, from a Federal Trade Commission document and the same Congressional report.

When Senator Neely of West Virginia interposed that the investigation had gotten far afield from the qualifiactions of Thad H. Brown to sit upon the FCC, and attempted to cut off the witness from going into detail on his report, Senator Tobey urged the committee to give Smith a change to rebut the charges against him by members of the Senate body and RCA. The witness continued with his story by saying that he was "first caught in a jam between a millionaire and a great corporation" and that now he is in a like situation between a Congressional committee and Mr. Brown, whom he doesn't even know.

He stressed that his financial report on RCA was a minority report in opposition to a majority document and that his employer, Powers, believed that the company had made a mistake and was about to make another one. Other means had been tried with no avail and "fighting words" were necessary to succeed, the witness insisted Powers had said in employing him to make his adverse report on RCA.

Basis of Suits

The document was tentative and preliminary and was not to be published until a further check was made, the witness insisted throughout his testimony. This, however, was disputed by Senator Tobey who charged that it did not "jibe" with what Col. Manton Davis had previously told the committee. Tobey read from the testimony of the latter RCA official to the effect that Smith had disclosed the contents of his report at a stockholders meeting of the radio company in April, 1936 and that it has been and is the basis for a number of minority stockholder suits against the corporation.

The witness related that he felt the RCA general counsel was under a misapprehension as the document under question was not prepared until a month after the April meeting. A document similar to the present one and containing many of the same charges was read at that time, he added. On the completion of his "fighting report", Powers agreed to "lock up" the manuscript and as far as he is concerned it is still a "tentative unreleased" document, the witness continued. He said it was made public through a friend of Mr. Powers, who made it available to former Rep. MacFarlane of Texas.

When Senator Tobey reminded the witness that, according to past testimony, both he and Powers had admitted the brief was "hostile" and compiled to "soften up" RCA, Smith replied that he believed at the time that his employer's purpose was honorable, but that there is no question in his mind now that Powers wanted "to trade on the report.

"RCA is a pretty soft bunch," Senator Reed interjected, and averred that the witness should not go into the various methods used to soften the corporation. The witness insisted upon a differentiation between his report and the usual accountant's report, and added that the document contained his conclusions based upon facts given to him by powers.

"If nothing is false in this report, either you or RCA are prevaricators but I don't know which one," Senator Wheeler declared during his efforts to obtain an answer to the question whether or not the report contained a "true and accurate picture of the Radio Corporation." The committee chairman said the radio officials were "a bunch of suckers" to employ the witness after he had prepared such a damaging report of the corporation's financial structure and management policies.

Cites an Analogy

At the time when RCA and Powers were at the conferring stage, it became apparent there was work that he could do for the corporation, Smith declared. This fact was conveyed to him through Ralph Fagan, a lawyer for RCA and a friend of his, he stated. In explaining his position of accepting employment with a corporation that he had greatly criticized, Mr. Smith used the case of Owen D. Young as an analogy. He said that Mr. Young

Warner's Scoop

ALBERT WARNER, CBS Washington correspondent, scored a complete scoop Aug. 9 when he predicted definitely the resignation of Harry Hopkins as Secretary of Commerce. The White House released the story Aug. 24, but in the meantime many newspapers picked it up with credit from Warner's broadcast.



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had "licked the shirt off of General Electric as a lawyer" yet later became the company's head. The fact that he did a good job at a modest fee resulted in further employment by the company, Mr. Smith continued, and pointed out that at one time he was hired jointly by RCA and Powers to solve a disagreement between them.

At the conclusion of his testimony the witness praised the progress made by RCA over the past few years and cited that since his report he has learned that the corporation was at that time making plans and laying the ground work for matters that have since developed to be outstanding accomplishments of RCA. He emphasized that his first impressions concerning RCA have been completely changed and added that the management of RCA has been "jumped on" so much that they are now "supersensitive". He attributed the majority of the errors made by the RCA management to this latter condition and to its "growing pains".

Following the exit of Mr. Smith from the witness stand, Col. Manton Davis, RCA general counsel, made a brief statement to the effect that the original report of Smith was still repudiated by RCA so far as it was supposed to be a factual document. He asked the committee to strike the document from the record to prevent it from being picked up and quoted by parties without regard to the entire testimony taken on the subject.

Powers Testifies

The next and final witness was Patrick A. Powers, veteran motion picture executive and president of the Cinephone Corp., who denied he had proposed to Smith that an adverse report be prepared to embarrass RCA. He said that Smith was known by him socially for a number of years but that there never had been any business association between the two until the accountant came to him in 1936, saying that he had some material concerning the operations of RCA and that he was going to organize a stockholders committee. Since he was a small stockholder in the company, and also knew that Smith was broke and had recently been in bankruptcy, the witness said he agreed to finance the organization of this group and advanced Smith $200 a week to compile the report. Mr. Powers disclaimed having any knowledge of where the accountant obtained the information to make up his report and added that he thought the latter had used this information to induce stockholders of the corporation to join the Smith committee.

He denied he had used his influence to get Smith a position with RCA after the report had been completed and said this task was undertaken and concluded by Mr. Fagan, who had been called to New York by RCA. Mr. Powers related that Smith came to him and asked if the movie executive had any objections to his entering the employ of RCA. He said no one had requested that the report be kept secret. A former New York Congressman, Mr. Sirovich, now dead, had transmitted the report to Rep. MacFarlane, he added.

The witness declared he had founded Universal Films and the Film Booking Office (FBO) which was later merged into RKO. He said he sold his holdings in FBO to Joseph Kennedy, now U. S. Ambassador to England, at $5 a share and that the latter had re-sold this stock to Mr. Sarnoff in a short period at $20 or $25 a share.

Mr. Powers was questioned at some length by committee members and the RCA general counsel concerning litigation between his companies and RCA. He stressed that he had never been paid any money by RCA or any other company to discontinue a legal case or any litigation. An anti-trust action against RCA was commenced at one time by his organization but was settled in 1938 because the cost of prosecuting the case was prohibitive, he declared.

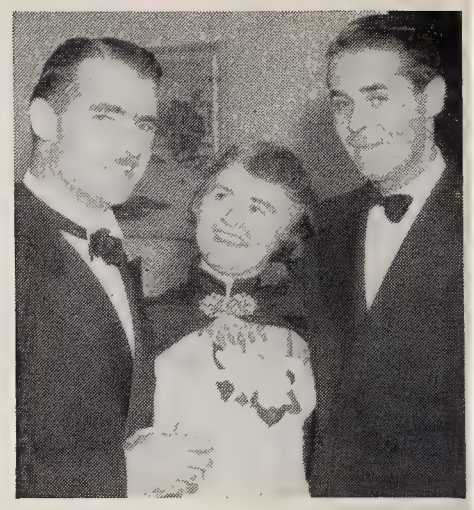
Tobey's Last Word

The investigation of RCA by the Congressional body was closed in a manner that has been featured during the entire proceedings—the frequent outbursts of Senator Tobey. The New Hampshire Senator first castigated former Senator Moses, also of New Hampshire, for not coming down to Washington on his own volition, as had ex-Senator Hastings, to deny the charges that had been made during the hearings of his connections with the obtaining of a court continuance of the RCA anti-trust case in 1932. He then read a press dispatch from a Concord, N. H., newspaper which quoted the ex-Senator as having no comment to make on the proceedings and including a quotation that Moses said Mr. Sarnoff had never come to Concord to see him.

Senator Tobey reminded the committee that six witnesses, including Mr. Sarnoff, had testified that a trip had been made to Concord to seek the advice of the former Senator. Senator Tobey concluded that he was leaving it to the committee to determine who was telling the truth.

Better Late

TO WKIP, Poughkeepsie, N. Y., near the summer White House at Hyde Park, came the distinction Aug. 19 of having the President of the United States as "inaugural" guest. Though the station went on the air last June, when Mr. Roosevelt was unable to carry out his agreement to deliver the dedicatory, it will date its starting from the time of the Chief Executive's greetings. The President, introduced by Supreme Court Justice Mack, declared he "cherished the hope that the station will engender closer ties and better citizenship among my good neighbors of the Hudson Valley." Chief Engineer Fitzroy Kennedy handled the remote from Hyde Park.



COLOSSAL was the CBS cocktail party held at Golden Gate International Exposition Treasure Island Women's Club on the final night of the NAB convention. Attended by more than 500 persons, arrangements for the event were in the capable hands of this trio (l to r), Henry M. Jackson, CBS Northern California sales manager; Marie Houlahan, CBS San Francisco publicity director, and Stephan Fuld, of the network's New York station relations department.

DIES CUT OFF AIR

But He Already Had Gone 31 Minutes Overtime

REP. MARTIN DIES, chairman of the Un-American Activities Investigating Committee, was cut off the air Aug. 20 while speaking over a 30-station Coast hookup of the Mutual-Don Lee.

According to the Don Lee management in San Francisco, where Dies spoke, he ignored the time element. Originally allotted a half hour by the network, he ran 31 minutes over before he was cut off because of previous commercial commitments on stations carrying the talk.

Dies was given frequent signals that he was running over, so that he might end his radio address gracefully, but he ignored them. He was addressing the annual banquet of the National Exchange Club convention at the St. Francis Hotel. The network received many protests.

Eddie Peabody in Navy

LIEUT. EDDIE PEABODY, formerly heard as featured banjoist on many network shows including the *National Barn Dance*, has returned to active duty with the U. S. defense forces and is attached to the Chicago area headquarters of the U. S. Navy. On Aug. 24 he was heard in a special interview program on WBBM, Chicago, titled *The United States Navy Procurement Program*. He is scheduled to give a number of talks over Chicago stations.

WFBG

ALTOONA PENN.

providing the ONLY full coverage of the Altoona trading area

Now

NBC-RED

and

FULL TIME OPERATION

Work Progresses On WEAF, WABC

NBC Key Soon to Be Tested; CBS Plant Under Way

WITH construction already well along on the new Port Washington, Long Island, transmitter of WEAF, NBC key, CBS has ordered full speed ahead for the new transmitting plant of WABC on Little Pea Island, about a mile off New Rochelle, N. Y., in Long Island Sound.

The WEAF transmitter building, also on Long Island Sound, is nearly finished and equipment will be in place for initial local testing early in September, according to NBC. Transmitting equipment includes, in addition to two 322-foot Truscon towers, a 50 kw. RCA transmitter with a 5 kw. emergency stage. It is expected the new $280,000 plant will go into regular operation about Oct. 1 [BROADCASTING, May 15].

Work on CBS Plant

Actual construction on the $425,000 WABC plant started in mid-August upon acquisition by CBS of title to Little Pea Island. The initial construction operation, blasting the uneven rock surface to water level, presaged several unique engineering problems posed in building the island transmitter plant [BROADCASTING, May 1], to which men and provisions will have to be conveyed by motorlaunch.

Since the island itself is nothing more than a group of jagged rocks barely projecting out of the Sound at high tide, and consequently offers no building surface, all projecting rocks will be blasted away. After this operation, done under heavy rope nets to prevent damage from flying rock particles on the mainland, an island 150 feet square will be built within concrete seawalls extending 16½ feet above water at mean low tide.

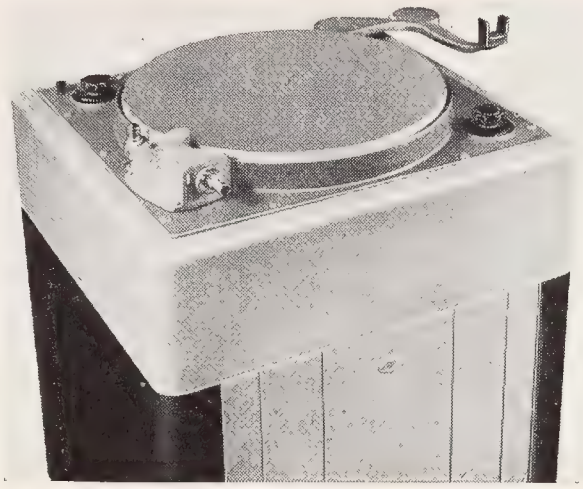
The copper-walled transmitter house, 75 feet square, in addition to equipment will provide living quarters for the transmitter crew. Transmitting equipment, including a 50 kw. transmitter and a 5,000-watt emergency plant, is being custom built by Federal Telegraph Co., Newark.

Electric power is to be supplied through two independent submarine cables tying in with separate power sources on the mainland. As a further emergency safeguard, engine-drive generators are to be installed on the island. Two complete sets of program circuits, linking the transmitter with WABC's master control board at 485 Madison Ave., also will be carried via separate submarine cables.

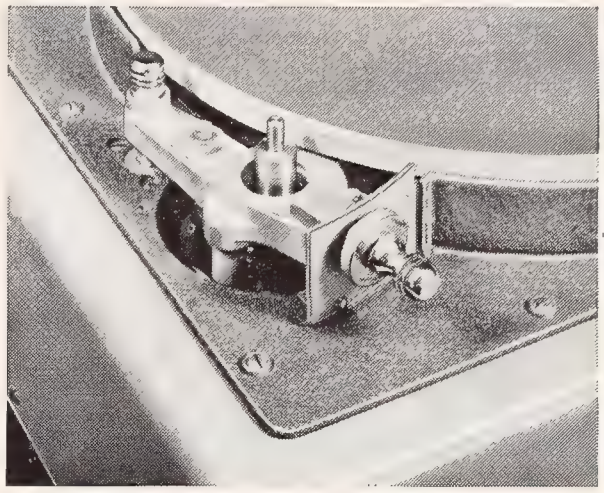
Contracts for construction of the island and transmitter building were let by CBS to W. J. Barney Construction Co., New York, with engineering operations in charge of Lockwood Greene Engineers Inc. The CBS engineering department estimates the new plant will be ready for regular operation in about 10 months.

FOR the 12th consecutive year, NBC has announced that the network will cover the 1940 national cornhusking championship, tentatively scheduled for Oct. 30 from near Davenport, Ia. William E. Drips, NBC director of agriculture, will supervise pickup plans for the contest, which will be broadcast direct from the cornfield during the *National Farm & Home Hour*.

Having turntable trouble?



Presto 63-A dual speed 16" transcription table with pickup mounting bracket. Base plate is drilled to mount selector switch and scratch filter.



Unique Presto drive system. Step pulley on motor shaft drives against rubber tire on turntable rim. Lever changes speed instantly from 78 to 33⅓ RPM.

JOIN THE SCORES OF RADIO STATIONS

that are removing the playback pickups from their old transcription tables and remounting them on the new Presto 63-A table.

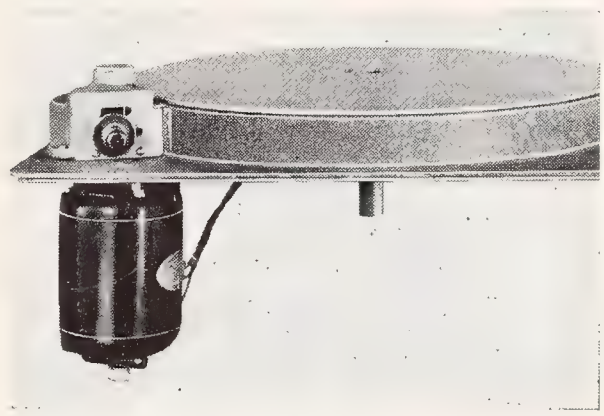
It's a simple change to make, because the Presto table is furnished with brackets to mount any standard make of vertical or lateral pick-up and the base is drilled to mount your compensator controls and scratch filter. The entire changeover takes an hour at the most and costs very little.

You'll marvel at the reproduction of your transcriptions played on the 63-A table. It's the quietest, smoothest running turntable we've ever produced and it runs for months at a time with no service whatever. The new Presto drive system—a heavy, live rubber tire on the turntable rim driven by a steel pulley on the motor shaft—has only 2 moving parts, requiring a simple adjustment once or twice a year. Speed accuracy is .3%—less than 3 seconds time error on a 15 minute program. Vibration is negligible. Leading firms use and recommend the 63-A for playing both vertical and lateral recordings.

Give new life and realism to your transcribed broadcasts this fall. Install Presto turntables now. Literature and prices on request.

Recent purchasers include:

Associated Music Publishers, Canadian Marconi Co., Columbia Broadcasting System, Columbia Recording Corp., Federal Tel. & Tel. Co., Northern Electric Co., Westinghouse Radio Stations. Also stations KICA, WBNS, WBRW, WHO, WJMS, WMEX, WSYR, WTRY and Advertising Agencies Fuller & Smith & Ross, Inc., Lennen & Mitchell, Wm. Esty & Co., Maxon Advertising Agency and others.



Presto 10-A turntable chassis only for mounting in existing cabinets.

Canadian Distributor: WALTER P. DOWNS, 2313 St. Catherine St. W., Montreal, P. Q.

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFBM, Indianapolis

Baldwin Labs., Saegertown, Pa. (germicides), 3 *sa* weekly, thru Yount Co., Erie, Pa.
Packers Tar Soap, Philadelphia, 3 *sa* weekly, thru Ivey & Ellington, Philadelphia.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sa* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Lea & Perrins, New York (Worcestershire sauce), 3 *sa* weekly, thru Schwimmer & Scott, Chicago.
Roman Cleanser Co., Detroit, 3 *sa* weekly, thru Gleason Adv. Agency, Detroit.
White Labs., Newark (Chooz), 3 *sa* weekly, thru Wm. Esty & Co., N. Y.
White Labs., Newark (Feen-a-Mint) 4 *sa* weekly, thru Wm. Esty & Co., New York.
Weidemann Brewing Co., Cincinnati, 5 *sa* weekly, thru Strauchen & McKim, Cincinnati.
Carolene Products Co., Litchfield, Wis. (milk compounds), 3 *sp* weekly. thru Henri, Hurst & McDonald, Chicago.
Terre Haute Brewing Co., Terre Haute, Ind., 6 *sa* weekly, direct.

WHO, Des Moines

Pinex Co., Fort Wayne (proprietary), 44 *sp*, 132 *sa*, thru Russell M. Seeds Co., Chicago.
Dr. Peter Fehrney & Sons, Chicago (Alpen Krauter), 104 *sp*, thru United Adv. Co., Chicago.
Johnson & Johnson, Brunswick, N. J. (Tex), 26 *sa*, thru Ferry Hanley Co., N. Y.
Peter Paul Inc., Naugatuck, Conn. (gum), 78 *ta*, thru Platt-Forbes, N. Y.
Hi-Lex Co., St. Paul, 52 *sa*, thru McCord Co., Minneapolis.
Chrysler Corp., Detroit (Plymouth), 2 *sa*, thru J. Stirling Getchell Inc., Detroit.
Spohn Medical Co., Chicago (Udder-Aid), 39 *sa* thru Critchfield & Co., Chicago.
Williamson Candy Co., Chicago (Oh Henry), 260 *sa*, thru Aubrey, Moore & Wallace, Chicago.

WOR, Newark

Nestle-Le Mur Co., New York (hair bleach), 5 *sa*, *sp* weekly, thru R. T. O'Connell Co., N. Y.
Nu-Enamel Corp., Cleveland, 5 *sa*, *sp* weekly, thru Campbell-Sanford Adv. Agency, Cleveland.
Bond Stores, New York (clothes), 8 *sp* weekly, thru Neff-Rogow, N. Y.
Olson Rug Co., Chicago, 6 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
V. LaRosa & Sons, Brooklyn (macaroni), weekly *sp*, thru Commercial Radio Adv. Service, N. Y.
Manufacturers Trust Co., New York, weekly *sp*, thru McCann-Erickson, N. Y.
Martinson Coffee Co., New York, weekly, *sp*, thru Neff-Rogow, N. Y.

KECA, Los Angeles

Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Ford Dealers Adv. Fund, Los Angeles (used cars), 5 *sa* weekly, thru McCann-Erickson, Los Angeles.

KMPC, Beverly Hills, Cal.

Kip Corp., Los Angeles (sunburn remedy), 3 *ta* weekly, thru Philip J. Meany Co., Los Angeles.
Bekins Van & Storage Co., Los Angeles (furniture moving), 5 *sa* weekly, thru Brooks Adv. Agency, Los Angeles.
Union Pacific Railway, Omaha (transportation), 10 *sa* weekly, thru Caples Co., Los Angeles.
Chip Steaks Co., Los Angeles (carton packaged steaks) 6 *sa* weekly, thru Glasser Adv. Agency, Los Angeles.
K's Beverages Inc., Los Angeles (beverages), weekly *sp*, thru Wm. Berg Adv. Agency, Los Angeles.
Vig Beverage Co., Los Angeles (beverage) 6 *sp* weekly, thru Affiliated Adv. Agency, Los Angeles.
Don Carlos Vitamin Dog Food Products. Los Angeles (dog food), 3 *sp* weekly, direct.
Royale Potat-O-Pops Co., Los Angeles (potato chips), 6 *sp* weekly, placed direct.
Pa-Pi-A Bottling Co., Los Angeles (beverage), 6 *sa* weekly, placed direct.
Nehi Bottling Co., Los Angeles (Royal Crown Cola and Par-T-Pak) 5 *sp* weekly, thru BBDO, Hollywood.

WOWO, Fort Wayne

Colonial Hotel & Terrace Gardens, Rochester, Ind., 27 *sp*, placed direct.
U. S. Sales & Mfg. Co., New York (Ice-Mints), 26 *sa*, thru Spot Broadcasting, N. Y.
Centlivre Brewing Corp., Fort Wayne (Old Crown Ale), 78 *sp*, thru Mitchell-Faust Advertising Co., Chicago.
Foster-Milburn Co., Buffalo (Doan's pills). 104 *ta*, thru Spot Broadcasting, N. Y.
Purina Mills, St. Louis (feeds), 39 *sp*, thru Gardner Adv. Co., St. Louis.
Manhattan Soap Co., New York (Sweetheart Soap), 39 *sp*, thru Franklin Bruck Adv. Corp., N. Y.

KFRO, Longview, Tex.

American Chicle Co., Long Island City (Dentyne gum), *sa* series, thru Badger, Browning & Hersey, N. Y.

WQXR, New York

Buick Motor Co., Flint, Mich. (new cars). 26 *sa* weekly, one week, thru Arthur Kudner N. Y.

KFI, Los Angeles

Imperial Mutual Life Insurance Co., Los Angeles (funeral insurance), 4 *sp* weekly, thru W. B. Ross & Associates, Los Angeles.
Ford Dealers Adv. Fund, Los Angeles (used cars), 7 *sa* weekly, thru McCann-Erickson, Los Angeles.
Eagle Oil & Refining Co., Los Angeles (petroleum products), 5 *ta* weekly, thru General Adv. Agency, Los Angeles.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Coast Federal Savings & Loan Assn., Los Angeles (investments), 6 *sp* weekly, thru Robert F. Dennis Adv. Los Angeles.
Johnson & Johnson, New Brunswick, N. J. (Tek toothbrushes), 6 *sa* weekly, thru Ferry Hanly Co., N. Y.
C. H. Baker & Co., Los Angeles (chain. shoes), 5 *sa* weekly thru Sidney Garfinkle Adv. Agency, Los Angeles.
Reed Tobacco Co., subsidiary of Larus & Bros. Co., Richmond, Va. (Chelsea cigarettes), weekly *sa* and weekly *sp* thru Warwick & Legler, N. Y.

KNX, Hollywood

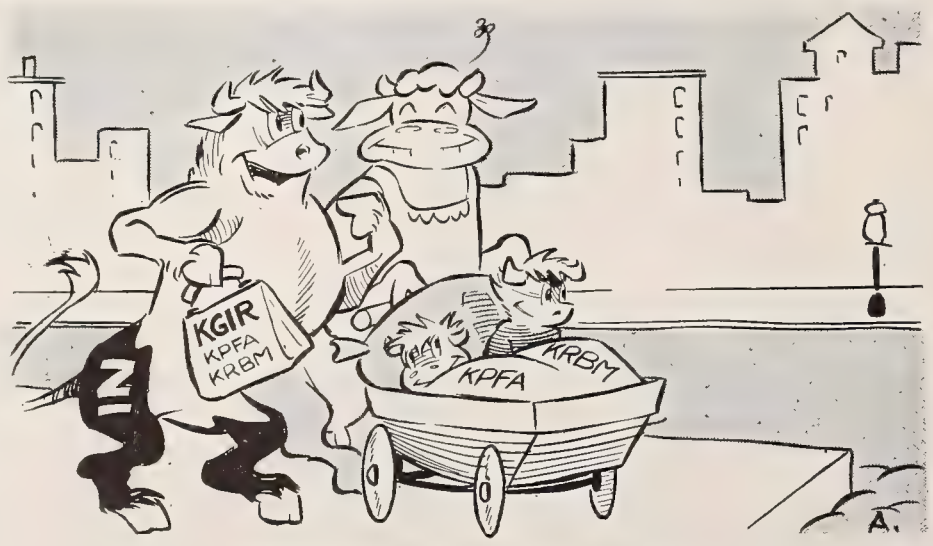
Gilmore Oil Co., Los Angeles (gasoline), 2 *sa* weekly, thru Botsford, Constantine & Gardner, Los Angeles.
Cudahy Packing Co., Chicago (hams and bacon), 6 *sp* weekly, thru Erwin, Wasey & Co., Chicago.
Columbia Recording Corp., Bridgeport, Conn., 5 *t* weekly, placed direct.
Power Seal Co., Los Angeles (carbon dissolver), 3 *sp* weekly, thru Lockwood-Shackelford Adv. Agency, Los Angeles.

WBT, Charlotte

Dr. Miles Labs., Elkhart, Ind. (Alka-Seltzer), 6 *t* weekly, thru Wade Adv. Agency, Chicago.
Detroit Soda Products Co., Wyandotte, Mich. (Dixie Dew syrup, Crystal soda), 3 *sp* weekly, 3 *sp* weekly, thru Aarons, Sill & Caron, Detroit.

KHSL-KVCV, Chico-Redding, Cal.

Buffalo Brewing Co., Sacramento, 30 *sa* weekly, thru Ewing C. Kelly, Sacramento.
Pacific Brewing & Malting Co., San Francisco, weekly *sp*, thru Brewer-Weeks Co., San Francisco.



"Everybody says we do a good job."

For details write Montana Broadcasters, Box 1956, Butte, Montana

KSFO, San Francisco

American Chicle Co., Long Island City, (chewing gum) 6 *ta* weekly, thru Badger, Browning & Hersey, N. Y.
Blue Ribbon Books, New York, 6 *sa* weekly, thru Northwest Radio Advertising Agency, Seattle, Wash.
Friday Magazine, New York, 14 *ta*, thru H. C. Morris & Co., N. Y.
Gardner Nurseries, Osage, Ia. (plants), 6 *sa* weekly, thru Northwest Radio Adv. Agency, Seattle.
Gilmore Oil Co., Los Angeles, *sa* series, thru Botsford, Constantine & Gardner, Portland, Ore.
Goodyear Tire & Rubber Co., Akron, *sa* series, thru N. W. Ayer & Son, N. Y.
Langendorf-United Bakeries, San Francisco, 7 *sa* weekly, thru Leon Livingston Adv. Agency, San Francisco.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Southern Pacific Co., San Francisco (rail transportation), 9 *sa* weekly, thru Lord & Thomas, Chicago.
Time Inc., New York, 9 *ta*, thru Young & Rubicam, N. Y.

KOA, Denver

Union Pacific Railroad, Omaha (Colorado peaches), 4 *sp* weekly, thru Caples Co., Omaha.
Martin Bros. Denver (coffee & dairy products), 3 *t* weekly, thru Raymond Keane Agency, Denver.
Johnson & Johnson, New Brunswick (Tek toothbrushes), 5 *ta* weekly, thru Ferry Hanly Co., N. Y.
G. E. Supply Corp., Denver (electrical appliances), 5 *sa* weekly, direct.
Ralston Purina Co., St. Louis (chicken feed), 3 *t* weekly, thru Gardner Adv. Co. St. Louis.

WHN, New York

Buick Motor Co., Flint, Mich. (autos), 26 *sa* weekly, one week thru Arthur Kudner N. Y.
Metropolitan Hudson Motor Dealers, New York (autos), daily *sa*, 13 weeks thru Brenallen Co., N. Y.
Friday, New York (news magazine), 18 *sa* weekly, 4 weeks, thru H. C. Morris & Co. N. Y.
National Shoe Stores, New York, 3 *sp* weekly, 52 weeks, thru Reiss Adv., N. Y.

WFAA-WBAP, Dallas-Fort Worth

Goodyear Tire & Rubber Co., Akron, *sa* series, thru N. W. Ayer & Son, N. Y.
Coleman Lamp & Stove Co., Wichita, Kan., *ta* series, thru Ferry-Hanly Co., Kansas City.
White Labs., New York (Chooz), *sa* series, thru Wm. Esty & Co., N. Y.
Great Western Garment Co., Wichita Falls, Tex. (Wichita work clothes), *sa* series, thru Tracy-Locke-Dawson, Dallas.

WABC, New York

Manufacturers Trust Co., New York, 2 *sp* weekly, thru McCann-Erickson, N. Y.
Luden's, Reading, Pa., (Cough drops), 3 *sp* weekly, thru J. M. Mathes, Inc., N. Y.

KRE, Berkeley, Cal.

Gardner Nurseries, Osage, Ia., 10 *t* weekly, thru Northwest Radio Adv. Co., Seattle.
Blue Ribbon Books, New York, 10 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

KHJ, Los Angeles

General Household Corp., Los Angeles (cleanser), 3 *sp* weekly, thru John Riordan Co., Los Angeles.
Fels & Co., Philadelphia (Fels Naptha soap) 6 *sp* weekly, thru Young & Rubicam. N. Y.

WJHL, Johnson City, Tenn.

Hudepohl Brewing Co., Cincinnati, 6 *sp* weekly, thru L. F. McCarthy & Associates, Cincinnati.
Terre Haute Brewing Co., Terre Haute, Ind., 3 *t* weekly, direct.

Radio Advertisers

CUDAHY PACKING Co., Chicago (ham and bacon), through Erwin, Wasey & Co., that city, on Aug. 12 started for 13 weeks, participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* on KNX, Hollywood. Alaska Pacific Salmon Co., Seattle (Peter Pan Salmon), using daily participation in those programs for several months, renewed for 52 weeks, effective Aug. 22. Agency is J. William Sheets, Seattle. S. G. Martinelli & Co., Watsonville, Cal. (cider), has also contracted for six weeks participation, starting Oct. 14, placing through Brisacher-Davis & Staff, San Francisco. Other new participating sponsors include McCloskey Varnish Co., Los Angeles (Kwik-On), through Heintz-Pickering & Co., that city, for four weeks, starting Sept. 23, and Church Grape Juice Co., Seattle (grape juice), for three weeks, ending Sept. 27. Agency is Erwin, Wasey & Co., that city.

THRIFTY DRUG Co., Los Angeles (chain), consistent radio user, is currently sponsoring a daily quarter-hour news period on KECA, that city, and KFWB, Hollywood. In addition, for its fountain grill service, the firm is using daily announcements on KFI KNX KHJ KECA KFWB KIEV KFVD KGFJ, and contemplates an expansion of radio activity. Agency is Milton Weinberg Adv. Co., Los Angeles.

MINNESOTA FEDERAL Savings & Loan Assn., St. Paul, for the third year is sponsoring on WTCN, Minneapolis, *For the Ladies*, a series of transcribed interviews of celebrities of radio, stage and screen. Program, conducted by Mary Proal Lindke, started Aug. 26 and is heard five times weekly. Account is placed by Luther Weaver & Associates, St. Paul.

HUDSON & TERRAPLANE SALES Corp., Los Angeles (cars), in a two-week Southern California campaign started Aug. 27, is using an average of three live and transcribed one-minute announcements daily on eight stations, KHJ KFAC KMPC KMTR KRKD KFOX KFXM KGB. Agency is R. H. Alber Co., Los Angeles.

FLORSHEIM SHOE Co., Chicago (shoes) sponsoring through dealers the transcribed program, *Squared Circle*, on more than 100 stations nationally, will add others to the list. Series is produced by Fred C. Mertens & Associates, Los Angeles.

GRIESEDIECK WESTERN Brewery Co., Belville, Ill. (Stag beer) in August started a 39-week series of six-weekly five minute sports programs featuring Tee Casper on KGKO, Ft. Worth, as well as daily 50-word spot announcements on that station and WBAP, same city. Griesedieck Western is also sponsoring *Quizmaster*, a quarter-hour local show on KCMO, Kansas City. J. Walter Thompson Co., Chicago, is the agency.

PRINCESS PAT, Ltd., Chicago (cosmetics), which has started a daily quarter-hour Hollywood gossip series on WLWO, Crosley shortwave station in Cincinnati, in both Spanish and Portuguese, is also currently running spot announcements on XERB, Tia Juana, Mexico, and a quarter-hour musical program on XEBT, Mexico City. Frank R. Steel & Assoc., Chicago, handles the account.

BC REMEDY Co., Durham, N. C., (proprietary), on Sept. 2 starts for 52 weeks one-minute daily announcements on WHN, New York, in addition to the sponsor's two other New York programs, Frank Singiser's news period on WOR, and *Make Believe Ballroom* on WNEW. Charles W. Hoyt Co., New York, handles the account.

PETER PAUL Inc., Naugatuck, Conn., on Aug. 31 starts *Enright Kiddie Show* on WWSW, Pittsburgh, for Walnettos candy. The program, which has run five years sustaining, is signed for 13 weeks. Platt-Forbes, New York, placed the account.

ANATOLE ROBBINS Co., Los Angeles (cosmetics), in a 17-week campaign ending Nov. 21, is sponsoring twice-weekly participation in the *Bridge Club* on KFI, that city. The firm contemplates similar participation in the daily *Council of Beauty* program on KECA starting in early September. Sidney Garfinkel Adv. Agency, Los Angeles, has the account.

KIP Corp., Los Angeles (sunburn remedy), winding up its summer campaign, is using from three to five one-minute transcribed announcements weekly on three California stations, KMPC KFOX KJBS. Agency is Philip J. Meany Co., Los Angeles.

CITY BUYS RADIO
And Finds It's Gas Business
Responds Quickly

AFTER successful use of local radio to promote use of gas, the Municipal Gas Department, St. Petersburg, Fla., has decided to use radio the year round. A radio drive on WSUN, which ended Aug. 17 convinced Verne Leland, head of the department, and David MacDonough, municipal gas promotion manager, of radio's sales power.

The campaign was staged during the slowest gas season of the year but nevertheless led to sale of 199 ranges, 44 automatic water heaters, 14 automatic floor-furnaces, 185 refrigerators and miscellaneous appliances. In plans for all-year radio, the city will have display space for dealers' wares.

GENERAL FOODS Corp., New York, which on Oct. 8 renews its weekly CBS program *We the People* for Sanka Coffee, on Sept. 4 will start a 26-week campaign for the same product on WQXR, New York, using the *Symphony Hall* program of recorded concert music, Wednesdays, 8-9 p.m. Agency is Young & Rubicam, New York.

TO ADVERTISE that *Dr. I. Q.* sponsored by Mars Candy Co., Chicago, had come to New York and would originate from the Palace Theatre, for an indefinite period starting Aug. 19, Grant Adv., Chicago agency handling the account, arranged several station-break announcements on WHN, New York, Aug. 19-20.

KELLY KAR Co., Los Angeles, (used cars), consistent user of radio time, is sponsoring the seven-weekly quarter-hour program, *The ABC of Sports*, with Ken Barton, commentator, on KECA, that city.

NATIONAL SHOE STORES, New York, will start sponsoring on WHN, New York, on Sept. 3 a Hollywood gossip program entitled *Hollywood Footlights* to be heard Tuesday, Thursday and Saturday, 7-7:15 p.m. Lyle Talbot, stage and screen star, will be m.c. Contract for 52 weeks was signed by Reiss Adv., New York.

A. & P. TEA Co., Boston, has moved its *Mu$ico* show to a hookup of WBZ, Boston; WBZA, Springfield; WJAR, Providence; WTIC, Hartford. It will run 13 weeks, placed by Paris & Peart, New York. For the last 17 weeks it has been on the New England CBS network, keyed from WEEI, Boston.

OAKITE PRODUCTS, New York, is adding several stations to the list of approximately 100 it is now using in a spot campaign for Oakite cleanser in New England and on the West Coast. Started last spring, the one-minute station-break announcements will be used through 1940.

LAND TITLE BANK & TRUST Co., Philadelphia, uses radio for the first time in sponsoring a 15-minute period daily. 7:30-7:45 a.m., on KYW's *Musical Clock*, beginning Sept. 9. Stewart Jordan Co., Philadelphia, placed the account.

JOHN MORRELL & Co., Ottumwa, Ia., has completed a 26-week schedule of Josephine Halpin's *Let's Discuss the News* on KMOX, St. Louis, and has renewed for another 26 weeks through Henri, Hurst & McDonald, Chicago.

SCOTT PAPER Co., Chester, Pa., which for several years has used participations on women's programs and spot announcements on large lists of stations for its tissues and towel products, is not planning any fall campaign this year in radio, according to J. Walter Thompson Co., New York, the agency. No reason was given for the change in plans.

(FACTS ABOUT BALTIMORE)



In the 1940 Census--
BALTIMORE
ranks as the nation's
SEVENTH CITY
Population 854,144

In the last ten years, Baltimore's population increased more than 50,000; that *increase alone* is as great as the *entire population* of cities like York, Pa. or Elmira, N.Y.

Make your advertising investment in a *growing* market — and use the FIRST CHOICE radio station!

WFBR
BALTIMORE
National Representatives
EDWARD PETRY & COMPANY

★ ON THE NBC RED NETWORK ★

560 KC
A THROUGH HIGHWAY
Into South Carolina Radio Homes



This favorable low-Frequency blankets 12,121.2 square miles with NBC Red and Blue Programs at an intensity of 1-2 millivolt per meter or MORE . . . an area 299% greater than any other South Carolina Station regardless of power.

REPRESENTED BY
FREE & PETERS, INC.

THE LIBERTY LIFE STATION
WIS
NBC
560KC
COLUMBIA, S.C.

TIP TOP TAILORS, Toronto (chain), on Sept. 3 started three weekly transcribed announcements on CFCN, Calgary, CFCY, Charlottetown, P. E. I.; CFCO, Chatham, Ont.; CJCA, Edmonton; CHML, Hamilton, Ont.; CJKL, Kirkland Lake, Ont.; CKCR, Kitchener, Ont.; CJOC, Lethbridge, Alta.; CFPL, London, Ont.; CKCW, Moncton, N. B.; CFCH, North Bay, Ont.; CKTB, St. Catherines, Ont.; CKSO, Sudbury, Ont.; CJCB, Sydney, N. S.; CFRB, Toronto. Account was placed by McConnell, Eastman & Co., Toronto.

UNITED STATES LINES, San Francisco (steamship transportation) has renewed sponsorship of six-weekly 100-word announcements on KPO, San Francisco, and KNX, Hollywood. Account was placed through J. Walter Thompson Co., San Francisco.

VIG BEVERAGE Co., Los Angeles, new to radio, has started using six-weekly participations in the early morning *Andy & Virginia* program on KMPC, Beverly Hills, Cal. Firm is also using seven participations weekly in the *Insomnia Club*, and sponsors once a week the half-hour *Man on the Street* program on KFAC, Los Angeles. Spot announcements and time signals are also used on other Southern California stations. Adolph Weinstein Adv. Agency, Los Angeles, has the account.

FORD DEALERS Advertising Fund, Los Angeles (used cars), in a 20-day campaign which ended Aug. 31, used daily spot announcements on 5 Southern California stations, KFI KNX KECA KFWB KHJ. Agency is McCann-Erickson, Los Angeles.

BARKER BROS., Los Angeles (home furnishings), currently sponsoring the weekly quarter-hour commentary *Backgrounds for Living* on KNX, Hollywood, on Sept. 6 renews for 52 weeks, and increases the schedule to three broadcasts a week. Marion Kyle Adv. Agency, Los Angeles, has the account.

ROYALE POTAT-O-POPS Co., Los Angeles (potato chips), new to radio and placing direct, in a 13-week test campaign which ends Oct. 31, is using six participations weekly in the early morning program, *Andy & Virginia*, on KMPC, Beverly Hills, Cal. Don Carlos Vitamin Dog Food Products, new to radio and placing direct, is using thrice-weekly participations in the same program for 17 weeks. Pa-Pi-A Bottling Co., Los Angeles, placing direct, is using daily announcements on recreations of Del Mar races, with Joe Hernandez announcing.

K'S BEVERAGE Co., Los Angeles, thru Brisacher-Davis & Staff, that city, in a 13-week campaign which ends Nov. 4, is sponsoring a weekly half-hour program of recorded music, *Sing With Your Favorite Band*, on 3 Southern California Don Lee stations (KHJ KFXM KTKC), Monday, 8:30-9 p.m. Firm in addition, through Wm. Berg Co., that city, on Aug. 11 renewed for 52 weeks its weekly half-hour live-talent program, *Cub Theatre*, on KMPC, Beverly Hills.

GENERAL HOUSEHOLD Corp., Los Angeles (Califoam, cleanser), new to radio, in a 30-day test campaign which ended Aug. 30, used thrice-weekly participation in Norma Young's *Happy Homes* program on KHJ, that city. Agency is John Riordan Co., Los Angeles.

PIONEER HI-BRED CORN Co., of Illinois (seed corn), has started a 13-week schedule of six-weekly 100-word announcements on WDZ, Tuscola, Ill. R. J. Potts & Co., Kansas City, placed the contract.

IMPERIAL MUTUAL Life Insurance Co., Los Angeles (funeral insurance), occasional radio user, has started a quarter-hour program, *The Imperial Almanac*, four times weekly. on KFI, that city. Contract is for 39 weeks, having started Aug. 14. W. B. Ross & Associates, Los Angeles, has the account.

WFBL

SYRACUSE

NOW

5000 WATTS NIGHTS!

WFBL's increased power from 1000 to 5000 watts nights makes your advertising dollar *pull even harder* . . . reaches more people with greater force!

Measure WFBL's worth to you not only by programs and service, but by its coverage, as well. Remember it gives you the greatest coverage of any station in the Syracuse and Central New York area. Coverage that multiplies your present sales by a new and greater potential—5000 watts *both* day and night!

ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.

Western Hotels Buy Time

ASSOCIATED HOTELS of the West, an association of the leading hotels in that region, recently launched a two-months radio campaign over 22 stations in six Far Western States. Copy stresses the comfort, service and convenience offered travelers by the hostelries. One-minute transcribed announcements, the copy of which is strictly institutional, are being used. The following stations are being used: KSUN KOY KPMC KIEM KROW KTKC KIDO KRLC KFJI KOIN KALE KDYL KXRO KVOS KELA KGY KOL KHQ KMO KUJ KPQ KIT. Account was placed through Lord & Thomas, San Francisco.

P. LORILLARD Co., New York, on Aug. 19 started a 52-week campaign for Old Gold cigarettes sponsoring five-weekly sport flashes by Clem McCarthy at intervals from 12:30 noon to 6:30 p.m. on WHN, New York. McCarthy gives quarter-hour summaries of latest news on all sports, baseball and racing in particular, at 12:30 noon, 2 p.m., 5:30 and 6:30 p.m., and short "flash" bulletins during the afternoon. The Old Gold commercials are interspersed between these bulletins. Agency is Lennen & Mitchell, New York.

McMAHAN FURNITURE STORES, Santa Monica, Cal., with 14 outlets in California, is sponsoring a six-weekly quarter-hour commentary program featuring Fleetwood Lawton news analyst, on both KFI and KECA, Los Angeles; 18 quarter-hour newscasts a week on KMJ, Fresno, and 12 weekly on KPMC as well as KERN, Bakersfield. In addition the firm is sponsoring a daily quarter-hour recorded program on KIEV, and using an average of 12 spot announcements daily, six times weekly, on KYOS KTKC KFXM. Ad Carpenter Adv. Agency, Santa Monica, has the account.

HUDEPOHL BREWING Co., Cincinnati, has renewed its sports program on WLAC, Nashville, featuring Herman Grizzard. The series extends through the baseball season.

GILSON MFG. Co., Guelph, Ont. (air conditioning) on Aug. 20 started weekly quarter-hour *Queer Quirks* on CFRB, Toronto. Account was placed by R. C. Smith & Son, Toronto. Canada Starch Co., Ltd., Toronto (corn syrup), on Aug. 23 started the *Crown Brand Sports Club* with Harry (Red) Foster, twice weekly, on CFRB. Account placed by Vickers & Benson, Toronto.

FOREMAN & CLARK, Los Angeles (clothing chain), placing direct, on Sept. 3 starts a thrice-weekly quarter-hour early morning program, *Musical Clock*, on KFI, that city, and KPO, San Francisco. Contract is for 39 weeks.

GORDON BAKING Co., Detroit (Silver Cup bread), on Aug. 26 started a 13-week varying schedule of five-minute transcribed programs, *The Miniature Review of the Passing Parade* which features John Nesbitt, on three Chicago stations—WBBM, Monday through Saturday, 7:55-8 a.m.; WMAQ, Monday through Friday, 10:15-10:20 p.m.; WGN, Wednesday and Friday, 9:15-9:20 a.m., and Monday through Saturday, 5:40-5:45 p.m. Barton A. Stebbins Adv. Agency, Los Angeles, placed the contracts.

WASHINGTON FURNITURE Co., Los Angeles (home furnishings), in a 20-week campaign started Aug. 28, is sponsoring twice weekly the five-minute transcribed program *Here's What I Saw* on KMPC, Beverly Hills, Cal. Dramatized program is produced by Hollywood Airshows, written by Noreen Gammill.

FRANK E. FORD, at one time on the San Francisco staff of McCann-Erickson, has been appointed assistant advertising manager of Pennzoil Co., Los Angeles.



SALESMEN of WBZ, Boston, now use portables when making calls on sponsors and agencies. The practice began with Westinghouse's recent installation of a new 50 kw. transmitter at Hull, Mass., which now gives the station greatly improved coverage—one of the points stressed in sales calls. The salesmen are Howard Milner (left) and Herbert Massey.

National Grocers Week Includes Radio Tieups

OBSERVANCE of National Retail Grocers Week Oct. 21-26 will be reflected in practically all network programs sponsored by food manufacturers along with extensive use of spot announcements, according to the National Assn. of Retail Grocers, sponsors of the event. Spots will tie the commercials with the observance and advertise "bargain time". Two or three programs will be devoted entirely to the event, the importance of the grocer in American life, advances made in the food industry in recent years, and similar tie-ins. Many manufacturers plan product promotion campaigns and salesman's contests.

More than 175,000 independent retailers will share in the fifth annual celebration. The Association observed that the week's intensified merchandising activity "makes it an opportune time for stations to campaign for increased revenue and to obtain goodwill of wholesaler and retailer advertisers."

Many stations, it was explained, will find it advantageous to use spot announcements and to make "sustaining programs pay dividends through the sale of spots to grocers, wholesalers, jobbers, dairies, meat packers, bakers, bottlers, etc." Suggested announcements and other program material are available upon request to the association headquarters, 360 N. Michigan Ave., Chicago.

Ballantine on Coast

P. BALLANTINE & SONS, Newark, from the last of September until the end of the year plans a campaign of thrice-weekly spot announcements for its beer and ale on five stations in Los Angeles. Agency is J. Walter Thompson Co., New York.

AGENCY Appointments

NATIONAL DAIRY Assn. to Lord & Thomas, Chicago. Radio to get majority of media expenditure.

ASSOCIATED WESTERN Hotels, San Francisco, to Lord & Thomas, Chicago. Radio to be included in plans.

BETTER SPEECH INSTITUTE of America, Chicago, to McJunkin Adv. Agency, Chicago, for radio campaign.

KENT KISE PRODUCTS, Kansas City (electrical products division), to Video & Sound Enterprises, Omaha. To use radio and other media.

BENSON SHOPS, operating a chain of 15 hosiery and lingerie stores in Southern and Central California, to Sidney Garfinkel Adv. Agency, Los Angeles.

BLUE SEAL EXTRACT Co., Cambridge, Mass. (King orange soda), to Gouldston Co., Boston. Using radio and newspapers.

PHILADELPHIA MILK EXCHANGE, Philadelphia (homogenized milk), to Donovan-Armstrong Agency, Philadelphia.

GOLDEN WEST BREWING Co., San Francisco (beer), to Erwin, Wasey & Co., San Francisco.

ORTNER SHAMPOO Co., New York, to Lynn Baker Co., New York. Test campaigns in major markets considered.

JOS. TETLEY TEA Co., New York, to Maxon Inc., New York, for Orange Pekoe, Budget Tea and Tea Balls. Plans not yet decided.

VAN CAMP LABS., Terminal Island, Cal. (Sea Pep sardine oil) to Brisacher, Davis & Staff, San Francisco.

BUDDYSERGE Co., Philadelphia (Buddycraft Clothes), to J. M. Korn & Co., Philadelphia, as advertising and merchandising counsel.

HOUBIGANT SALES Corp., New York, to J. M. Mathes, New York, for perfumes, Cheramy toiletries, and Fougere Royale men's toilet articles. No radio plans contemplated at present.

MANHATTAN BREWING Co., Chicago, to Frank R. Steel & Assoc., same city. Spot radio being considered in plans.

BONDS 17 DOG FOOD Co., Los Angeles, to Elwood J. Robinson Adv. Agency, Los Angeles. Radio planned.

D'ARRIGO BROS., Boston, to Chambers & Wiswell, Boston (radio only).

CUMMER PRODUCTS Co., Bedford, O., to Young & Rubicam, N. Y.

SHANAHAN'S Ltd., Vancouver, B. C. (Western Canada distributors of Mission Orange), to Benison Co., that city. Radio will be used.

FAMILY KITCHEN PRODUCTS Co., Phoenix, (ready-mixed pie crust) to Advertising Counselors, that city. Radio will be used.

HASKINS Bros., Omaha (soap) to Sidney Garfinkel Adv. Agency, San Francisco.

NA-STIM LABS., Modesto, Cal., (nasal stimulant), to Brisacher, Davis & Staff, San Francisco. Radio, with other media, to be used.

Sponsor Tests Copy

BEFORE arrangements are made for a test spot announcement campaign for Fresh deodorant cream, Pharma-Craft Corp., Louisville, through station representatives and its agency, Young & Rubicam, New York, is sending out to stations a sample 100-word announcement to discover whether there might be any objections to the phrasing of the commercial, which frankly discusses the properties of Fresh. According to the agency, no campaign will be finally settled until the stations have mailed in their opinions of the sample.

A 16-PAGE shortwave station guide, listing several hundred stations throughout the world, together with frequencies and call letters, has been prepared by the General Electric Co. broadcasting division for free distribution to listeners of its international stations.

New Fig Campaign

NAMING Elwood J. Robinson Adv. Agency, Los Angeles, to handle its account, the California Fig Institute Aug. 19 announced plans for a nationwide promotional campaign for California figs, in which radio is expected to be used. The campaign will begin at once under Melvin A. Jensen, account executive. Because of the war situation, competition of Turkish, Greek and Italian figs in the American market is largely eliminated and Harold H. Hyde, Institute director, said that financing of the effort will be effected on a tonnage assessment basis of the nearly 4,000 fig growers in California, which produces more than 97% of the figs grown in America. Last year's crop had a farm value of $2,550,000, and this year's is expected to be somewhat higher.

A FOLIO of 50 original folk ballads, submitted by Pappy Cheshire, leader of the KMOX, St. Louis, hillbilly troupe, will be published by M. M. Cole Publishing Co., Chicago.

Wins Film Role

ANOTHER star of WHO, Des Moines, has won a movie contract with the signing of Jerry Smith, known as the *Yodeling Cowboy*, to feature a Monogram picture titled "The Range Busters" and scheduled to go into production Sept. 1. Smith has secured a leave of absence from WHO, where he has been featured for more than five years on the *Iowa Barn Dance Frolic* and other programs. In the picture he will sing several of his own compositions.

JOHANNES STEEL, foreign news analyst of WMCA, New York, was recently made an honorary member of the Eugene Field Society, literary body, on the basis of a collection of his broadcasts published last year under the title "The Truth About Munich." The society called the collection "an outstanding contribution to contemporary literature."

Florida Citrus Returns To Air With CBS Series

FLORIDA CITRUS COMMISSION, Lakeland, Fla., which has used spot announcements and participations for two years to promote its canned and fresh citrus fruits, on Sept. 30 starts a five-weekly series of talks for housewives by Mary Margaret McBride on CBS for 26 weeks. The series will be heard 3:15-3:30 p.m. on 36 CBS stations, Mondays, Wednesdays and Fridays, and on 21 stations, Tuesdays and Thursdays.

Last network series used by the Commission ran from Oct. 21, 1937, until April 19, 1938, on CBS and featured Emily Post in twice-weekly talks on "How to Get the Most Out of Life". Miss McBride, well-known as a home-economist and authoress, also presents a daily program with participating sponsors on WOR, Newark, under the name of Martha Deane. Agency handling the Florida account is Arthur Kudner, New York.

Mr. Sponsor! . . . . for your wares have you considered CANADA'S FOREMOST RADIO BUY?



It's CFRB TORONTO because it's the answer to every one of these.

. . . QUESTIONS!

Q. What Ontario station is the key to an immediate audience that represents 29% of the population of Canada and 48% of its purchasing power?

A. *CFRB, TORONTO!*

Q. In 1,600 personal interviews what one Toronto station did 53.4% of the interviewees name as their favourite?

A. *CFRB. It led the runner up by nearly 2 to 1!*

Q. What Ontario station covers a 2½ *billion* dollar market?

A. *CFRB, TORONTO!*

Q. What Toronto station carries the cream of the sponsored programs?

A. *CFRB, one of 2 Columbia outlets in Canada; the only one in Ontario!*

Q. What Ontario station has a listening area that includes 12 cities, 42 towns and 192,174 farm homes?

A. *CFRB, TORONTO!*

Q. Now in its 13th year of continuous service, what Toronto station's sustaining policy gives its vast audience what it *knows* they want?

A. *CFRB!*

Q. What Ontario station has a monthly mail that averages over 200,000 letters?

A. *CFRB, TORONTO!*

Q. Constant surveys give overwhelming proof that what station is the most popular in Canada's wealthiest market (Ontario)?

A. *CFRB, TORONTO!*

Advertising Representatives in U.S.A.:
JOSEPH HERSHEY McGILLVRA
New York Boston Chicago San Francisco
Los Angeles Atlanta

CFRB, TORONTO, THE MOST POPULAR STATION IN CANADA'S RICHEST MARKET!

CLARK
For
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.



Clark
Phonograph
Record Co.
Newark, N.J.
216 High St.
Humboldt 2-0880
Chicago, Ill.
221 N. La Salle St.
Central 5275

Guestitorial

To the broadcasting fraternity, this editorial is elementary stuff. But it is significant as one means of offsetting the magnificent propaganda campaign being conducted by ASCAP. It is even more significant in that it comes from the pen of a small-town newspaper editor who also happens to operate a local station. He is Harris Ellsworth, of the Roseburg (Ore.) News-Review (KRNR), who published it upon his return from the NAB San Francisco convention and who submitted it to us as an illustration of how he, for one, is telling his public in simple style the facts of the ASCAP controversy.

LAST WEEK owners of radio broadcasting stations and executives of the major networks met in annual convention. The meeting was in San Francisco.

Apparently all broadcasters have plenty of problems but this year, being the end of a five year license period, the topflight problem discussed at the meeting was music copyright. You might say that what broadcasters do about the subject of copyright is their own affair and of no interest to you. But if you were to say that, you would be wrong. It is a question that is as close to all of us as our living room radio set. Everyone who listens to radio—and nearly everyone does at least a little—has an interest in this battle over music.

Once Upon a Time

Briefly here is the story. Some years ago a group of very smart men set out through an organization of authors, composers and publishers, to control the copyright ownership of all or nearly all of the music ordinarily played in America. They were astoundingly successful. The copyright law was of great help for it provides absolute ownership of a composition for a total period of 56 years. Purchase of copyrights took care of the past production of tunes and membership in the society provided for control of currently produced and future tunes by good composers. The remainder of the problem of these clever organizers was to see that the controlled music was featured and became popular and that the tunes created by their membership of composers, and only those tunes, were currently made popular. The organization referred to is ordinarily known as ASCAP —being the initials for the full name—the American Society of Composers, Authors and Publishers.

A very clever speaker at the convention of broadcasters suggested that another initial, the letter "O" should be added to the name making it ASCAPO — since all concerned received some benefits and the organization group in charge of the copyright pool is reported to share most generously.

The Big Stick

The ASCAPO has been riding rough shod over the broadcasting industry as it did over the movies until a powerful group of movie producers spent many millions and bought a substantial amount of music copyrights. A few highlights of the roughness of the ASCAPO shoes are these: For five years, ending Dec. 31 this year, ASCAPO has collected 5% of every dollar spent on radio advertising except from a few stations owned by powerful newspapers. Even programs that use no music (except political talk!) are taxed. For example news broadcasts, baseball and football games are taxed for the use of MUSIC! The total collection on that basis is around five millions annually.

Having what they believed to be a monopoly ASCAPO recently announced that this amount is to be *doubled* beginning Jan. 1, 1941. No wonder the broadcasters have become aroused. Another bone of contention is that the copyright organization has never told the broadcasters the names of all of the tunes on which they hold copyright ownership.

A National Swing

Now the radio men are going to strike back. They have bought numerous small copyright pools. They have been grooming new composers. They have formed a fighting organization known as Broadcast Music Inc. (or BMI). Having gone so far they plan to go the whole route and on Jan. 1 all of the three major networks and most of the radio stations of the land will play no more ASCAP music. Radio will plug and popularize music as always—but the tunes will be owned by radio. This was the decision of the meeting.

And so, to go back to the assertion made at the beginning of this column, the music preferences of an entire nation will probably undergo a positive swing away from ASCAP controlled tunes and to BMI (radio) controlled tunes in the very near future. Our ears will probably not be able to detect the difference.

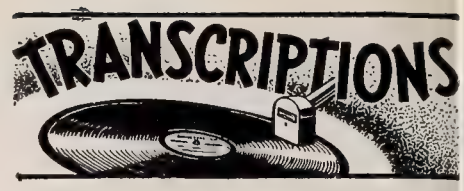
NANCY SHERIDAN, wife of Dick Bard, publicity director of WNEW, New York, has been signed for a role in "Jupiter Laughs" a Broadway production to be staged this fall.

SOME MARKETS STILL OPEN
SMILIN' ED McCONNELL
IN
HYMN TIME



Now 88 Transcribed Programs Supplied by
PRESS-RADIO FEATURES, INC.
360 N. Michigan Avenue, Chicago

TRANSCRIPTIONS



WOR Transcription Service is recording four 15-minute disks of talks by Col. Frank Knox, Secretary of the Navy; Robert Patterson, Assistant Secretary of War; Col. Hugh S. Johnson; Col. Julius Ochs Adler, civilian aide to the Secretary of War. The transcribed talks, which urge enlistment in the Army and Navy and training camps, are sponsored by the Military Training Camps Assn., and are being shipped to more than 200 stations to be carried sustaining.

THE *Songfellows*, staff quartet of WHO, Des Moines, has been signed by Standard Radio for a set of library recordings. Members of the quartet are Kenneth Black, Stuart Steelman, Harris White and Keith Booth, with Willia Austin as accompanist-arranger.

BILL JOYCE, formerly director of merchandising for the Texas State Network, has joined the sales staff of World Broadcasting System, Chicago.

CHARLES R. SHEPHERD, formerly traveling representative of Davis & Schwegler, Los Angeles transcription firm, has started his own organization, Shepherd Recording Studio, in Detroit. The new venture is affiliated with United Sound System and all transcribing is being done in the latter's studios, 5840 Second Blvd.

ART SATHERLY, recording director of the hillbilly and race catalog, for Columbia Recording Corp., New York, was in Hollywood during August to supervise recordings by Gene Autry, cowboy singer, of 20 sides for Okeh label.

WBS is transcribing a new series titled *Famous Cases of Credit* created by Frederic W. Ziv Inc., Cincinnati program producers, especially for banks and loan and credit companies. The 26 fifteen-minute discs had their premiere on WHIO, Dayton. The Ziv company also has placed its new transcribed show, *This Is America*, on WTAR, WRVA, WBEN, WHBU, WHIS and WHBC. It dramatizes famous men and events in American history.

HERBERT R. EBENSTEIN, president of Radio Attractions, New York, is retiring from active management of the company to devote himself to other business and financial interests, the company announced Aug. 23. Negotiations are under way for the disposal of Mr. Ebenstein's majority stock holdings, and a successor will be named early this fall. Radio Attractions' most recent radio script productions were *The Shadow of Fu Manchu* and *The Adventures of Pinocchio*.

New Hollywood Pickup Point

HOLLYWOOD Palladium Ballroom and Cafe, now being erected on Sunset Blvd., that city, on a block between the CBS and NBC West Coast headquarters, will be utilized by both networks as an audience studio for exceptionally large broadcasts such as the recent mammoth Red Cross benefit program. With 70,000 square feet of floor space, the Palladium will be equipped with dual announcing booths located 20 feet above floor level in two 30-foot pillars flanking the band stand. The Palladium is opposite Earl Carroll's Restaurant on Sunset Blvd., used for two seasons by CBS as the originating audience studio of the weekly *Screen Guild Theatre*, sponsored by Gulf Oil Co. Current series is to originate from Columbia Square studios.

WNAB are the call letters assigned to the new local in Bridgeport, Conn., authorized July 19 to Harold Thomas by the FCC [BROADCASTING, Aug. 1].



HAVE YOU HEARD?

New as we are in the electrical transcription business, some very pleasant things already have been said about our recordings. Writes C. O. Langlois, General Manager of Lang-Worth Feature Programs, Inc., "... the Columbia recordings, furnished with the new NAB-Lang-Worth Transcription Service, are meeting with universal approval from the Atlantic to the Pacific, from Canada to the Gulf." "... the tops," says Station WOW. "... the closest thing to perfection we have ever heard," writes Station CKAC. And so they go.

You may be the author of one of the many compliments we have received. If so, thank you! But if you *haven't* yet heard a Columbia transcription, we cordially invite you to listen to a demonstration of the remarkable new recording characteristic developed by the Columbia Engineers, at one of our completely equipped studios in New York, Chicago or Hollywood.

TRANSCRIPTION DIVISION

COLUMBIA RECORDING CORPORATION

A SUBSIDIARY OF COLUMBIA BROADCASTING SYSTEM, INC.

NEW YORK, 799 SEVENTH AVENUE • CHICAGO, WRIGLEY BUILDING • HOLLYWOOD, COLUMBIA SQUARE

F. B. WASHBURN CANDY Co., Brockton, Mass., on Sept. 7 starts a test campaign for Waleco candy bars using a half-hour program *Crackpot College* on the five New England stations WEEI, WPRO, WDRC, WMAS and WORC. The program, to be heard Saturdays, 5:30-6 p.m., originates on the stage of a local theatre with volunteers from the audience participating. Asked to read sample commercials, volunteers win $2 if they do the job successfully in the opinion of the five "professors", Carl Moore, Ray Girardin, Fred Garrigus, Ken Ovenden and Hal Newell. "Crackpot" problems also are asked concerning the weight or dimensions of some object on the stage with varying cash prizes for correct guesses. Agency is Bennett, Walther & Menadier, Boston.

* * *

Talent Hunt

TWO dramatic aspirants and three vocalists, unknown to radio audiences, are featured weekly on the half-hour sustaining program, *New Voices of 1940*, started on CBS Pacific Coast network to showcase new talent for sponsor and agency approval. Two aspirants on the current program are chosen weekly by a studio audience jury to appear on the following week's show. Lou Crosby acts as m.c., with Chet Huntley announcer. Wilbur Hatch has the orchestra. Russ Johnston, CBS Pacific Coast program director, produces. Program idea was conceived by Rich Hall, continuity writer.

* * *

Juvenile Club

WITH nearly the entire cast made up of youngsters who also appeared on the first program in 1938, *Friends Student Radio Club* on WAAB, Boston, observed its third anniversary Aug. 25 under the direction of Virginia Lyons. The talented youngsters do the entire production job from announcing to talent, and in the last two years some 6,000 boys and girls from 200 North Shore schools have participated. Object, in addition to entertainment value, is to train them in radio technique.

* * *

4-H Quiz Series

A NEW angle in quiz programs has been worked out by Bill France, farm director at WSB, Atlanta, on his *What Do You Know About Farming* hour. Boys and girls from 4-H clubs serve as contestants. The boys are questioned about farming, the girls about home-making. Listeners send in questions. Audience demand indicates the show, now a bi-weekly feature, will be made a weekly feature.

* * *

Night Lights

A NEW commentary program presented by Dean Maddox, on KFRC, San Francisco, *San Francisco After Dark*, gives up-to-the-minute news on night clubs, theatres, movies and stage presentations and interviews a guest, usually a star of a current attraction at one of the legitimate theatres.

* * *

BMI Discs Featured

TO PROMOTE BMI music, KDYL, Salt Lake City, has started Summer Song Shop. Transcriptions of Broadcast Music Inc. are used exclusively. Comment on the series has been favorable.

Purely PROGRAMS

Learn to Fly

BROADCAST of an actual flying lesson from a training ship in mid-air was staged by WCAU, Philadelphia, as a feature of its *America Flies* program. With the microphone hanging from the roof of the cabin, listeners heard Dick Bircher, manager of the Boulevard Airport, give dispassionate instructions on turning, keeping the ship level and on the handling of stick and rudder bar to Ursula Carroll, a stenographer, up for her third lesson. The broadcast was made via WCAU's short wave station, WELF, from a Stinson 5-passenger cabin plane flying 5,000 feet over midtown Philadelphia.

* *

Chance for Youths

WEEKLY half-hour program titled *Spotlight on Youth*, designed to showcase talent and activities of younger members of the Hollywood colony, has been started on NBC-Pacific Blue stations. Besides a vocalist and dramatic skit featuring lesser-known film talent, the program includes an interview with some young person not a part of the entertainment world. Ben Gage is m.c., with Lyle Henderson and his string trio furnishing instrumental music. Ted Hediger, NBC Hollywood director, is writer-producer of the series.

* * *

Model Builders and Clubs

IRA WALSH, sports commentator at WPEN, Philadelphia, has added a *Hobbies in Sports* feature to his daily broadcasts, devoted to sports model builders and clubs. Roy Fox introduces the hobby models feature of the program, which includes interviews with members of model clubs building motor boats, midget autos, trains, ships and aircraft, and news of the model clubs engaged in building sport items.

* * *

Song Story Contest

A SONG STORY contest feature has been added to *Console Capers*, featuring Mil Spooner at the organ and informal light chatter by Don Martin, which returned to WFIL, Philadelphia, late in August. Listeners are invited to weave five popular song titles into a short story with the winning tunes played by Spooner. Each day, the reward of a table model radio goes to the sender of the best "Song Story."

* * *

Dusted-Offerings

WOV, New York, on Aug. 14, started a program developed by Charles Berry of the program and announcing staff. Titled *Corn on the Cob*, the program is heard Wednesdays at 8:30 p.m. and features Berry's collection of old-time records and a semi-humorous script.

* * *

They Know Everything

ANSWERING questions submitted by the radio audience is the format of the *Dr. Know-It-All* program, heard thrice weekly at 10:15 p.m. on WRC-WMAL, Washington. George Farrington and Jack Roney conduct the show.

Plant to Home

THE *Remar Hostess Room* is the title of a new KROW program on KROW, Oakland, which originates from the plant of the sponsor, Remar Baking Co., Monday through Friday. Kathleen Jensen, Remar hostess, is featured on the broadcasts. The broadcasts consist of questions and answers on all phases of home economics. Miss Jensen broadcasts before an audience of more than 100. The program advertises Remar Raisin and Old Fashioned Bread.

* * *

Famous Mothers

KROD, El Paso, has started a series of five-minute programs titled *Mothers of Vision*. Segall Optical Co. of El Paso, is sponsor, and Dr. Philip Segall presents each broadcast. Famous mothers, beginning with Mary Ball Washington, will be treated in respect to the influence on their children. Contract is for 52 times, twice a week. Scripts are by William Jolesch, KROD continuity editor.

* * *

Religious Roundup

OUTSTANDING musical artists from various churches throughout the city participate in the *Parade of the Churches*, heard on Sunday afternoons over KTSA, San Antonio. Rev. Ivan Donaldson, director of the program, delivers an inspirational talk and the program is sponsored by the Kelsay Lumber Co.

* * *

Modern Americans

WITH the spirit of Americanism rampant, WHK, Cleveland, on Sept. 2 starts *Yankee Doodle Goes to Town*, with script by Earl Russell and Terry Ryan of the WHK Workshop. The program will be fed to MBS. All members of the cast are under 19. The show will have the modern touch, giving the point of view of modern Americans.

Styles and Smiles

A NEW SERIES of thrice-weekly quarter-hour programs designed for women, titled *The Smart Set*, on WJJD, Chicago, featuring Rosemary Wayne, fashion and beauty editor of *The Tattler* magazine is broadcast each Monday, Wednesday and Friday, at 11 a.m. The shows feature interviews with outstanding persons in the fashion and business fields, leading socialites and celebrities from stage and screen. Often bits of dramatizations from the lives of guests are given. The show is sold on participation basis.

* *

Orchids for Women

A NEW program being broadcast thrice weekly by Corinne Jordan, program director of KSTP, St. Paul, is titled *Orchids to the Ladies*. Miss Jordan, an accomplished pianist, intersperses news about locally and nationally prominent women with piano interludes, and climaxes the broadcast with the presentation of a orchid to a Twin Cities woman who has recently performed a meritorious service for her community. The program is sponsored by Albrecht Fur Co., St. Paul and Minneapolis.

* * *

Rambling Reporter

ODD PLACES, people and things are discussed by Ken Higgins, commentator, during his weekly quarter-hour program, *Reporter Without Portfolio*, recently inaugurated on KECA, Los Angeles. Higgins digs up information that the average resident of Los Angeles doesn't know about the community. He acts as an unofficial guide in relating adventures on the highways and byways of Southern California in his search for the unusual.

* * *

Bucks for Bulls

A NEW CKLW, Windsor, weekly program, *Bulls & Boners of the Past Week*, is designed to allow listeners to catch staff announcers at their miscues during the week. Campbell Ritchie, CKLW chief announcer, acts as judge, and staff announcers whose bulls and boners are called by listeners can plead their case. Listeners receive a dollar bill for each miscue caught.



ON THEIR WAY home from the NAB convention, L. B. Wilson (left), owner of WCKY, Cincinnati, and Tad Holt, owner of WAPI, Birmingham (center), dropped into CBS Hollywood studios for a chat with Al Pearce (right), during rehearsal lull of a recent *Al Pearce & His Gang* program, sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels).

Both Sides

A SERIES of political debates for women titled *Opposing Views in the Campaign* will be broadcast on WQXR, New York, Fridays during September and October from 4:15 to 4:30 p.m. In the series, Mrs. Preston Davie, president of the National Republican Builders, will debate with Mrs. Charles Poletti, wife of New York's lieutenant governor, a Democrat. Topics include defense, unemployment, relief, taxes and foreign policy.

* * *

Quiz Melange

ALL SORTS of quiz programs are blended into the *Zale Quiz* series on KGNC, Amarillo, Tex., sponsored by Zale Jewelry Co. Five days a week, 8:25-8:30. Each day the type of program differs. Entry blanks are provided at the store, with winners of the $1,200 monthly in prizes and credits being determined on the basis of the Thursday game, last line for a jingle.

* * *

News of Another Day

DISCUSSION of the news of 50, 25, 15 and 10 years ago is presented on *This Was News Another Day*, quarter-hour program on KTSA, San Antonio, each Friday. Conducted by Charles C. Shaw and Doug Romine, the program is interspersed with music appropriate to the time of the bygone news event.

* * *

'In God's Country'

BEST ELEMENTS of Germanic civilization are portrayed on *In God's Country*, weekly half-hour program on WCNW, Brooklyn. Program is sponsored by the German-American Writers' Assn., of which Thomas Mann, celebrated author, is honorary president, and is conducted by Victor Sordan, a refugee from Nazi persecution.

* * *

Kid Movie Quiz

LATEST quizzer launched by KROW, Oakland, Cal. is titled *Stardusters*. Youngsters are called to answer questions about movie stars and motion pictures. Prizes are awarded to participants and to listeners sending in winning sets of questions. Program was developed by Jerome Gregory and Connie Wilson.

* * *

American Music

PATRIOTIC SALUTES to America is the theme of *This Is My Land*, series of weekly quarter-hour programs which started Aug. 24 on CBS and continues Saturdays from 3:45 to 4 p.m. Featured is the Rochester Community Orchestra playing words and music which portray the friendliness and humanity of America.

* * *

Chats With Grocers

CONDUCTED by Bob Frank, the *Guest of Honor* quarter-hour show, broadcast each weekday morning over WOC, Davenport, Ia., features interviews with different grocers as a tie-in with the products of his sponsor, Crescent Macaroni and Cracker Co.

* * *

Arizona Slants

A NEW TYPE of interview program has been started on the Arizona Network. Titled *I Vote For . . .*, the weekly quarter-hour is recorded by the special events crew of KOY, KSUN and KTUC, and is released later in the week.

Search for Stars

ENTERTAINERS are given auditions on *Summerfield's Star Quest*, one-hour broadcast on Sunday afternoons over WEEI, Boston, sponsored by Summerfield's Furniture. Winner of each week's auditions receive an all-expense trip to the New York World's Fair and radio audition there. At the end of 12 weeks all the winners will compete for a grand prize of $250.

* * *

Over the Fence

EPISODES in the life of a typical American couple are dramatized in *Your Neighbors, the Haines* which started Aug. 20 on NBC-Blue, Tuesdays, 9:30 p.m. (EDST). Marvin Young, the author, has made each program in the series a complete story.

* * *

Light on Rackets

PLANS for a radio "racket busting" campaign are being made by the Amarillo Better Business Bureau. Scripts and spot announcements will be used on KGNC, Amarillo, to acquaint Panhandle listeners with the types of rackets.

Talked Six Ways

ANOTHER "radio first" claimed for WGY, Schenectady, was its program activities in connection with the New York State Convention of the American Legion in Schenectady. George A. Mead, commander, spoke simultaneously over all known forms of voice communications. From GE's television studio he was (1) televised, (2) broadcast long-wave over WGY, (3) broadcast shortwave over GE's WGEO, (4) heard over GE's FM station, W2XDA, (5) had his voice projected from the studio to a local hotel on a beam of light, (6) communicated over the telephone.

PROCEEDINGS of the Second National Conference of the Institute for Consumer Education, held early in April at Stephens College, Columbia, Mo. [BROADCASTING, April 15] have been published in a 253-page paperpound book, *Making Consumer Education Effective*.



WILLARD EGOLF, commercial manager of KVOO, Tulsa, claims he had the "KVOODOO" on Colorado mountain trout during his mid-August vacation. This day's catch of two-dozen was just a sample of the 150 caught during the expedition to Sweetwater, Col. In the party were Mrs. Egolf, their son Harry, and Campbell Chapman, Tulsa sales manager for Texas Co.

KSD FULL TIME 1st IN St. Louis

POWERFUL SALES STIMULANT

Basic NBC Red Network

Since 1935 KSD Has Led All Other St. Louis Broadcasting Stations in "firsts," in 16 nation-wide Radio Star popularity polls, voting for listeners' preference.

KSD Has a GREATER DAYTIME Population Coverage Area Than Any Other St. Louis Broadcasting Station

NOW OPERATING FULL TIME

Inquiries Are Invited Regarding Time Which May Be Available Due to the Full-Time Schedule on Which KSD Is Now Operating

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

PENSACOLA

a

"PREPAREDNESS"

MARKET!

This means *extra* government spending and *better* business.

For immediate results make Pensacola a *must* on your radio schedules!

U. S. Naval Air Training Payroll $9,600,000 for 1940

WCOA

PENSACOLA, FLORIDA

NBC . . . RED and BLUE

Representatives:

JOHN H. PERRY ASSOCIATES

HAY-ADAMS HOUSE

In hospitality, charm and dignity as well as service and cuisine, the Hay-Adams House perpetuates these two great names. An ideal location, directly opposite the White House, overlooking beautiful LaFayette Park. Write for free "Guide to Washington."

From $3.50 Single $5. Double

Completely Air Conditioned



SIXTEENTH STREET AT H

WASHINGTON D.C.

in the CONTROL ROOM

J. GETTENBY has been appointed chief engineer at CFCF, Montreal, replacing K. R. Paul who has been appointed to the engineering staff of the Canadian Marconi Co. factory at Montreal, according to R. M. Brophy general manager of the Canadian Marconi Co., owners of CFCF. J. C. Claude has been made CFCF transmitter supervisor and A. B. Clapp supervisor of studios.

ROBERT L. COE, chief engineer of KSD, St. Louis, during August participated in special maneuvers with the 110th Observation Squadron at St. Cloud, Minn.

MARVIN MYERS of the engineering staff of KGKO, Fort Worth, was married Aug. 11 to Bertha Wilson.

FRANK DIERINGER, onetime engineer of WKRC, Cincinnati, now chief engineer of WFMJ, Youngstown, is the father of a baby girl, born Aug. 3.

WAYNE C. HATCHETT has returned to KITE, Kansas City, as chief engineer.

DICK MATHESON, formerly of the page staff of WBBM, Chicago, on Aug. 23 became terminal radio operator for United Air Lines at Spokane.

ROBERT M. BROCKWAY, master control engineer of WBBM, Chicago, is the father of a daughter, Elizabeth Anne, born Aug. 13.

CLIFF ENGLE, announcer at KGO-KPO, San Francisco, and Charles Kilgore, control room supervisor, are vacationing in Honolulu with their wives.

DON PARKER has joined the engineering staff of WROK, Rockford, Ill., replacing Garth Bowker, who resigned to become chief engineer of the new WFHR, Wisconsin Rapids, Wis.

CHARLES DOUGLAS, CBS engineer, married Dorothy Dunn in California in August.

AL SPAN, CBS Hollywood sound effects department manager, has returned after conferences with New York network officials on sound effects equipment.

STEVE DRIER, chief engineer, and Johnny Agostine, operator, of KSCJ, Sioux City, Ia., spent three weeks with the National Guard in Minnesota.

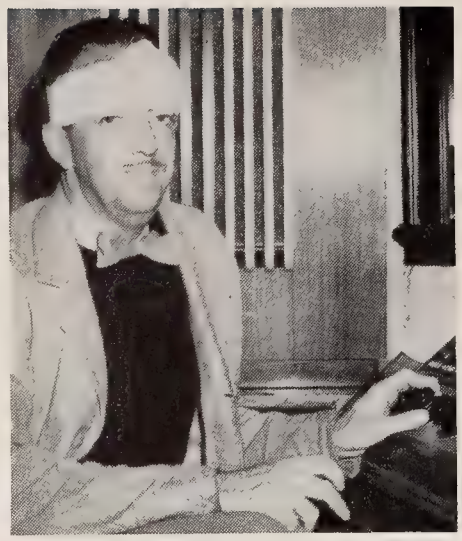
ALVIN SMITH, operator at KSCJ, Sioux City, Ia., is the father of a baby boy, born Aug. 10.

LEE GUSTAFSON, engineer of KGFW, Kearney, Neb., has been named chief engineer, succeeding Walter Ely, transferred to Hastings to supervise installation of the new KHAS. Bob Adamson, KBND, Bend, Ore., has joined the technical staff of KGFW.

LLOYD CREEKMORE, sound effects director of KMPC, Beverly Hills, Cal., won the annual station golf handicap with a score of 158. Jimmy La Shaum, with 159, was second and Doyle Osman, account executive, third with 161.

GERALD D. COLEMAN has resigned from the engineering department of KDKA and WPIT, Pittsburgh, to become chief engineer of the new WKPA, New Kensington, Pa., scheduled to go on the air in October.

M. W. (Joe) RIFE, field supervising engineer of NBC, Chicago, is in an Ely, Minn., hospital where he was rushed following an accident in which he broke two bones in his leg while portaging a boat in the Pipestone Lake area of the Superior Forest in Minnesota.



CRANIAL dressings augment the equipment of Paul Fonda, CAA flying instructor and studio engineer of KMBC, Kansas City, following a plane crash during a student flight. Ailerons of the ship froze as Fonda was attempting a landing and the plane spun 500 feet to the ground. Expert maneuvering by Fonda in maneuvering a skid landing saved lives of both, according to Army officials. After hospital treatment, Fonda handled his usual night assignment at KMBC. Structural fault was blamed for the crash at a CAA hearing.

PETER C. GOLDMARK, television engineering chief of CBS, on Aug. 20 was assigned Patent No. 2,211,926 covering a television-facsimile system by the U. S. Patent Office, rights to which he has assigned to the Markia Corp., New York. On the same day the Patent Office issued Patent No. 2,212,389, covering a sound control apparatus, to Creed M. Chorpening, of Youngstown, who has assigned his rights to Astatic Microphone Laboratory, Inc.

BILL GROVE, formerly engineer and assistant manager of KSAN, San Francisco, recently went to Cheyenne, Wyo., where he will install and manage the newly authorized KFBC. Mel Williams has succeeded Grove as chief engineer at KSAN.

ROBERT D. LAMBERT Jr., left WIS, Columbia, S. C., Aug. 23 to become an FCC inspector. He had been with the station five years and was chief control operator. Herbert Edison was promoted to the post.

OTTO KORNTHEUER, engineer of WHN, New York, married Carol Wyman at Port Chester Aug. 24. Best man was Frank Anzelone, WHN assistant chief engineer.

AL TEACHMAN, engineer of WEEI, Boston, was awarded a cash prize for artistic photography in a contest by the *Boston Post*.

ED DAWSON has joined the engineering staff of KROY, Sacramento, Cal.

HAL DIEKER, NBC Hollywood sound effects engineer, has recovered from a major operation and returns to his duties Sept. 2.

FRED LEWIS has joined WTAR, Norfolk, Va., as control operator.

WILLIAM W. ROBERTSON, Jr., formerly chief engineer at KRBC, Abilene, Tex., has been appointed plant operator of KWFT, Wichita Falls.

RUSSELL H. BENNETT, formerly at WJNO, West Palm Beach, Fla., has joined the engineering staff of WTAL, Tallahassee, Fla.

HIS EXCELLENCY Luang Kobid Apharwongse and Lieut. Col. Phra Aran Rojet, of Siam, recently visited R. V. (Doc) Howard, chief engineer of KSFO, during their stay in San Francisco. The Siamese officials are in this country to negotiate for the purchase of equipment to build six powerful new radio stations in Siam.

Chat With King

GERALD WILMOT and Gerard Arthur, Canadian Broadcasting Corp. announcers stationed in England, chatted with King George and Queen Elizabeth recently during a visit of Their Majesties to the British Broadcasting Corp. Overseas Division. The King recalled that he had first discovered Wilmot through hearing the announcer talking from a bush where he lay concealed while giving a commentary for Canadian listeners on a visit by the King to Canadian forces in an English camp.

Graybar's Sales Chief

DAVID H. O'BRIEN, general merchandising manager of Graybar Electric Co., has been assigned the additional functions of director of the telephone and research product sales departments, according to an announcement Aug. 21 by E. A. Hawkins, vice-president in charge of sales. Under the new setup reporting to Mr. O'Brien will be A. J. (Gus) Eaves, assistant general telephone sales manager, along with his staff comprising G. L. Donnett, research products sales manager, and L. D. Gore, sales manager of the hearing aids department. Mr. O'Brien's sales activities will include the direction of sales of all WE telephone equipment, including broadcasting and sound systems.



Mr. O'Brien

RCA Plans Expansion Of Indianapolis Plant

TO HANDLE anticipated Government orders under the National Defense Program, RCA Mfg. Co., Camden, N. J., will add to its Indianapolis plant a new building to cover 100,000 square feet and to be completed by Jan. 1, 1941. The company recently acquired 15 adjoining acres at Indianapolis and may carry expansion further if Government demands necessitate it.

Chief manufactures at the plant, which was opened in 1936, are equipment for public addresses, radio broadcasting, and photophone recording and reproducing, Victor records and glass tubes. About 1,000 additional employes wil be used in the new unit, making a total of 2,500.

SURVEY PROBLEMS

. . . should be given to Hooper-Holmes for solution. We can help you solve almost any problem you may have concerning your audience or your coverage.

THE HOOPER-HOLMES BUREAU, INC.

132 MAIDEN LANE, NEW YORK

Equipment

WITH the FCC having granted authority to increase the KHJ night power from 1,000 to 5,000 watts, Lewis Allen Weiss, Don Lee vice-president and general manager, announced in mid-August the purchase of a 13-acre tract near the intersection of Venice and La Cienega Blvds. where a complete new transmitter building is to be erected. Construction of the proposed building will get under way within 30 days, he said. Construction will include two 300-foot steel towers with directional antennas, erected 275 feet apart.

WJHL, Johnson City, Tenn., has ordered three Wincharger towers following its FCC order permitting switch from 1200 to 880 kc, and increase to 1,000 watts. Directional signal will be used. O. K. Garland, chief engineer, is supervising the installation. New remote studios are being equipped in Elizabethton, Tenn., 10 miles away, with H. L. Talbert to be in charge.

WDRC, Hartford, began its fulltime 5 kw. operation Aug. 15 from its new WE transmitter at Bloomfield, Conn. Directional antenna array, with a new Truscon 310-foot tower, same as old tower still used, has been constructed under the direction of Chief Engineer I. A. Martino to keep the signal away from WSAI, Cincinnati, also on 1330 kc.

AN EXPENDITURE of about $75,000 is represented in the new directional antenna installation with which KLZ, Denver, on Aug. 19 inaugurated its fulltime 5 kw. operation, according to Chief Engineer T. A. McClelland. Forty acres of ground had to be purchased for the new ground system, and an additional 444-foot Blaw-Knox tower erected along with a WE phase control unit and monitor.

WESTERN ELECTRIC has issued a new 18-page catalogue covering new radio transmitting equipment of 100-250 watt output (450 A-1 and 450 A-2) which encompasses many new features and is designed expressly for use in stations where limited technical personnel requires the conservation of manpower.

RCA MFG. Co., reports the sale of new transmitters to the following: WORD, Spartanburg, S. C., 250-K; KODL, The Dalles, Ore., 250-G; KRSC Seattle, 1-G; WJPF, Herrin, Ill., 250-G; WLAV, Grand Rapids, 250; WKPA, New Kensington, Pa., 250.

HOLLYWOOD TRANSFORMER Co., Hollywood, specializing in custom built Hi-Q chokes and audio transformers under the trade name of Hollytran, has appointed Norman B. Neely, that city, as national sales representative.

KTAR, Phoenix, is installing a new 5,000-watt Western Electric transmitter preparatory to its new 5,000 watts fulltime operation on 620 kc. in October. A 400-foot antenna has been erected by the Alliston Steel Mfg. Co., of Phoenix, along with a 300-foot directional. Arthur C. Anderson, KTAR chief engineer, is supervising.

PRESTO RECORDING Corp. is making available a new blower system for cleaning the surface of a disc while recording, and disposing of the shavings cut from the disc so that they cannot tangle under the surface needle.

GATES AMERICAN Corp., Quincy, Ill., will install a Model 250-A transmitter, 20D speech input console, turn tables, monitors and remote equipment in the new KONB, Omaha, scheduled to begin operating about Sept. 15. Gates American will also install a 250-A transmitter, 20D speech input console and remote equipment in the new WLOF, Orlando, Fla., to go on the air in early September.

FCC Approval Granted To Frequency Monitors

FREQUENCY monitors manufactured by three companies have been approved for use by standard broadcast stations in an order by E. K. Jett, FCC chief engineer, who stated they comply with the requirements of Section 3.60 of the new rules and regulations and Section 15 of the standards of good engineering practice. The approved equipment, General Radio Co., Type 25A (formerly oscillator, Type 45c); deviation meter, Type 681B; quartz plate, Type 376L; General Radio Co., Type 25AB (oscillator type 475B and deviation meter 681A modified); RCA Mfg. Co., Type 311A; Western Electric Co., Type 1C (Type 1A modified). Approval numbers 1461 and 1464 respectively were issued.

These are the only monitors which may be employed by new stations whose construction permits have been granted on or after Aug. 1, 1939, according to the Commission. However, several other manufacturers have submitted or have stated they propose to submit data showing that, with certain modifications, monitors that were formerly approved under Section 21 of the standards are capable of complying. If approved, these will be assigned approval numbers.

Finch Facsimile Ordered By British for Warfare

AN ORDER previously placed by the French for Finch duplex facsimile units to be used as a military aid, has been taken over by the British government according to William G. H. Finch, president of Finch Telecommunications Inc., Passaic, N. J. This newly-developed equipment is designed to serve as a means of written communication between fixed and mobile units, such as airplanes in reconnaissance flights, field forces and headquarters. Because the machines can transmit by radio maps, charts, sketches and written orders and messages, they have been found of special value to the air corps. The equipment is designed to receive as well as transmit material, thus maintaining two-way communication at all times.

New WE Equipment

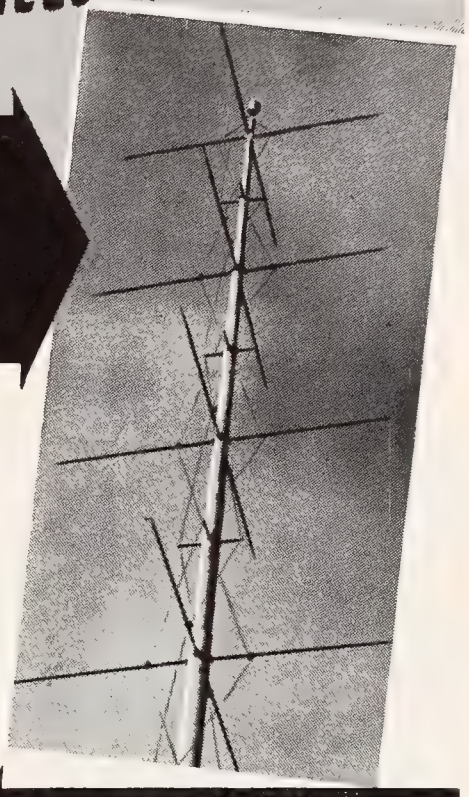
A NEW LINE of custom-built desk type speech input equipment, adapted for both frequency modulation and amplitude modulation, was announced Aug. 26 by Western Electric. F. R. Lack, manager of the WE Specialty Products Division, said the new equipment is designed to meet the individual needs of stations regardless of size or operating requirements due to unit construction in both electrical and mechanical aspects. Henry Dreyfuss, industrial stylist, designed the equipment.

GENERAL ELECTRIC Co. has issued new catalogue sheets on its 250-watt FM broadcast transmitter (Type GF1B) and on its 1 kw. FM broadcast transmitter (GF-101-B).

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has announced two new recording discs with paper base, non-inflammable and heavy coated acetate. One item is being manufactured in sizes of 4 to 12 inches, with double face.

THERE'S A LINGO ANTENNA FOR EVERY BROADCASTING NEED & PURPOSE

for FM
Frequency Modulation
LINGO
TURNSTILE
ANTENNAS



Based on EXPERIENCE — not *experiment!* These antennas have already been proved by years of use at W2XMN. Available for use on existing towers or on buildings. Furnished complete with essential tubular steel mounting pole, elements, insulators, wires, bands, etc.



for AM
Amplitude Modulation
LINGO
VERTICAL
RADIATORS

More PERFORMANCE . . . PER FOOT! Actual results offer amazing proof that wherever in operation Lingo Vertical Tubular Steel Radiators give a new "plus" performance. Don't overlook the opportunity to step up the efficiency of *your* station. We'll be glad to show you *how* and *why* it can be done!

Also Manufacturers of DURAL PORTABLE RADIATORS

FREE TECHNICAL DATA

Write today for complete details concerning your antenna needs. Our engineering staff will be pleased to provide complete technical data without obligation. Inquiries should indicate planned frequency, power and location of station. (For FM give height of building or supporting tower.)

JOHN E. LINGO & SON, Inc.
Constructing and Erecting Vertical Structures Since 1897
DEPT. B-9 CAMDEN, NEW JERSEY

LINGO VERTICAL TUBULAR STEEL RADIATORS

WBAL
means business
in Baltimore

WBAL
means business
in Baltimore

WBAL
means business
in Baltimore

WBAL
means business
in Baltimore

WBAL
means business
in Baltimore

WBAL
means business
in Baltimore

FORTY-TWO pages of detailed information for radio advertisers are provided by the sales promotion department of WXYZ, Detroit, in a market data booklet covering the station and Michigan Radio Network coverage.

With red cellophane inside cover obliterating certain parts of the headline printed in red, the novel edition includes graphs, charts and pictographs relating market facts and coverage. Growth of WXYZ is dynamically told. Leatherette cover and index tabs facilitate reference, with loose-leaf assembly permitting substitution of new pages.

* * *

4H Awards

TO SUSTAIN interest in the 4H movement, WNAX, Yankton, S. D., plans to award bronze medallions to youths in the Minnesota, Iowa, South Dakota and Nebraska areas. Awards will be made each fall at the annual 4H banquets in the various counties and will be publicized on the weekly WNAX program, *The 4H Roundup*. Charles Worcester, farm service director of WNAX, is covering, Aug. 19 to Sept. 11, 14 State and county fairs in the Midwest with remote and transcription equipment. Programs will be used on a noon farm service program.

* * *

Studio Trailer at Fairs

ANNUAL food show of the Cincinnati Retail Grocers & Meat Dealers, held at the Cincinnati Zoological Gardens, Aug. 20 to Sept. 2, featured the "studio plane" of WCKY, Cincinnati. Daily quiz programs, conducted by Al Bland and Bernie Johnson, were broadcast from the grounds, and Rex Davis, newscaster for Taystee Bread, gave his daily broadcast from the booth of his sponsor. The "studio plane" auto trailer will be exhibited at the Carthage, O., Fair, Sept. 1-14.

* * *

More Than Usual

A DIFFERENT type program chart than that regularly issued by independent stations or networks has been prepared by WBNX, New York, for distribution to sponsors, prospective advertisers, agencies, and press editors. The 9-page mimeographed chart not only lists the station's programs and sponsors, but also gives a detailed classification of programs and talent featured in addition to information about the station executives.

* * *

Grocers Feted

MORE than 1,000 grocers and their families were guests of KOY, Phoenix, at Riverside Park, local amusement resort. An aquatic show was given by local swimmers, foremost of which was the "KOY Water Ballet", and staff artists of KOY furnished music and songs for the gathering. The 26 national products handled by the grocers and advertised over KOY, were advertised on placards, each carried by a bathing beauty.

* * *

Booth at Exposition

A SPECIAL air-conditioned exhibit booth was erected by WKRC, Cincinnati, at the 26th annual Pure Food & Health Exposition at the Cincinnati Zoological Gardens, Aug. 20-Sept. 2. WKRC broadcast seven daily programs from the new portable studio. The booth will be used at several other shows in the near future.

Merchandising & Promotion

Yankton Medals—Chart of Programs—Latin Letters—Exhilator—Pix and Posters and Booklets

KLZ's 20th Anniversary

ONE of the nation's oldest stations, KLZ, Denver, celebrated its 20th anniversary Aug. 19 by going to fulltime with 5,000 watts and staging a historical program written and produced by Derby Sproul, production manager. Timed with the dedication broadcast, Western Union messengers delivered telegrams to local advertisers and agency executives while a four-page broadside titled *Unveil the Mystery* was mailed to the national field. Preliminary to the program, KLZ staged its annual picnic at Lakeside Park which was attended by 10,000, advertising it exclusively by radio and distributing tickets through local program sponsors.

* * *

Recorded Sales Talk

SUCCESSFUL merchandising of a spot campaign on WHN, New York, by salesmen carrying phonographs through the city and playing a theme song and a complete sales talk is reported by A. Schreter & Sons Co., Baltimore, for neckties. Five salesmen were sent out in New York a month before the program of daily station-break announcements started recently and drew so many listeners on the streets and in retail stores that many dealers have ordered records for private use in their stores. Bermingham, Castleman & Pierce, New York, handles the account.

* * *

Seek GE Booklet

MORE than 2,000 requests from Latin and South America have been received by General Electric Co., Schenectady, during the past month for the 16-page guide of shortwave stations throughout the world, which the company offers free to listeners of its own international stations. The booklet, printed in English, Spanish and French, includes operating schedules, frequencies and call letters of the stations, together with a world-wide time map comparing times of the world with Eastern Standard Time.

* * *

Last Word in Exhibits

A MODERN building of stainless steel, soundproof and air-conditioned, served as the WSAI Cincinnati, studio and control booth at the Cincinnati Pure Food Show. Large observation panels enabled spectators to watch the six daily programs of WSAI emanating from the show grounds.

* * *

Off the Cob

CENTRAL STATES BROADCASTING Co. has distributed a four-page leaflet telling advertisers that blacksmiths and corncobs for kitchen use are as outmoded as failure to use radio for sales messages. Attached to the envelope is an authentic corncob.

* * *

On the Screen

WHAI, Greenfield, Mass., has arranged with four local theatres to run trailers advertising station features and activities.

Plans Lux Promotion

WICK CRIDER of the radio publicity department of J. Walter Thompson Co., New York, on Aug. 25 started a two-week tour of key cities in the East and Midwest to work out publicity and promotion angles with station men and radio editors for the sixth consecutive season of the *Lux Radio Theatre*, which returns to CBS Sept. 9. The program is sponsored by Lever Bros. Co., Cambridge, Mass., for Lux, and will be heard Mondays, 9-10 p.m.

* * *

Miniature Tower

A MINIATURE replica of the station's tower was featured in the booth of KFBB, Great Falls, Mont., at the North Montana State Fair. Ribbons streamed back from the tower to a coverage map in the background. Also on display were names of KFBB advertisers, staff artists, and various types of microphones, tubes, recording apparatus and receiving sets.

* * *

Bulletins and Trailers

TO PROMOTE sponsored programs, KROY, Sacramento, Cal., is using sound motion picture trailers in four downtown theaters, changing the style of presentation every ten days. In addition to the trailers, 50 news bulletins are distributed to important window positions in the KROY intense coverage area.

* * *

Rejuvenator

A HEART-SHAPED box promising to rejuvenate sales contains a bottle of genuine Fountain of Youth water, prescribed by WMBR-WFOY, Jacksonville-St. Augustine, Fla. A parchment scroll carries a sales message.



EVEN STAID NBC executives succumbed to the lure of their own WENR Hi-Li Contest [BROADCASTING, Aug. 15] now in progress in many Chicago playgrounds and in Balaban & Katz neighborhood theatres. Seated on the running board of the official Hi-Li car are (l to r) William B. Ray, manager of the NBC Central Division Press Department; Emmons C. Carlson, advertising and promotion manager for the division; Sidney N. Strotz, NBC vice-president, and M. M. Boyd, local sales manager of NBC. The expert demonstrating the game is Thomas Ennis, general manager of the Hi-Li Sales Corp.

From Newsreel Theatre

NEHI BOTTLING Co., Los Angeles (Royal Crown Cola and Par-T-Pak), in a 13-week campaign ending Nov. 1, is sponsoring a five-weekly quarter-hour late afternoon program, *Newsreel of the Air*, on KMPC, Beverly Hills, Cal. Series features Jimmy Mack and Ira Cook, newscasters, and originates from a newsroom studio in the foyer of the Downtown Newsreel Theatre, Los Angeles. The broadcast is patterned after movie newsreels. Besides theatre trailers, newspaper space and truck banners are being utilized by the sponsor to merchandise the series. Agency is BBDO, Hollywood.

* * *

WBZ Pix

MORE than 250 advertising agency men in New York, Philadelphia, Boston and Chicago have received via Western Union framed pictures of the WBZ, Boston, new 50,000-watt transmitter house and towers, with the compliments of Frank R. Bowes, sales manager.

* * *

Baltimore Visit

POSTERS were distributed around Baltimore by WFBR to promote the "visit" of the Carnation *Contented Hour*, NBC-Red program, in Baltimore Sept. 9.

BROCHURES

MBS — Board-bound, cloth-covered brochure, "Air-rithmetic," explaining in semi-humorous style the operations of Mutual's Volume Purchase Plan. A pencil is clipped to the cover for use by the recipient in figuring out just how the plan would work for him. Book is the work of Robert A. Schmid, MBS sales promotion director.

WFBM, Indianapolis — Four page folder offering Mrs. Rose Lee Farrell, home economics specialist, for sponsorship.

WHN, New York—"WHN Presents Hockey", a ten-page booklet.

KMOX, St. Louis—"The All-Stars Prove It Again", with results of survey.

WHO, Des Moines—Illustrated booklet for distribution at State Fair.

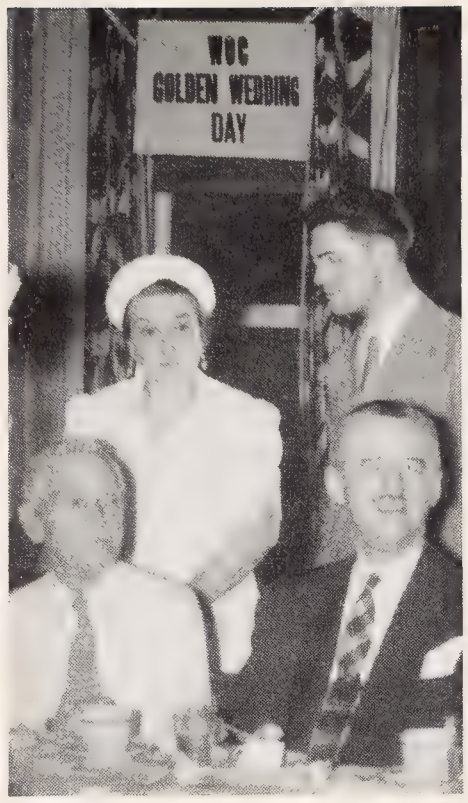
WJZ, New York — Two-page folder "It Could Be About You," promoting *The Woman of Tomorrow*.

CBS Pacific Network — Brown and white folder stressing cost of CBS coverage in the West.

Z-BAR NET—File-simulating resume of coverage and market data.

WDRC, Hartford—Market data, with miniature airplane attached.

KLZ, Denver—Black "veil" overlay conceals title, based on power boost.



GOLDEN WEDDING Day, now an annual event in Davenport, Ia., found WOC playing host to more than 100 couples married 50 years or more. This picture was taken at the WOC banquet which wound up a day of festivities that included a parade, an address of welcome by Davenport's mayor and entertainment at the Mississippi Valley Fair. Mary Louise Marshall, WOC home economics expert, who arranged the affair, is seen standing with Announcer Bob Frank. Seated at left is Harry Garstang, president of the Golden Anniversary Club, flanked by J. Buryl Lottridge, WOC manager. Col. B. J. Palmer, president of WOC-WHO, addressed the assemblage.

Nestle Tests Bleach

NESTLE LeMUR Co., New York, on Aug. 20 started a test campaign on WOR, Newark, using quarter-hour sponsorship of *Ed Fitzgerald's* program Tuesdays, 1:15-1:30 p.m., with spot announcements on the program at the same time on the other four weekdays. The campaign is to introduce in the New York area the company's new hair bleach with an oily base, Nestle Lite. According to R. T. O'Connell Co., New York, the agency, more stations will be added to the campaign this fall.

Broken Date

THE ANONYMOUS British air hero who missed an interview with John Steele, MBS London commentator, when he was shot down is none other than the brother of Robert Donahue, program director of WLLH, MBS outlet in Lowell, Mass., Mr. Donahue has revealed. The WLLH program director advised the MBS publicity office of the flier's identity after an MBS news release of mid-August alluded to a report from Mr. Steele, mentioning neither the name nor the extent of the injuries of the pilot beyond identifying him as a Texan in the R.A.F. In a wire to MBS, Mr. Donahue said: "Texas pilot referred to in release is my brother and is at Charlton Hospital, Kent. Do not know extent of injuries, but believe not serious and may be available soon for broadcast."

Forum Goes to MBS

AMERICAN ECONOMIC FOUNDATION, Cleveland, a non-sectarian, non-profit group formed in 1939, on Sept. 2 is expanding its local sponsorship of *Wake Up America* on WHK, Cleveland, to a network of 41 MBS stations, Mondays, 9-10 p. m. Purpose of the program is to present outstanding speakers in forum discussions of current national problems for the general information of the American public. Agency in charge is Bayless, Kerr Co., Cleveland.

WFIL, School to Give Scholarships in Contest

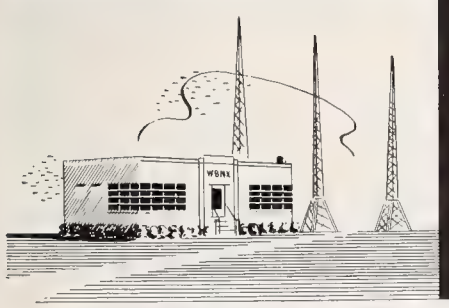
WFIL, Philadelphia, in association with the Charles Morris Price School of Advertising of the Poor Richard Club, will present a 13-week series of institutional programs devoted to the various phases of advertising, starting Sept. 24. At the conclusion of the series, two scholarships will be offered to graduates of the public and parochial schools in five Eastern Pennsylvania counties and in the three neighboring New Jersey counties, the Price School donating one scholarship and WFIL the other.

Competitive examinations will be held for the scholarship awards, open to high school graduates since 1938 and seniors of the '41 classes. The purpose of the programs is to build interest in advertising as a career and a close tie-in will be effected with school systems. Local and national personalities will lecture during each weekly half-hour on a topic related to advertising.

Oboler's Plays in Book

ARCH OBOLER, Hollywood writer-producer, is author of a book of 14 original radio plays which he wrote and produced on NBC. The book is being published by Random House for release Oct. 4 to coincide with his new NBC fall series, *Everyman's Theatre*, which starts on that date under sponsorship of Procter & Gamble. Lewis Titterton, head of the NBC New York script department, has written the foreword. *This Lonely Heart*, the story which will open Oboler's new NBC series, with Nazimova in the starring role, has been chosen by Max Wiley as the best original radio play of 1940, and is included in Wiley's *Best Broadcasts of 1940*.

Directional over New York



Now! 5000 WATTS DAY and NIGHT

WBNX

YOUR BEST NATIONAL SPOT BUY

A NEW APPROACH TO THE NEW YORK MARKET

COLUMBIA'S EXCLUSIVE FULL TIME OUTLET FOR WESTERN MICHIGAN!

WKZO

KALAMAZOO

1000 WATTS ··· 590 KILOCYCLES



SERVING 708,596 PEOPLE IN THIS AREA
176,350 RADIO FAMILIES
FULL TIME OPERATION—18 HOURS DAILY
SERVING MICHIGAN'S SECOND LARGEST MARKET
THE KALAMAZOO AND GRAND RAPIDS AREA

Representative HOWARD H. WILSON New York • Chicago • Kansas City • San Francisco

JOHN E. FETZER President and General Manager

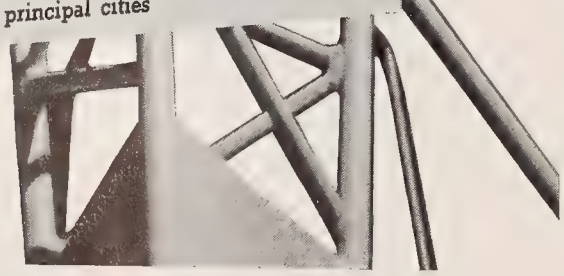


Signal Strength

Various factors govern the signal strength and coverage of a broadcasting station. Among these are design, height and insulation of the radiator. Because of the experience and researches of Blaw-Knox engineers in dealing with these problems, covering the entire history of radio, Blaw-Knox Vertical Radiators will enhance the efficiency of any station. We will be glad to make our experience and facilities available to you.

BLAW-KNOX
VERTICAL
RADIATORS

BLAW-KNOX DIVISION of Blaw-Knox Company
Farmers Bank Bldg., Pittsburgh, Pa.
Offices in principal cities



Distributor
GraybaR
ELECTRIC COMPANY

Studio Notes

KGO, San Francisco, for the second successive year has been chosen by the San Francisco Junior Advertising Club as key outlet of a Pacific Coast NBC-Blue network to carry a campaign for its mythical soft drink, Quench. The club is earning national recognition for its annual complete advertising project, during which members plan a full campaign for an imaginary product. Senior members of the San Francisco Advertising Club act as advisors for the study, during which copy and media are selected as scientifically as if an actual campaign were in progress.

AN INCREASE in revenue of 34% for July, 1940 over the same period of 1939 has been announced by W. A. McGuineas, sales manager of WGN, Chicago. Thus far, July is second only to May as peak month of the year. The increase is based on revenue only of local and spot accounts.

CONSTRUCTION of new studios at WGAR, Cleveland, has been announced by John F. Patt, general manager. The station remains in the Hotel Statler. A $20,000 contract has been awarded to the H. A. Erf Acoustical Engineering Company. Work has already begun. with Sept. 15 as the date of completion.

KSTP, St. Paul, featured its Minnesota State Fair broadcasts this year by opening the daily schedule with a broadcast from the 4-H Club building. Tieing in with the *Minneapolis Star Journal*, KSTP fed the program to the Minnesota Radio Network of KROC, Rochester; KFAM, St. Cloud; KSYM, Mankato, with the paper's radio director, George Grim, as producer-announcer.

MORE THAN 3,000 attended the recent fifth anniversary broadcast of *Budda's Amateur Hour* on KFRC, sponsored by Marin-Dell Creamery from the stage of the War Memorial Opera House in San Francisco. Merchandise donated by listeners was auctioned and the proceeds given to the Red Cross.

SOUTHEAST Arkansas joined in KOTN's celebration of its power boost to 250 watts, with a week of festivities centered in Pine Bluff and nearby towns. Special programs were dedicated to each county in the area and newspapers sponsored programs for their counties.

AN AIR drama written to encourage enlistment in the Navy was produced by KFEQ, St. Joseph, Mo. Author was Harry Packard, with Rose Herzog in charge of production. A cast of 15 participated.

ARTHUR FASKE, operator of WCNW, Brooklyn, has applied to the FCC for authority to move its studios from Flatbush Ave. in Brooklyn to 101 Park Ave., Manhattan.

HOLLYWOOD station record turners who can prove their mettle in filling gaps between numbers with live chatter, and accurate band and music information, have formed an association, The Broadcasters of Popular Music Recordings of California. Al Jarvis conductor of the KFWB *Make-Believe Ballroom*, and Bob Weiss, the *Jive-Inile Recorder* of that station, with Peter Potter who handles recorded programs on several Los Angeles area stations under sponsorship of Standard Storage Garages (used cars), head the organization committee. They plan to make BPMR national, with Tommy Dorsey as honorary president.

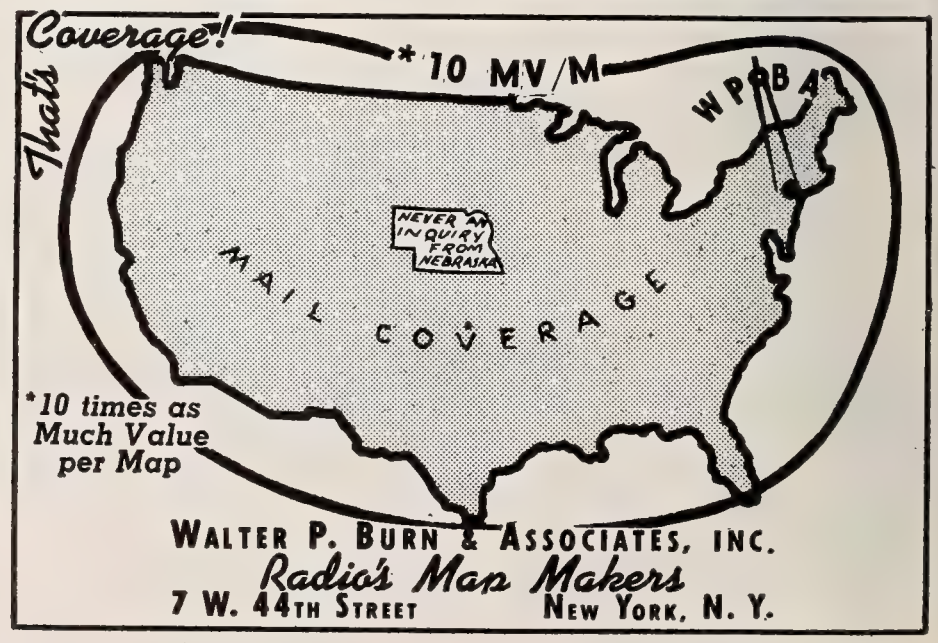
LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, Los Angeles; Fox Case, CBS western division public affairs and special events director, Hollywood; Arthur Westlund, manager of KRE, Berkeley, and Charles P. Scott, manager of KTKC, Visalia, have been appointed members of the radio communications subcommittee of the California Legislative Advisory Committee on Defense & Employment. Dick Connor, head of Richard F. Connor Adv. Agency, Manhattan Beach Cal., is chairman of the subcommittee.

SCORES ranged from 76 to 190 in WCCO's staff golf tournament at the Minneapolis Club Aug. 22, with Eddie Gallaher, sports announcer, getting the low score and station cup. Announcer-Salesman Al Harding got the 190. A large lunch and impromptu jam session by the staff orchestra climaxed the party.

WWL, New Orleans, in cooperation with Gov. Jones of Louisiana, and the local Young Men's Business Club are planning a gigantic benefit performance Sept. 5 for the flood sufferers of Louisiana. Dorothy Lamour and Hal Kemp orchestra will participate.

RADIO helped toast the members of the U. S. Antarctic Expedition Aug. 30 when they got their first glimpse of the summer sun by broadcasting a salute to the explorers sponsored by the *New York Sun* on NBC-Red and shortwaving it on WGEO, Schenectady, to Little America. The program, from the World's Fair grounds, featured songs by Lucy Monroe, star of "American Jubilee" and by the St. Elmo Johnson choir from "Gay New Orleans". John S. Young, director of radio and television for the fair, was m.c., also having acted as NBC announcer on a series of radio salutes to the 1929 expedition.

WFIL, Philadelphia, on Sept. 29 revives its *Mystery History* program, a quiz show based on American history. Mutual formerly carried the series, but this year it is being submitted to NBC-Blue. A weekly sustaining show, it will again present three dramatic sketches followed by a quiz based on the historical incidents of the plays, contestants chosen from the studio audience. Don Martin again produces.



FOLLOWING the NAB convention in San Francisco, Arthur J. Kemp, CBS Pacific Coast sales manager, took visiting salesmen of Radio Sales Inc. to Hollywood via the Yosemite Valley. Those in the group were: J. Kelly Smith, general sales manager, Chicago; Howard S. Meighan, Eastern sales manager, New York; Merle S. Jones, manager KMOX, St. Louis; A. E. Joscelyn, manager, WBT, Charlotte, N. C.; Harold E. Fellows, manager WEEI, Boston; Kingsley Horton, sales manager, WEEI, Boston; Arthur Hull Hayes, sales manager, WABC New York; Henry M. Jackson, CBS Pacific northern division sales manager, San Francisco.

WSOC, Charlotte, N. C., placed its entire facilities in the hands of the local Mayor's Committee for national defense. Radio chairman of the committee is John Ward, WSOC salesman and member of council, assisted by W. B. Crutchfield, program director of WBT.

INCREASING interest in radio has prompted the U of Minnesota to increase its course in radio script writing to embrace a total of 1½ years instruction. This course, established in 1936, retains Luther Weaver, of Luther Weaver & Associates, in charge again for the coming scholastic year.

BEGINNING its tenth year Sept. 1, the CBS *Church of the Air* has received congratulatory messages from clergy and listeners of all faiths. Represented alternately on its two Sunday programs are all religions which broadcast their services and religious talks. The program will continue on the same basis.

MBS RESUMED on Aug. 19 *The Green Hornet*, series of half-hour adventure dramas which has been on NBC-Blue since Nov. 16, 1939. The series, available to national and local sponsors, is broadcast Mondays, 9:30 to 10 p.m. (EDST) and Wednesdays, 8:30 to 9 p.m. Written by Fran Striker, author of the *Lone Ranger*, the series is based largely on crookedness revealed in newspapers. Each program is a complete story starring Britt Reid.

TO ENCOURAGE England's civil population during the last two weeks in August, a series of quarter-hour programs, titled *Hands Across the Sea*, was relayed daily to England through the joint facilities of WMCA, New York, and WRUL, shortwave station in Boston, and presented under the auspices of the British American Ambulance Corps. Series was not heard in the United States.

WPEN, Philadelphia, will drop INS next month and use Transradio. The switch in service takes place Oct. 10, at which time the station expects to be housed in its new studios.

PATRIOTIC dramas based on American history will be a feature of *Yankee Doodle Goes to Town* to start on MBS Sept. 2 and continue on Mondays.

WDAS, Philadelphia, which introduced the "going home to listen to" cartoon series in newspapers on May 15, 1937, since then syndicated to 78 other stations thruout the country, is preparing a new cartoon series. The new cartoon feature, which will also be syndicated by Paul Roberts' Broadcasters Promotion Service, Atlantic City, will use "everybody's listening to WDAS" as its theme. The cartoons are all institutional and aimed at station listening solely.

WPTF, Raleigh, staged two remote broadcasts from the flooded district of the Roanoke River near Roanoke Rapids, N. C. Bob Dufour, Carl Goersch, and Henry Hulick, who conducted the broadcasts drove through 1½ feet of water on the only open road back to Raleigh just a half-hour before the road was closed.

ANNUAL Baseball Party at Sportsman's Park Aug. 22, conducted by France Laux, KMOX, St. Louis, sports announcer, attracted a crowd of 31,107, of which 23,871 were children admitted free.



NEW ALIEN registration requirements of the U. S. Government find stations and networks cooperating fully, with some sponsors devoting time to announcements. When the law went into effect Aug. 27, WHOM, Jersey City, staged a midnight broadcast of the first fingerprinting done at the New York postoffice. Left to right: Announcer Frank Krueger; Joseph Lang, WHOM manager; Arno Kurt Gundelfinger, first alien in line; Joseph Syrop, postoffice foreman and fingerprinting expert.

SPONSOR participation program, *Make Believe Ballroom*, which was heard from early in 1936 until April 1938 on WCFL, Chicago, and since that time on WAAF, Chicago, on Sept. 2 moves to WGN, Chicago, six days weekly from 1:15-2 p.m. Eddie Chase m.c. of the show since its origination, will continue in the same capacity. Listeners are asked to select the orchestras they want to hear and, according to popular vote, transcribed music by four are heard daily, one being featured all week and known as the "Band of the Week".

KFRO, Longview, selecting from 50 transcribed shows submitted by other stations for its recent 1,000 watts dedicatory program, judged the program of KGIR, Butte, the most unique; WRR, Dallas, the best comedy; KMBC, Kansas City, the easiest publicized; KYUM, Yuma, Ariz., the best civic; WKY, Oklahoma City, the most entertaining.

WSB, Atlanta, set up an exhibit in the main assembly hall of the Georgia Farm & Home Week in Athens, Ga., last month, and about 2,500 delegates visited the exhibit where the station had a radio, ice cooler, chairs and picture boards telling its service to farmers, etc.

A DINNER honoring prominent North Carolinian football coaches and their staffs as well as sports commentators and editors will be given Sept. 9 by WPTF, Raleigh, N. C. Jake Wade, sports editor of the *Charlotte Observer*, will be toastmaster and Richard Mason, WPTF manager, will extend greetings on behalf of the station.

WITH the addition of INS Aug. 20, WHO, Des Moines, is now served with complete coverage by INS and UP. A battery of seven teletypes brings news 20 hours daily to the newsroom, where Editor Jack Shelley and nine assistants prepare it for the eight daily newscasts of WHO.

DURING the peach marketing season WSPA, Spartanburg, S. C., guided truckers to orchards where tree-ripened fruit was available, working with the South Carolina Peach Growers' Assn., which used spot announcements.

THE softball team of WIRE became the first ever to reach the Indianapolis city finals of the annual tournament three consecutive times when they placed second in the 1940 event. WIRE was runner-up in 1938 and winner in 1939.

NBC Hollywood staff has started a twice-monthly five-page house organ mast-headed, *Radio City Reporter*. Editorial staff is headed by Stan Radom, Harry Saz and Kay Phelan.

WBAL Farm Service

EMBARKING on a policy of identifying WBAL, Baltimore, with its contiguous rural areas, Harold C. Burke, manager, has announced the appointment of John A. Zufall as farm program director. Mr. Zufall is the leader of a troupe known as *Happy Johnny and His Gang* which has played more than 200 towns in Maryland, Pennsylvania, Delaware and Virginia. The first program to be scheduled is *Breakfast on the Farm*, starting Sept. 2, to be heard daily except Sunday at 6-6:45 a.m. Another farm program, its format and time not yet determined, will start Sept. 30.

Apprentice Course

AN APPRENTICESHIP course in practical radio broadcasting will be started Sept. 24 at WMCA, New York, by the Marketing Department of New York U's School of Commerce in cooperation with the station, according to an announcement by Donald Flamm, president of WMCA and Warren B. Dygert, assistant professor of NYU radio courses. About 15 students will be selected from advanced radio classes and, by working under department heads, will learn to apply their theories to actual broadcasting. It is also planned to form a placement committee consisting of key men in radio to assist in finding jobs for worthy graduates. Fields to be covered in the apprenticeships include programs, production, script writing, publicity, promotion, news, announcing and sales.

Selling Control of KORN

CLARK STANDIFORD, onetime half-owner of KGFW, Kearney, Neb., who heads the company which established KORN, Fremont, Neb., last December, has applied to the FCC for authority to transfer his controlling interest to other stockholders. He proposes to sell his 52% interest to C. J. Malmsten, Arthur Baldwin, A. C. Sidner, S. S. Sidner and Earl J. Lee. Mr. Standiford is 5% stockholder in MBS Broadcast Co., which last June was authorized to erect a new local in Omaha to be known as KONB [BROADCASTING, July 1] which is controlled by Mr. Malmsten, a resident of Lincoln, Neb.; Arthur Baldwin of Fremont, and John K. Morrison, of Omaha.

In Toledo

Northwestern Ohio
and
Southern Michigan

They Listen

consistently to

WSPD

Here are just a few reasons why —

★

5000 Watts
night and day,
spells coverage

★

NBC Basic Red
denotes big
name shows

★

19 years of service
—signifies habit

★

Showmanship and
public events,
means local
color

★

WSPD

Toledo, Ohio

Represented
nationally by
The Katz Agency

New Color Television System Developed Secretly by CBS

Chairman Fly Sees Goldmark Method Demonstrated; Simplicity, Faithful Color Are Claimed

AFTER six months of secret research, CBS on Aug. 29 announced development of what was described as a simple system of sending and receiving television images in full color. The announcement was made following a laboratory demonstration of the new process in New York to FCC Chairman James Lawrence Fly. The initial demonstrations also marked the first time CBS actually had broadcast anything but television test patterns.

According to the announcement of Paul W. Kesten, CBS vice-president, the color television pictures demonstrated used the same 6 mc. frequency band required for ordinary black-and-white telecasting. He also indicated that the apparatus developed in conjunction with the new color technique was comparatively simple, and that ordinary television receivers, with very little adaptation and addition of a color attachment, could receive the signals.

They're 'Real Colors'

Another factor cited as unique was the fact that the same signal could be received either by standard television models or those equipped with the color attachment, with a clear black and white picture screening on the former and a full color view on the latter.

"We believe that in bringing full color television to this stage of development, Dr. Peter C. Goldmark, CBS chief television engineer who invented and developed the system, has made the most important contribution to the art in the last 15 years," Mr. Kesten commented. "In the pictures we have seen the colors are real colors, not just approximations. They appear to have a greater and more faithful range of shade and vitality than exist today even in color motion pictures."

Mr. Kesten also explained several other unique features of the CBS color television method. In addition to the more pleasing lifelike and dramatic quality of the pictures, it has been found that the use of color actually increases the apparent definition of the picture and makes small objects easier to recognize, particularly when this is dependent on variations in color or tone, he pointed out.

"Color tends to remove the limitation of black-and-white television's inability to define small objects clearly, because contrast between colors is discernible, where contrast between mere shades of gray may be lost to the eye," he remarked. "For instance, taking a picture of a very small red flower against a background of grass, both the flower and the grass would appear as shades of gray in black-and-white television. But in full color television, the red flower stands out in sharp contrast against the green grass."

The method by which the full color is produced was described as inherently simple. The receiver used in the color demonstration was a standard production model adjusted only to a minor extent and equipped with the simple color attachment, according to Adrian Murphy, CBS executive director of television. The cost of the attachment would be comparatively small, he estimated.

Although the color technique was claimed as a unique CBS development, Mr. Kesten stated that the network does not intend to keep the new process for its exclusive use, and already is drafting plans to make it available to the public through manufacturers of television transmitting and receiving equipment.

First trial of the new process was made Aug. 28 when color motion pictures were telecast from the CBS transmitter atop the Chrysler Bldg. and successfully received in the CBS laboratories. This broadcast was picked up by a number of regular television lookers in the New York area, who reported reception of a good black-and white picture, CBS stated.

The next demonstration is scheduled for Sept. 4 when the press will have its first look at the new CBS development. CBS also announced that at its next meeting, members of the National Television Systems Committee in New York will be invited to view color television. At that time technical details of the method will be divulged.

Will Raise Definition

"At the present rate of progress, CBS hopes to have its color system ready for commercial use by Jan. 1, 1941," Mr. Kesten declared. Meanwhile, present improvised apparatus will be further refined and the transmitter put in shape for regular program service, it was indicated. Mr. Kesten also observed that the possibility of such early commercial realization was increased since the system requires only one camera at the pickup point, one transmitter, and a receiver with only a single cathode ray tube of conventional design.

Although scanning standards under the new CBS color system differ from those proposed to the FCC, they produced at the demonstration a black-and-white picture of 343-line quality, CBS claimed. A still further increase in the number of lines for color pictures is contemplated, and Dr. Goldmark has started work on raising the line number to between 400 and 500, at the same time remaining within the 4.5 mc. band width conventionally used by the picture signal. It was claimed that the color picture appeared to the eye to have definition superior to that of black-and-white pictures using a higher number of lines.



DR. PETER C. GOLDMARK

Cisler Prods Bing

BING CROSBY, crooner, was urged to reconsider his decision to quit radio if he couldn't use ASCAP music, in an open letter written by Steve Cisler, manager of WGRC, New Albany, Ind. Cisler reminded Crosby that many non-ASCAP songs have aided his rise to fame and said that while he would be missed, the radio industry wouldn't shut up shop. He added:

Radio would like to keep you, Mr. Bing, and your distinctive style; but you should well know by now that we run our own business, and that this is no time for a "Munich" settlement on music simply because you want to use the creations of a few Hollywood and New York song writers. There are plenty of other good songs in this country that can be taken up, and you are one of the top singers in radio who can recognize a good song and put it over—but not the only one.

Trucking Assn. Plans

ALTHOUGH American Trucking Assn., New York, plans to start its national advertising campaign around Sept. 20, no definite plans for radio have been released by Biow Co., New York, which stated that radio would surely be used, however. The campaign, for which $400,000 will be appropriated annually, will promote advantages of truck service.

Cormier Joins WHN

AL CORMIER, formerly vice-president and general manager of WINS, New York, and former general manager of WIP, Philadelphia, and WOR, Newark, has joined the sales staff of WHN, New York. Mr. Cormier will handle local accounts and represent the station in Philadelphia.

New Grove Campaign

GROVE LABORATORIES, St. Louis, which recently appointed J. Walter Thompson Co., New York, to handle spot radio for Bromo-Quinine, Oct. 7 starts a large campaign for the product on an extensive list of stations, using one-minute transcribed announcements on local participating programs. Station list is not yet definitely decided.

Coco Wheats Spots

LITTLE CROW MILLING Co., Warsaw, Ind. (Coco Wheats), is planning an extended campaign of national spot business scheduled to start in October. In the main, stations to be used will be the same as in previous years. Varied programs will be used, depending on the market. As BROADCASTING went to press, the only schedule released was a 22-week series of five-weekly quarter-hour programs on WLS, Chicago, featuring *Joe Kelly & His Pet Pals*. Rogers & Smith, Chicago, handles the account.

Tootsie Rolls to Add

SWEETS Co. of America, New York, on Aug. 19 and 27 signed 13-week renewal contracts with the six stations carrying 15-20 one-minute transcribed announcements weekly for Tootsie Rolls. According to Biow Co., New York, the agency in charge, the spot campaign, which has been running since last spring, has so increased sales for the company that more stations will be added later this fall. Current list includes WOR, Newark; WMAQ, Chicago; WEEI, Boston; WFAA, Dallas, and CKLW, Detroit.

Nestle's Participations

NESTLE'S MILK PRODUCTS, New York, recently contracted for participation on home economics and breakfast hour programs on five stations in the Midwest and one in Canada for Nescafe, a new coffee beverage. The company has been on WJR, Detroit, since May, but has just added WJBK, Detroit; KSTP, Minneapolis; WBNS, Columbus; WBBM, Chicago, and CKLW, Windsor, Ont. Contract on most of the stations is for 13 weeks. The station list may be expanded in the future. Agency is Leon Livingston Adv. Agency, San Francisco.

Bond Renews News

BOND CLOTHES, New York, on Sept. 9 starts thrice-weekly sponsorship of Arthur Hale's *Confidentially Yours* program on WOR, Newark, 7:15-7:30 p.m., and has renewed for 52 weeks its other two programs on WOR. These are quarter-hour Transradio news by Frank Singiser Sundays, and thrice-weekly sponsorship of John Gambling's 45-minute program of music and chatter. Agency is Neff-Rogow, New York.

NATIONAL BISCUIT Co., New York., has transferred its NBC Bread account to Lord & Thomas, effective Oct. 1. Lord & Thomas also has the firm's Cubs cereal account. No radio for the bread account is planned before the agency switch.

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate 1,000 Watts

DOLLARS

By The Millions

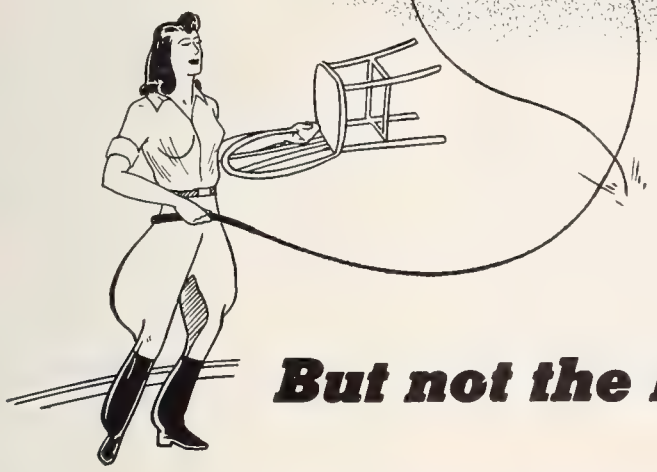
being spent in Asheville and Western Carolina by a banner "crop" of summer-fall vacationers. So, business is UP!

Let WWNC help you sell now in this busy market . . . for WWNC offers the only blanket radio coverage to be had!

taming the big cats gets

ATTENTION





But not the kind that sells RADIO TIME!

It takes Radio Attention to sell Radio Time. You've got to talk Radio. Now, doesn't that make you think of BROADCASTING? Here's the magazine that talks Radio 100% of the time . . . nothing but Radio. That's why its readers are Radio-minded . . . every last one of them. Maybe you have a Radio story to sell. Then BROADCASTING is the buy for you!

BROADCASTING BLANKETS TIME BUYERS!

they're Radio-Minded when they read **BROADCASTING**

RCA Scholarship Winner Is Named

G. W. Swenson Jr., Michigan, Wins in Field of 2,500

WINNER of the first $4,000 RCA Opportunity Scholarship is George W. Swenson Jr., 17, of Houghton, Mich., a high school graduate of last June and one of the 2,500 science students competing for the award. His selection was announced Aug. 30 by Gen. James G. Harbord, RCA chairman of the board, who interviewed the winner on a special NBC-Blue broadcast.

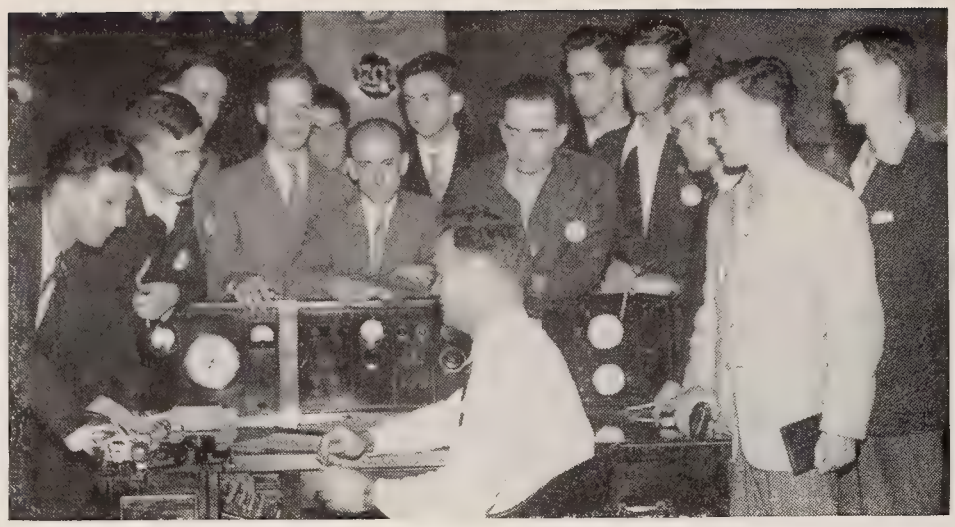
Inspected Plants

Competitors were given a difficult examination in mathematics, physics and radio principles, prepared by Columbia U professors and radio engineers. Eleven subsequently were chosen as preliminary winners. For the last month these finalists have been under scrutiny of RCA engineers and executives during their inspections of RCA, NBC and RCA Communications laboratories and manufacturing plants in New York, Camden and Riverhead, L. I.

About 30 different ratings of the boys, based on personal interviews and written reports on their observations of RCA's technical facilities, aided the six judges in deciding the winner.

Judges were Dr. A. N. Goldsmith, technical consulting engineer; Ralph R. Beal, RCA director of research; O. B. Hanson, NBC chief engineer; Dr. H. H. Beverage, chief engineer of RCA; Dr. Charles B. Jolliffe, director of the RCA frequency bureau, and Arthur F. Van Dyck, director of the RCA license laboratories.

To each of the other 10 finalists, all of whose expenses had been paid during their four weeks in the east, Gen. Harbord gave a $100 bill. Swenson will use his $4,000 to pay tuition and maintenance for four years at Michigan College of Mining and Technology where his father is a professor of physics. He will study electrical and radio engineering. In adjoining photo he is fourth from the right.



INSPECTING the control panel of the WJZ transmitter at Bound Brook, N. J., are the 11 finalists competing in RCA's nationwide contest for a $4,000 scholarship to the boy best equipped for a scientific career in wireless engineering [winner, fourth from right]. Seated at the desk is D. M. Stair, control engineer, while Engineers John Gullans (at extreme left), and Henry Steger (standing opposite Stair), explain the details.

Tacoma ASCAP Appeal Set for Sept. 7 Hearing

HEARING in the case of Tacoma vs. ASCAP has been set for Sept. 7 in the U. S. District Court following decision that the legality of anti-ASCAP legislation falls within that court's jurisdiction [BROADCASTING, July 1]. Motion papers will be filed for confirmation of the special master's report holding that Federal court has such jurisdictional powers, and ASCAP's application for a permanent injunction to restrain enforcement of the anti-ASCAP law will be heard.

According to Herman Finkelstein, of Schwartz & Frohlich, ASCAP counsel, the next hearing in the group of actions filed by ASCAP to test the constitutionality of various State anti-ASCAP plans will take place Oct. 7 in the case of Nebraska vs. ASCAP. At that time attorneys for both sides are scheduled to agree on the record to be submitted to the U. S. Supreme Court in connection with Nebraska's appeal for a new trial after the State's anti-ASCAP law was declared unconstitutional.

Industry and BMI Backed

(*Continued from page 18*)

network during the last few days to work out any kind of an equitable deal but was met with a cold rejection and invited to take up the matter with the NAB as the industry's bargaining agency.

Following action of the NAB convention Aug. 6 in San Francisco in unanimously endorsing BMI as a permanent organization, BMI has sent to stations the new licensing agreement form to be used after April 1, calling for a graduated scale of payments ranging from 1.5% of their 1939 income for stations with income of $15,000 or less to 2.5% for stations with income in excess of $100,000. Based on an approximate 400-station BMI membership, this would raise approximately $1,500,000 additional for the music company, doubling its present fund. NBC and CBS-managed and operated stations pay on the same scale, but the networks themselves pay not in excess of .5% of the gross income during 1939, less agency commissions and payments to affiliates.

Although ASCAP officials continue to follow their bent not to comment on BMI developments, beyond terming industry efforts "stupid," and proclaiming their "open door" policy, the present situation was discussed at an ASCAP board meeting Aug. 15, at which President Gene Buck and General Manager John G. Paine received votes of confidence backing their efforts to bring about a meeting of minds with the industry.

Talk of Arbitration

Meanwhile both sides in the controversy pursue their individual paths, with a minimum of toe-to-toe punching. ASCAP officials maintain radio is but one of many concerns of the Society, observing that they have so many weapons with which to fight on behalf of their copyrighted music holdings that it amounts to an "embarrassment of riches". On the other hand BMI reveals that several thousand non-ASCAP tunes will be available by Jan. 1, 1941, both in recorded and sheet music form.

During recent days various arbitration suggestions have been advanced to settle the NAB-ASCAP differences. Reports of offers to place arbitration in the hands of Mr. Petrillo, or M. H. Aylesworth, former NBC and RKO president, drew no comment from ASCAP, except that these offers apparently did not come directly from Messrs. Petrillo and Aylesworth themselves.

It also was reported that Rep. Bruce Barton (R-N.Y.), president of BBDO, was arranging a meeting between agency executives and ASCAP to discuss possibilities growing out of the present situation. As soon as the report appeared, Rep. Barton denied any such intent on his part, adding that it placed him in an "embarrassing" position by making it appear that he was taking sides in the matter.

Although making no comment on the truth of the report, ASCAP explained that it would not be unusual if the Society were to meet with agency men, commenting that several agencies and advertisers from time to time in the past have broached "very attractive" propositions of various types.

May Deal With Sponsors

Along this same line, ASCAP indicated that although in the past it has dealt with stations and networks in regard to radio music, there was no reason why, if it wished, it could not deal directly with advertisers or agencies. The same principle would hold for buying commercial time to plug ASCAP tunes, in the event they are forced off in favor of BMI music, as well as for actual operation of a station by an ASCAP member.

It was explained that although the Society has been offered opportunities to buy-in on a station at various times, it felt that its province was music publishing and not broadcasting so it did not act on the offers. However, with broadcasters going into the music publishing business, it would be just as logical to see music publishers enter broadcasting, according to ASCAP. So far as ASCAP is concerned, however, there will be no "precipitate action".

Another oar entered the water Aug. 20 when Irving Caesar, president of Song Writers' Protective Assn., issued a statement castigating BMI as "a child of the networks" and charging it does not yield "basic elemental rights" to the songwriter. He described BMI by quoting the Scriptures: "The voice is Jacob's voice, but the hands are the hands of Esau", and asserted that BMI was attempting to present to the American public "the picture of a closed shop in the songwriting field". Pointing to the SWPA royalty contract, which he said was designed to provide "a fair share and return to the writer of the money his songs earn and a voice in the disposition of important rights in the songs", he declared that although BMI had been approached to sign this basic agreement, it has failed to do so. "BMI evidently thinks it silly that it be asked to yield to the writer the basic elemental rights that SWPA has achieved for writers in its minimum basic agreement," he commented.

Following his critical analysis of BMI, Mr. Caesar on Aug. 27 challenged BMI to debate the issues. As BROADCASTING went to press BMI had not indicated whether it would accept the challenge to debate or merely answer Mr. Caesar's letter.

With addition of KAND, Corsicana, Tex., and WSIX, Nashville, BMI revealed that it now has 365 members, accounting for about 85% of the dollar volume of the industry.

Disc Output Speeded

With BMI production running well ahead of schedule, transcription activity is growing. Estimates of six transcription firms — NBC Thesaurus, World Broadcasting System, Standard, MacGregor, Davis & Schwegler, Langlois & Wentworth—point to availability of about 9,000 separate selections of non-ASCAP music by Jan. 1.

The first list of eight recordings of BMI tunes is being sent to members and coin-machine operators early in September, and it is expected record activity will pick up rapidly as tune exploitation progresses. The list includes three RCA Victor Bluebird pressings, one Columbia and four Columbia Okeh recordings. Concurrently, sheet music sales are beginning to develop, BMI reports.

Several BMI tunes already have established themselves as favorites, with an increasing number of feature spots for them on commercial broadcasts. Biggest BMI hit is "Practice Makes Perfect", which tied for first place in a recent "most times played" list. It also was the first BMI song to reach the *Lucky Strike Hit Parade*, and has been played on Kay Kayser's *College of Musical Knowledge* and Ted Weems' *Beat the Band*. Other BMI tunes have been used on the Philip Morris *Johnny Presents* program, Lifebuoy's *Meet Mr. Meek*, on which "Watching and Waiting" is used as the theme, and on programs sponsored by Gordon Baking Co. and General Baking Co.

Curb on Foreign Tongue Proposed

Civil Liberties Group Would Require Discs of Programs

FURTHER agitation favoring an FCC regulation requiring foreign-language stations to record their broadcasts was voiced in an Aug. 22 letter to FCC Commissioner T. A. M. Craven from the National Council on Freedom from Censorship, an affiliate of the American Civil Liberties Union. Signed by Quincy Howe, chairman of the council, the letter cited a recent *German Hour* broadcast sponsored by the Einheits Front, on WHIP, Hammond, Ind., as a typical source of misunderstanding in foreign-language programs.

Banned by WHIP

Observing that WHIP had banned the sponsored program following a controversy arising out of one of the scripts, Mr. Howe stated in the letter that the Council agreed with the NAB Code provision for discussion of controversial issues only on sustaining time, with both sides given an opportunity to speak. Continuing, he pointed out that the difficulty in dealing with foreign language broadcasts frequently lies in the impossibility of ascertaining or proving what in fact has been said on a program.

"Whether a quotation is an accurate report or translation cannot, as a practical matter, be conclusively proved even if scripts are supplied, since there is always the possibility of interpolation. It would seem to us that one way to meet the problem is by a regulation requiring stations to have recordings made of all such programs," he commented.

"Such a requirement would very likely, in our opinion, provide all interested persons and Government agencies with a record of what was in fact broadcast. Because we deem this a vital matter, we sincerely request that hearings be held by the FCC to ascertain both the advisability and practicability of requiring recordings of foreign language broadcasts."

RCA-Victor Cuts Price Of Phonograph Records

NEW LOW retail prices for classical and popular RCA-Victor phonograph records, running from one-third to one-half below former prices, were announced late in August by RCA Mfg. Co., Camden, and will be advertised in a national campaign.

RCA's action places its records in direct competition with discs of the Columbia Recording Corp., Bridgeport, which for some time have been in the low-price market. The 12-inch Red Seal classical records have been reduced from $1.50 and $2 to $1. Victor Black Label popular records, for years 75 cents, are now offered at 50 cents, which becomes the ceiling for popular records.

Though local advertising has already started in New York and elsewhere, especially in department stores, RCA has informed its dealers and distributors that, to give them time to adjust their activities, its national campaign to publicize the new prices will not begin before Sept. 15. However, plans are now being formed to advertise extensively in radio, newspapers, and magazines.

Miller Pledges Aid of Radio Industry In Campaign to Place Refugee Children

COOPERATION of the radio industry has been pledged by NAB President Neville Miller to aid the U. S. Committee for the Care of European Children in its efforts to find American homes for refugee children from European war zones. Radio's pledge of assistance was voiced in an Aug. 21 letter from Mr. Miller to Marshall Field, president of the committee.

Although definite plans have not yet been carried out, the committee is planning an extensive radio campaign, revolving largely about the use of special announcements and continuities worked into regular established programs, both local and network. The broadcasting activities are being developed by Jerry Crowley, radio director of the committee.

Broadcast Plans

With 172 branches of the committee cooperating, it is proposed that radio stations be used both to help find homes for the young refugees and to secure financial and physical aid for the committee, which is headed by a large group of well-known American citizens. In addition to working committee promotion into network serials and other regular shows, it is planned to have local and network personalities, including conductors of domestic science, sports and daily feature programs, talk about the committee's work. Scripts are designed to answer many of the questions that may arise in the public mind, although it is emphasized they be worked in as an integral part of each show.

Initial participation in a national commercial broadcast came Aug. 29, when Mrs. Evelyn Fayrer Turner, chief escort of the first group of refugee children to arrive under the committee plan, appeared on Colgate-Palmolive-Peet's *Strange As It Seems* on CBS. BBC also is arranging a series of programs originating in England, to feature children who have obtained visas with the help of the committee.

Pure Oil Tests Quiz

PURE OIL Co., Chicago, on Sept. 12 starts a 13-week test of *Who Said It*, weekly half-hour quiz dealing with well-known sayings and advertising slogans, on WFDF, Flint, Mich. The company plans to use the feature in about a dozen markets as a national spot campaign, in addition to its present thrice-weekly H. V. Kaltenborn series on 37 NBC-Red stations. The new program is a product of Louis G. Cowan, author of *Quiz Kids* and *Mu$ico*. Leo Burnett Co., Chicago, is agency.

Helen Hayes for Lipton

THOMAS J. LIPTON TEA Co., Hoboken, N. J., has lined up its first large network program to start Sept. 29 on CBS in the form of half-hour weekly dramas starring Helen Hayes. The program, titled *Helen Hayes Theatre*, will be heard Sundays, 8-8:30 p.m. with a rebroadcast at 10:30 p.m., and will feature specially adapted plays taken from books or films. Young & Rubicam, New York, handles the account.

Nucoa CBS Serial

BEST FOODS Inc., New York, on Oct. 7 starts a five weekly serial *We, the Abbotts*, built around the events in the life of an average American family, on CBS in the interests of Nucoa. The program will be heard Mondays through Fridays, 4:15-4:30 p.m., with a rebroadcast at 7:15 p.m. Agency in charge is Benton & Bowles, New York.

To Make Discs in Canada

NBC has made arrangements with RCA-Victor of Canada whereby NBC Thesaurus recordings are now manufactured in Canada, as of Sept. 1, in order to serve more economically all Canadian subscribers to the service. Master plates will be shipped from the United States as usual for manufacture in the RCA plant in Montreal. The arrangement not only allows for prompter service to Canadian subscribers, but also lowers the cost of the pressings in view of the current high rate of exchange.

VICK-GWTW PLANS REMAIN UNCERTAIN

WHETHER Vick Chemical Co., Greensboro, N. C., will use a national spot campaign for Vick's Vatr-o-nol and nose drops or will sponsor a serialized radio version of *Gone With the Wind* on CBS, was still undecided as BROADCASTING went to press Aug. 30. Early in August the company made plans for a $400,000 spot campaign on stations throughout the country, which it later cancelled upon signature of a contract with Stack-Goble Adv. Agency for the GWTW program to start Oct. 1 on CBS, Tuesdays, 9:30-10 p.m.

Following Vick's announcement of its network plans, Metro-Goldwyn-Mayer and Selznick International Productions, owners and distributors of the GWTW film, issued a release Aug. 23 stating "that they had declined to permit the celebrated screen success to become a radio feature." The confusion resulting from this statement has been the subject of meetings between executives of Vick, Morse International, New York, agency for the Vick spot campaign, and Stack-Goble, which negotiated the GWTW deal.

Indications are that Vick will be unable to go ahead with the plan to sponsor GWTW and will be forced to return to its original plan of a $400,000 expenditure on spot announcements if the stations involved are willing to take up the cancelled contracts.

Olson's Autumn Plans

OLSON RUG Co., Chicago, in mid-September starts its 13-week autumn campaign in 10 markets. The schedule includes 6 quarter-hours weekly on WOR, Newark; 3 quarter-hours weekly on WEEI, Boston, WGN, Chicago, and WJR, Detroit; quarter-hour weekly on WCCO, Minneapolis; 10 minutes thrice-weekly on WRVA, Richmond; six 5-minute programs weekly on WFBR, Baltimore, WELI, New Haven, and WLW, Cincinnati; daily announcements on WLS, Chicago. The local shows on the schedule will be quarter-hour features titled *Olsonoddities*. Agency is Presba, Fellers & Presba, Chicago.

19½ HOURS DAILY SERVICE

—to more than 2½ million people living within 150 miles of Shreveport . . . from 5:30 A.M. to 1 A.M.

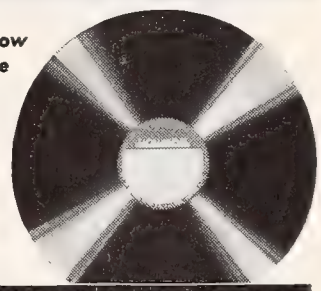
50,000 Watts

A SHREVEPORT TIMES STATION
KWKH
Represented by The Branham Co.
CBS
Shreveport Louisiana



WPTF
5000 WATTS 680 KC
NBC RED-BLUE AFFILIATE
RALEIGH, N. C.
FREE & PETERS, INC.
National Representatives

Better Recordings at Lower Cost with HOWARD RECORDING DISCS


Extremely Low Surface Noise
Metal Base
Long Life
Flame Proof
WRITE TODAY!
America's Oldest Radio Manufacturer
HOWARD RADIO CO.
1731-35 Belmont Ave., Chicago, Ill.
Cable Address: HOWARDCO, U.S.A.

141 radio stations from coast to coast now using
TEL-PIC WINDOW DISPLAYS
with its daily mailed picture service
TEL-PIC SYNDICATE, Inc.
1650 BROADWAY, NEW YORK
P.S. Our new reciprocal plan is without cost to station.

WIBC

INDIANAPOLIS

•

Indiana's Fastest Growing Station!

•

Has the Greatest Listening Audience (Daytime) of Any Station in Central Indiana

•

WIBC

1050 K C—1000 WATTS
Indianapolis
Howard H. Wilson, *Nat'l Rep.*
Chicago — New York

Air Conditioning School Discs on 67 Stations

WITH the placing of transcribed spot programs on 67 stations, Air Conditioning Training Corp., Youngstown, O., becomes one of the largest transcription sponsors in radio. Radio-Recording division of NBC records the 15-minute program, featuring Happy Jim Parsons accompanied by Tonly Colluci on the guitar and Muriel Pollock at the electric organ. In addition the same company sponsors a Saturday morning NBC-Blue program and various locally staged programs on metropolitan areas. National Classified Adv. Agency, Youngstown, is handling the account. Stations to be used are:

CKLW KDKA KFYR KGDE KGFW KGNO KITE KIUL KMMJ KOAM KORN KOVC KTRI KVAK KVFD KVGB KWOC WAAT WARM WATW WBRW WBTH WCAM WCAZ WSAN WCHV WCNC WDEV WEBG WFBG WFMD WFPG WFVA WGBF WGBR WGOV WHEB WIBC WIBG WING WINN WINS WIP WJBC WJMS WLAK WLOL WMFF WMFR WMRO WSAZ WSLB WSNJ WSPA WSVA WVFW WWVA WNEW WOL WOMI WOPI WPEN WIPC WROK.

Glass Firm's Plans

LIBBY-OWENS-FORD GLASS Co., Toledo, which starts sponsorship Sept. 29 of a 52-week series of Sunday afternoon half-hour concerts, 4-4:30 p.m. (CST), by the 65-piece Chicago Woman's Symphony Orchestra on 72 CBS stations titled *Design for Happiness*, will originate its opening program from Toledo, with others from Civic Theatre, Chicago. Izler Solomon, 30-year-old conductor, will present guest soloists. U. S. Adv. Corp., Toledo, placed the account.

N. Y. Utility Returns

FOR THE FIFTH consecutive season, Consolidated Edison Co., New York, will start sponsoring on Sept. 11 *New Echoes of New York* on WJZ, New York, as institutional promotion for its gas and electric services. Contract for 39 weeks was signed by McCann-Erickson, New York. The series is a variety show on Wednesdays 7:30-8 p.m. (EDST) featuring, for the third year, the Edisoneers, a choir of 18 male employes, and the orchestra of Josef Bonime.

'Playhouse' for Drene

PROCTER & GAMBLE Co., Cincinnati, on Sept. 21 will bring back *Knickerbocker Playhouse* to 32 NBC-Red stations, Saturdays, 7-7:30 p.m. (CDST) with a repeat broadcast for eight western stations from 10:30-11 p.m. on behalf of Drene (hair wash). Last season the same sponsor used the show to promote Teel (liquid tooth paste). Each program will feature different players selected according to type of show to be produced. Writers, also, will be varied. Joseph T. Ainley will be in charge of production. H. W. Kastor & Sons, Chicago, is agency.

Macaroni Account

CHICAGO MACARONI Co., Chicago, on Aug. 12 started 52-week sponsorship of an Italian program *Pasquale C.O.D.*, written around a grocery store locale, on WHOM, Jersey City. The serial is heard Mondays through Saturdays, 7:45-8 p.m. and is written and produced by Guilio Amauli, who also plays the leading role. The company has commissioned WHOM to record the series for rebroadcast on stations in Philadelphia, Chicago, Cleveland, Detroit and Boston, although further details on this arrangement have not been decided, according to Joseph Lang, manager of WHOM. Account is handled direct.

Mission Dry on WOR

SUSTAINING program for more than a year, *Where Are You From*, featuring Dr. Henry Lee Smith, who analyzes voice and speech patterns, will be sponsored on WOR, Newark, starting Oct. 2, by Mission Dry Corp., Los Angeles, for Vitawater. Maxon Inc., New York, the agency, signed a 52-week contract. The program was first heard on WCNW, Brooklyn, then shifted to WQXR, New York, and since April, 1940 has been on WOR, for a half-hour weekly instead of a quarter-hour as previously. It will continue at the present time, Wednesdays, 8-8:30 p.m. (EST) on the same basis. Guest stars will appear and mystery guests, whose speech is left to the audience to guess, will be a regular feature.

Colgate on CBS

COLGATE-PALMOLIVE-PEET Co., Jersey City, on Oct. 5 returns to 64 CBS stations with Wayne King's orchestra on behalf of Cashmere Bouquet Soap. Show to be heard Saturday, 7:30-8 P.M. (CST), will be similar to that presented last season, with diamond rings given for letters written by listeners. Buddy Clark will take the singing role. Sherman & Marquette, Chicago, handles this account.

Brinkley Inquiry By FCC Sought

Alleged Un-American Activity Irks Friends of Democracy

ASKING for "decisive and heroic action" in dealing with the Mexican border station problem, Friends of Democracy Inc. on Aug. 29 called upon the FCC and the Mexican Government to investigate allegedly anti-democratic activities carried on by Dr. John R. Brinkley on his XERA, Villa Acuna.

The request for a complete investigation of Dr. Brinkley's activities was made in a letter, accompanied by an 11-page memorandum, sent to the FCC and to Emilio Azcarraga, president of the Mexican Broadcasters' Assn. and reputedly a close friend of President Cardenas.

The letter was signed by Dr. L. M. Birkhead, national director of Friends of Democracy, which headquarters in New York and numbers among its members a large number of well-known public figures. It called attention to the comprehensive memorandum, which went into Dr. Brinkley's background and his present connections in detail. Special emphasis was given to his alleged anti-Semitic and pro-Nazi activities. Drawing particular attention in this respect was his reported exploitation of *Publicity* magazine, described in the letter as "one of the most obscene anti-Semitic and pro-Nazi publications in the United States".

Observing that Dr. Brinkley, through XERA, was probably the principal offender, although there were others among the border stations, Dr. Birkhead pointed to the incongruity of America spending billions of dollars for military defense and at the same time allowing to continue unabated such operations as the alleged misdoings of Dr. Brinkley. Pointing to the North American Regional Broadcast Agreement, Dr. Birkhead emphasized the immediate necessity for "decisive and heroic action in dealing with XERA" and similar stations.

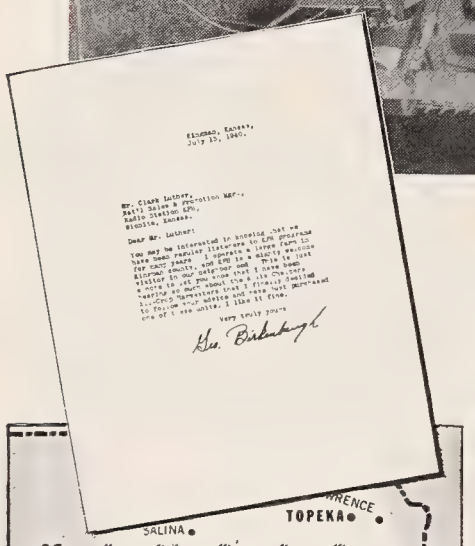
'Union Now' Buys Time

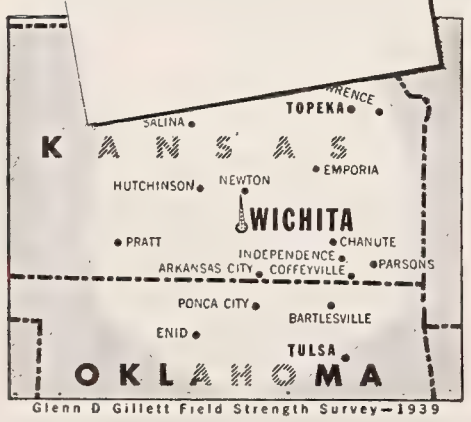
TURNING TO RADIO to spread its plea for uniting the seven leading democracies of the world, Federal Union Inc., New York, on behalf of the Union Now movement, on Aug. 20 began sponsoring on WMCA, New York, its *Hour For Union Now*, which will continue Mondays, Wednesdays and Fridays, 8-8:15 p.m. Series is rebroadcast each following day to England, the British possessions and South America by the Boston shortwave station, WRUL. If the spot campaign rallies support to the plan, radio efforts may be expanded, according to W. A. Larner, radio advisor of the organization.

WOR Owners Use WNEW

L. BAMBERGER & Co., Newark department stare subsidiary of R. H. Macy Co., operators of WOR, Newark, is promoting the "cash and carry" department of its basement store with a daily half-hour program on WNEW, New York, 7:30-8 a.m. No special sales in the department, which opened Aug. 20, are promoted, merely regular merchandise at usual prices with commercials under three minutes heard only twice during the period. Features of the program are recordings of "light sweet" music interspered with live AP news flashes given by John Flora. Dennis James is m.c. of the shows, contract for which is on a 52-week basis. Account is handled direct.







Glenn D Gillett Field Strength Survey—1939

. . . and Geo. Birkenbaugh is only one of 292,421 in the KFH Airea—

who are buying tractors and soap—automobiles and coffee—because of hard-hitting salesmanship from KFH. Here in the KFH airea are 292,421 radio families with $248 more money to spend than the average American family. That's extra money to buy more of your products if you'll take the time to tell them about 'em.

KFH is the home of 70% of the buying power of Kansas, PLUS 20% of the buying income of Oklahoma because it is the ONLY full time CBS outlet in Kansas and the ONLY 5000 watt night and day station in the entire state.

So if you have something to sell—we would suggest that you employ—

That Selling Station for Kansas

KFH

WICHITA

CBS • 5000 DAY • 5000 NIGHT • CALL ANY EDWARD PETRY OFFICE

Sidney D. Spear Named FCC Labor Specialist

IN LINE with the recently-inaugurated policy of designating specialists in its Law Department, the FCC Aug. 28 announced the appointment of Sidney D. Spear, assistant to the legal advisor of the State Department, as legal aide on matters involving employment and labor. He will serve under General Counsel Telford Taylor in all phases of labor law, including broadcasting.

Mr. Spear has specialized in labor economics and research. He was born in Seattle in 1909, and was graduated from the University of Washington magna cum laude with AB degree in 1931. He did graduate work in psychology and sociology and was assistant dean of men at the university until 1934. He received his law degree from Harvard in 1937, after which he joined the State Department and specialized in legal aspects of communications. His post carries a salary of $3,800.

Federal Board Certifies AFRA as KXOK Union

IN A RULING made public Aug. 19, the National Labor Relations Board certified AFRA as the collective bargaining agency for freelance actors, singers and announcers employed by KXOK, St. Louis. Excluded, however, were hillbillies and the station's program director, Blaine Cornwell.

Clerical employes of the station who do part-time work before the microphone were included in the union unit.

Program Director Cornwell, because he has supervisory authority over 16 or more staff employes, was identified with the executive management and therefore was excluded. Audrey B. Reid, news editor, but who has two regular subordinates, was held to be "distinctly subordinate" as compared to Mr. Cromwell. The board held that for the purposes of collective bargaining, his interests appear to be more closely identified with those of other employes within the appropriate unit than with those of the company.

Milk Fund List

NEW YORK STATE Milk Publicity Bureau, through its agency J. M. Mathes, New York, will start its fall advertising campaign Sept. 30 with three to five weekly participations on women's and home economics programs on 15 stations in New York State, as follows: WNBF WIBX WSYR WGY WFBL WHAM WHEC WBEN WGR-WKBW WJZ WABC WENY WABY and one not yet selected.

FM Mfgr. Buys Time

PLANNING an intensive radio sales drive for its FM receivers, Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., has renewed *Treasury of Music* on WQXR, New York. After sponsoring the program for the last year, Stromberg-Carlson on Sept. 2 will use the thrice-weekly half-hour to emphasize the advantages of FM. The pioneer FM set manufacturer during October, November and December will intensify its radio campaign by using four half-hour periods weekly instead of three. Agency is Stewart, Hanford & Casler, Rochester.

FM Promotion Activity to Be Extended As Survey Shows 14 Firms Making Sets

INCREASED promotional activity for FM broadcasting is foreseen in the light of a survey conducted recently by FM Broadcasters Inc., indicating that 14 individual manufacturers will have FM receivers on the market this fall. Although sales-educational promotions are necessarily limited until FM stations actually operate in a greater number of cities, the increased number of manufacturers apparently indicates preparations to create and meet a demand for sets as FM service expands over the country.

No definite plans for any individual promotion have been announced, but a drive planned by General Electric Co. is indicative of the attention paid the FM prospect by set manufacturers. In general, the GE plan provides a distributor-dealer-station tie-in which may be easily adapted to any particular market as new FM stations are established.

Receivers Available

No specific details of the promotion have been revealed by GE except that it is designed to stimulate set sales as well as listening through dealer-station cooperation in providing the public with an opportunity to try FM reception first-hand. As FM programs become available, distributors and dealers would be on hand with a stock of receivers for demonstration and sale. Station operators also would arrange special programs to demonstate FM propensities as an educational project.

The FMBI survey, which covered all major receiver manufacturers, showed that 11 companies are manufacturing home receivers in various price ranges, and three others are marketing monitor type sets. Stromberg-Carlson, pioneer FM set manufacturer, listed nine models, ranging from a $70 table model to an AM-FM combination console at about $450. General Electric has a $49.95 "translator" model, to be plugged into the speaker of a regular console radio, and a $175 console combination. Freed Radio Corp. (Freed-Eisemann) also is manufacturing two combination models, incorporating AC or DC operation, to sell at $75 and $200.

The most reasonably priced console model announced to date is manufactured by Emerson Radio & Phonograph Corp., a combination set selling for $99.95. Pilot Radio Corp. also is offering three combination models, a $139.50 table model, $179.50 console and $299.50 radio-phonograph combination.

Ansley Radio Corp., manufacturing the Ansley Dynaphone, announced that all standard console and armchair models were being offered with FM for $60 plus list price. The company also indicated that all Ansley sets produced since the first of the year are adapted for plug-in attachment to an FM tuner. Stewart-Warner Corp. also will offer at least one combination receiver and a table model adapter within the next two months. Philharmonic Radio Co. is offering an FM adapter for present Philharmonic owners at from $75 to $100, depending on the set. E. H. Scott Co., Chicago, is offering several FM models in its custom-built line, ranging from a $109.50 adapter to a $449.50 combination. Although no definite word was received from Zenith or Farnsworth Television & Radio Corp., it was indicated both will manufacture FM sets.

Among companies manufacturing communications type receivers are National Co. Inc., Malden, Mass., with a $150 monitor set; Radio Engineering Labs., $120 monitor and $75 speaker; Hallicrafters Inc., Chicago, $175 combination.

Increase Is Noted In Kansas Radios

Prof. Summers Finds Slight Drop in News Preference

A SLIGHT increase in the number of radio sets in Kansas homes is indicated in the 1940 survey of that State conducted by Prof. H. B. Summers of Kansas State College. In questioning of 7,031 families he found that 85.8% had radio sets in their homes as compared with 83.6% a year ago and 78% in 1938.

Prof. Summers found that the average adult in a Kansas radio home listens 4 hours and 11 minutes per day. Women, he found, listen 4 hours and 39 minutes per day as compared with 3 hours and 42 minutes for men. Saturday listening drops to 3 hours and 13 minutes for men, and 3 hours and 54 minutes for women. On Sundays the average period is 4 hours and 32 minutes for men and 4 hours and 22 minutes for women.

In analyzing program preferences, Prof. Summers says Kansas listeners prefer news programs above all other types of radio fare, though a slight decrease in news listening is apparent. A similar decrease was noted in both religious and old-time music.

Other declines during the year included serial drama, band music and sports broadcasts. On the other hand, steady increases were noted in programs featuring comedians, classical music and especially variety shows not using featured comedians. In analyzing public reaction to serials, Prof. Summers found that 32.8% of listeners said they would listen more to the radio if fewer serials were broadcast; 22.4% that they would listen less; the remaining 44.8% indicated reduction in the number of serials would not influence their listening habits. Copies of the survey were mailed to the trade by Ben Ludy, manager of WIBW, Topeka.

Coast Video Session

ALL ASPECTS of television were discussed during the first national convention of the Television Engineers Institute of America, held in Hollywood, Aug. 22-24 with George H. Seward, president, presiding. Don E. Gilman, NBC western division vice-president, and Glenn Y. Middleton, CBS Hollywood television representative, were among speakers.

Mr. Gilman said barriers to general television are not technical, but economic. Telecasting stations will have to resort to use of films for program material, said Mr. Seward. He declared television will be the film industry's biggest customer.

Plan to Suppress Diathermy Sought

Jett Says FCC Will Summon Meeting on Interference

DISCLOSING that the FCC plans to call a conference in the near future to develop means of suppressing interference to domestic and international communications caused by diathermy apparatus, E. K. Jett, FCC chief engineer, Sept. 2 told the American Congress of Physical Therapy in Cleveland that with the development of FM and television, important new problems are being presented by expanded use of diathermy apparatus. Actually these machines are radio transmitters capable of international range, he declared.

Both FM and television have made "remarkable strides", Lieut. Jett declared, and there is every reason to believe they will soon be firmly established, just as standard broadcasting is today. These services must operate in the ultra-highs above 40,000 kc., he said, and therein lies a new diathermy interference problem.

Simple Solution

Any curtailment of diathermy apparatus would cause great hardship to many sufferers and would prevent the saving of many lives, he pointed out. There is no idea of preventing use of these machines, steadily increasing in number, he explained, but it is a question of "live and let live", and a way must be found in which each can get along with the other.

While these machines actually are transmitters, Lieut. Jett said the radiation which results in interference is not essential for therapeutic purposes and may be regarded as a by-product of the means used to attain the objective. It can be eliminated or minimized if reasonable methods are employed, and from an engineering standpoint the solution is simple. Screening the room, the patient and the apparatus is possible, he pointed out, but if this proves impractical or economically inadvisable, the only solution would be to use apparatus with a restricted frequency band which does not extend over more than one communication channel. Great care should be exercised in the selection of the channel to make certain no interference will result to radio reception, he advised.

IRE Talk Halted

DISCUSSION of frequency variations in Klystron oscillators was abruptly cancelled Aug. 28 by order of the National Defense Research Committee during the Pacific Coast Convention of the Institute of Radio Engineers. The action was taken when Prof. F. E. Terman, of Stanford U, IRE national vice-president, stated: "The National Defense Research Committee recommends that the paper on Klystron oscillators not be delivered because of national defense considerations." He added that the rays "have many obvious military uses which cannot be disclosed." The discussion was to have been handled by Professors E. L. Ginzton, W. W. Hansen and R. H. Varian, of Stanford U.

Boice Quits V-P Post, TBS Suspends Activity

RESIGNATION in mid-August of H. K. Boice as executive vice-president and a director of Transcontinental Broadcasting System points to immediate suspension of the network's activities and a dissolution of the corporation. Although Mr. Boice would not comment on the future prospects of the venture, the TBS headquarters office in New York is being closed and it is presumed this is the initial step in calling at least a temporary halt in efforts to start a new national network. Mr. Boice has announced no future business plans.

Formerly CBS vice-president in charge of sales, Mr. Boice joined TBS this spring upon withdrawal of Elliott Roosevelt as president. At the time it was hoped to stimulate new interest in the project and to envelop a large number of independent stations. Failure of prospective business to materialize, coupled with financial uncertainty and indecision of backers on whether the time was ripe for a fourth network, brought about the decision to halt activities. Uncertainties due to the international situation also were a fatcor. Although it is estimated several hundred thousand dollars were dropped by principal backers, it is thought they will liquidate their holdings and call it a day.

RECENT subscribers to UP news service include: WGAU, Athens, Ga.; WEBQ, Harrisburg, Ill.; WBOC, Salisbury, Md.; WKPA, New Kensington, Pa.; KMED, Medford, Ore.; WCED, DuBois, Pa.



WAR GAMES of the Fourth Army in Northern Minnesota last month found KSTP's mobile unit on a hedge-hopping tour of the action, which had to be recorded and rebroadcast because iron ore deposits made shortwave relays impractical. A half-hour "newsreel" broadcast was sent daily to the station which also supplied the discs to KFYR, Bismarck; KOBH, Rapid City, S. D.; KELO, Sioux Falls; WIBW, Topeka; WDAF, Kansas City; KSD, St. Louis; KARK, Little Rock; WOW, Omaha; KFPW, Fort Smith, Ark.; WNAX, Yankton. One direct line broadcast was keyed by KSTP to WLOL, Minneapolis; KROC, Rochester; KFAM, St. Cloud; KYSM, Mankato; WDSM, Superior, Wis.; KRNT, Des Moines; WMT, Cedar Rapids; KMA, Shenandoah; KOIL, Omaha; KFOR, Lincoln. Here are Announcer Bob Murphy, and Engineer Al Ash.

Code Relaxed During Campaign

(*Continued from page 17*)

prominent figures are identified, is also forming battle lines to combat so-called "fifth column" propaganda activities, but whether it intends to oppose Fr. Coughlin openly has not been stated. Dr. L. M. Birkhead, a critic of Fr. Coughlin's former broadcasts, is head of this organization.

In issuing its interpretation, the Code Committee points out that its statement "in no sense preempts or replaces the authority or responsibility of station licensees for programs broadcast." Moreover, it states, final judgment as to the acceptance of such broadcasts requires knowledge of their actual content.

"Not until the programs are read or heard in advance," says the committee's official statement, "can final determination of their status under the code be made. We are, however, assuming as a fact what we believe has been represented or implied by the agency seeking to order time for these [the Coughlin] broadcasts in its statement that the broadcasts would comply with the code—that is, that they will necessarily be political in nature. On that premise, the question clearly falls under that phase of the code which deals with political broadcasts as a part of the general section devoted to the broadcasting of 'controversial public issues'."

Democratic Spirit

The statement then quotes the "controversial issues" section of the code [see BROADCASTING *Yearbook*, page 309] and goes on to say:

"Surely it is evident that the adoption of these principles, by which broadcasters willingly assume their basic obligation to the public to provide time without charge for the discussion of all controversial public issues, clearly reflects the spirit of a free, democratic medium of information, properly serving a free, democratic people. And it is noteworthy that it is only during the brief campaign periods when broadcasters cannot possibly afford to give away the properly required amounts of political time that the single exception is made to charge for broadcasters in this specific category.

"Under the provisions of the code for this single exception, it seems clear to us that time could properly be sold for the proposed broadcasts, or any other broadcasts of a strictly political nature during the current political campaign, provided that equal opportunity be afforded for the presentation of opposing views. To maintain this scrupulous fairness in public debate, which is not only the essence of this section of the code but is so vital an element of Democracy itself, it is logical and necessary that stations should know, before making any commitment for time, what side of what issues the broadcasts will support, and which candidacy, or candidacies will be advocated.

"We call this to your particular attention in relation to your program schedule, because it is a problem which does not arise in the usual sale of time to political parties whose positions on issues and candidates is self-evident in advance. The need for such information is even more necessary in making commitments for a series of broadcasts during consecutive weeks, because the problem of time for opposing viewpoints is multiplied by the number of such broadcasts.

"The foregoing interpretation of the code is limited, as stated, to the duration of the current political campaign, since the code clearly specifies that all broadcasts on controversial public issues are to be made on unpaid time, except when they are for or against a legally qualified political candidate, or an issue subject to ballot during political campaign periods.

"In this connection it is disquieting to the committee to learn that the proposed broadcasts are being offered for a 52-week series. We know of no interpretation of the code which would permit the sale of time for broadcasts on controversial national public issues beyond the period of the national campaign. We believe stations therefore, should limit any commitments which are made to reflect the principles of the code in this respect."

WSB, Atlanta, discussed education plans for the season at a meeting with delegates from seven Georgia colleges, a member of the board of regents, and a delegate from the State Extension Service. Each of these groups stages programs on WSB. Representing the station were J. Leonard Reinsch, general manager, and Marcus Bartlett, production manager.

Equal Opportunity

WHETHER it's Roosevelt or Willkie, someone at WJIM, Lansing, Mich., will win. In mid-August, Howard K. Finch, WJIM production manager, was appointed State radio director for the Republican party in charge of all time-buying and schedule arranging for the campaign. On Aug. 19, Harold F. Gross, owner and manager of WJIM, was named State radio director for the Democratic party. Finch, though only 28, has been in radio 11 years in program capacities. Gross, 35, is owner of WJIM and half owner of the projected new WHAL, Saginaw.

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Latin Listening

INTERNATIONAL division of NBC in New York reports Latin Americans have sent in 18,575 letters in 7½ months commenting on its goodwill shortwave shows. On the air eight hours daily, seven days a week, the programs give music, both light and classical, poetry readings, news and translations of the speeches of American statesmen.

Parties Cut Radio

(*Continued from page 17*)

has been definitely set, an Oct. 20 quarter-hour on 26 MBS stations for the Socialists. The Communist party at present is negotiating for time for several network programs to be sponsored by the national organization.

Since a good share of the Socialists' $5,000 or $6,000 radio budget will be expended on the Oct. 20 program, it likely will be their most ambitious radio effort on a national scale. However, campaign officials have indicated that other broadcasts during campaign tours will be sponsored by local and State party organizations, although they could not estimate the probable size of these independent time purchases. With a total campaign budget of only about $75,000, they indicated that radio's share necessarily must be limited to $5,000 or $6,000. According to present plans, the Oct. 20 program, broadcast on the anniversary of the death of Eugene V. Debs, famous Socialist leader, probably will originate at either Canton, O. or New York. Principal figures on the quarter-hour broadcast will be Norman Thomas, perennial Socialist candidate for President, and Maynard C. Krueger, vice-presidential candidate and a Chicago U professor often heard on the *University of Chicago Round Table*.

Communists Plan to Buy

Communist campaign headquarters in New York indicated that plans are afoot for eight national broadcasts, although time purchases are not yet consummated and no dates set. The national organization's broadcasts will be augmented by additional programs sponsored by state organizations during the campaign tour of the Communist Party candidates, Earl Browder and James W. Ford.

Party officials are discussing the use of spot announcements and transcribed programs, with a decision expected soon. Although the budget has not been definitely set, the radio budget probably will be between $30,000 and $40,000, with the latter figure an absolute maximum.

Miss Millett Named Aide

MISS E. FREDERICA MILLETT, who worked in the radio division of the Democratic National Committee in 1936, has been appointed an assistant to G. W. (Johnny) Johnstone, radio director of the committee, for the duration of the present campaign. Miss Millett for the last two years has been alternating between being radio director of the President's Birthday Ball Committee and director of women's participation in the radio division of the New York World's Fair.

RECORD AUDIENCE FOR WILLKIE

CAB Finds Acceptance Speech Attained Rating of 37.8%; Reaction of Press

HIGHEST listeners rating ever recorded for a "political speech", 37.8%, was achieved Aug. 17 by Wendell L. Willkie, Republican Presidential candidate, with his acceptance speech from Elwood, Ind., according to figures announced Aug. 21 by the Cooperative Analysis of Broadcasting. The nation-wide CAB survey, conducted as a special project, indicated that 37.8% of the questioned radio receiver owners in 33 cities reported having heard the GOP nominee in their homes.

Although the Willkie broadcast registered the highest "political speech" rating on record, it was pointed out by A. W. Lehman, CAB manager, that at least two other broadcasts have had higher ratings. These are President Roosevelt's June 10 speech in Charlottesville, Va., with a 45.5 rating, and the abdication speech of King Edward VIII, in December, 1936, with 45.

Heard by 21,000,000

He also explained that this latest record is not conclusive, since CAB operates its survey only 14 days out of each month, and it is possible that some political speech during the non-survey periods might have reached larger listening audience.

In the face of expressed differences of opinion in the trade and the public as to Mr. Willkie's radio effectiveness, Mr. Lehman commented to BROADCASTING that although the candidate's delivery apparently did not influence his initial broadcast audience, it may affect future audiences, either up or down depending on the general reaction to his radio personality.

Observing that several factors influence judgment of listeners in this respect, he added it was not considered practicable to include in the regular CAB survey a query on listener reaction, since it would be difficult to control the question so it would yield an impartial answer.

Mr. Lehman estimated a projection of the rating indicated an audience of approximately 21,000,000, not including listenership outside of homes. The only other acceptance address rated by CAB was GOP Candidate Landon's in 1936, which reached 28.5% of the persons questioned. Although none of President Roosevelt's three acceptance speeches have been covered by CAB surveys, several of his campaign speeches and other Presidential addresses have been rated. In the 1936 campaign President Roosevelt's highest CAB rating was 24.6%. His highest rating for a "speech of political complexion" was 32.6, recorded for the Jackson Day Dinner oration of Jan. 8, 1936.

Newspaper Reaction

The consensus of editorial reaction after the Willkie speech at Elwood was that he failed to live up to expectations as a radio orator, with some suggesting that he will need training in microphone technique just as Alf Landon needed it in 1936. That "radio personality" will play an important part in the campaign, particularly as between Roosevelt and Willkie, was agreed on all hands. It is not expected, according to GOP headquarters, that Mr. Willkie will make more than six or eight addresses over nation-wide hookups during the campaign, and some consideration is being given the suggestion that he discard script and speak ad lib because he is a relatively poor reader but an excellent extemporaneous speaker.

The reaction to Mr. Willkie's radio effort was pointedly commented upon by the editor of the Scripps-Howard newspapers, which on Aug. 19 carried the following editorial:

"Wendell Willkie's speech was much better to read than to hear.

"In what the radio experts call diction, Mr. Roosevelt up to now has it all over Mr. Willkie.

"That is important—tremendously important—in the campaign of this Year of Our Lord 1940. It is something that Mr. Willkie's best friends should tell him. And he should do something about it.

"Demosthenes used a pebble. Mrs. Roosevelt, we understand, employed a teacher in intonation. Anyway, it can be done.

"Mr. Willkie's chief fault is a slurring of words, and a tendency to stumble and to backtrack. We listened to the original and then again to a rebroadcast. These slur ings were conspicuous—flosophy, instead of the full articulation; princples, likewise; blieve; smlar; clamity; oppsite; mtenance; obslete; Unistates.

"Now, all that shouldn't be consequential, but it is. It's a condition, not a theory. When it comes to vote-getting in this day of radio and audiences by the million, teamwork among the organs of speech is vital. How the vocal cords mesh may be more important than how the Hatch Act performs. An Adam's apple may win the election and determine the destiny of nations.

"We don't think how a thing is said should be anywhere near as important as how a thing is thought. But in campaigning, it is.

"Otherwise many of history's vocal triumphs would never have occurred, and it would have been impossible for the cross-of-gold-and-crown-of-thorns oration to have given goose pimples to the 1896 convention and the then obscure Mr. Bryan the nomination.

"So, thus early in the campaign, Mr. Willkie should take heed of this problem and realize that he is up against the greatest epiglottis in the known world."

N. Y. 'Bull Sessions' Resume

BROADCASTERS Bull Session, informal group of New York agency and radio executives which met weekly last year for luncheon discussions at Stauffer's Restaurant, New York, plans its first meeting for the 1940-41 season on Oct. 2 at 12:30 p.m. at the same restaurant. Arthur Sinsheimer, radio director of Peck Adv. Agency, New York, is chairman of the group this year. First speakers committee arranging for the Oct. 2 session includes Edith Hophan, assistant to Paul Munroe, radio director of Buchanan & Co., New York; Paula Nicoll of the MBS station relations department; Linnea Nelson, radio time-buyer of J. Walter Thompson Co., New York; Peggy Stone, International Radio Sales, New York; Horace Hagedorn, Howard H. Wilson Co., New York.

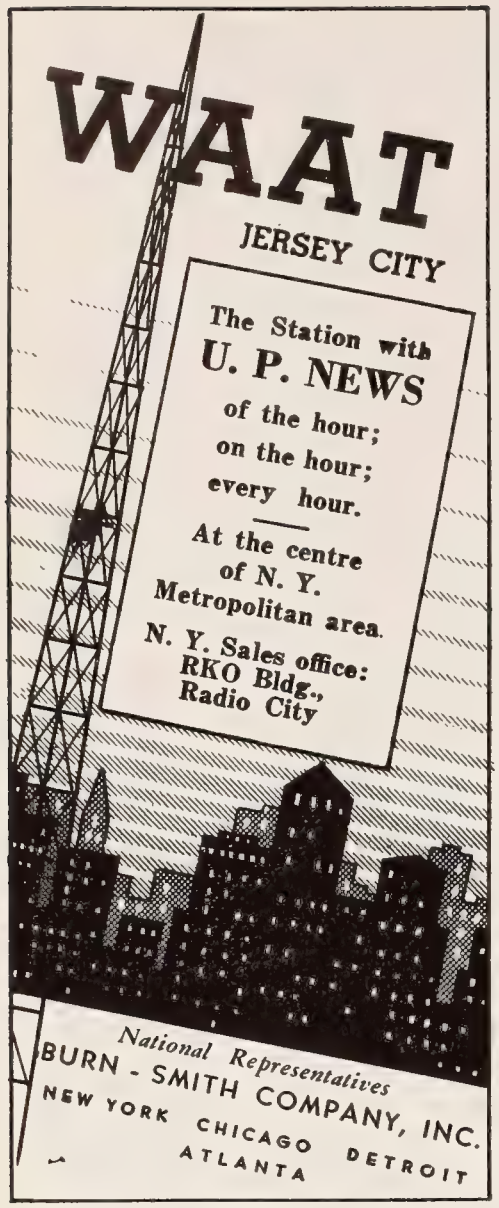
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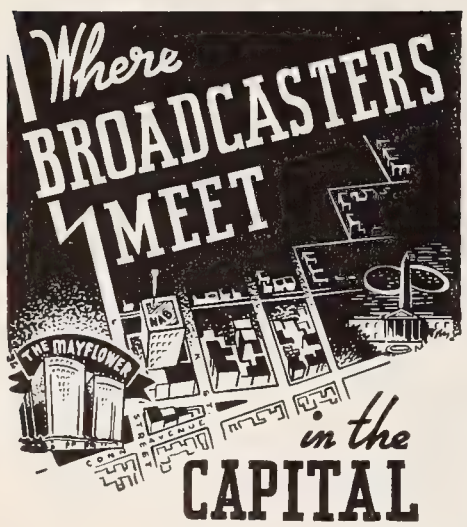
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Network Accounts

All time EDST unless otherwise indicated.

New Business

WILLIAM R. WARNER Co., New York (Sloan's Liniment), on Oct. 11 starts *Gang Busters* on about 100 NBC-Blue stations, Fri., 9:30-10 p.m. Agency: Warwick & Legler, N. Y.

GROVE LABORATORIES, St. Louis (Bromo-Quinine), on Sept. 29 resumes *Adventures of Sherlock Holmes* on 44 NBC-Blue and 8 NBC-Red Pacific Coast stations, Sun., 8:30-9 p.m. (EST). Agency: Stack-Goble Adv. Agency, Chicago.

AMERICAN SAFETY RAZOR Corp., Brooklyn (Star razors, blades), on Sept. 10 starts *Wythe Williams* on 93 MBS stations, Tues., and Thurs., 8-8:15 p.m. Agency: Federal Adv. Agency, N. Y.

GENERAL FOODS Corp., New York (Post Toasties), on Oct. 7 starts *Portia Blake* on about 65 CBS stations Mon. thru Fri., 4-4:15 p.m. (EST). Agency: Benton & Bowles, N. Y.

GENERAL FOODS Corp., New York (Maxwell House Coffee), on Oct. 7 starts *Kate Hopkins* on 43 CBS stations, Mon. thru Fri., 4:45-5 p.m. (EST). (reb. 3:30-3:45 p.m., PST). Agency: Benton & Bowles, N. Y.

HAROLD H. CLAPP Inc., Rochester (baby foods), on Sept. 30 starts *Mother O' Mine* on 60 NBC-Blue stations, Mon. thru Fri., 4-4:15 p.m. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE. Cincinnati (Drene), on Sept. 21 resumes *Knickerbocker Playhouse* on 32 NBC-Red stations, Sat., 7-7:30 (CDST). reb. for eight western stations 10:30-11 p.m. Agency: H. W. Kastor & Sons, Chicago.

KNAPP-MONARCH Co., St. Louis (electric razors), on Sept. 28 starts *Ahead of the Headlines* on 42 NBC-Blue stations, Sun., 11:45 a.m.-12 noon. Agency: Cramer-Krasselt Co., Milwaukee.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Cashmere bouquet), on Oct. 5 resumes *Wayne King's Orchestra* on about 60 CBS stations, Sat., 8:30-8:55 p.m. Agency: Sherman & Marquette, Chicago.

FLORIDA CITRUS COMMISSION, Lakeland, Fla., on Sept. 30 starts *Mary Margaret McBride* on 36 CBS stations, Mon. thru Fri., 3:15-3:30 p.m. Agency: Arthur Kudner, N. Y.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Sept. 6 resumes *Alec Templeton* on 45 NBC-Red stations, Fri., 9:30-10 p.m. (CDST). Agency: Wade Adv. Agency, Chicago.

GENERAL MILLS Inc., Minneapolis (Wheaties), on Sept. 30 starts *Jack Armstrong, the All-American Boy* on 18 NBC-Red stations east of Chicago, Mon. thru Fri., 4:30-4:45 p.m. (CST). Agency: Knox Reeves Adv., Minneapolis.

AMERICAN ECONOMIC FOUNDATION, Cleveland, on Sept. 2 starts *Wake Up America* on 41 MBS stations, Mon., 9-10 p.m. Agency: Bayless, Kerr Co., Cleveland.

CHAMBERLAIN SALES Corp., Des Moines (hand lotion), on Nov. 10 starts *Chamberlain's Lovely Lady* for 13 weeks on 30 NBC-Red stations, Sun., 9:30-10 (CST). Agency: L. W. Ramsey Co., Des Moines.

K'S BEVERAGE Co., Los Angeles, on Aug. 12 started for 13 weeks *Sing With Your Favorite Band*, recorded music, on 3 Southern California Don Lee stations (KHJ KFXM KTKC) Mon., 8:30-9 p.m. (PST). Agency: Brisacher, Davis & Staff, Los Angeles.

RICHFIELD OIL Corp., New York, on Oct. 1 resumes *Confidentially Yours* on 25 MBS stations, Tues., Thurs., Sat., 7:30-7:45 p.m. (EST). Agency: Sherman K. Ellis & Co., N. Y.

QUAKER OATS Co., Chicago (cereals), on Oct. 27 starts variety program on 38 NBC-Red stations, Sun., 5:30-6 p.m. Agency: Ruthrauff & Ryan, Chicago.

RALSTON-PURINA Co., St. Louis (hot cereals), on Sept. 30 resumes *Tom Mix Ralston Straight Shooters* on 52 NBC-Blue stations, Mon. thru Fri., 5:45-6 p.m. Agency: Gardner Adv., St. Louis.

OHIO OIL Co., Columbus, on Sept. 6 resumes for 39 weeks *Marathon Melodies* on 13 NBC-split stations, Fri., 11:30-12 midnight. Starting Oct. 4 program will be heard 10:30-11 p.m. Agency: Byer & Bowman Adv. Co., Columbus.

STANDARD BRANDS, New York (Chase & Sanborn coffee) on Sept. 1 resumes *Chase & Sanborn Hour* on 69 NBC-Red stations, Sun., 8-8:30 p.m. Agency: J. Walter Thompson Co., N. Y.

BRISTOL-MYERS Co., New York (Ipana-Sal Hepatica), on Oct. 2 starts *Eddie Cantor* on 65 NBC-Red stations, Wed., 9-9:30 p.m. (EST). Agency: Young & Rubicam, N. Y.

WOPI, WKPT to NBC

WOPI, Bristol, Tenn., and WKPT, Kingsport, Tenn., on Aug. 25 joined NBC's Southeastern Group as bonus outlets to advertisers using WFBC, Greenville, S. C., bringing NBC's total number of affiliates to 198 stations. WOPI operates on 1500 kc. with 250 watts day and night power. WKPT operates on 1370 kc., 250 watts, unlimited time. WSFA, Montgomery, Ala., Joins NBC as an optional Red or Blue network outlet on Dec. 20, 1940, when it terminates its present contract as a CBS affiliate.

GENERAL FOODS Corp., New York (Maxwell House Coffee), on Sept. 5 resumes *Good News of 1940* on 65 NBC-Red stations, Thurs., 8-8:30 p.m. Agency: Benton & Bowles, N. Y.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), on Sept. 9 resumes *True or False* on 43 NBC-Blue stations, Mon., 8:30-9 p.m. Agency: J. Walter Thompson Co., N. Y.

JOHN P. MORRELL & Co., Ottumwa, Ia. (Red Heart Dog food), on Sept. 29 resumes *Bob Becker's Chats About Dogs* on 48 NBC-Red stations, Sun., 3:45-4 p.m. (EST). Agency: Henri, Hurst & MacDonald, Chicago.

THOMAS LIPTON TEA Co., Hoboken, N. J. (tea), on Sept. 29 starts *Helen Hayes Theatre* on 60 CBS stations, Sun., 8-8:30 p.m. (rebroadcast, 10:30-11 p.m.). Agency: Young & Rubicam, N. Y.

F. B. WASHBURN CANDY Co., Brockton, Mass. (Waleco candy bars), on Sept. 7 starts *Crackpot College* on 5 CBS stations, Sat., 5:30-6 p.m. Agency: Bennett, Walther & Menadier, Boston.

V. LA ROSA & SONS, New York (macaroni products), on Nov. 12 resumes *Antonini Concert Series* on MBS, Tues., 8:30-9 p.m. Agency: Commercial Radio Adv. Service, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol soap), on Oct. 4 starts *Everyman's Theatre* on 54 NBC-Blue stations, Fri., 9:30-10 p.m. Agency: Blackett-Sample-Hummert, Chicago.

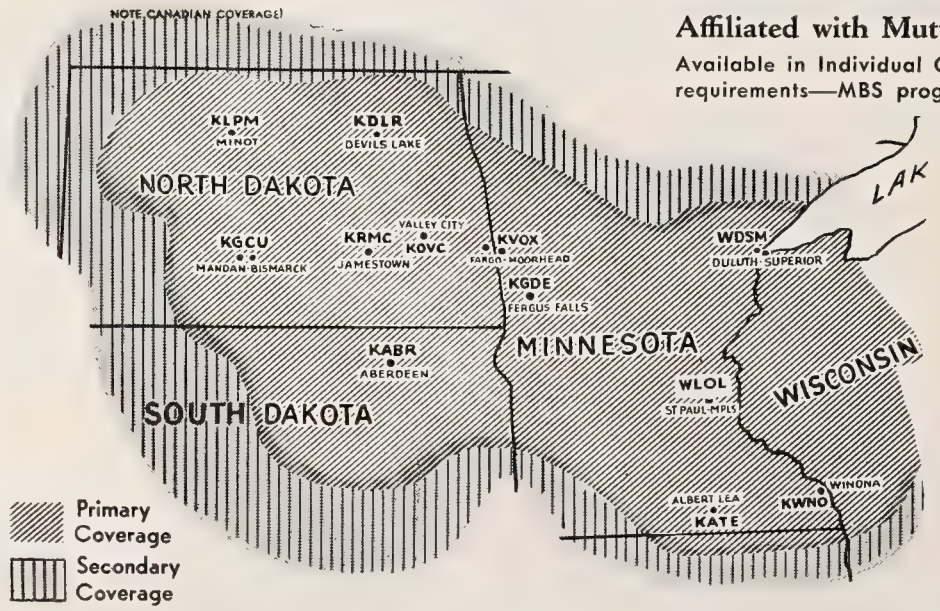
ACME WHITE LEAD & COLOR WORKS, Detroit (paints), on Sept. 7 resumes *Smiling Ed McConnell* on 30 NBC-Red stations, Sat., 11:30-11:45 a.m. (repeat, 4 weeks, 1:30-1:45 p.m. for Pacific Coast). Agency: Henri, Hurst & MacDonald, Chicago.

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5:00 PM Home Town Paper
7:30 PM Today's Headlines

You can buy participation 5 times weekly on any program and get our complete merchandising service.

Attention: Food & Drug Accounts — we guarantee Distribution and Displays in 1500 Retail outlets — at no cost to you—Wire or phone for details.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

Executive Office: Empire Bank Bldg., St. Paul, Minnesota

Chicago: 360 N. Michigan Ave., State 9572 • New York: 11 E. 42nd St., MU. 2-6148

SHERWIN-WILLIAMS Co., Cleveland (paint), on Oct. 20 resumes for 23 weeks *Metropolitan Auditions of the Air* on 40 NBC-Red stations, Sun., 5-5:30 p.m. (EST). Agency: Warwick & Legler, N. Y.

EARL BROWDER, Presidential Candidate of the Communist Party, San Francisco, on Sept. 12, only, *Talk by Earl Browder*, on 15 Don Lee California stations, Thurs., 8-8:15 p.m. (PST). Agency: Walter Barusch Adv., San Francisco.

BEST FOODS Inc., New York (Nucoa), on Oct. 7 starts *We, the Abbotts* on 56 CBS stations, Mon. thru Fri., 4:15-4:30 p.m. (reb., 7:15-7:30 p.m.) EST. Agency: Benton & Bowles, N. Y.

CONTINENTAL BAKING Corp., New York (Wonder bread), on Sept. 7 replaces *Sky Blazers* with *Marriage Club*, on 47 CBS stations, Sat., 8-8:30 p.m. (reb., 11-11:30 p.m.). Agency: Benton & Bowles, N. Y.

GENERAL FOODS Corp., New York (Grape Nuts), on Oct. 4 resumes *Kate Smith Hour* on 75 CBS stations, Fri., 8:55 p.m. (reb. 12 midnight-12:55 a.m. EST). Agency: Young & Rubicam, N. Y.

Renewal Accounts

PEPSODENT Co., Chicago (tooth powder, paste), on Sept. 24, renews for 52 weeks *Bob Hope Show*, on 64 NBC-Red stations Tues., 10-10:30 p.m. (EDST). Agency: Lord & Thomas, Chicago.

CHRYSLER Corp., Detroit (Dodge, Plymouth, De Soto, Chrysler) on Sept. 12 renews *Major Bowes Amateur Hour* on 83 CBS stations Thurs., 9-10 p.m. Agency: Ruthrauff & Ryan, N. Y.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh cigarettes), on Sept. 23 renews *Paul Sullivan Reviews the News* on 57 CBS stations, Mon. thru Fri., 6:30-6:45 p.m. (repeat. 1-1:15 a.m.) Agency: BBDO, N. Y.

BOWEY'S, Chicago (Dari-rich chocolate drink), on Sept. 29 renews *News & Rhythm* on 32 CBS stations. Sun., 11:05-11:15 a.m. (repeat 2:35-2:45 p.m.) (EST). Agency: Sorensen & Co., Chicago.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), on Aug. 24 renews *Luncheon at the Waldorf* on 47 NBC-Blue stations. Sat., 1:30-2 p.m. Agency: William Esty & Co., N. Y.

GENERAL ELECTRIC Co., Schenectady (Mazda lamps), on Sept. 15 renews for 52 weeks, *Hour of Charm* on 64 NBC-Red stations. Sun., 10-10:30 p.m. Agency: BBDO, N. Y.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Club pipe tobacco), on Oct. 3 renews *Vox Pop* on 50 CBS stations, Thurs., 7:30-8 p.m. Agency: Ruthrauff & Ryan, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Sept. 24 renews for 52 weeks *Treasure Chest* on 70 NBC-Red stations plus WSPD, Toledo, bringing total to 71 stations, Tues., 7:30-8 p.m. Agency: Stack-Goble Adv. Agency, Chicago.

QUAKER OATS Co., Chicago (cereal), on Sept. 23 renews for 13 weeks *Girl Alone* on 39 NBC-Red stations, Mon. thru Fri., 4-4:15 p.m. Agency: Ruthrauff & Ryan, Chicago.

ANDREW JERGENS Co., Cincinnati (Woodbury cosmetics), on Oct. 2 renews for 13 weeks, *Hollywood Playhouse* on 62 NBC-Red stations, Wed., 8:30-9 p.m. Agency: Lennen & Mitchell, N. Y.

ANDREW JERGENS Co., Cincinnati (Jergen's Lotion, Woodbury Soap), has renewed Walter Winchell's *Jergen's Journal* and *The Parker Family* on 66 NBC-Red stations, starting Sept. 29. The former is heard Sundays, 9-9:15 p.m. (EST), repeat 12-12:15 a.m., and the latter 9:15-9:30 p.m., repeat 12:15-12:30 a.m. Agency: Lennen & Mitchell, N. Y.



Boston American

"Go right on with the wedding ceremony, Judge. I just want to hear how the Dodgers are making out."

GENERAL FOODS Corp., New York (Sanka Coffee), on Oct. 8 renews *We the People* on 81 CBS stations, Tues., 9-9:30 p.m. (reb. 12 midnight-12:30 a.m. EST). Agency: Young & Rubicam, N. Y.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Sept. 4 renews for 52 weeks *Quiz Kids* and shifts from 32 NBC-Red stations, Fri., 10:30-11 p.m. to 46 NBC-Blue stations, Wed., 8-8:30 p.m. Agency: Wade Adv. Agency, Chicago.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Bugler tobacco), on Sept. 17 renews for 52 weeks *Plantation Party* and adds 12 NBC-Red stations making a total of 83 NBC-Red stations, Wed., 8:30-9 p.m. Agency: Russell M. Seeds Co., Chicago.

ANACIN Co., Jersey City, N. J. (headache pills), on Sept. 23 renews *Our Gal Sunday* on 43 CBS stations, Mon. thru Fri., 12:45-1 p.m. Agency: Blackett-Sample-Hummert, N. Y.

AMERICAN HOME PRODUCTS Corp., New York (Edna Wallace Hopper cosmetics), on Sept. 23 renews *The Romance of Helen Trent* on 43 CBS stations, Mon. thru Fri., 12:30-12:45 p.m. Agency: Blackett-Sample-Hummert, N. Y.

Network Changes

PETER PAUL Inc., Naugatuck, Conn. (Ten Crown gum), on Aug. 19 added KOIN KIRO KVI to *Bob Garred, News*, on 3 CBS Pacific Coast stations, Mon., Wed., Fri., 4:45-4:55 p.m. (PST). Agency: Brisacher, Davis & Staff, San Francisco.

Globe to Pillsbury

GLOBE GRAIN & MILLING Co., Los Angeles, user of West Coast radio, has been acquired by Pillsbury Flour Co., Minneapolis, for a cash consideration of $3,600,000, according to announcement. C. C. Hine, vice-president of Globe, and Philip W. Pillsbury, president of the firm bearing his name, stated that identity and personnel of the former organization will be retained. Established in 1902, the West Coast firm has mills in Los Angeles, San Francisco, Sacramento and Ogden.

WESTINGHOUSE ELECTRIC & MFG. Co., Pittsburgh, on Aug. 6 added 2 NBC-Blue stations to *Musical Americana* making a total of 100 NBC-Blue stations, Tues., 9-9:30 p.m. Agency: Fuller & Smith & Ross, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Aug. 22 expanded *Pot o' Gold* program to include three Arizona outlets, KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma. On Sept. 5, KGLU, Safford, Ariz., will be added, bringing the number of stations to 102. Agency: Stack-Goble Adv. Agency, Chicago.

PETER PAUL, Naugatuck, Conn. (Mounds candy), on Aug. 25 added 3 MBS stations to *Wythe Williams*, commentator, making a total of 7 MBS stations, Sun., 7:45-8 p.m. Agency: Platt-Forbes, New York.

PROCTER & GAMBLE Co., Cincinnati (Teel), on Sept. 16 replaces *Professor Quiz* with *Those We Love* and adds 11 CBS stations making a total of 70 CBS stations, Tues., 9:30-10 p.m. Agency: H. W. Kastor & Sons, Chicago.

B. T. BABBITT Co., New York (Bab-O cleanser), on Sept. 30 shifts *David Harum* on 40 NBC-Red stations, Mon. thru Fri., from 11-11:15 a.m. to 11:45 a.m.-12 noon. Agency: Maxon Inc., N. Y.

INTERNATIONAL SILVER Co., Meriden, Conn. (International Sterling and Silverplate), on Oct. 6 replaces *Fun in Print* with *Silver Theater* on 26 CBS stations, Sun., 6-6:30 p.m. (EST). Agency: Young & Rubicam, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Rinso soap), on Oct. 9 replaces *Uncle Jim's Question Bee* with *Big Town* on 67 CBS stations, Wed., 8-8:30 p.m. (repeat, on 31 CBS stations, 12:30-1 a.m.) (EST). Agency: Ruthrauff & Ryan, N. Y.

Recent Changes Included In New NBC Rate Card

RATE CARD No. 27, incorporating changes since last fall, was issued by NBC-Red Aug. 29 to become effective Sept. 1. Three station rate changes are included—KSTP, St. Paul, now 50,000 watts fulltime, increased from $320 to $400 per evening hour; WIS, Columbia, S. C., increased from $120 to $140, with WOLS, Florence, S. C., added without charge; WFBC, Greenville, S. C., increased as of Oct. 1 from $120 to $140 with WOPI, Bristol, Tenn., and WKPT, Kingsport, Tenn., added without charge. Also added Sept. 1 is KGLU, Safford, Ariz., available without charge with KTAR, Phoenix. Included is a new discount provision for advertisers whose contracted gross billing equals or exceeds $1,500,000 within a 12-month fiscal period. The discount of 25% in lieu of weekly quantity discounts and rebates to those advertisers will henceforth be allowed on a current basis.

MGM Cutting Discs

METRO-GOLDWYN-MAYER is cutting a series of quarter-hour transcriptions for placement by local theatres on perhaps 800 stations, starting Sept. 15, according to officials of the film company. Scenes from films, talent gossip, studio news and musical selections provide program material for the series. M-G-M is leaving questions of sustaining or sponsorship placement up to local theatres, it is understood. The action follows announcement by Paramount that it would stage world premieres of films only when a logical tieup with an air program presents itself.

Hinds to Use Spot

LEHN & FINK PRODUCTS Co., New York, which recently discontinued sponsorship of *Burns & Allen* on CBS for Hinds Honey and Almond Cream, is planning a spot campaign for the product to start the first week in October with three to ten announcements weekly on about 60 stations throughout the country. Agency is Wm. Esty & Co., New York.

ON YOUR MARK . . . . . .

GET SET . . . . . .

FOR BOSTON'S NEWEST LISTENING SENSATION . . . .

WMEX . . . BOSTON

5000 WATTS . . . FULL TIME . . . 1470 KILOCYCLES

Joseph Hershey McGillvra . . . . . National Representative

Large Ruppert Campaign Continued Into Autumn

JACOB RUPPERT BREWERY, New York, is continuing its spot campaign on 17 eastern stations, with half-minute daily transcribed announcements heard on 12 stations and longer programs broadcast live. On WOR, Newark, the company sponsors quarter-hour sports broadcasts by Stan Lomax, thrice weekly. Foreign language broadcasts include: WBNX, New York, with one half-hour German program Saturday evenings; WEVD, New York, a quarter-hour Jewish program Saturday evenings; one minute announcements in Italian and Polish on WHOM, Jersey City and WOV, New York, respectively.

Stations using twice-daily half-minute transcriptions are: WMCA, WHN, WNEW, all New York, WMBG, Richmond, WBIG, Greensboro, WDNC, Durham, WWNC, Asheville, and WFEA, Manchester. Using daily half-minute transcriptions are WQXR, New York, WDBJ, Roanoke, WBTM, Danville, and WGH, Newport News. Agency is Ruthrauff & Ryan, New York.

Lux Theatre Returns

LEVER BROS., Cambridge, Mass. (Lux), after an eight-week summer layoff, on Sept. 9 resumes for the seventh consecutive season *Lux Radio Theatre* on 63 CBS stations, Monday, 9-10 p.m. (EDST). Cecil B. DeMille continues as director and will also handle commentary, with Sanford H. Barnett as J. Walter Thompson Co. Hollywood producer on the series. George Wells is to do radio adaptations of current film plays for the weekly program, while Harry Kerr writes the commercials. Louis Silver is musical director and Mel Ruick announcer, with Charles Forsyth in charge of sound effects. Opening program of the season will have William Powell, Myrna Loy and Don Amache heading the cast of "Manhattan Melo-drama".

Proprietary Renews

EX-LAX MFG. Co., Brooklyn, throughout September is renewing its contracts with a large list of stations throughout the country for three to five transcribed and live spot announcements weekly, according to Joseph Katz Co., New York, the agency.

ANA Meets in October

THE ASSOCIATION of National Advertisers will hold its 31st annual meeting Oct. 23-26 at Greenbrier Hotel, White Sulphur Springs, W. Va. Albert Brown, advertising manager of Best Foods, New York, is chairman of the program committee.

Ludens on 85

LUDEN'S Inc., Reading, Pa., on Oct. 14 starts its annual winter campaign for cough drops using chain break announcements 13 to 20 times weekly on 85 stations throughout the country. Agency is J. M. Mathes, New York.

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Live wire salesman—midwest station, unusual opportunity. Salary. Send picture, references, complete details in first letter. Inquiries confidential. Box A934, BROADCASTING.

Combination Announcer Engineer—must be good announcer and have fair engineering qualifications. Make contact at once. Box A929, BROADCASTING.

NEWS MAN-ANNOUNCER—regional station North Central States wants a man 21 to 40 years of age with newspaper reporter background and radio announcing experience. Must be a man capable of collecting, editing and broadcasting news. Write complete details your news and radio experience, give references for character and employment and minimum salary expected in your first letter. Box A919, BROADCASTING.

Situations Wanted

Sports Announcer—play-by-play all sports. Sport commentary. References, recording. Box A928, BROADCASTING.

ANNOUNCER-ENGINEER — experienced, good voice, delivery and poise. Married, sober, now employed. Box A927, BROADCASTING.

Announcer-Operator—experienced, first class radiotelephone license. References, transcription. Available immediately. Box A922, BROADCASTING.

Sports Descriptionist-News Commentator—with production and commercial experience desires permanent connection. Box A933, BROADCASTING.

Looking for better sales opportunity—now employed. Sold $17,000 last year. Also doing sports. Will go anywhere if real future. Box A931, BROADCASTING.

Announcer—wants position; operates controls, one year network experience, good voice, background of schooling and travel. Box A923, BROADCASTING.

Experienced Announcer-Engineer — desires change, young, ambitious, transradio experience, good voice. Transcription, details. Box A926, BROADCASTING.

Situations Wanted (Continued)

Topnotch, experienced young announcer-salesman—now employed desires change. Will arrange to go anywhere for interview. Recording available. Must have good salary guarantee. Box A932, BROADCASTING.

Engineer Press Operator—employed, ten years broadcast and marine desires change. First class radiotelephone and radiotelegraph. Transmitter, control room, maintenance. Box A921, BROADCASTING.

Writer—experience in midwest 50 kilowatt and 250 watt stations. Specialized in news, commercial copy and continuity. Also head announcer, program director. Excellent references. College graduate. Box A925, BROADCASTING.

Station Manager or Commercial Manager—thoroughly familiar with all phases of successful station operation. Business go-getter. Best references. Box A924, BROADCASTING.

Available—as station or commercial manager at Eastern seabord station. Do you believe in rejuvenation? Here's one sales manager who'll bring any account to life through smart showmanship . . . clever ideas . . . and complete merchandising service. Eight years' experience. Dependable. Sound judgment. Box A930, BROADCASTING.

GOOD ENGINEERS ARE SCARCE! Here is one available. **ENGINEER:** Control, transmitter, maintenance, construction, electrical transcriptions. Excellent engineering background and experience: Broadcasting, Television, FM. First Class Telephone license. Quickly acclimated to any radio station. Available on, or about, September 15, 1940. References. Box A920, BROADCASTING.

For Sale

FOR SALE—one Western Electric Type 23-A speech amplifier, excellent condition. Used as line amplifier only, microphone circuits never used. Has plate current meter added, dual range, matches VI, Weston. Any reasonable offer considered. Radio Station KMAC, Smith Young Tower, San Antonio, Texas.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Russ Bldg., San Francisco, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
7134 Main Street, Kansas City, Mo.
Branch office, Crossroads of the World
Hollywood, Cal.

DO YOU MAKE THIS $396 MISTAKE IN SENDING TELEGRAMS?

Up until last year, a certain firm (name on request) paid $396 too much for telegrams! Then Postal Telegraph surveyed telegraph costs and provided an easy-to-follow plan that *saved* this amount! Why not let this free cost analysis save money for *you?*

For information about free telegraph cost analysis —wire collect: H. A. Davis, Postal Telegraph, 253 Broadway, N. Y. C. No obligation!

WIRE COLLECT:
Postal Telegraph

Defense Body to Clear Federal Time Requests

TAKING cognizance of the plight of broadcasting stations, besieged with requests for time from Government agencies to foster national defense activities, Robert W. Horton, director of information of the Advisory Commission to the Council of National Defense, Aug. 31 notified all Federal agencies to route such requests through his office [see editorial on page 56]. Action was taken after Ed Kirby, NAB public relations director, had conferred with Mr. Horton. Mr. Horton's memo, to the directors of information of all Government agencies, follows:

"The National Defense Council requests that all Federal agencies now using or planning to use broadcasting facilities, either network or local stations, for programs or announcements pertaining to national defense, discuss the material and proposed manner of use with this office. Your cooperation in carrying out this plan is requested in order to avoid duplication of effort by the Federal agencies and the burdensome and conflicting demands made upon the radio stations."

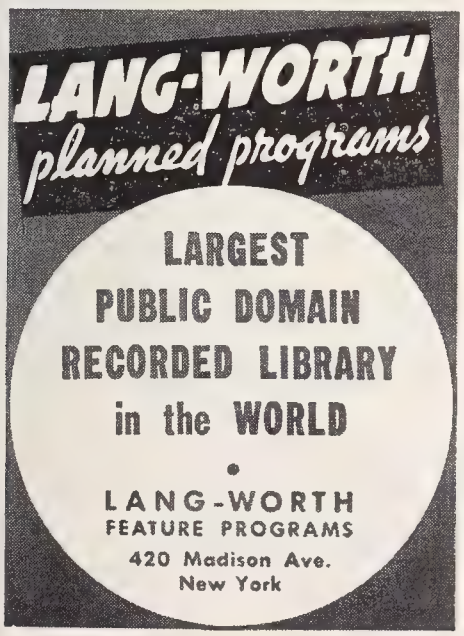
Buying Half of WFNC

TRANSFER of his 50% holdings in WFNC, Fayetteville, N. C., is being sought by Harry Layman, who proposes to sell to T. K. Weyher, of Raleigh. Reported price is $6,000 cash and a $2,000 bond, payable in one year. Mr. Weyher for the last 16 years has been connected with the International Agricultural Corp., makers of fertilizers, and with the Atlantic Coast Line Railroad since 1926. The remaining 50%, held by W. C. Ewing, partner of Mr. Layman for the last two years, will not be affected. WFNC operates with 250 watts on 1340 kc. and began operation early in 1940.

Baume Bengue to Return

THOS. LEEMING & Co., New York, will again sponsor a fall spot campaign for Baume Bengue, starting the first week in October and using daily announcements on a large list of stations. Wm. Esty & Co., New York, is agency.

CHALK UP a new kind of sponsor for a 50,000-watter — an apartment house. WCAU, Philadelphia announced Aug. 29 it is carrying the swank new "2601" Parkway with 100-word copy placed by Donovan-Armstrong Agency, Philadelphia.



CODE GROUP RULES ON COPY DISPUTE

NOTHING in the NAB Code prevents a statement of fact or truth in advertising copy and such statement cannot be construed as an unfair attack on competitors, the NAB Code Compliance Committee ruled Aug. 28 in a dispute between two New Orleans stations—WWL and WSMB—and the Better Business Bureau.

The controversy was based on radio continuity of a furniture store which reads as follows: "Blank is neither a finance company nor a corporation, but an individually owned store that does its own financing. When you buy from Blank, you pay no exorbitant interest rates or hidden charges."

WSMB contended that it was "hard to refuse truthful copy" and that to turn it down would border on censorship. The Better Business Bureau took the position that the continuity reflects unfairly upon competitors.

In its ruling, the Code Compliance Committee said that nothing in the Code stipulates that stations should or should not abide by local rulings or furniture rules of ethics, etc. but that their rulings should be taken into account in making decisions and developing wholesome trade practices. The broadcaster, however, must be the final judge since he as licensee is held accountable for what is broadcast over his station, the NAB committee held.

'Gang Busters' for Sloans

WILLIAM R. WARNER Co., New York (Sloan's Liniment) on Oct. 11 will sponsor *Gang Busters*—crime prevention program which went off CBS last June for Colgate-Palmolive-Peet Co.—on a network of over 100 NBC-Blue stations, Fridays, 9:30-10 p.m. *Gang Busters* was heard over 4½ years for Colgate's shaving cream and Cue and has been criticized by women's groups as a "gangster" thriller harmful to children. Warner Co. sponsored the *Youth vs. Age* quiz program last year on NBC-Blue and Red and at one time presented Warden Lawes' program' *20,000 Years in Sing Sing*. Agency is Warwick & Legler, New York.

Marlin May Add

MARLIN FIREARMS Co., New Haven, Conn., for Marlin razor blades is now using three transcribed announcements weekly on four stations and may add others. Used now are KPO, San Francisco; WNAC, Boston; WFBL, Syracuse; WOR, New York. Craven & Hedrick, New York, handles the account.

Buys More WTBO Stock

FRANK V. BECKER, general manager and 50% owner of WTBO, Cumberland, Md., has announced that L. E. Pamphilion, engineering supervisor of WFIL, Philadelphia, has acquired the stockholdings in Associated Broadcasting Corp., WTBO licensee, formerly owned by Arnold Nygren, WFIL chief engineer. Mr. Pamphilion has purchased the 24.8% stock of Mr. Nygren for an undisclosed sum, thus giving him 49.6% ownership. The other fractional stock is held by Charles Z. Heskett, Cumberland city attorney.

MORE THAN 400 members of the "Hamfesters Club", amateur radio operators representing cities throughout the midwest, visited the WLS, Chicago, transmitter at Tinley Park, Ill., recently.

NAB's Big Turnout

MORE THAN half of the NAB's station membership was represented at the annual convention of the Association in San Francisco Aug. 4-7, according to an analysis made by NAB headquarters. Of the organization's total membership of 470 stations, 258 were on hand. In addition 64 non-member stations were present. The gross registration, including representatives of equipment manufacturers, transcription companies, advertising agencies and other industry operations, as well as ladies and the press, was 661.

Acceptance Talks Carried by Nets

Free-Time Broadcasts Ended With Formal Notifications

WINDING up their schedules of free time for broadcasts of political nature, all three national networks during the last half of August carried the acceptance speeches of Wendell Willkie, Republican presidential nominee, and his vice-presidential running mate, Senator Charles L. McNary, as well as the Democratic vice-presidential candidate, Henry A. Wallace. From Elwood, Ind., NBC, CBS and MBS carried Mr. Willkie's address Aug. 17, later following with an Aug. 27 pickup from Salem, Ore., for Senator McNary, and winding up Aug. 29 in Des Moines with Mr. Wallace.

Special Crews Assigned

Special network crews were used at each of the three pickups. NBC and CBS picked the majority of their crew members from nearby key stations. MBS was fed by the resident staffs of an MBS affiliate in each city. Two separate broadcasts originated in Elwood, one from the local high school and a second from nearby Calloway Park, with the McNary broadcast carried from the Salem Fair Grounds and the Wallace address from Des Moines' Coliseum.

Network crews handling the various pickups included:

NBC—Elwood: Bud Barry, NBC Washington announcer assigned to the Willkie campaign tour; Ken Fry, Chicago special events chief; engineers, A. E. Johnson, WRC-WMAL, Washington, H. D. Royston and G. V. Devlieg, Chicago. Salem: Don Thompson, announcer, KGO-KPO, San Francisco, and Earl Petersen; engineer, KGW, Portland, Ore. Des Moines: Carleton Smith, WRC-WMAL, Washington; engineers, H. D. Royston and F. C. Schnepper, Chicago.

CBS—Elwood: Paul White, CBS special events director; Bob Trout; James Kane, WBBM, Chicago; Ann Gillis, WJSV, Washington. Des Moines: Ann Gillis; James Kane, Fran Byrn, Jack McCormack, Milton Karf, Stew Dawson, WBBM, Chicago. Salem: Ann Gillis, and special events staff from KSFO, San Francisco.

MBS pickups in Elwood were handled by WGN, Chicago; Salem, KSLM; Des Moines, KSO.

MRS. DOROTHY LEWIS, vice-chairman of the National Council on Children's Programs, who has been addressing meetings throughout the country during a coast-to-coast tour for the NAB, on Sept. 4 will discuss the survey on WOR, Newark, describing the attitude of American mothers to juvenile programs.

Florida Decision Hailed as Victory

ASCAP Ruling Is Viewed as Damaging to Music Group

FAR FROM the clear-cut victory described by ASCAP, the opinion of the three-judge United States District Court in Gainesville Fla., last month holding the Florida anti-ASCAP statute unconstitutional, was described by attorneys representing broadcast interests as one in which ASCAP actually came out second best.

As a matter of fact, it was pointed out that the court sustained the 1939 Florida statute in its entirety with the exception of two sections and the preliminary injunction previously granted by the court was vacated except as to these sections. The court, in substance, held that the monopoly provisions of the State law were valid but stated that they were not separable from the bad provisions and therefore, the entire statute must fall.

Effect of Ruling

The sections held invalid by the court were those which sought to prohibit a combination of two or more owners of copyrights for the purpose of blanket licensing at blanket fees unless the user was given an option to pay on per piece basis prices which must be established by the owner and not by the combination, and which would have compelled payment under blanket licenses similar to the so-called newspaper contract, with no payment on programs not using music of the licensee.

Whether ASCAP or the State of Florida, or both, will seek a review of the Court's Aug. 5 decree was not known. The fact that the court in effect, sustained all other provisions of the Florida statute aside from the two specifically held invalid, was viewed as damaging to ASCAP. Among these other provisions were requirements that ASCAP must file with the comptroller of the State a list under oath, showing by title, copyright number, composer, author and publisher, date of copyright, present owner of copyright, and other essential information; each individual copyright which is to be licensed within the State; payment of a two-cent filing fee for each number; exhibit to prospective licensees, upon demand, a copy of all lists filed; ban on collection of compensation or license fees on numbers not filed; payment of a 3% privilege tax.

Kansas, Montana and North Dakota have statutes similar to the Florida law, and Vermont has one partially like it.

* * *

ASCAP will not appeal from portions of the recent Federal court decision upholding the legality of the Florida anti-ASCAP law of 1939 unless State authorities appeal the decision invalidating the major sections of the law, according to Herman Finkelstein, of Schwartz & Frohlich, ASCAP counsel. These portions of the law require ASCAP to file an index of its licensed compositions with the state and to pay a tax of two cents per title. The state in turn agrees to prosecute infringers of ASCAP music on misdemeanor charges.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

AUGUST 14 TO AUGUST 30, INCLUSIVE

Decisions . . .

AUGUST 14

KOAC, Corvallis, Ore.—Granted CP new trans., increase to 1-5 kw unl.

WFDF, Flint, Mich.—Granted CP change to 880 kc 1 kw new trans. directional N & D.

WOV, New York—Granted CP new trans., directional, increase to 10 kw.

WDGY, Minneapolis—Granted CP change to 1100 kc increase to 5-10 kw unl., new trans. directional.

WMOB, Mobile—Granted mod. license to 250 w unl.

NEW, Van Curler Bcstg. Corp., Schenectady—Granted CP 1210 kc 250 w unl.

NEW, J. W. Birdwell, Knoxville—Granted CP 1210 kc 100-250 w unl.

KFYO, Lubbock, Tex.—Granted mod. license increase to 250 w unl.

WPAY, Portsmouth, O.—Granted CP increase to 250 w unl., new radiator.

SET FOR HEARING—NEW, Mohawk Radio Inc., Schenectady, CP 1210 kc 250 w unl.; NEW, Western Gateway Bcstg. Corp., Schenectady, CP 1210 kc 250 w unl.

AUGUST 15

NEW, Board of Education, San Francisco—Granted CP 42.1 mc 1 kw unl. FM.

KVOE, Santa Ana, Cal.—Granted CP increase to 250 w unl.

WORD, Spartanburg, S. C.—Granted mod. CP to 250 w unl., change trans.

WKY, Oklahoma City—Granted mod. license to 5 kw unl.

KHJ, Los Angeles—Granted CP increase to 5 kw unl. directional.

WBEN, Buffalo—Granted CP increase to 5 kw unl.

NEW, Star Printing Co., Miles City, Mont.—Granted reconsideration action 10-31-39 setting applic. for hearing, and granted CP 1310 kc 250 w unl.

WTAD, Quincy, Ill.—Granted reconsideration and granted auth. operate 900 kc 1 kw directional N, and dismissed rehearing petition.

WFMD, Frederick, Md.—Granted CP increase to unl., directional, 500 w.

SET FOR HEARING—NEW, CBS, Brentwood, N. Y., CP international station 50 kw; NEW, Caribbean Bcstg. Assn., San Juan, P. R., CP 1500 kc 250 w unl.; WSAR, Fall River, Mass., voluntary assignment license to Fall River Bcstg. Co.

MISCELLANEOUS—Scheduled for reargument applic. Mayflower Bcstg. Assn. for new station in Boston 1410 kc 500 w-1 kw unl., and applic. Yankee Network (WAAB) for license renewal; denied petition of Herald Pub. Co., Albany, Ga., for stay of issuance of CPs to KGBX and WFBM to increase power, and denied petition for rehearing or reconsideration of partial grant of application of Herald Pub. Co. for new station; W2XOY, Schenectady, granted temp. auth. to relay programs of W2XMN; KABR, Aberdeen, S. D., granted mod. CP new trans.; WTAQ, Green Bay, Wis., granted mod. CP increase power for authority to use directional N; KYCA, Prescott, Ariz., granted license new station 1500 kc 250 w unl.

AUGUST 16

WPAY, Portsmouth, O.—Granted petition take depositions.

NEW, Huntsville Times Co., Huntsville, Ala.—Passed over to 8-23-40 petition to accept amendment to CP application to ask WBHP facilities.

AUGUST 19

WINX, Washington—Granted mod. CP new station re antenna, trans., studio sites, and approval synchronous amplifier and change trans., 1310 kc 250 w unl.

AUGUST 20

MISCELLANEOUS—NEW, Mayflower Bcstg. Corp. and Yankee Network, Boston, set for reargument 9-26-40 re applics. Mayflower for CP new station and Yankee for WAAB renewal; KUIN, Grants Pass, Ore., granted license increase to 250 w.

AUGUST 22

WPIC, Sharon, Pa.—Granted increase to 1 kw D only, new trans.

WREN, Lawrence, Kan.—Set for oral argument proposed findings re applic. move to Kansas City.

KSAM, Huntsville, Tex.—Granted postponement oral argument re license revocation to 9-19-40.

CBS, New York—Granted CP international station 50 kw 6060, 9590, 11830, 15270, 17830, 21520 kc.

AUGUST 23

MISCELLANEOUS—WGBF, Evansville, Ind., granted mod. CP authorizing new trans. etc., for change in trans., 1250 kc 1-5 kw unl., directional N; WSLS, Roanoke, Va., granted mod. CP new station re antenna, trans. approval; WPAB, Ponce, P. R., granted license new station 1340 kc 1 kw unl.; WDRC, Hartford, granted license increase power etc.; NEW Huntsville Times Co., Huntsville, Ala., granted amendment CP applic. 1200 kc 250 w unl., asking WBHP facilities; WREN, Lawrence, Kan., continued to 9-26-40 oral argument on proposed findings re applic. move to Kansas City.

AUGUST 28

NEW, Crosley Corp., Cincinnati—Granted CP television No. 1 1 kw.

WMBS, Uniontown, Pa.—Granted CP new trans., change to 590 1 kw unl. directional N.

NEW, Tribune Co., Tampa, Fla.—Granted CP 940 1-5 kw unl. directional N.

KFBI, Wichita—Granted mod. CP change to unl., reduce N to 1 kw directional.

WLOK, Lima, O.—Granted CP increase to 250 w unl. IV, 1210 kc.

NEW, Midwestern Bcstg. Co., Traverse City, Mich.—Granted CP 1370 kc 250 w unl.

NEW, W. Montgomery Harison, Augusta, Ga.—Granted CP 1420 kc 250 w unl.

MISCELLANEOUS—NEW, Broadcasting Corp. of America, dismissed rehearing petition re grant of new station to Riverside Bcstg. Co., Riverside, Cal.

LICENSE RENEWALS (temporary)—KTW, Seattle; KGFI, Brownsville, Tex.; KTBC, Austin, Tex.; W2XOY, Albany, N. Y.

SET FOR HEARING—WCSC, Charleston, S. C., applic. increase to 1 kw unl.; WLAK, Lakeland, Fla., transfer control to Fla. West Coast Bcstg. Co.; WGST, Atlanta, renewal license.

AUGUST 29

WPAY, Portsmouth, O.—Denied reconsideration and grant without hearing of applic. transfer control of Vee Bee Corp., licensee of WPAY.

Applications . . .

AUGUST 14

WPAB, Ponce, P. R.—License new station.

NEW, General Electric Co., Schenectady—CP 43.9 mc 16,030 sq. miles.

NEW, John Lord Booth, Detroit—CP 44.1 mc 4,400 sq. m.

NEW, Evening News Assn., Detroit—CP 43.1 mc 25,280 sq. miles.

WBOE, Cleveland—CP change freq. etc. to 42.5 mc 1 kw FM.

WBRC, Birmingham—CP increase to 5 kw N & D directional N III-A.

KSAL, Salina, Kan.—CP increase to 1 kw N & D, change antenna III-A.

NEW, Zenith Radio Corp., Chicago—CP 43.5 mc 10,760 sq. miles.

NEW, Balaban & Katz Corp., Chicago—CP television No. 11 & 12 250 w A5.

Gusher at KYA

BURSTING water pipes in the control room of KYA, San Francisco, created a realistic hot waterfall. Carl Christiansen, engineer on duty, aroused by a rain of scalding drops, dashed for rugs and canvas to protect the equipment from what was by then a steaming flood. A hastily constructed viaduct—two boards held together by Christiansen, Engineer Russ Prey and other members of the staff and covered by a piece of old carpet—carried most of the water out the window, much to the amazement of the street crowds. Programs went on as usual, with announcers monitoring their own shows and damage to equipment was slight.

NEW, CBS, Chicago—CP television No. 3 1 kw A3, A5.

KEVR, Seattle—Mod. license change to unl., asks KRKO facilities when vacated.

KTKC, Visalia, Cal.—Mod. license to partnership, amended to give name as Tulare-Kings Counties Radio Associates.

NEW, CBS, Los Angeles—CP television No. 3 1 kw A3, A5.

NEW, Television Productions Inc., Los Angeles—CP television relay 200 w No. 9 & 10.

NEW, Radio Service Corp. of Utah, Salt Lake City—CP 44.7 mc 623 sq. miles.

AUGUST 16

NEW, Outlet Co., Providence—CP 44.3 mc 16,370 sq. miles.

WSLS, Roanoke, Va.—Mod. CP new station re antenna, trans.

WTMC, Ocala, Fla.—Auth. transfer control to News-Journal Co.

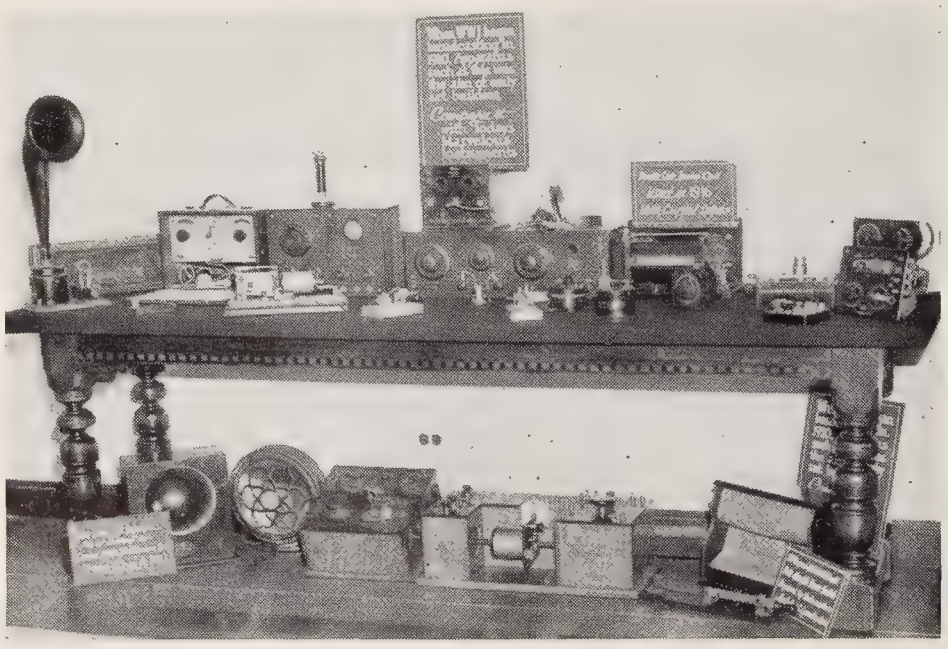
NEW, Dorman Schaeffer, Klamath Falls, Ore.—CP 1370 kc 250 w unl. IV.

AUGUST 20

WLBZ, Bangor, Me.—CP increase to 5 kw N & D directional III-A.

WINX, Washington—Mod. CP re trans., studio, synchronous amplifier sites.

WEVD, New York—CP directional, increase to 5 kw, new trans., move Brooklyn to New York.



APPARATUS LIKE THIS was used for broadcasting back in the historic days of 1920. This is part of a lobby display of its original apparatus shown last month by WWJ, Detroit, pioneer outlet which celebrated its twentieth anniversary Aug. 20. The station began as a "ham" outlet in the *Detroit News* plant, operated by young William J. Scripps, son of the publisher and now its managing director.

NEW, Capitol Bcstg. Co., Schenectady—CP 43.5 mc 6,589 sq. miles.

NEW, Walker & Downing Radio Corp., Pittsburgh—CP 43.5 mc 8,400 sq. miles.

NEW, Fred Jones Bcstg. Co., Tulsa—CP 690 kc 50 kw unl. II directional N & D.

WTAW, College Station, Tex.—Mod. CP increase to 1 kw III-B.

NEW, Journal Co., Milwaukee—CP 43.9 mc 15,642 sq. miles, amended to 43.1 mc.

WHBU, Anderson, Ind.—Mod. license to 250 w N & D.

KSUB, Cedar City, Utah—Vol. assignment license to Southern Utah Bcstg. Co.

NEW, Earle C. Anthony Inc., Los Angeles—CP television 50-56 mc 1 kw, amended to ask 96-102 mc.

AUGUST 21

WNBX, Keene, N. H.—Mod. CP increase power to ask 5 kw N & D.

KNET, Palestine, Tex.—Vol. assignment license to Bonner Frizzell.

WGOV, Valdosta, Ga.—Mod. license to 250 w N & D.

KSD, St. Louis—CP move trans., increase to 5 kw N & D.

AUGUST 22

WCNW, Brooklyn—Mod. license move studio to New York.

WTNJ, Trenton—CP change to 1230 kc 1 kw unl. directional.

WAJR, Morgantown, W. Va.—Mod. CP approval trans., antenna.

WCOS, Columbia, S. C.—Mod. license to 1050 kc.

AUGUST 23

WFPG, Atlantic City—Mod. license to 250 w N & D.

NEW, Central Car. Bcstg. Corp., Burlington, N. C.—CP 1420 kc 250 w unl., amended to 100 w only.

NEW, West Publishers, Houstin—CP 610 kc 250 w-1 kw unl. III-B, amended to 1 kw unl., directional N.

WCFL, Chicago—CP new trans., directional, increase to 10 kw unl.

AUGUST 27

WFAS, White Plains, N. Y.—Mod. license to Sh.-WGBB and Simul. WBRB.

NEW, C. T. Sherer Co., Worcester, Mass.—CP 1200 kc 250 w unl. IV, amplifiers at Auburn, Whitinsville, Marlboro using 100 w.

NEW, A. S. Abell Co., Baltimore—CP 44.3 mc 15,489 sq. miles.

WLOG, Logan, W. Va.—Mod. license to 100 w unl.

NEW, West Publishers, Corpus Christi, Tex.—CP 590 kc 500 w-1 kw III-B, amended to 1 kw N & D.

WNOX, Knoxville—CP increase to 5 kw N & D, amended to 990 kc 1 kw under treaty, 1010 kc.

NEW, Scripps-Howard Radio, Houston—CP 1210 kc 250 w unl. IV.

KFSG, Los Angeles—Mod. license to 2½ kw N & D.

KGW, Portland, Ore.—CP directional, increase to 5 kw N & D.

NEW, Don Lee Bcstg. System, Los Angeles—CP 43.5 mc 6,944 sq. miles.

AUGUST 29

NEW, Worcester Telegram Pub. Co., Worcester, Mass.—CP 43.1 mc 20,437 sq. miles.

WADC, Akron—License increase power etc.

WJR, Detroit—CP 43.7 mc 14,144 sq. miles.

WFNC, Fayetteville, N. C.—Vol. assignment license to W. C. Ewing and T. K. Weyher, d/b Cumberland Bcstg. Co.

NEW, Huntsville Times Co., Huntsville, Ala.—CP 1200 kc 250 w. unl., amended to 1420 kc, omit request WBHP facilities.

NEW, Pulitzer Pub. Co., St. Louis—CP 43.5 mc 6,564 sq. miles.

NEW, NBC, Chicago—CP 43.3 mc 12,520 sq. miles.

NEW, Standard Bcstg. Co., Los Angeles—CP 45.1 mc 1427 sq. miles.

DIME SAVINGS BANK, of Brooklyn, is the first of a limited group of five sponsors to sign for participating sponsorship on Ida Bailey Allen's homemakers programs daily on WMCA, New York, 11-11:30 a.m. The program started Aug. 26 and will probably be extended to an hour show later this fall.

LATE *Personal* NOTES

WRC-WMAL Mdsg. Chief

THE APPOINTMENT, effective Sept. 1, of John Marshall Dinwiddie as merchandising and sales promotion manager of NBC's two Washington stations, WRC and WMAL, was announced Aug. 30 by Kenneth H. Berkeley, general manager of the stations. Mr. Dinwiddie, former roto editor of the *Washington Star*, leaves the post of special assistant to the director of public relations of the Federal Housing Administration to take up his new duties. He started in 1923 as assistant advertising manager of The Hecht Co., Washington department store. He has taught advertising at the U of Pittsburgh and for a time was associated with Alco-Gravure, a division of Publication Corp., in New York and Baltimore.



Mr. Dinwiddie

Gov. Case Returning

PRACTICALLY recovered from serious illnesss which had kept him away from the FCC since last February, Commissioner Norman S. Case plans to return to his desk about mid-September, according to advices received at his office. The former Rhode Island Governor has spent virtually all of the summer at his home on Narragansett Bay, recuperating from his illness. Complications resulting from phlebitis, including pleurisy and pneumonia, had kept him bedridden. His physicians do not desire that he return until early October, but it was said at his office he planned to be on hand shortly after Labor Day.

WJNO Staff Revamped

ANNOUNCING completion of reorganization of the staff of WJNO, West Palm Beach, Steve Willis, new general manager, on Aug. 28 named Ben Decker, of that city, program director and Fred Ford commercial manager. Merrill Meade, formerly of the *Cincinnati Post* and the *Miami Daily News* was named commercial copy chief and news editor. John Moore has been named chief engineer. A schedule of eight United Press newscasts daily has been established. Mr. Willis recently succeeded Reggie Martin as WJNO manager, Mr. Martin going to the new WINX, Washington.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to —

1. REGRIND your present crystal to higher new frequency **$17.50**
2. NEW CRYSTAL (less holder) **$22.50**
3. NEW CRYSTAL fully mounted . . **$30.00**

LOW DRIFT - APPROVED BY FCC

Scientific
RADIO SERVICE
124 Jackson Ave.
University Park, Md.

DAVID G. JONES, for more than 15 years with N. W. Ayer & Son and Donovan Armstrong in Philadelphia, has been appointed research and merchandising manager of WLAW, Lawrence, Mass., was announced Aug. 28 by Irving E. Rogers, general manager. A 1924 graduate of the Wharton School of the U of Pennsylvania, Mr. Jones joined the Ayer agency in 1925 and became account executive in Philadelphia, handling such accounts as divisions of National Dairy, Koppers, Pittsburg Plate Glass and W. J. McCahan Sugar Refining.

THERESE LEWIS, of the script and talent department of Young & Rubicam, New York, has resigned to free-lance. Her first assignment is as collaborator on the *Helen Hayes Theatre* program, which starts Sept. 29 on CBS under sponsorship of Thos. Lipton Tea Co., a Young & Rubicam account.

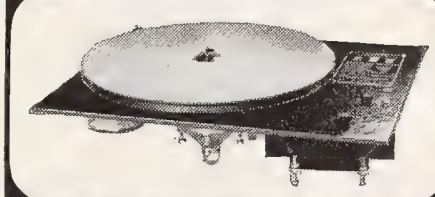
MARKS LEVINE, manager of the concert division of NBC Artists Service, is on three-month leave because of illness. His work has been temporarily taken over by George Engles, NBC vice-president and managing director of artists service.

ROSCOE SMITH, KMO, Tacoma, account executive, has been appointed sales manager.

HENRY TURNBULL, formerly with Blackett-Sample-Hummert, has joined Maxon Inc., New York, as executive on the B. T. Babbitt and Tetley Tea accounts.

GEORGE CLAPP, program director of WENY, Elmira, N. Y., has joined MBS as assistant to Adolph Opfinger, program service manager.

Precision Built for Perfect Performance . . .



FAIRCHILD TRANSCRIPTION TURNTABLE
for Wow-Free Reproduction

Precision construction insures higher-fidelity reproduction — and this Fairchild Unit 227 eliminates wow, speed variations, and vibration.

Dynamically balanced 16-lb. cast-iron turntable is driven by synchronous motor through two-speed adhesion drive. Fairchild floating motor assembly eliminates objectionable motor vibration.

Smaller tolerances, careful assembly and laboratory testing protect every Fairchild user. Write for literature!

"...it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

JAMES R. MCELDOWNEY, of the Oklahoma Publishing Co., advertising staff in Oklahoma City, has joined the sales staff of KLZ, Denver, owned by the same company. He is a graduate of Pomona College, Claremont, Cal., and the Harvard School of Business Administration.

AL GROBE, former traffic manager of New York Broadcasting System and sales promotion manager of WINS, New York, succeeds Carl Calman as NYBS general manager.

THOMAS FLANAGAN, formerly in the Washington, (D.C.) office of *Time* Magazine, and previously five years with AP, has been appointed manager of the magazine division of CBS, succeeding Ed Sammis who recently resigned to join *Look* Magazine.

DAVE GULLETTE, since 1933 with WCAU, Philadelphia, has been named technical supervisor by Jack Leitch, chief engineer. His new duties will be the supervision of operation and maintenance of equipment, audio frequency measurements and shortwave operations.

CLINTON L. MOSHER, formerly in the press department of the U. S. Housing Authority, Washington, and previously with the *Brooklyn Eagle* for 15 years both in Washington and New York, has joined NBC's press department in New York.

CARL MORITZ has resigned from the CBS Hollywood publicity staff to become personal representative of Bobby Sherwood, musical director, arranger and actor, who was recently signed by Eddie Cantor for the new Sal Hepatica-Ipana program.

DAVID E. TOLMAN, law clerk in the offices of Paul M. Segal, on Aug. 28 passed the District of Columbia bar examination.

HARRY SAZ, NBC Hollywood sound effects manager, is in New York for discussions with Ray Kelly, in charge of design and construction of sound effects for the network.

ROBERT RILEY CRUTCHER, Hollywood writer, has been signed to a 39-week contract by Young & Rubicam, that city, to do adaptations for the CBS *Silver Theatre*, which resumes Oct. 6.

ED SIMS, commercial manager of WMFJ, Daytona Beach, Fla., has been reelected adjutant-quartermaster of the Florida department, Veterans of Foreign Wars.

W. WRIGHT ESCH, owner of WMFJ, Daytona Beach, has returned after a two-week training course with the Navy. He is a lieutenant in the communications division, Naval Reserve.

ARRY BROWN, engineer of WSB, Atlanta, back with Robert Adams from Army maneuvers in Louisiana, has been accepted for a year's training as first lieutenant, at Fort McPherson.

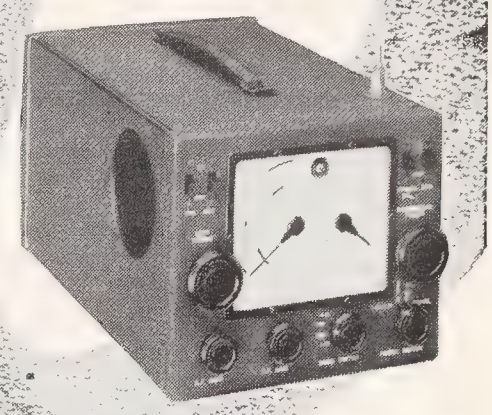
J. D. JONES, control operator at KGKO, Fort Worth, is on leave of absence for Navy flight training at Pensacola, Fla.

Mapleton Tests

FLEMING-HALL Co., New York, is in the midst of a test campaign for Mapleton cigarettes, using two stations. Since July 22 it has used daily participations on the four-hour *Sports Edition* on WIND, Gary, Ind., sharing the program with other sponsors. On WHN, New York, it has a quarter-hour spots show *Today's Baseball* with Bert Lee at the microphone. Handling the account is Weiss & Geller, New York.

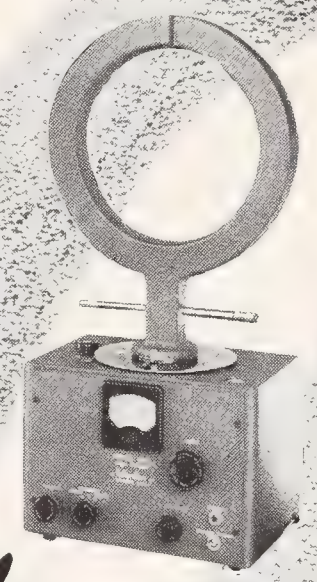
New PORTABLE COMMUNICATIONS RECEIVER

Model S-29 Sky Traveler operates on 110 volt AC or DC or from self-contained batteries. Covers from 542 kc to 30.5 mc (553 to 9.85 meters) on 4 bands. Built-in collapsible antenna extends to 3 feet. *Battery life prolonged through self-contained charging circuit.* Automatic noise limiter, electrical bandspread, built-in speaker, etc. $59.50 NET



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CHICAGO, U. S. A.

USED BY 33 GOVERNMENTS
SOLD IN 89 COUOTRIES



New DIRECTION FINDER

Model S-30 Radio Compass and Direction Finder covers from 200 to 3000 kc (1500 to 100 meters) on 3 bands—Beacon, Broadcast and Marine. Has provision for external speaker. Welded aluminum cabinet houses the receiver and supports the rotatable 12-inch loop antenna. Power supply in separate cabinet. Operates from 6 volts. $99.50 NET

FM Group to Survey Network Project

Delay Actual Planning Pending Uncertainty Of Allocations

AGREEING unanimously in favor of forming an FM nationwide network, 25 prominent broadcasters at a meeting in Chicago Aug. 27-28 named a provisional committee to explore the projected venture and select a competent person to draft a report covering all its aspects.

After laying plans to raise funds for exploratory work, the broadcasters, some representing important newspapers, agreed that another meeting should be held three or four months hence, at which time it was hoped the report would be available. The meeting was called by John Shepard 3d, president of the Yankee Network and a leading factor in FM commercial development.

Commission Uncertainty

Concerned over procedure at the FCC in handling FM applications, a number of which have been returned, the group agreed it was desirable to defer actual network planning until FCC policy has crystalized. Because the preponderance of applications filed with the FCC have been for large, or so-called Class C stations, a reclassification of allocations may be required.

At the FCC it was indicated there may be brief changes in allocations requirements of far-reaching importance. Present rules specify that 6 of the 35 FM channels shall be used for local service of 500 square miles; 22 channels for Class B service up to 3,000 square miles, and 7 for Class C service of more than 3,000 square miles, serving substantial rural areas or more than one metropolitan area. It is possible the FCC will decide to increase the Class B service from 3,000 to perhaps 8,000 to 10,000 square miles, in the light of experience thus far available. Less than 40 applications have been filed to date, the bulk of them for Class C service. The FCC has been in correspondence with a number of applicants because of service areas specified.

At the FM network meeting a provisional committee of seven was named to pursue the mutually-operated network plan. Mr. Shepard was designated chairman, and Herbert L. Pettey, former FCC secretary and now manager of WHN, New York, was named secretary-treasurer. Mr. Pettey appeared as representative of Metro-Goldwyn-Mayer, which seeks an FM station in Los Angeles.

Presumably the person retained to draft the network plan, working under the committee of seven, will go into such matters as the desirability of establishing a nationwide network at the start, or of covering only certain basic areas, with eventual expansion plans, and whether the network should be mutually owned and operated or cooperatively supported, or take some entirely new form. The hope is to have the project geared for operation by the fall of 1941.

Other members of the committee, in addition to Messrs. Shepard and Pettey, are Walter J. Damm, WTMJ, Milwaukee; Elzey Roberts, KXOK, St. Louis; Harry Stone, WSM, Nashville; William B. Way, KVOO, Tulsa; Gordon Gray, WSJS, Winston-Salem.

The conference adopted this resolution:

"Resolved, that contributions be made by those invited to attend the meeting for an exploratory investigation of the feasibility of programming a group of FM stations in selected markets with national programs, and that a committee of seven be appointed to supervise this investigation".

Mr. Shepard explained that lack of funds had hindered the work of exploratory committees appointed some two months ago on the advisability of creating such a mutually-owned FM network.

Attending the Meeting

In addition to the committee members, those present were: Roger W. Clipp, WFIL, Philadelphia; C. W. Myers, KOIN, Portland; W. Lee Coulson and Orrin W. Towner, WHAS, Louisville; Paul de Mars, Yankee Network; Richard A. Borel, WBNS, Columbus; Hoyt B. Wooten, WREC, Memphis; L. K. Nicholson, publisher, *New Orleans Times-Picayune;* L. W. Stinson, KVOO, Tulsa; Lewis Windmuller, WSJS, Winston-Salem, N. C.; Stanley E. Hubbard, KSTP, St. Paul; C. C. Boysen, comptroller, *Washington Post;* Fred R. Ripley, WSYR, Syracuse; Philip G. Loucks, representing WFAA, Dallas; Wesley I. Dumm, KSFO, San Francisco; Don D. Davis, WHB, Kansas City; Ray Manson and E. A. Hanover, WHAM, Rochester.

Heads Agency's Radio

APPOINTMENT of Holland E. Engle, for the last four years radio director of Erwin, Wasey & Co., Chicago, as director of radio of Cramer-Krasselt Co., Milwaukee, effective Sept. 1, was announced Aug. 30 by C. T. McElroy, executive vice-president. Mr. Engle has been director of the Carnation *Contented Hour.* He entered radio as talent in 1923 and until 1927 was actor and announcer at KDKA, Pittsburgh, WBT, Charlotte, and WHP, Harrisburg. In 1927 he built and managed WMMN in his home town of Fairmont, and in 1929 joined WWVA, Wheeling, as manager. Mr. Engle next moved to KMOX, St. Louis, where he created the Phillips Petroleum program, said to be the largest single-station contract ever placed. He was shifted to CBS in Chicago in 1932, becoming the western division program director and manager and production manager of WBBM.

FCC May Revise FM Forms Following Industry Protests

Fly Promises Further Study Into Stringent Parts Of Application Blanks; Conferences Planned

RESPONDING to industry demands, the FCC has paved the way for conferences looking toward revision of the new FM station application form (319) to eliminate provisions regarded as onerous by the industry, and which apparently have resulted in retarding interest in commercial FM. Thus far less than 40 applications have been filed for such stations, whereas the FCC had anticipated many times that number in the two months that have elapsed since the form was released.

Chairman James Lawrence Fly, in letters Aug. 23 to NAB President Neville Miller and Harold A. LaFount, president of National Independent Broadcasters, asserted that the FCC desired to conduct a further study and to give more consideration to the details of the application form. He instructed General Counsel Telford Taylor, as chairman of the Administrative Board, to arrange conferences.

Concededly Stringent

The FCC, Chairman Fly told BROADCASTING, is "anxious to alleviate onerous provisions of the application forms". Admitting that certain of the provisions were stringent, particularly those relating to the qualifications and background of applicants, he said the Commission would move swiftly as soon as the industry's views were known.

In his letter to Mr. Miller, Chairman Fly said it was the Commission's thought that broadcasting organizations might submit specific suggestions, following which conferences could be held between the industry's representatives and those of the FCC. The FCC Administrative Board, he said, has been instructed to be available for this work. He advised the NAB president that since it was felt independent broadcasters should be represented, he had suggested to Mr. Lafount the cooperation of NIB in the conferences.

Mr. Miller, away on a brief vacation following the NAB convention in San Francisco last month, had asked the FCC in a letter dispatched July 26 to simplify the FM form. It is expected he will confer with FCC officials following his return to Washington Sept. 3.

Mr. Lafount, replying to Chairman Fly's invitation on Aug. 26, said NIB would be represented in the discussions by himself and Andrew Bennett, NIB general counsel.

12 MORE SEEKING LICENSES FOR FM

TWELVE more applications for FM broadcast stations, all but two from companies operating existing standard broadcast stations, were filed with the FCC during the last fortnight, bringing to 34 the total filed to date [BROADCASTING, Aug. 1, 15]. Among the new applicants is A. S. Abell Co., publishers of the *Baltimore Sun.* The Journal Co., operating WTMJ, Milwaukee, has applied for a shift from 43.9 to 43.1 mc. for its proposed new FM station. The applications filed since the last issue of BROADCASTING are:

Baltimore, Md., The A. S. Abell Co., 44.3 mc. to cover 15,489 sq. miles, 3,308,983 population.

Schenectady, N. Y., Capitol Bcstg. Co., 43.5 mc. to cover 6,589 sq. miles, 967,733 population.

Pittsburgh. Pa., Walker & Downing Radio Corp. (WWSW), 43.5 mc. to cover 8,400 sq. miles, 2,100,000 population.

St. Louis, Pulitzer Publishing Co. (KSD), 43.5 mc. to cover 6,564 sq. miles, 1,531,182 population.

Detroit WJR. The Goodwill Station. 43.7 mc. to cover 14.144 sq. miles, 3,636,615 population (exclusive of Canadian coverage).

Worcester, Mass., Worcester Telegram Publishing Co., Inc. (WTAG), 43.1 mc. to cover 20,437 sq. miles, 6,606,882 population.

Lexington, Ky., American Bcstg. Corp. of Kentucky (WLAP) 44.1 mc. to cover 7,290 sq. miles, 415,501 population.

Los Angeles, Echo Park Evangelistic Assn. (KFSG), 45.5 mc. to cover 1,344 sq. miles, 1,496,792 population.

Los Angeles, Standard Bcstg. Co. (KFVD) 45.1 mc. to cover 1,428 sq. miles, 1,901,124 population.

Chicago, National Bcstg. Co., Inc. (WENR-WMAQ), 43.3 mc. to cover 12,520 sq. miles, 5,241,300 population.

Hartford, Conn., WDRC, Inc., 43.1 mc. to cover 13,944 sq. miles, 1,331,805 population.

Los Angeles, Don Lee Bcstg. System (KHJ) 43.5 mc. to cover 6,944 sq. miles, 2,604,104 population.

San Francisco Schools Granted New FM Outlet

FIRST educationally-owned FM station to be authorized by the FCC since promulgation of the new FM rules is that of the Board of Education of the San Francisco Unified School District, which on Aug. 15 was granted a construction permit for 1,000 watts on 42.1 mc. The board, it is reported, has allocated $9,000 for the station, and $42,000 more has been made available. It is planned to construct 13 studios in high schools and colleges of the area and to use the station for non-commercial educational work entirely.

At the same time the Commission received an application from WBOE, of the Cleveland Board of Education, one of the few educational shortwave stations already in existence and operating with amplitude modulation, asking for authority to relinquish its 41.5 mc. AM operation with 500 watts and change over to AM with 1,000 watts on 42.5 mc.

Clapp's Food on Blue

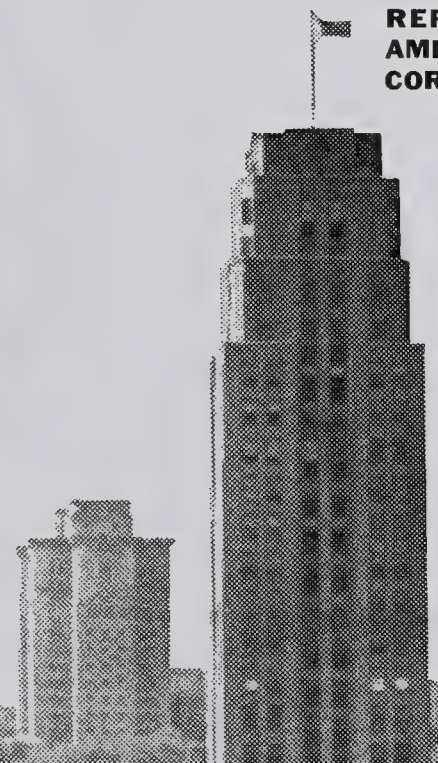
HAROLD H. CLAPP Inc., Rochester, subsidiary of American Home Products, New York, on Sept. 30 starts a five-weekly serial titled *Mother O' Mine* on NBC-Blue, Monday through Friday, 4-4:15 p.m. in the interests of Clapp's baby foods. Agency is Young & Rubicam, New York.

WLW WAKENS LISTENER'S WANTS

. . . and brings them in to buy. That's what a WLW advertising message does in Battle Creek. It's only natural that The Nation's Station should move merchandise 'way up there in Michigan, for it is a regular listening habit in Battle Creek just as it is in almost two score of other rich trading centers within its primary area. And local retailers in all of them are quick to climb aboard this band-wagon of clearly expressed consumer preference for WLW-advertised brands.

REPRESENTATIVES: NEW YORK—TRANS-AMERICAN BROADCASTING AND TELEVISION CORP., CHICAGO—WLW—230 N. MICHIGAN AVE.





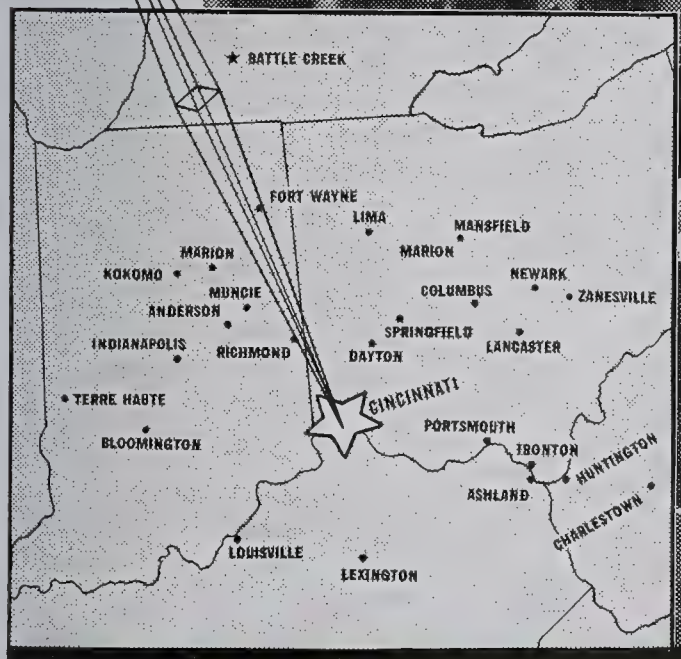


BATTLE CREEK, MICH.

EIGHT hours from Cincinnati by train but split seconds by WLW.

Population—1930	43,573
Retail Sales—1939	$23,813,000*
Wholesale Sales—1939	$ 8,089,000*
Per Cent of Nation's Buying Power (Trading Area)	.0848*
Radio Homes—1938 (Calhoun Co.)	21,980

**Estimated by Sales Management.*



WLW THE NATION'S *most Merchandise-able* STATION

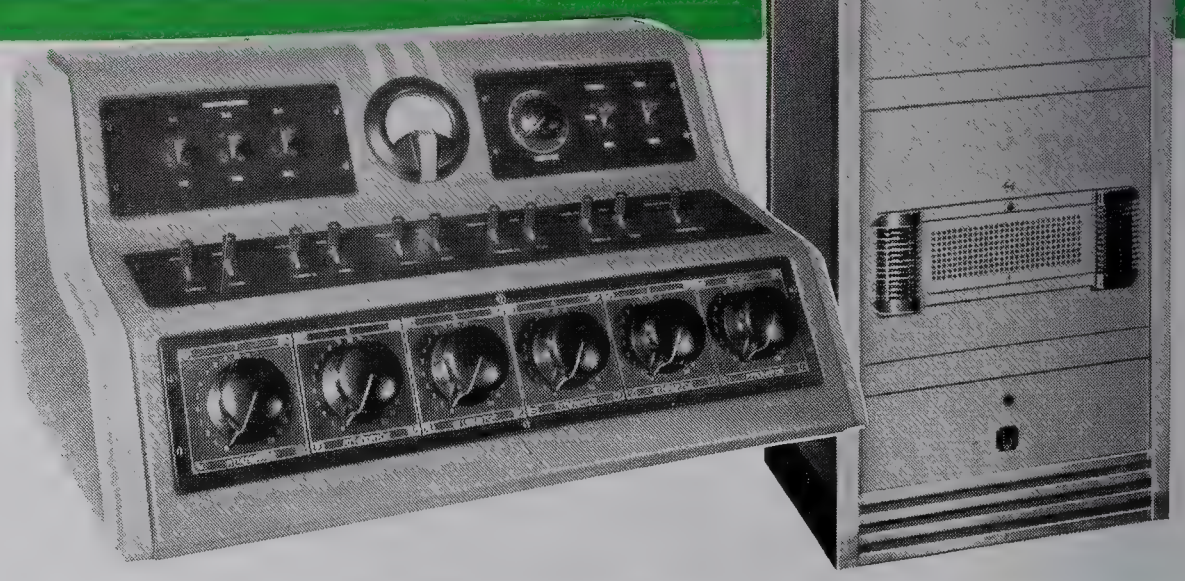
Highest Fidelity Audio!

Meets Every FCC Requirement for F-M Stations!



RCA Speech Input Assemblies

78-B1 FOR TWO STUDIOS ★ 78-C1 FOR ONE STUDIO



- Response within 2 db., 30 to 15,000 cycles
- Three 2-stage *compensated* preamplifiers
- Interlocked monitoring and cueing speakers
- 17-watt monitoring and auditioning amplifier

Available for Immediate Delivery!

PERFORMANCE characteristics identical with world-famous RCA custom-built equipment . . . with the economy of *standardized* units, factory-wired and available for immediate delivery! That's the high-fidelity RCA 78-B1 speech input assembly, for two studios and six microphones . . . or the RCA 78-C1, for single studios.

Modern and streamlined in appearance and design, these assemblies offer unusual flexibility in mixing and switching. Three preamplifier channels and faders, two additional controls for turntables or remote lines—plus 3 microphone key-switches on the 78-B1—are associated with high-gain, flexible amplifying circuits to permit a wide range of applications usually requiring far more complex equipment. All controls, plus master gain control, are within easy reach on the console unit—for simultaneous program-airing and auditioning, for instant talk-back and cueing. Hinged-chassis construction permits instant access to all console and rack circuits.

Rack, console, and separate wall-mounting power-supply give greatest convenience of *location* as well as operation!

RCA 78-B1 operator's console control with switches for connecting preamplifier inputs to microphones in either of two studios, and mixer-outputs to either broadcast or auditioning channels. Other mixing circuits for turntables and remote lines. Illuminated V.I. meter may be set for either peak or RMS level or a VU meter is available if desired. 78-C1 is similar, but equipped for a single studio only, with 3 input channels but without audition keys.

This attractive, sturdy rack assembly, trimmed in satin-finish chromium, contains 3 high-fidelity RCA preamplifier channels, de luxe program amplifier, 17-watt monitoring and auditioning amplifier, and two double jack strips. Meter indicates plate-currents of all tubes in program channel.

If you're looking for highest-quality speech input equipment, at a price your station can afford, send today for literature on these RCA assemblies.

RCA VICTOR PREFERRED TYPE RADIO TUBES — For Finer Radio Performance

Use RCA Tubes in your station for finest performance.

New York: 1270 Sixth Avenue • Chicago: 589 East Illinois Street • Atlanta: 530 Citizen & Southern Bank Building
Dallas: Santa Fe Building • San Francisco: 170 Ninth Street • Hollywood: 1016 North Sycamore Avenue

RCA *Broadcast Equipment*

RCA Mfg. Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America

PRINTED IN U.S.A.

WITH THIS ISSUE: HAVANA TREATY ALLOCATIONS

BROADCASTING

Broadcast Advertising

Vol. 19 • No. 6

SEPTEMBER 15, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



"He's off to another farm meeting!"

● With apologies to Mr. Chic Young and his inimitable way of getting Dagwood Bumstead off to the daily grind—we take this way of showing Mr. Herb Plambeck, our busy farm editor, on his way to another farm meeting—an event that takes place five or six times each week.

In addition, Mr. Plambeck manages with the help of Mr. Hanson, *every week,* to gather and edit 122 stories, make 25 calls, interview 40 people, receive 26 callers, write 41 letters, travel 321 miles, deliver 2 talks, and broadcast 2 daily 15-minute farm programs and 1 half-hour weekly program—all in the interest of Farm Service!

Now—*why* all this emphasis on farm activities? It is justified because Iowa has *one-fourth* of all the "Grade A" farm land in this great, wide country of ours . . . had $659,359,000 farm income in '39. And WHO, right in the center of this rich territory, covers it *completely*. Maybe that's the reason 85% of farm families in Iowa reported WHO as their favorite station in the 1940 Iowa Radio Audience Survey made by H. B. Summers of Kansas State College.

The net result is that WHO is the nation's No. 1 farm station . . . not overlooking the fact that WHO serves 80 cities (2,500 to 160,000 population) and more than 2,300 communities under 1,000 population. Would you like to know more about the farm and public service activities of WHO and how they can benefit you?

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . . National Representatives

THEY CAME - - AND THEY PAID --IN CHICAGO, TOO!





OVER 180,000 people paid almost $90,000 to see a combined Rodeo and Thrill Show held at Chicago's Soldier Field, Sunday and Monday, September 1 & 2—nearly all of them from Metropolitan Chicago. Produced, presented and promoted by WLS Artists Bureau, and featuring "Red" Foley, popular WLS Western singer as "King of the Rodeo," it proves again—far better than can any survey or theory, that the WLS audience listens—acts—and responds —and in Chicago, too.

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* **(*Chicago*)** Glenn Snyder, *Manager*

Represented by **JOHN BLAIR & COMPANY**

Supplement to

SEPTEMBER 15, 1940 ISSUE

BROADCASTING
and
Broadcast Advertising

Vol. 19 No. 6 | WASHINGTON, D. C., SEPTEMBER 15, 1940 | SUPPLEMENT

Log of U. S. Broadcast Stations Effective March 29, 1941

Call Letter List Showing New Assignments Under Havana Treaty Allocations

ABBREVIATIONS

U—Unlimited Time. D—Daytime. N—Night Time. S—Shares Time. SH—Specified Hours. LS—Power Until Local Sunset. L—Limited Time With Dominant Station. CP—Construction Permit.

EXPLANATION

Powers shown are those at present authorized, except for local stations, all of which are listed for 250 watts fulltime in accord with treaty provisions. Power increases and increases in broadcast hours for non-fulltime stations will be considered upon application and granted where consistent with treaty provisions and engineering rules. For definitions of station classes see Page 7 of this Supplement.

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
KABC	San Antonio, Tex.	250	1420	1450	U	IV
KABR	Aberdeen, S. D.	5,000	1390	1420	U	III-A
KADA	Ada., Okla.	250	1200	1230	U	IV
KALB	Alexandria, La.	250	1210	1240	U	IV
KALE	Portland, Ore.	1,000 5,000—LS CP-5,000—U	1300	1330	U	III-A
KAND	Corsicana, Tex.	250	1310	1340	U	IV
KANS	Wichita, Kan.	250	1210	1240	U	IV
KARK	Little Rock, Ark.	1,000 5,000—LS	890	920	U	III-A
KARM	Fresno, Cal.	250	1310	1340	U	IV
KASA	Elk City, Okla.	250	1210	1240	U	IV
KAST	Astoria, Ore.	250	1200	1230	U	IV
KATE	Albert Lea, Minn.	250	1420	1450	U	IV
KAWM	Gallup, N. M.	250	1500	1490	U	IV
KBIX	Muskogee, Okla.	250	1500	1490	U	IV
KBKR	Baker, Ore.	250	1500	1490	U	IV
KBND	Bend, Ore.	250	1310	1340	U	IV
KBPS	Portland, Ore.	250	1420	1450	S-KXL	IV
KBST	Big Spring, Tex.	250	1500	1490	U	IV
KBTM	Jonesboro, Ark.	250	1200	1230	U	IV
KCKN	Kansas City, Kan.	250	1310	1340	U	IV
KCMC	Texarkana, Tex.	250	1420	1450	U	IV
KCMO	Kansas City, Mo.	1,000 5,000—LS	1450	1480	U	III-B
KCRC	Enid, Okla.	250 (Proposed 1,000)	1360	1390	U	IV III-A
KCRJ	Jerome, Ariz.	250	1310	1340	U	IV
KDAL	Duluth, Minn.	250	1500	1490	U	IV
KDB	Santa Barbara, Cal.	250	1500	1490	U	IV
KDFN	Casper, Wyo.	500	1440	1470	U	III-B
KDKA	Pittsburgh, Pa.	50,000	980	1020	U	I-A
KDLR	Devils Lake, N. D.	250	1210	1240	U	IV
KDNT	Denton, Tex.	250	1420	1450	U	IV
KDON	Monterey, Cal.	250	1210	1240	U	IV
KDRO	Sedalia, Mo.	250	1500	1490	U	IV
KDTH	Dubuque, Ia.	500	1340	1370	D	III
KDYL	Salt Lake City, Utah	1,000 5,000—LS	1290	1320	U	III-A
KECA	Los Angeles, Cal.	1,000 5,000—LS	780	790	U	III-A
KELA	Centralia, Wash.	1,000	1440	1470	U	III-A
KELD	El Dorado, Ark.	250	1370	1400	U	IV
KELO	Sioux Falls, S. D.	250	1200	1230	U	IV
KENO	Las Vegas, Nev.	250	1370	1400	U	IV
KERN	Bakersfield, Cal.	1,000	1370 CP-1380	1410	U	III-A
KEUB	Price, Utah	250	1420	1450	U	IV
KEVR	Seattle, Wash.	250	1370	1400	S-KRKO	IV
KEX	Portland, Ore.	5,000 (Proposed 50,000)	1160	1190	U	II I-B
KFAB	Lincoln, Neb.	10,000 (Proposed 50,000)	770	1110	U	I-B
KFAC	Los Angeles, Cal.	1,000	1300	1330	U	III-A
KFAM	St. Cloud, Minn.	250	1420	1450	U	IV
KFAR	Fairbanks, Alaska	1,000	610	610	U	III-A
KFBB	Great Falls, Mont.	1,000 5,000—LS	1280	1310	U	III-A
KFBC	Cheyenne, Wyo.	250	1420	1450	U	IV
KFBI	Wichita, Kan.	5,000	1050	1070	L-KNX	II
KFBK	Sacramento, Cal.	10,000	1490	1530	U	I-B
KFDA	Amarillo, Tex.	250	1200	1490	U	IV
KFDM	Beaumont, Tex.	1,000	560	560	U	III-A
KFDY	Brookings, S. D.	1,000	780	790	SHD	III
KFEL	Denver, Colo.	1,000	920	950	U	III-A
KFEQ	St. Joseph, Mo.	500 2,500—LS	680	680	L-KPO	II
KFGQ	Boone, Ia.	250	1370	1400	SHD	IV
KFH	Wichita, Kan.	5,000	1300	1330	U	III-A
KFI	Los Angeles, Cal.	50,000	640	640	U	I-A
KFIO	Spokane, Wash.	100	1120	1150	D	IV
KFIZ	Fond du Lac, Wis.	250	1420	1450	U	IV
KFJB	Marshalltown, Ia.	250	1200	1230	U	IV
KFJI	Klamath Falls, Ore.	250	1210	1240	U	IV
KFJM	Grand Forks, N. D.	500 1,000—LS	1410	1440	U	III-B
KFJZ	Fort Worth, Tex.	1,000	1240	1270	U	III-A
KFKA	Greeley, Colo.	500 1,000—LS	880	910	S-KPOF	III-B
KFKU	Lawrence, Kan.	1,000 5,000—LS	1220	1250	S-WREN	III-A
KFNF	Shenandoah, Ia.	500 1,000—LS	890	920	S-KUSD	III-B
KFOR	Lincoln, Neb.	250	1210	1240	U	IV
KFOX	Long Beach, Cal.	1,000	1250	1280	U	III-A
KFPL	Dublin, Tex.	250	1310	1340	U	IV
KFPW	Ft. Smith, Ark.	250	1370	1400	U	IV
KFPY	Spokane, Wash.	5,000	890	920	U	III-A
KFQD	Anchorage, Alaska	250	780	790	SH	IV
KFRC	San Francisco, Cal.	5,000	610	610	U	III-A
KFRO	Longview, Tex.	1,000	1340	1370	U	III-B
KFRU	Columbia, Mo.	250	1370	1400	U Simultaneous D. S-WGBF-N	IV
KFSD	San Diego, Cal.	5,000	600	600	U	III-A
KFSG	Los Angeles, Cal.	1,000 2,500—LS	1120	1150	S-KRKD	III-A
KFUN	Las Vegas, Nev.	250	1420	1450	U	IV
KFUO	Clayton, Mo.	1,000	830	850	D-KOA	II
KFVD	Los Angeles, Cal.	1,000	1000	1020	L-KDKA	II
KFVS	Cape Girardeau, Mo.	250	1370	1400	U	IV
KFWB	Los Angeles, Cal.	5,000	950	980	U	III-A
KFXD	Nampa, Ida.	250	1200	1230	U	IV
KFXJ	Grand Junction, Colo.	250	1200	1230	U	IV
KFXM	San Bernardino, Cal.	250	1210	1240	S-KPPC	IV
KFYO	Lubbock, Tex.	250	1310	1340	U	IV
KFYR	Bismarck, N. D.	1,000 5,000—LS	550	550	U	III-A
KGA	Spokane, Wash.	5,000 (Proposed 10,000)	1470	1510	U	II I-B
KGB	San Diego, Cal.	1,000	1330	1360	U	III-A

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
KGBU	Ketchikan, Alaska	500	900	930	U	III-B
KGBX	Springfield, Mo.	5,000	1230	1260	U	III-A
KGCA	Decorah, Ia.	100	1270	1300	D. S-KWLC	IV
KGCU	Mandan, N. D.	250 (Proposed 500 1,000—LS)	1240	1270	U	IV III-B
KGCX	Wolf Point, Mont.	1,000	1450	1480	U	III-A
KGDE	Fergus Falls, Minn.	250	1200	1230	U	IV
KGDM	Stockton, Cal.	1,000	1100	1130	D	II
KGEK	Sterling, Colo.	250	1200	1230	U	IV
KGER	Long Beach, Cal.	1,000	1360	1390	U	III-A
KGEZ	Kalispell, Mont.	250	1310	1340	U	IV
KGFF	Shawnee, Okla.	250	1420	1450	U	IV
KGFI	Brownsville, Tex.	250	1500	1490	U	IV
KGFJ	Los Angeles, Cal.	250	1200	1230	U	IV
KGFL	Roswell, N. M.	250	1370	1400	U	IV
KGFW	Kearney, Neb.	250	1310	1340	U	IV
KGFX	Pierre, S. D.	200	630	630	SHD	IV
KGGF	Coffeyville, Kan.	1,000	1010	690	SH-WNAD	II
KGGM	Albuquerque, N. M.	1,000	1230	1260	U	III-A
KGHF	Pueblo, Colo.	500	1320	1350	U	III-B
KGHI	Little Rock, Ark.	250	1200	1230	U	IV
KGHL	Billings, Mont.	1,000 5,000—LS	780	790	U	III-A
KGIR	Butte, Mont.	5,000	1340	1370	U	III-A
KGIW	Alamosa, Colo.	250	1420	1450	SH-KIDW	IV
KGKB	Tyler, Tex.	250	1500	1490	U	IV
KGKL	San Angelo, Tex.	250	1370	1400	U	IV
KGKO	Fort Worth, Tex.	1,000 5,000—LS	570	570	U	III-A
KGKY	Scottsbluff, Neb.	250	1500	1490	U	IV
KGLO	Mason City, Ia.	250	1210	1240	U	IV
KGLU	Safford, Ariz.	250	1420	1450	U	IV
KGMB	Honolulu, T. H.	5,000	1320 CP-590	590	U	III-A
KGNC	Amarillo, Tex.	1,000 2,500—LS	1410	1440	U	III-A
KGNF	North Platte, Neb.	1,000	1430	1460	D	III
KGNO	Dodge City, Kan.	250 1,000—LS	1340	1370	U	III-B
KGO	San Francisco, Cal.	7,500 (Proposed 10,000)	790	810	U	II I-B
KGU	Honolulu, T. H.	2,500	750	760	L-WJR	II
KGVO	Missoula, Mont.	1,000 5,000—LS	1260	1290	U	III-A
KGW	Portland, Ore.	1,000 5,000—LS	620	620	U	III-A
KGY	Olympia, Wash.	250	1210	1240	U—except when KTW operating	IV
KHAS	Hastings, Neb	250	1200	1230	U	IV
KHBC	Hilo, T. H.	250	1200	1230	U	IV
KHBG	Okmulgee, Okla.	250	1210	1240	U	IV
KHJ	Los Angeles, Cal.	1,000 5,000—LS	900	930	U	III-A
KHQ	Spokane, Wash.	5,000	590	590	U	III-A
KHSL	Chico, Cal.	500 1,000—LS	1260	1290	U	III-B
KHUB	Watsonville, Cal.	250	1310	1340	U	IV
KICA	Clovis, N. M.	250	1370	1400	U	IV
KID	Idaho Falls, Ida.	500 5,000—LS	1320	1350	U	III-B
KIDO	Boise, Ida.	1,000 2,500—LS	1350	1380	U	III-A
KIDW	Lamar, Colo.	250	1420	1450	SH-KGIW	IV
KIEM	Eureka, Cal.	500 1,000—LS	1450	1480	U	III-B
KIEV	Glendale, Cal.	250	850	870	D	II
KINY	Juneau, Alaska	1,000	1430	1460	U	III-A
KIRO	Seattle, Wash.	10,000	710	710	U	I-B
KIT	Yakima, Wash.	1,000	1250	1280	U	III-A
KITE	Kansas City, Mo.	1,000	1530	1590	U	III-A
KIUL	Garden City, Kan.	250	1210	1240	U	IV
KIUN	Pecos, Tex.	250	1370	1400	U	IV
KIUP	Durango, Colo.	250	1370	1400	U	IV
KJBS	San Francisco, Cal.	500	1070	1100	L-WTAM	II
KJR	Seattle, Wash.	5,000 (Proposed 10,000)	970	1000	U	II I-B
KLAH	Carlsbad, N. M.	250	1210	1240	U	IV
KLBM	LaGrande, Ore.	250	1420	1450	U	IV
KLCN	Blytheville, Ark.	100	1290	1320	D	IV
KLO	Ogden, Utah	5,000	1400	1430	U	III-A
KLPM	Minot, N. D.	500 1,000—LS (Proposed 1,000)	1360	1390	U	III-B III-A
KLRA	Little Rock, Ark.	5,000	1390	1420	U	III-A
KLS	Oakland, Cal.	250	1280	1310	U	IV
KLUF	Galveston, Tex.	250	1370	1400	U	IV
KLX	Oakland, Cal.	1,000	880	910	U	III-A
KLZ	Denver, Colo.	5,000	560	560	U	III-A
KMA	Shenandoah, Ia.	1,000 5,000—LS	930	960	U	III-A
KMAC	San Antonio, Tex.	250	1370	1400	S-KONO	IV
KMBC	Kansas City, Mo.	5,000	950	980	U	III-A
KMED	Medford, Ore.	250	1410	1440	U	III-B
KMJ	Fresno, Cal.	5,000	580	580	U	III-A
KMLB	Monroe, La.	250	1200	1230	U	IV
KMMJ	Grand Island, Neb.	1,000	740	750	L-WSB	II
KMO	Tacoma, Wash.	1,000	1330	1360	U	III-A

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
KMOX	St. Louis, Mo.	50,000	1090	1120	U	I-A
KMPC	Beverly Hills, Cal.	5,000	710	710	U	II
KMTR	Los Angeles, Cal.	1,000	570	570	U	III-A
KMYC	Marysville, Cal.	250	1420	1450	U	IV
KMYR	Denver, Colo.	250	1310	1340	U	IV
KNEL	Brady, Tex.	250	1500	1490	U	IV
KNET	Palestine, Tex.	250	1420	1450	U	IV
KNOW	Austin, Tex.	250	1500	1490	U	IV
KNX	Los Angeles, Cal.	50,000	1050	1070	U	I-B
KOA	Denver, Colo.	50,000	830	850	U	I-A
KOAC	Corvallis, Ore.	1,000	550	550	U	III-A
KOAM	Pittsburg, Kan.	1,000	790	810	D	II
KOB	Albuquerque, N. M.	50,000	1180	1030	U	II
KOBH	Rapid City, S. D.	250	1370	1400	U	IV
KOCA	Kilgore, Tex.	250	1210	1240	U	IV
KOCY	Oklahoma City, Okla.	250	1310	1340	U	IV
KODL	The Dalles, Ore.	250	1200	1230	U	IV
KOH	Reno, Nev.	1,000	630	630	U	III-A
KOIL	Omaha, Neb.	1,000 5,000—LS	1260	1290	U	III-A
KOIN	Portland, Ore.	5,000	940	970	U	III-A
KOKO	La Junta, Colo.	250	1370	1400	U	IV
KOL	Seattle, Wash.	1,000 5,000—LS	1270	1300	U	III-A
KOMA	Oklahoma City, Okla.	5,000 (Proposed 50,000)	1480	1520	U	II I-B
KOME	Tulsa, Okla.	250	1310	1340	U	IV
KOMO	Seattle, Wash.	1,000 5,000—LS	920	950	U	III-A
KONB	Omaha, Neb.	250	1500	1490	U	IV
KONO	San Antonio, Tex.	250	1370	1400	S-KMAC	IV
KOOS	Marshfield, Ore.	250	1200	1230	U	IV
KORE	Eugene, Ore.	250	1420	1450	U	IV
KORN	Fremont, Neb.	250	1370	1400	U	IV
KOTN	Pine Bluff, Ark.	250	1500	1490	U	IV
KOVC	Valley City, N. D.	250	1500	1490	U	IV
KOVO	Provo, Utah	250	1210	1240	U	IV
KOWH	Omaha, Neb.	500	660	660	D	II
KOY	Phoenix, Ariz.	1,000	550	550	U	III-A
KPAB	Laredo, Tex.	250	1500	1490	U	IV
KPAC	Port Arthur, Tex.	500	1220	1250	U	III-B
KPDN	Pampa, Tex.	250	1310	1340	U	IV
KPFA	Helena, Mont.	250	1210	1240	U	IV
KPHO	Phoenix, Ariz.	250	1200	1230	U	IV
KPLC	Lake Charles, La.	250	1500	1490	U	IV
KPLT	Paris, Tex.	250	1500	1490	U	IV
KPMC	Bakersfield, Cal.	1,000	1550	1600	U	III-A
KPO	San Francisco, Cal.	50,000	680	680	U	I-B
KPOF	Denver, Colo.	1,000	880	910	S-KFKA	III-A
KPPC	Pasadena, Cal.	250	1210	1240	S-KFXM	IV
KPQ	Wenatchee, Wash.	250	1500	1490	U	IV
KPRC	Houston, Tex.	1,000 5,000—LS	920	950	U	III-A
KQV	Pittsburgh, Pa.	1,000	1380	1410	U	III-B
KQW	San Jose, Cal.	5,000	1010	740	U	II
KRBA	Lufkin, Tex.	250	1310	1340	U	IV
KRBC	Abilene, Tex.	250	1420	1450	U	IV
KRBM	Bozeman, Mont.	250	1420	1450	U	IV
KRE	Berkeley, Cal.	250	1370	1400	U	IV
KRGV	Weslaco, Tex.	1,000	1260	1290	U	III-A
KRIC	Beaumont, Tex.	250	1420	1450	U	IV
KRIS	Corpus Christi, Tex.	500 (Proposed 1,000)	1330	1360	U	III-B III-A
KRKD	Los Angeles, Cal.	1,000 2,500—LS	1120	1150	S-KFSG	III-A
KRKO	Everett, Wash.	250	1370	1400	S-KEVR	IV
KRLC	Lewiston, Idaho	250	1390	1420	U	IV
KRLD	Dallas, Tex.	50,000	1040	1080	U	I-B
KRLH	Midland, Tex.	250	1420	1450	U	IV
KRMC	Jamestown, N. D.	250	1370	1400	U	IV
KRMD	Shreveport, La.	250	1310	1340	U	IV
KRNR	Roseburg, Ore.	250	1500	1490	U	IV
KRNT	Des Moines, Ia.	1,000 5,000—LS	1320	1350	U	III-A
KROC	Rochester, Minn.	250	1310	1340	U	IV
KROD	El Paso, Tex.	250	1500	1490	U	IV
KROW	Oakland, Cal.	1,000	930	960	U	III-A
KROY	Sacramento, Cal.	250	1210	1240	U	IV
KRRV	Sherman, Tex.	1,000	880	910	U	III-B
KRSC	Seattle, Wash.	1,000	1120	1150	U	III-A
KSAC	Manhattan, Kan.	500 1,000—LS	580	580	S-WIBW	III-B
KSAL	Salina, Kan.	500 1,000—LS	1120	1150	U	III-B
KSAM	Huntsville, Tex.	250	1500	1490	U	IV
KSAN	San Francisco, Cal.	250	1420	1450	U	IV
KSCJ	Sioux City, Ia.	5,000	1330	1360	U	III-A
KSD	St. Louis, Mo.	1,000 5,000—LS	550	550	U	III-B
KSEI	Pocatello, Ida.	250 1,000—LS	900	930	U	III-B
KSFO	San Francisco, Cal.	1,000 5,000—LS	560	560	U	III-A
KSL	Salt Lake City, Utah	50,000	1130	1160	U	I-A
KSLM	Salem, Ore.	1,000	1360	1390	U	III-A
KSO	Des Moines, Ia.	1,000 5,000—LS	1430	1460	U	III-A

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
KSOO	Sioux Falls, S. D.	5,000	1110	1140	D	II
KSRO	Santa Rosa, Cal.	250	1310	1340	U	IV
KSTP	St. Paul, Minn.	50,000	1460	1500	U	I-B
KSUB	Cedar City, Utah	250	1310	1340	U	IV
KSUN	Lowell, Ariz.	250	1200	1230	U	IV
KTAR	Phoenix, Ariz.	5,000	620	620	U	III-A
KTBC	Austin, Tex.	1,000	1120	1150	SHD-WTAW	III
KTBS	Shreveport, La.	1,000	1450	1480	U	III-B
KTEM	Temple, Tex.	250	1370	1400	U	IV
KTFI	Twin Falls, Ida.	1,000	1240	1270	U	III-A
KTHS	Hot Springs, Ark.	10,000 (Proposed 50,000)	1040	1090	U	I-B
KTKC	Visalia, Cal.	1,000	890	920	U	III-B
KTMS	Santa Barbara, Cal.	500	1220	1250	U	III-B
KTOH	Lihue, T. H.	250	1500	1490	U	IV
KTOK	Oklahoma City, Okla.	250	1370	1400	U	IV
KTRB	Modesto, Cal.	250	740	860	D	II
KTRH	Houston, Tex.	1,000 5,000—LS	1290	1320	U	III-A
KTRI	Sioux City, Ia.	250	1420	1450	U	IV
KTSA	San Antonio, Tex.	1,000 5,000—LS	550	550	U	III-A
KTSM	El Paso, Tex.	500	1350	1380	U	III-B
KTSW	Emporia, Kan.	250	1370	1400	U	IV
KTUC	Tucson, Ariz.	250	1370	1400	U	IV
KTUL	Tulsa, Okla.	5,000	1400	1430	U	III-A
KTW	Seattle, Wash.	1,000	1220	1250	S-KWSC	III-A
KUIN	Grants Pass, Ore.	250	1310	1340	U	IV
KUJ	Walla Walla, Wash.	250	1370	1400	U	IV
KUOA	Siloam Springs, Ark.	5,000	1260	1290	D	III
KUSD	Vermillion, S. D.	500	890	920	S-KFNF	III-B
KUTA	Salt Lake City, Utah	250	1500	1490	U	IV
KVAK	Atchison, Kan.	250	1420	1450	U	IV
KVAN	Vancouver, Wash.	250	880	910	D	IV
KVCV	Redding, Cal.	250	1200	1230	U	IV
KVEC	San Luis Obispo, Cal.	250	1200	1230	U	IV
KVFD	Ft. Dodge, Ia.	250	1370	1400	SH	IV
KVGB	Great Bend, Kan.	250	1370	1400	U	IV
KVI	Tacoma, Wash.	1,000 5,000—LS	570	570	U	III-A
KVIC	Victoria, Tex.	250	1310	1340	U	IV
KVNU	Logan, Utah	250	1200	1230	U	IV
KVOA	Tucson, Ariz.	1,000	1260	1290	U	III-A
KVOD	Denver, Colo.	1,000	630	630	U	III-A
KVOE	Santa Ana, Cal.	250	1500	1490	U	IV
KVOL	Lafayette, La.	250	1310	1340	U	IV
KVOO	Tulsa, Okla.	25,000 (Proposed 50,000)	1140	1170	U	I-B
KVOR	Colorado Springs, Colo.	1,000	1270	1300	U	III-A
KVOS	Bellingham, Wash.	250	1200	1230	U	IV
KVOX	Moorhead, Minn.	250	1310	1340	U	IV
KVRS	Rock Springs, Wyo.	250	1370	1400	U	IV
KVSF	Santa Fe, N. M.	250	1310	1340	U	IV
KVSO	Ardmore, Okla.	250	1210	1240	U	IV
KVWC	Vernon, Tex.	250	1500	1490	U	IV
KWAL	Wallace, Ida.	250	1420	1450	U	IV
KWAT	Watertown, S. D.	250	1210	1240	U	IV
KWBG	Hutchinson, Kan.	250	1420	1450	U	IV
KWEW	Hobbs, N. M.	250	1500	1490	U	IV
KWFC	Hot Springs, Ark.	250	1310	1340	U	IV
KWFT	Wichita Falls, Tex.	1,000 5,000—LS	620	620	U	III-A
KWG	Stockton, Cal.	250	1200	1230	U	IV
KWJB	Globe, Ariz.	250	1210	1240	U	IV
KWJJ	Portland, Ore.	500	1060 SA-1040	1080	L-KRLD, WTIC	II
KWK	St. Louis, Mo.	5,000	1350	1380	U	III-A
KWKH	Shreveport, La.	50,000	1100	1130	U	II
KWLC	Decorah, Ia.	100	1270	1300	D-S-KGCA	IV
KWLK	Longview, Wash.	250	1370	1400	U	IV
KWLM	Willmar, Minn.	250	1310	1340	U	IV
KWNO	Winona, Minn.	250	1200	1230	U	IV
KWOC	Poplar Bluff, Mo.	250	1310	1340	U	IV
KWOS	Jefferson City, Mo.	250	1310	1340	U	IV
KWSC	Pullman, Wash.	5,000	1220	1250	S-KTW	III-A
KWTO	Springfield, Mo.	1,000 5,000 (5 to 6 a.m.)	560	560	D(5 a.m. to local sunset)	III
KWYO	Sheridan, Wyo.	250	1370	1400	U	IV
KXA	Seattle, Wash.	1,000	760	770	L-WJZ	II
KXL	Portland, Ore.	250	1420	1450	S-KBPS	IV
KXO	El Centro, Cal.	250	1500	1490	U	IV
KXOK	St. Louis, Mo.	5,000	630	630	U	III-A
KXOX	Sweetwater, Tex.	250	1210	1240	U	IV
KXRO	Aberdeen, Wash.	250	1310	1340	U	IV
KXYZ	Houston, Tex.	1,000	1440	1470	U	III-A
KYA	San Francisco, Cal.	1,000 5,000—LS	1230	1260	U	III-A
KYAN	Cheyenne, Wyo.	250	1370	1400	U	IV
KYCA	Prescott, Ariz.	250	1500	1490	U	IV
KYOS	Merced, Cal.	250	1040	1080	D	II
KYSM	Mankato, Minn.	250	1500	1230	U	IV
KYUM	Yuma, Ariz.	250	1210	1240	U	IV
KYW	Philadelphia, Pa.	10,000	1020	1060	U	I-B

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
WAAB	Boston, Mass.	1,000	1410	1440	U	III-A
WAAF	Chicago, Ill.	1,000	920	950	D	III
WAAT	Jersey City, N. J.	1,000	940	970	U	III-B
WABC	New York, N. Y.	50,000	860	880	U	I-A
WABI	Bangor, Me.	250	1200	1230	U	IV
WABY	Albany, N. Y.	250	1370	1400	U	IV
WACO	Waco, Tex.	250	1420	1450	U	IV
WADC	Akron, O.	5,000	1320	1350	U	III-A
WAGA	Atlanta, Ga.	500 1,000—LS	1350	1480	U	III-B
WAGF	Dothan, Ala.	250	1370	1400	U	IV
WAGM	Presque Isle, Me.	250	1420	1450	U	IV
WAIM	Anderson, S. C.	250	1200	1230	U	IV
WAIR	Winston-Salem, N. C.	250	1250	1280	D	IV
WAJR	Morgantown, W. Va.	250	1200	1230	U	IV
WAKR	Akron, O.	1,000	1530	1590	U	III-B
WALA	Mobile, Ala.	1,000	1380	1410	U	III-A
WALB	Albany, Ga.	1,000	1230	1260	D	III
WAML	Laurel, Miss.	250	1310	1340	U	IV
WAOV	Vincennes, Ind.	250	1420	1450	U	IV
WAPI	Birmingham, Ala.	5,000 (Proposed 50,000)	1140	1070	U	II
WAPO	Chattanooga, Tenn.	500 1,000—LS	1420	1150	U	III-B
WARD	Brooklyn, N. Y.	500	1400	1430	S-WBBC, WLTH, WVFW	III-B
WARM	Scranton, Pa.	250	1370	1400	U	IV
WASH	Grand Rapids, Mich.	500	1270	1300	S-WOOD	III-B
WATL	Atlanta, Ga.	250	1370	1400	U	IV
WATR	Waterbury, Conn.	250	1290	1320	U	IV
WATW	Ashland, Wis.	250	1370	1400	U	IV
WAVE	Louisville, Ky.	5,000	940	970	U	III-A
WAWZ	Zarephath, N. J.	1,000	1350	1380	S-WBNX	III-A
WAYX	Waycross, Ga.	250	1200	1230	U	IV
WAZL	Hazleton, Pa.	250	1420	1450	U	IV
WBAA	West Lafayette, Ind.	500 1,000—LS	890	920	SH	III-B
WBAB	Atlantic City, N. J.	250	1200	1230	U	IV
WBAL	Baltimore, Md.	10,000 (Proposed 50,000)	1060	1090	U	I-B
WBAP	Fort Worth, Tex.	50,000	800	820	S-WFAA	I-A
WBAX	Wilkes-Barre, Pa.	250	1210	1240	U	IV
WBBC	Brooklyn, N. Y.	500	1400	1430	S-WARD, WLTH, WVFW	III-B
WBBL	Richmond, Va.	250	1210	1240	SH	IV
WBBM	Chicago, Ill.	50,000	770	780	U	I-A
WBBR	Brooklyn, N. Y.	1,000	1300	1330	S-WEVD, WHAZ	III-B
WBBZ	Ponca City, Okla.	250	1200	1230	U	IV
WBCM	Bay City, Mich.	500 1,000—LS	1410	1440	U	III-B
WBEN	Buffalo, N. Y.	1,000 5,000—LS	900	930	U	III-A
WBHP	Huntsville, Ala.	250	1200	1230	U	IV
WBIG	Greensboro, N. C.	1,000 5,000—LS (Proposed 5,000)	1440	1470	U	III-B III-A
WBIR	Knoxville, Tenn.	250	1210	1240	U	IV
WBLK	Clarksburg, W. Va.	250	1370	1400	U	IV
WBML	Macon, Ga.	250	1420	1240	U	IV
WBNS	Columbus, O.	1,000 5,000—LS	1430	1460	U	III-B
WBNX	New York City	5,000	1350	1380	S-WAWZ	III-A
WBNY	Buffalo, N. Y.	250	1370	1400	S-WSVS	IV
WBOC	Salisbury, Md.	250	1500	1490	U	IV
WBOW	Terre Haute, Ind.	250	1200	1230	U	IV
WBRB	Red Bank, N. J.	250	1210	1240	S-WFAS, WGBB	IV
WBRC	Birmingham, Ala.	1,000 5,000—LS	930	960	U	III-A
WBRE	Wilkes-Barre, Pa.	250	1310	1340	U	IV
WBRK	Pittsfield, Mass.	250	1310	1340	U	IV
WBRW	Welch, W. Va.	250	1310	1340	U	IV
WBRY	Waterbury, Conn.	1,000	1530	1590	U	III-A
WBT	Charlotte, N. C.	50,000	1080	1110	U	I-B
WBTH	Williamson, W. Va.	250	1370	1400	U	IV
WBTM	Danville, Va.	250	1370	1400	U	IV
WBZ	Boston, Mass.	50,000	990	1030	U-Synchronized with WBZA	I-B
WBZA	Boston, Mass.	1,000	990	1030	U-Synchronized with WBZ	Spec.
WCAD	Canton, N. Y.	500	1220	1250	SHD	III
WCAE	Pittsburgh, Pa.	5,000	1220	1250	U	III-A
WCAL	Northfield, Minn.	5,000	760	770	S-WLB (1/3 daytime)	II
WCAM	Camden, N. J.	500	1280	1310	S-WCAP, WTNJ	III-B
WCAO	Baltimore, Md.	500 1,000—LS	600	600	U	III-B
WCAP	Asbury Park, N. J.	500	1280	1310	S-WCAM, WTNJ	III-B
WCAR	Pontiac, Mich.	1,000	1100	1130	D	II
WCAT	Rapid City, S. D.	250	1200	1230	U	IV
WCAU	Philadelphia, Pa.	50,000	1170	1200	U	I-A
WCAX	Burlington, Vt.	250	1200	1230	U	IV
WCAZ	Carthage, Ill.	100	1070	1080	D	II
WCBA	Allentown, Pa.	500 (Proposed 5,000)	1440	1470	S-WSAN	III-B III-A

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
WCBD.....	Chicago, Ill.	5,000	1080	1110	L-WBT, KFAB S-WMBI	II
WCBI.....	Columbus, Miss.	250	1370	1400	U	IV
WCBM.....	Baltimore, Md.	250	1370	1400	U	IV
WCBS.....	Springfield, Ill.	250	1420	1450	U	IV
WCBT.....	Roanoke Rapids, N. C.	250	1200	1230	U	IV
WCCO.....	Minneapolis, Minn.	50,000	810	830	U	I-A
WCED.....	DuBois, Pa.	250	1200	1230	U	IV
WCFL.....	Chicago, Ill.	5,000	970	1000	U	II
	(Proposed	50,000)				I-B
WCHS.....	Charleston, W. Va.	500 5,000—LS	580	580	U	III-B
WCHV.....	Charlottesville, Va.	250	1420	1450	U	IV
WCKY.....	Cincinnati, O.	50,000	1490	1530	U	I-B
WCLE.....	Cleveland, O.	500	610	610	D	III
WCLO.....	Janesville, Wis.	250	1200	1230	U	IV
WCLS.....	Joliet, Ill.	250	1310	1340	U	IV
WCMI.....	Ashland, Ky.	250	1310	1340	U	IV
WCNC.....	Elizabeth City, N. C.	250	1370	1400	U	IV
WCNW....	Brooklyn, N. Y.	250	1500	1490	SH-WWRL	IV
WCOA.....	Pensacola, Fla.	500 1,000—LS	1340	1370	U	III-B
WCOC.....	Meridian, Miss.	1,000	880	910	U	III-A
WCOL.....	Columbus, O.	250	1200	1230	U	IV
WCOP.....	Boston, Mass.	500	1120	1150	D	III
WCOS.....	Columbia, S. C.	250	1370	1400	U	IV
WCOU.....	Lewiston, Me.	250	1210	1240	U	IV
WCOV.....	Montgomery, Ala.	250	1210	1240	U	IV
WCPO.....	Cincinnati, O.	250	1200	1230	U	IV
WCRW.....	Chicago, Ill.	250	1210	1240	SH-WEDC, WSBC	IV
WCSC.....	Charleston, S. C.	500 1,000—LS	1360	1390	U	III-B
	(Proposed	1,000)				III-A
WCSH.....	Portland, Me.	5,000	940	970	U	III-A
WDAE.....	Tampa, Fla.	5,000	1220	1250	U	III-A
WDAF.....	Kansas City, Mo.	5,000	610	610	U	III-A
WDAK.....	West Point, Ga.	250	1310	1340	U	IV
WDAN.....	Danville, Ill.	250	1500	1490	U	IV
WDAS.....	Philadelphia, Pa.	250	1370	1400	U	IV
WDAY.....	Fargo, N. D.	5,000	940	970	U	III-A
WDBJ.....	Roanoke, Va.	1,000 5,000—LS	930	960	U	III-A
WDBO.....	Orlando, Fla.	1,000 5,000—LS	580	580	U	III-A
WDEF.....	Chattanooga, Tenn.	250	1370	1400	U	IV
WDEL.....	Wilmington, Del.	250 1,000—LS	1120	1150	U	III-B
WDEV.....	Waterbury, Vt.	1,000	550	550	D	III
WDGY.....	Minneapolis, Minn.	1,000 5,000—LS	1180 CP-1100	1130	D to 8 p.m.	II
WDLP.....	Panama City, Fla.	250	1200	1230	U	IV
WDMJ.....	Marquette, Mich.	250	1310	1340	U	IV
WDNC.....	Durham, N. C.	250	1500	1490	U	IV
WDOD.....	Chattanooga, Tenn.	1,000 5,000—LS	1280	1310	U	III-A
WDRC.....	Hartford, Conn.	5,000	1330	1360	U	III-A
WDSM.....	Superior, Wis.	250	1200	1230	U	IV
WDSU.....	New Orleans, La.	1,000	1250	1280	U	III-A
WDWS.....	Champaign, Ill.	250	1370	1400	U	IV
WDZ.....	Tuscola, Ill.	1,000	1020	1050	D	II
WEAF.....	New York City	50,000	660	660	U	I-A
WEAN.....	Providence, R. I.	1,000 5,000—LS	780	790	U	III-A
WEAU.....	Eau Claire, Wis.	1,000 5,000—LS	1050	1070	L-KFBI	II
WEBC.....	Duluth, Minn.	1,000 5,000—LS	1290	1320	U	III-A
WEBQ.....	Harrisburg, Ill.	250	1210	1240	U	IV
WEBR.....	Buffalo, N. Y.	250	1310	1340	U	IV
WEDC.....	Chicago, Ill.	250	1210	1240	SH-WCRW, WSBC	IV
WEED.....	Rocky Mount, N. C.	250	1420	1450	U	IV
WEEI.....	Boston, Mass.	5,000	590	590	U	III-A
WEEU.....	Reading, Pa.	1,000	830	850	D	II
WELI.....	New Haven, Conn.	250 500—LS	930	960	U	III-B
WELL.....	Battle Creek, Mich.	250	1320	1400	U	IV
WEMP.....	Milwaukee, Wis.	250	1310	1340	U	IV
WENR.....	Chicago, Ill.	50,000	870	890	S-WLS	I-A
WENY.....	Elmira, N. Y.	250	1200	1230	U	IV
WEOA.....	Evansville, Ind.	250	1370	1400	U	IV
WERC.....	Erie, Penna.	250	1500	1490	U	IV
WEST.....	Easton, Pa.	250	1200	1230	U	IV
WESX.....	Salem, Mass.	250	1200	1230	U	IV
WEVD.....	New York City	1,000	1300	1330	S-WBBR, WHAZ	III-B
WEW.....	St. Louis, Mo.	1,000	760	770	D	II
WEXL.....	Royal Oak, Mich.	250	1310	1340	U	IV
WFAA.....	Dallas, Tex.	50,000	800	820	S-WBAP	I-A
WFAM.....	South Bend, Ind.	250	1200	1230	U-D S-WWAE-N	IV
WFAS.....	White Plains, N. Y.	250	1210	1240	S-WBRB, WGBB	IV
WFBC.....	Greenville, S. C.	5,000	1300	1330	U	III-A
WFBG.....	Altoona, Pa.	250	1310	1340	U	IV
WFBL.....	Syracuse, N. Y.	5,000	1360	1390	U	III-A
WFBM.....	Indianapolis, Ind.	5,000	1230	1260	U	III-A
WFBR.....	Baltimore, Md.	1,000 5,000—LS	1270	1300	U	III-A
WFCI.....	Providence, R. I.	1,000	1000	1420	U	III-B
WFDF.....	Flint, Mich.	250	1310 CP-880	1340	U	IV
WFEA.....	Manchester, N. H.	500 1,000—LS	1340	1370	U	III-B
WFHR.....	Wisconsin Rapids, Wis.	250	1310	1340	U	IV
WFIG.....	Sumter, S. C.	250	1310	1340	U	IV
WFIL.....	Philadelphia, Pa.	1,000	560	560	U	III-A
WFLA.....	Tampa, Fla.	5,000	620	620	SH-WSUN	III-A
WFMD.....	Frederick, Md.	500	900	930	D	III
WFMJ.....	Youngstown, O.	250	1420	1450	U	IV
WFNC.....	Fayetteville, N. C.	250	1340	1370	D	IV
WFOR.....	Hattiesburg, Miss.	250	1370	1400	U	IV
WFOY.....	St. Augustine, Fla.	250	1210	1240	U	IV
WFPG.....	Atlantic City, N. J.	250	1420	1450	U	IV
WFTC.....	Kinston, N. C.	250	1200	1230	U	IV
WFTL.....	Ft. Lauderdale, Fla.	250	1370	1400	U	IV
WFTM.....	Fort Myers, Fla.	250	1210	1240	U	IV
WFVA.....	Fredericksburg, Va.	250	1260	1290	D	IV
WGAC.....	Augusta, Ga.	250	1210	1240	U	IV
WGAL.....	Lancaster, Pa.	250	1500	1490	U	IV
WGAN.....	Portland, Me.	500	640 CP-580	640	L-KFI	II
WGAR.....	Cleveland, O.	1,000 5,000—LS	1450	1480	U	III-B
WGAU.....	Athens, Ga.	250	1310	1340	U	IV
WGBB.....	Freeport, N. Y.	250	1210	1240	S-WBRB, WFAS	IV
WGBF.....	Evansville, Ind.	1,000 5,000—LS	630 CP-1250	1280	U	III-B
WGBI.....	Scranton, Pa.	500 1,000—LS	880	910	S-WQAN	III-B
WGBR.....	Goldsboro, N. C.	250	1370	1400	U	IV
WGCM.....	Gulfport, Miss.	250	1210	1240	U	IV
WGES.....	Chicago, Ill.	500 1,000—LS (Sunday)	1360	1390	S-WSBT	III-B
WGGA.....	Gainesville, Ga.	250	1210	1240	U	IV
WGH.....	Newport News, Va.	250	1310	1340	U	IV
WGIL.....	Galesburg, Ill.	250	1500	1400	U	IV
WGKV.....	Charleston, W. Va.	250	1500	1490	U	IV
WGL.....	Ft. Wayne, Ind.	250	1370	1450	U	IV
WGMA.....	Schenectady, N. Y.	250	1210	1240	U	IV
WGN.....	Chicago, Ill.	50,000	720	720	U	I-A
WGNC.....	Gastonia, N. C.	250	1420	1450	U	IV
WGNY.....	Newburgh, N. Y.	250	1220	1250	D	IV
WGOV.....	Valdosta, Ga.	250	1420	1450	U	IV
WGPC.....	Albany, Ga.	250	1420	1450	U	IV
WGR.....	Buffalo, N. Y.	1,000 5,000—LS	550	550	U	III-B
WGRB.....	Grands Rapids, Mich.	250	1200	1230	U	IV
WGRC.....	New Albany, Ind.	250	1370	1400	U	IV
WGRM.....	Greenwood, Miss.	250	1210	1240	U	IV
WGST.....	Atlanta, Ga.	1,000 5,000—LS	890	920	U	III-A
WGTC.....	Greenville, N. C.	250	1500	1490	U	IV
WGTM.....	Wilson, N. C.	250	1310	1340	U	IV
WGY.....	Schenectady, N. Y.	50,000	790	810	U	I-B
WHA.....	Madison, Wis.	5,000	940	970	D	III
WHAI.....	Greenfield, Mass.	250	1210	1240	U	IV
WHAL.....	Saginaw, Mich.	500	950	980	D	III
WHAM.....	Rochester, N. Y.	50,000	1150	1180	U	I-A
WHAS.....	Louisville, Ky.	50,000	820	840	U	I-A
WHAT.....	Philadelphia, Pa.	250	1310	1340	S-WTEL	IV
WHAZ.....	Troy, N. Y.	1,000	1300	1330	S-WBBR WEVD	III-B
WHB.....	Kansas City, Mo.	1,000	860	880	D	II
WHBB.....	Selma, Ala.	250	1500	1490	U	IV
WHBC.....	Canton, O.	250	1200	1230	U	IV
WHBF.....	Rock Island, Ill.	1,000	1240	1270	U	III-B
WHBI.....	Newark, N. J.	1,000 2,500—LS	1250	1280	S-WNEW	III-A
WHBL.....	Sheboygan, Wis.	250 1,000—LS	1300	1330	U	III-B
WHBQ.....	Memphis, Tenn.	250	1370	1400	U	IV
WHBU.....	Anderson, Ind.	250	1210	1240	U	IV
WHBY.....	Appleton, Wis.	250	1200	1230	U	IV
WHCU.....	Ithaca, N. Y.	1,000	850	870	L-WWL	II
WHDF.....	Calumet, Mich.	250	1370	1400	U	IV
WHDH.....	Boston, Mass.	1,000	830	850	L-KOA	II
WHDL.....	Olean, N. Y.	250	1400—D CP-1420—U	1450	U	IV
WHEB.....	Portsmouth, N. H.	1,000	740	750	L-WSB	II
WHEC.....	Rochester, N. Y.	500 1,000—LS	1430	1460	U	III-B
WHFC.....	Cicero, Ill.	250	1420	1450	U	IV
WHIO.....	Dayton, O.	1,000 5,000—LS	1260	1290	U	III-A
WHIP.....	Hammond, Ind.	5,000	1480	1520	6:00 a.m. to LS at Buffalo, N. Y.	II
WHIS.....	Bluefield, W. Va.	500 1,000—LS	1410	1440	U	III-B
WHIZ.....	Zanesville, O.	250	1210	1240	U	IV
WHJB.....	Greensburg, Pa.	250	620	620	D	IV
WHK.....	Cleveland, O.	5,000	1390	1420	U	III-A
WHKC.....	Columbus, O.	500	640	640	L-KFI	II

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
WHKY	Hickory, N. C.	250	1370	1400	U	IV
WHLB	Virginia, Minn.	250	1370	1400	U	IV
WHLD	Niagara Falls, N. Y.	1,000	1260	1290	D	III
WHLS	Port Huron, Mich.	250	1370	1450	U	IV
WHMA	Anniston, Ala.	250	1420	1450	U	IV
WHN	New York City	1,000 5,000—LS	1010	1050	U	II
WHO	Des Moines, Ia.	50,000	1000	1040	U	I-A
WHOM	Jersey City, N. J.	500 1,000—LS	1450	1560	U	II
WHOP	Hopkinsville, Ky.	250	1200	1230	U	IV
WHP	Harrisburg, Pa.	1,000 5,000—LS	1430	1460	U	III-B
WHUB	Cookeville, Tenn.	250	1370	1400	U	IV
WIBA	Madison, Wis.	1,000 5,000—LS	1280	1310	U	III-A
WIBC	Indianapolis, Ind.	1,000	1050	1070	D	II
WIBG	Glenside, Pa.	1,000	970	990	D	II
WIBM	Jackson, Mich.	250	1370	1450	U	IV
WIBU	Poynette, Wis.	250	1210	1240	U	IV
WIBW	Topeka, Kan.	1,000 5,000—LS	580	580	S-KSAC	III-A
WIBX	Utica, N. Y.	250	1200	1230	U	IV
WICA	Ashtabula, O.	1,000	940	970	D	III
WICC	Bridgeport, Conn.	500 1,000—LS	600	600	U	III-B
WIL	St. Louis, Mo.	250	1200	1230	U	IV
WILL	Urbana, Ill.	5,000	580	580	D	III
WILM	Wilmington, Del.	250	1420	1450	U	IV
WIND	Gary, Ind.	1,000 5,000—LS	560	560	U	III-A
WING	Dayton, O.	250 500—LS	1380	1410	U	III-B
	(Proposed	5,000)				III-A
WINN	Louisville, Ky.	250	1210	1240	U	IV
WINS	New York City	1,000	1180	1000	L-WCFL	II
WINX	Washington, D. C.	250	1310	1340	U	IV
WIOD	Miami, Fla.	5,000	610	610	U	III-A
WIP	Philadelphia, Pa.	5,000	610	610	U	III-A
WIRE	Indianapolis, Ind.	5,000	1300	1430	U	III-A
WIS	Columbia, S. C.	1,000 5,000—LS	560	560 DA-N	U	III-A
WISE	Asheville, N. C.	250	1370	1400	U	IV
WISN	Milwaukee, Wis.	250 1,000—LS	1120	1150	U	III-B
	(Proposed	1,000 5,000—LS)				III-A
WIZE	Springfield, O.	250	1310	1340	U	IV
WJAC	Johnstown, Pa.	250	1370	1400	U	IV
WJAG	Norfolk, Neb.	1,000	1060	780	L-WBBM	II
WJAR	Providence, R. I.	1,000 5,000—LS	890	920	U	III-A
WJAS	Pittsburgh, Pa.	1,000 5,000—LS	1290	1320	U	III-A
WJAX	Jacksonville, Fla.	1,000 5,000—LS	900	930	U	III-A
WJBC	Bloomington, Ill.	250	1200	1230	U	IV
WJBK	Detroit, Mich.	250	1500	1490	U	IV
WJBO	Baton Rouge, La.	1,000	1120	1150	U	III-A
WJBW	New Orleans, La.	250	1200	1230	U	IV
WJBY	Gadsden, Ala.	250	1210	1240	U	IV
WJDX	Jackson, Miss.	1,000 5,000—LS	1270	1300	U	III-A
WJEJ	Hagerstown, Md.	250	1210	1240	U	IV
WJHL	Johnson City, Tenn.	250	1200 CP-880	1230	U	IV
WJHO	Opelika, Ala.	250	1370	1400	U	IV
WJHP	Jacksonville, Fla.	250	1290	1320	U	IV
WJIM	Lansing, Mich.	250	1210	1240	U	IV
WJJD	Chicago, Ill.	20,000	1130	1160	L-KSL	II
WJLS	Beckley, W. Va.	250	1210	1240	U	IV
WJMC	Rice Lake, Wis.	250	1210	1240	U	IV
WJMS	Ironwood, Mich.	250	1420	1450	U	IV
WJNO	W. Palm Beach, Fla.	250	1200	1230	U	IV
WJPF	Herrin, Ill.	250	1310	1340	U	IV
WJPR	Greenville, Miss.	250	1310	1340	U	IV
WJR	Detroit, Mich.	50,000	750	760	U	I-A
WJRD	Tuscaloosa, Ala.	250	1200	1230	U	IV
WJSV	Washington, D. C.	50,000	1460	1500	U	I-B
WJTN	Jamestown, N. Y.	250	1210	1240	U	IV
WJW	Akron, O.	250	1210	1240	U	IV
WJZ	New York City	50,000	760	770	U	I-A
WKAQ	San Juan, Puerto Rico	1,000	1240 CP-620	1270	U	III-A
WKAR	East Lansing, Mich.	5,000	850	870	D	II
WKAT	Miami Beach, Fla.	1,000	1500 CP-1330	1360	U	III-B
WKBB	Dubuque, Ia.	250	1500	1490	U	IV
WKBH	LaCrosse, Wis.	1,000	1380	1410	U	III-A
WKBN	Youngstown, O.	500 1,000—LS	570	570	SH-WOSU	III-B
WKBO	Harrisburg, Pa.	250	1200	1230	U	IV
WKBV	Richmond, Ind.	250	1500	1490	U	IV
WKBW	Buffalo, N. Y.	5,000	1480	1520	U	II
	(Proposed	10,000)				I-B
WKBZ	Muskegon, Mich.	250	1500	1490	U	IV
WKEU	Griffin, Ga.	250	1500	1450	U	IV
WKIP	Poughkeepsie, N. Y.	250	1420	1450	U	IV

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
WKNE	Keene, N. H.	1,000	1260	1290	U	III-A
WKNY	Kingston, N. Y.	250	1500	1490	U	IV
WKOK	Sunbury, Pa.	250	1210	1240	U	IV
WKPA	New Kensington, Pa.	250	1120	1150	D	IV
WKPT	Kingsport, Tenn.	250	1370	1400	U	IV
WKRC	Cincinnati, O.	1,000 5,000—LS	550	550	U	III-B
WKST	New Castle, Pa.	1,000	1250	1280	D	III
WKY	Oklahoma City, Okla.	1,000 5,000—LS	900	930	U	III-A
WKZO	Kalamazoo, Mich.	1,000	590	590	U	III-B
WLAC	Nashville, Tenn.	5,000 (Proposed 50,000)	1470	1510	U	II I-B
WLAF	Salina, N. Y.	1,000	620	620	U	III-B
WLAK	Lakeland, Fla.	250	1310	1340	U	IV
WLAP	Lexington, Ky.	250	1420	1450	U	IV
WLAV	Grand Rapids, Mich.	250	1310	1340	U	IV
WLAW	Lawrence, Mass.	1,000	680	680	D	II
WLB	Minneapolis, Minn.	5,000	760	770	S-WCAL (2/3 daytime)	II
WLBC	Muncie, Ind.	250	1310	1340	U	IV
WLBJ	Bowling Green, Ky.	250	1310	1340	U	IV
WLBL	Stevens Point, Wis.	5,000	900	930	D	III
WLBZ	Bangor, Me.	500 1,000—LS	620	620	U	III-B
WLEU	Erie, Pa.	250	1420	1450	U	IV
WLLH	Lowell, Mass.	250	1370	1400	U	IV
WLNH	Laconia, N. H.	250	1310	1340	U	IV
WLOF	Orlando, Fla.	250	1200	1230	U	IV
WLOG	Logan, W. Va.	250	1200	1230	U	IV
WLOK	Lima, O.	250	1210	1240	U	IV
WLOL	Minneapolis, Minn.	1,000	1300	1330	U	III-B
WLPM	Suffolk, Va.	250	1420	1450	U	IV
WLS	Chicago, Ill.	50,000	870	890	S-WENR	I-A
WLTH	New York City	500	1400	1430	S-WARD, WBBC, WVFW	III-B
WLVA	Lynchburg, Va.	250	1200	1230	U	IV
WLW	Cincinnati, O.	50,000	700	700	U	I-A
WMAL	Washington, D. C.	5,000	630	630	U	III-A
WMAM	Marinette, Wis.	250	570	570	D	IV
WMAN	Mansfield, O.	250	1370	1400	U	IV
WMAQ	Chicago, Ill.	50,000	670	670	U	I-A
WMAS	Springfield, Mass.	250	1420	1450	U	IV
WMAZ	Macon, Ga.	1,000 5,000—LS	1180	940	D to 9 p.m.	II
WMBC	Detroit, Mich.	250	1420	1400	U	IV
WMBD	Peoria, Ill.	1,000 5,000—LS	1440	1470	U	III-B
	(Proposed	5,000)				III-A
WMBG	Richmond, Va.	1,000 5,000—LS	1350	1380	U	III-B
WMBH	Joplin, Mo.	250	1420	1450	U	IV
WMBI	Chicago, Ill.	5,000	1080	1110	L-WBT, KFAB S-WCBD	II
WMBO	Auburn, N. Y.	250	1310	1340	U	IV
WMBR	Jacksonville, Fla.	250	1370	1400	U	IV
WMBS	Uniontown, Pa.	250	1420 CP-590	1450	U	IV
WMC	Memphis, Tenn.	1,000 5,000—LS	780	790	U	III-A
WMCA	New York City	1,000 5,000—LS	570	570	U	III-A
WMEX	Boston, Mass.	5,000	1500 CP-1470	1510	U	II
WMFD	Wilmington, N. C.	250	1370	1400	U	IV
WMFF	Plattsburg, N. Y.	250	1310	1340	U	IV
WMFG	Hibbing, Minn.	250	1210	1240	U	IV
WMFJ	Daytona Beach, Fla.	250	1420	1450	U	IV
WMFR	High Point, N. C.	250	1200	1230	U	IV
WMGA	Moultrie, Ga.	250	1370	1400	U	IV
WMIN	St. Paul, Minn.	250	1370	1400	U	IV
WMJM	Cordele, Ga.	250	1500	1490	U	IV
WMMN	Fairmont, W. Va.	1,000 5,000—LS	890	920	U	III-A
WMOB	Mobile, Ala.	250	1200	1230	U	IV
WMOG	Brunswick, Ga.	250	1500	1490	U	IV
WMPC	Lapeer, Mich.	250	1200	1230	SH	IV
WMPS	Memphis, Tenn.	500 1,000—LS	1430	1460	U	III-B
WMRC	Greenville, S. C.	250	1500	1490	U	IV
WMRO	Aurora, Ill.	250	1250	1280	D	IV
WMRN	Marion, O.	250	1500	1490	U	IV
WMSD	Muscle Shoals City, Ala.	250	1420	1450	U	IV
WMSL	Decatur, Ala.	250	1370	1400	U	IV
WMT	Cedar Rapids, Ia.	1,000 5,000—LS	600	600	U	III-A
WMVA	Martinsville, Va.	250	1420	1450	U	IV
WMWH	Augusta, Ga.	250	1420	1450	U	IV
WNAB	Bridgeport, Conn.	250	1420	1450	U	IV
WNAC	Boston, Mass.	1,000 5,000—LS	1230	1260	U	III-A
WNAD	Norman, Okla.	1,000	1010	690	SH-KGGF	II
WNAX	Yankton, S. D.	1,000 5,000—LS	570	570	U	III-A
WNBC	New Britain, Conn.	1,000	1380	1410	U	III-B
WNBF	Binghamton, N. Y.	250	1500	1490	U	IV
WNBH	New Bedford, Mass.	250	1310	1340	U	IV
WNBZ	Saranac Lake, N. Y.	100	1290	1320	D	IV
WNEL	San Juan, Puerto Rico	1,000 2,500—LS	1290	1320	U	III-A

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
WNEW	New York City	1,000 5,000—LS	1250	1280	S-WHBI	III-A
WNLC	New London, Conn.	250	1500	1490	U	IV
WNOE	New Orleans, La.	250	1420	1450	U	IV
WNOX	Knoxville, Tenn.	1,000 5,000—LS	1010	990	U	II
WNYC	New York City	1,000	810	830	L-WCCO	II
WOAI	San Antonio, Tex.	50,000	1190	1210	U	I-A
WOC	Davenport, Ia.	250	1370	1450	U	IV
WOCB	Osterville, Mass.	250	1210	1240	U	IV
WOI	Ames, Ia.	5,000	640	640	D	II
WOKO	Albany, N. Y.	500 1,000—LS	1430	1460	U	III-B
WOL	Washington, D. C.	1,000	1230	1260	U	III-B
WOLF	Syracuse, N. Y.	250	1500	1490	U	IV
WOLS	Florence, S. C.	250	1200	1230	U	IV
WOMI	Owensboro, Ky.	250	1500	1490	U	IV
WOMT	Manitowoc, Wis.	250	1210	1240	U	IV
WOOD	Grand Rapids, Mich.	500	1270	1300	S-WASH	III-B
WOPI	Bristol, Tenn.	250	1500	1490	U	IV
WOR	Newark, N. J.	50,000	710	710	U	I-B
WORC	Worcester, Mass.	500	1280	1310	U	III-B
WORD	Spartanburg, S. C.	250	1370	1400	U	IV
WORK	York, Pa.	1,000	1320	1350	U	III-B
WORL	Boston, Mass.	500	920	950	D	III
WOSU	Columbus, O.	1,000	570	570	SH-WKBN	III-A
WOV	New York City (Proposed 10,000)	5,000	1100	1130	U	II I-B
WOW	Omaha, Neb.	5,000	590	590	U	III-A
WOWO	Ft. Wayne, Ind. (Proposed 50,000)	10,000	1160	1190	U	I-B
WPAB	Ponce, Puerto Rico	1,000	1340	1370	U	III-A
WPAD	Paducah, Ky.	250	1420	1450	U	IV
WPAR	Parkersburg, W. Va.	250	1420	1450	U	IV
WPAT	Paterson, N. J.	1,000	900	930	D	III
WPAX	Thomasville, Ga.	250	1210	1240	U	IV
WPAY	Portsmouth, O.	250	1370	1400	U	IV
WPEN	Philadelphia, Pa.	1,000	920	950	U	III-A
WPIC	Sharon, Pa.	1,000	780	790	D	III
WPID	Petersburg, Va.	250	1210	1240	U-Except Sunday when WBBL operates	IV
WPRA	Mayaguez, Puerto Rico	1,000 2,500—LS	780	790	U	III-A
WPRO	Providence, R. I.	5,000	630	630	U	III-A
WPRP	Ponce, Puerto Rico	1,000 5,000—LS	1420 CP-1480	1520	U	II
WPTF	Raleigh, N. C.	5,000	680	680	U	II
WQAM	Miami, Fla.	1,000	560	560	U	III-A
WQAN	Scranton, Pa.	500 1,000—LS	880	910	S-WGBI	III-B
WQBC	Vicksburg, Miss.	1,000	1360	1390	D	III
WQDM	St. Albans, Vt.	1,000	1390	1420	D	III
WQXR	New York City	5,000	1550	1600	U	III-A
WRAK	Williamsport, Pa.	250	1370	1400	U	IV
WRAL	Raleigh, N. C.	250	1210	1240	U	IV
WRAW	Reading, Pa.	250	1310	1340	U	IV
WRBL	Columbus, Ga.	250	1200	1230	U	IV
WRC	Washington, D. C.	5,000	950	980	U	III-A
WRDO	Augusta, Me.	250	1370	1400	U	IV
WRDW	Augusta, Ga.	250	1500	1490	U	IV
WREC	Memphis, Tenn.	1,000 5,000—LS	600	600	U	III-A
WREN	Lawrence, Kan.	1,000 5,000—LS	1220	1250	S-KFKU	III-A
WRGA	Rome, Ga.	250	1500	1490	U	IV
WRJF	Miles City, Mont.	250	1310	1340	U	IV
WRJN	Racine, Wis.	250	1370	1400	U	IV
WRNL	Richmond, Va.	1,000	880	910	U	III-B
WROK	Rockford, Ill.	500 1,000—LS	1410	1440	U	III-B
WROL	Knoxville, Tenn.	250	1310 CP-620	1340	U	IV
WRR	Dallas, Tex. (Proposed 1,000)	500	1280	1310	U	III-B III-A
WRUF	Gainesville, Fla.	5,000	830	850	L-KOA	II
WRVA	Richmond, Va.	50,000	1110	1140	U	I-B
WSAI	Cincinnati, O.	5,000	1330	1360	U	III-A
WSAJ	Grove City, Pa.	250	1310	1340	SH	IV
WSAM	Saginaw, Mich.	250	1200	1230	SH	IV
WSAN	Allentown, Pa. (Proposed 5,000)	500	1440	1470	S-WCBA	III-B III-A
WSAR	Fall River, Mass.	1,000	1450	1480	U	III-B
WSAU	Wausau, Wis.	250	1370	1400	U	IV
WSAV	Savannah, Ga.	250	1310	1340	U	IV
WSAY	Rochester, N. Y.	250	1210	1240	U	IV
WSAZ	Huntington, W. Va.	1,000	1190 CP-900	1210	L-WOAI	II
WSB	Atlanta, Ga.	50,000	740	750	U	I-A
WSBC	Chicago, Ill.	250	1210	1240	SH-WCRW, WEDC	IV
WSBT	South Bend, Ind.	500	1360	1390	S-WGES	III-B
WSFA	Montgomery, Ala.	500 1,000—LS	1410	1440	U	III-B
WSGN	Birmingham, Ala.	250	1310	1340	U	IV
WSIX	Nashville, Tenn.	250	1210	1240	U	IV
WSJS	Winston-Salem, N. C.	250	1310	1340	U	IV
WSKB	McComb, Miss.	250	1200	1230	U	IV
WSLB	Ogdensburg, N. Y.	250	1370	1400	U	IV
WSLI	Jackson, Miss.	250	1420	1450	U	IV
WSM	Nashville, Tenn.	50,000	650	650	U	I-A
WSMB	New Orleans, La.	5,000	1320	1350	U	III-A
WSNJ	Bridgeton, N. J.	250	1210	1240	U	IV
WSOC	Charlotte, N. C.	250	1210	1240	U	IV
WSOO	Sault Ste. Marie, Mich.	250	1200	1230	U	IV
WSOY	Decatur, Ill.	250	1310	1340	U	IV
WSPA	Spartanburg, S. C.	1,000	920	950	D	III
WSPB	Sarasota, Fla.	250	1420	1450	U	IV
WSPD	Toledo, O.	5,000	1340	1370	U	III-A
WSPR	Springfield, Mass.	500	1140	1210	L-WOAI	II
WSSJ	San Juan, Puerto Rico	250	1500	1490	U	IV
WSTP	Salisbury, N. C.	250	1500	1490	U	IV
WSTV	Steubenville, O.	250	1310	1340	SH-WSAJ	IV
WSUI	Iowa City, Ia.	1,000 5,000—LS	880	910	U	III-A
WSUN	St. Petersburg, Fla.	5,000	620	620	SH-WFLA	III-A
WSVA	Harrisonburg, Va.	1,000	550	550	D	III
WSVS	Buffalo, N. Y.	250	1370	1400	SH-D-WBNY	IV
WSYB	Rutland, Vt.	250	1500	1490	U	IV
WSYR	Syracuse, N. Y.	1,000	570	570	U	III-A
WTAD	Quincy, Ill.	1,000	900	930	D	III
WTAG	Worcester, Mass.	1,000 5,000—LS	580	580	U	III-A
WTAL	Tallahassee, Fla.	250	1310	1340	U	IV
WTAM	Cleveland, O.	50,000	1070	1100	U	I-A
WTAQ	Green Bay, Wis.	5,000	1330	1360	U	III-A
WTAR	Norfolk, Va.	1,000 5,000—LS	780	790	U	III-A
WTAW	College Station, Tex.	500	1120	1150	SH-D-KTBC	III
WTAX	Springfield, Ill.	250	1210	1240	U	IV
WTBO	Cumberland, Md.	250	800	820	L-WFAA, WBAP	II
WTCN	Minneapolis, Minn.	1,000 5,000—LS	1250	1280	U	III-A
WTCM	Traverse City, Mich.	250	1370	1400	U	IV
WTEL	Philadelphia, Pa.	250	1310	1340	S-WHAT	IV
WTHT	Hartford, Conn.	250	1200	1230	U	IV
WTIC	Hartford, Conn.	50,000	1040	1080	U	I-B
WTJS	Jackson, Tenn.	250	1310	1340	U	IV
WTMA	Charleston, S. C.	250	1210	1240	U	IV
WTMC	Ocala, Fla.	250	1500	1490	U	IV
WTMJ	Milwaukee, Wis.	1,000 5,000—LS	620	620	U	III-A
WTMV	E. St. Louis, Ill.	250	1500	1490	U	IV
WTNJ	Trenton, N. J.	500	1280	1310	S-WCAM, WCAP	III-B
WTOC	Savannah, Ga.	1,000 5,000—LS	1260	1290	U	III-A
WTOL	Toledo, O.	250	1200	1230	U	IV
WTRC	Elkhart, Ind.	250	1310	1340	U	IV
WTRY	Troy, N. Y.	1,000	950	980	D	III
WTSP	St. Petersburg, Fla.	250	1370	1400	U	IV
WVFW	Brooklyn, N. Y.	500	1400	1430	S-WARD, WBBC, WLTH	III-B
WWAE (Now WJOB)	Hammond, Ind.	250	1200	1230	U-D S-WFAM-N	IV
WWJ	Detroit, Mich.	1,000 5,000—LS	920	950	U	III-A
WWL	New Orleans, La.	50,000	850	870	U	I-A
WWNC	Asheville, N. C.	1,000	570	570	U	III-A
WWNY	Watertown, N. Y.	500	1270	1300	D	III
WWRL	Woodside, N. Y.	250	1500	1490	SH-WCNW	IV
WWSW	Pittsburgh, Pa.	250	1500	1490	U	IV
WWVA	Wheeling, W. Va. (Proposed 50,000)	5,000	1160	1170	U	II I-B
WXYZ	Detroit, Mich.	1,000 5,000—LS	1240	1270	U	III-A
NEW	Tampa, Fla.	1,000 5,000—LS	940	970	U	III-B

Definitions of Station Classes Under Reallocation

C—Classes of Stations and Use of The Several Classes of Channels

1. *Classes of stations* — Broadcast stations are divided into four principal classes, to be designated Class I, Class II, Class III, and Class IV, respectively.

2. *Definitions of classes*—The four classes of broadcast stations are defined as follows:

Class I: A dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Class I stations are subdivided into two classes:

Class I-A: A Class I station which operates with power of 50 kw or more and which has its primary service area, within the limits of the country in which the station is located, free from objectionable interference from other stations on the same and adjacent channels, and its secondary service area, within the same limits, free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

Class I-B: A Class I station which operates with power of not less than 10 kw or more than 50 kw and which has its primary service area free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

(a) When two Class I-B stations on the same channel are separated by a distance of 2800 miles or more, neither station shall be required to install a directional antenna.

(b) When two Class I-B stations on the same channel are separated by a distance of more than 1800 miles and less than 2800 miles, it will, in the absence of proof to the contrary, be assumed that each station is free of objectionable interference caused by the other and neither shall be required to install directional antennae or take other precautions to avoid such interference. In case the existence of objectionable interference is proved, the governments concerned will consult with each other regarding the desirability and practicality of installation of directional antennae or the taking of other precautions to eliminate the interference and will determine by special arrangement the measures, if any, to be taken.

(c) When two Class I-B stations on the same channel are separated by a distance less than 1800 miles, it will, in the absence of proof to the contrary, be assumed that the installation of directional antennae or the taking of other precautions to avoid interference is necessary, and the governments concerned will consult with each other and will take such measures as may be agreed upon between them to the end that the objectionable interference may be reduced or eliminated.

Class II: A "secondary" station which operates on a clear channel and is designed to render service over a primary service area which, depending on geographical location and power used, may be relatively large, but which is limited by and subject to such interference as may be received from Class I stations. A station of this class shall operate with power of not less than 0.25 kw. or more than 50 kw. Whenever necessary a Class II station shall use a directional antenna or other means to avoid interference, in accordance with the engineering standards hereinafter set forth, with Class I stations and with other Class II stations.

Class III: A station which operates on a regional channel and is designed to render service primarily to a metropolitan district and the rural area contained therein and contiguous thereto. Class III stations are subdivided into two classes:

Class III-A: A Class III station which operates with power not less than one kilowatt or more than five kilowatts and the service area of which is subject to interference in accordance with the engineering standards hereinafter set forth.

Class III-B: A Class III station which operates with a power not less than 0.5 kw or more than 1 kw night and 5 kw daytime and the service area of which is subject to interference in accord with the engineering standards hereinafter set forth:

Class IV: A station using a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kw or more than 0.25 kw and its service area is subject to interference in accord with the engineering standards hereinafter set forth.

3. *Change of class*—If a station or stations in Class III-B located in any country can, through the use of directional antennae or otherwise, so reduce the interference caused or received by such station or stations to the field contour to which interference to stations in Class III-A is allowed, such station or stations shall automatically be classified and included in Class III-A and shall thereafter be so recognized and treated by the Administrations of all countries within the Region.

4. *Use of clear channels:*

(a) In principle and subject only to the exception hereinafter set forth, Class I stations shall be assigned only to clear channels.

(b) Class II stations may be assigned to clear channels only on condition that objectionable interference will not be caused to any Class I stations. Where any country has priority of use of a clear channel for any class I-A station, no other country shall assign any Class II station to that channel for nightime operation (from sunset to sunrise at the location of the Class II station) unless such Class II station is located not less than 650 miles from the nearest border of the country in which the Class I-A station is located; provided, however, that where an assignment for a Class II station is specifically stated in Appendix I, such assignment shall be deemed as authorized under the limitations therein set forth.

5. *Use of regional channels:*

(a) In general only Class III-A and Class III-B stations shall be assigned to regional channels.

(b) On condition that interference be not caused to any Class III-A or Class III-B station, and subject to such interference as may be received from Class III-A or Class III-B stations, Class IV stations may be assigned to regional channels.

(c) Because of their geographical location with respect to the North American continent, special consideration will be given to the use by Cuba, the Dominican Republic, Haiti and Newfoundland of stations of Classes I and II assigned to certain regional channels under certain conditions, with respect to power and precautions to avoid objectionable interference as set forth in Appendix VII.

6. *Use of local channels*—Only Class IV stations shall be assigned to local channels.

Changes of Channel Assignments

Under the Havana Treaty

A broadcast station assigned to a channel in Column 1 will be changed to the channel on the same horizontal line in Column 2 to comply with North American Regional Broadcasting Agreement (see note). Figures indicate kilocycles.

Col. 1	Col. 2	Col. 1	Col. 2	Col. 1	Col. 2
550	550	910	*	1260	1290
560	560	920	950	1270	1300
570	570	930	960	1280	1310
580	580	940	970	1290	1320
590	590	950	980	1300	1330
600	600	960	*	1310	1340
610	610	970	1000	1320	1350
620	620	980	1020	1330	1360
630	630	990	1030	1340	1370
640	640	1000	1040	1350	1380
650	650	1010	690, 740,	1360	1390
660	660		990 or 1050	1370	1400
670	670	1020	1060	1380	1410
680	680	1030	*	1390	1420
690	*	1040	1080	1400	1430
700	700	1050	1070	1410	1440
710	710	1060	1090	1420	1450
720	720	1070	1100	1430	1460
730	*	1080	1110	1440	1470
740	750	1090	1120	1450	1480
750	760	1100	1130	1460	1500
760	770	1110	1140	1470	1510
770	780 or 1110	1120	1150	1480	1520
780	790	1130	1160	1490	1530
790	810	1140	1070 or 1170	1500	1490
800	820	1150	1180	1510	*
810	830	1160	1170 or 1190	1520	*
820	840	1170	1200	1530	1590
830	850	1180	1170 or 1200	1540	*
840	*	1190	1210	1550	1600
850	870	1200	1230	1560	*
860	880	1210	1240	1570	*
870	890	1220	1250	1580	*
880	910	1230	1260	1590	*
890	920	1240	1270	1600	*
900	930	1250	1280		

*Not assigned in U. S.

Some changes in individual cases not in accordance with the above change of channels have been made to avoid interference on adjacent channels or other considerations.

FOLLOW THE MOST AUTHORITATIVE AND ACCURATE NEWS AND INTERPRETATIONS OF REALLOCATION DEVELOPMENTS IN . . . BROADCASTING
Broadcast Advertising

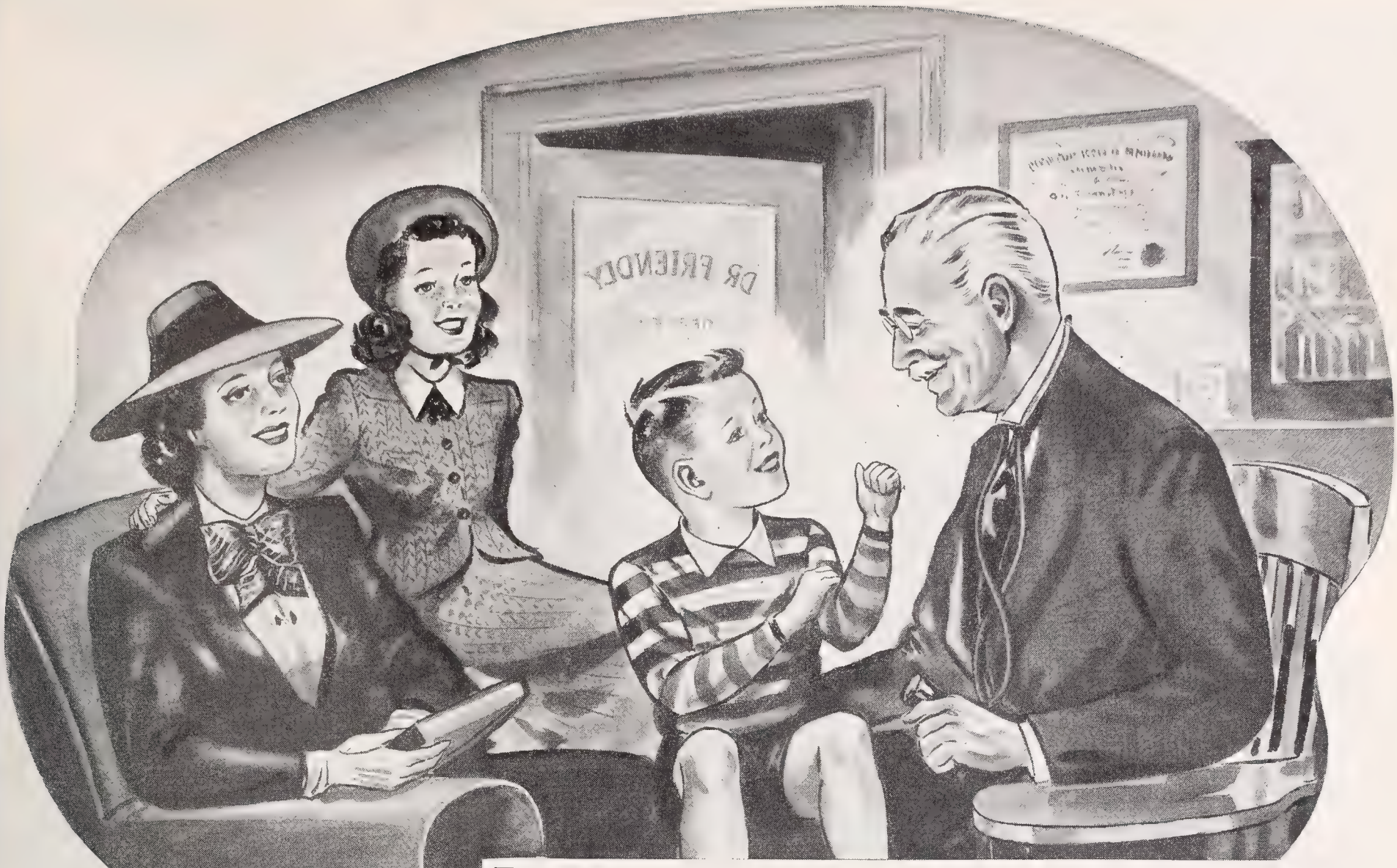


How High Is Our Ceiling?

2,500 was a husky press-run for a youthful trade magazine, we agreed back in 1932. BROADCASTING was six months old at the time. We dreamt of the day when we would hit the 5,000 mark. That, we thought, was our ceiling.

But BROADCASTING kept growing. In 1936 it reached 5,600. Now it's 8,500. By 1941, who knows?

The happiest part of this story, if you're a radio station executive, is an analysis of the added circulation. During the last few years most of it has taken the direction of increased agency and radio advertiser readership. Time-buying executives need to know what's what in this fast-moving field. Today, BROADCASTING blankets time-buyers.



℞

Close to the Hearts of Home Town Folks

WAAB	Boston
WEAN	Providence
WICC	Bridgeport, New Haven
WLLH	Lowell, Lawrence
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WTHT	Hartford
WATR	Waterbury
WBRK	Pittsfield
WNLC	New London
WLNH	Laconia
WRDO	Augusta
WHAI	Greenfield
WCOU	Lewiston, Auburn
WSYB	Rutland

THE place which the home town doctor has in the hearts of families in his community cannot be usurped by a stranger. The affection and loyalty that are irrevocably his have been established by years of faithful service.

In radio, this same loyalty — a proverbial trait of New Englanders — is given to the 18 "home" stations of The Colonial Network. They have merited this preference by cooperating in presenting programs of community interest in addition to the best in network features.

It's obvious that each of these "home" stations possess genuinely friendly acceptance that no distant station can ever achieve.

Use this economical, proven sales way to better business in New England.

THE COLONIAL NETWORK

21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *National Sales Representative*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

PEAK PERFORMANCE...

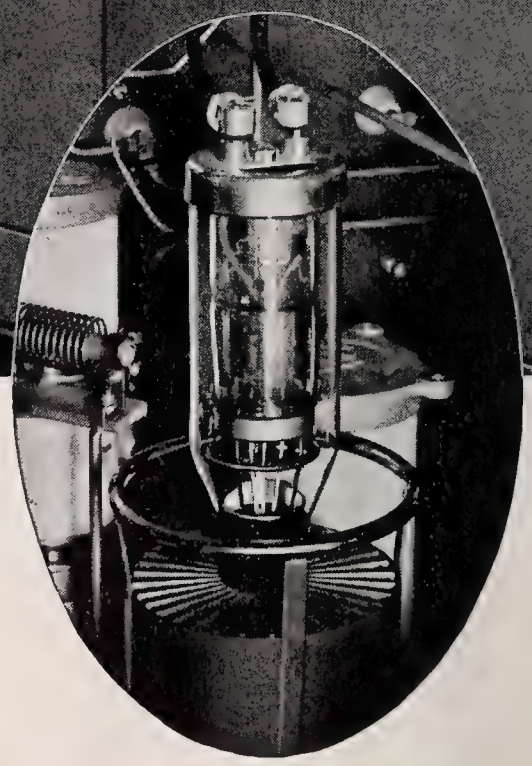
PEAK ECONOMY... NOW...

with 5KW Radiation Cooled Transmitter

The Western Electric 405B-1 Radiation Cooled transmitter assures broadcast quality and economy you never believed possible in a 5KW.

The Doherty Circuit doubles the efficiency of the power amplifier. Other features that interest any engineer are: improved stabilized feedback; automatic line voltage regulators and cathode ray oscillograph connections in all important circuits.

Both the 405B-1 air cooled and its companion 405A-1 water cooled transmitters were designed with an eye to the future. Ask Graybar for Bulletin T1632.



Here's the remarkable new Radiation Cooled 343AA tube — designed especially for use with Western Electric 405B-1 transmitter.

Distributed by GraybaR ELECTRIC COMPANY

ASK YOUR ENGINEER

Western Electric

DISTRIBUTORS: *In U. S. A.:* Graybar Electric Co., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.



NUMBER 5 IS COMING IN!

● In case it has slipped your mind, we'd like to remind you that the football season which is just about to get under way will be the fifth that The Atlantic Refining Company has put on the air in the East and Southeast. And we want to say to all stations that carry our programs that we enjoy working with you . . . and hope that the Atlantic Football Broadcasts are as beneficial to you as they are to us!

● Sports broadcasting has become one of the most vital phases of Atlantic's sales-promotion effort. And in advertising ourselves, we try to advertise you, too . . . because, after all, your success and our success are closely linked. And so, each week, hundreds of Atlantic Dealers post your call letters in their windows and on their station displays . . . Atlantic's Weekly Football Forecasts also feature your station . . . and so do the million-odd Atlantic Football Guides distributed to our customers each Fall.

● Here is our kick-off message for the beginning of the season: Thanks to all stations and your staffs for your splendid co-operation . . . and may we all pile up bigger scores this year!

THE ATLANTIC REFINING COMPANY

PETROLEUM PRODUCTS

WSAN	Allentown, Pa.	WFBC	Greenville, S. C.	WDBO	Orlando, Fla.	WBOC	Salisbury, Md.
WFBG	Altoona, Pa.	WJEJ	Hagerstown, Md.	WCAU	Philadelphia, Pa.	WSAV	Savannah, Ga.
WSB	Atlanta, Ga.	WHP	Harrisburg, Pa.	WFIL	Philadelphia, Pa.	WGY	Schenectady, N. Y.
WBAB	Atlantic City, N. J.	WKBO	Harrisburg, Pa.	WIP	Philadelphia, Pa.	WGBI	Scranton, Pa.
WRDW	Augusta, Ga.	WSVA	Harrisonburg, Va.	KDKA	Pittsburgh, Pa.	WMAS	Springfield, Mass.
WFBR	Baltimore, Md.	WDRC	Hartford, Conn.	WCAE	Pittsburgh, Pa.	WSPR	Springfield, Mass.
WNBF	Binghamton, N. Y.	WTIC	Hartford, Conn.	WWSW	Pittsburgh, Pa.	WKOK	Sunbury, Pa.
WEEI	Boston, Mass.	WAZL	Hazleton, Pa.	WBRK	Pittsfield, Mass.	WFBL	Syracuse, N. Y.
WMEX	Boston, Mass.	WJAX	Jacksonville, Fla.	WEAN	Providence, R. I.	WOLF	Syracuse, N. Y.
WNAC	Boston, Mass.	WLNH	Laconia, N. H.	WJAR	Providence, R. I.	WSYR	Syracuse, N. Y.
WICC	Bridgeport, Conn.	WGAL	Lancaster, Pa.	WPRO	Providence, R. I.	WIBX	Utica, N. Y.
WGR	Buffalo, N. Y.	WLLH	Lowell, Mass.	WPTF	Raleigh, N. C.	WATR	Waterbury, Conn.
WBT	Charlotte, N. C.	WLVA	Lynchburg, Va.	WEEU	Reading, Pa.	WBRY	Waterbury, Conn.
WCHV	Charlottesville, Va.	WFEA	Manchester, N. H.	WRAW	Reading, Pa.	WBAX	Wilkes-Barre, Pa.
WTAM	Cleveland, Ohio	WKAT	Miami Beach, Fla.	WRVA	Richmond, Va.	WDEL	Wilmington, Del.
WBNS	Columbus, Ohio	WOR	Newark, N. J.	WDBJ	Roanoke, Va.	WORC	Worcester, Mass.
WTBO	Cumberland, Md.	WNBH	New Bedford, Mass.	WHEC	Rochester, N. Y.	WTAG	Worcester, Mass.
WBTM	Danville, Va.	WNLC	New London, Conn.	WSYB	Rutland, Vt.	WORK	York, Pa.
WDNC	Durham, N. C.						
WEST	Easton, Pa.						
WHCU	Elmira, N. Y.						
WLEU	Erie, Pa.						
WSAR	Fall River, Mass.						
WHAI	Greenfield, Mass.						
WBIG	Greensboro, N. C.						

● Our thanks not only to the stations listed here which will carry our football schedule of 227 college, high school and National Pro League games this Fall, but to all those not included who have participated in previous schedules.

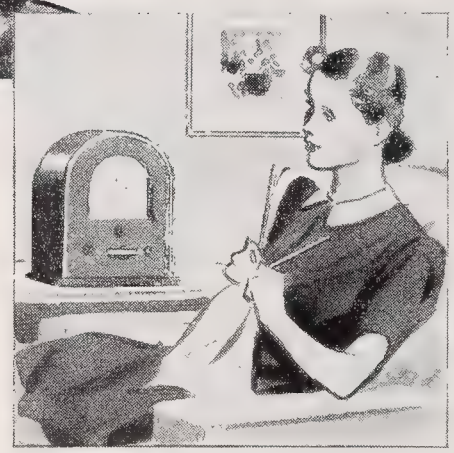
Here's a tested way to sell a kitchen product for less than you'd ever guess



It's called International Kitchen, it's an established show on Northern California's largest, most popular station, and it's yours for only **$26**

If you're looking for a time-tested method of moving your product in the Golden West, let Gladys Cronkhite and her KPO International Kitchen do it for you.

International Kitchen has proved itself a consistent producer of results for kitchen accounts. People who know—advertisers like Knox Gelatin, Purex, Scott Paper, Northwestern Yeast, Soil-Off, Danya, Gravymaster—find Miss Cronkhite's program a necessary medium. Many have kept her plugging for them right through the summer.

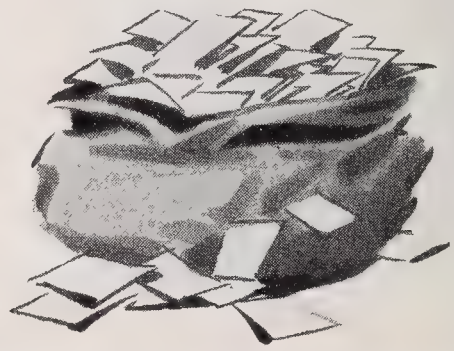


Your NBC representative can show you 5-figure mail counts, representing thousands of listeners—many living well outside the nominal borders of KPO's coverage map—all expressing enthusiastic response to this Monday-thru-Friday morning staple.



Miss Cronkhite misses no merchandising bets. She interviews key dealers on the air, lectures to women's clubs, conducts cooking schools, participates in food shows, writes newspaper food columns.

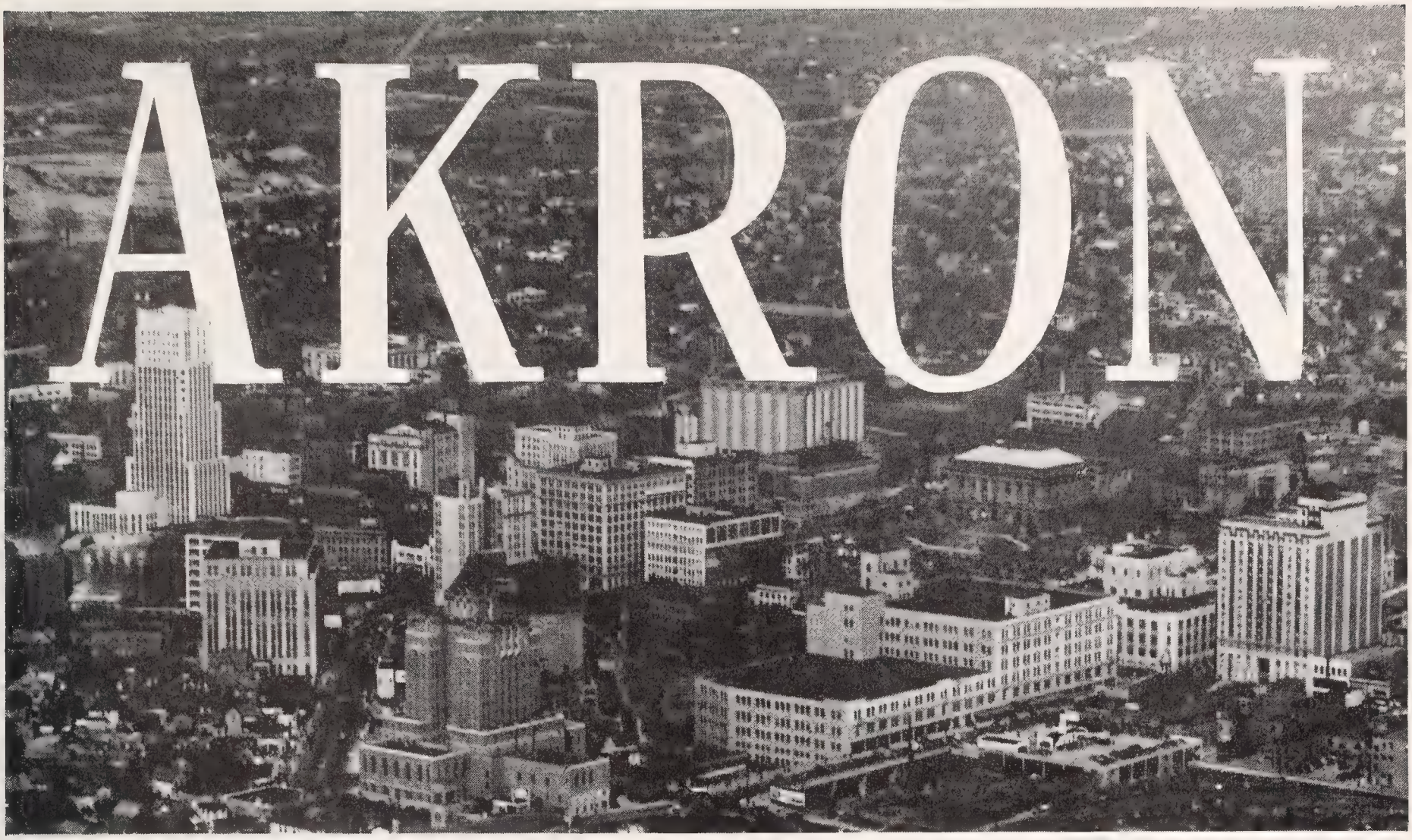
Participation is inexpensive. (One-minute spots costs only $26 for time and talent—detailed participations only $52.) Check your nearest NBC spot sales representative: or write KPO for full presentation.



KPO
SAN FRANCISCO
50,000 WATTS · 680 KC.

Represented Nationally by NBC **SPOT Sales Offices**

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON
CLEVELAND · DENVER · WASHINGTON · HOLLYWOOD



Goes

MUTUAL

Effective September 22

★

Bill O'Neil, general manager of WJW, Akron's progressive station, is pleased to bring the Mutual Broadcasting System's fine programming to the TIRE CAPITAL of the WORLD. Over 364,897 metropolitan population, with its $132,000,000 retail sales, will now be directly influenced by the VOICE of AKRON. For information, wire Bill O'Neil or contact the nearest Headley-Reed office.

WJW

THE VOICE OF

Akron

LEADERSHIP *in Library Service*

Commercial Attractiveness

—an Outstanding Characteristic of Standard Program Library Service..

The commercial attractiveness of the Standard Program Library Service has often been attested by the every-day experience of Standard Radio's large and growing family of subscribers. Our files contain hundreds of letters from stations reporting sales of Standard Radio productions to clients in many and varied lines. And because Standard Radio talent is so thoroughly in line with the newest trend in the entertainment field, these shows hold their audiences—*and produce results.*

Standard Radio's newest service to its subscribers—"SPOT-ADS"—are a further expression of Standard's emphasis on salability. These complete units of unique, easily sold dramatized commercials are the sensation of the transcription field. Series A for USED CARS, Series B for RETAIL CLOTHING, Series C for RETAIL FURNITURE—additional series in production.

Write for information on Standard Radio Library Service, Standard Radio's new Tax-Free Library, and Standard Radio's SPOT-ADS.

"42 quarter-hour commmercial programs"

W M T - CEDAR RAPIDS - WATERLOO, BASIC C B S., M.B.S
K R N T - DES MOINES, BASIC C.B.S.
K S O - DES MOINES, BASIC N.B.C. BLUE, M B.S.
AFFILIATED STATION - WNAX, YANKTON, S. D
C B S

AMERICA'S NUMBER ONE AGRICULTURAL MARKET
WMT · KRNT · KSO

IOWA BROADCASTING COMPANY
THE DES MOINES REGISTER AND TRIBUNE STATIONS

DES MOINES, IOWA

September 5, 1940

Mr. M. M. Blink
Standard Radio
360 N. Michigan Avenue
Chicago, Illinois

Dear Milt:

Our latest breakdown of commercial programs for the fall season should make you happy.

The list shows that there are forty-two (42) quarter-hour commercials which are built entirely, or principally, around the Standard Library. These are sponsored by nine different advertisers. In addition, one other sponsor, using five hours per week, uses Standard Library discs to a large degree, although not entirely.

The program types run from hillbilly to semi-classical music, with the majority being of the "popular" type. In some cases, the accounts using these programs have been on for more than two years and all of them and their agencies (where they have them) are well satisfied with the variety and the quality of the music in their shows.

The above totals will go even higher with the time-change, undoubtedly, and I assure you that as far as our regard and enthusiasm for the Standard Library is concerned, these figures relative to commercial sponsorship speak for themselves.

With best regards.

Cordially,

IOWA BROADCASTING COMPANY
...The Cowles Stations...
Craig Lawrence

Craig Lawrence, Comm'l Mgr.

Are your Transcriptions up to Standard?

These **NEW SUBSCRIBERS** *answer* **"YES"!**

WBNX, New York City	WDAN, Danville, Ill.
WJNO, West Palm Beach, Fla.	WINX, Washington, D. C.
WLAV, Grand Rapids, Mich.	WCBI, Columbus, Miss.

Now—268 Standard Stations!

Standard Radio
HOLLYWOOD CHICAGO

"Baukhage talking"



from the Nation's Capital—and from Washington comes news of world wide importance.

H. R. Baukhage is a famed news commentator whose interpretations of the events of the world have long been a sustaining feature on WRC*. Beginning September 30, Baukhage will be heard at a new time

6:30 P. M. to 6:40 P. M.

Monday through Friday.

For news of the NATIONAL Capital —turn to NATIONAL Broadcasting Co. . . . to put it over . . . put it on

*Apply at your NBC Sales Office for rates on "Baukhage talking".

WRC
WASHINGTON, D. C.
5000—1000 WATTS · 950 KC

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · WASHINGTON · CLEVELAND · DENVER · HOLLYWOOD

Now 500 watts—to even better

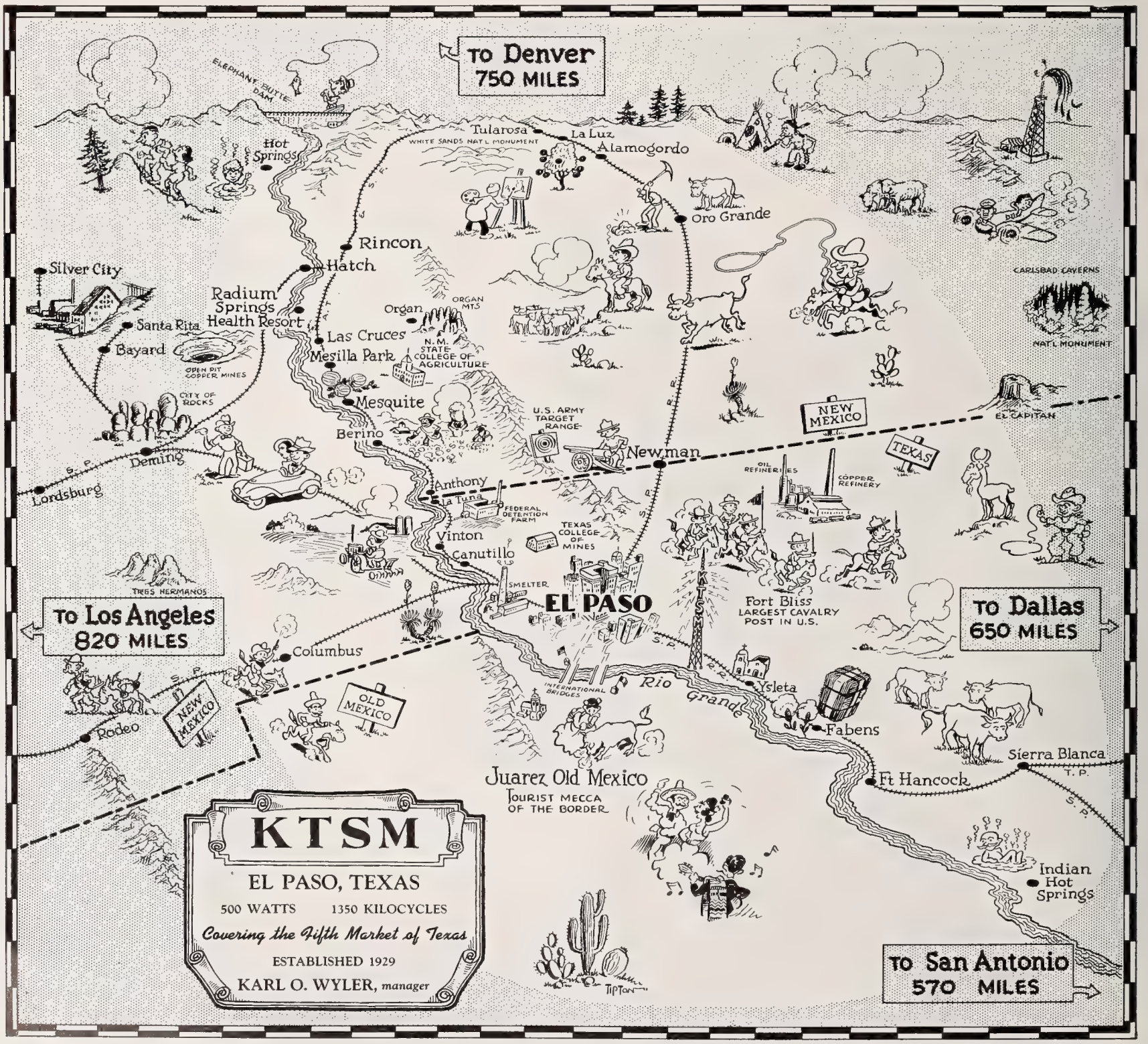
Serve the Territory where it's a "Fur Piece" to the next Big City

KTSM

EL PASO, TEXAS

NBC BLUE AND RED • **1350 KC. REGIONAL CHANNEL**
Karl O. Wyler, Mgr. • **Geo. P. Hollingbery Co., Nat. Rep.**

KTSM's recently increased power, newest type 315 ft. Truscon vertical radiator, and RCA Type E transmitter make it possible for us now to better serve a wider area and a larger number of listeners. This southwestern country is a lot bigger than you'd think—and metropolitan centers of population are few and far between. Yet right here, with its center at El Paso, is a rich, productive area teeming with activity in Mining, Cattle, Agriculture and Manufacturing. Don't overlook this market—cover it with KTSM, the pioneer station that's "grown up with the country."



AND NOW

ASSOCIATED PRESS...



in addition to

UNITED PRESS,

THE SHREVEPORT TIMES

AND

THE KWKH-KTBS EDITORIAL STAFF

Offers the most extensive and complete news coverage service available.

Flash! KWKH and KTBS can now boast in having the services of the two greatest and most extensive news gathering systems in the world, the Associated Press and the United Press. These facilities, combined with the local coverage of The Shreveport Times and the editorial staff of KWKH-KTBS, enables each station to serve its listeners in the great Southwest with the finest and most complete news service available.

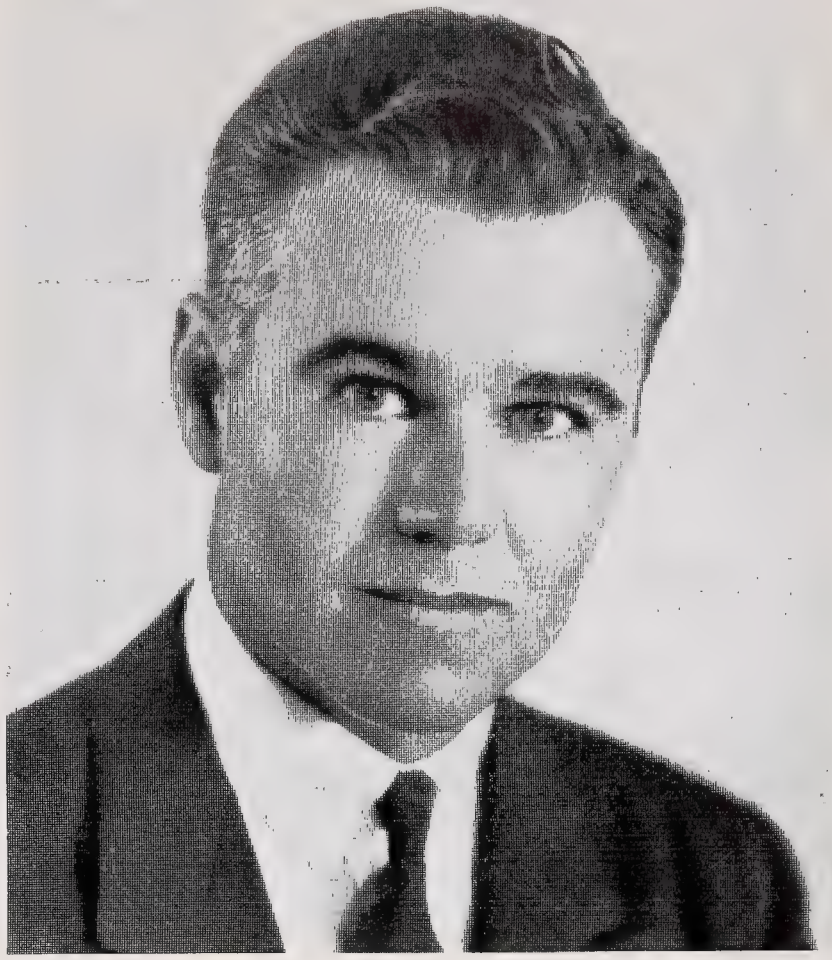
50,000 WATTS — 1,000 WATTS

CBS **KWKH-KTBS** NBC

MEMBER SOUTH CENTRAL QUALITY NETWORK

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One year, Harvard University
Three years,
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One Year,
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Eight years,
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since Feb., 1939

Begorra, boys—it's ARTHUR J. BARRY, JR!

The day Art Barry decided to leave his own profitable travel agency and return to the advertising business by joining the Chicago office of F & P, he only thought he was leaving the travel business behind. To his amazement he found he had merely swapped one travel job for another. For like all our other thirteen men, Art is constantly on the road, servicing agency customers, visiting and learning about the stations we represent, and their people—learning what types of entertainment and sports and merchandise each community likes—learning how and when to reach each important element of the population of that particular market—learning the things *you need to know* in order to plan, prepare and place the most effective kind of radio effort. . . . Yes, that sounds like baloney. But it's true. Our fourteen men traveled a total of 300,000 miles last year—yet more than 90% of our total billing was placed in the six cities in which we have permanent offices! Don't those two facts prove a good deal about the way we work, in this group of pioneer radio-station representatives?

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WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KGKO . . . . FT. WORTH-DALLAS
KOMA . . . . OKLAHOMA CITY
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KECA . . . . . LOS ANGELES
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Broadcast Advertising

Vol. 19. No. 6 WASHINGTON, D. C., SEPTEMBER 15, 1940 $3.00 A YEAR—15c a COPY

FCC Treaty Shifts Affect 777 Stations

By SOL TAISHOFF

Full Clear-Channel Service Retained; Way Paved for Improved Assignments; Shift Effective March 29

IN WHAT will go down in radio history as the "Reallocation of 1941", a full-scale revamping of the assignments of some 1,200 standard broadcast stations on the North American Continent, operating in the band 550 to 1600 kc., becomes effective next March 29.

The final step—promulgation of allocation tables for this country's 862 operating or authorized broadcast stations—was taken Sept. 10 by the FCC in adopting virtually without change the recommendations of its Engineering Department for assignment shifts that affect 777 domestic stations.

Acting unanimously, with five of its members present [Brown not participating, Thompson absent], the FCC made its allocations dovetail with the requirements of the so-called North American Regional Broadcasting Agreement reached in Havana Dec. 13, 1937, and subscribed to by Canada, Mexico, Cuba and other nations of the Continent.

To Check Interference

Through effectuation of the coordinated engineering plan, conceived and developed by this country, each nation gets its own specified assignments for all classes of stations, with engineering standards to be observed mutually to avoid interference. So-called Mexican border stations will be eliminated, as will "squatter's right" assignments of Cuban stations on channels used in this country. Overnight, once the treaty becomes effective, such interference will be eliminated, according to the FCC.

Except in a few isolated cases, no U. S. station is accorded an assignment inferior to its present one. In some instances stations are accorded better facilities, and in many others the way has been paved for vastly improved assignments. The allocations have been so earmarked that existing part-time stations in many cases will be in position to apply for fulltime through the installation of requisite directional antennas and other equipment. Opportunities for power increases, on proper application, are almost infinite.

Fear that the FCC might disturb treaty provisions covering clear-channel operation was entirely dispelled when the Commission, without protracted discussion, adopted the Engineering Department's recommendations for 25 Class I-A assignments (provided under the treaty) with minimum power of 50,000 watts and no duplication at night.

More Clears Available

Without distinguishing between Class I-A and I-B (duplicated at night) channels, the number of clear channels available to this country is increased from 44 to 59. These additional assignments are on 15 channels assigned for dominant station operation to other nations on the continent.

Text of order changing standard broadcast rules in conformity with new allocations on page 80.

In ordering the reallocation effective March 29, the FCC selected the last date possible under the international treaty. Simultaneously, it issued an order extending all existing broadcast station licenses from Oct. 1 to the March date, and also promulgated changes in its rules to conform to the treaty allocations.

After a fashion, the new allocation tables are "preliminary" in that changes are inevitable to iron out conflicts in assignments made by the other signatory nations. The FCC simultaneously announced that comments of all licensees are invited prior to Oct. 15. Moreover, the pendency of a score of applications for assignments other than specified in the treaty unquestionably will lead to hearings prior to the effective date and quick action by the FCC.

Before the final allocation list is announced it is expected an engineering conference of technical officials of the North American nations will be called to adjust assignment conflicts, but not alter any of the basic engineering considerations. Since the FCC has called for all comments on the allocations prior to Oct. 15, it is expected this conference will be called shortly thereafter in Washington, at this country's invitation.

Few Conflicts Seen

Under treaty requirements the FCC, promptly upon adopting the allocations and orders Sept. 10, transmitted them to the State Department for dispatching to Havana, the respository city, and to the other signatories. The FCC had available the assignment lists of these countries before devising its own allocations. Consequently it is not expected that the number of assignment conflicts will be great.

The bulk of the stations affected will shift 10 to 30 kc. up the band. A few will shift 40 kc., while in about 30 instances the changes will be greater because of assignments of channels to other nations or to provide adequate frequency separation in metropolitan areas.

In no instance (except for local stations) was a station given more time or greater power than at present authorized, except as provided under the treaty allocation itself. However, preparatory to the approval of the lists some twoscore stations during the last several months have been given improved facilities, while horizontal power increases for regional and local stations have been given up and down the band.

A significant feature of the reallocation plan is the inclusion of the classification of all stations (see last column of call letter list in this issue). By designating the

Changes Unspecified in Treaty Included in FCC's Assignments

Substantial Changes for Nine Are Ordered, With Group of Locals Getting 'Irregular' Shifts

A TOTAL of 28 stations were given assignments in the new Havana Treaty allocations effective March 29, 1941, other than those thought originally earmarked for them, due to technical considerations preventing adjacent channel operation or other developments which made these shifts technical desirable. Of these, however, nine were contemplated in the treaty itself. The changes were labelled "irregular" because the stations shifted a greater number of channels than the one-to-four channel movements of all stations above 740 kc.

The changes not specified in the treaty are as follows:

KTRB, Modesto, Cal., from 740 to 860 kc. with 250 watts daytime; WIBG, Glenside, Pa., 970 to 1110 kc., with 1,000 watts daytime; KFVD, Los Angeles, 1000 to 1020 kc., 1,000 watts, limited time; WDZ, Tuscola, 1020 to 1050 kc., 1,000 watts daytime; WSPR, Springfield, Mass., 1140 to 1210 kc., 500 watts limited time; WMAZ, Macon, Ga., 1180 to 940 kc., 5,000 watts day, 1,000 watts night, operating until 9 p.m.; KOB, Albuquerque, 1180 to 1030 kc., 50,000 watts fulltime (on new frequency of WBZ-WBZA, Boston-Springfield); WINS, New York, 1180 to 1000 kc., 1,000 watts limited time; WJAG, Norfolk, Neb., 1060 to 780 kc., 1,000 watts, limited time.

Substantial Changes

Changes specified in the treaty involving substantial shifts are KFAB, Lincoln, Neb., shifted from 770 to 1110 kc., unlimited time for proposed 50,000-watt operation. This move clears 780 kc. for WBBM, Chicago, with which the station previously synchronized daytime, and places KFAB on the same wave with WBT, Charlotte. WBBM and WBT are owned by CBS.

KQW, San Jose, is shifted from 1010 to 740 kc., with 5,000 watts, but is earmarked for 50,000-watt operation. KSFO, San Francisco, however, has applied for the frequency.

KGGF, Coffeyville, Kan., and

(*Continued on page 78*)

station's classification, irrespective of its present power of hours of operation, the FCC indicates its intentions regarding power and protection from interference from existing stations. It serves as a basic index to future possibilities of these stations. For example, a station may be listed as having only 500 watts with daytime, but, if on a class II channel, would have ultimate possibility of fulltime with power up to 50,000 watts, depending on technical considerations peculiar to the channel.

The treaty lists show all local stations as fulltime and with 250 watts power, whether or not they actually have those facilities. That was done for protection. Moreover, any local station now using 100 watts can get 250 watts under the allocations if proper equipment is installed. Only in rare instances, where not technically feasible, will locals be denied fulltime.

Between now and the March 29 shiftover, stations must make arrangements for new crystals ground to the new frequency, along with other necessary equipment. Upon proper application, the FCC also will consider the assignment of maximum facilities possible under the engineering standards for other stations. Many of the stations specified for part-time operation as Class II outlets will be slated for fulltime and increased power.

New Procedure

The FCC took a new tack in announcing the new allocations. Instead of issuing a "show cause" order under which stations could essay to prove why they should not be given the new assignments, but should have something better, the Commission simply renewed licenses until March 29, 1941. Stations which protest such assignments, unless there is a basis for hearing, apparently will have to take the new assignments as of March 29 and then apply for changes on a merit basis.

There were few surprises in the actual allocations. Most stations knew generally what their new positions would be. In all, there are only 28 changes which the FCC classified as "irregular shifts", in that the stations were assigned channels more than 10 to 40 kc. upward in the band or more than 10 kc. downward. The 85 stations on channels from 550 to 720 kc. were not moved.

The biggest single surprise was the assignment of KOB, Albuquerque, which holds a construction permit for 50,000 watts, from 1180 kc. to 1030 kc. It was slated to operate on 1200 kc., with WCAU, Philadelphai. On 1030 it will use the same wave as WBZ-WBZA, Boston-Springfield. Thus WCAU retains clear-channel status, unduplicated, while WBZ-WBZA, which are synchronized, get a treaty-described I-B status.

The treaty itself differentiates between I-A and I-B stations. But the FCC regulations do not. Both are classified as clears in this country. Since the lists as prepared are designed to conform with the treaty, the difference between these assignments is specified.

Consummation of the treaty almost three years ago was hailed as a diplomatic triumph in this country. Mexico and Cuba never before had been parties to compacts for mutual use of the broadcast band, with resultant serious interference as stations have been assigned to channels used by Canada and the United States. The treaty gives Mexico six Class I-A assignments, a like number to Canada, and one to Cuba. Haiti and the Dominican Republic also are taken care of with shared facilities, adhering to the prescribed engineering standards.

Mexico, after a two-year lapse, ratified the treaty last March 29. It must become effective a year from that date. So-called border stations, for the most part operated by erstwhile American broadcasters with superpower and directive antennas, are definitely slated for extinction in the shiftover. They allegedly were successful in twice blocking the Mexican Senate's ratification, and in 1933 were instrumental in frustrating a previous attempt to work out an accord with Mexico for a continental agreement. The treaty specifies that all of Mexico's clear channel assignments, save one, shall go to interior points to serve "Mexican nationals".

Bye, Bye Brinkley!

Since the border stations are designed to serve Midwestern farmers in this country, they cannot qualify under the treaty terms. The notorious 180,000-watt XERA, Villa Acuna, across from Del Rio, Tex., operated by Dr. John R. Brinkley, is one of the eight border stations headed for oblivion.

Mexico's clear channels are 730, 800, 900, 1050, 1220 and 1570 kc. WHN, New York, by special arrangement, goes on 1050 kc. and is slated for 50,000 watts. The 1220 kc. assignment is to be duplicated in the Michigan area but, under the allocations announced by the FCC, is not assigned. The other Mexican assignments, under a bi-lateral agreement, are not available in this country, it is understood.

Canada's clear channels are 690, 740, 860, 990, 1010 and 1580 kc., all classified as I-A. Under the treaty, stations in other nations may be assigned to such channels if 650 miles from the border, on condition they will not deliver a signal of greater intensity than five microvolts groundwave or 25 microvolts skywave. The United States has entered an agreement with Canada on time-sharing assignments, pursuant to the treaty, so few additional conflicts are anticipated.

Cuban Interference

Cuba's clear channel is 1540 kc., awarded as a I-A. The Cuban allocation list already submitted, it is understood, contains a number of non-conforming assignments which must be adjusted. In recent months serious interference has been caused by Cuban shifts.

Because of the assignment of the 1010 kc. channel to Canada, U. S. stations on that frequency have been scattered to new waves. Aside from the WHN shift to 1050 kc., KQW, San Jose, Cal., is assigned to 740 kc., slated for 50,000 watts. But it has a fight on its hands, with KSFO applying for the same facility. This is likely to go to hearing, which, if present plans carry, will mean a quick session before the full Commission with a necessarily speedy decision.

The same holds for KGGF, Coffeyville, Kan., and WNAD, Norman, Okla., shifted to 690 from 1010 kc., with 50,000-watt possibilities. KOMA, Oklahoma City, has applied for the channel, along with the Fred Jones Broadcasting Co., for Tulsa, each seeking 50,000 watts. The latter is a new company not now in radio [BROADCASTING, Sept. 1]. Other applications are in prospect from the Kansas City area, and a free-for-all appears in the offing.

Pendency of some 20 applications filed in anticipation of the treaty was not taken into account in the FCC allocations. These, however, will be considered promptly and several of a non-controversial character probably will be granted. Others involving conflicts, however, will be designated for the "quick-hearing" procedure.

Relationship Remains

It was explained that under the allocations no stations, save for the locals, were given more than they now have. The whole plan was devised to provide a minimum dislocation of present relative assignments. But many stations, possibly upwards of 100, will be in a position to profit considerably by agreeing to make necessary technical adjustments, including directive antennas.

Stations which retain Class I-A status under the treaty lists are: KFI, WSM, WEAF, WMAQ, WLW, WGN, WSB, WJR, WJZ, WBBM, WFAA-WBAP, WCCO, WHAS, KOA, WWL, WABC, WLS-WENR, KDKA, WHO, WTAM, KMOX, KSL, WHAM, WCAU, WOAI.

The treaty sets up the six classes of stations now specified in the rules effective last Aug. 1, 1939. The ceiling on power for Class I-A stations is 50,000 watts under present rules, but theoretically it can go higher. The reallocation specifies 27 Class I-A stations; 20 Class I-B stations, with power of not more than 50,000 watts; 72 Class II stations with power from 250 to 50,000 watts; 29 Class III (regional daytime) sta-

(*Continued on page 76*)

HOW THEY SHIFT

OF THE 862 stations licensed or authorized as of Sept. 10, 777 shift March 29, 1941, under the "Reallocation of 1941". Here, at a glance is how they shift:

85 stations now operating on channels from 550 to 720 kc. retain their present assignments.

20 stations operating between 740 and 780 kc. move up 10 kc. or one channel.

26 stations on 790 kc. to 870 kc. move up 20 kc., or two channels.

614 stations between 880 and 1450 kc. generally advance 30 kc., or three channels.

64 local stations on 1500 kc. move down to 1490 kc.

25 stations move up 40 kc. or four channels, scattered through the band.

28 stations are shifted to other assignments scattered through the band [See page 13].

Clear-channel stations on 1460-1490 kc. shift to 1500-1530 kc.

Improved Facilities Sought by Score Of Stations Under Treaty Transfers

A SCORE of applications from stations, seeking improved facilities based on anticipated availability of assignments under the Havana Treaty allocations, now are pending before the FCC and are slated for early consideration. In a number of cases, where competitive applications have been filed, hearings probably will be called before the FCC en banc with decisions to be rendered as quickly as possible.

WHN, New York, has pending an application for 50,000 watts on 1050 kc., to which frequency it has been assigned under the new allocations with its present power of 5,000 watts day and 1,000 watts at night. It is slated for eventual 50,000-watt operation since the channel is a Class II frequency.

Contests for Assignments

Likelihood of a contest for assignment on 690 kc. is reflected in the pendency of three applications for that facility. KGGF, Coffeyville, Kan., assigned to the channel along with WNAD, Norman, Okla., each with 1,000 watts, has applied for 5,000 watts. KOMA, Oklahoma City, seeks 50,000 watts on the channel, as does the Fred Jones Broadcasting Co., Tulsa, Okla., seeking a new station [BROADCASTING, Sept. 1].

KSFO, San Francisco, has applied for 740 kc. with 50,000 watts, a facility assigned to KQW, San Jose, with 5,000 watts as a Class II station. Also applying for assignment on 740 kc. is WDAE, Tampa, with 10,000 watts.

WMBC, Detroit local, seeks assignment on 1220 kc. with 50,000 watts—a Mexican clear channel on which one assignment in the Widwest is provided.

WNOX, Knoxville, seeks 10,000 watts on 990 kc. unlimited time. WTMV, E. St. Louis, Ill. local, seeks 1540 kc. with 500 watts night and 1,000 watts day, while KYSM, Mankato, Minn. local, has filed for 940 kc. with 1,000 watts fulltime.

KJBS, San Francisco, sister station of KQW, has applied for 860 kc. with 1,000 watts. This facility, under the treaty, is given KTRB, Modesto, Cal., as a Class II station but with its present power of 250 watts. WGRC, New Albany, Ind., local, seeks assignment on 1080 kc. with 5,000 watts unlimited time. The same facility is sought by Mid-America Broadcasting Corp., a new applicant, for Louisville, with 5,000 watts day and 1,000 watts night. WGAR, Cleveland, has filed for 730 kc. with 10,000 watts fulltime. This facility is a Mexican clear channel.

New Outlet Applications

New applications filed are those of Luther E. Gibson, Vallejo, Cal., 1490 kc. with 250 watts; Fairfield Broadcasting Corp., Lancaster, O., 1490 kc. with 250 watts; Granite District Radio Broadcasting Co., Murray, Utah, 960 kc. with 250 watts; Delta Broadcasting Co., Escanaba, Mich., 1490 kc. with 100 watts; Edward E. Reeder, Seattle, Wash., 1450 kc. with 250 watts.

NBC, CBS Sign For AP Service; Sponsors Buying

New Policy Is Built Around Exchange-of-News Plan

By BRUCE ROBERTSON

FINAL STEP in the Associated Press campaign to "liberalize" its radio policies and to place AP in a competitive position with other news agencies regarding the use of news on the air was taken Sept. 10, when contracts were signed with NBC and CBS permitting these networks to offer AP news to advertisers either on their networks or in their owned and operated stations.

Contracts, signed by W. J. McCambridge, assistant general manager, for AP, and Niles Trammell, NBC president, and Edward Klauber, CBS executive vice-president, for the networks, became immediately effective, although they will not become official until ratified by the AP board of directors. This action will come up at the next meeting, to be held Oct. 1.

Direct Exchange

Unlike the contracts signed with AP by individual stations, which under the terms of the AP bylaws are required to be placed through the intermediary of an AP member newspaper, the network contracts were negotiated directly on an "exchange of news" basis, the AP management being authorized to make arrangements for the exchange of news with any individual or organization if it believes such an arrangement to be to the advantages of the AP membership.

Under these network contracts, NBC and CBS will place at the disposal of AP any news collected by their foreign correspondents or picked up by their listening posts from foreign stations. The networks will also pay a differential varying in proportion to the commercial use they make of AP news, which they are entitled to broadcast on either a sponsored or sustaining basis.

Contracts run for a year but carry automatic renewals for a similar period unless contrary notice is given in advance of the expiration date. The press agency retains control of its news to the extent that its approval of a contract is necessary before the sale of AP news by a network can be legally completed. Matter of whether or not the sponsored news program shall carry an AP credit line is left to mutual agreement, it was stated.

Negotiations for a similar contract with MBS are under way, Mr. McCambridge said, adding that meanwhile that network would continue to receive several news summaries daily on a "public service" basis arranged through the *Chicago Tribune*, AP member paper which owns WGN, Chicago affiliate of MBS.

With signing of the contract with NBC, the AP "public service" news that network has received for two years was cancelled, he stated, and as AP news becomes generally available to networks and stations this arrangement, under which five-minute news summaries and special bulletins were furnished for broadcasting without charge to stations and networks, will be gradually discontinued.

First AP Sponsors

First sponsor to make use of the network agreements is Pa-Pi-A Corp., New York, for Vanti Pa-Pi-A beverage. This company on Sept. 9 started sponsoring AP news periods on WEAF, New York, Mondays, Wednesdays and Fridays, 6:25-6:30 p.m., and on WABC, New York, Tuesdays and Thursdays, 6-6:05 p.m. Contracts, placed through Erwin, Wasey & Co., New York, run for three weeks, after which another client of this agency, Wasey Products, New York, will take over the periods for Barbasol and Musterole.

Barbasol will be advertised on WABC, with a Saturday period added to the Tuesday and Thursday spots on Oct. 5, and will also be advertised on the WEAF Monday, Wednesday, Friday periods, with the Tuesday, Thursday and Saturday spots on WEAF for Musterole.

First sponsor to be signed for network use of AP news is Nash Division of Nash-Kelvinator Corp., Detroit, which on Sept. 30 begins a five-minute program of AP news on approximately 60 NBC-Blue stations, Mondays through Fridays, 9:30-9:35 p.m. News will be broadcast by John B. Kennedy, who will start in this spot Sept. 16, giving the new news period a two-week sustaining build-up before beginning his sponsored series, which was arranged by Geyer, Cornell & Newell, New York, Nash agency.

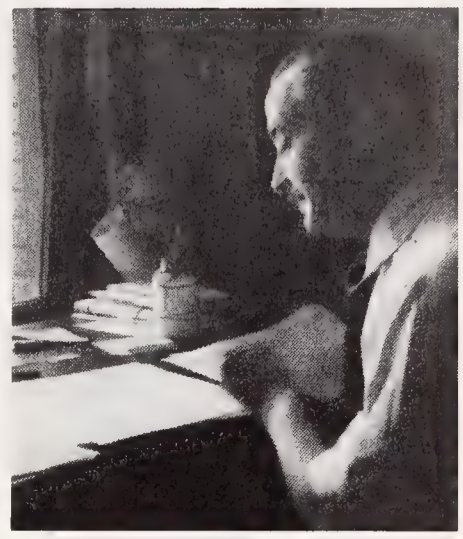
Cost of Time

Though an innovation for NBC, the idea of a five-minute mid-evening news period, leaving a 25-minute period instead of the customary half-hour unit for sale to other sponsors, was adopted last year by CBS, which has used Elmer Davis with a European roundup in the 8:55 to 9 p.m. period since the early days of the war, with no apparent ill effects on the salability of the 8:30-8:55 time to other advertisers.

Sales executives of the Blue Network believe the 25-minute period following the news will be more readily salable both because of the audience already there to get the news and because of the special package price for the 25 minutes of 50% of the hour rate instead of the 60% charged for a full half-hour. The five-minute news spot is said to sell for 15% of the hour rate.

Another advertiser said to be considering sponsorship of a five-minute network strip of AP news, is Stanco Products, New York, which has previously used transcribed serial dramas to advertise Nujol, Mistol, Daggett & Ramsdell face cream and, in the summer months, Flit. No definite plans have yet been made, however, according to McCann-Erickson, New York, agency in charge of the Stanco account.

1903—Gate Taylor—1940



THE PASSING of one of radio's widely known and popular personalities was mourned by rank and file broadcasters and others in the industry with the untimely death Sept. 5 of F. Gaither (Gate) Taylor, 37, for nearly a decade advertising manager of BROADCASTING. "Sign-off" came after a three-month illness in a Washington sanatorium—a recurrence of a chronic respiratory ailment from which he had suffered nearly ten years ago.

Known to broadcasters, agency men, and radio people the country over as "Gate", Mr. Taylor had been in frail health for some time. He had played an important part in the establishment of BROADCASTING, joining the magazine before the first "dummy" had been thrown together. His background and experience in mechanical production, as well as in advertising layout and sales, acquired in newspaper work in the Midwest and in Florida, proved invaluable in steering the then new trade-paper through its swaddling-clothes stages.

Mr. Taylor became BROADCASTING'S advertising manager in the fall of 1931, and was there when the first issue made its appearance, 40 pages strong, on Oct. 15 of that year. The name "F. Gaither Taylor" adorned the masthead. Later, however, by dint of industry pressure, it became simply "Gate". He left BROADCASTING last January, resigning to join the advertising department of *Variety* in New York. He became seriously ill in June, and returned to Washington to enter a suburban sanatorium.

Before joining the BROADCASTING staff, Mr. Taylor was advertising manager of the *Terre Haute Tribune*, in his home town. He had started on the paper as a copy boy. In the Florida boom days he served as advertising manager of a string of newspapers in that State. Following his first illness he joined the late Harry Shaw, then publisher of the *Waterloo Tribune* and owner of WMT, Waterloo, in an executive advertising capacity. When Mr. Shaw agreed to sponsor the founding of BROADCASTING, Mr. Taylor came to Washington to work alongside the present publisher and editor of the publication. His knowledge, background and personality contributed much to BROADCASTING'S progress. When Mr. Shaw left the management and majority ownership of the publication in 1932, Mr. Taylor carried on with increased responsibilities and duties.

Mr. Taylor is survived by his wife, Mrs. Dianne Taylor, secretary to Rep. Clifton A. Woodrum, of Virginia, and a 12-year old daughter, Dianne; his parents, Mr. and Mrs. A. R. Taylor, of Terre Haute and Sarasota, Fla.; two brothers and three sisters. He was born in Terre Haute March 23, 1903.

Funeral services were held in Washington Sept. 5. Interment was in Terre Haute Sept. 7.

Set Sales, Time Buying Reveal Gains This Year, Dun & Bradstreet Says

SALES records for both radio manufacturers and broadcasters so far in 1940 are substantially better than 1939, according to a Sept. 10 report by Dun & Bradstreet. Quoting BROADCASTING figures of $171,114,000 in gross time sales of stations and networks in 1939, the report pointed out this represented a gain of 14% over the preceding year, with 1940 billings continuing "in a sharp upward trend". It also stated that, like manufacturers and distributors of radio sets, the broadcasting industry has found profits slower to expand than gross sales, although net earnings show fairly substantial increases over last year.

From the manufacturers' viewpoint, unit sales have run better than 25% above last year, when total volume exceeded 10,000,000 receivers. A favorable sales stimulant has been public interest in European war news and the Presidential campaign, it was observed. With turnover at a highly satisfactory rate, industry efforts now are directed toward translating volume into net earnings, according to the Dun & Bradstreet survey.

Prime factor in the slimming of profit margins for manufacturers has been the increased emphasis given low-priced sets and by outbreaks of price-cutting, particularly in retail channels, it was stated. In 1939 the average retail price of receivers was $34, compared with well over $100 a decade earlier. Since late 1939 the value of the average unit sale has tended slightly upward, and currently is close to $40, although it is not improved sufficiently to raise dollar sales volume to peak proportions of 1937.

The new FM receivers are given a key place among latest innovations of the industry, and the increased price of these sets, generally above $90, is being relied upon to build dollar totals as volume is developed. For the present television has taken a place on the sidelines, at least until standardization has been agreed upon, it was explained.

Luckies' Spots

AMERICAN TOBACCO Co., New York, has definitely decided not to resume the musical spot announcements for Lucky Strikes on New York stations during the balance of this year. The campaign, which started last spring, was discontinued early this summer, and it had been rumored that the series would start again this fall. Agency is Lord & Thomas, New York.

Executive Action On Defense Body Thought Imminent

Fly Meets With Industry Leaders in New York

WHITE HOUSE action on appointment of a Defense Communications Committee, to coordinate emergency planning in all branches of communications, including broadcasting, is expected soon, following revival of official conversations. An Executive Order, creating a board of five or more high ranking communications executives of the Government, including the military branches, now is awaiting President Roosevelt's signature and, with slight modification, might be issued at any time.

The whole plan, it is understood, was discussed by FCC Chairman James Lawrence Fly with the NAB Executive Committee and other industry figures at a special meeting in New York Sept. 13 which ran well into the night. Earlier in the week Chairman Fly had been in conference with NAB President Neville Miller, F. M. Russell, NBC Washington vice-president and Harry C. Butcher, CBS Washington vice-president.

Present at the New York meeting, which was shrouded in secrecy, were Niles Trammell, NBC president; Edward Klauber, CBS executive vice-president; Fred Weber, MBS general manager; Messrs. Miller, Russell and Butcher; Paul W. Morency, WTIC, Hartford, John A. Kennedy, WCHS, Charleston; Herb Hollister, KFBI, Wichita; John Elmer, WCBM, Baltimore, and Don Searle, KOIL, Omaha.

The original plan, fostered primarily by FCC Chairman Fly, was for appointment of a five-man Government board, with subcommittees representing each branch of the communications field, including broadcasting, telephone, telegraph and cables. Afterward, however, the suggestion was advanced, under broadcasting industry auspices, that a communications coordinator be named to serve under the Knudsen-Stettinius Commission as liaison with the proposed Governmental communications board. This plan apparently has been dropped in favor of the original proposal.

Merely Policy

Mr. Fly has stated repeatedly that the project was designed only to chart policy for emergency action and that there would be no interference whatever with industry operations and more particularly broadcasting. In other official quarters, it also has been emphasized that the committee would not seek to control or dictate operation but to formulate and coordinate plans for communications in the event of a war emergency. As projected, it would have nothing whatever to do with introduction of censorship measures.

Mentioned as possible appointees to the committee are Chairman Fly, Maj. Gen. Joseph O. Mauborgne, Army Chief Signal Officer; Rear Admiral Leigh Noyes, Director of Naval Communications; Comdr. Joseph F. Farley, Chief Communications Officer, Coast Guard; and a representative of the State Department — probably Thomas Burke, chief of International Communications.



OFFICERS and directors of the newly revived Georgia Assn. of Broadcasters pose earnestly after assuming their elective posts. They include (l to r) Ray Ringson, WRDW, Augusta, vice-president; Leonard Reinsch, WSB, Atlanta, director; Margie Willis, WTOC, Savannah, secretary-treasurer; E. K. Cargill, WMAZ, Macon, director; James Woodruff Jr., WRBL, Columbus, president.

Sustaining Talent Termed Employes

Except When Broadcasts Are Incidental, Decision Holds

RADIO performers, whether on sustaining or sponsored programs, are regarded as employes of the radio station for the purposes of the Wage & Hour Law, but persons appearing in a concert hall or playing in a hotel ballroom whose program is carried incidentally over the air are not in this relationship. This interpretation was announced Sept. 16 in a memorandum from Col. Philip B. Fleming, administrator of the Wage & Hour Division of the Labor Department.

Frequently Questioned

Questions involving these points had arisen in connection with inspections of radio stations in various parts of the country, and regional officials had submitted the matter to Col. Fleming. The memorandum sent the inquiring regional attorneys follows:

You give two examples of different types of sustaining programs:

I. In one example the performance is given in the radio station for the primary purpose of being broadcast. The radio station makes the selection of performers and generally pays them for their services. In some instances the radio station does not compensate the performers but merely permits the performer to use the facilities of the broadcasting station to publicize the talents of the performers in the hope that such performers will thereby secure employment. It appears that the radio station obtains a distinct benefit from the services performed by the performers in this type of sustaining program. The performers are engaged in rendering a service which is a functional part of the business of the radio station. The work is performed at the establishment of the radio station and would appear to be performed under the direction and control of the radio station.

Therefore, it is the opinion of this office that such performers are employes of the radio station within the broad definition of the employer-employe relationship contained in section 3(d), (e) and (g) of the Act. If the facilities of the radio station are used in transmitting broadcasts which are heard outside the state, such radio performers are in our opinion engaged in interstate commerce and are therefore subject to the Act.

II. The second example of sustaining program is one in which the radio station broadcasts a program by remote control from a concert hall or hotel ballroom. In this situation the performers are compensated for their services by the persons for whom the program is primarily given, viz., persons attending the concert or dance. It would appear that in this case the radio station does not exercise direction or control over the performers, such direction and control being exercised rather by the sponsor of the concert or dance. In this case it is the opinion of this office that the performers are not employes of the radio station.

NEW P & G SERIAL; OTHERS ARE MOVED

PROCTER & GAMBLE Co., Cincinnati (Drene), on Sept. 16 starts for 52 weeks, the dramatic serial *Those We Love*, on 69 CBS stations, Monday, 8-8:30 p.m. (EDST), with West Coast repeat, 8-8:30 (PST). Sold as a package deal by Wm. Morris Agency, which owns the show, the cast includes Nan Grey, Richard Cromwell, Donald Woods, Oscar O'Shea, Virginia Sales and Alma Kruger. Gordon T. Hughes, Chicago producer of H. W. Kastor & Sons, servicing the account, has been transferred to Hollywood to direct the weekly program, written by Agnes Ridgeway.

Serial was formerly sponsored by Standard Brands. Wm. Morris Agency has incorporated T. W. L. Productions under California laws as a corporate setup for *Those We Love*. Capital has been set at 200 non-par-value shares, with permission to market them. Directors are listed as John Hyde, Harry Friedman, Abe Lastfogel, Lou Goldberg, Robert E. Kopp, Ann Root and M. L. Stevenson.

With the change Sept. 29 to Eastern Standard Time, Procter & Gamble is making its usual program shifts of NBC serial programs, all on the Red network, Mondays through Fridays, as follows: *Man I Married* (Oxydol), from 10-10:15 a.m. to 11-11:15 a.m.; *Houseboat Hannah* (Oxydol), from 10:15-10:30 a.m. to 10-10:15 a.m.; *Guiding Light* (White Naptha soap), from 11:45-12 noon to 10:45-11 a.m., adding rebroadcast, 5:30-5:45 p.m.; *Road of Life* (Chipso), from 11:15-11:30 a.m. to 11:30-11:45 a.m.; *Against the Storm* (Ivory soap), from 11:30-11:45 a.m. to 11:15-11:30 a.m.; *Kitty Keene* (Dreft), 5:15-5:30 p.m. to (Dash), 11:30-11:45 a.m. The company also on Sept. 27 is discontinuing two serials on NBC-Red, *Woman in White* for Camay, 12-12:15 a.m. and *Midstream* for Teel, 10:15-10:30 a.m.

Agencies are Blackett-Sample-Hummert for Oxydol, Dreft; Compton Adv. for White Naptha soap, Ivory soap; Pedlar & Ryan for Camay, Dash, and Chipso, and H. W. Kastor & Sons for Teel.

Inquiry on Radio Deemed Unlikely

WITH Administration leaders pressing for recess or even adjournment of Congress by the end of September, proponents of legislation for a sweeping investigation of radio, including the FCC, were inclined to concede that chances for authorization of such an inquiry this year are now remote.

Also placed in jeopardy in the adjournment-or-recess drive is the nomination of Thad H. Brown to serve a new seven-year term as a member of the FCC. Action on his nomination, hanging fire since June, has been held in abeyance by the Senate Interstate Commerce Committee largely because of the violent opposition of Senator Tobey (R-N.H.). Senator Tobey preferred new charges against the veteran Ohio commissioner at an executive session Aug. 29, after which the Committee recessed subject to the call of Chairman Wheeler.

Pending before the Senate Committee, too, is the Tobey resolution seeking a far-reaching inquiry into the FCC and purported broadcasting monopoly [BROADCASTING Sept. 1]. Chairman Wheeler following the Aug. 29 meeting, said it was his intention to call the committee together shortly following Labor Day, Sept. 2 to act on both matters. Because of the absence of Senator Tobey, however, the Committee has not held another session though the Chairman indicated to BROADCASTING Sept. 13 that a session might be called during the following week. At Senator Tobey's office it was stated he would return Sept. 16.

Congressional leaders are pressing for adjournment by Sept. 28. There is the possibility, however, that a recess, rather than adjournment, will be voted, in which event it is presumed Congress would reconvene following the November elections.

The Brown nomination must be acted on at this session of Congress, or lapse. This Congress—the 76th—passes out of existence with adjurnment, or by the end of the year.

Latin-American Catalog Added to BMI Music

ACQUISITION of the largest catalog of Latin-American music in the world, under a long term contract effective Jan. 1, was announced by BMI Sept. 13, embracing some 4,000 tangos, congas and rhumbas, of which 3,000 already are on phonograph records (see BMI story on page 22). Currently controlled by ASCAP, the catalog goes to BMI with exclusive performing rights, and with an option to extend the contract. The music is that of Southern Music Publishing Co., Southern Music International, Editorial Pham, Mexican Association of Composers & Authors Inc., Editorial Argentina and De Musica Internacional.

Arrangements were consummated in behalf of BMI by M. E. Tompkins, vice-president and general manager; for the U. S. publishing houses, by Ralph Peer, president of the Southern company, and for the Latin American companies by Emilio Azcarraga, president of XEW, Mexico City, and of the Mexican Association of Broadcasters.

Locals to Negotiate Own Music Pacts

Petrillo Extends IRNA Contract Plan to Independents

AN ARRANGEMENT whereby non-network radio stations will continue to employ musicians under the terms of their previous national agreement which expires Sept. 15, but with the new contracts to be negotiated locally between the individual broadcasters and locals of the American Federation of Musicians, was worked out Sept. 12 at a conference at the union's New York headquarters.

Harold A. Lafount, president of National Independent Broadcasters, and Joseph L. Miller, labor relations director of the NAB, represented the broadcasters, while the musicians were represented by James C. Petrillo, president of the AFM.

Resembles IRNA Plan

Settlement follows almost to the letter the plan adopted last January by the AFM and the Independent Radio Network Affiliates for future operations following the conclusion of their national agreement on Jan. 17 [BROADCASTING, Feb. 1]. The IRNA-AFM settlement was reached only after lengthy negotiations, during which the musicians' union several times threatened to call a national strike of their members employed in radio unless the network affiliate group agreed to accept the union's new national plan of settlement, calling for greatly increased payments to the musicians by the broadcasters.

On advice from the Department of Justice that negotiation of another national agreement might lead to possible Government prosecution under the anti-trust laws against both the AFM and the broadcasters, which action would place the broadcasters' licenses in jeopardy, IRNA refused to sign another agreement binding stations to expend a set percentage of their incomes for the employment of AFM members, whether or not such employment was deemed essential or desirable for efficient station operation.

The NIB-AFM agreement, on the contrary, was set at a single informal conference. Mr. Petrillo, it was reported, made the suggestion that the previous national agreement be allowed to lapse without being replaced by another such document, but that its terms and conditions be followed by the stations in negotiating new contracts with their local unions. He suggested that this more informal arrangement be given a year's trial and if it works out satisfactorily during that period such results will be proof that no national agreement is necessary. If it does not work out, he said, then the union may find it necessary to ask the broadcasters for the reinstatement of a national plan.

With this matter settled, for the time being at least, the AFM president can turn his full attention to the court fight precipitated by his attempt to force into the AFM ranks all instrumentalists and symphony conductors who are now members of the American Guild of Musical Artists [BROADCASTING, Sept. 1]. His demands, which were accompanied by the threat that such artists would be banned from appearing on the radio, making phonograph records or playing with symphony orchestras unless they had become AFM members by Labor Day, were rejected by AGMA, which on Aug. 28 turned to the courts to ask for a temporary injunction against the AFM and received a stay from Justice Ferdinand Pecora of the New York State Supreme Court, who set the case for hearing Sept. 5 before Justice Carroll G. Walter.

At the request of Henry A. Friedman, AFM counsel, AGMA's attorney, Henry Jaffe, consented to a postponement, which was granted by Justice Walter. The hearing is now set for Sept. 17, before Justice Aaron Steuer, the temporary stay meanwhile remaining in effect.

The AFM contention, as contained in Mr. Petrillo's letter of Aug. 5 to Lawrence Tibbett, president of AGMA, is that "the charter of AFM granted by the American Federation of Labor calls for all instrumentalists to b e l o n g to AFM." Explaining that the AFM has not "interfered with such artists [as Heifetz, Elman, Hofman, Horowitz], and rightfully so, feeling that they were in a position to take care of themselves and were not in competition with members of the AFM," the letter continues: "The request that we are making at this time has been brought about by the reason that these instrumentalists saw fit to join a labor union, and so long as they desire to belong to a labor union, then they rightfully belong to the AFM."

Tibbett's Side

The other side of the case, as stated by Mr. Tibbett, is that AGMA was organized in 1936 "to foster the interests of singers in grand opera, concert, recital and oratorio; vocal and instrumental soloists and their accompanists; and symphony conductors. They have special problems as artists and professionals which are served by no other organization. Theirs is not the usual problem of collective bargaining for their remuneration is usually arrived at on an individual basis. The concert artist is primarily concerned with preventing exploitation by agents and managers, and eliminating certain practices which we as artists consider unfair. Neither Petrillo nor his union are equipped by experience, ability or methods to take care of these problems. Nor has the American Federation of Musicians, since its foundation more than 40 years ago, ever shown any interest in the problems of the concert artist."

The American Federation of Radio Artists, which recently elected Mr. Tibbett as its president and so may be presumed as a supporter of the AGMA stand, was also mentioned in Mr. Petrillo's letter as having "taken in entire orchestras, which of course is in violation of its charter." This charge was dismissed as "utter nonsense" by Mrs. Emily Holt, executive secretary of AFRA, who declared that it had never infringed on the rights of the AFM. When Mr. Friedman, AFM attorney, was asked about this statement of Mr. Petrillo, he said that "all that will come out at the hearing".

AGMA has circularized its membership, asking funds to support its court fight against the AFM encroachment, which it intends pursuing until a permanent injunction against the musicians' union has been secured. Plans for a fund-raising concert, originally suggested to take place the end of this month, are being held in abeyance until the Sept. 17 hearing, it was stated at AGMA headquarters.

KOME Joins Blue

KOME, Tulsa, joins the NBC-Blue network Sept. 29. Its evening rate will be $120 per hour. It is now an MBS and Oklahoma Network outlet.



EXECUTIVES from Westinghouse Radio Stations headquarters and KYW officials on Sept. 3 made a test run in this new mobile unit of KYW, Philadelphia. The boys who hopped a ride on the new station wagon included (l to r) Griffith B. Thompson, sales manager for Westinghouse stations; Lambert B. Beeuwkes, KYW sales promotion manager; E. H. Gager, KYW plant manager; Leslie W. Joy, KYW general manager; J. B. Rock, assistant manager and Lee B. Wailes, general manager of Westinghouse stations; James P. Begley, KYW program manager.

RENEWALS CLAIMED FOR FR. COUGHLIN

REPORTING that "approximately 80% of the stations have renewed their contracts," Aircasters Inc., Detroit agency, has advised BROADCASTING that Fr. Charles E. Coughlin's new half-hour transcription series will start as originally scheduled, Oct. 6. Contracts, according to Stanley Boynton, head of the agency, will run for one year. This was stated despite the NAB Code Committee ruling that Fr. Coughlin's broadcasts are acceptable only for the duration of the political campaign [BROADCASTING, Sept. 1].

Mr. Boynton's reference to 80% of the stations presumably means that most of the stations formerly carrying Coughlin on his independent hookup have accepted his Sunday talks on transcriptions. They are being placed for the Sunday 4 p.m. (EST) period. Mr. Boynton said he had requests from 10 to 15 additional stations, and that some of these supplant others not now signed.

Aircasters, Mr. Boynton also stated, handles 14 other accounts besides Fr. Coughlin. At the end of the fiscal year May 31, 1940, he said, it had cleared 6,982 hours of broadcast time and built 414 special networks. The list of accounts was not stated, but station reports include Wesley Radio League, Detroit (religious) using a weekly transcription *Back to America* on a 26 weeks schedule and placed through that agency.

New NBC Rate Cards

EMPHASIZING the increased independence of NBC's two networks, each now has its own individual rate card instead of being combined on a single NBC rate card as formerly. The Red Network's rate card No. 27, effective Sept. 1, was issued Aug. 29 [BROADCASTING, Sept. 1]. The Blue Network's rate card No. 27, also effective Sept. 1, was issued two days later, Aug. 31, covering 137 stations. Changes since the previous card, issued in October 1939, include a new outlet in Richmond, WRNL, a 1,000-watt station operating on 880 kc., with a base rate of $140 per evening hour; the addition of WKBB, Dubuque; WCBS, Springfield, and the new Blue Florida Network. Another addition is WAKR, Akron, which will join the Blue when it begins operations about Oct. 1.

CBS-Pacific Rate Card

CBS-Pacific Network rate card No. 3 now being issued contains no alterations in rate structure. It outlines advances in technical facilities of three Northwestern affiliates and an increase in Southwestern coverage through availability of KROD, new 250-watt El Paso station, to West Coast advertisers. The three Northwestern stations whose service areas have been widened are: KIRO, Seattle, with an increase from 1,000 to 10,000 watts; KFPY, Spokane and KVI, Tacoma, recently granted night power increases from 1,000 to 5,000 watts.

Lever's 'Big Town' Discs

L E V E R BROS. Co., Cambridge, Mass., on Oct. 25 will start transcribed version of the *Big Town* program, which starts live on CBS Oct. 9, on about 30 stations. The transcriptions shows will run about three weeks behind the live version, according to Ruthrauff & Ryan, New York.

Schreiber Named To Coordinate All WGN Operations

Five-Division Setup Created; Bacher Program Chief

APPOINTMENT of Frank P. Schreiber, for nine years director of publicity and promotion of WGN, Chicago, as coordinator of all station operations, was announced Sept. 6 by W. E. Macfarlane, president of MBS and business manager of the *Chicago Tribune*, which owns and operates the station. The appointment mainly concerns the problems of management and inauguration of a five-divisional operating setup whereby the departmental heads of each reports directly to the coordinator.



Mr. Bacher

Mr. Schreiber succeeds Quin Ryan, manager since 1930 and identified with the station since 1924, who continues as commercial announcer and handler of major special event broadcasts.

The five divisions, which will include all employes except announcers, production men and the members of the press department who are unclassified and will report to Mr. Schreiber themselves, are production and programs, sales, engineering, music and auditing.

Bacher Heads Programs

William A. Bacher, for many years associated with the production of leading network shows such as *Maxwell House Showboat* and *Hollywood Hotel*, will head production and programs. This will include mainly the creation and production of large network and local shows. Since joining WGN in March 1940, Mr. Bacher has been responsible for popular operetta series, *Chicago Theatre of the Air*, *The Sunday Symphonic Hour*, and *In Chicago Tonight*.

Sales will be headed by W. A. McGuineas, formerly in charge of WGN sales in New York, who replaced Ed Wood in the Chicago office when the latter went East to head Mutual's sales last spring.

Engineering is headed by Carl J. Meyers, for many years chief engineer. Music will continue under the supervision of Henry Weber, also long employed as head of that department. No announcement has been made as to auditing.

Mr. Schreiber joined the *Chicago Tribune* in 1919 as an assistant in the sports department. He went in turn to the copy desk, back to sports as major league baseball writer, to assistant sports editor and, in 1928, became purchasing agent for the newspaper. He joined WGN as publicity director in 1931.

'Cavalcade' to Resume

ALTHOUGH details have not yet been settled, E. I. duPont de Nemours & Co., Wilmington, Del., plans to resume *Cavalcade of America* on Oct. 2 on a split network of NBC-Red and Blue stations, Wednesdays, 7:30-8 p. m. Some stations may carry the program as a delayed broadcast, similar to arrangements made last year, according to BBDO, New York, the agency.

Succeeds Quin Ryan



FRANK P. SCHREIBER

$400,000 IN SPOT PLANNED BY VICK

VICK CHEMICAL Co., Greensboro, N. C., has definitely decided to return to its original spot radio campaign for Vick's Vatro-nol and nose drops, following a controversy between executives of the company and the agency, Morse International, New York, to decide whether the company would sponsor a serialized version of *Gone With the Wind* on CBS [BROADCASTING, Sept. 1].

The company will spend between $400,000 and $450,000 on the campaign which will start Sept. 23 and consist of spots several times weekly on over 100 stations throughout the country. Almost 85% of the time periods originally scheduled before the GWTW plan arose will carry the campaign, probably for a 26-week period.

Morse International on Sept. 4, after the return to the spot campaign had been decided, gave a cocktail party in the Cloud Club, New York, for station representatives and managers in appreciation of their cooperation after the network deal to sponsor GWTW had fallen through.

Revelation's Football

PHILIP MORRIS & Co., New York, on Sept. 28 will start a football program for Revelation tobacco on Mutual hookup of WOR, WGN and CKLW, twice weekly at 8:15 p. m. Eddie Dooley will conduct the quarter-hour program, on Thursdays giving predictions on the winning football teams, and on Saturdays reporting the scores of the day's games. Agency is Biow Co., New York.

Atlantic's Football Course

ANNUAL football training course for commercial and play-by-play announcers handling football games for Atlantic Refining Co., Philadelphia, will be held Sept. 19-20 at Philadelphia at the offices of N. W. Ayer & Son, Atlantic agency. Complete schedule of Atlantic Refining sponsorship was published in the Sept. 1 BROADCASTING.

Pushbutton Putsch

PLANS to marshall the entire radio industry in a cooperative movement in effecting speedy changeover of pushbutton receivers when the reallocation of 1941 becomes effective March 29, are being worked out by NAB under Ed Kirby, public relations director, and Art Stringer, promotion coordinator. To avoid any interference with set sales and with listening, the efforts will be restricted to behind the scenes work with manufacturers, jobbers, dealers and servicemen, as well as broadcasters, until a few weeks before the action shift. The NAB-RMA joint industry committee is in accord with this plan, according to Col. Stringer.

New Station in Ottumwa Favored; KTRB Slated For Increase on 740 kc.

FAVORING a 100-watt application over one seeking 250 watts on the same facility, the FCC, in proposed findings announced Sept. 12, authorized J. D. Falvey to construct a new station on 1210 kc. in Ottumwa, Ia. The Commission in the same decision proposed to deny the application of Louis R. and Maurice E. Spiwak, local furniture dealers, who asked for the same frequency with 250 watts, holding that such a station would cause objectionable interference to KGLO, Mason City, also on 1210, and to KFJB, Marshalltown, on 1200 kc.

Mr. Falvey's 100-watt operation, it held, would cause no such interference. Mr. Falvey is a veteran newspaper and radio salesman.

In a second opinion, the FCC announced it proposed to grant the application of KTRB, Modesto, Cal., for a change in hours from daytime to limited time on 740 kc., the clear channel occupied by WSB, Atlanta, and to increase power from 250 to 1,000 watts, conditioned upon filing within two months of an application specifying transmitter location and antenna system.

The application of KXL, Portland, Ore. local, to shift from 1420 to 740 kc. and increase power from 250 watts to 10,000 watts and change hours from sharing to limited time on the WSB channel, the FCC announced in its proposed findings, is slated for denial. It held that Portland now receives primary service from eight stations, four of them fulltime, and that this distribution of service appears adequate when compared with the advantages to be gained by the residents of Modesto.

KVOO Ready for 50 Kw.

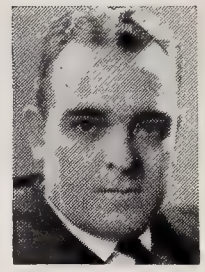
COINCIDENT with announcement by the FCC of the new reallocation effective March 29, 1941, William B. Way, vice president and general manager of KVOO, Tulsa, announced that the station will begin operation with 50,0000 watts on 1170 kc. on the switchover and has already placed its equipment orders. Improvements will entail an outlay of $75,000, he said, with contracts already let for three 400-foot antennas. KVOO now operates on 1140 kc. with 25,000 watts.

Dunlap Is Named To RCA Position

Becomes Information Chief; Heath to Mullen's Post

WITH THE appointment of Orrin E. Dunlap Jr., radio editor of the *New York Times*, as manager of the Department of Information of RCA, effective Sept. 16, Horton Heath, who heretofore has held that title, was elevated to director of advertising and publicity. Mr. Heath officially takes over the duties of Frank E. Mullen, who transfered to NBC Aug. 2 as vice-president and general manager of the network [BROADCASTING, Aug. 1].

Mr. Dunlap, one of the country's best-known radio personalities and originator of the radio department



Mr. Dunlap



Mr. Heath

of the *New York Times*, has been the newspaper's radio editor since 1922. He is author of seven books on radio. During the World War he served as operator in the Navy, graduating from the Naval Radio School at Harvard as one of the three honor men in the class.

A Radio Pioneer

Mr. Dunlap was graduated from Colgate in 1920 and afterward attended the Harvard Graduate School of Business, specializing in advertising and marketing. After a year with Hanff-Metzger Adv. Agency he joined the *Times*. A pioneer in amateur radio, he was an early member of the American Radio Relay League and is a member of the Veteran Wireless Operators' Assn. and the Institute of Radio Engineers.

Mr. Heath joined RCA in 1936 and became manager of the Department of Information in 1939, under Mr. Mullen. Upon Mr. Mullen's resignation he was made acting head of the department and now has succeeded to the top post. He was born in Chicago in 1889 and after graduation from Harvard in 1911 was associated with the Larkin Co. until 1922. Afterward he entered the agency field and in 1927 became a partner in the agency of Michaels & Heath. In 1934 he became a partner in United Adv. Agency. After a year as associate editor of the *New Yorker*, he joined RCA.

AFRA Checking on Benefits

WITH spurious "benefit" rackets being attempted in times of crises, Los Angeles Chapter of AFRA has warned its membership to beware of such performances not cleared through Theatre Authority. Talent requested to donate services on any program, show or personal appearance under headings of Red Cross, War or European Relief, or any other such benefit has been advised to contact AFRA or TA offices. In view of impending "war clause" articles appearing in proposed and current contracts, AFRA has also notified members to submit such agreements to the organization for counsel before signing. Under basic membership rules, AFRA reserves the right to check contracts of all members.

How to Clean Up in Cleaning Business

Hartford Chain Discovers Airwaves And Wave of Prosperity Ensues

By WALKER GULLATT
General Manager, Howard's Cleaners, Hartford

BUSINESS was good—just pretty good—in the chain of Howard's Cleaners stores in Hartford two years ago. But that didn't satisfy the 29-year-old chain manager, Walker Gullatt. With youthful daring he decided to make it very good, with perhaps a faint hope that it might become colossal or maybe superlative. The method chosen was radio, with WDRC providing the facilities. Since that time Howard's business has gone up by bounds and leaps and Mr. Gullatt is glad to tell all comers that the credit belongs to radio. Recently he took on a new line, fur storage. Already the originally set quota has been doubled.

THIS is a story I am happy to tell. It is not a long story. It's a story of an adventure I took, and how it came out.

The tale goes back almost two years, to the fall of 1938. Business was pretty good in the chain of Howard's Cleaners stores I operate. Just pretty good!

And so, being young and adventurous—I'm 29—I took the plunge. I tried something I had never tried before. I didn't want my business to be just pretty good. I wanted it to be good, darn good.

So I went on the radio.

I selected WDRC for the great experiment, and said, "Go ahead, boys, see what you can do for me."

And They Did

That was Oct. 31, 1938.

I have been on the air since then over WDRC. I have not only one program a week, but two! And here is where the story gets hot. What do you suppose these WDRC programs did for me?

First, they increased my business 80%!

Second, my plant facilities were increased 60%, and more stores are opening as time goes on!

Third, we've started fur storage now, and we've already doubled our quota!

I have just renewed both programs over WDRC for an indefinite period. You can't unsell me on radio. I am what is known as the satisfied customer, and I don't hesitate for a minute in letting the world know about it.

Well, how did we do it? How did we make this "success story" work?

When I decided to try radio back in 1938, I asked myself just what people I wanted to hit. Well, I wanted to hit everybody. Everybody wears clothes, shirts, dresses. I had to have a program to which everybody listened, and it had to be good.

So I talked it over with WDRC and they said, "We have just what you want, the street broadcast. Everybody listens to that. We've got the best one in town. It's a natural for you."

I took it.

All They Do Is Talk

Two of WDRC's best announcers are on that show—Chief Announcer Ray Barrett, a former actor in both vaudeville and legitimate, and Bob Provan, a smooth-talking boy who got himself elected city alderman. As a team, they do a splendid job of stopping a stranger, a neighbor, any passerby, and talking things over. Major problems of the day are discussed and every once in a while the boys go wild and ask questions like "who really proposes, the man or the woman?" or "How did you land your husband?"

It goes over great. I listen to it myself!

How do we work the plugs? Well, Barrett opens the show with a short one on Howard's Cleaners. Then as each person completes his interview, he is handed a special ticket from our stores which entitles him to a free cleaning job, our reward for appearing on the street show and answering the questions.

And, of course, as the announcer hands the stranger the ticket, he doesn't hide the fact. He leads up to the presentation; maybe he talks about spots in the sky, or spots in front of your eyes. Then he says, "if you have spots in your clothes, here's a ticket, take them to Howard's Cleaners, and out they come!"

We give it to them easy. We don't want to interrupt the continuity of the program. We give away five or six tickets during the 15-minute broadcast. Then, there is a brief closing announcement for Howard's Cleaners.

Business was wonderful. The Barrett and Provan combination grew better and better. I must have started a trend, because that street broadcast period over WDRC is now a pretty popular spot with other advertisers in the Connecticut area.

How About Fur Storage?

And so, a few months ago, with business leaping and the plant expanding, I said to myself, "How about fur storage? We're expanding beautifully now, let's go into fur storage."

We leased a place, quietly, because we didn't want to say anything until we were ready. And then, when we were ready, I talked again with the boys at WDRC, who, by the way, were pretty happy about the whole thing, too.

"I'm ready for fur storage, now," I said. "What shall I do?"

I took a half-hour afternoon program from 4:15 to 4:45 on Wednesday. This is Ray Barrett's afternoon *Music Off the Record* program, a record show with Ray breaking it up with conversation. He operates the same program from 7 a.m. to 8 a.m. with great commercial success, so I figured, "what could I lose" and took it.

And I set me a quota on fur storage.

I doubled it. I had to increase the plant, and more besides.

'I'm Tickled Pink'

And so, here I am. A Monday afternoon man-on-the-street broadcast and a Wednesday afternoon record show with an outstanding announcer, each and every week.

I've been in this business since I was 17. That was 12 years ago, and I've never seen anything like it. I don't have to worry about business. I have to worry about keeping up with it.

I'm tickled pink about what radio has done for Howard's Cleaners. It has exceeded my expectations a hundred times over.

And so. when WDRC Salesman J. Eric Williams rolls in and says, "Well, Walker, how are you doing? I hope you are going to renew," I have to restrain myself from throwing a coat hanger at him.

They don't have to sell me radio. I'm sold!



IN AN INNER sanctum of MBS offices Milton Dammon, president of American Safety Razor Corp., recently signed the biggest "newscaster contract" ever consummated by the network [BROADCASTING, Sept. 1]. Under the agreement Wythe Williams, MBS news analyst and noted foreign correspondent, goes on the air twice weekly for the company on behalf of Star razor blades. Gathered for the signing are (l to r, sitting) Fred Weber, MBS general manager; Mr. Dammon; J. B. de Mesquita, vice-president and general manager of American Safety Razor Corp.; (standing, l to r) Wythe Williams; Jules Singer, vice-president and account executive of Federal Adv. Agency, which handles the account.

CANADA STATIONS GET WORLD SERIES

BROADCASTS of the 1940 World's Series will be heard in Canada as well as the United States under sponsorship of Gillette Safety Razor Co., bringing the list of stations to more than 200, it is estimated, or approximately the same number used by the same sponsor in the 1939 series. ,

Contract awarding the exclusive broadcast rights to the Series in Canada to the Canadian Broadcasting Corp. was signed Sept. 6 by J. I. Stampleman, president of the razor company, and Maj. Gladstone Murray, general manager of CBC. Fred Weber, general manager of MBS, which will broadcast the series exclusively in the United States, including about 150 stations in the hookup, and Dr. Augustin Frigon, assistant general manager of the CBC on the French network in Quebec, witnessed the signing. ,

Station list will be ready for release shortly, it was stated at MBS headquarters. Selection of announcers for the series has not yet been completed and will probably not be announced until the three-way battle for first place in the American League concludes and it is reasonably certain which cities will be the scene of the games.

2 More Join Mutual

WJW, Akron, on Sept. 22 will join MBS and together with WBML, Macon, Ga., which joins Mutual on Oct. 1, will bring the total affiliates of the network to 146 stations. WJW, operated by WJW Inc., operates on 1210 kc., 250 watts, and WMBL, owned by the Middle Georgia Broadcasting Co., will operate on 1420 kc., 250 watts, when it starts operations on that date. The MBS operating board is next scheduled to meet in Chicago Sept. 18.

Slim Party Budgets, Discord On Sponsor Angle Plague Nets

Actual Time Sales Are Far Below Mid-Year Hopes; President's Speeches Draw GOP Demands

DECREASED radio budgets of political parties, coupled with the prospect of increasing inter-party disagreement on what is and what is not a political broadcast, appear to have shifted more of a burden than a benefit to broadcasters' shoulders for the duration of the current campaign.

Despite the late campaign start and its promise of fast and furious action, actual political time purchases on a national scale are far behind mid-year expectations. A paucity of campaign funds, along with statutory restrictions placed on campaign spending by the Hatch Clean Politics Act, emphasize the likelihood of a slim commercial year in political broadcasting.

Close Competition

However, the prospect of slim campaign revenue appears to be only one of several situations likely to plague the industry during the campaign. Present indications are that budget restrictions are forcing the dominant parties—Republicans and Democrats—into a position where each will watch the other's broadcasts like a hawk. When a sustaining broadcast such as President Roosevelt's Labor Day address at Chickamauga Dam goes on the air, the opposing party will press for an opportunity to answer—also on sustaining time—on grounds that the speech was political in character. The protests of Republican leaders against this Labor Day address may become typical, particularly since it has been indicated by the White House that President Roosevelt probably will make several state-of-the-nation radio addresses during the campaign period.

If Presidential speeches continue to draw protests from the opposition, with networks and broadcasters maintaining their policy of carrying Presidential addresses when they are of national interest, radio may face a heavy demand for sustaining time. Another complicating factor arises from the possibility that the parties, without money to buy time, might just say that Candidate Roosevelt or Candidate Willkie is speaking on a certain date, calling attention to the appearance but making clear that no request for radio coverage is requested. Such a left-handed invitation might prompt broadcasters to carry the speech purely as a public service if it appeared to be of definite interest, regardless of its political nature and despite the ensuing clamor for corresponding facilities to answer.

White House Meeting

The prospect of such a situation already has proved strong enough to prompt a meeting between network representatives and Steve Early, White House press and radio secretary. Following repercussions from the Chickamauga speech, Mr. Early met with network representatives Sept. 4 and 5 to explain the difficulties in prejudging whether a Presidential speech is political or non-political. Although the meetings resulted in little but a discussion of mutual problems, it was emphasized that the White House would not in any way attempt to take advantage of broadcasters in their policy of covering all important Presidential addresses.

This White House assurance took material shape Sept. 11 when the Democratic National Committee paid for the broadcast of the President's "labor speech" on 45 NBC-Blue and 110 CBS stations. Previously it had been indicated that although the address, made before the Washington convention of the International Brotherhood of Teamsters, Chauffeurs, Stablemen & Helpers Union (AFL), would be available for broadcast, it would not be sponsored and no broadcast time was requested. Decision of the Democratic party to sponsor the avowedly political talk was made the day before the broadcast, although Daniel J. Tobin, president of the union, had stated that the union would pay $20,000 for the broadcast time if necessary.

GOP's Reduced Fund

To date the Democrats, under the direction of G. W. (Johnny) Johnstone, radio director, have bought virtually all the broadcast time used by the national organizations of any of the parties. Republican radio efforts, directed for the Republican National Committee by Wells (Ted) Church, will go into commercial time after GOP Candidate Willkie's campaign-opening speech from Coffeyville, Kan., on Sept. 16, carried on a sustaining basis by all the networks.

Mr. Church stated to BROADCASTING that although plans are in the works, no time has been definitely bought except a half-hour election eve network spot Nov. 4. It was indicated that the Republican radio budget probably would not be even as large as the $250,000 Democratic fund and that time-buying would be strictly on an as-you-go basis. The radio division of the Republican National Committee, through J. Walter Thompson Co., its agency, is producing a series of recorded one-minute announcements which will be available to State committees if they want to use them, but these will not be sponsored by the national organization.

The Democrats have bought several units of network time as well as some spot transcription time in connection with the Vice-Presidential campaign of Henry A. Wallace in the Midwest. In addition to President Roosevelt's Sept. 11 speech to the teamsters' union, the party bought a half-hour on 42 CBS stations Sept. 10 for a scheduled address by Speaker William B. Bankhead, eventually read by someone else because of Speaker Bankhead's illness, and 15 minutes on 116 NBC-Red stations Sept. 12 for an address by Mayor LaGuardia, of New York.

Democratic Spots

The Democratic Party also is using spot in connection with the Wallace tour through the farming territory of the Midwest, preceding his appearances in each State with transcriptions of the *We, the Farm-*

(*Continued on page 87*)

Dill for Governor

FORMER U. S. Senator C. C. Dill, co-author of the Communications Act of 1934 and of the original Radio Act of 1927, may be Washington State's next Governor. Late returns from the Sept. 10 State primaries indicated he had defeated Gov. Clarence D. Martin for the Democratic nomination, and would oppose Mayor Arthur B. Langlie, of Seattle, Republican nominee, in the November elections. Senator Dill, after retiring from the Senate, entered private practice of law in Washington and then returned to his home town, Spokane.



MODERN CAMPAIGN technique is illustrated in this *We, the Farmers, Speak* program, sponsored Aug. 28 by the Democratic National Committee on a coast-to-coast MBS network, and now used as a transcribed campaigning feature. Originated in the studios of KSO, Des Moines, the half-hour interview feature was heard on the eve of the acceptance speech of Henry A. Wallace, Democratic vice-presidential candidate. Interviews with rural folks, gathered at the forum table, were conducted by Bill Baldwin, KSO farm commentator. Seated around the table are (l to r) Will E. Sitterley, farmer, Canal Winchester, O.; Mrs. John Kelleher, farm woman, Bevington, Ia.; G. W. (Johnny) Johnstone, radio director of the Democratic National Committee and producer of the program; Vincent Browner, Des Moines grocer; Mrs. Harild Van Fossen, farm woman, Adel, Ia.; J. H. Barrett, farmer, Dixon, S. D.

Communist Party Claims Prejudice

Tells Fly That NBC Refuses To Sell Available Time

TROUBLES of the Communist Party in securing radio time were chronicled in detail Sept. 5 in a formal complaint to FCC Chairman James L. Fly, charging NBC with "unfair treatment" and "a shocking attempt at censorship of political expression". Citing NBC's "refusal" to contract for eight Communist coast-to-coast hookups "on dates and places which were unsold and available", the complaint demanded that the FCC take immediate action against NBC to compel compliance with political broadcast rules "and upon their failure to do so, for the revocation of their broadcasting licenses".

According to the Communist explanation, the national election campaign committee of the party commenced negotiations with NBC for eight national hookups following the nominations of Earl Browder and James W. Ford at the June Communist convention. At the time NBC was said to have informed party officials that no time would be sold to political parties until all nominating conventions were held.

The complaint continued that after the Democratic convention in mid-July, discussions resumed when NBC invited party representatives in for a conference and exhibited time schedules available for sale during the campaign.

Evasion of Law Claimed

On July 30 a formal order for eight broadcasts was placed for dates and places which were "unsold and available", with the first program to have gone on the air Labor Day, Sept. 2, it was stated.

Since that time no word regarding the order has come from NBC, despite efforts on the part of the party to consummate a contract for the times selected, the complaint continued. Observing that all efforts to elicit further information from NBC had been fruitless, the complaint charged that "such evasion is a clearcut violation of your Federal rules concerning like treatment to all political parties, and would be outright refusal to sell us time".

"The action of NBC constitutes not only unfair treatment of the Communist Party, but a shocking attempt at censorship of political expression by a monopoly corporation," the complaint declared. "The Communist Party cannot permit such constitutional violations to go unchallenged, not only for its own sake, but in the interests of the democratic rights of the whole American people."

In a statement issued after the complaint was forwarded to Washington, William Z. Foster, national chairman of the Communist election campaign committee, charged that "this arbitrary action of a corporation of which political party should and which political party should not address the citizens of the country in a national election campaign is not only an abridgement of free speech but a direct attempt to imitate a Nazi election in the United States, where all except approved monopoly candidates are ruled out."

NBC had made no comment on the Communist charges as BROADCASTING went to press.

Arbitration Plan Averts AFRA's Strike

New York Local Accepts Board Offer; Net-Union Meeting Sept. 16

By BRUCE ROBERTSON

STRIKE of the American Federation of Radio Artists against NBC, CBS and MBS, which would have taken from the networks every actor, singer and announcer employed on sustaining programs, and which was scheduled to be called either Sept. 14 or Sept. 15, was averted Sept. 12 when a meeting of the union's New York local approved the action of the union's executive board in accepting an offer mediation made by William H. Davis, chairman of the New York State Board of Mediation.

Telegram from Mr. Davis, received at 6 p. m., Sept. 12, while the board was planning strike action, reads as follows: "Understand AFRA is holding a meeting tonight for the purpose of taking a strike vote. The public interest demands that this board make every effort to avert this threatened strike and I therefore strongly urge that no strike be called by your organization until you have exhausted every effort to reach an agreement through mediation. I have requested the companies involved, namely CBS, NBC and MBS, to participate in an immediate conference at my office with your organization so that we may aid both sides in reaching a peaceful settlement. Pending the outcome of this conference, the State Mediation Board requests the companies and the union to preserve the status quo under the terms of their existing agreements. Such conference will be held at the offices of this board, 250 W. 57th St., at 2 p. m., Monday, Sept. 16. Please confirm."

AFRA Members Approve

AFRA meeting in New York, attended by some 750 members, approved acceptance of the offer of negotiation, and also ratified the action of the delegates at the recent AFRA convention in giving the union board the power to take any steps it deems necessary in its negotiations, up to and including the power to call a strike. Meetings of the Chicago, Los Angeles and San Francisco locals, scheduled for the evening of Sept. 13, were expected to take similar action, authorizing the board to call a strike if necessary, but approving its acceptance of the mediation offer.

This offer was also accepted by the three networks, which had been preparing substitute sustaining schedules in readiness for the strike of the talent union, expected last weekend following the breakdown of negotiations between the networks and union. Although a number of meetings had been held following the AFRA convention, neither AFRA nor the networks was willing to yield from its established position, and a strike seemed inevitable.

In the negotiations, which had been under way since early summer, the networks were represented by Mark Woods, vice-president and treasurer of NBC; Lawrence Lowman, vice-president of CBS, and Julius Seebach, WOR vice-president, while Emily Holt, the union's executive secretary, and George Heller, assistant executive secretary and treasurer, acted for AFRA. Previous sustaining agreement expired Aug. 12, but was extended for an additional month during negotiations by mutual consent of networks and union.

Chicago Dispute

In Chicago some dispute developed over the position taken by broadcasters in that city after AFRA headquarters had received the report that Chicago agencies would not sign letters accepting the decision of the arbitration association unless AFRA agreed to maintain the status quo on payments to staff announcers for commercial programs until expiration of the present code next February.

Sid Strotz, NBC Chicago vice-president, commenting on this report, declared he did not say what the agencies would do but merely spoke for NBC. He added that in his opinion it would be "a violation of the letter and the spirit of the arbitration award if AFRA, as reported, requested the agencies to agree to pay special fees to staff announcers in view of the fact that the award confirmed the staff announcer principle of no special fees on local commercial broadcasts for staff announcers."

Raymond Jones, executive secretary of AFRA in Chicago, said that since agencies were fully represented at the recent hearings before the association, they should abide by the rules set down by that board.

At a meeting of Chicago advertising agencies Sept. 12 to determine a definite answer to the AFRA letters in regard to payment to announcers, action was delayed until further explanation by AFRA was received on interpretation of local rates, such as 5 and 10-minute periods and frequency of broadcasts. Approximately 50 agency representatives attended the meeting, presided over by Jack Scott of Schwimmer & Scott, chairman of the agency subcommittee to deal with AFRA. Also on this committee are Frank R. Steel, president of Frank R. Steel & Associates, and Walter E. Smith, president of Rogers & Smith. The agency interpretation of the code was forwarded to AFRA headquarters in New York with an answer expected shortly.

Notice of Meetings

Notice of the "strike meetings" was sent to all AFRA members in a letter sent out from the union headquarters Sept. 7, stating that the National Board had requested the locals in New York, Chicago, Los Angeles and San Francisco to hold meetings between Sept. 10 and 14 to determine whether the union should accept the scale proposed by the networks or should uphold the board in its demands.

"Never has the radio industry been as prosperous as it is at this time," the letter states. "You comprise one of the most important factors in creating this prosperity. Your performances are the direct relationship between radio and the public. In the opinion of your national board and the delegates to your convention, the proposals made on your behalf and with your authority are fair and reasonable and should be maintained by whatever action lies within your power."

Major point of difference between the union and the networks is centered in AFRA's determination that payment to artists employed on sustaining network programs be raised until there is "a reasonable differential" between these fees and those paid to talent on commercial shows, and that that raise shall be made now. The networks' position is that the increases they are offering constitute an average overall boost of about 20% in sustaining fees and that the artists should be satisfied with that.

Rehearsal Payments

Tabulation of the minimum sustaining rates under the old agreement, the broadcasters' proposal and the AFRA proposal, prepared by AFRA and included in the union's letter to its membership, shows that the main difference between the scales of the broadcasters and AFRA is in the payment for rehearsal time.

At present talent on sustaining shows is required to rehearse a specified time without extra pay. Base rates are lowered in both the broadcasters' and the AFRA proposals, and both agree on rehearsals with pay, but whereas the broadcasters would set the rehearsal feels at $3 for the first hour and $2 an hour thereafter, AFRA proposes a payment of $6 for the first hour and $3 an hour thereafter.

Commenting on these proposals, the letter states that whereas AFRA has proposed rehearsal rates "from 30% to 50% less than commercial fees which are currently being paid you . . . the companies proposed a rate so low that in most cases it will represent no increase whatever."

The length of time the new contract should run is another, although a minor point of disagreement. The union is asking for another two-year pact, on the ground that in these times of uncertainty, with the possibility of inflation, it would be unsafe to tie its members up for a longer term. The networks would prefer a long-term contract, of five or possibly ten years, so that they can plan for their future operations without the fear of further union demands for increases every other year.

Maintaining Gains

Regarding this point, AFRA has stated that it is not its "purpose whenever a contract comes up for renewal to take advantage of that situation to seek substantial increases . . . (but) to arrive at fair and reasonable minimum fees for all its members by exercising its maximum bargaining power and

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POPULARITY had its reward recently when Walt Lochman, sports announcer of KMBC, Kansas City, was presented with a new car during Radio Appreciation Night at the local baseball park. The car came from local Ford dealers, who will sponsor Big Six football broadcasts on KMBC for the second consecutive year. Here Sportscaster Lochman (right) acknowledges the surprise gift as it was presented by J. Harry Evans (left), of Ford Motor Co. Sam Bennett, KMBC director of sales, stands by Evans, while Carter Ringlep, regional sales director of the station, watches and listens from the wheel of the car. The Ford dealers' football sponsorship campaign was placed by McCann-Erickson, Chicago.

BMI Seeks Music Pools, Signs AMP

Cut of 25% in Rates of Catalog Is Obtained For Subscribers

PROCEEDING effectively with its campaign to provide for the broadcasting industry a supply of music adequate to make the broadcasters independent of the demands of ASCAP and to place music on a competitive rather than a monopolistic basis, Broadcast Music Inc. is expanding negotiations.

BMI has notified subscribers that in addition to its own rapidly expanding catalog of new popular tunes and of new arrangements of public domain music, it is negotiating with a number of organizations controlling pools of music to get them at a reasonable cost.

AMP Agreement

First such agreement, BMI announces, has been completed with Associated Music Publishers, which licenses the performing rights of an important musical catalog, containing some 18,000 copyrights.

This arrangement, BMI states, "provides that BMI subscribers, so long as they remain subscribers to BMI, shall receive a 25% reduction from AMP's rates as now currently in effect. These current rates provide for a fee per month equal to the highest 15-minute rate as shown on the broadcaster's current rate card, less, of course, the 25% reduction to BMI subscribers."

Stating that a complete list of AMP copyrights has been filed with the NAB, together with evidence of AMP's control over these copyrights, the letter continues: "In view of the emergency of the situation which confronts broadcasting stations, we feel that broadcasters will be advised to implement themselves with as much music as is currently available," and urges them to give consideration to the AMP catalog.

Other catalogs available to broadcasters, outside the ASCAP-controlled list, include those of the Society of European Stage Authors & Composers (SESAC), containing some 30,000 compositions; G. Ricordi & Co., with 130,000 compositions; and the Society of Jewish Composers, Publishers & Songwriters, with 2 500 compositions.

ASCAP Unrest

Conversations still are going forward for acquisition of additional catalogs by BMI, or by the major networks, which would make the music available through the industry-owned concern. The $4,350,000 deal to acquire the music properties of Metro-Goldwyn-Mayer is cold, both from the BMI and network standpoints, because of the difficulty in procuring guaranteed clearance of the catalogs. Independent catalogs, however, may yet fall into the BMI fold.

Unrest persists in the ASCAP councils over the imminent cessation of business relations with broadcasters. Despite the signing of an occasional contract with stations, the feeling in certain ASCAP quarters is that the whole affair is a colossal blunder by its officials. Officially this is denied, with the assertion that the 24-man board is solidly behind its leadership.

On the other hand, it was reported in music circles that a half-dozen board members had insisted that ASCAP invite the original NAB negotiating committee—which Gene Buck, ASCAP president, and John G. Paine, general manager, refused to recognize last year—to reopen conversations. No formal word has come to the NAB or BMI. Feelers from ASCAP to one network, it has been ascertained, were met with the retort that BMI represents the broadcast industry in music affairs and that all conversations would have to be directed there.

Meanwhile, BMI is making further plans for widespread exploitation of its music, with radio, of course, to be the anchor medium. An effort to procure the cooperation of operators of automatic phonographs in taverns, restaurants and other small businesses has brought upwards of 4,000 postcard responses evincing interest in performing BMI music. In a folder to some 12,000 such coin machine operators, BMI explained that ASCAP proposes to collect $60 per machine location, or about $18,000,000 a year. Because broadcasters face an ASCAP threat to raise royalties from $5,000,000 to almost $10,000,000 a year, the operators were told, BMI has been formed.

Breaking a Monopoly

"BMI is attempting to acquire and to create a body of music which will be available for use by all persons—including owners of automatic phonographs," said the notice. "If the music which BMI distributes is popularized sufficiently, the monopoly will be broken. BMI's music is being recorded by the same recording companies, and by many of the same bands, that now supply your records, and these records will be sold at the same prices as the records of ASCAP music. The broadcasting industry has collected a pool of almost $1,500,000 to enable BMI to make this effort.

"BMI does not ask any money from you. There is a way, however, in which you can help a movement which is bound to work out for your ultimate advantage. That way is to use records which carry BMI music."

The notice explained that the BMI songs are going to have radio's plugging power behind them. Operators were told that if BMI tunes become hits, ASCAP's effort to collect $18,000,000 a year from coin-operated machines will be defeated. Operators returning the postcard will get BMI releases and can give the music a "fair chance" in their territory.

Kaye to Caesar

In an open letter to Irving Caesar, president of the Song Writers' Protective Assn., Sydney Kaye, vice-president and general counsel of BMI, answered Mr. Caesar's letter of Aug. 26, which had charged BMI with denying the song writers their "basic elemental rights" in failing to accept the standard SPA contract, and which challenged BMI to debate the issues. Stating that the broadcasters "have no quarrel with song writers" and none "with legitimate music publishers" but that "the broadcasters' quarrel is with ASCAP and with ASCAP alone," Mr. Kaye continues:

"I do not think it at all proper that there should be any debate with you as an officer of SPA or as a writer, and I think that any public discussion which takes place should take place with an officer or director of ASCAP as such. I also think that any such discussion should air the facts before the parties who are directly interested. This includes not only broadcasters who are available at the place of debate, but also ASCAP members and other song writers."

Willing to Negotiate

Regarding the relationship between SPA and BMI, the letter states: "If SPA is serious in saying that they wish to negotiate with respect to our contract, we can only reiterate that we are perfectly willing to negotiate provided that the basis of that negotiation is thoroughly understood. One basis is that BMI must be enabled to operate just as effectively in the field of licensing performing rights as ASCAP, and that there should be no discrimination against it. The second basis on which such negotiation should be predicated is that we must both recognize that the fairest way to compensate composers for the use of their music on radio broadcasting stations is in precise proportion to the use of their works by broadcasters.

"We must repeat that we cannot recognize the claim that you have put forward that one composer is entitled to a different scale of compensation from another. If the works of Irving Caesar have a greater appeal to the public than the works of another song writer, that will be determined by the number of times they are performed and, therefore, the public and not any arbitrary group will make the choice. It is on this basis, as I explained before, that SPA and BMI broke off attempts to arrive at any understanding. If you

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IN THE DEPTHS of Mammoth Cave, WHAS, Louisville, conducted high-frequency tests from a boat cruising down Echo River, 360 feet below the surface. A mobile receiver checked the signal's pick-up. As expected, reception was spotty and erratic. Participating in these first Mammoth Cave short-wave tests were R. L. Kennett (standing), program director, and (l to r) O. W. Towner, technical director of WHAS; H. R. Warren, recording engineer; D. C. Summerford, project engineer. Back in 1923 WHAS listened to a regular broadcast with a receiver placed in the cave, erecting a plaque on the spot.

'GAS PIPE NETWORKS' SIGN ESSO

Wired Hookups at Williams and Brown U Get News Sponsor — Outside FCC Sphere

FIRST large national advertiser to sign with wired-frequency "college stations" is Standard Oil Co. of New Jersey, which on Sept. 23 starts a series of daily news programs by *Esso Reporters* on WMS, the 570 kc. station serving dormitories and fraternity houses at Williams College, Williamstown, Mass., and on Sept. 25 on the Brown Network covering Brown U at Providence.

Collegiate *Esso Reporters* will broadcast nightly, using items gathered and edited by the student staffs which operate WMS and the Brown Network. The latter has no assigned call letters and uses 600, 610 and 620 kc. for the college buildings it serves.

Nicknamed the "gas pipe networks", both Brown and WMS use a wired radio frequency system of transmission strung through the underground pipe conduits which connect only various buildings on the two campuses. Although it is disputed as to which eastern school rigged the first of these "midget" networks, Brown started its network four years ago and has been broadcasting the usual type program carried by such stations, namely, recordings of popular swing music, interviews with visiting celebrities and campus gossip.

Production manager of WMS at Williams is George Goldberg, son of the cartoonist, Rube Goldberg, while on the Brown station staff is Edward Sarnoff, son of David Sarnoff, president of RCA.

The Esso series is one of the first to be sponsored by other than local advertisers. The "networks" have no regular rate cards, and the cost of the news programs was not revealed by Marschalk & Pratt, New York, the agency in charge.

* * *

At the FCC it was stated that these college stations actually use a transmission-line distribution system, attuned to specified frequencies in the broadcast band. A year ago field tests were made to ascertain whether they are "outlaw" stations, but it was found that they do not propagate radio waves, and that actually the signals could not be picked up "across the street" on a precision monitoring set. As long as operations are engineered to avoid interference with other established stations, the FCC feels it has no jurisdiction over them. They are engaged strictly in intrastate commerce.

Industry Maintains High Wage Standards

Further Increase Noted by FCC In Survey

WITH AN AVERAGE weekly wage of $45.96 to its 19,873 fulltime employes, the broadcasting industry during 1939 maintained its pace as America's best-paying industry, according to available Federal statistics.

A summary of functional broadcast employment and payroll data compiled by the FCC Accounting Department for the typical broadcast week of Oct. 15, 1939, revealed that the industry as a whole had increased its weekly stipend from the 1938 average of $45.20 for 18,359 fulltime employes, to $45.96 as the 1939 average of 19,873 employes. In addition there were some 4,000 part-time employes.

Best of Any Industry

According to available Government information, no other industry exceeds the broadcasting industry's average pay. The figures covered both executive and employe salaries in broadcasting, whereas compilations of the Bureau of Labor Statistics, of the Department of Labor, dealing largely with wage-earner groups, were for employes only.

The average weekly wage for 17,785 employes other than executive, according to this FCC analysis, was $41.08. That for the automotive industry, for a typical 1940 week, was $35; for brokerage and banking houses, $37.75; insurance, $36.53; aircraft manufacturing, $30; iron and steel, $30. No figures were available for commercial aviation, as distinguished from aviation manufacturing, or motion pictures, both of which fall in the higher employe brackets, but neither of which was estimated to exceed the broadcast wage.

The FCC analysis was prepared under the direction of William F. Norfleet, chief accountant, and DeQuincy V. Sutton, head broadcast accountant. The compilations concluded the FCC's analysis of 1939 industry statistics, derived from detailed questionnaires sent to all stations and networks [BROADCASTING, Aug. 1, Sept. 1].

All fulltime executives in the industry, totaling 2,088 for 705 commercial broadcast stations and the three major networks, received an average weekly paycheck during 1939 of $87.45. These included general managerial, technical, commercial, program, publicity and miscellaneous executives.

Average Manager's Salary

The average station manager received a weekly pay check of $109.74, according to the breakdown covering the 705 stations. Commercial managers received an average of $84.60; program directors, $56.42; publicity and news editors, $56.13; chief engineers, $54.12; miscellaneous executives, such as assistant managers and department heads, $63.89.

On the 705 reporting stations, constituting practically all commercially-operated outlets on the air at the time the survey was made, announcers received an average wage of $32.52; staff musicians, $47.53; control operators, $38.85; outside salesmen, $48.50; production, $39; promotion and merchandising, $42.11; accounting, $30.37; clerical, stenographic and miscellaneous, in the neighborhood of $21.50.

Network Scale Higher

Network payrolls brought up the average for the industry as a whole. For example, the average pay for 14,118 non-executive employes of the 705 individual stations was $36.64. This figure was increased to $41.08 when network employe salaries were taken into account. The networks had 3,667 fulltime employes who drew an average wage of $58.19 per week.

The analysis revealed that 26 managerial executives of the three major networks, including officials and station managers of managed and operated outlets, had an average weekly salary of $381.73, as against the $109.74 figure for managers of the average independent-owned stations.

There were 3,506 part-time employes retained by the 705 individual stations, who received an average weekly pay of $17.83. Nearly half of these were performing artists. The networks had a total of 508 part-time employes—476 of them performers—who received an average weekly wage of $55.95.

24 Hours a Day

KFWB, Hollywood, on Sept. 9 joined the ranks of stations operating on a 24-hour schedule. A. S. Foster, formerly manager of WEW, St. Louis, and prior to that sales manager of WWL, New Orleans, has joined KFWB as supervisor of midnight-7 a. m. broadcasts.

Ohio Oil on 12

ORIGINATED at WLW, Cincinnati, and fed to a mixed network of 11 other NBC stations, Ohio Oil Co. on Sept. 6 started *Marathon Melodies* for the 1940-41 season. The half-hour show is carried by WLW Fridays at 8:30 p.m., with rebroadcast for other stations on the network at 10:30 p.m. (EST). Participating stations include WOWO, Fort Wayne; WTOL, Toledo; WGBF, Evansville; WBOW, Terre Haute; WAVE, Louisville; KWK, St. Louis; WKY, Oklahoma City; WFAA, Dallas; KGBX, Springfield, Mo.; KVOO, Tulsa; WCBS, Springfield, Ill. The show features Jimmy James and his orchestra, Sylvia Rhodes, the Devore Sisters and the Marathon Melody Men.

Employment and Payroll Data of U. S. Broadcast Industry

(FCC Analysis for Typical Week, Beginning October 15, 1939)

Item	705 STATIONS								3 MAJOR NETWORKS					
	Fulltime				Part-time				Fulltime			Part-time		
	Compensated			Not Compensated	Compensated			Not Compensated	Compensated			Compensated		
	Number	Compensation	Average	Number	Number	Compensation	Average	Number	Number	Compensation	Average	Number	Compensation	Average
Executives:														
General managerial	719	$78,901	$109.74	49	127	$8,090	$63.70	33	26	$9,925	$381.73	..	..	..
Technical	449	24,301	54.12	1	22	441	20.05	1	14	2,266	161.86	..	..	..
Program	359	20,253	56.42	3	8	214	26.75	4	20	3,714	185.70	..	..	..
Commercial	295	24,957	84.60	..	6	301	50.17	..	24	5,137	214.04	..	..	..
Publicity	86	4,827	56.13	1	5	172	34.40	3	12	1,725	143.75	..	..	..
Miscellaneous	74	4,728	63.89	6	25	995	39.80	6	10	1,665	166.50	..	..	..
Total executives	**1,982**	**157,967**	**79.70**	**60**	**193**	**10,213**	**52.92**	**47**	**106**	**24,432**	**230.49**	..	..	..
Employes (other than executive):														
Technical:														
Research and development	111	5,995	54.01	..	3	41	13.67	1	60	3,950	65.83	..	..	..
Operating	3,035	117,897	38.85	1	122	1,275	10.45	14	485	32,147	66.28	..	..	..
Miscellaneous	150	3,559	23.73	1	23	218	9.48	3	32	875	27.34	..	..	..
Program:														
Production	505	19,693	39.00	2	30	355	11.83	8	401	22,402	55.87	..	..	..
Writers	556	18,049	32.46	5	38	680	17.89	19	77	4,369	56.74	1	$27	$27.00
Announcers	2,247	73,083	32.52	3	196	2,664	13.59	34	125	8,192	65.54	..	..	..
Staff musicians	1,871	88,930	47.53	9	897	15,539	17.32	35	387	48,725	125.90	20	712	35.60
Other artists	737	33,772	45.82	44	1,454	26,322	18.10	95	370	19,777	53.45	476	27,611	58.01
Miscellaneous	445	12,960	29.12	15	135	1,296	9.60	83	310	13,260	42.77	..	..	..
Commercial:														
Outside salesmen	1,436	69,648	48.50	4	34	561	16.50	9	121	14,669	121.23	..	..	..
Promotion and merchandising	201	8,465	42.11	1	6	65	10.83	1	184	8,794	47.79	..	..	..
Miscellaneous	140	3,983	28.45	1	33	258	7.82	..	197	7,264	36.87	..	..	..
General and administrative:														
Accounting	456	13,847	30.37	5	80	1,050	13.13	15	148	6,341	42.84	..	..	..
Clerical	635	12,924	20.35	1	49	471	9.61	4	100	2,556	25.56	..	..	..
Stenographic	862	18,730	21.73	3	34	316	9.29	7	138	3,630	26.30	1	7	7.00
Miscellaneous	516	11,101	21.51	1	108	678	6.28	7	441	12,353	28.01	4	20	5.00
Miscellaneous	215	4,625	21.51	..	71	524	7.38	..	91	4,089	44.93	6	44	7.33
Total employes	**14,118**	**517,261**	**36.64**	**96**	**3,313**	**52,313**	**15.79**	**335**	**3,667**	**213,393**	**58.19**	**508**	**28,421**	**55.95**
Total executives and employes	**16,100**	**675,228**	**41.94**	**156**	**3,506**	**62,526**	**17.83**	**382**	**3,773**	**237,825**	**63.03**	**508**	**28,421**	**55.95**

FCC Feud Arises In Texas Rulings

Payne Dissents From Action Reversing KAND Deletion

SIGNS of a new breach in views of members of the FCC were seen with announcement Sept. 6 of actions by the Commission in the so-called Texas revocation cases, in which Commissioner George H. Payne dissented strongly from the majority action rescinding the revocation order previously issued against KAND, Corsicana.

In announcing final action in this case—the first of seven involving purported hidden ownership interests of Rev. James G. Ulmer—the Commission majority said that rather than deprive a community of its only local station and because the actual licensees were acting in good faith, it had decided to renew the station's license on 1310 kc. with 100 watts power unlimited time.

Commissioner Payne, however, who presided at the Texas hearing, and was subjected to severe attack in pleadings filed by the respondent stations, held that the people involved had been guilty of "many infringements" of the law and regulations, had been permitted to go "scot free".

Also Hits Westinghouse

Payne also contended that the decision of the Commission in the Westinghouse case on Sept. 4 established a precedent which in his opinion would cause the Commission "a great deal of perturbation in the future." In the latter case, the FCC cancelled hearings previously set on renewal of the licenses for Westinghouse stations for alleged illegal management contracts with NBC [see story on this page].

The FCC also announced Sept. 6 proposed findings of fact and conclusions affirming the Payne recommendations to revoke the license of KGFI, Brownsville, another of the stations involved in the alleged Ulmer transactions. In this instance, the FCC said Eagle Broadcasting Co. Inc., KGFI licensee, had transferred to Ulmer and M. D. Gallagher complete control of the station without written consent of the FCC in violation of the law.

It is thought the FCC majority, in several cases at least, may be inclined to follow the precedent established in the KAND case, particularly where it may be shown that no deliberate effort was made to deceive the FCC. Commissioner Payne, however, has expressed himself strongly in favor of revocation of all of the licenses.

The FCC majority also apparently is taking cognizance of the proposal by James Hanley, attorney for several of the stations, that Rev. Ulmer will withdraw from either ownership or management of the stations. Other stations whose revocations now are under advisement are KTBC, Austin; KNET, Palestine; KRBA, Lufkin; KSAM, Huntsville, and KGKB, Tyler, the latter two scheduled for oral argument Sept. 19.

Manager Buying KSUN

CARLETON W. MORRIS, manager of KSUN, Lowell, Ariz., will become owner of that station if the FCC authorizes a transfer for which applications has been made. He proposes to buy out the stock of James S. Maffeo and Lawrence R. Jackson, Bisbee businessmen, who now control the station.



FUTURE plans for the weekly NBC *Good News* program, sponsored by General Foods Corp. (Maxwell House coffee), were discussed by this group of executives when the series resumed Sept. 15 for its fourth season on that network. They are (l to r), John W. Nicholson, Southern California special advertising representative of General Foods; Phil Rapp, Hollywood writer of the show; Tom Revere, New York vice-president in charge of radio, Benton & Bowles, agency servicing the account, and Mann Holiner, head of the agency's Hollywood office and newly appointed producer of the program. Holiner took over production from Donald Cope who was transferred to New York as assistant to Revere. The current *Good News* series has undergone a change in format. It is being built around Fanny Brice's Baby Snooks character.

GE to Take Over WGY's Operation

CONVERSATIONS are in progress between General Electric Co. and NBC looking toward assumption of full management of WGY, Schenectady, by General Electric in the near future, as an outgrowth of steps taken by the FCC to terminate so-called management contracts. WGY at present is program and sales-managed by NBC, as were stations of the Westinghouse group until last July 1.

Reports that arrangements already had been consummated whereby NBC would relinquish its present management functions at WGY effective Jan. 1, were officially denied both at NBC and GE headquarters in Schenectady. It was stated that conversations are going forward and the indication was that the final agreement would be reached in early October. General Electric has been designated for hearing by the FCC Oct. 21 because of the management contract arrangement [see page 24]. Other stations owned by GE—KOA, Denver, and KGO, San Francisco—are not involved in the management contract litigation, since they actually are licensed to NBC. The conversations do not cover these stations.

KATE SMITH, star of the *Kate Smith* hour, sponsored by General Foods Corp. on CBS, has been named recipient of the 1939-40 medallion of Pi Beta Epsilon, honorary and professional arts fraternity of Drake U. Award is based on her contributions to radio entertainment and to the spirit of America through her introduction and renditions of the song "God Bless America."

FCC Dismisses Westinghouse Hearing But Keeps Affiliation Inquiry Alive

RENEWED notice to all network-affiliated stations that current so-called standard affiliation contracts are under scrutiny as part of its network - monopoly investigation, was given Sept. 5 by the FCC in an opinion dismissing hearings involving the Westinghouse-owned stations which had been cited under an order issued early this year. In cancelling the Westinghouse station hearings, originally called because of purported transfer of control to NBC of station management functions, the FCC said it took this action only because the Westinghouse-NBC agreement had been abrogated as of July 1.

Four other stations cited for hearing at the same time—WHCU, Ithaca; WAPI, Birmingham; WGY, Schenectady; WWL, New Orleans—are still on the hearing dockets [BROADCASTING, Sept. 1]. The FCC also has designated for hearing the license of WGST, Atlanta, because of its lease from the Georgia School of Technology by a company headed by Sam Pickard, former radio commissioner and former CBS vice-president. Date for the latter hearing has not yet been set.

Not a Precedent

The FCC Aug. 23 announced the hearing dates for the eight stations originally cited Jan. 29. The Westinghouse stations involved were WBZ and WBZA, Boston and Springfield (synchronized); KYW, Philadelphia, and KDKA, Pittsburgh. They had been program-managed by NBC since 1932, but on July 1 Westinghouse took over full management and procured regular NBC-affiliation contracts. Westinghouse filed with the FCC a petition for reconsideration and grant of the renewals without further hearing, which the FCC now has approved, thus abrogating the hearing notices.

In taking action, the FCC warned that it must not be interpreted as a precedent for subsequent approval of broadcast licensees disposing of their "rights and privileges" through contract. It also stated it felt the former Westinghouse-NBC agreement actually involved a transfer in violation of the law but that since this was abrogated, to deny renewal because of the "earlier violation of the law" would result in depriving the public of service from the stations.

The Commission added that while the new Westinghouse-NBC contract appeared to be of the "usual character", the Commission, in its network - monopoly investigation, took extensive testimony on such contracts and the FCC Committee's report now is under consideration. Pending final action by the FCC, it said, "we do not deem it desirable either to approve or disapprove of the new contracts" between Westinghouse and NBC.

Conclusion of FCC

Salient conclusions of the FCC, in its order granting the Westinghouse petition to reconsideration and grant renewals for its stations, were:

"We are of the opinion that in entering into the agreement of Nov. 21, 1932, and in permitting National to operate the stations, Westinghouse disposed of rights and privileges granted to it by the terms of its licenses and to all intents and purposes transferred control of the stations here involved to National, without obtaining the written consent of the Commission as required by Section 310(b) of the Communications Act. But the agreement has been abrogated and Westinghouse represents that it will henceforth exercise control over the stations. To deny the renewal applications because of this earlier violation of law would result in depriving the public of the broadcast service now available from the stations.

"The contracts now in existence between Westinghouse and National appear to be of the usual character extensively employed by the several networks in relation to licensed broadcast stations. The Commission, by a special committee, has held lengthy hearings and has obtained much information upon the subject of such contracts in its investigation of chain broadcasting, and now has this general subject under consideration. Pending final action by the Commission on this subject, we do not deem it desirable either to approve or disapprove the new contracts between Westinghouse and National, and therefore expressly reserve any decision or opinion with respect to these contracts until our consideration of the entire subject of chain broadcasting agreements is completed and action taken thereon.

"Upon all of the facts we are of the opinion that public interest will be served by granting the renewal applications here involved. This action, however, must not be interpreted as a precedent which in the future will permit licensees of broadcast stations to dispose by contract or agreement, oral or written, of the rights and privileges conferred upon them under licenses issued by this Commission or to transfer control of stations to non-licensees without first obtaining the written consent of the Commission and thereafter abrogate such agreements, contracts or understandings and urge the Commission to overlook such actions and grant renewals of licenses by the Commission."

JAMES R. CURTIS, attorney and owner of KFRO, Longview, Tex., has applied to the FCC for a new 250-watt station on 1210 kc. in Boulder, Colo.

59%

OF ANY RADIO AUDIENCE IS DOMINANCE IN ANY MARKET



But in Detroit

IT'S 59% OF A BILLION DOLLAR PURCHASING POWER

The Children's Theater of the Air... in a Hooper Holmes survey made Sunday, July 21, 1940, showed these remarkable results on a difficult day and time—proof of how WXYZ showmanship wins loyal Detroit listeners.

The Detroit and WXYZ Market... fourth largest is *first* in the annual per capita wage rate. All indications point to one of the best Fall seasons in the history of this fast moving and responsive market.

WXYZ

KEY STATION OF MICHIGAN RADIO NETWORK
5000 WATTS *Daytime* . . . 1000 WATTS *Nighttime*
Basic Detroit Outlet for NBC Blue Network

Associated to Spend $250,000 In 15th Grid Season on Coast

Oil Firm Starts Season With Training Course for Announcers Covering Games on 70 Stations

FOR THE 15th consecutive year the broadcasting of intercollegiate football games on the Pacific Coast and Hawaii will be under the sponsorship of Tide Water Associated Oil Co., Associated Division, which will spend approximately $250,000 to bring a total of 85 games to the air audience. Harold R. Deal, manager of advertising and sales promotion, on Sept. 6 revealed the broad general plan for the 1940 grid season.



Mr. Deal

A total of 70 stations will be used, embracing California, Oregon, Washington, Arizona, Nevada, Idaho and the Hawaiian Islands. The $250,000 covers station time, sums paid to colleges for broadcasting privileges, salaries to sportscasters, commentators, technicians and assistants and sales promotion on the games.

Complete Schedule

Under the exclusive broadcasting agreement between Associated and the member schools of the Pacific Coast Conference, the complete conference schedule will be broadcast. In addition, games of leading independent colleges are to be included with arrangements completed covering contests staged by Santa Clara, St. Mary's, Loyola, U of San Francisco, Gonzaga and the U of Portland.

The facilities of NBC-Red, CBS and Mutual-Don Lee networks will be used to cover all metropolitan points in the Pacific Coast area. Supplementary coverage is being provided this year as an innovation to render coverage to areas beyond the normal coverage afforded by basic network facilities.

Independent stations in Klamath Falls, Bend, Astoria, Baker, La-Grande, Grants Pass, all in Oregon; Walla Walla, Wash.; Boise and Lewiston, Idaho, will be used during the season.

Friday night and Sunday games scheduled in the San Francisco Bay area are to be carried by KQW, San Jose. These games involve the contests on schedules of St. Mary's, Santa Clara and the U of San Francisco. In the Los Angeles area Friday night and Sunday games will be heard on KFWB, Hollywood.

Listeners in the Hawaiian Islands will receive the most complete football coverage ever offered that area, with a schedule of 12 games starting Sept. 28 and ending Dec. 7.

No changes in broadcasting procedure are contemplated during the 1940 season according to Mr. Deal, who for 15 years has personally supervised the company's sportscasts. The same basic plan as in past seasons calls for handling of all games by a sportscaster and a commentator. They will be assisted by several observers both in the broadcast booth and on the field. The commentator at the game will give the commercials at the quarter and half-time, before and following the games, as well as give the color description before the game and between the halves. This year's policy also calls for the sportscaster to give a brief commercial at the time-out periods, using his own discretion as to the frequency of this practice.

During the season Associated will promote its gasoline motor oils and Fisk tires. Associated only recently became Fisk distributor.

Announcer's Session

A two-day conference of sportscasters was held in San Francisco Sept. 12-13. Mr. Deal presided at the meetings. Among those to address the sportscasters were: Tom Fitzpatrick, one of the leading officials of the Pacific Coast Conference; P. E. Allan, Associated general sales manager; W. A. Reanier, domestic sales manager; J. M. Evans, assistant domestic sales manager; Harry A. Jackson, manager white oil sales; F. C. Weyand, superintendent of consumer sales; Walter Brunn, manager of merchandising, service stations; L. L. Lovett, in charge of media and John Burnham in charge of production in the advertising department.

A staff of veteran announcers, many of whom have served as football announcers for as long as ten years, will again work for Associated this year. The announcing staff includes Frank Bull and Mike Francovich for games in the Los Angeles area; Doug Montell, Don Thompson and Ernie Smith for San Francisco and bay area; John Carpenter, Stan Church and Art Kirkham, Oregon area; Rod Klise, Lewiston, Idaho, and Roy Saville, Boise, Idaho.

Promotion Drive

Associated has planned an elaborate merchandising campaign. An innovation this year will be interviews between halves between Associated commentators and Associated customers attending the games. The customers will be invited to tell their reactions to Associated products. Prizes will be awarded interviewees.

All Associated dealers will be provided with window posters, which have a "go to the game" theme, with the alternative, if you can't go in person listen to the Associated sportscast. The posters will give the schedule of games for the coming week-end, over what stations they are to be broadcast and at what hour. They also will contain a large photograph of a scene from one of the games between two of the rivals on the gridiron last year. These posters will be changed weekly.

In addition Associated is publishing a Dealer's Pocket Schedule, which will be passed out to the company's customers gratis. The schedule will list all games to be broadcast by the oil firm, with times, stations and origination points. There will be special poster boards calling attention to the Associated football broadcasts at all the dealers stations.

A window display contest will be held among all Associated dealers on the Coast. The first contest runs from Sept. 1 to Oct. 1 and the second from Oct. 1 to Nov. 1. Prizes will be awarded dealers presenting the best window display.



STAFF MEMBERS of KWTO-KGBX, Springfield, Mo., recently met a challenge from Sports Editor Perry Smith, of the *Springfield News-Leader*, and defeated the newspaper nine 8-4 in a five-inning hardball game. Lolling about in studied nonchalance, before the game took its toll of sore thumbs, stretched muscles, and wrenched backs, is the studio squad—(l to r, kneeling) Bill Ring, John Borowski, Dave Manners; (standing) Bill Mason, Clyde Wilson, Carl Ward, Ralph Nelms (leaning forward), Ralph Stufflebaum, Tom Prophet, Gordon Wardell; (back row) Junior Haworth, Bud Baker, Al Stone. Uniforms for both teams were supplied by the St. Louis Cardinals, which sponsors the Springfield Cardinals as a farm club. The game was played at White City Ball Park just before a regular Western Association tilt with Fort Smith, Ark.

Sponsors Booking Pro Grid Series

WHILE the major networks continue their policy of carrying selected college football games on a sustaining basis, deciding on the games from week to week on the basis of their importance, sponsorship of many gridiron games on individual stations, particularly those played by the professional teams, will again occupy an important place on autumn schedules.

Most of the games of the National Professional Football League will be sponsored this season as before, although General Mills, which bought most of the schedules last season for Wheaties, is no longer sponsoring this field. Instead the games have been sold to a variety of sponsors buying the home and away games in the several cities of the league.

Magazine Repeating Razor Co., New York (Schick Injector Razors), through J. M. Mathes Co., has purchased the 11 home and away games of the New York Giants exclusively on WHN, which has assigned Dick Fishell to do the play-by-play and Bert Lee the commercials and color. Last season WOR carried most of the Giants' games for Wheaties, but this year WOR is included in the Atlantic Refining Co. college schedule [BROADCASTING, Sept. 1] for six Yale games.

Atlantic Refining Co., in addition to collegiate games sponsorship, has bought all Philadelphia Eagles games except the Sept. 19 opener with the Green Bay Packers on WFIL, which has assigned Byram Saam to handle. Last year WCAU had the Eagles games for Wheaties.

The champion Green Bay Packers games, as in previous years, will be sponsored by Wadham's Oil Co., Milwaukee, over WTMJ, which will run lines to the Wisconsin community for all home games and will also send Russ Winnie, assistant manager, to cover games abroad.

Ford Dealers Sponsor Two

Ford Motor Dealers of Detroit and Washington will cooperatively sponsor the Detroit Lions games on WJR and the Washington Redskin games on WOL, respectively. McCann-Erickson Inc. placed the accounts in both cases. The agency has assigned Russ Hodges, formerly with WBT, Charlotte, to handle the Redskins games at home and away.

In Cleveland, all Rams games will be sponsored by the Plymouth dealers of Cuyahoga County, with Bob Kelley and Bill Forman at the mike.

In Pittsburgh, the Steelers games will be covered by WWSW and KQV, the former having the Spears Furniture Co. as sponsor and the latter Tucker Hat Co.

The Chicago Bears for the third year will be sponsored over WJJD on a participating basis, with the following sharing credit lines on nine games of its 1940 schedule: American Safety Razor Corp., Brooklyn (Gem blades); P. Lorillard Co., New York (Old Gold); Walgreen Drug Co., Chicago; Weco Products Co., Chicago (Dr. West's toothbrushes); Jack Drees will announce. The Chicago Cardinals games will not be broadcast this season, according to C. W. Bidwell, president.

No sponsorship has yet been arranged for the Brooklyn Dodgers.



picture of an idea going places

An idea, it has been said, must necessarily prove its worth to provoke confidence.

WOR was well aware of this back in 1935 when it launched its unique directive-array★ method of concentrating, directing and more than doubling its 50,000 watts.

True, it was an idea based on sound engineering fact; an idea backed by thousands of dollars worth of precise equipment gauged to restrict and amplify power — to convert 50,000 watts into a penetrating impact of 135,000 watts.

But it was an idea to be proved.

It has done this well.

During the past five years WOR's idea of more than doubling its power, has more than doubled the sales of many advertisers who have consistently used WOR. An astonishing file of more than 80 success stories convinces us of this.

For it takes more than a "big" station to obtain outstanding results in Greater-New York. It takes big power, too. The power of WOR — uniquely amplified into an impact of 135,000 watts.

Are you backing your message with this power-full advantage?

★*DIRECTIVE-ARRAY radiation of power differs completely from the radiation delivered by the ordinary 50-kw. half-wave radiator. WOR is the only major station offering this unique power-plus in New York.*

that power-full station **WOR**

Notables Present At WORD's Debut

Ceremonies Mark Inaugural Of Spartanburg Station

A SALUTE by CBS and appearances by a large group of radio and public officials highlighted the Aug. 31 dedication of WORD, new fulltime 250-watt station in Spartanburg, S. C. The new CBS outlet on 1370 kc. is operated in conjunction with WSPA, on 920 kc. with 1,000 watts, by Spartanburg Advertising Co. Walter Brown, former Washington newspaper correspondent, is vice-president of the licensee company and general manager of the two stations.

Dedication of WORD culminated two years of intense effort to enlarge radio facilities in Spartanburg, during which a court fight was entered by the present licensees against Virgil Evans, former owner of WSPA. After the FCC granted the WORD license and while the action was pending in court, Spartanburg Advertising Co. bought WSPA from Mr. Evans for $30,300. With WSPA operating daytime only, the company developed its plans to operate WORD fulltime, meantime continuing WSPA's regular daytime schedule, and thus provide both day and night service.

Dual Operation

Both stations use the same antenna system and transmitter house, with a Collins 1,000-watt plant for WSPA and an RCA 250-watt transmitter for WORD, including a coupling unit permitting dual operation of the two stations. The former quarters of WSPA were enlarged and remodeled to provide studios for both stations. The two outlets are operated independently of each other under the general management of Mr. Brown, except for a common engineering department headed by Ralph S. Bennett.

In addition to the CBS salute, a large number of Carolina radio and newspaper executives and government officials, along with representatives of CBS, participated in the dedication program. Appearing on the program, were Senator James F. Byrnes; Gov. Burnet R. Maybank; Mayor Tom Woodworth; Judge Cecil Wyche; Harry C. Butcher. CBS Washington vice-president; Sam Pickard, former Federal Radio Commissioner and CBS vice-president; Roger C. Peace, publisher of the *Greenville* (S. C.) *News* and *Piedmont* and operator of WFBC, Greenville; A. E. Joscelyn, general manager, WBT, Charlotte; Senator-elect Charles Moore; K. G. Floyd, president, Spartanburg Chamber of Commerce; A. B. Taylor, president of Spartanburg Advertising Co.; S. S. Wallace, publisher, *Spartanburg Herald* and *Journal;* former Gov. Olin D. Johnston; Charles O. Hearon, WSPA public relations director; Donald Russell, local attorney and member of the board of directors of the licensee company. Congratulatory messages also were read from President Roosevelt and Senator E. D. Smith, members of Congress and CBS officials.

Although the stations and the newspapers are under different ownership, the *Spartanburg Herald-Journal* published a special Sept. 1 edition celebrating the WORD opening. The papers also are running broadcast schedules of the two stations.

Mr. Brown also has announced personnel of the two stations. Phil Clarke is in charge of commercial sales. Jack Walters, program director of WSPA since the station was sold by Mr. Evans, has been switched to WORD in the same capacity, with Sterling Wright promoted to program director of WSPA. Law Epps and Howard Turner, formerly of WGNC, Gastonia, N. C., are WORD announcers. Blanche Walker is accompanist for the station.

Engineering staff includes George Tate, assistant chief engineer in charge of the transmitter, W. R. Harmon, in charge of studio operation, and R. C. Burrus, Alvin Langford and Carey Isley. Thad Horton continues as WSPA commercial manager, assisted by Ed Martin and David Galloway Jr. Charles O. Hearon remains as director of public relations. Fannie Newman, Hortense Bishop and Ruth Taylor are office staff.

Howard H. Wilson Co. has been named national representative for both WORD and WSPA, Mr. Brown announced.





CONVERGING on Spartanburg, in South Carolina's Piedmont region, this group of radio executives and public officials on Aug. 31 helped dedicate the new WORD, 250-watt fulltime CBS outlet on 1370 kc. operated along with its sister station, WSPA, by Spartanburg Advertising Co. At top, posed before a WORD mike, are (l to r) Roger C. Peace, publisher of the *Greenville* (S. C.) *News* and *Piedmont* and operator of WFBC, Greenville; Sam Pickard, former Federal Radio Commissioner and a former CBS vice-president; Harry Butcher, CBS Washington vice-president; A. E. Joscelyn, general manager, WBT, Charlotte, N. C.; Jack Walters, WORD program director. At right during a dedication broadcast are Walter Brown, former Washington newspaper correspondent and now vice-president and general manager of WORD and WSPA, and Senator James F. Byrnes, of South Carolina.

Chiclets Test

AMERICAN CHICLE Co., Long Island City, N. Y., on Sept. 9 started a test campaign for Charcoal Chiclets using a series of eight one-minute transcribed announcements recorded by NBC Radio-Recording Division on WCAU and KYW, Philadelphia. The series, featuring Boake Carter as announcer, is the fourth in the group produced by the company this year for its different gum products. Agency is Badger, Browning & Hersey, New York.

Better-Speech Institute Plans Largest Campaign

BETTER-SPEECH INSTITUTE of America, Chicago, on Sept. 29 starts a 13-week schedule of weekly half-hour quiz shows *Speak Up America!* on 45 NBC-Blue stations, Sundays, 7:30-8 p.m. (EST), as part of the largest advertising campaign in its history. Conducted by an m.c. to be known as the *Wordmaster*, the program will be of the audience participation type and will feature a studio cast and Rex Maupin's orchestra.

The Institute's self-teaching course, *Practical English & Effective Speech*, of which more than a million sets have been sold in the past, will be offered on a nationwide basis for $1.85, instead of the regular $5 charge. This, according to Neal B. Dunbar, president of the Institute, because of the anticipated fall business which is expected to push sales above the 2,000,000 mark. In addition to radio, national magazines, trade papers and place-of-sale displays will be used. McJunkin Adv. Co., Chicago, handles the radio. Gordon Best is account executive. Stack-Goble Adv. Agency, Chicago, is handling magazines.

11 MARKETS CARRY JOINT MILK DRIVE

ELEVEN MARKETS have been selected by the American Dairy Assn. and its agency, Lord & Thomas, Chicago, to open a $250,000 advertising program to increase national consumption of butter, milk, cheese and ice cream. The campaign will get under way in mid-October with a varying schedule of three daily transcribed or live announcements and station breaks on approximately 27 stations. Contracts are for 33 weeks.

Selected markets are: Chicago, Detroit, Philadelphia, Boston, Seattle, Great Falls, Mont., Milwaukee, Minneapolis, Des Moines, St. Louis, Bismarck. Initial advertising funds are coming from Wisconsin, Iowa, Minnesota, Washington and Montana, according to Dan T. Carlson, president of the AGA. California, North Dakota, Illinois, Kansas and South Dakota will have funds available in the near future. Indiana, Nebraska, Oregon, Ohio, Missouri, Utah and Michigan are other States which have indicated widespread interest and are planning to participate in this national movement.

Although national spot radio will receive the majority of attention, newspapers and point-of-sale merchandising will get a share of money spent.

The promotional procedure so successfully used in the cooperative advertising and merchandising campaigns by the California Fruit Growers Assn., also handled by Lord & Thomas, will be followed in this drive. Headquarters for ADA will be open shortly in Chicago.

Berg-Williams Spots

BERG-WILLIAMS Corp., New York, during the first week in October starts a campaign for Dura-Pearl dentrifice using twice-weekly participations on *Laura May Stuart's* daily homemakers' program on WCAU, Philadelphia, and a total of 18 spots weekly on KYW and WFIL, Philadelphia. Agency is Morgan Reichner & Co., New York.

KALE Gets 5 kw. Night

KALE, Portland, Ore., Sept. 10 was granted a construction permit by the FCC to increase its night power from 1,000 watts to 5,000 watts on 1300 kc., unlimited time, with a directional at night. The station is a sister outlet of KOIN, which recently was granted 5,000 watts fulltime on 940 kc.



HOW TO INSTALL transmitters for two separate stations in small space is illustrated in the transmitter house used jointly by WSPA and WORD, Spartanburg, S. C. At left is a Collins 20J 1,000-watt transmitter used by WSPA during its daytime operation, while next to it stands the new RCA 250-K 250-watt equipment of WORD, CBS outlet dedicated Aug. 31.

DOWN IN RICHMOND, VIRGINIA



WRNL SCORES AGAIN!

THREE MORE TOUCHDOWNS ALL WITH EXTRA POINTS!

NOW! *Night and Day!*

NOW! *1,000 Watts!*

NOW! *NBC Blue!*

BIG things are happening down in Richmond, Virginia. In business—in advertising—and in radio. Put your advertising money on this new line-up and enjoy the sales touchdowns (with extra points) in the rich markets served by WRNL. Another plus is the WRNL Merchandising Service to help add additional first downs to your program plays. For all the latest WRNL dope go into a huddle with

EDWARD PETRY & CO., Inc.

New York - Chicago - Detroit - St. Louis - San Francisco - Los Angeles



A WHOLE COVEY of advertising agency and representative folk took to the air late in August, flying from New York's LaGuardia Field to Schenectady via Canadian Colonial Airways, and subsequently going to Troy to inspect the new WTRY and then to the races at Saratoga. They are (l to r) Richard Howland, J. Walter Thompson; Burton N. Adams, McCann-Erickson; George Trimble, Marschalk & Pratt; N. Fletcher Turner, J. M. Mathes; Frank Coulter, Young & Rubicam; Chester Slaybaugh, BBDO; Elizabeth Black, Joseph Katz Co.; Mrs. Blayne Butcher; F. C. Brokaw, Paul H. Raymer Co.; Blayne Butcher, Lennen & Mitchell; P. L. Romaine, Paul H. Raymer Co.; William T. Tiernan, Atherton & Currier.

San Diego Outlet Awarded by FCC

Station on 1420 kc., 250 w. Granted Warren Worcester

THE four-year efforts of Warren Worcester, 31-year-old engineer and grandson of one of the founders of U. S. Steel Corp., to secure a new radio station in San Diego, Cal., were rewarded Sept. 6 when the FCC announced proposed findings granting the Worcester Broadcasting Co. a new 250-watt outlet on 1420 kc.

The Commission several years ago denied young Mr. Worcester's original application for a new local on the grounds that no need for the service had been shown. Later it denied his application to purchase KECA, Los Angeles, regional on 1430 kc., which he proposed to move to San Diego after the Earle Anthony interests had purchased the old KEHE and arranged to have KEHE's 780 kc. facility transferred to KECA [BROADCASTING, July 1, 1938].

Survival of Fittest

Since the denial of the original local application, the "survival of the fittest" theory of new station grants has been upheld by the courts, and in the latest proposed findings, which are tantamount to a grant but require later ratification by the Commission, it is held that "while the applicant herein seeks the use of a local channel to serve a metropolitan district, we have found that more than 90% of the population residing in said area will receive interference-free service from the proposed station."

In denying the 1938 project of young Mr. Worcester to buy KECA for $97,000, the Commission had ruled that he sought to purchase a facility rather than an operating plant, and held that the facility was not salable simply because the Anthony interests had released their position on the 1430 kc. channel in favor of the superior 780 kc. wavelength.

FCC Extends Period for Filing Briefs Answering Monopoly Committee Report

YIELDING to the entreaties of NBC, CBS and Independent Radio Network Affiliates, the FCC Sept. 7 announced that the time for filing of briefs in answer to the FCC Network Monopoly Committee's report had been extended from Sept. 15 to Oct. 25. The networks had asked an extension until Dec. 15.

Action came at a meeting of the Commission Sept. 4 with five of its members present (Thompson absent, Brown not participating). It was reported that a vigorous debate developed during the Commission session as to the advisability of a postponement. Chairman Fly is understood to have advocated the continuance strongly, because of the far-reaching aspects of the committee's recommendations. At times, it was said, the discussion was heated.

In its formal announcement the FCC said the action was taken "to meet the requests of NBC and CBS, which held that the committee's report of 1,300 pages was so vigorous that considerable study of it and the record itself is necessary before briefs can be filed properly to cover the subject and adequately represent their views." IRNA, it stated, also asked for more time.

Mutual Opposition

No mention was made in the Commission's announcement of a letter filed by Louis G. Caldwell, counsel for MBS, opposing the postponements. Mr. Caldwell referred to an article in the Sept. 1 BROADCASTING indicating that a continuance "is likely to be sought". He said that MBS registers its "unqualified opposition", pointing out that the committee report was released on June 12 and counsel for all parties had been afforded an opportunity to study it. The date of Sept. 15, which is 16 months after the conclusion of the hearing and three months after the release of the committee's report, "affords ample opportunity for a full consideration of the testimony introduced at the hearing, the committee's report and the preparation of briefs," he said.

Mr. Caldwell also alleged that the evidence introduced "clearly shows that certain acts and practices of Columbia and National are in violation of the anti-trust laws of the United States and the Communications Act of 1934." He argued that the Commission should no longer delay action.

NBC, through its counsel, Philip J. Hennessey Jr., sought a postponement until Dec. 15. CBS had raised the matter orally through a conference of former Judge John J. Burns, CBS chief counsel at the hearing, with Chairman Fly.

Paul M. Segal, counsel for IRNA, notified the FCC Sept. 4 he had been informed that NBC and CBS had requested extensions and that he would like to join in the request. Pointing out that he had been instructed to file the brief only a month before, he said it was his judgment that a comprehensive and useful brief would require more time than now available.

Thus far, only two briefs—on behalf of KFRO, Longview, Wash., and WBNY, Buffalo, supporting the basic conclusions of the Network-Monopoly Committee—have been filed [BROADCASTING Sept. 1]. On behalf of WDRC, Hartford, a letter was filed with the FCC stating that no brief would be submitted but that in the interest of accuracy the station desired to correct certain purported misstatements appearing in the committee's report.

WWAE Is Now WJOB

CALL letters of WWAE, Hammond, Ind., recently purchased from the interests operating WHIP in the same city, have been changed to WJOB by authority of the FCC. The local outlet was taken over in June, with FCC authority, by O. E. Richardson and Dr. Fred L. Adair, each as 50% stockholder. Mr. Richardson is former district manager of Graybar and manages the station. Dr. Adair is head of the U of Chicago Lying-In Hospital.

Screen Guild Programs To Be Resumed by Gulf

GULF OIL Corp., Pittsburgh, following its customary summer layoff on Sept. 29 resumes for the fourth consecutive season the half-hour Gulf-Screen Guild Theatre on 66 CBS stations, Sunday, 7:30-8 p. m. (EST), for 15 weeks. Harry Ackerman will be Young & Rubicam producer, with Maxwell Arnow, formerly executive assistant to Walter Wanger, film producer, as Screen Actors Guild production contact. Roger Pryor returns as director and m.c. Oscar Bradley again is musical director, with John Hiestand signed to handle commercial announcements. Austin Peterson continues in charge of writers.

Opening program will have Jimmy Stewart, Margaret Sullivan and probably Frank Morgan in the dramatic vehicle, *The Shop Around the Corner*. Series, which formerly originated from the Earl Carroll Restaurant-Theatre, will be staged in the CBS Hollywood studios. All film talent donate their services, Gulf Oil Corp. in turn, contributing $10,000 weekly to the Motion Picture Relief Fund. The series has earned $570,000 for the 18 months of Gulf sponsorship.

New WAKR, in Akron, Names IRS, Joins Blue

WAKR, new Akron station which expects to begin operation Oct. 1, has appointed International Radio Sales as its national representative. Station will be affiliated with NBC basic Blue from its inception and has already been added to the stations carrying the Adam Hat fight broadcasts. WAKR has also already sold to the M. O'Neil Department Store four 10-minute news periods daily, seven days a week on a 52-week non-cancellable contract, said to be the largest local contract yet signed by an Akron station. Kenneth Keegan, veteran Scripps-Howard advertising man, has been appointed commercial manager.

Located on the ground floor of the First Central Tower Bldg., WAKR is equipped throughout with RCA apparatus. It has subscribed to United Press radio news service and to NBC's *Thesaurus* transcription library. WAKR will operate with 1,000 watts fulltime on 1530 kc. S. Bernard Berk is president and Mendel Jones manager [BROADCASTING, Aug. 1].

Yankee's Largest

SOCONY VACUUM OIL Co., New York, has purchased a block of 730 Yankee Network news broadcasts to be carried over 19 Yankee stations starting Oct. 1. Contract is for a year ending Sept. 30, 1941, and calls for 8 a. m. and 11 p. m. newscasts every day. It is the largest contract ever signed for the Yankee Network. Agency is J. Stirling Getchell, New York.

Albert Labs. Test

ALBERT LABS., Chicago (Respirine), late in Aug. started a test campaign of daily 100-word announcements on WMMN, Fairmont, W. Va.; WWVA, Wheeling; KWTO, Springfield, Mo.; WDZ, Tuscola, Ill. Test is slated until Oct. 1 when many additional stations will be used. First United Broadcasters, Chicago, handles the account.



Count the Counties

STACK 'EM UP vertically or lay 'em end to end, there are still a lot of counties in the Omaha Market. And it takes a lot of coverage to do a thorough selling job in this rich corn-and-livestock region.

Alert radio time buyers demand effective coverage of the entire market—259 counties in six states—and get it through a single station, WOW.

WOW provides advertisers more impacts, in more counties, with more spendable income, than any other station in the market. IF YOU WANT THE OMAHA MARKET, YOU WANT WOW!

RADIO STATION

WOW

OMAHA, NEBR.

5,000 WATTS DAY AND NIGHT ON 590 KC COVERS THE OMAHA MARKET

John Gillin, Jr., Mgr. . . John Blair & Co., Representative. . . On the NBC Red Network. . . Owned and Operated by the Woodmen of the World Life Insurance Society. . . Write for Comprehensive Surveys and Maps.

Egner Is Elected As Vice-President By Board of NBC

Growth of Recording Activity Recognized in Promotion

C. LLOYD EGNER, head of NBC's Radio-Recording Division since its inception in 1934, was elected a vice-president of the network company by the board of directors at its monthly meeting Sept. 6. Announcement of Egner's elevation, made by Niles Trammell, NBC president, states that it marks the growing importance of NBC's recording activities under Egner's guidance.

Coming to NBC after more than 15 years with the Victor Talking Machine Co. and with RCA Mfg. Co. after RCA took over Victor, during which he handled nearly every type of sales activity, Egner has built his division into one of the largest transcription services. The *Thesaurus* library service, which he established in 1935, is now used by more than 225 radio stations in the United States, Canada and other countries.

Expanded Activity

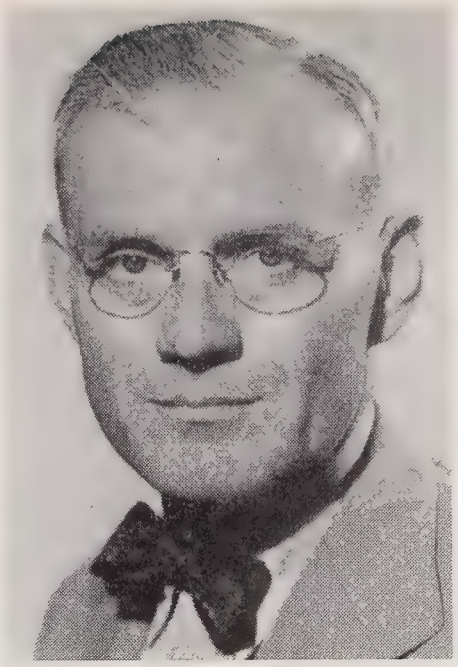
Besides the *Thesaurus*, NBC's Radio-Recording Division is active in the production of custom-built transcriptions for national and regional advertisers, which are used in spot and local advertising campaigns. Egner set up his custom-built department in 1935 and 1936 and today it has a complete staff of writers, directors and production men able to produce any type of program desired. More recently Egner's division has entered the syndicated transcription field, handling sales and distribution of nationally proved programs for local and regional use via transcriptions.

About a year ago the transcription production and sales activities of RCA were turned over to NBC, which has subsequently opened Radio-Recording offices in Hollywood, San Francisco and other cities, the entire operations being under Mr. Egner's supervision. The division last year also launched a new system of recording and reproducing transcriptions, known as NBC Orthacoustic.

Born in Philadelphia in 1895, Egner began his business career in 1917 as a salesman for the Victor Talking Machine Co. Following a year in the army, he returned to Victor as assistant manager of salesmen. In 1923 he became manager and in 1925 Chicago district sales manager. From 1927 to 1929 he served as assistant general sales manager, and during the following two years was president of the Chicago Talking Machine Co., a Victor subsidiary. In 1931 he was appointed manager of record and recording sales for RCA Mfg. Co., following RCA's acquisition of the Victor organization, remaining in that position until joining NBC in 1934 to organize and direct its transcription activities.

11th Year of Philharmonic

FOR THE 11th consecutive year, CBS will start it series of Sunday afternoon concerts by the New York Philharmonic Symphony Orchestra on Oct. 13. John Barbirolli will be permanent conductor of the orchestra, with Deems Taylor again acting as intermission commentator.



C. LLOYD EGNER

NBC Names Van Houten Acting Personnel Head

D. P. VAN HOUTEN, manager of NBC's office services division, will also function temporarily as acting personnel manager of the network, it has been announced by V. J. Gilcher, manager of NBC's general service department. Appointment followed the resignations of Dwight Wallace, personnel manager, and Joyce Harris, assistant to Mr. Wallace. Mr. Gilcher announced that W. G. Martin has been made manager of the guest relations division, following resignation of Charles Thurman, whom Martin formerly assisted. No future plans have been announced by Wallace, Thurman or Miss Harris, all of whom came into NBC under former President Lenox R. Lohr.

Another Lohr appointee, Paul Massman, who has been a member of the local sales staff, has resigned to rejoin Maj. Lohr at the Museum of Science and Industry in Chicago, as director of exhibits. Similar resignation of C. W. Fitch, business manager of NBC's program department, was previously announced [BROADCASTING, Sept. 1].

WSFA Joins NBC

WSFA, Montgomery, Ala., will join NBC as an optional Red and Blue affiliate on Sept. 29 instead of Dec. 20, the date on which its contract with CBS expires, as announced in BROADCASTING, Sept. 1, according to the NBC network. The station, owned and operated by the Montgomery Broadcasting Co., operates on 1410 kc., 1,000 day and 500 night watts power.

Propose New WSBC Setup

PROPOSING to relinquish the present corporate setup of WSBC Inc., licensee of WSBC, Chicago, an application has been filed with the FCC for transfer of its license to a new company to be known as Radio Station WSBC. In it stock would be held in four equal parts by Mr. and Mrs. Gene T. Dyer, now 98.6% owners; John A. Dyer, a former surgeon, and Elizabeth M. Hinzman. Paid-in capital of each would be $6,250. Gene Dyer is also part owner of WCBD and WGES, Chicago, and WEMP, Milwaukee.

CALL letters assigned by the FCC to recently authorized new stations [BROADCASTING, Sept. 1] are: WGMA, Schenectady, N. Y.; WTCM, Traverse City, Mich.; WALB, Albany, Ga.

Regular Fulltime Given 4 Stations

WBAL, KRLD Granted 50 kw.; KTHS Plan Disapproved

CLEANING up a six-year-old experimental plan which provided full-time operation for four half-time stations, the FCC Sept. 10 awarded to WBAL, Baltimore, WTIC, Hartford, and KRLD, Dallas, regular fulltime authorizations with 50,000 watts each. KTHS, Hot Springs, which also figured in the experimental authorizations, was not given a regular grant because of a financial arrangement made with NBC for installation of its proposed new 50,000-watt transmitter, which the FCC declined to approve.

Under the action, WBAL increases its power from 10,000 watts day and 2,500 watts night (synchronizing with WJZ, New York) to 50,000 watts fulltime. It must install a directional antenna for night use as well as a new transmitter.

WTIC was given a straight modification of license to shift frequency from its regular assignment on 1060 kc. to 1040 kc. Its time-sharing operation with WBAL was eliminated, awarding it full time with a directional antenna after sunset at Dallas.

KRLD was granted authorizations for fulltime on 1040 kc., with 50,000 watts day and night and a directional antenna for night use only. Its regular assignment had been time-sharing with KTHS on 1040.

Hot Springs Held Back

It is understood the FCC is advising KTHS it will not grant the 50 kw. authorization unless the station makes other arrangements for installation of a 50,000-watt transmitter. It was stated on behalf of NBC that the station, owned by the Chamber of Commerce of Hot Springs, suggested the arrangement whereby NBC would install an RCA 50,000-watt transmitter. The station is an NBC-Blue outlet. The arrangement for reimbursement for installation of the transmitter was to be accomplished through amortization of network payments to the station for network commercial programs. The FCC felt such an arrangement was not conducive to operation in the public interest and in effect would give RCA a "chattel mortgage" on the KTHS license.

Presumably KTHS will be advised that unless it installs the new equipment plus a directional antenna to protect WBAL, by the time the Baltimore station is ready to begin operation with 50,000 watts, the Hot Springs outlet must reduce its power, possibly to 1,000 watts.

The four stations have been operating under special experimental authorizations since May 1934. KOB, Albuquerque, and KEX, Portland, originally were part of the arrangement, whereby they also procured special experimental authorization for full time but the FCC rectified this situation recently by awarding both stations full time on a regular basis.

WBAL, owned by Hearst Radio Inc., has operated with 10,000 watts on 1060 kc. until 9 p.m. simultaneously with KTHS. It reduces its power to 2,500 watts at 9 p.m. and shifts to 760 kc., operating synchronously with WJZ.

Phone Noise

COMPLETE with a system of relays and circuits, technicians of WOR, Newark, after a year of work have devised a sound effects machine reproducing all sounds made by or heard over a telephone. At the turn of a switch the gadget simulates a dial tone, busy signal, incoming ring, the click of receiver on hook at either end of the line, interrupted rings and other telephone effects. A telephone receiver is attached to the device so a dramatic director can achieve the effect of a voice heard on the phone by having actors talk directly into the mouthpiece instead of the usual filter.

WSAZ Is Shifted, Boost for WING

Huntington Outlet to 900 kc.; Dayton Station Gets 5 kw.

CONTINUING its recently inaugurated procedure of making conditional grants, the FCC Sept. 4 awarded to WSAZ, Huntington, W. Va., a shift in frequency from 1190 kc. to 900 kc. with fulltime "granted pending conference". The action supplements a decision in late August under which WKY, Oklahoma City, WBEN, Buffialo, and KHJ, Los Angeles, were awarded construction permits for 5,000 watts fulltime on the same regional channel, while WTAD, Quincy, Ill., was given 1,000 watts fulltime in lieu of daytime operation, all with directional antennas.

WSAZ has operated limited time on 1190 kc. the clear channel assigned to WOAI, San Antonio. It was authorized to install new equipment and a directional antenna for day and night use, with 1,000 watts, but conditioned upon an engineering conference, presumably to determine the degree of protection to be afforded other stations on the channel.

WING Gets Boost

At the same meeting, the FCC granted WING, Dayton, a construction permit to increase its power from 250 watts night 500 watts day to 5,000 watts fulltime on 1380 kc., with an additional antenna for night use. The station only a few months ago was a time-sharing outlet.

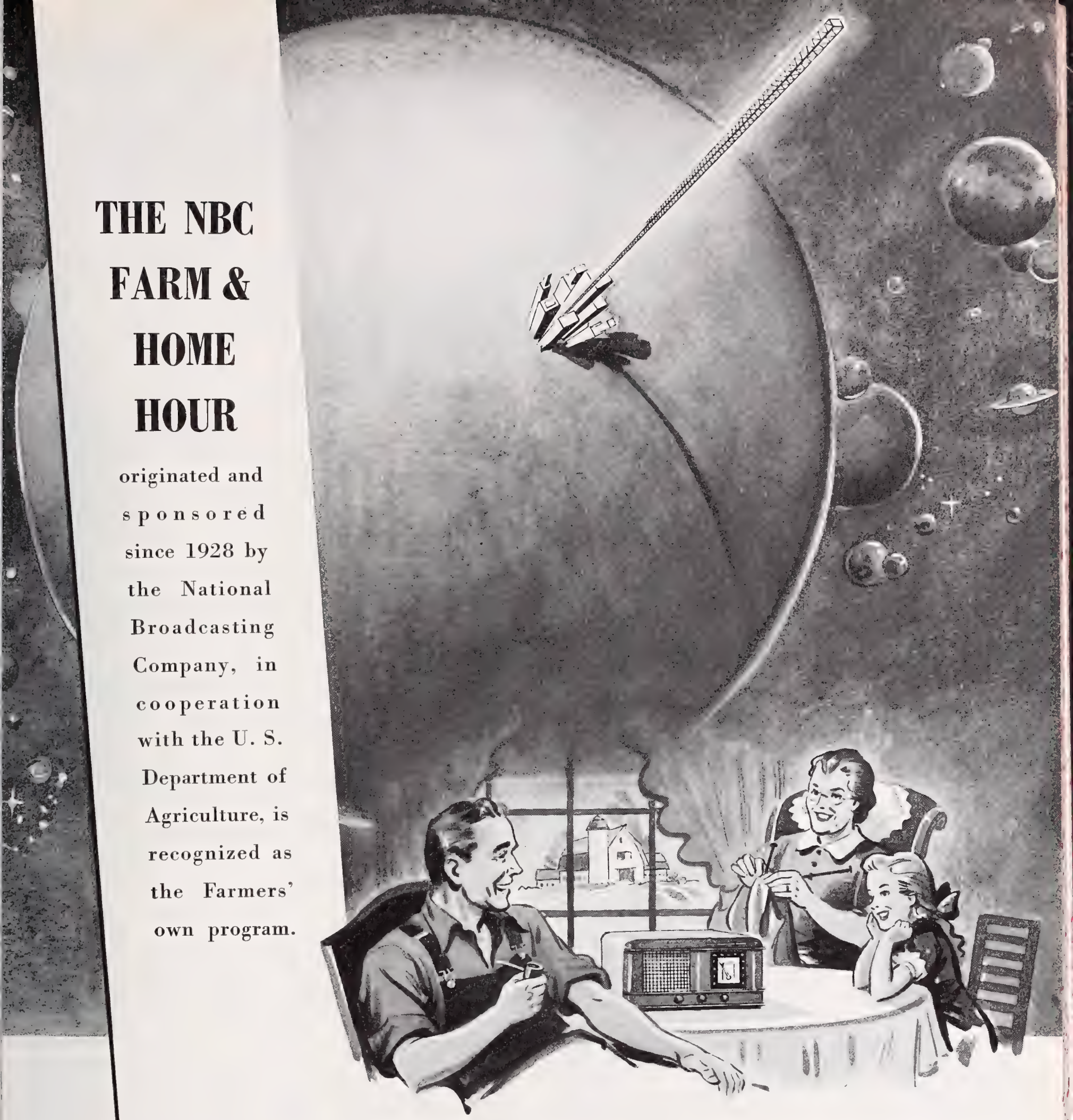
The new KDTH, Dubuque, Ia., involved in the "free competition" litigation which was decided by the Supreme Court in its favor, was granted modification of its construction permit to increase its power from 500 watts night to 1,000 watts and to change its hours from daytime to unlimited time, with a directional antenna on 1340 kc. The proposed station will be operated by the *Dubuque Telegraph-Herald*. The grant was conditional upon approval of transmitter site and antenna by the FCC.

KFDA, Amarillo, Tex., Sept. 4 was given an increase in power to 250 watts on 1200 kc. fulltime, in lieu of its assignment on 1500 kc. with 100 watts.

WOLF, new Syracuse, N. Y. station, was granted an increase in power from 100 to 250 watts fulltime on 1500 kc.

THE NBC FARM & HOME HOUR

originated and sponsored since 1928 by the National Broadcasting Company, in cooperation with the U. S. Department of Agriculture, is recognized as the Farmers' own program.



★ The finest schedule of daytime programs in the world — including the famous NBC FARM AND HOME HOUR — will unquestionably attract the greatest number of farm and rural listeners in any market.

In Chicago it's on.... **WMAQ**

50,000 WATTS—670 KC. CHICAGO
KEY STATION OF NBC RED NETWORK

WFLA, Tampa, Fla., Sought by WSUN

St. Petersburg to Pay $125,000 For Time-Sharing Outlet

ACQUISITION by WSUN, St. Petersburg city-owned station, of the facilities of WFLA, Tampa, with which it shares time on 620 kc., is provided under an agreement worked out between the two stations Sept. 10, subject to FCC approval.

The city of St. Petersburg would acquire the half-time facilities of WFLA for $125,000, under authorization given at a council meeting Sept. 9.

The arrangement grows out of the action Aug. 28 of the FCC in granting the *Tampa Tribune*, principal owner of WFLA, a new regional assignment in Tampa on 940 kc. with 5,000 watts day and 1,000 watts night [BROADCASTING, Sept. 1]. The grant, however, was conditioned upon the station divesting itself of its interest in WFLA, and the WSUN sale was worked out in compliance with that edict.

The Tampa and St. Petersburg stations have divided time for 13 years. Under the proposal W. Walter Tison, general manager of WFLA and the only individual owning stock in the station, will sell his 45% interest to the *Tampa Tribune*, which in turn will liquidate the Florida West Coast Broadcasting Co., passing its physical properties together with time on the air and its NBC-Blue contract to WSUN. Thus the latter station would become a fulltime NBC-Blue outlet on 620 kc. WSUN would continue to use the Bayview transmitter near Clearwater, installed by Mr. Tison in 1932, as the first directional station in the country.

WFLA Call Retained

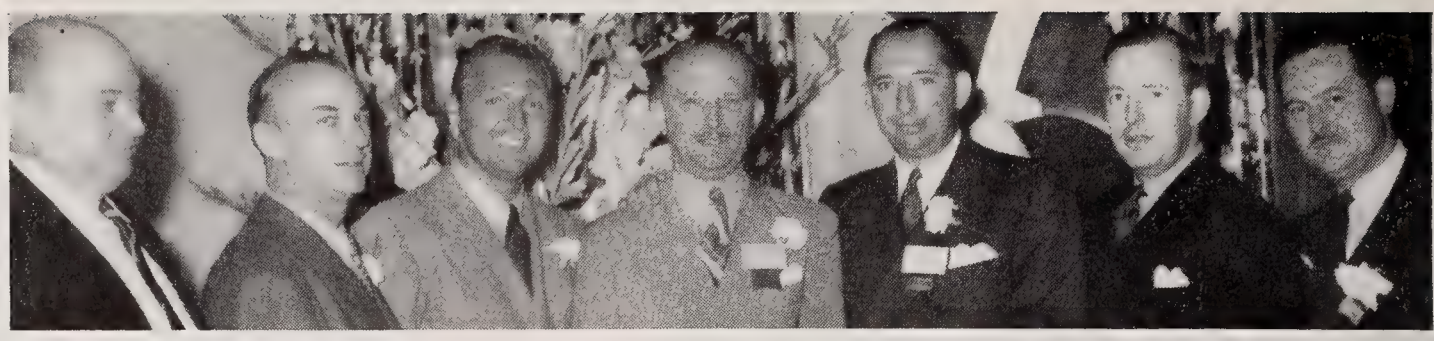
The *Tribune* owns 55% of the common stock of Florida West Coast and all of the preferred stock. In the liquidation of the corporation, the *Tribune* would retain the call letters WFLA, subject to FCC approval, for its new 940 kc. station. Mr. Tison will remain as general manager of this operation.

Upon completion of the new WFLA transmitter, to be located at Rocky Point about five miles from Tampa, the new station will become the NBC-Red outlet in the area.

In commenting on the sale, Mr. Tison said that while he was reluctant to sell his interest in WFLA, it nevertheless was an excellent manner in which to clear up one of the few outstanding division of time stations and that his effort was to cooperate by sale of his stock.

S. E. Thomason, publisher of the *Tampa Tibune* and the *Chicago Times*, announced that his company was relinquishing its present WFLA property, subject to FCC approval, at a figure less than two-thirds of cost. "We make this contribution to what appears to us to be a happy settlement of a part time radio operation that has been fraught with costly difficulties, both for WSUN and WFLA," he said.

Mr. Thomason explained that his new station would retain contractual arrangements for the Red network programs of NBC and relinquish its interest in Blue network programs now broadcast over WFLA. He said that arrangements are not completed but he understood NBC has indicated readiness to extend the Blue to WSUN.



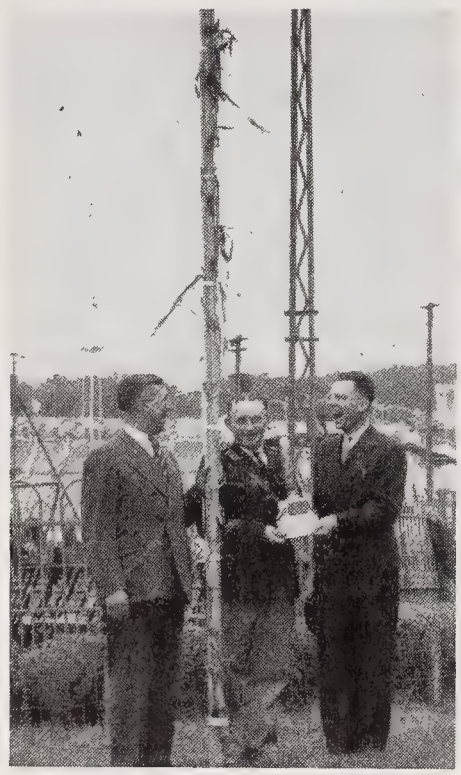
HOLLYWOOD Division of Columbia Recording Co., headed by Paul Crowley, has begun operations with recording laboratories set up in a building adjoining the main KNX studios and with Chester Boggs in charge of technical operations and Charles Phillips in charge of sales. Here a group of radio notables is gathered to discuss CRC transcription plans. Left to right: I. P. Rodman, CBS director of engineering and development; Ralph Wentworth, president, Lang-Worth Program Service; Chris Phillips, CRC sales director; Cy Langlois, general manager, Lang-Worth; William A. Schudt Jr., general manager, CBS transcription division; Paul Crowley, Hollywood manager; A. E. Joscelyn, general manager, WBT, Charlotte.

August Billings Well Ahead of 1939 But Month Is Poorest of Year for Nets

TOTAL BILLINGS of each of the major networks in August were higher than in August a year ago, though August was the poorest month this year. NBC-Blue, CBS and MBS billings for August were lower than in any other month in 1940, while NBC-Red had lower figures only in June.

This seasonal lull was expected and an upswing in time sales is predicted for the fall. Renewals and new business for September and especially October indicate marked autumn increases.

Combined gross time sales of the networks for August totaled $6,841,784, an increase of 16.8% over the August 1939 figure of $5,859,616.



TALL CORN Sweepstakes contest in Iowa, sponsored at the State Fair by WHO, Des Moines, resulted in victory for Don Radda, farmer of Washington, Ia. (center) whose stalk measured 19 feet, 8¾ inches. Here he is beside his prize-winning stalk, receiving the B. J. Palmer Trophy from Herb Plambeck, WHO news editor (right), as Gov. George A. Wilson of Iowa looks on. The Iowa-West Virginia contest annually staged between WHO and WCHS, Charleston, will not be decided until West Virginia's "growing season" ends later this month, but the Radda stalk will be Iowa's entry.

For the eight-month period, combined time sales grossed $61,027,373 this year as compared with $52,847,852 last year, a gain of 15.5%.

Individually, NBC-Red for the second month leads the other networks in dollar volume for the month, while CBS, which for the first six months of 1940 led in gross sales, has the highest total billings for the eight months. NBC-Red time sales for eight-month period total $25,541,086, a rise of 8.2% over the $23,601,161 total for first eight months of 1939. NBC-Blue January-August figures show a 17.8% increase since last year. reading $6,587,490 for 1940 and $5,593,901 for 1939. For NBC as a whole, the eight-month total this year is $32,128,576, up 10% over last year's $29,195,062. Combined NBC August billings are $3,738,262, a gain of 12.9% over the $3,312,570 total for August 1939.

Cumulative CBS time sales at the end of August grossed $26,404,427. an increase of 22.2% over last year's figure of $21,606,562. MBS showed an increase of 21.9% for the eight months, with $2,494,370 in 1940 compared with $2,046,228 in 1939.

Gross Monthly Time Sales

	1940	% Gain over 1939	1939
NBC-Red			
Jan.	$3,496,393	8.9%	$3,211,161
Feb.	3,226,983	8.5	2,975,258
Mar.	3,338,440	1.2	3,297,992
April	3,128,685	8.7	2,879,571
May	3,216,940	6.3	3,025,538
June	2,919,405	5.8	2,759,917
July	3,141,902	15.8	2,713,798
August	3,072,338	12.2	2,737,926
NBC-Blue			
Jan.	908,815	10.5	822,730
Feb.	905,101	17.0	773,437
Mar.	965,904	10.7	872,860
April	912,833	34.0	681,413
May	817,682	20.9	676,564
June	722,695	16.1	622,487
July	688,536	20.8	569,757
August	665,924	15.9	574,644
CBS			
Jan.	3,575,946	34.2	2,674,057
Feb.	3,330,627	31.0	2,541,542
Mar.	3,513,170	20.1	2,925,684
April	3,322,689	16.4	2,854,026
May	3,570,727	15.3	3,097,484
June	3,144,213	9.9	2,860,180
July	3,071,398	32.8	2,311,953
August	2,875,657	22.8	2,341,636
MBS			
Jan.	317,729	0.8	315,078
Feb.	337,649	22.1	276,605
Mar.	390,813	27.3	306,976
April	363,468	38.4	262,626
May	322,186	37.2	234,764
June	299,478	31.2	228,186
July	235,182	8.6	216,853
August	227,865	10.9	205,410

New England Serial Test Begun by Schrafft Candy

W. F. SCHRAFFT & SONS Corp., Boston (candies), starts a test Sept. 23 on WAAB, Boston, for its Peppermint Patty candy, of 156 15-minute transcribed *Fu Manchu* stories, produced by Radio Attractions, New York, to be heard thrice-weekly. Depending on results of the first four, six and eight-week periods, the series will be extended to either two or three other New England cities or the full Yankee Network.

Special merchandising support will be given the air show, using the Fu Manchu character for the pre-broadcast campaign, which started Sept. 13, and includes counter displays, jobber wagon signs and store window decorations. In addition, a special sales meeting was held in Boston Sept. 6, attended by officials of the company, station, transcription company, advertising agency and Schrafft dealers and salesmen. Agency is Al Paul Lefton, Philadelphia. Paul Brown is account executive; William Eynon, sales contact for WAAB, and Herman Carnow represents Radio Attractions.

'Big Town' to Return

LEVER BROS. Co., Cambridge (Rinso), through Ruthrauff & Ryan, New York, on Oct. 9 resumes *Big Town* on 67 CBS and 31 CBC stations, shifting from its former Tuesday night spot to Wednesday, 8-8:30 p.m. (EST), with West Coast repeat, 7:30-8 p.m. (PST). Personnel of the program continues as before, with Robinson again essaying the role of Steve Wilson, crusading editor, and Ona Munson as the newspaper sob sister. Crane Wilbur resumes as producer and script editor. Thomas Freebairn-Smith, formerly CBS Hollywood producer on the series, has joined the agency staff as assistant to Wilbur. Leith Steven is to be musical director. Arthur Eddy will handle special exploitation. Lever Bros. is currently sponsoring *Uncle Jim's Question Bee* as a summer substitute for *Big Town*.

Lewis-Howe Series

LEWIS-HOWE MEDICINE Co., St. Louis (N-R Tablets), on Oct. 17 will start a weekly half-hour series on 86 NBC-Blue stations featuring Tommy Dorsey's orchestra. Show will be heard Thursdays, 7:30-8 p.m. (CST). with a repeat broadcast at 10:30 p.m. for the West Coast. Stack-Goble Adv. Agency, Chicago, handles the account.

a QUIZ for Radio Time Buyers

What Wichita Radio Station covers the most Kansas and Oklahoma counties?

1

What Wichita Radio Station has the strongest signal under ALL conditions, favorable or unfavorable ?

2

What Wichita radio station will do the biggest selling job for you in Kansas and Oklahoma ?

3

here are the ANSWERS

1 KFBI—Field measurements prove the KFBI half millivolt contour includes nearly twice as many Kansas and Oklahoma counties as any other Wichita station.

2 KFBI—Not only has greater coverage in miles from Wichita — KFBI is dominant close in, which means LISTENERS even when reception conditions are unfavorable.

3 KFBI—Is STAFFED FOR SELLING—is the station which can be and is heard best —will do the best selling job for you.

Put this new KFBI selling vitality to work for you!

KFBI WICHITA



Pioneer Voice of Kansas

Affiliated with Mutual Broadcasting System and the Kansas State Network. Represented by Howard H. Wilson Company.

Defamation Code For Radio Urged

Bar Association Sees Need For Uniform Federal Law

ENACTMENT of a uniform Federal statute on defamation by radio, which would correct the present unsatisfactory conditions resulting from dissimilar State laws, was recommended to the annual convention of the American Bar Assn. in Philadelphia Sept. 9-13 by its Committee on Communications.

Citing the need for clarified procedure regarding libel and slander over the air, the committee reviewed past court opinions on the subject. A uniform Federal statute designed to override State laws would go far toward correcting the condition, the committee said, if such a law would be held constitutional. The chance that it would be upheld seems good enough to justify an attempt to enact a general law as to the civil rights of a person who has been defamed by radio, the committee said. If, however, such a law did not prove feasible it was suggested that perhaps a model law gradually could be enacted by the states.

Urges Free Speech

The committee warned of danger to freedom of radio in view of Section 606 of the Communications Act, giving the President "very drastic powers, not merely in case of war but in 'any' national emergency." It emphasized the importance of maintaining free speech, along with a free press.

The Government must be reminded that radio, as now supported, will fail financially unless it is successfully conducted as a "show business" and that advertisers will not be able to afford to pay the millions it would cost to maintain our radio system unless, by radio broadcasts, they sell enough goods to make radio advertising worthwhile, it was stated. "It is fortunate," said the committee, "that both Government officials and business men know that in order to succeed they must be sensitive to public opinion, however informally expressed."

The NAB Code was described as an interesting and so far encouraging experiment as a voluntary effort by the industry to establish rules of conduct for its members. The committee said the weight of opinion appears to favor the general policies represented in the code.

The committee said that if the Government is to be kept out of actual management of programs, the industry must maintain public confidence as to the way in which programs are at present selected, and "as to the fair working of the system as between the large business units and the smaller ones."

The committee emphasized that the public's right to hear must be protected, since the three great influences which mold radio service are not in a position to be wholly detached and disinterested. These were enumerated as the so-called "pressure groups", the proprietors of the stations and networks and the Government agencies. Even Government boards and agencies "cannot be freed from selfish compulsions", the committee said. It added:

"Experience shows that any Government agency which may be charged with the duty of issuing radio licenses and regulating radio operations will be under constant and powerful pressure to follow the dictates of whoever is for the time being President of the United States—whatever his party. Since the President must act as the head of a party as well as the head of the nation, this means that to some extent the Government groups themselves will be influenced by the President's partisan aim that his party shall succeed at the polls."

Members of the committee are Robert N. Miller, chairman, Edwin M. Borchard, Charles T. Kenworthey, Whitney North Seymour and Bethuel M. Webster Jr., the last-named former general counsel of the Federal Radio Commission.



...and in keeping with the standard of ethics prescribed by broadcasting precedent.

1. The broadcaster agrees not to solicit a contract for broadcasting from a competitor of the advertiser or to negotiate for same with such competitor during the time this contract remains in force.

2. Upon expiration of this agreement, the advertiser shall have the first option on a contract for the service at the time stipulated herein---------- this provision subject, however, to such terms and prices as can be agreed upon at that time.

3. This contract shall not be subject to cancellation by either party of the agreement except in case of violation of the contract provisions.

4. This contract shall not be valid until it has been accepted in writing by an authorized representative of the broadcaster.

Signed at Davenport, (City) Iowa, (State) this 27th (Day) of May (Month), Nineteen Hundred Twenty Five

FOR THE ADVERTISER:
CRESCENT MACARONI & CRACKER CO.
DAVENPORT — IOWA
(Name of firm)
(Signature of Authorized Representative)

FOR THE BROADCASTER:
THE [illegible] SCHOOL OF [illegible]
Radio Home Broadcasting Station, Inc.
(Signature of Authorized Representative)

HAVING NEVER MISSED a week on the station since it first sponsored a program on June 5, 1925, Crescent Macaroni & Cracker Co. recently renewed its contract for the 16th consecutive year on WOC, Davenport, Ia. WOC claims this qualifies the firm as the "oldest consistent radio advertiser". As he signed the contract, under which the firm will sponsor WOC's *Guest of Honor* show, Hugo Schmidt, vice-president of Crescent (third from left), declared: "We are very proud of our history as a radio advertiser. At this, the beginning of our 16th year on WOC, we are glad that our budget for that station can be increased by 60%, as our sales in this market have shown marked increase during the past few months." At the signing (l to r) were B. H. Mulhauser, advertising manager; L. O. Fitzgibbons, WOC commercial manager; Mr. Schmidt, and Slocum Chapin, WOC representative. Bottom photo shows the final portion and signatures of the first Crescent contract with WOC, dated May 25, 1925, and under which the program started June 5, 1925.

Libby on 15 in Canada

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (canned foods), start in October a series of daily transcribed spot announcements on 15 Canadian stations. On Sept. 10, the company renewed the four-time weekly quarter-hour studio show *Pierre & Pierrette* on CKAC, Montreal. Account was placed by McConnell Eastman & Co., Toronto.

GYPSUM, Lime & Alabastine of Canada, Toronto, (paints) start about mid-September a Canada-wide transcribed spot announcement campaign, five times weekly. Account was placed by McConnell, Eastman & Co., Toronto.

PORTSMOUTH CASE IS HEARD BY FCC

PREMISED directly on the newspaper ownership issue, the FCC on Sept. 9 held a three-hour hearing on the proposal of Brush-Moore Newspapers Inc. to acquire the remaining 50% of the stock of WPAY, Portsmouth, O., local, and thus become the sole owner [BROADCASTING, June 15]. The application of the Brush-Moore organization, publishers of the *Portsmouth Times* and other Ohio newspapers, originally had been denied without hearing, but on June 12 after oral argument before the full Commission the case was set for hearing.

At the Sept. 9 proceedings Horace L. Lohnes, counsel for both assignor and assignee, presented as witnesses Raymond F. Fletcher, manager of the *Portsmouth Times;* Chester A. Thompson, Cleveland financier seeking to sell his half-interest in the station; Ralph Patt, WPAY manager, and Roy Moore, vice-president and general manager of Brush-Moore Newspapers Inc.

Testimony emphasized that full ownership of the station by the newspaper organization would not result in any monopoly of the means of expression, since the Portsmouth community is served by a number of daily and weekly newspapers from both larger and smaller cities in nearby areas. Although FCC action is foreseen reasonably soon, the record in the case was not closed by Basil Cooper, FCC attorney who presided at the hearing.

Old Gold Spots

P. LORILLARD Co., New York, with the cancellation Sept. 27 of its network show starring Don Ameche on NBC-Red, is starting a series of spot programs in different parts of the country for Old Gold cigarettes. On Sept. 30, the company starts six-weekly participations in the *Yankee Network News* program, as well as thrice-weekly sponsorship of Bob Elson's *Sports Review* program on WGN, Chicago, 7:30-7:45 p. m. (CST). More regional campaigns for Old Golds will be added later this fall, according to Lennen & Mitchell, New York, the agency. P. Lorillard on Sept. 30 starts sponsorship of the thrice-weekly *Rhythm Four* on WSGN, Birmingham, for Ripple Tobacco. The company has sponsored similar programs several weeks for the same product on WWL, New Orleans.

'Prof. Quiz' for Velvet

LIGGETT & MYERS Co., New York, on Oct. 1 is taking over sponsorship of *Professor Quiz* in the interests of Velvet pipe and cigarette tobacco on 68 CBS stations. Program will continue Tuesdays, 9:30-10 p.m., where it is now heard under sponsorship of Procter & Gamble Co., Cincinnati, for Teel dentifrice. Agency is Newell-Emmett Co., New York.

Sensation on Coast

P. LORILLARD Co., New York, on Sept. 30 starts sponsorship of two different type quiz shows, as yet undecided, on Don Lee Network, Tuesdays and Thursdays, 7:45-8 p. m. (PST), for Sensation cigarettes. Agency is Lennen & Mitchell, New York.

CAN RADIO SELL HOUSES?



"Yes"...says WJSV...and sells 110 houses for a half-million dollars!

THIS Spring, WJSV brought together a group of twelve building material manufacturers, builders and developers. Plans were laid to build immediately five low-cost model homes, throughout Metropolitan Washington. WJSV's popular Elinor Lee put on the air a Saturday and Sunday half-hour participating program, discussing these homes and the building progress, explaining furnishings and financing, describing the various and widely assorted products of the twelve sponsors.

On August 17th, the first completed home was opened to the public. But, long before that—from the moment the ground was cleared—interested throngs had spent week-ends trekking to the sites, watching the building in progress, and talking about home ownership.

Letters from listeners poured in. One contractor-sponsor reports orders many times in excess of the cost of his participation. Another has, to date, 100 orders for his material, resulting from his participation.

And a land-development company reports that—even before the first finished home was opened for inspection—110 families have ordered houses to be built, following the specifications of the WJSV-model homes! *Total value of radio-sold homes: $485,000!*

So tremendously successful has been this development that current sponsors are already talking about repeating the activity—with its happy results—next Spring.

And everyone expects the 110 new home-owners to be multiplied many times over, as interested families see the completed model homes.

So, once again, WJSV demonstrates its unique capacity for sensing a civic need . . . and doing something about it. And, once again, radio demonstrates its ability to sell—anything that people can buy!

WJSV

50,000 WATTS · COLUMBIA'S STATION IN THE NATION'S CAPITAL

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N. C., Los Angeles, San Francisco

Color Television by 1941 Is Forecast

CBS Method Described As Utilizing Lag Of the Eyes

THE SYSTEM of color television invented by Dr. Peter C. Goldmark, CBS chief television engineer, was given its first public demonstration Sept. 4 at CBS headquarters in New York before a group of some 70 representatives of the general and technical press who were enthusiastic over the vividness and clarity of the colored images.

Experimental motion picture shot of flowers and fabrics, sailing boats and bathing girls, chosen for color contrast and motion, were received on two 9-inch receivers, one presenting a black-and-white picture, the other a picture in full color, affording an immediate comparison.

Patent Problem

Less definite than the colored pictures were the answers of CBS executives as to just when color television will be made available to the public. Paul W. Kesten, CBS vice-president said that the laboratory experimental work, now in the fourth of five stages and with only the televising of live pick-ups in color still to be perfected, should be completed by the first of the year.

CBS is not in the manufacturing business, however, he explained, and while it plans to make the results of its experimental work available to companies engaged in producing television transmitters and receivers, CBS cannot say when they will be placed on the market or at what price. Dr. Goldmark estimated, however, that a color receiver could be built for about 10% more than a black-and-white receiver.

At his press conference Sept. 3 FCC Chairman James Lawrence Fly stated that he was much impressed at the demonstration of CBS color television he witnessed Aug. 29. Although emphasizing that he could hazard no opinion on the practicability of CBS' system or of the likelihood of its successful development on a regular operation scale, Chairman Fly declared it was a significant step along a line which should draw the interest and cooperation of all researchers and engineers.

One particular appeal of the CBS system lay in its economic use of frequency space and the apparent simplicity of its operation, he commented. He also observed that the system's ability to transmit a single program in either black and white or full color, dependent only on the type of receiver, would be a point in its favor if it were developed to a point of regular operation. As between black and white and color images, he observed, there is a remarkable difference in favor of the latter. He pointed out that color operates in every way, from the standpoint of definition, detail and clarity, to give a more pleasing television picture.

Committee Demonstration

Probability that pending discussions on standards by the National Television Systems Committee will be extended into the realm of color television was emphasized with CBS' announcement that it will hold a demonstration for NTSC members Sept. 17. An NTSC meeting is scheduled to follow the demonstration, presumably to discuss the development. At the time CBS first announced its new find [BROADCASTING, Sept. 1], it was stated the process would be demonstrated to the NTSC and that technical phases of its operation would then be revealed.

In addition to FCC Chief Engineer E. K. Jett, who has figured prominently in NTSC affairs as FCC representative, the FCC will be represented at the Sept. 17 demonstration by Commissioner George H. Payne, Chairman Fly indicated at his Sept. 9 press conference. Chairman Fly, explaining that Commissioner Payne was not attending the demonstration particularly as an FCC delegate, observed that FCC members and staff will closely watch all new video developments. Along this line he said that although he did not expect there would be any "television trip" such as the one of several months ago, he did think "some of us should be available to see any recent television developments as they [manufacturers and researchers] want to show them". He stated that although the Sept. 17 showing conflicted with Commission meetings, other members of the Commission doubtless would view the new development later at a more convenient date.

No Patent Statement

Asked about the patent situation, Dr. Goldmark said that he had gone ahead with his experiments without investigating what has been done by other experimenters in the field and Mr. Kesten added that CBS patent attorneys had not yet completed their examination of the patent office records, so no definite statement can be made at this time.

Most definite assurance that color television will not be kept in the laboratory indefinitely but will soon become an operating actuality was Mr. Kesten's statement that when the CBS video transmitter has been remodeled for broadcasting on its newly-assigned frequency band of 60-66 mc, it will also be equipped for color picture transmission and will begin operations on that basis. He explained this will benefit owners of black-and-white receivers as well as those owning sets capable of receiving colored images, stating that experiments had shown telecasts of colored pictures to produce clearer black-and-white images than telecasts of straight black and white pictures.

May Come by 1941

Asked when CBS expects to begin telecasting, Dr. Goldmark said that the remodeling was expected to take about four months and that testing on the new frequency should begin about the first of the year. As this coincides with the date set for the completion of the laboratory developments with color telecasting, it may be expected that color receivers will make their appearance on the market at about the same time CBS begins its regular transmission of color pictures.

Outlining their progress to date in the development of color television, CBS engineers stated how the art is at present in its fourth of five stages. First step was the application of the optical and electronic formula to the practical problem of creating a picture in full color; second was the addition to color; third was adapting a standard receiver with a nine-inch tube to receive color, and the fourth stage was the actual test of the system on the air. Work so far has been with motion picture film; the fifth and final stage of the laboratory process is the construction and testing of pick-up apparatus for live telecasts. Dr. Goldmark said that the technical problems involved in live color pick-ups do not appear as great as those in the transmission of motion picture film.

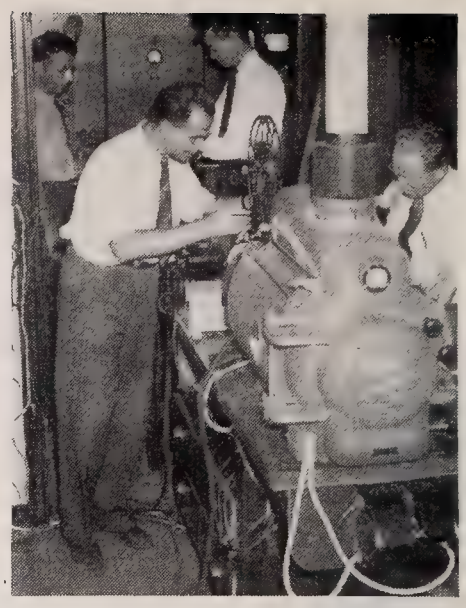
Present film-scanning equipment uses 16-millimeter film taken at 64 frames per second and run at 60 frames per second and work is now proceeding on scanning equipment to use both 16 mm. and 35 mm. film taken and run at 24 frames per second, developments apparently involving no new technical problems, it was stated. The present picture contains 343 lines interlaced, which Dr. Goldmark is attempting to increase to above 400 lines without exceeding the 6 mc. band presently allotted.

Succession of Pictures

As the general assumption had been that a 441-line picture in three colors would require three times as much space in the ether as a one-color picture and also that the equivalent of three pickup cameras would be needed, one for each color, it had appeared doubtful that full color could ever be compressed within 6 megacycles without greatly reducing the number of lines in the picture, CBS explained. But Dr. Goldmark turned his attention on the retentive qualities of the human eye and, discarding the idea of three complete simultaneous pictures, developed a method of producing a succession of three pictures, each following the other so rapidly that the eye blends them all into a single full-color picture.

This method is accomplished through the use of a disc containing red, green and blue filters that rotate between the film and the pickup tube. When the red filter is in front of the tube only those parts of the picture which contain red register in the pickup tube. The green and blue filters operate in the same manner. The three filters are balanced to give the effect of pure white when the picture is white. Synchronized with this disc

(*Continued on page 42*)



FINAL adjustments on the film scanning device in the CBS laboratory are made by Dr. Peter C. Goldmark (left, front), inventor of the CBS system of color television, on Sept. 4 just before the first demonstration of the new development to the press. With CBS' chief television engineer are J. N. Dyer (right, rear), assistant chief television engineer, and Michael Haas (right, front) and D. Doncaster, technicians.



A WEDDING of whispers and shadows will propagate television, FCC Chairman James Lawrence Fly (in white coat) probably was told during a recent visit to the Burbank, Cal., studios of Warner Bros., where he talked with (l to r) Harry Maizlish, general manager of Warner Bros. Broadcasting Corp., and KFWB, Los Angeles; Michael Curtiz, Warner picture director, and Raymond Massey, famous actor.

BECAUSE OF WHAT THEY

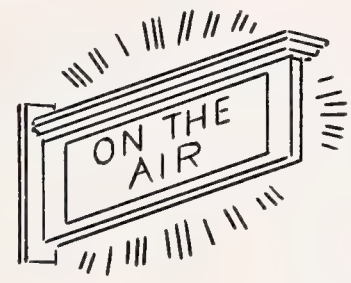


ALLAN CLARK, CHARLES C. WILES, RAY BUFFUM, JULIE BENNELL LEE NORTON,

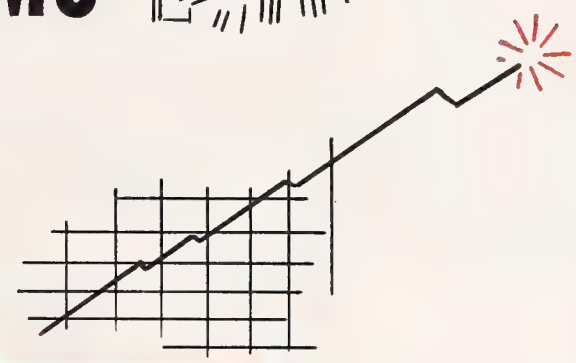
CAN DO WITH THESE



WKY PRODUCES PROGRAMS



THAT PRODUCE SALES



• The same tools and raw materials are available to radio stations everywhere. But whether their use results in a mediocre bit or a masterpiece depends on the talent, skill and craftsmanship of those who use them.

Because of what WKY's staff of extraordinarily talented and experienced radio craftsmen can do with these tools and materials, a WKY-built program is on a par with the best. Good examples have been heard coast-to-coast for almost two years over NBC-Red. Current origination is "Southwestern Serenade" heard Sundays at 2 P.M., E.D.S.T.

A sure-fire way to put extra life into your sales in Oklahoma is to let WKY put *life* into your program. A live WKY program, custom-built for Oklahoma and your selling plans, will do it!

ALLAN CLARK, musical director, was for 3 years arranger for Phil Harris; has arranged for Andre Kostelanetz, Gus Arnheim, Jimmie Greer.

CHARLES C. WILES, assistant musical director, is veteran of vaudeville and radio; has played with Arthur Pryor, Vincent Lopez, George Olsen.

RAY BUFFUM, production manager, wrote and produced Edw. G. Robinson's "Big Town," assisted with Al Jolson, Joe Penner and Dick Powell shows.

JULIE BENNELL, played lead roles one season in Orson Welles' Mercury Theatre; had major parts in "Stella Dallas," "Helen Trent," and others.

LEE NORTON, singer of American and, as "Pancho," Mexican songs, was with Phil Harris 2 years; recorded for Victor, Columbia and Brunswick.

WKY

OKLAHOMA CITY • NBC Affiliate • 900 Kc.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY ★ THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS KLZ, DENVER *(Under Affiliated Management)* ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.



No rabbits in the hat here! No sir! And yet how magical are the results produced by Betty and Martha... WGY's popular household experts. Response by the thousands! Sales results... an imposing record!

Magical...yet factual! (The Great Northeast is one of the nation's leading markets with a population of 4,844,800 and having retail sales of nearly one and a half billion dollars. 50,000-watt WGY is the only single medium completely covering this vast sales territory.)

Get acquainted today with Betty's "Household Chats" and Martha's "Market Basket"... low-cost home forum participation broadcasts available to non-competitive producers and manufacturers of food products, home equipment, clothing etc. Complete details upon request.

GENERAL ELECTRIC STATION
WGY
SCHENECTADY
50,000 WATTS · 790 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · HOLLYWOOD
CHICAGO · CLEVELAND
DENVER · WASHINGTON
BOSTON · SAN FRANCISCO

Merchandising & Promotion

Coast Compilation—Two Kinds of Bulletins—Auto Tags—Susie's Prizes—Gems for Wythe—Booklets

CLAIMED to be the first assembly of all the significant market data of the West Coast into a single easy-to-read compilation, a 45-page "Sales Geography of the Pacific Coast" has been prepared by CBS-Pacific network. Described as a handbook for sales executives, the spiral-bound volume presents comprehensive figures and statistics for the five "business states" of the Pacific Coast—the areas of Los Angeles, San Francisco, Seattle-Tacoma, Portland, Spokane. In addition to the numerical compilations, the handbook incorporates a series of maps covering the areas concerned, including an onion-skin overlay map of the entire Pacific Coast territory.

* * *

Free Ducats

BOOSTING interest in a new program series, *The Squared Circle*, WFMJ, Youngstown, O., along with the sponsoring Lustig's Shoe Store, sent listeners a pair of simulated fight tickets. The tickets invited listeners to tune in WFMJ every Thursday night to listen to recreations of historic boxing matches from a "ringside seat at your radio". Other promotion for the program, which started Sept. 5, included a preview for the press and local boxing figures and special Lustig's window.

* * *

Bulletins in Hotel

COOPERATING with WATL, Atlanta, the local Henry Grady Hotel has installed this bulletin board on which INS dispatches from the station are posted hourly. In return for the news service, the hotel gives the station a generous plug



in its advertisements in 63 Southern newspapers and direct mail. The first week after installation the hotel received 238 comments from guests appreciating the service, according to Jim Page, manager of the Henry Grady, pointing to the display.

* * *

Compton's Consumers

COMPTON ADV. Inc., New York, has issued a brochure, "Mrs. O'Grady's Glasses", discussing the agency's research technique which enables Compton to find out what to tell the consumer about any product to make her say "I want to buy that!" Research provides radio as well as printed copy, says Compton, adding: "Last year, incidentally, more radio sets per dollar spent were tuned in to Compton radio programs, than to those of any other agency."

* * *

WGN Tags

WGN, Chicago, has handed out 1,000 metal plates to be attached to automobile licenses with the slogan *Watch WGN and Mutual* in gold letters on a green background, the official colors of MBS.

Whooperdoo

GROCERS and their families, along with home economic directors of several Arizona stores, recently learned what KOY, Phoenix, is doing on behalf of 26 national food products sponsored on that station, when the management staged a Grocers Whooperdoo at Riverside Park, that city. During the outing, attended by more than 1,000, entertainment ranged from fancy and comedy diving exhibitions in Riverside pool, to the spectacular KOY Water Ballet, first of its kind to be seen by a Phoenix audience. There were also boxing exhibitions and special features by KOY entertainers. Highlight of the outing was the Parade of the Airlanes, in which girls, clad in bathing suits, paraded across the top of an illuminated waterfall, bearing placards representing each of the food accounts sponsored on KOY.

* * *

Esso Window

KYW, Philadelphia, in connection with the radio set sale being conducted by Stern & Co., local department store, is duplicating its newsroom and news broadcasts from the department store window, Sept. 13-21, on a tie-in for the Standard Oil Co. of Pennsylvania, sponsoring the *Esso Reporter*. The window has been transformed into a broadcasting newsroom, containing a UP printer. Periodic news flashes are read from the window over a public address system, carried into the store and out on the street. In addition, KYW is showing *News In the Air*, a commercial sound movie showing how UP collects its news for Esso, in the store's radio department.

* * *

Newspaper Tieup

RECIPROCAL agreement whereby NBC Central Division, Chicago, will purchase display space in the *Chicago Herald-American* in an amount equal to that of the newspaper's sponsorship of five-weekly, quarter-hour news periods, 11-11:15 p.m., featuring Ulmer Turner, *The Globe Trotter*, on WENR, and a half-hour Sunday morning period during which comic sheets will be read, went into effect in mid-September. NBC had a similar agreement with the *Chicago Daily News* last year.

* * *

Potato Chips Entry Fee

UNIQUE advertising stunt for both station and sponsor was engineered recently by WKOK, Sunbury, Pa. Plugged in a 10-day campaign on WKOK, a public dance was sponsored by Wise Delicatessen Co., manufacturers of Wise Potato Chips. An empty potato chip bag was the only admission requirement. The affair drew more than 1,000 potato chip buyers. Account is handled by Lynn-Fieldhouse, Wilkes-Barre.

* * *

Display for Grocers

GARY KREIDT, sales promotion director of KFRC, San Francisco, has prepared a display for the Don Lee Broadcasting System, which will be on view at the convention of the California Retail Grocers Assn. at Del Monte Sept. 16-18.

If They Know Susie

NETWORK and local advertisers with programs featuring contests or offers are getting dual plugs on the new weekly quarter-hour *Offer Index* on WCCO, Minneapolis. On the program all contests and offers are brought to the attention of "Susie", who impersonates the station's scrubwoman and tells all her troubles and needs, and sees them satisfied as she learns about the prizes she can win via WCCO programs. The program and offers also are plugged in a WCCO ad in the *Minneapolis Star-Journal*. Kenina MacKenzie, WCCO continuity head, writes the program and special advertisement and takes the part of "Susie" on the air.

* * *

Serial-Film Tieup

ONE OF the most extensive commercial tieups between a radio sponsor and motion picture concern is that of Wm. Wrigley Jr. Co. (gum), sponsoring the CBS *Scattergood Baines* serial, and Pyramid Productions, Hollywood, which will make a series of films based on those stories. Under the deal agreed upon, the gum company will get behind the films' exploitation with a national campaign of its own. Exploitation will include plugging the motion pictures 1,250,000 dealers.

* * *

Razor Reminders

TO REMIND radio and newspaper editors that Wythe Williams, MBS commentator, started a new series of programs *As the Clock Strikes* Sept. 10, under sponsorship of American Safety Razor Co., Brooklyn, MBS delivered a large number of Gem razors with blades in ivory cases the day previous to the opening program. Agency handling the account is Federal Adv. Agency, New York.

* * *

Utility's Booklet

PACIFIC GAS & ELECTRIC Co., San Francisco, during the past year has given away more than 100,000 copies of an eight-page advance program for its *Evening Concert* on KYA, San Francisco.

Boston Tie-up

ARRANGEMENTS for a cooperative promotional tie-up between the *Boston Globe* and WBZ-WBZA, Boston-Springfield, were announced Sept. 11 by Vincent F. Callahan, general manager of the stations, and W. O. Taylor, publisher of the *Globe*. The paper will use WBZ and WBZA to promote its own features, under the arrangement, with the stations using 100 lines of advertising in all morning and evening editions. The promotion also includes the thrice-weekly *Frontline Headlines* on WBZ, presenting John Barry, *Globe* war correspondent.

* * *

Winners on Display

HASTINGS CLOTHING Co., with five stores in the San Francisco Bay area using six programs weekly on KFRC and an equal number on KSFO, each week displays pictures of the winning team in *Brain Battle* quiz show on KFRC in all five stores. In all mail and packages sent out, a folder containing a picture and background information on Fulton Lewis is included. Hastings newspaper ads contain mentions of their radio shows.

* * *

Byrd Exchange

A JOINT promotional deal has been worked out between KSTP and the *Minneapolis Star-Journal* on the show which the newspaper will air on NBC-Red Oct. 25 in connection with the Byrd expedition. The station will place talent and special events facilities at the disposal of the newspaper, and in exchange the paper will handle a one-week promotional campaign on the show, concluding with a page of art on the broadcast.

* * *

Westinghouse Offer

TO PROMOTE its household appliances, Westinghouse Electric & Mfg. Co., Pittsburgh, on Sept. 24 will offer listeners for 10c by mail a special game titled "Leisureland" on its weekly *Musical Americana* program on NBC-Blue. The offer will continue through to the end of this year, according to Fuller & Smith & Ross, New York, the agency in charge. The Westinghouse program, with Raymond Paige directing a symphony orchestra, features music in the American manner.

* * *

Georgia Tees

A PACKAGE of four golf tees, stenciled with call letters, is being sent to the trade by WMAZ, Macon.



TO GIVE visitors to the New York State Fair a running INS news report WFBL, Syracuse, tied up a teletypewriter and news projector in the WFBL-Socony News Theatre at the Fair. In the station's studios a special news file was prepared from INS wires and fed to the booth at the fair by special teletype circuit. At the fair material was received on a transparent tape and automatically fed into a news projector, so visitors saw the news on a 6 x 4 foot screen. Transcriptions by staff announcers invited visitors to enjoy the show and explained the technique.

When you think of

NEW ORLEANS

you think of:

The romance of

LACE WORK BALCONIES



and

WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

Color Television

(*Continued from page 38*)

is a similar disc in front of the receiver tube, so that whenever the red filter is in front of the pickup tube there is also a red filter in front of the receiver tube and the same holds for green and blue.

Faster Scanning

The scanning method is somewhat different from that used for black-and-white picture transmission, in which the picture is completely scanned every 30th of a second. For color transmission by the CBS system, however, the picture is scanned every 60th of a second, using two colors in each scanning. Addition of the third color requires an additional 120th of a second, bringing the total time for a single picture in full color to a 40th of a second. The retentive quality of the retina of the human eye blends these separate scannings into one complete, full-color image. If there is no color disc in front of the receiver the picture appears as a black-and-white image.

Asked about reception of colored telecasts on the several thousand television receivers which have already been purchased, Dr. Goldmark said that it would be possible for them to be rebuilt to receive color in the same way as the CBS engineers had rebuilt the receiver used in the experiments, but that for such a comparatively small number of sets the cost of producing a color attachment would probably be prohibitive. The sets could easily be adjusted to receive the colored transmissions as black and white pictures, he said.

Television at Fair

DAILY demonstrations of television, presented by KDKA, Pittsburgh, and sponsored by Gulf Oil Corp., were held Aug. 29-Sept. 2 during the Allegheny County Fair in Pittsburgh. Television cameras were set up in the main exhibit building, with receivers placed throughout the fair area. In addition to regular programs, headlining KDKA staff announcers, the demonstration included televising fair-goers. The demonstration was similar to those conducted regularly at the New York World's Fair and Golden Gate Exposition.

Plans for New WGAC

J. B. FUQUA has been appointed general manager of the new WGAC, Augusta, Ga., coming from WCSC, Charleston, S. C., where he was chief engineer, and he reports the station will go on the air about Nov. 15. It will use RCA equipment throughout with a 192-foot Wincharger tower. The station was authorized for construction last Aug. 25, to operate with 250 watts on 1210 kc. Officers and stockholders, each owning one-third of the stock in Twin States Broadcasting Co., are F. Frederick Kennedy, president, an attorney and part-owner of the local Battery Tool Co.; Glenn R. Boswell, secretary-treasurer, publisher of the *Augusta Herald*; Millwee Owens, vice-president, editor of the *Augusta Herald.*

NEW OUTLET READY IN GRAND RAPIDS

AFFILIATED with MBS, the new WLAV, Grand Rapids, Mich., goes on the air Sept. 16 with 250 watts fulltime on 1310 kc. The station has been installed in one of the most elaborate and modern studios in the State, occupying the top floor of



Mr. Steed



Mr. Versluis

the Keeler Bldg. RCA transmitter equipment and a 190-foot Lehigh tower have been installed. INS news and Standard Radio library are being used.

Licensee of the station is Leonard Versluis, former part-owner of WJIM, Lansing, and operator of a chain of photographic studios, who will be general manager. He has appointed Hy M. Steed, formerly general manager of WMBC, Detroit, as station manager and head of sales and production. Lauren A. Bergeron has been named chief engineer.

Other staff selections are: Arthur Poppenberg, formerly INS representative in Michigan and Ohio and onetime salesman with WMCA, New York, salesman; Alton Drake, formerly with WELL, Battle Creek, salesman; Roy C. Kelley, formerly of WIBM, Jackson, salesman; John Marshall, formerly with WMBC, announcer; Kenneth Greer, formerly with WKAR, Lansing, announcer; Robert L. Cunningham, dramatic director; Raymond Plank, formerly with WFMD, Frederick, Md., engineer; Carl Horine, formerly of WKBZ, Muskegon, engineer; Katharyn Mordo, formerly with NBC in New York, traffic manager; Catherine L. Mullen, secretary; D. E. Lamoreaux, director of staff orchestra.

To Film Radio Series

MAX FLEISCHER STUDIOS, through arrangement made by Paramount Pictures, will produce a series of Superman cartoon film shorts, capitalizing on the popularity of the radio and syndicated newspaper character by that name. Russell Holman, Head of Paramount's shorts department and Harry Donenfeld, president of Superman Inc., handled negotiations. First of the series is to be released during the Christmas holidays. Stephens-Lang Productions, Hollywood, has set *Remedy for Riches* as title of the first of its Dr. Christian films for 1940-41 release through RKO. Film stories are based on the CBS *Dr. Christian* series, sponsored by Chesebrough Mfg. Co., (vaseline products), and will continue to feature Jean Hersholt. He also is starred in the radio programs. The film company executives are dropping constant use of the *Dr. Christian* title in future motion pictures to avoid box-office confusion.

Fifth Year for Serial

SWINGING into its fifth year on CBS is *Big Sister*, sponsored by Lever Bros., Cambridge, Mass., for Rinso on 72 CBS stations and 26 CBC stations five mornings weekly. Of the original cast five members are still playing roles in the dramatic serial including the two leads, Alice Frost in the title role and Martin Gable as Dr. John Wayne. Ruthrauff & Ryan, New York, handles the account.

An Operating Plan Unique in American Radio

WFAA 50,000 WATTS · NATIONALLY CLEARED CHANNEL · 800 KILOCYCLES **WBAP**

Dallas Studios
BAKER HOTEL

National Sales Office: **BAKER HOTEL · DALLAS**
MARTIN CAMPBELL, Managing Director

Fort Worth Studios
MEDICAL ARTS BLDG.

September 1st, 1940

TO ALL RADIO ADVERTISERS AND THEIR AGENCIES--

Gentlemen:

Today marks the beginning of a new era in radio in "America's Bright Spot Market", with the launching of a broadcasting setup that is unparalleled in the industry.

As you know, for the past ten years, WFAA, Dallas, and WBAP, Fort Worth, separately licensed to The Dallas Morning News and The Fort Worth Star-Telegram respectively, have operated on a joint sales management arrangement which has had the effect of affording full time service to listeners and advertisers at the same time retaining the important local identity of each station.

For the past two years, under the sole ownership of officials of The Star-Telegram, KGKO has operated Dallas and Fort Worth studios to serve the same audience and market. However, it has largely been a Fort Worth operation.

Now, on authorization of the FCC, half interest in KGKO passes to officials of The Dallas Morning News and the eminently successful time-sharing operation on the WFAA-WBAP 800 kilocycle frequency is extended in large measure to KGKO, on the 570 kilocycle frequency.

To advertisers the new setup means added flexibility and efficiency for cultivating this important market. The prestige, the talent and the able staffs of WFAA-WBAP are now equally associated with KGKO. Both frequencies feature NBC Red and Blue Programs. Shows on both 800 and 570 are being extensively publicized in the two most widely circulated newspapers in Texas; both are now considered 'local' in Dallas and Fort Worth.

WFAA-WBAP delivers the largest 50,000 watt coverage in the United States, KGKO, with 5,000 watts on 570 kilocycles, delivers the second largest day coverage in the Southwest. Under centralized management, the two frequencies complement each other to form an unbeatable combination for your Radio investment.

Cordially yours,

MARTIN B. CAMPBELL

MBC:VB

RED AND BLUE

Radio Services of The Dallas Morning News and The Fort Worth Star Telegram
Also operating ***KGKO,*** *570 KC, Fort Worth-Dallas*

REGIONAL



DALLAS and FORT WORTH
WFAA-WBAP
50,000 WATTS—800 KILOCYCLES

FORT WORTH and DALLAS
KGKO
5,000 WATTS (D.) 1,000 WATTS (N.)—570 KILOCYCLES

NATIONAL REPRESENTATIVES: WFAA-WBAP, KGKO — Edward Petry & Co., Inc. / Free & Peters, Inc.

We're keepin' company!



We are stepping out into a fall season that indicates big times ahead. For it's significant that the company we keep is the best, including some of the most successful and regular national spot advertisers. These advertisers, desirous of reaching the rich Mid-South market of 399,540 radio homes, find WMC the most effective and economical medium for reaching the greatest number of consumers at the lowest per capita cost.

If you plan to "step out" this fall, keep company with the advertisers who find out before they buy. Choose WMC to carry your sales message for increased sales this fall.

5,000 WATTS DAY
1,000 WATTS NIGHT

WMC

MEMPHIS
NBC RED NETWORK

Owned and operated by

THE COMMERCIAL APPEAL

"The South's Greatest Newspaper"

National Representative: THE BRANHAM CO.

★

MEMBER OF SOUTH CENTRAL QUALITY NETWORK

WMC—MEMPHIS
KARK—LITTLE ROCK
KWKH-KTBS—SHREVEPORT
WSMB—NEW ORLEANS

Movie Shortwave Series On NBC's Latin Service Starts by End of Month

SHORTWAVE series cooperatively sponsored by a number of leading motion picture companies on NBC's international stations [BROADCASTING, Aug. 15], is expected to get under way by the end of September, according to L. P. Yandell, NBC director of commercial international broadcasting, although plans for the series are not complete.

Columbia Pictures has joined the five companies previously announced as sponsoring the programs—M-G-M, Warner Bros., Paramount, Universal and RKO—while Fox and United Artists are still considering the question. Also undecided is the number of broadcasts, which may be either two half-hours in Spanish and two in Portugese each week or a daily half-hour in each language.

With the three-fold aim of public relations for the film industry, sales promotion for individual films, and solidifying friendly relations between the North and South American republics, the programs will be in part institutional and in part directly promotional. The institutional broadcasts will aim at increasing South American acceptance of Hollywood and American ideas as expressed in American movies generally. The other programs will be allotted to individual sponsors to promote their own stars and stories with the direct goal of building South American audiences for the sponsors' current pictures. But in both types of broadcast the idea of building hemisphere solidarity will be constantly considered, Mr. Yandell stated.

WSLS, in Roanoke, Va., To Take the Air Soon

WITH Philip P. Allen as general manager and James H. Moore as resident manager, the new WSLS, Roanoke, Va., is scheduled to go on the air either Oct. 1 or 15 and will operate with 250 watts full-time on 1500 kc. It will have a Western Electric transmitter, with WE and RCA speech input and studio equipment and a 175-foot Lingo tower.

Mr. Allen is also general manager of WLVA, Lynchburg, and WBTM, Danville, while Mr. Moore, at one time with WBT, Charlotte, is now assistant manager of WLVA. Frank Kohler, recently with WRTD, Richmond, will be sales manager. Albert E. Heiser, chief engineer of WBTM and WLVA, will hold the same post also with WSLS. The program director has not yet been chosen.

The new Roanoke local was granted last July 25 by the FCC to Roanoke Broadcasting Corp., of which the officers and stockholders are: Paul C. Buford, president of the Shenandoah Life Insurance Co., president, 20%; Edward A. Allen, owner of WLVA, Lynchburg, vice-president, 13 1/3%; Philip P. Allen, 13 1/3%; Henry E. Thomas, vice-president, Shenandoah Life, secretary; Lynchburg Broadcasting Co., 13 1/3%; Junius P. Fishburn Jr., publisher of the *Roanoke Times* and *World-News* and operator of WDBJ, Roanoke, 40%.

A 28-PAGE mimeographed booklet, *Key to Television Writing*, has been issued by Paul Cruger, Hollywood writer-producer.



VICTUALS of all types, all advertised on the station, and a fancy glass coffee brewer were given to Newlywed Announcer James Bridges and his wife by his colleagues on WSB, Atlanta, during a party late in August. Attached to each item in the basket were appropriate verses penned by Mrs. Leola Brown, WSB receptionist.

STATION TO OPEN IN HASTINGS, NEB.

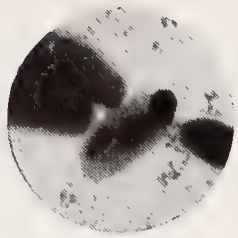
HASTINGS, Neb., home of a pioneer Westinghouse station, KFKX, will shortly have a new local broadcasting station—KHAS, to be inaugurated Sept. 27. It will operate with 250 watts on 1200 kc., having been authorized for construction in July, 1939. It is being RCA equipped throughout, with Truscon radiator.

Hastings was selected for early broadcast experiments because of its location. When Westinghouse abandoned the station there some years ago, the community was left without a station and has had no local outlet since. The new KHAS will be controlled by Fred A. Seaton, publisher of the *Hastings Daily Tribune*, with seven other local residents as stockholders, none owning as much as 10%.

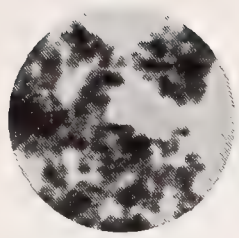
Orville Rennie, veteran radio and theatre man, is general manager. He has been with WBBM, Chicago; WOC, Davenport, Ia., and WOW, Omaha, and for several years managed a Paramount-Publix circuit in the West and Southwest. Al Ray R. Brown, program director, formerly was with WAAW, Omaha; KFAB-KFOR, Lincoln; KABR, Aberdeen, S. D., and recently program director of KGFW, Kearney, Neb. Walter Ely, chief engineer, comes from KGFW where he held a similar post, and at one time was with KMA, Shenandoah, Ia. Other staff positions filled are: Duane L. Watts, salesman; Russell Van Dyke, announcer; James L. Gould, announcer and continuity chief; Judy Green, director of women's programs. Mr. Gould formerly was with KSAC, Manhattan, Kan., and the others are new to radio.

Twin Cities Code Committee

BROADCASTERS of Minneapolis and St. Paul have decided to have their own Code Committee for the Twin Cities. This committee will pass on all matters of the NAB Code affecting Twin City stations, working with the national Code Committee. Kenneth Hance, of KSTP, St. Paul, was appointed chairman of the Twin City group, and will be assisted by Wallace Stone of WDGY and Edward P. Shurick of WLOL.



Bacillus S. paratyphi, magnified 12,000 diameters



Lacquer pigments, magnified 27,000 diameters

FROM RCA LABORATORIES COME

Radio Eyes FOR MICROBE HUNTERS



Anthony van Leuwenhoek of Amsterdam was the first to peer into the universe of the infinitesimal. With his crude microscope, he discovered in 1683 the "small beasties" which Pasteur and Koch and Theobald Smith later branded the most dangerous enemies of man—the germs of disease.

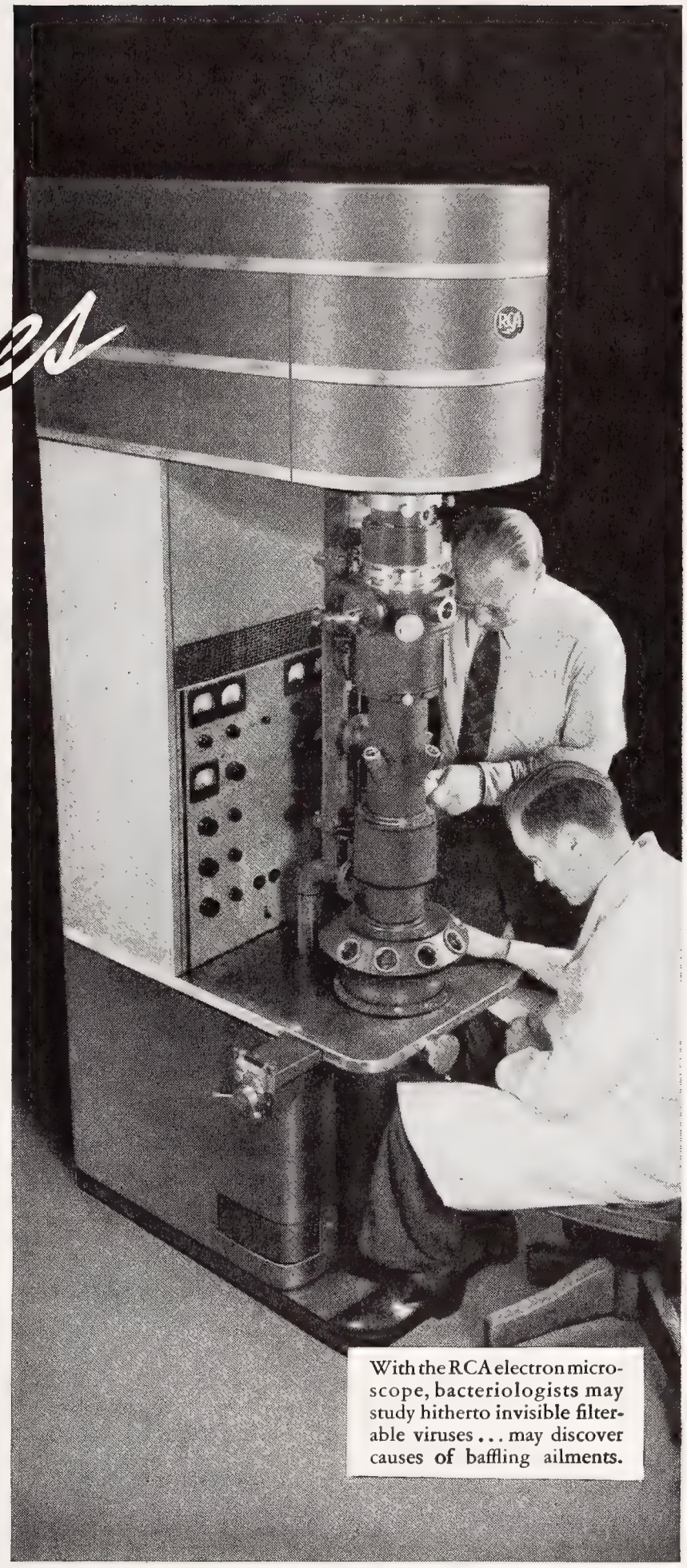
BUT there are micro-organisms too small for optical microscopes to detect. These instruments operate by visible light, which cannot resolve objects much smaller than the wavelength of the light. Bacteriologists have been able to see only the larger microbes. They have been able only to hope that somewhere, somehow, an instrument would be found that would magnify not 1,500, but 20,000...50,000...100,000 diameters!

Scientists in RCA Laboratories have engineered such a microscope. They studied the electrons active in radio and television, whose length was but a tiny fraction of that of a light wave. Research proved these electrons could be used as "seeing" rays. Focused by powerful magnets upon photographic film, they would reveal what had hitherto been invisible.

Research is Radio's Road to Progress

RCA's contribution to the development of the electron microscope is the result of a far-seeing policy laid down by the founders of the company in 1919: *that fundamental research must be the keystone of every activity of RCA.*

RCA research has made broadcasting better. It has made receiving sets better. It has perfected a magic voice for the motion picture. It has pioneered in television. It has developed facsimile transmission of pictures and printed matter. It has made substantial contributions to industrial progress in fields outside of radio...From *continuing* RCA research will come still more progress ...still greater services to America and to the world.



With the RCA electron microscope, bacteriologists may study hitherto invisible filterable viruses... may discover causes of baffling ailments.

RADIO CORPORATION OF AMERICA

RADIO CITY, NEW YORK

RCA Manufacturing Co., Inc. — RCA Laboratories

Radiomarine Corporation of America — R. C. A. Communications, Inc.

National Broadcasting Company — RCA Institutes, Inc.

Case Returns to FCC Following Long Illness

WITH the return of Commissioner Norman S. Case to Washington Sept. 3, the FCC resumed its regular meeting schedule with five of its authorized personnel of seven members prepared for duty. Gov. Case had been absent from Washington since last February, due to serious illness, but is now described as fully recovered and looks physically fit.

Col. Thad H. Brown, whose term expired last June 30. and who has not yet been confirmed by the Senate for a new seven-year term, has not participated in FCC actions, and is without official status or pay. Commissioner F. I. Thompson has been absent on vacation.

HAROLD V. HOUGH, general manager of WBAP, Fort Worth, will serve as m.c. for the Oct. 6 broadcast of the 10th annual Texas Prison Rodeo, which the station will cover direct from Huntsville. He will be assisted by Bob Calen and Nelson Olmsted. More than 25,000 are expected to attend the event.

MORE LISTENING TO NEWSCASTS

CAB Finds Marked Growth in Listening; Regional Habits of Air Audiences Are Analyzed

"NEWS programs increased their listenership by leaps and bounds throughout the country in the 1939-40 winter season in comparison with the previous season of 1938-39," states the Cooperative Analysis of Broadcasting (CAB) in its regular semi-annual review of radio program audiences from October, 1939 to April, 1940, published Sept. 6.

A special comparison of Wednesday evening listening to news during last winter and during the previous winter shows that the national average rating of all news programs in the early hours of Wednesday evenings, between 5 and 8 p. m., increased 39%, rising from 14.1 in 1938-39 to 19.7 in 1939-40. An even greater gain was found for the later Wednesday hours, 8 to midnight, when the national average rating of news programs rose from 9.7 to 15.1, a gain of 55% in set owners.

Regional Traits

The analysis also disclosed a difference between the news listening habits of eastern and western listeners, with the Easterners prefering the early evening broadcasts while Westerners tune in news during the later hours. No favoritism in time was shown by southern and midwestern audiences. The survey, however, points out that the increased interest in news was causing a change in these sectional habits, with eastern audiences learning to tune in later and western audiences earlier for their news.

Although the CAB's investigation did not show the reason for the increment of news listeners, the report states that the most obvious explanation is the American appetite for war bulletins, while another factor is the growth in listening to all types of programs, which may have raised the rating of news broadcasts. Other observers have reversed that explanation, believing that interest in war news have kept listeners at their sets more consistently and therefore increased the listening to all programs.

Biggest gain in news listening was shown by Pacific Coast listeners during the 5 to 8 p. m. hours, the rating rising from 2.8 in 1938-39 to 13.4 in 1939-40, an increase of nearly four times. In the East during the early evening, a rise of 14% was noted, from 22.5 to 25.7. Midwestern rating advanced from 6.1 to 11.5, or 88%, while the southern rating rose from 7.5 to 18.6, up 148%.

During the later evening, from 8 to midnight, rating in the East rose from 6.8 to 11.2, or 64%; in the Midwest from 11.4 to 20.7, or 81%; in the South from 7.2 to 14.4, a flat 100% increase, and in the West from 28.7 to 35.2, a gain of 22%.

Popular Programs

Among sponsored news and news commentary programs, Lowell Thomas' Monday through Friday broadcasts for Sun Oil Co. increased its rating from 12.5 in the winter of 1938-39 to 17.3 in 1939-40. Walter Winchell's Sunday evening *Jergens' Journal* showed a similar increase, from 11.5 to 15. Sponsored newscasts generally, however, showed a fractional decrease, from 6.6 to 6.3, probably due, says CAB, to new programs which achieved only modest ratings during their first seasons. Single station and small network programs and sustaining broadcasts were not rated by the CAB.

Audiences during the past year have been the highest in the history of broadcasting, the report states, with increased listening found at all times of the day and night and at all income levels. The peak audience during the seven standard time months covered by the report was found to have listened sometime between 5 and 8 p. m. on Sunday evenings, when 61.1% of all setowners were checked. Saturday nights, however, showed the greatest increase, up 13% between 5 and 8 and 17% in the later hours. Most new listeners came from the lower income group, based on rental values, with the upper income bracket rivaling the lower group in percentage although not in the number of additional listeners.

Average rating of night-time listening audiences for the 1939-40 season was 10.9, highest in CAB history. In 1936-37 the average rating was 6.9; in 1937-38 it was 8.8, and in 1938-39 it was 9.3. Following a similar trend, daytime ratings have risen from 2.3 in 1936-37, 3.2 in 1937-38, 4.2 in 1938-39, to a new record of 4.6 for 1939-40.

President's Record

Largest audience ever measured for an American orator was that of President Roosevelt's address to the graduating class of the U of Virginia on June 10, when the CAB found 45.5% of set owners in 33 major cities had heard the address. The President's lowest CAB rating also occurred in the past year, however, when his speech from the White House on Oct. 9, 1939, was listened to by only 12.1% of the nation's setowners. His annual Jackson Day address, in January, registered 25.2%.

The 15 most popular programs



BASIC CBS—NAT'L REPRESENTATIVES, PAUL H. RAYMER CO.

during the winter of 1939-40, in order of their popularity, were: *Chase & Sanborn Program* (Bergen and Charlie McCarthy), *Jack Benny, Lux Radio Theatre, Fibber McGee & Molly, Kraft Music Hall, Major Bowes, Bob Hope, Kay Kyser, One Man's Family, Kate Smith, Pot O' Gold, Fitch Bandwagon, Fred Allen, Good News, First Nighter.*

Of these, five were newcomers: *Fibber McGee & Molly, Bob Hope, One Man's Family, Pot O' Gold* and *Fitch Band Wagon*, with the *Pot O' Gold* program achieving this enviable position in its first year on the air.

Variety in Lead

Breaking down programs by type of entertainment, number of programs and amount of time on the air, the CAB found variety programs in the lead on all three counts. Classical music, although represented by only one program, the *Ford Sunday Evening Hour*, was second in popularity. Dramatic programs, second in number and in amount of time on the air, were third in popularity. The dramatic average has moved steadily upward despite the growing number of programs, the report states, rising from ninth position in public favor five years ago to third place now, and a tightly competitive third only one-tenth of a point behind the second place classical music.

The 107-page report also summarizes the income patterns of audiences of all programs, reviews the developments in program types, analyzes the variations in audiences in various parts of the country, and contains a number of tables and charts illustrating listening trends.



BOOGIE WOOGIE Comes to Birmingham! Here are the highlights in the recent Boogie Woogie Contest conducted by WSGN. Jud Collins, announcer, conducted the program. Event was witnessed by a capacity crowd. Collins is shown above with "boog it" artist who copped first prize.

LIVE AND LEARN

WSB Has Seven on Staff Who Attend Schools

SEVEN staff members of WSB, Atlanta, are holding down their jobs and getting an education at the same time. All have been allowed by the station management to arrange working hours so they will not conflict with classes at school. Four attend nearby Emory U, two go to Georgia Tech and one is studying for the ministry at Columbia Theological Seminary.

Precedent for the system was set several years ago when Production Manager Marcus Bartlett entered Emory, graduating in June, 1939, with a Phi Beta Kappa Key. Staff-students now include: Emory—Elmo Israel, publicity director, Claude Wilson and James Hardin, announcers; Stanley Edwards, music librarian; Georgia Tech—Marshall Davie and Bill Wrye, engineers; Columbia Theological Seminary—Dana Waters, announcer. Another staffman, James Bridges, continuity editor, received his diploma this summer from the U of Georgia.

Arvey Tests on 2

ARVEY Corp., Chicago (R-V Lite glass substitute), on Nov. 1 will start daily participating announcements on KMA, Shenandoah, Ia., and KWTO, Springfield, Mo. Contracts are for eight and 13 weeks respectively. Simmonds & Simmonds, Chicago, handles the account.

HOLMAN DESCRIBES ARMY MANEUVERS

USE OF RADIO by the Army at the recent maneuvers in Northern New York is a timely example of its effectiveness as an advertising medium, Maj. John A. Holman, general manager of KDKA, said Sept. 9 in a speech before the Greensburg, Pa., Advertising Club. Maj. Holman was on active duty at the maneuvers, assigned to the public relations staff, and was in charge of arranging and producing broadcasts originating in the maneuvers area.

Sixty-nine broadcasts were made in all, he told the club, and their effectiveness was praised by Maj. Gen. E. S. Adams, adjutant general of the Army. He quoted the letter sent by General Adams to the NAB [BROADCASTING, Sept. 1].

Maj. Holman described the general plan of the maneuvers. As an example of the tightening of discipline and seriousness of purpose apparent at this year's maneuvers, he told of one occasion when a scheduled speech before the Ogdensburg Rotary Club made him a few minutes late for afternoon parade. In other years, such an incident would have been overlooked, but this time it drew sharp words from the commanding officer. Casting about hurriedly for a campaign hat so that he might take his place, he commandeered the headgear of an unidentified officer who was watching the proceedings. Later, he was dismayed to learn that the unidentified officer was one of the biggest "brass hats" of West Point.

WABC
NEW YORK
50,000 WATTS
CBS

WABC delivers the biggest "local" market in America—a minimum Daytime Primary Listening Area of 50 counties, in five states, with 13,430,000 radio listeners!

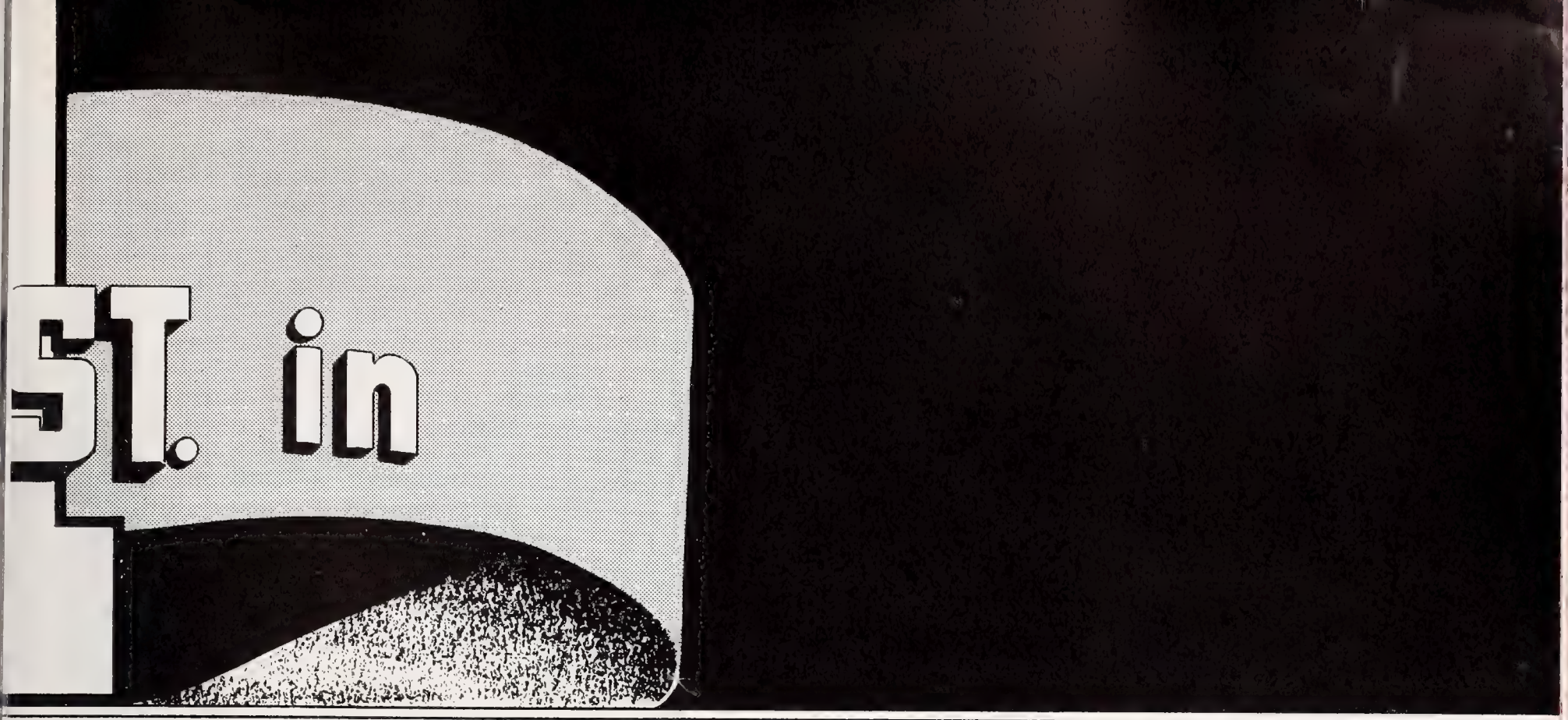
For more information about WABC, inquire of Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N.C., San Francisco, Los Angeles

Key Station of the COLUMBIA BROADCASTING SYSTEM

ШСКУ

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SERVICE



BROADCASTING and Broadcast Advertising

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SOL TAISHOFF, Editor

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Executive, Editorial And Advertising Offices
National Press Bldg. ● Washington, D. C.
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NORMAN R. GOLDMAN, Business Manager
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Reallocation of '41

NEXT MARCH 29, the first continent-wide scientific allocation of broadcast stations becomes effective for North America. It will spell the end of interference from across the international borders because stations of Canada, Mexico, Cuba and the smaller Latin American countries will be allocated to fit the technical pattern of this country.

The FCC, after six months of study, has promulgated the new assignments for stations in this country. Of the total of 862 broadcast stations licensed or authorized, 777 must move to new wavelengths. Clear channels are retained, and rural service thereby is preserved. Only in one or two instances, it seems, do any existing stations suffer. The way is paved, however, for improvements in the assignments of a vast number of stations now on part-time or through power increases.

It is gratifying that the FCC sanctioned the treaty allocations practically as proposed by its Engineering Department. There had been some misgivings about this because of the opposition of certain members to retention of any clear channels. This battle, if a battle there must be, can come after the new allocations become fully effective, and on individual merits.

The treaty upon which the new allocations are based was evolved in Havana on Dec. 13, 1937. The United States delegation, headed by Commissioner T. A. M. Craven, took the iniative. The engineering standards, to which all of the North American nations subscribe, were developed under the able direction of Assistant Chief Engineer Andrew D. Ring. The treaty was a diplomatic triumph as well as an engineering master stroke.

The notorious border stations, blasting into this country on what amount to preempted wavelengths, definitely go by the boards when the treaty becomes operative. Indiscriminate use of frequencies by Cuban stations, which have caused no end of interference with U. S. and Canadian stations, likewise will terminate.

There may be some criticism from stations because of the procedure invoked in promulgating the new allocations. By and large, however, the reaction should be favorable. There will be conflicts here and there which will require rectification. The FCC has established machinery by which these criticisms can be brought to its attention prior to promulgation of the final March 29 list. Viewed in its broadest aspect, the 1941 reallocation can be hailed as the most important basic change in standard broadcasting since its advent twenty years ago.

Good Business

ALMOST ANY point of view can be proved by studying the 1939 balance sheets of the broadcasting industry just completed by FCC accountants. It is certainly true that broadcasting, by and large, is a good business. But it cannot be said that the figures lend credence to any of the fast and loose talk often heard about the business of broadcasting as a gold mine for those fortunate enough to break into the charmed circle of licensees.

The big stations and the vast majority of the regionals and locals, not to mention the networks, are earning a good return on investment, as they must in order to bridge the gap between black and red ink that a sudden shift of a very few commercial accounts could narrow dangerously. Fortunately, during the last few years at least, recognition of broadcasting as a productive medium and increasing demands on its time by sponsors has kept the gap fairly wide for most stations without diminishing radio's public service aspects.

On the other hand, radio has its own ill-fed, ill-clothed third. The FCC's own statistics show that 227 out of 705 commercial stations operated in the red in 1939. Some of these may have been as well managed as the more profitable stations, but were located in bad markets or faced other problems.

On the whole, however, radio certainly is well managed, as the net figures prove. Though it has geared itself to a higher per-capita overhead than perhaps any other industry, its employment statistics show that its 20,000 full-time employes last year received an average weekly paycheck of $45.96 which, according to available Government figures, tops the whole major industrial list. And this despite the fact that one out of every three stations lost money.

Radio can be justly proud of the prudent management that makes profits possible though the average pay scale of the salesman, announcer and engineer, taking the country as a whole, is higher than that of comparable pursuits in other industries—newspaper reporting and advertising soliciting, for example, or airline radio operating. The men behind the mike, the controls and the commercials generally are a well satisfied lot. Not only is their pay good but their work is fascinating. The payroll situation of itself reflects more than cold figures denote; it shows radio management is conscious of the benefits that accrue from satisfied staffs, particularly in a young industry that has burst almost overnight into full commercial bloom.

Winged Time

RADIO regards aviation as a sort of companion industry. Commercial air transportation got its start just about the time commercial broadcasing began to shake off its novelty aspect. All in radio have applauded commercial aviation, with its virile, aggressive leadership. Its progress can be traced almost parallel with radio's unremitting strides toward a position in the forefront of advertising media.

Without in any way deprecating the judgment of aviation's executives, we nevertheless would like to pose one question about their promotional activities. Why don't the established airlines use radio time? As sustaining material, radio has given freely of its time to promote its companion industry. In recent months the airport interview has become a regularly established program feature over a substantial number of stations.

We recall that the railroads for years scorned radio as an advertising medium by invoking passenger association agreements against use of the medium. It was only after the inroads of aviation that many of the railroads began streamlining their operations, and several of the carriers now are using the air.

A number of broadcasters advise that airlines apparently have adopted a similar compact against use of radio, while spending substantial sums in the printed media. We hope this is not so. Certainly these companion industries, mutually dependent upon the air, can work hand in hand toward attainment of greater service and success for which they have fought so valiantly.

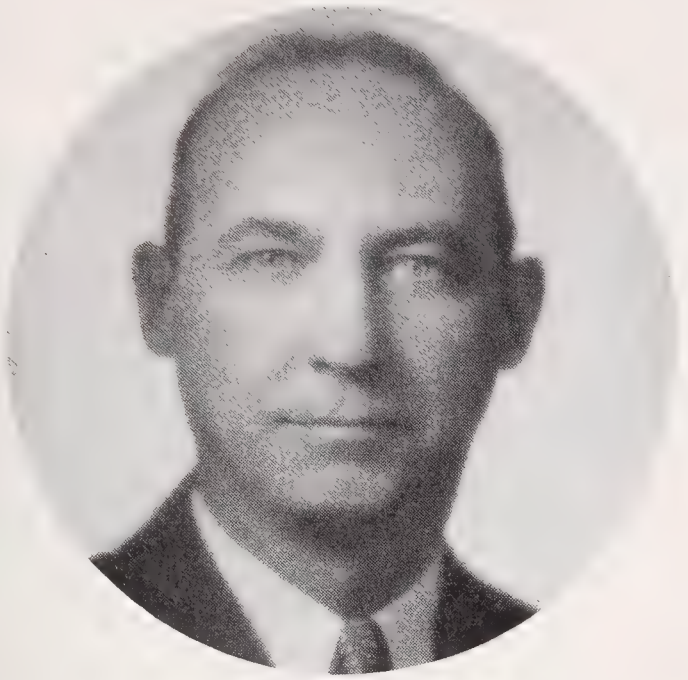
History and Radio

HOLLYWOOD has "gone historical" lately in a big way, basing many of its colossals on actual events and characters out of the past. That in itself is no reason why radio should do the same thing, but the fact is that these are days when the popular fancy is turning to history for surcease from the troubled news of the daily headlines. In the literary world the immense current popularity of historical novels has brought forth the term "escape literature."

If literature and the movies find history such a ripe source of material, why not radio? It would appear that radio's idea men, particularly its dramatists, have been remiss in overlooking this vast and immeasurable field. DuPont's *Cavalcade of America*, which returns to the air next fall, has proved that history, especially American history, has all the elements of romance and glamour that go to win and hold audience interest. Moreover, it is solid stuff, interesting alike to young and old.

What could be more fascinating to either the adult or juvenile ear than dramatized stories of George Washington or Benedict Arnold or Andrew Jackson or Sam Houston or Oliver Wendell Holmes senior and junior? Radio is frequently accused of being trivial and banal (justifiably, we might say, in the case of the present plethora of daytime "soap serials" or "washboard dramas"). If serials we must have, and dramatics we will have, a magnificent opportunity awaits someone who will tap the wealth of material readily available from the history books.

We Pay Our Respects To —



WILBUR MORELAND HAVENS

WHAT WAS perhaps radio's first "audience survey", conducted in the workshops of an automotive-ignition and a sideline radio set business back in 1926, resulted in the creation of WMBG, Richmond, by Wilbur Moreland Havens, president and general manager of that station.

As people came into Wilbur Havens' shop to have their "blooper" sets repaired or to buy new ones, he questioned them about their reactions, thereby improvising an "audience survey" long before the phrase became a part of radio's nomenclature. There was a single part-time station in Richmond then, operating at night. As he and his men queried listeners and potential listeners, Mr. Havens, then 30, concluded there was a definite need for a new station in Virginia's capital city, transmitting daytime programs. A license forthwith was procured from the Department of Commerce (before there was a Radio Commission) to place WMBG on the air with 15 watts on 220 meters (about 1363 kc.). The station hasn't been off the air since.

Wilbur Havens will tell you no story about a meteoric rise in radio. He says it was an uphill struggle which lasted over a decade—one which required sacrifice, foresight and hard work. Today WMBG is one of the South's leading stations and is NBC's Red outlet in Virginia's major market. Until 1938 it operated from the Havens & Martin electrical store, then moving into its own building, a showplace in the community.

The story of Wilbur Moreland Havens is that of a typical American. He was born in Richmond in 1896 and has never lived anywhere else. He finished high school at 17, and during his schooling managed to learn some of the intricacies of the "horseless carriage" his father owned. Just as youngsters in this generation turn to radio and aviation, young Wilbur decided to take a fling at the then blossoming automotive industry as one which offered greatest possibilities for young men.

In 1922 Wilbur Havens organized his own automotive electric business and it grew to sizable proportions. He concluded that a knowledge of commercial law would be good insurance in business, so for three years his nights were devoted to study. Then came the blooper stage for radio in Richmond. In due course he became the Philco battery distributor and later took on the Philco socket power receivers which eliminated batteries. That started his "audience survey" and his subsequent entry into radio as a broadcaster.

Through these intimate workshop contacts with the public, Havens became convinced that programs with greatest appeal were not being broadcast. Gradually, operation of WMBG was increased to 17½ hours per day. Public participation programs and special events were scheduled soon after the station began operation.

The automotive business was keeping the broadcasting business going during those years. The station was directly owned by Havens & Martin and is today. Because Mr. Havens felt there was need for an independent "voice" with no political ties or aspirations, and because he held the firm belief that radio eventually would receive from advertisers the recognition it deserved, he allowed the automotive business to "angel" WMBG until it could get on its own feet.

In 1930, WMBG became a part-time affiliate of CBS. In 1932 it procured fulltime status with the network, with the automotive business still paying the freight. Those were tough days, with both businesses facing financial plights. But in 1935 the clouds were dispelled. By the end of the year the station was up in front with a CBS affiliation.

With WMBG in the black for the first time, Mr. Havens launched an expansion program. In 1937 the station switched from CBS to NBC-Red, swapping assignments with WRVA, of the Larus & Bro. Tobacco Co. A new RCA transmitter was installed and power was increased to 500 watts. In 1938 the new WMBG building was dedicated. Today the station operates with 5,000 watts day and 1,000 watts night, and is sailing serenely along under the guidance of its founder-skipper.

On Jan. 19, 1916, Thelma Chewning of Richmond and Wilbur Havens were married. They have two daughters: Phyllis, recently graduated from the College of William and Mary, and Dorothy, now in finishing school. The type of organization maintained by Wilbur Havens is reflected in its personnel. Three department heads have been with the company 12 years. The youngest department head has been with the company five years. There has been very little turnover in the station's personnel.

Hard work took the "playboy" instinct out of Wilbur Havens, if such an instinct ever existed. Among his friends and associates he is regarded as the perfect host. Weekends at "The Haven" on the Rappahannock River provide open house to all of his acquaintances. Employer and employes, business associates, friends and relatives swim, fish and make merry. His hobbies are yachting, fishing, golf and antiques.

Personal NOTES

HENRY M. JACKSON, Northern Division sales manager for CBS Pacific Network, was to leave San Francisco Sept. 15 to join Radio Sales in Chicago as Eastern representative of the CBS Pacific Coast chain. Art Kemp, sales manager of the CBS Pacific Coast network, is on a six-week business trip to the East. Lincoln Dellar, general manager of KSFO, San Francisco affiliate of CBS, also left recently for a business trip to the East coast.

TOM ODELL, supervisor of subsidiary hookups in the commercial department of the Canadian Broadcasting Corp., Toronto, on Sept. 6 underwent an emergency appendectomy.

JENNINGS PIERCE, who has directed agricultural and educational programs for the NBC western division for the last nine years, on Sept. 6 received an Honorary State Farmer award from the Future Farmers of America at the California State Fair, Sacramento. Julian A. McPhee, chief of the State Bureau of Agricultural Education, presented the symbolic golden key to Pierce during a special broadcast on NBC-Blue.

MYRON FOX, sales director of KDYL, Salt Lake City, recently won first place in the five-gaited class of the annual Logan Horse Show with his horse, Chico Prince.

ROONEY PELLETIER, Canadian Broadcasting Corp. producer at Montreal, has left for Great Britain to join the CBC Overseas Unit in charge of CBC's special events director, Bob Bowman.

BERTRAM CUTLER, RCA director, was elected to the board of directors of NBC at its regular monthly meeting on Sept. 6. Mr. Cutler is also a director of the Equitable Life Assurance Co., Merchants Fire Assurance Corp., Chase National Bank and New York Central Railroad.

GEORGE FIELD, former Eastern sales manager of Radio Transcription Co. of America and recently commercial manager of WBTH, Williamson, W. Va., has been appointed sales manager of WARM, Scranton, Pa., succeeding Lou Poller, according to Martin F. Memolo, president of the station. Mr. Memolo also announced appointment of Hal Barton, formerly with WIP, Philadelphia, and WTNJ, Trenton, as program director.

ALFRED J. McCOSKER, chairman of the board of MBS, has been selected as chairman of the radio activities of the Advertising Club of New York which starts its fall meeting on Sept. 19. As a new policy this year, the club will present the third Thursday of each month "the most outstanding personality in the news", starting Sept. 19 with Louis Valentine, vice-president of Grant Adv. Agency, of New York and Chicago, who is currently conducting the well-known *Dr. I. Q.* program on NBC-Red from the Capitol Theatre, New York.

GEORGE CRANDALL, CBS field representative for two years, has been appointed assistant publicity director of the network under the direction of Louis Ruppel, CBS publicity director. Mr. Crandall is currently touring the country to publicize CBS' fall programs.

PAUL WHITE, CBS director of public affairs, on Sept. 16 will be guest speaker on how "Radio Covers the War" on *Columbia's Lecture Hall.*

ROBERT T. SWAINE, New York attorney, recently was elected a member of the board of Westinghouse Electric & Mfg. Co. He is a member of the law firm of Cravath, de Gersdorff, Swaine & Wood, a director and counsel of the board of the Chicago, Milwaukee, St. Paul & Pacific Railroad, a director of the Legal Aid Society and the Travelers Aid Society, and vice-president of the Association of the Bar of the City of New York.

SIDNEY N. STROTZ, vice-president and general manager of NBC Central Division, on Sept. 6 was host at a dinner for representatives of Miles Laboratories (Alka-Seltzer), Wade Adv. Agency, and principals in the *Alec Templeton Time* show which returned to the NBC-Red network on that date.

FRED FIELDING, research sales manager with Ross Federal Research Corp., has joined the sales staff of WFIL, Philadelphia. He formerly was radio department head for N. W. Ayer & Son in New York.

GERRY GAETZ, manager of CKCK, Regina, Sask., on Aug. 2 secretly married Frances Sullivan, of Regina, at Swift Current, Sask.

G. RICHARD SHAFTO, general manager of WIS, Columbia, S. C., is convalescing after an appendectomy Aug. 30.

BOB GOODMAN, formerly in advertising with Los Angeles newspapers and a radio writer, has joined the sales staff of KROW, Oakland, Cal.

CHARLTON B. GENNET, Tulsa, new to radio, has joined the sales staff of KRIC, Beaumont, Tex.

JIM TURNER, director of WLBJ, Bowling Green, Ky., is the father of a boy born late in June.

WILLIAM K. McDANIEL, formerly of WMPS, Memphis, and prior to that with NBC, New York, has joined the KMPC, Beverly Hills, Cal. sales department.

MAJOR W. C. MacINTOSH of CKY, Winnipeg, sales staff, is second in command of a Canadian army training camp at Brandon, Man.

BOB BOWMAN, Canadian Broadcasting Corp. special events chief, and in charge of the CBC Overseas Mobile Unit in Great Britain, was in Canada on a surprise visit early in September.

C. F. SMITH has joined the commercial department of KVFD, Fort Dodge, Ia.

C. O. PICKREM, who entered radio six years ago as an operator at CKCR, Kitchener, Ont., has been named supervisor of CFCH, North Bay, Ont. Mr. Pickrem has been associated with various Canadian stations in both announcing and sales capacities, including CKPC, Brantford; CJCS, Stratford, and CJKL, Kirkland Lake.

M. J. HARRISON, formerly of WLW, Cincinnati, has joined the sales staff of WNBC, New Britain, Conn.

ALVA GREGORY, from Fresno State College, has joined the commercial staff of KARM, Fresno, Cal.

GORDON MARSH, recently appointed managing director of Artransa, Sydney, Australia, recording and program service, has joined the Australian Navy.

IRVIN GROSS, sales and promotion manager of WFAA-WBAP-KGKO, Dallas-Fort Worth, and Mrs. Gross are the parents of a girl born Sept. 4, their second daughter.

CHNS Manager Called

JOHN CLARE, who has been manager of CHNS, Halifax, since the outbreak of war when Maj. William Borrett was called to active service, has gone overseas as second lieutenant in a replacement unit of Canada's Active Service Force. His place is being taken by John Redmond, who will be acting manager. Mr. Redmond was formerly with the Canadian National Railways, and has been doing part-time work for CHNS for some months.

N. L. NATHANSON, Toronto, vice-chairman of the Canadian Broadcasting Corp., and motion picture executive, has donated to the Royal Canadian Air Force training center at Trenton, Ont., a sports and recreation center including two football fields and a grandstand seating 600.

BEHIND the MIKE

RAY BUFFUM, formerly producer of the Hollywood shows, *Big Town* and *Al Jolson Show* for Lever Bros., has joined WKY, Oklahoma City, as program director. Dale Simpson, formerly with the *Daily Oklahoman*, have joined the WKY news staff.

COLE McMARTIN, news commentator of KVFD, Fort Dodge, Ia., on Aug. 31 married Dorothy Cannon in the Little Brown Church in the Vale.

PAUL MINER, formerly of KSO-KRNT, Des Moines, has joined the sports staff of KVOO, Tulsa.

HOMER HURD has joined the announcing staff of KSCJ, Sioux City, Ia.

SYDNEY MOSELEY, British author, journalist and lecturer, on Sept. 9 returned to WMCA, New York, after a brief vacation to continue his five-weekly program of interpretations and comments on news.

EDWIN P. CURTIN, formerly news editor of NBC's New York press department and recently in charge of radio publicity for the New York World Fair, on Sept. 10 joined the publicity staff of BBDO, New York, to handle publicity on the *Cavalcade of America* series, sponsored by E. I. DuPont de Nemours & Co.

TOM MOORE, announcer of WBIG, Glenside, Pa., is recovering from head injuries resulting from an automobile accident.

WALTER B. HAASE, program manager of WDRC, Hartford, Conn., is the father of a boy born recently.

Youngest Again

REVIVING the "youngest announcer" controversy, WALA, Mobile, Ala., has entered as its candidate Al Holman, recent graduate of Mobile High School. Although he is only 17, WALA claims his voice and delivery bespeak a person in the mid-twenties.

DAVE GARROWAY, special events announcer of KDKA, Pittsburgh, on Sept. 13 joined the NBC announcing staff in Chicago. Garroway, who started in radio as an NBC page boy, has been with KDKA for two and a half years. He was awarded the 1939 H. P. Davis Memorial Announcers' Award.

EDWARD BARRY, formerly of WNBZ, Saranac Lake, N. Y., has joined WMFF, Plattsburg, N. Y., as sports editor.

RALPH KANNA, formerly of WELI, New Haven, and WOKO, Albany, has joined WNBC, New Britain, Conn., as program director.

JOHN MacDONNELL, announcer of KLS, Oakland, Cal., and Loise Pearce, formerly of Spokane, were married recently.

CLEVE CONWAY, who joined the announcing staff of NBC, Chicago, in April to augment the staff during the summer, has been appointed to a permanent post.

VIRGINIA VERRILL, staff singer of NBC, Chicago, on Sept. 11 was married to James Breyley, Chicago band representative.

PAUL MOSELEY, recent addition to the sports staff of KFJM, Grand Forks, N. D., on Aug. 31 married Alice Lewis of Minneapolis.

STEELE McCLANAHAN, formerly of WCMI, Ashland, Ky., has joined the announcing staff of KFRO, Longview, Tex., succeeding Jerry Doggett, who has joined KELD, El Dorado, Ark.

JULIUS J. COLBY, formerly dramatic and motion picture critic of the Ridder newspapers, has been appointed dramatic editor of WMCA, New York.

VINCENT CONNOLLY, MBS announcer, is handling the *Wythe Williams'* twice-weekly series on MBS, which started Sept. 10 under sponsorship of American Safety Razor Co., Brooklyn, for Star and Treat razor blades.

DOUGLAS BROWNING, NBC announcer, on Sept. 3 became the father of a 9 pound, 3 oz. girl, Patricia May.

MALCOLM McCORMACK, announcer of WBZ, Boston, is the father of a boy born Sept. 10.

SID REID, saxophone soloist in Bob Strong's orchestra, heard on the NBC-Red *Uncle Walter's Doghouse* program, is in St. Luke's hospital, Chicago, recovering from a skull fracture and other injuries suffered in an auto accident.

GERALD HOLLAND has resigned from the NBC script division to freelance. He will continue to write the *Canadian Holiday* series of travel programs sponsored by the Canadian Railway Assn. on the Blue.

ALFRED W. CRAPSEY, of KOA, Denver, recently became engaged to Eddye Duvall.

PAULINE LAUBER, Hollywood secretary of Radio Writers Guild, and Aubrey I. Finn, attorney for that group, were married Sept. 6.

JACK CLARKE, KMO, Tacoma, traffic department manager, and June Dunning have announced their engagement.

Meet the LADIES



MRS. MART ADAMS

SIX-MILLION words of copy in ten years is just one of Mrs. Mart Adams' outstanding feats. She presides over the modern kitchen in the studios of WKY, Oklahoma City, where as "Aunt Susan" she guides Southwestern women along the paths of better homemaking. She is radio's most traveled woman, having journeyed over 100,000 miles on assignment, doing cookery research in France, England, Mexico, Alaska, as well as in every important city in America. Her Annual Cooking School, started in 1933, has thus far drawn over a quarter-million housewives and experts. She has the biggest library of cook books and recipes in the country, draws 7,000 letters a year, each of which she personally answers; does a quarter-hour daily on WKY; handles a column daily and Sunday for Oklahoma City's *Oklahoman-Times*. Career started when Walter Harrison, managing editor of the papers, read a letter describing cake-making process to an old maid professor of zoology. That was in 1928. His judgment was upheld when same old maid baked her first cake by the letter and won cake baking prize in far-away Oregon's State Fair.

RAYMOND KENNEDY, formerly chief announcer of WRUF, Gainesville, Fla., on Sept. 1 joined the announcing staff of WRVA, Richmond. He succeeded Park Simmons, who left WRVA to join the staff of WCKY, Cincinnati. Davie Russell, WRUF sports announcer, also recently joined the announcing staff of WFAA, Dallas.

JOHN BYRNE, formerly of WCLS, Joliet, Ill., has joined the continuity staff of WIBC, Indianapolis, succeeding Johnny Miller, now free-lancing.

JIMMY BARBER, program director of KGVO, Missoula, Mont., is the father of a boy born late in August.

WOODY WOODS, publicity director of WHO, Des Moines, on Sept. 3 was elected to serve the unexpired term as vice-president of the Advertising Club of Des Moines.

A. B. CARROLL, formerly of KFDM, Beaumont, and KPAC, Port Arthur, has joined the announcing staff of KRIC, Beaumont, Tex.

A. M. WOODFORD, production director of WBAP-KGKO, Fort Worth, was married to Gwendolyn Poff, of Fort Worth, non-professional.

KOIL

Basic Columbia

For the Omaha Market

and

KFAB

Basic Columbia

For the rest of Nebraska

ANNOUNCE

AFTER SEPTEMBER 15th

these stations will be represented by

EDWARD PETRY & CO., INC.

KOIL — CENTRAL STATES BROADCASTING SYSTEM — KFAB

Don Searle, *Gen. Mgr.*

OMAHA — LINCOLN

Omaha National Bank Bldg.



Courtesy Evening Bulletin, August 20, 1940

BULLETIN PHILADELPHIA, TUESDAY

$1,600,000,000 in Defense Work Expected Here

Huge Sum Only A Starter for Arming of Nation; Philadelphia Area Sure To Head Industrial Race As It Did During World War Days

By CAPTAIN JOHN H. CRAIGE
(Bulletin Military Affairs Expert)
(Last Article of a Series)

The part Philadelphia is destined to play in the tremendous program now getting under way to arm and prepare the United States is so vast that it may literally transform conditions of business, industry and affect the lives of

proximates between $125,000,000 and $150,000,000.

Plans are in hand for spending $25,000,000 more to put the yard in condition to handle its enormous new task with speed and efficiency.

A new building-dock to handle ships 1,000 feet and more in length is in process of construction. An additional shipbuilding way of the largest size probably will be built. When these extensions are completed the Navy Yard will be able to lay the keels of four superdreadnaughts simultaneously and carry on construction work on six or seven ships at once.

Higher Percentage P

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The Workshop of the World is Working Overtime

More jobs — more spendable income — more purchasing power for metropolitan Philadelphians. Get your share of this business upswing; make your advertising dollars work overtime — sell through —

WCAU

THE ONLY STATION THAT COVERS THE PHILADELPHIA MARKET AREA COMPLETELY.*

50,000 WATTS—CLEAR CHANNEL
COLUMBIA BROADCASTING SYSTEM.

**Details in WCAU's new booklet "Coverage and Listeners." Copy mailed on request.*

BILL DURBIN, announcer of WEW, St. Louis, has been assigned the role of narrator during the presentation of *St. Louis Cavalcade* at the Municipal Auditorium. Durbin won the three-week assignment after competitive auditions with other St. Louis studio announcers.

BILL OATES, new to radio, has joined the announcing staff of WLBJ, Bowling Green, Ky.

W. H. HARDY Jr., formerly of KMTR, Hollywood, and Radio News Reel, Washington, D. C., has joined the California State Highway Patrol station KADJ, at Sacramento.

TOM KRTISER, of the merchandising department of KGNC, Amarillo, in mid-September entered Texas U at Austin as a junior.

CHARLEY WORCESTER, farm service director of WNAX, Yankton, S. D., who for the second consecutive year has been main speaker at the Sioux Indian Fair, held annually at Rosebud, S. D., recently was honored by being named a Sioux chief.

COSETTE MERRILL, formerly of WBEN, Buffalo, and WWJ, Detroit, has joined WBZ, Boston, conducting the daily *Shopping With Cosette* feature.

No Cooperation

JOHN TANSEY, *Farm Hour* announcer of WRUF, Gainesville, Fla., recently was handling a remote pickup from the Southern part of the State. Out of a crowd of about 300, Tansey happened to pick a deaf woman for his interview. He ended up by answering his own questions as well as asking them.

HAL MOON, formerly chief announcer and news editor of KGVO, Missoula, Mont., has resigned to become editor of *Western Livestock Reporter*, Spokane, new weekly publication serving the livestock industry of the Northwest.

EDWARD FITZPATRICK Sr., musical director of KYA, San Francisco, is confined to his home with pneumonia.

JACK LEWIS, for three years program director of KARK, Little Rock, has been named program director of WALA, Mobile, Ala.

JULIAN FLINT has been named chief announcer of WATL, Atlanta. Other departmental changes include Barney Oakes, special events director; Jacqueline Jones, continuity editor; Ernest Ford, music librarian; Allan Parks, sound technician.

THOMAS D. RISHWORTH, educational director of KSTP, St. Paul, has been reappointed vice-chairman of radio for the U. S. Chamber of Commerce. John J. Gillin Jr., general manager of WOW, Omaha, is chairman.

ROGER BROWN, formerly of WXYZ, Detroit, has joined the announcing staff of WHK, Cleveland, handling a series of nightly newscasts sponsored by Pilsener Brewing Co.

JOHN GUILD NESBITT, who for the last few months has served as foreign language consultant to NBC Chicago announcers, on Sept. 7 married Barbara Trump. Mr. Nesbitt has accepted the post of assistant professor of romance languages at Grove City College, Grove City, Pa.

RUSSELL SCOTT, staff producer of the Australian Radio Commission, has resigned to join Macquarie Broadcasting Services, Sydney, in a similar capacity. E. Mason Wood, producer, has been promoted to production manager of the network.



BROTHERS under the pink and blue are the members of this trio of collegiate alumni on the staff of WJR, Detroit. All three are members of Phi Delta Theta, national collegiate fraternity, and here they're not exchanging the grip or password but only smiling at the kindly fate that drew them together at WJR—(l to r) Bob Rains, of the U of Virginia, assistant to the WJR advertising manager; Jack Garrison, U of Missouri, announcer; Neal Tomy, Northwestern U, radio veteran of almost 19 years.

WAYNE CODY, the Uncle Wip for the kiddie shows on WIP, Philadelphia, returned to the air Sept. 9 after recovering from a broken arm and brain concussion, the result of an auto accident Aug. 28 during his return from the annual Uncle Wip picnic for listeners at Riverbeach Beach, N. J.

BROOKS HENDERSON, newscaster and announcer of KSTP, St. Paul, is the father of a boy born recently. Paul Presbrey, KSTP news reporter, also is the father of a boy.

JOE ALVIN, NBC Hollywood, press representative, and Judith Brown, of Nogales, Ariz., were married Aug. 31.

NAT HIKEN, Hollywood radio writer, having completed a Warner Bros. film assignment, will join the script staff of the CBS *Fred Allen Show*.

CHARLES VANDA, CBS western division program director, Hollywood, is currently in New York. He will return in early October.

EDDIE CHASE, well-known to Chicago radio for his *Make Believe Ballroom* heard on local stations, is conducting a similar show, *Platter Chatter*, on WIND, Gary, Ind.

KAY THORNE, who came to Atlantic City with the Mae Desmond dramatic players, stayed behind at the conclusion of the summer season, joining WBAB, that city, as women's page and amusement announcer.

BERT KALMER, Hollywood writer, on a short-term deal, has joined the script staff of the NBC *Chase & Sanborn Show*.

TED LENZ recently joined the staff of KSAN, San Francisco, as newscaster.

ALEXANDER McQUEEN, news commentator on WGN, Chicago, for Old Ben Coal, and on WBBM, Chicago, for Johnson's Wax, has had recent talks reprinted in the *Polish Daily Zgoda* and the Salvation Army's *War Cry*. In one broadcast he discussed the Polish situation, and in the other his acquaintance with Gen. William Booth.

PAUL C. MASTERSON, for the last four years senior announcer of KGER, Long Beach, Cal., has joined the announcing staff of KOY, Phoenix, Ariz.

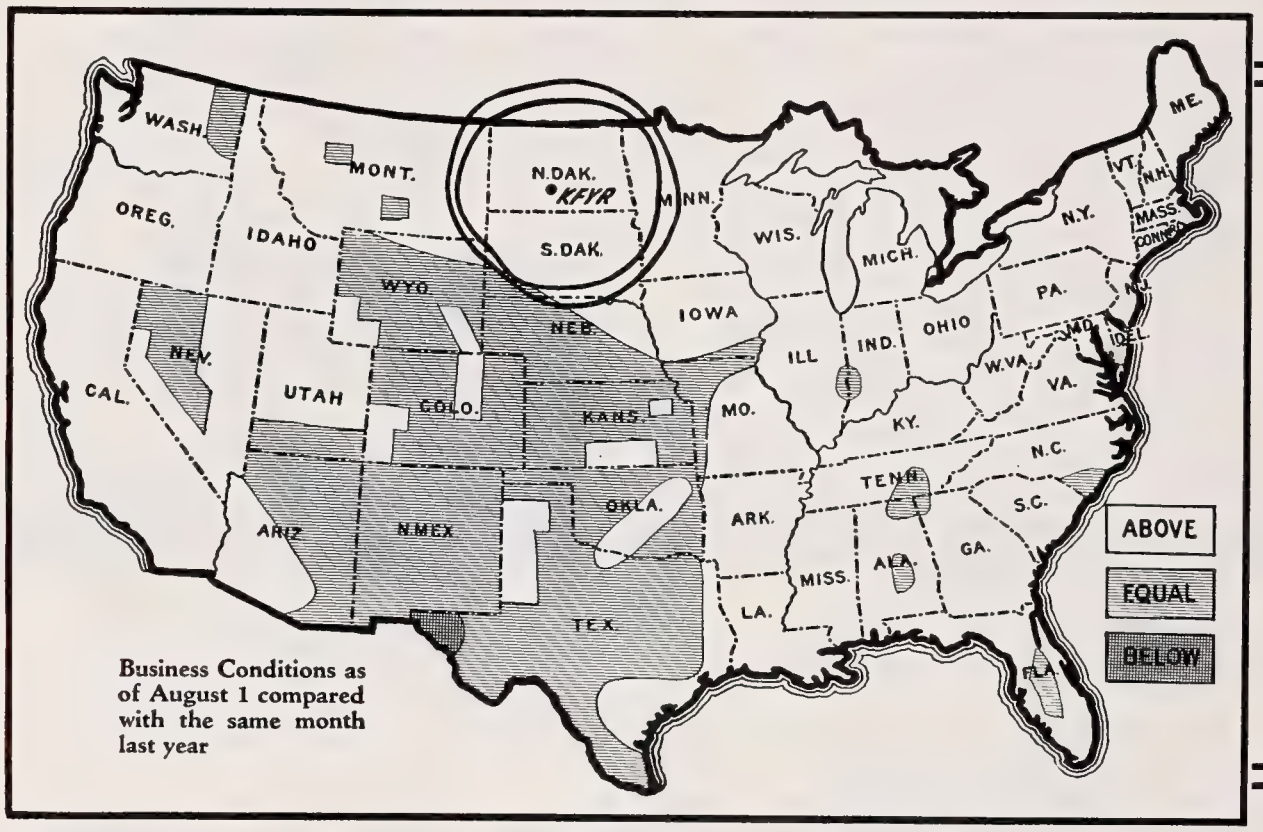
BETTY BISSONET, formerly secretary to Alec Templeton's manager in Chicago, has joined the secretarial staff of WEBC, Duluth.

STANLEY CROSS, formerly of KGEK, Sterling, Col., has joined the announcing staff of KGNF, North Platte, Neb.

JON SLOTT, Hollywood writer of *Where & When*, sponsored by Union Oil Co. on 13 NBC-Pacific Red stations, is on a six-week leave because of ill health. Ted Sherdeman of the network's staff and Carroll Nye, Lord & Thomas writer, are collaborating on the scripts.

Business is good in the

KFYR *Area*



Business Conditions as of August 1 compared with the same month last year

KFYR primary coverage superimposed—Map Courtesy Nation's Business

Let us sell your story

KFYR

Meyer Broadcasting Co.

BISMARCK, N. DAKOTA

National Representatives: John Blair & Co.



"TOUCHDOWN TIPS"

Here's an outstanding recorded football program for the Fall season! Forecasts each week's major games in all sections.

Conducted by Sam Hayes, one of the country's ace sports commentators, "Touchdown Tips" is a 15-minute program that will select winners, forecast scores, and bring listeners interesting football highlights throughout the coming season.

As a network feature, this program is already sold in 7 western states. It is now available as a 13-week NBC recorded program for the rest of the country. *First program will predict football results for Sept. 21st week-end.*

Based on the All-American Gridiron Index, which *for 9 years has picked 80% winners*, the accuracy of the predictions of "Touchdown Tips" will win and hold a large audience.

Yet the cost of this timely, quality feature is amazingly low.

But act quickly! There isn't much time left to get in on this "line-smashing" buy. Program is subject to prior sale and availability. Wire nearest NBC Radio-Recording Division office for details.

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Building, Radio City, N. Y. • Merchandise Mart, Chicago • Sunset and Vine, Hollywood

In the
Intermountain Market
consistently larger audiences naturally follow the lively
SHOWMANSHIP
of
KDYL
The POPULAR *Station*
Salt Lake City

NBC RED NETWORK

National Representative:
JOHN BLAIR & CO.

NELSON OLMSTED, announcer of WBAP, Fort Worth, on Sept. 23 will join NBC in Chicago to present a network series, *World's Greatest Short Stories*. Olmsted has produced the same series on WBAP since 1939.

AL JENNINGS, formerly of WBHP, Huntsville, Ala., has joined the announcing staff of WSIX, Nashville. He succeeds Ed Mullinax, who joined WHMA, Anniston, Ala., as program director.

DOROTHY HAYDEN, for eight years in New Zealand radio, has joined the NBC Hollywood music rights department.

JOHN WHITAKER, sports editor of the *Hammond Times*, will handle a 30-week schedule of sports broadcasts on WJOB (formerly WWAE), Hammond, Ind. WJOB during the fall and winter will carry 30 consecutive weeks of play-by-play sports coverage, including football and basketball. Whitaker will handle all the broadcasts, as well as conduct a thrice-weekly sports roundup on the station.

MRS. FRANCES FARMER WILDER, CBS Pacific Coast educational director, will instruct a class in radio management and technique at the U of Southern California extension division. Clinton Jones, of the network's news bureau, will again conduct a course in radio script writing.

CECIL WOODLAWN, formerly a free lance writer, has joined the continuity staff of WTRY, Troy, N. Y.

SHIRLEY LAUTER, assistant publicity director of Don Lee Broadcasting System, Los Angeles, and David Horton, beverage company executive, were married Sept. 7 in Glendale, Cal.

JOSE RODRIGUEZ, KFI-KECA, Los Angeles, is editor of the newly-published 500-page book, *Music & Dance in California*.

HARRY BRIGHT, continuity chief and sportscaster of WGBR, Goldsboro, N. C., also has been named chief announcer of the station, succeeding Jan King.

JIMMY WALLINGTON, Hollywood m. c. of the CBS *Texaco Summer Theatre*, leaves the West Coast for New York Sept. 27 following the final broadcast.

RUTH LYONS, conductor of the *Woman's Hour* on WKRC, Cincinnati, has been placed in charge of the station's newly created women's department.

CARL HOFF, musical director of the CBS *Al Pearce Show*, sponsored by R. J. Reynolds Tobacco Co., has taken over a similar assignment for the Los Angeles County Fair Sept. 13-29.

BOB PERRY, formerly in the production department, has been named program director of KDB, Santa Barbara, Cal.

Cantor Names Cast

CAST for the new *Eddie Cantor Show*, which starts Oct. 2 under sponsorship of Bristol-Myers Co., New York (Ipana, Sal Hepatica), on 65 NBC-Red stations, Wednesdays, 9-9:30 p. m. (EST), has been completed. Besides Cantor, personnel will include Ray and Davis, comediennes recruited from the Broadway show, "Strawhat Revue"; Dinah Shore, formerly vocalist with Ben Bernie; Tommy Mack, comedian. Bobby Sherwood will have the orchestra. The glee club will be directed by Edgar Fairchild. Vick Knight is to produce the series, with Harry Von Zell handling commercial announcements. First 13 programs will originate from New York and then shift to Hollywood while Cantor works in another M-G-M musical film. Agency is Young & Rubicam, New York.



CHEERS of his WIBW confreres lighted the way for Edmund Denney, blind tenor of the Topeka station, as he embarked for Los Angeles to appear Sept. 6 as guest on the *Al Pearce* CBS program. Behind him is Mrs. Denney, with Maudie Shreffler, WIBW music director (below) holding an armful of presents. Denney has been at the station since 1935. Besides singing he plays the piano, guitar, writes legibly and typewrites. Letters from his fans persuaded Pearce to put Denney on the program.

Hackett Appoints Trio To Sales Staff of WINS

CONTINUING the reorganization of WINS, New York, begun last month by Cecil Hackett following his appointment as managing director of the station and the New York Broadcasting System [BROADCASTING, Sept. 1], three additions have been made to the station's sales staff: John M. Sayre, who rejoins WINS after an interval during which he joined the sales staff of WNEW, New York, and served as sales director of WTNJ, Trenton; Stanley G. Barnett, formerly with Kelly Springfield Tire Co. and B. F. Goodrich Rubber Co., and William von Zehle, previously radio director at Consolidated Radio Artists and before that on the radio staff of Music Corp. of America, preceded by varied station experience at WNEW and WHN, New York, and WHAM, Rochester.

Albert A. Grobe has been named manager of the New York Broadcasting System, in which capacity he will serve as an executive assistant to Mr. Hackett as well as continuing in his present post of traffic manager of WINS.

Bernard Estes, veteran newspaperman whose experience includes four years with the Associated Press in Europe, service as managing editor of the *Easton* (Pa.) *Morning Free Press*, and more recently editorial director of the Caslon Publication Service, has been appointed news editor and publicity director of the station. Estes also writes and conducts the weekly *Copy Desk* broadcasts on WINS.

KTSM Now a Regional

SHIFTING from local to regional status, KTSM, El Paso, Tex., is now operating with 500 watts on 1350 kc. The station, managed by Karl O. Wyler, has installed a new RCA 1-E transmitter and a 315-foot Truscon vertical radiator at its new site on the outskirts of El Paso. Heretofore the station, an NBC outlet, has operated on 1310 kc. with 250 watts.

PROGRAM SUCCESS

AT WWJ, DETROIT

—based on the Novachord's versatility . . . compact size . . . convenient portability!

Every noon, 12 to 12:15, Monday through Friday, in Detroit, you can hear the "Old Dean" at the Novachord of WWJ, in his popular program of music and homey philosophy.

Success of the program is shown by two important, convincing facts: (1) Sponsor of the program, Sam's Cut Rate, Inc., has just renewed; (2) Requests for the "Old Dean" to make personal appearances are growing continually.

To meet these requests—from school, church and civic organizations—the sponsor sends a Novachord in a streamlined trailer with the "Old Dean" on his personal appearances. After traveling almost constantly for more than two months, this Novachord has required no service or repair of any kind!

You can build new program successes . . . with the amazing, appealing Hammond Novachord. You can put the Novachord to work now on your present programs . . . adding the tremendous news value of this newest kind of music for radio.

See the Novachord. Hear it. And try it! Discover that it's easy to play . . . that you play it as you would a piano—on a regular keyboard! See how you merely turn the Tone Selectors to bring in musical effects of violin, flute, 'cello, guitar—and dozens of other astounding instrumental voices!

Ask your nearest Hammond dealer about the Hammond Novachord for your programs. Or, for more information, write to: Hammond Instrument Co., 2989 N. Western Avenue, Chicago. In Canada: Northern Electric Co., Ltd., Montreal.

HAMMOND ORGAN STUDIOS

New York—50 West 57th Street

Los Angeles—3328 Wilshire Boulevard



You play the Novachord as you would a piano—on a conventional keyboard. Then—turn the Tone Selectors, to bring in musical effects of string quartette, muted trumpet, English horn and dozens of other instrumental voices.



At the Novachord of WWJ, the "Old Dean" appears for his program of music and homey philosophy 12 to 12:15 Monday through Friday.



Everywhere the "Old Dean" goes, the Novachord is sure to follow in this streamlined trailer . . . to let the world's most versatile musical instrument build good will for Sam's Cut Rate, Inc.

The NEW Idea in music—by the Makers of the Hammond Organ!

See . . . Hear . . . Play THE HAMMOND Novachord

at the Hammond Organ Studios, in the HAMMOND BLDG., 50 W. 57th St., New York

IT'S 50,000 WATTS FOR

. . and it's a Westinghouse HG-50 for high efficiency transmission!

Congratulations to Station WPTF on its new 50 kw construction permit! Advertisers will welcome this added power in covering the largest trading area between Baltimore and Atlanta. Listeners will welcome the high quality transmission of the Westinghouse HG-50 Transmitter which has already won national acclaim in Stations KDKA and WBZ.

WITH THESE OPERATING ADVANTAGES:

- Air-cooled tubes in all stages.
- Extremely low operating costs.
- Metal rectifiers throughout, except main high voltage rectifier.
- Inductive neutralization of the power amplifier.
- Equalized feedback.
- Compressed gas condensers.
- Complete elimination of fuses.
- Spare rectifier tube at operating temperature.
- Ease of adjustment.
- Unit construction throughout.
- Full automatic control.
- Relatively low plate voltages.
- Conservative operation of all tubes.

J-08025

Owners and operating personnel will welcome the operating economy and the convenient simplicity of the new equipment.

This new 50 kw transmitter has been developed out of close experience with broadcast requirements since the earliest days of radio broadcasting. As operators of leading stations and as builders of radio equipment we know what commercial broadcasting needs—and this new 50 kw transmitter sets a new standard of efficiency, economy, and accessibility.

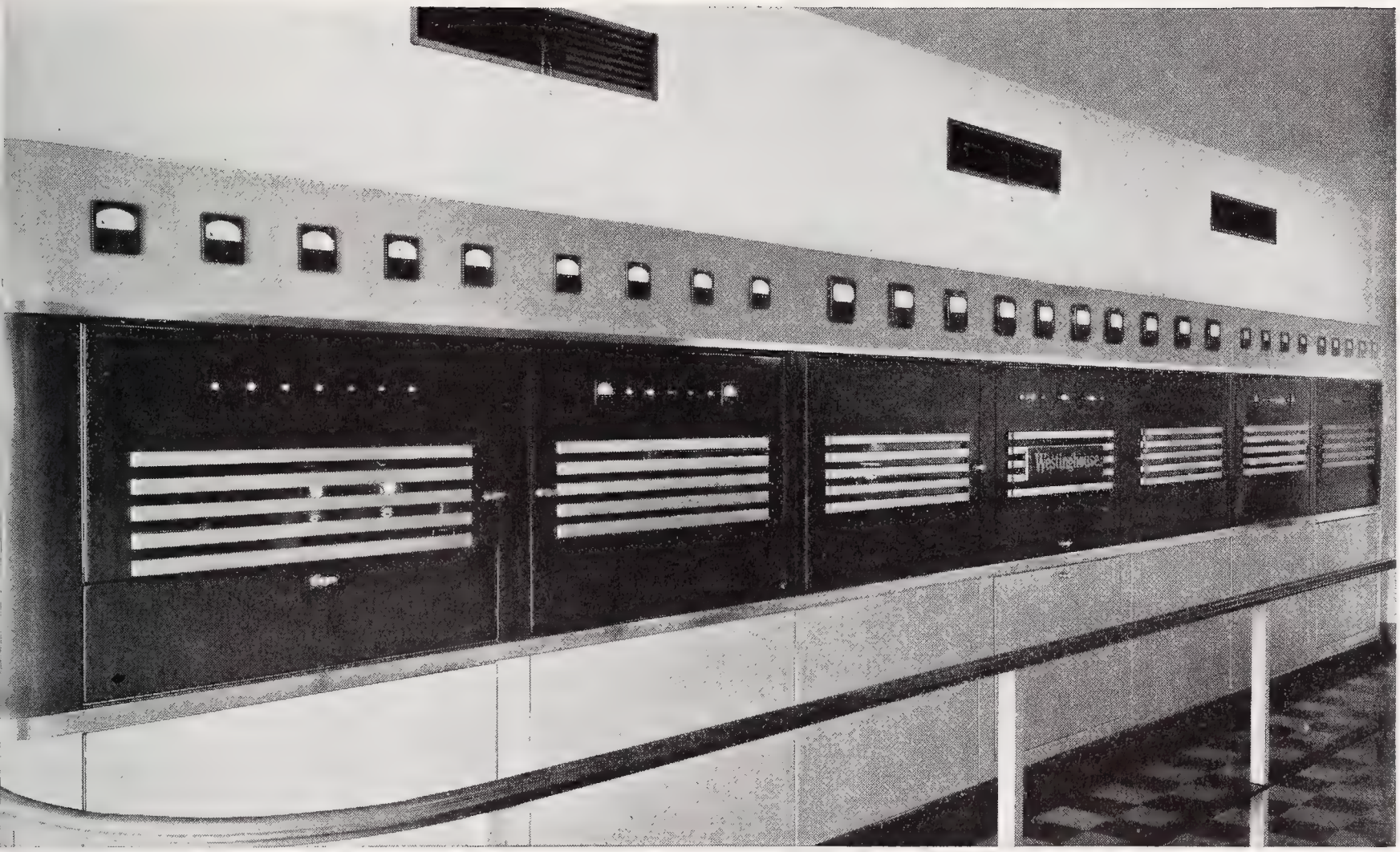
For detailed information about this equipment—or regarding the complete service which we can render to radio stations—call your nearest Westinghouse office.

Tune in "Musical Americana," N. B. C. Network, coast-to-coast, every Tuesday evening.

Westinghouse

RALEIGH'S WPTF!

Illustration shows typical 50 HG installation of seven cubicles placed side by side to form a single attractive unit. WPTF's new 50 kw transmitter will consist of nine cubicles arranged to form a U. The two additional cubicles house the rectifier and antenna phasing equipment.



Broadcast Equipment

Columbia U Courses

A NEW radio course, the Production of Radio Programs, is being introduced this fall by Columbia U extension division. Classes will be held Monday evenings, beginning Sept. 30. Students will have a chance to perform in, and direct, rehearsals of varying types of scenes and sketches, which will be recorded for detailed analysis. The university also offers a course on Radio Writing, with classes on Tuesday evenings, beginning Oct. 1. Both courses include visits to network programs, and occasional guest lectures by persons prominent in radio. The courses are conducted by Erik Barnouw, author of the recent CBS series, *Pursuit of Happiness*.

EXCLUSIVELY FOR THE LADIES

Mere Male Ignored by San Francisco Station, Which Now Caters to the Buying Sex

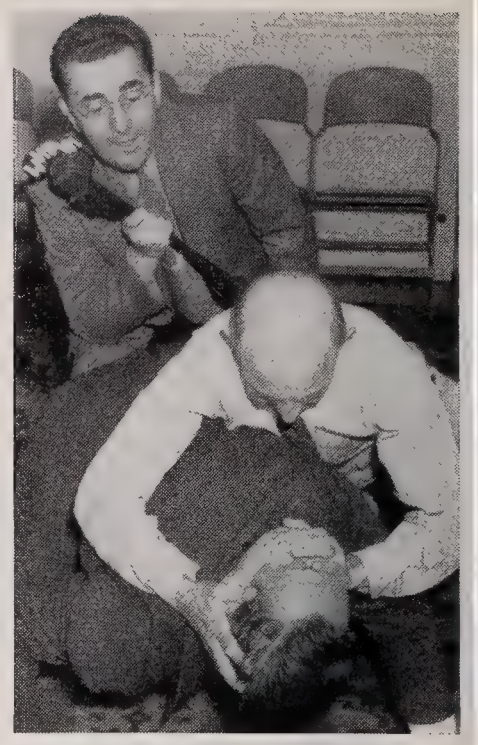
"LADIES preferred" is the new slogan at KSAN, San Francisco, which has just adopted a new policy whereby it caters to women listeners exclusively, 24 hours a day, seven days a week. The word "gentlemen" appears nowhere on KSAN programs. It's "good morning, ladies" or "good evening, ladies".

Lou Keplinger, manager, who is responsible for the innovation, claims that women have their own magazines, their own clubs and own Shopping News—and now they have their own station.

Everything at KSAN is pointed to a woman's angle. Women listeners have been invited to write in the program ideas and services that would best appeal to the feminine ear. The ladies snapped at this opportuntiy, according to Mr. Keplinger. Mail poured into the station. Many of the suggestions will be adopted. Plans include a number of new programs to be developed gradually which will hold the interest of the feminine portion of the air audience.

All KSAN announcers have been given orders to address themselves at all times to the women. Mr. Keplinger, who has been in radio 15 years, believes never before has radio been exclusively programmed to women listeners. He is of the opinion that the constant query of agencies and advertisers to small stations in metropolitan areas—"why should we use your station?" will be answered by his new policy. "After all, women buy 85% of all merchandise sold," he reminds.

Men? The KSAN boss says they have more male listeners than ever before. They're just naturally inquisitive.



WHEN the Rochester jiu-jitsu expert, Jack Wernz, was recently interviewed by WHAM, Announcers Al Sisson (with mike) and Bill Rogers on the fine points of the oriental art of self defense, things took a decided turn for the worse for Rogers as Wernz decided to prove that a man's noggin could be turned completely around without disastrous results.

Iowa Session to Discuss Radio Problems in State

DEALING with radio problems through demonstrations and discussion groups, the first annual Iowa Radio Conferences will be held Oct. 17-19 at the State U of Iowa, Iowa City. At the time of the conference, the university-operated WSUI will dedicate its new studio building on the campus. H. Clay Harshbarger is chairman of the conference.

Among problems set for discussion on the conference agenda are: Building the radio audience, scripts, producing dramatic programs, planning musical programs, discussion programs, utilization in the classroom, news broadcasting, organization programs, training for radio in college, agricultural broadcasting.

Arranging for Radio

A SYSTEM of arranging has been devised by Frank Marsales, Hollywood, which he declares recognizes and compensates for overtones, not only as they exist in actual performance, but as picked up by the microphone.

All-American

PATRIOTIC from beginning to end is WOR, New York, which has been signing on and off the air with "The Star Spangled Banner". Looking for an appropriate, yet not blatantly patriotic announcement to follow the rendition of the national anthem, the station selected the greeting "Good Morning, America!" and at night "Good Night, America!"

Chicago Course Resumes

RADIO COUNCIL of the Chicago Public Schools will this month begin its third year of educational broadcasts originating in both schools and stations, under the direction of Dr. William H. Johnson, superintendent of schools, and Harold W. Kent, director of the Council. Chicago stations WMAQ, WGES, WLS, WJJD and WCFL, as well as WIND, Gary, Ind., and WHIP, Hammond, Ind., will release broadcasts. Major improvements have been made to the studio and equipment facilities of the Radio Council during the summer holiday. An observation room to accommodate 50 visitors has been added to the main studio; a new transcription room has been completed as well as new offices for the writing and production staff.

PITTSBURGH'S FAVORITE STATION • PITTSBURGH'S FAVORITE STATION • PITTSBURGH'S FAVORITE STATION

Now
5000
Watts Day & Night
WCAE
PITTSBURGH
At No Extra Cost
NBC-RED
MUTUAL

INTERNATIONAL RADIO SALES
20 E. 57th St., New York—Chicago—San Francisco

1500 K. C. — 250 W. Day & Night
NOW
On the Air
WBOC
Salisbury, Maryland
● The ONLY radio station on the Delmarva Peninsula. WBOC completely serves the Eastern Shore of Delaware, Maryland and Virginia. Let WBOC be YOUR medium of reaching 200,000 loyal Eastern Shore listeners. Write for rates to WBOC, Salisbury, Maryland, owned and operated by THE PENINSULA BROADCASTING CO.

5000
WATTS DAY AND NIGHT
CBS
"Tulsa, Okla., leads Nation in Retail Sales Increase . . ." NRCA.
Tulsa's
KTUL
FREE & PETERS, Inc.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS

DAY AND NIGHT

COLUMBIA *AND* MUTUAL NETWORKS

PAUL H. RAYMER CO., *NATIONAL REPRESENTATIVE*

Time for Fingerprinting Is Extended by the FCC

FURTHER extension of its order (No. 75) requiring radio operators, both commercial and amateur, to file with the FCC complete data, including fingerprints, regarding their background and antecedents, making them returnable Oct. 15, was announced Sept. 5 by the FCC. The original order was to be returnable Sept. 15.

The FCC also announced adoption of proposed findings of facts and conclusions and entered its final order suspending the amateur license of Louis R. Choiniere, Holyoke, Mass., for three months because of "deceptive tactics" in broadcasting music and singing in "deliberate violation" of certain rules.

IN REPLY TO CRITICS OF WILLKIE

Mike Manner Is Natural, and Improves Every Day, According to GOP Radio Chief

This letter to the editor is an experienced radio man's reply to the criticisms of Wendell L. Willkie's radio manner reported and commented upon in the Sept. 1 BROADCASTING. *The writer is not only a former Washington newspaper correspondent but for several years was program director of WJSV, Washington, and served in other executive radio capacities in New York before becoming radio chief of the Republican National Committee.*

EDITOR, BROADCASTING:

As on many another occasion, I find myself apparently in the minority—this time in connection with the radio personality of Wendell L. Willkie. Your editorial on the subject prompts an answer.

The only derogatory criticisms I have heard to date on his mike-manner have come from so-called professionals — professional broadcasters, professional artists, professional writers, professional critics. Every amateur, every layman, every man-in-the-street I have questioned has automatically and enthusiastically answered with some such phrase as: "I like him." "He sounds sincere." "He talks my kind of language." Therein, I think, lies the point.

Always Natural

Measured by such standards of professionalism, Mr. Willkie is an amateur; but he is not an actor or announcer. How can you expect to measure him by such a standard? No, it is not as simple as that. The only legitimate measurement is *naturalness*. Wendell Willkie *is natural*. In the vernacular of broadcast professionalism, a "simon pure natural". Good radio gains its strength from naturalness.

President Roosevelt speaks with full naturalness—today. But, I can remember a time that he didn't. Today it is as natural for him to use his Harvard accent and orate in his particular style as it is for us to eat.

Just as important, then, is the naturalness of Mr. Willkie in *his own way*.

The most unfair thing that could be done to Mr. Willkie today would be to attempt to make a "professional" of him, to change in any way his natural manner of speaking. Gone would be his force, his expressiveness, his sincerity, his *real* radio personality. It would be gone just effectively in the mind's eye of the radio listener as though you were to splash his picture with paint.

Dozens of well-meaning and capable individuals have offered their services along this line since his nomination and I have spent many an anxious hour in fear that one of them would catch his ear. Repeatedly I have insisted that he be left alone. You and I both know that he could be coached and prompted into being letter-perfect in a comparatively short time. But—he would not be Wendell L. Willkie.

The Personal Touch

There is one glaring error so many public speakers make that Mr. Willkie does not make when addressing a group of people in person as differentiated from a studio address. (I have never heard him make a studio talk, but I have talked with him in close conversation and I'll bet my bottom dollar that he'll be terrific!) He talks with those immediately in association with him; he instinctively meets the occasion. That is the *only* way to accomplish the best presentation.

You know the thoroughly proven psychology of this method of presentation. When a public figure is addressing a crowd in a meeting hall, the radio listener comes to the meeting and sits in a front seat. When the speaker talks in a studio he goes to the radio listener in his home and talks to the listener alone, quietly, conversationally. That is the *natural* way, Wendell Willkie's way. He is most keenly sensitive to any situation.

Wendell Willkie is good on the air now, and every one of his talks have been made under the most trying circumstances—in at least one, the most trying circumstances ever faced by a public speaker. In a month's time he will be superlative. Why? Because he is amazingly alert and the kind of a man that grows with a job—and fast. His job today is talking to people and he'll get better as he goes along. That is the only possible—the only right way of improvement. And that change will be a *natural* change, not a change forced by unnatural means.

WELLS CHURCH,
Radio Director,
Republican National Committee,
Washington, D. C.
Sept. 5, 1940

Mike Talks Back

WFIL, Philadelphia, with exclusive broadcasting rights from the Philadelphia Electric Co. auditorium for the oil burner show during Sept. 8 week, introduced a Talking Microphone to visitors for the first time. Developed by the station's engineering department, visitors may address into it any question and from the microphone itself comes an answer. WFIL originated several broadcasts daily at the show during the week.

WE AIN'T COMIN', OLD BLACKJOE (Ky.)!

We ain't real shore WAVE kin make it all the way to Blackjoe, (Ky.)—we can't reach *all* the hills an' hollers of this yere State! . . . But, suh, we *do* reach, and cover *completely*, the great Louisville Trading Area, largest concentration of buying power in the whole State (*twice* as many income-tax payers as in the rest of Kentucky combined!) . . . Listeners tune to WAVE for the newest news, the best local entertainment available, and the choicest N. B. C. offerings, both Red and Blue . . . The rest of our story is equally interesting! Want it?

LOUISVILLE'S WAVE

1000 WATTS 940 K. C. N. B. C.



NAT'L REPRESENTATIVES

FREE & PETERS, INC.,



Not TOO Chesty . . . .

• Sure, we're proud of our 1,000 watts. We like to be on the air full time. We're glad we're reaching a million and a quarter folks in 36 counties of prosperous North Texas and southern Oklahoma. But we're not TOO chesty, for there's NO increase in rates! For more information write KRRV, Sherman and Denison, Texas.

An Affiliate of the
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

The Sherman-Denison Station
KRRV
880 KC. 1,000 WATTS



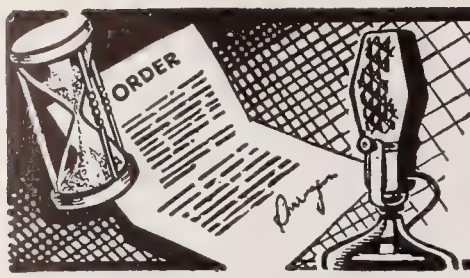
Tony and "Da Monk" get ATTENTION

But It Takes RADIO ATTENTION To Sell RADIO TIME!

The way to sell Radio is to talk Radio. The season's best story on photo-engraving or how to make a billboard campaign click won't do the job. Now, let's look at BROADCASTING. Here's the magazine that talks Radio 100% of the time . . . nothing but Radio. Consequently, its readers are Radio-minded . . . every last one of them. Doesn't BROADCASTING fit your promotion needs like a glove, if it's Radio Time you're selling?

BROADCASTING BLANKETS TIME BUYERS!

They're Radio-Minded when they read **BROADCASTING**



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO, Des Moines

North American Accident Insurance Co., Newark, 39 *sp*, thru Franklin Bruck Adv. Corp., N. Y.
General Cigar Co., New York (Van Dyke), 2 *t* weekly, thru Federal Adv. Agency, N. Y.
Pioneer Hi-Bred Corn Co., Des Moines (seed corn), 2 *sp* weekly, thru Wallace Adv. Co., Des Moines.
Nutrena Mills, Topeka (feed), 26 *sa*, thru Ferry-Hanly Co., Kansas City.
DeKalb Agricultural Assn., DeKalb, Ill. (seed corn), 42 *sa*, thru Western Adv. Agency, Racine.
General Mills, Minneapolis (Wheaties), 150 *t*, thru Knox-Reeves, Minneapolis.
Flex-O-Glass Mfg. Co., Chicago, 13 *sp*, thru Presba, Fellers & Presba, Chicago.
Omar Mills, Omaha (flour), 100 *sa*, thru Lyle T. Johnston Co., Chicago.
Keystone Steel & Wire Co., Peoria (fence), 26 *sa*, thru Mace Adv. Agency, Peoria.
Armour & Co., Chicago, 130 *sa*, thru Lord & Thomas, Chicago.
General Motors Corp., Detroit (Buick), 26 *sa*, thru Arthur Kudner Inc., N. Y.
D. L. Clark Co., Pittsburgh (candy bars), 65 *ta*, thru Albert P. Hill Co., Pittsburgh.
American Cranberry Exchange, New York, 13 *sa*, thru Wallace Adv. Co., Des Moines.
Wesley Radio League, Detroit (religion), 26 *t*, thru Aircasters Inc., Detroit.

WHK, Cleveland

Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 260 *sa*, thru Joseph Katz Co., Baltimore.
Chevrolet Motor Co., Detroit (autos), 33 *sa*, thru Campbell-Ewald Co., Detroit.
Packers Tar Soap Inc., New York, 44 *sa*, thru Ivey & Ellington, Philadelphia.
Johnson & Johnson, New Brunswick, N. J. (Tek), 260 *sa*, thru Young & Rubicam, N. Y.
Catspaw Rubber Co., Baltimore (rubber heels), 20 *sa*, thru S. A. Levine Co., Baltimore.

WFBR, Baltimore

American Chicle Co., Long Island City, 52 *ta*, thru Badger and Browning & Hersey, N. Y.
Brown & Williamson Tobacco Co., Louisville (Wings), 26 *sa*, thru BBDO, N. Y.
Iowa Soap Co., Burlington, Ia. (Magic Washer soap), 39 *sp*, 13 *sp*, thru Weston-Barnett, Des Moines.
Johnson & Johnson, New Brunswick, N. J. (Tek), 26 *sa*, thru Ferry-Hanly Co., N. Y.
Perfection Stove Co., Cleveland (Superfex heaters), 39 *ta*, thru McCann-Erickson, N. Y.

WHKC, Columbus

Deisel-Wemmer-Gilbert Corp., Detroit (San Felice cigars), 7 *sp*, thru Century Adv. Agency, Detroit.
Eastern Wine Corp., New York, 35 *sa* weekly, thru H. C. Morris & Co., N. Y.
Oyster Shell Products Co., New Rochelle, N. Y., 52 *sa*, thru Brown & Thomas, N. Y.
Vick Chemical Co., New York (proprietary), 132 *sa*, thru Morse International, N. Y.

WICC, Bridgeport

Chas. E. Hires Co., Philadelphia (root beer), 81 *ta*, thru O'Dea, Sheldon & Canaday, N. Y.
Willys-Overland Motors, Toledo (autos), 10 *sa*, thru U. S. Adv. Corp., Detroit.
Burnham & Morrill Co., Boston (baked beans), 52 *sa*, thru Lavin Co., Boston.
Church & Dwight, New York (baking soda), 52 *sa*, thru Brooke, Smith, French & Dorrance N. Y.
Andrew Jergens Co., New York (Woodbury soap), 26 *sa*, thru Lennen & Mitchell, N. Y.

KFI, Los Angeles

Lamont, Corliss & Co., New York (Danya hand cream), 3 *sp* weekly, thru J. Walter Thompson Co., N. Y.
Knox Gelatine Co., Johnstown, N. Y., 2 *sp* weekly, thru Kenyon & Eckhardt, N. Y.
Buick Motor Division, Flint, Mich. (autos), 26 *sa*, thru Arthur Kudner Inc., N. Y.
Charles E. Hires Co., Philadelphia (root beer), 12 *sa*, thru O'Dea, Sheldon & Canaday, N. Y.
Friday Magazine, New York, 3 *ta* weekly, thru H. C. Morris & Co., N. Y.

WKBN, Youngstown

North American Accident Insurance Co., Newark, 95 *sa*, thru Franklin Bruck Adv. Corp., N. Y.
Buick Motor Co., Flint, Mich., 26 *sa*, thru Arthur Kudner Inc., N. Y.
American Chicle Co., Long Island City, 120 *sa*, thru Badger & Browning & Hersey, N. Y.
Chrysler Corp., New York (Dodge), 6 *sa*, thru Ruthrauff & Ryan, N. Y.

KECA, Los Angeles

Justrite Co., Philadelphia (bird seed), 3 *ta* weekly, thru Richard A. Foley Adv. Agency, Philadelphia.
Eastern-Columbia, Los Angeles (chain, household furnishings), 63 *sa* weekly, thru Stodel Adv. Co., Los Angeles.
Chrysler Corp., Detroit (Plymouth), 13 *sa*, thru J. Stirling Getchell Inc., N. Y.

WHN, New York

Jean Jordeau, South Orange, N. J. (Zip), 5 *sa* weekly, thru James R. Flanagan, N. Y.
Heinrich Franck & Sons, Long Island city (Chicory coffee tablets), 4 *sa* weekly, 26 weeks, thru Dan Rivkin, Philadelphia.

KHJ, Los Angeles

Superior Sea Food Co., Los Angeles (frozen foods), 5 *sp* weekly, thru Hillman-Shane Adv. Agency, Los Angeles.
Union Pharmaceutical Co., Bloomfield, N. J. (Saraka), 3 *t* weekly, thru Sherman K. Ellis & Co., N. Y.
McIlhenny Co., Avery Island, La. (tobasco sauce), 4 *ta* weekly, thru Aubrey, Moore & Wallace, Chicago.
John Morrell & Co., Ottumwa (E-Z Cut ham), 2 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
Helms Bakeries, Los Angeles (bakery products), 5 *sp* weekly, thru Martin Allen Adv., Los Angeles.
Peter Paul Inc., Naugatuck, Conn. (candy), weekly *t*, thru Brisacher, Davis & Staff, San Francisco.

KMPC, Beverly Hills, Cal.

Metropolitan Federal Savings & Loan Assn., Los Angeles, weekly *sp*, thru Elwood J. Robinson Adv., Los Angeles.
Friday Magazine, New York (magazine), 28 *ta*, thru H. C. Morris & Co., N. Y.
P. Ballantine & Sons, New York (beer, ale), 12 *ta* weekly, thru J. Walter Thompson Co., N. Y.
Beneficial Casualty Insurance Co., Los Angeles (insurance), weekly *sp*, thru Stodel Adv. Co., Los Angeles.

KDYL, Salt Lake City

Johnson & Johnson, New Brunswick, N. J. (Tek), 26 *sa*, thru Ferry-Hanly Co., N. Y.
General Cigar Co., New York (Van Dyke), 26 *sp*, thru Federal Adv. Agency, N. Y.
Chrysler Corp., Detroit (Plymouth), 26 *sa*, thru J. Stirling Getchell Inc., Detroit.

KOA, Denver

Ralston Purina Co., St. Louis, Mo. (feeds), 3 *t* weekly, thru Gardner Adv. Co., St. Louis.
Gamble Stores, Denver, 4 *sa* weekly, thru BBDO, Minneapolis.
J. A. Folger & Co., Kansas City (coffee), 5 *t* weekly, thru Lord & Thomas, N. Y.

WTOL, Toledo

Utilities Engineering Institute, Chicago (school), 2-hour programs, thru First United Broadcasters, Chicago.

WORL, Boston

International Cellucotton Products Co., Chicago (Kleenex), 18 *sa* weekly, thru Lord & Thomas, Chicago.



"All right—now I'll show you a REAL bargain."

Write: Montana Broadcasters, Box 1956, Butte, Montana Pd. Adv.

WOWO, Fort Wayne

Chicago Herald-American, Chicago (newspaper), 6 *sa*, thru Bozell & Jacobs, Chicago.
Gerig Furniture Corp., Garrett, Ind., 104 *sa*, direct.
Omaha Livestock Exchange, Omaha (stockyards), 104 *sa*, thru Buchanan-Thomas Adv. Co., Omaha.
Dr. W. B. Caldwell, Chicago (Syrup Pepsin), *sa* series, thru Sherman & Marquette, Chicago.
Musterole Co., New York (proprietary), 65 *sa*, thru Erwin Wasey & Co., N. Y.
Lydia E. Pinkham Medicine Co., New York (proprietary), 65 *sa*, thru Erwin Wasey & Co., N. Y.
Lehn & Fink Products Corp., New York (Hinds Honey & Almond Cream), 53 *ta*, thru William Esty & Co., N. Y.
Waverly Fabrics, New York (fabrics), 6 *sa*, thru Anderson, Davis & Platte, N. Y.
Murphy Products Co., Chicago (feed), 312 *sp*, thru Wade Adv. Agency, Chicago.
Sweet Sixteen Beverages, Gary, Ind., 52 *sa*, direct.
Sawyer Biscuit Co., Chicago, 40 *sa*, thru Neisser-Meyerhoff, Chicago.
Williamson Candy Co., Chicago (Oh Henry), 260 *sa*, thru Aubrey, Moore and Wallace, Chicago.

KFRC, San Francisco

Marin Dell Milk Co., San Francisco (dairy chain), weekly *sp*, thru Campbell-Ewald Co., Detroit.
Yellow Cab Co., San Francisco, 6 *sp* weekly, thru Rufus Rhoades & Co., San Francisco.
Johnson & Johnson, New York (Band-Aids), 5 *sp* weekly, thru Young & Rubicam, N. Y.
Lea & Perrins, New York (Worcestershire sauce), 6 *sa* weekly, thru Schwimmer & Scott, Chicago.
McCloskey Varnish Co., Los Angeles, 3 *sa* weekly, thru Heintz Pickering & Co., Los Angeles.
Gardner Nursery Co., Osage, Ia., 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.
California Animal Food Co., Oakland (Calo dog food), weekly *sp*, thru Theodore H. Segall Adv., San Francisco.
W. P. Fuller & Co., San Francisco (paint), 4 *ta* weekly, thru McCann-Erickson, San Francisco.
Purex Co., Los Angeles, 2 *sa* weekly, thru Lord & Thomas, Los Angeles.

KNX, Hollywood

Wheatena Corp., Rahway, N. J. (cereal), 5 *t* weekly, thru Compton Adv., N. Y.
Columbia Recording Corp., New York, 234 *ta*, thru Benton & Bowles, N. Y.
Day & Night Water Heater Co., Monrovia, Cal. (heaters), 6 *sa* weekly, thru Hixson-O'Donnell Adv., Los Angeles.
P. Ballantine & Sons, Newark (beer and ale), 6 *sp* weekly, thru J. Walter Thompson Co., N. Y.
United States Lines, San Francisco (water transport), 3 *sa* weekly, thru J. Walter Thompson Co., San Francisco.

WGN, Chicago

Armour & Co., Chicago (Treet), 3 *t* weekly, thru Lord & Thomas, Chicago.
John Puhl Products Co., Chicago (Fleecy White laundry bleach), 3 *sp* weekly, 52 weeks, thru Cecil & Presbrey, Chicago.
San Alto Cigar Co., Chicago, 2 *sa* weekly, 13 weeks, thru Spector-Goodman Adv., Chicago.
O. P. Rubardt & Co., Chicago (Pro-Dura), 8 *sa* weekly, 13 weeks, thru Burnet-Kahn Adv. Co., Chicago.
Truscon Labs., Detroit (paints, varnishes), 3 *sa* weekly, thru Martin, Frank Inc., Detroit.

KARM, Fresno, Cal.

Allen-Elliott Co., San Francisco (fruit juice), 5 *sa* weekly, direct.
Editors & Publishers Service Co., New York (Contest Tips magazine), 12 weekly *sa*, thru Casper Pinsker Adv. Agency, N. Y.

Radio Advertisers

CONSOLIDATED PRODUCTS Co., Danville, Ill. (semi-solid buttermilk feeds), has renewed for 26 weeks its thrice-weekly quarter-hour early-morning time on WLS, Chicago, but is featuring a new local show consisting of Lloyd (Doc) Burlingham, farm commentator; Hal Carver, baritone soloist; Howard Peterson, organist. Mace Adv. Agency, Peoria, Ill., has the account.

NATIONAL TRANSPORTATION Co., New York, on Sept. 11 began sponsoring on WMCA, New York, weekly quarter-hour periods of news about Latin America with Bryce Oliver, commentator, in the interests of Parmalee taxicabs. Since the beginning of September cards announcing the broadcasts have been carried in all the company's cabs. Contract for 26 broadcasts was signed by World Wide Adv., New York.

FEDERAL OUTFITTING Co., San Francisco, operating a chain of clothing stores in California, heavy user of radio, recently launched a fall radio campaign over six stations in the San Francisco Bay area. Live talent, transcribed cowboy shows and spot announcements are being used. The stations are KSFO KFRC KLX KQW KROW KJBS. Account is handled by Allied Adv. Agencies, San Francisco.

YOUNG PEOPLE'S Church of the Air, Philadelphia, is sponsoring a program of that title on a special hookup of 19 stations, most of them affiliated with MBS. Program originates on WFIL, Philadelphia, 3:30-4 p. m. Contract for 13 weeks was placed by R. H. Alber Co., Los Angeles.

JUSTIN FLINT LAUNDRY Co., St. Louis, on Sept. 17 starts for 52 weeks sponsoring the new quarter-hour transcribed quiz game, *Spell-O-Name*, on KSD, that city. Score cards are distributed through laundry bundles and cash prizes will be awarded weekly. Cards will also be published in the newspapers. R. U. McIntosh & Associates, North Hollywood, Cal., produces the show.

MURPHY PRODUCTS Co., Burlington, Wis. (livestock feeds), has renewed for 312 times its five-minute participation periods on WOWO, Ft. Wayne, Ind. Sponsor is also currently running weekly half-hour *Barn Dance* programs on WLS, Chicago, and WHO, Des Moines. Wade Adv. Agency, Chicago, handles the account.

MARION HARPER, formerly general sales manager of Schenley Distillers Corp., New York, and earlier vice-president of General Foods Sales Co., New York, has been appointed general sales manager of Ward Baking Co., New York.

600%
Increase in Mail
July, 1940 Compared With July, 1939
WCSC
Charleston, S. C.
Representatives
FREE & PETERS, Inc.

Bunte Buys Spots

BUNTE BROS. CANDY Co., Chicago (Tango bars), on Sept. 30 will start a 13-week schedule of varying news, participation periods, spot announcements anl local shows on ten stations. Selected are WBBM and WAAF, Chicago; WHO, Des Moines; WJR, Detroit; WCCO, Minneapolis; KMBC, Kansas City; KSD, St. Louis; KFAB, Lincoln, Neb.; KOIL, Omaha; WLW, Cincinnati. Presba, Fellers & Presba, Chicago, handles the account.

COLGATE-PALMOLIVE-PEET Co., Toronto (soaps), on Oct. 6 starts *La Mind d'Or* on CKAC, Montreal; CHRC, Quebec; CJBR, Rimouski, Que.; Sundays, 8:30-9 p. m. Agency is Lord & Thomas of Canada, Toronto.

BRISTOL Co. of Canada, Toronto (Sal Hepatica), has started its autumn and winter *Tea Time Topics* with Clair Wallace five times weekly on CFRB, Toronto. Clair Wallace started her 1,000th broadcast for the sponsor with the new contract. Account was placed by Ronalds Adv. Agency, Toronto.

OMAHA LIVESTOCK EXCHANGE, Omaha, has started a 100-word announcement campaign on WDZ, Tuscola, Ill., offering a free booklet of interest to livestock feeders. Length of contract is undetermined. Buchanan-Thomas Adv. Co., Omaha, placed the contract. Schultz, Baujan & Co., Beardstown, Ill. (Critic Feeds), also has started a 13-week schedule of daily 10-minute newscasts on WDZ. Mace Adv. Agency, Peoria, handles the account.

DOWNTOWN MERCHANTS Dollar Day Committee, Los Angeles, to exploit the semi-annual Dollar Day in a three-day campaign which ended Sept. 13, and preceded the sale, used a total of 400 spot announcements and also participations in programs on 10 stations in that area, KNX KHJ KFI KECA KFWB KGFJ KFVD KFAC KRKD KIEV. Hillman-Shane Adv. Agency, Los Angeles, has the account.

SUPERIOR SEA FOOD Co., Los Angeles (frozen foods), in a four-week test campaign ending Oct. 4 is using participations five times weekly in *Norma Young's Happy Homes* program on KHJ, that city. Hillman-Shane Adv. Agency, Los Angeles, has the account.

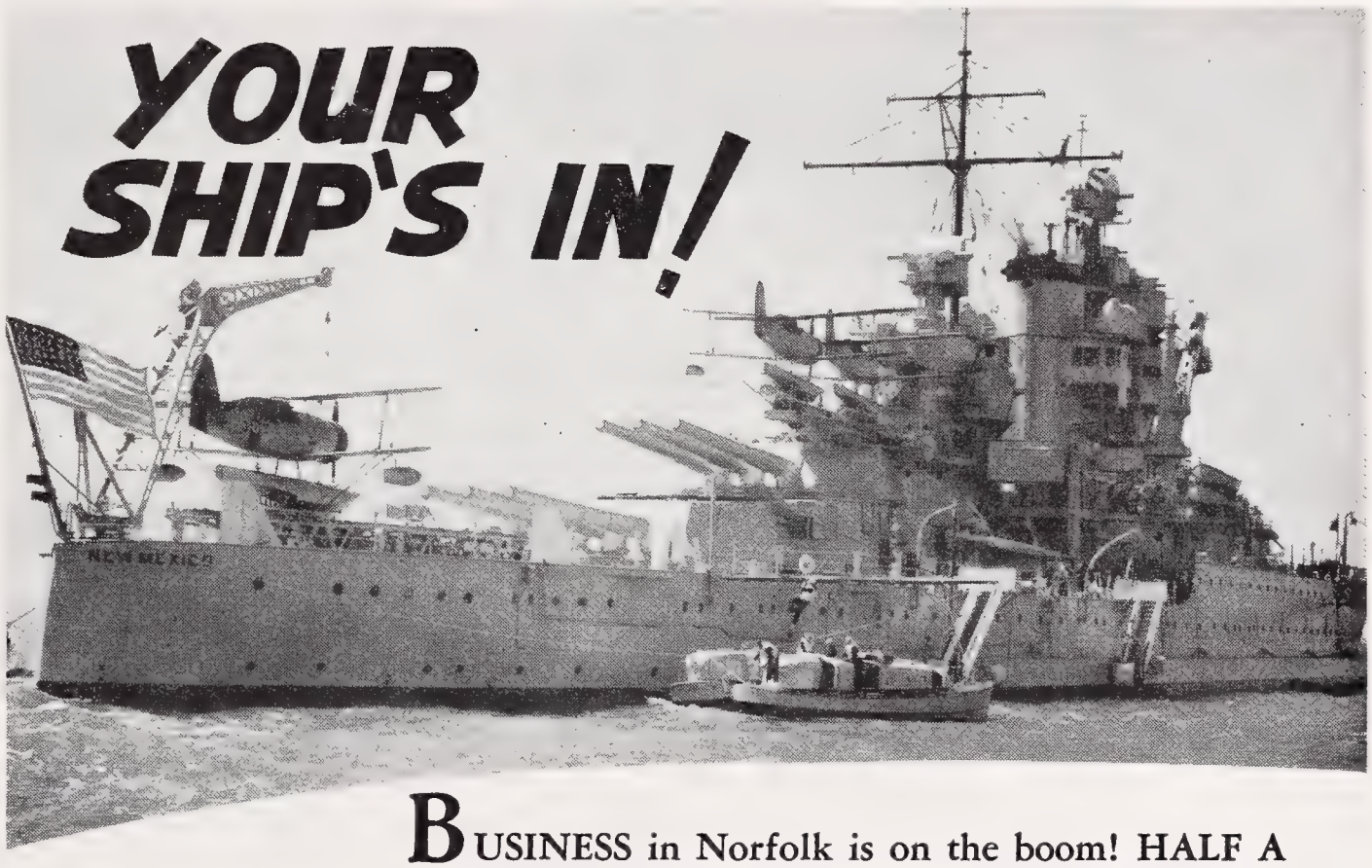
AIR LIFT RUBBER Corp., New York, has appointed Jos. Ellner Co., New York agency, to handle a campaign in 15 states for its new Air Lift Heels, which are based on the principle of the air inflated tire. Plans include use of radio, newspapers and point-of-sale displays in principal population centers of the states, in which it is estimated over 60% of the shoe repair shops in the country exist.

KRONHEIM FURNITURE MFG. Co., Cleveland, in its first use of radio has signed with WHK, Cleveland, to sponsor the MBS cooperative show, *Show of the Week*, starting Sept. 29.

CHRISTIE BROWN & Co., Toronto (national bakers), has started five weekly Novachord quarter-hour broadcasts on CFRB, Toronto. Account was placed by Cockfield Brown & Co., Toronto.

NEW YORK SOCIETY for Ethical Culture began Sept. 8 its fifth season of Sunday morning broadcasts exclusively on WQXR, New York. Contract for five three quarter-hour programs dealing with the relation of democracy, education and morality with ethical faith was acquired direct.

YOUR SHIP'S IN!



BUSINESS in Norfolk is on the boom! HALF A BILLION dollars is being spent on Uncle Sam's defense program, bringing to this Tidewater Virginia market extra thousands of highly-paid, skilled workers and their families. Three million to house them! Employment and sales shooting to new all-time highs. Thus, WTAR—the only network outlet in Virginia's largest metropolitan market, suddenly finds itself serving America's No. 1 sales area . . . literally spilling over with new families and new money. Your ship's put in at Norfolk—fabulously *SALES* laden beyond the wildest wishful thinking. Put WTAR on your schedules—and watch *your sales zoom* in this richer Norfolk Market.

National Representatives: EDWARD PETRY & CO.

NORFOLK VIRGINIA AMERICA'S No. 1 SALES AREA

WTAR

Owned and Operated by Norfolk Newspapers, Incorporated

Youngstown mills promise capacity operations for months to come. Cover this rich market with

WFMJ

BENEFICIAL CASUALTY Insurance Co., Los Angeles (insurance), newly organized, on Sept. 10 started sponsoring a daily 15-minute series of news stories on KMPC, Beverly Hills, Cal., and in addition is using two quarter hour Sunday newscasts on that station, as well as similar daily broadcasts on KFWB, Hollywood. Firm, in early October, plans to expand its schedule to include KFI, KNX and stations in the San Francisco bay region. Stodel Adv. Co., Los Angeles, has the account.

THRIFTY DRUG Co., Los Angeles (chain), heavy users of Southern California radio time, on Sept. 29 starts sponsoring a six weekly late evening quarter hour news analysis program on KFI, that city, for 52 weeks. Jose Rodriguez, KFI-KECA editor, and Syd Sutherland will be featured on the nightly broadcast. Douglas Evans will produce. Milton Weinberg Adv. Co. Los Angeles, has the account.

Dept. Stores on WSAI

FOUR local department stores, previously not using radio, recently signed or sponsored programs on WSAI, Cincinnati. Alms & Doepke's is sponsoring thrice-weekly quarter-hours featuring Rita Hackett, who discusses various departments of the store. H. & S. Pogue Co. bought the half-hour *Home on the Air,* featuring Marsha Wheeler Mondays through Fridays. Mabley & Carew broadcast an opening inspection of its remodeled fourth floor, with Elizabeth Bemis interviewing customers. Rollman's on Sept. 9 sponsored two shows celebrating the start of a $500,000 remodeling project.

ST. LOUIS Independent Packing Co., St. Louis, on Sept. 9 started sponsoring for 52 weeks a new series of five-minute daily newscasts by Harry W. Flannery on KMOX, St. Louis. Flannery's programs are heard Monday through Friday, 2:30-2:35 p. m., with George Perrine handling the Saturday newscast, 9-9:05 a. m. Gardner Advertising Agency, St. Louis, handles the account.

SAN GABRIEL WINE Co., New York, has added WHOM, Jersey City, to its campaign for Colombo wines, which has also been running on WOV, New York. WHOM's schedule includes a half-hour musical program weekly with daily announcements. According to Emil Mogul Co., New York, more stations both in the Italian and English speaking field will be added later this winter.

TUCKETT's Ltd., Hamilton, Ont. (Wing cigarettes) on Sept. 2 started broadcasts of the 13 games of the Western Canada Inter-Provincial Rugby Conference, on CJRM, Regina, Sask.; CJRC, Winnipeg; CFAC, Calgary, Alta. Agency is MacLaren Adv. Co., Toronto.

PEOPLE'S Credit Jewellers, Toronto (chain stores) on Sept. 22 start *People's Community Musical Class,* quiz show, on CFRB, Toronto; CKCL, Toronto; CHML, Hamilton, Ont.; CKCO, Ottawa; Sunday, 9-9:30 p.m. Agency is MacLaren Adv. Co., Toronto.

UNDERWOOD-ELLIOTT-FISHER, Toronto (business machines), on Oct. 13 starts piano recitals with Ernest Seitz on CBL, Toronto; CBO, Ottawa; CFCF, Montreal. Sundays, 1:30-2 p. m. Agency is J. J. Gibbons Ltd., Toronto.

LINCO PRODUCTS DISTRIBUTING Co., Chicago, on Sept. 9 started a thrice-weekly quiz show, *For Women Only,* featuring Tommy Bartlett as m.c. on WBBM, Chicago. The remote control 8:45-9 a. m. series comprises interviews and questioning of morning shoppers in the Chicago area. Gourfain-Cobb Adv. Agency, Chicago, placed the business.

MANUFACTURERS' TRUST Co., New York, on Sept. 17 will sponsor a special series of *News of the War* programs on WABC, New York, in behalf of its banking service. The programs, heard Tuesdays and Thursdays, 10:45-11 p.m. (EDST), will feature Elmer Davis, CBS ace analyst; Albert Warner, CBS Washington correspondent, and Major George Fielding Eliot, CBS military expert, giving their interpretations of developments in the war. Announcer will be Jack Knell. Agency is McCann-Erickson, New York.

GENERAL FOODS Corp., New York, on Oct. 8 will resume its usual fall sponsorship of *Molly Picon* on WMCA, New York, in the interests of Maxwell House coffee. This will be the fourth consecutive year for the program, and though details are not yet set on the series, it will probably be similar to the *I Give You Your Life* program conducted in Jewish by Miss Picon last year. Schedule is for 26 weeks, Tuesdays, 8-8:30 p.m. Agency is Benton & Bowles, New York.

KNOX Co., Los Angeles (Cystex), is sponsoring six weekly quarter-hour newscasts on KRKD, that city, and five similar programs each week on KJBS, San Francisco. In addition, the firm is using five 10-minute news periods weekly on WDGY, Minneapolis, and 21 spot announcements each week on KGHI, Little Rock. Agency is Barton A. Stebbins Adv., Los Angeles.

A. SCHRETER & SONS Co., Baltimore, through its New York branch, started Sept. 9 a campaign of six spot announcements weekly for Smoothie Neckties, on WHN, New York. The campaign will be extended Oct. 7 to 12 announcements weekly and more stations may be added later this winter. Agency is Berminghal, Castleman & Pierce, New York.

BROOKS Inc., Los Angeles (clothing chain), through Stodel Adv. Co., that city, in a nine-day fall sale campaign which ends Oct. 4, will use a total of 200 transcribed announcements on nine Southern California stations—KFI KMPC KFWB KFVD KIEV KFOX KGFJ KFAC KRKD. Firm in addition, on Sept. 25, starts for 52 weeks, sponsoring a thrice weekly quarter hour newscast with Pat Bishop, commentator, on KFI, Los Angeles.

WM. WRIGLEY Jr. Co., Toronto (gum), on Sept. 25 renews French version of *Treasure Trail* on CKAC, Montreal; CHRC, Quebec; Wednesday, 8:30-9 p. m. Agency: Tandy Adv. Agency, Toronto.

CANADA STARCH Co., Toronto (corn syrup), on Oct. 3 starts French version of *What Would You Do?* on CKAC, Montreal; CHRC, Quebec; CKCH, Hull, Que.; Thursdays, 9:30-10 p. m. Agency is Vickers & Benson, Toronto.

GEORGE S. WARD, co-founder with his brother of the Ward Baking Co., died in Havana Sept. 3 after a brief illness. He was 73.

an Open Letter to the Survey-Conscious Time-Buyer

Dear Sir:

At the first scent of Fall business your mailman breaks his back carrying in to you a bumper crop of radio surveys.

Please don't judge us harshly because we are not sending you a beautifully-illustrated and baffling survey booklet . . . "which proves conclusively that KYW is the most popular station in Philadelphia—all day, any day."

But might we suggest though, that for an unbiased idea of KYW's popularity, you examine the 1939-40 six-month cumulative CAB-Crossley report on Philadelphia (the making of which no station influences!) That tells our story.

Incidentally, because we know you must be interested . . . . . KYW moves merchandise too!

Sincerely,
Griff Thompson
Sales Manager of KYW:

"the 10,000-watt RED network station in the Nation's THIRD market"

WESTINGHOUSE
KYW
Represented by NATIONAL BROADCASTING CO

MARKETS AND MILK BOTTLES

Grade "A" milk is topped with cream. In the CKWX-CKFX bottle, the milk is your CKWX Audience, 100,000 strong. The cream is the exclusive short wave audience of CKFX—all at one rate for simultaneous broadcasting over both transmitters.

CKFX, British Columbia's only short wave broadcasting station, serves listeners who claim "This is our only consistent Canadian station".



1000 watts
950 KC.
CKWX-CKFX (Short Wave)
VANCOUVER • CANADA
Representatives:
Weed & Co. All Canada Radio Facilities Ltd.

AGENCY Appointments

PUSHMAN Bros., Chicago (oriental rugs), to Schwimmer & Scott, Chicago. Radio schedule being started with six-weekly spot announcements for 13 weeks on WBBM, Chicago. Additional stations may be added in the future.

BUNTE BROS. CANDY Co., Chicago, to Presba, Fellers & Presba, Chicago.

JOHN KAPLAN, Philadelphia (neckwear), to Adrian Bauer, Philadelphia.

TRU-ADE Inc., Los Angeles (beverage), to Beaumont & Hohman, that city, and in a test is using daily spot announcements on WRVA, Richmond, Va.

LA CHOY FOOD PRODUCTS Co., Detroit, to MacManus, John & Adams, Detroit.

L. N. RENAULT & SONS, Egg Harbor City, N. J. (wines), to Campbell-Lampee Inc., N. Y.

G. KRUEGER BREWING Co., Newark, N. J., effective Jan. 1, 1941, to Compton Adv., New York. Plans not yet decided.

Bakery On 14

COLUMBIA BAKING Co., Atlanta, on Sept. 9 started a series of one-minute dramatized announcements recorded by NBC Radio-Recording Division for Southern Twin Pack Bread on 14 stations in Florida, Georgia, North and South Carolina. Agency in charge is Freitag Adv. Agency, Atlanta.

G. F. HANWELL, managing director of De Witt's, Ltd., East Croydon, England (proprietary), is in the United States on company business. The Australian division of that firm is currently sponsoring the Cappy Ricks stories on Macquarie Network.



IN KEEPING with the Spanish mission motif, this unique building will house the new 50,000-watt RCA transmitter of KOB, Albuquerque, which will be ready in October, according to T. M. Pepperday, newspaper publisher and station owner. The station is slated to become an exclusive NBC-Blue outlet when it begins its operation with its new equipment.

Pepsodent Returns

PEPSODENT Co., Chicago (toothpaste), after a summer layoff, through Lord & Thomas, that city, on Sept. 24 resumes the weekly half-hour *Bob Hope Show* on 64 NBC-Red stations, Tuesday, 10-10:30 p.m. (EDST), with program personnel remaining as before. Besides Hope are Jerry Colonna, mad professor; glamour girls Ennis and Cobina (Blanche Stewart and Alvia Allman), with Skinnay Ennis as musical director. Bill Goodwin continues as announcer. Because of film commitments, Judy Garland will not be on the show. She is being replaced by another vocalist. Tom McAvity, Hollywood radio manager of Lord & Thomas, will again be production supervisor, with Bill Lawrence scheduled as his aide. Arnold Maguire is to be NBC production representative on the series, which has been renewed for 52 weeks. Pepsodent Co. is currently sponsoring the weekly half-hour *Summer Pastime* program.

More Finance Spots

HOUSEHOLD FINANCE Corp., Chicago, on Sept. 6 added six-weekly quarter-hour *Sports Parade* programs featuring Alan Hale on WISN, Milwaukee, and thrice-weekly five-minute *Sports Reviews* featuring Walt Lochman on KMBC, Kansas City, to its list of stations carrying national spot accounts, bringing the total to 11. Contracts are for 52 weeks. Other stations have varying schedules of announcements, news periods, quarter and half-hour musical shows. They include: WFBR, Baltimore; WNBF, Binghamton, N. Y.; WBEN, Buffalo; WGAL, Lancaster, Pa.; KYSM, Mankato, Minn.; WMBD, Peoria, Ill.; WCAU, Philadelphia; WGBI, Scranton, Pa.; WBRE, Wilkes-Barre, Pa. BBDO, Chicago, handles the account.

MEMBERS of the sales staff of KTSA, San Antonio, are planning to build homes together in a new subdivision they propose to call KTSA Lane.

Jergens Dramas

ANDREW JERGENS Co., Cincinnati (soaps), following the September 25 broadcast, will drop the serial, *Promoting Priscilla*, from its weekly NBC *Woodbury Hollywood Playhouse*. It is being replaced with half-hour complete dramas featuring Jim Ameche and Gale Page, starting Oct. 2, Wednesday, 8-8:30 p.m. (EST), with West Coast repeat, 8-8:30 p.m. (PST). Change was decided upon by the sponsor after conferences with New York executives of Lennen & Mitchell, agency servicing the account. William R. Robson, Hollywood manager of the agency, will continue to produce. Felix Mills remains as musical director.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

First in U.S.A.

Here's the country's No. 1 station for a test campaign. If you're proving a new product or idea, start with WDRC. Get the three things that make a test click:—coverage, programs, rate. WDRC, Hartford, 5,000 watts.

Basic CBS for Connecticut

WSAI's *Magnetism is* SHOWMANSHIP



Of all the elements, only iron and nickel and cobalt can be attracted by magnetism. But showmanship—which is radio's magnetism and WSAI's attracting power—can in Cincinnati alone pull 253,875 people to WSAI's studio during the 14 days of the city's 26th Annual Pure Food Exposition.

WSAI's showmanship *is* magnetic! It reaches through the air—and *pulls listeners and onlookers.* In clusters of hundreds of thousands. And permeates their lives with desire for many products.

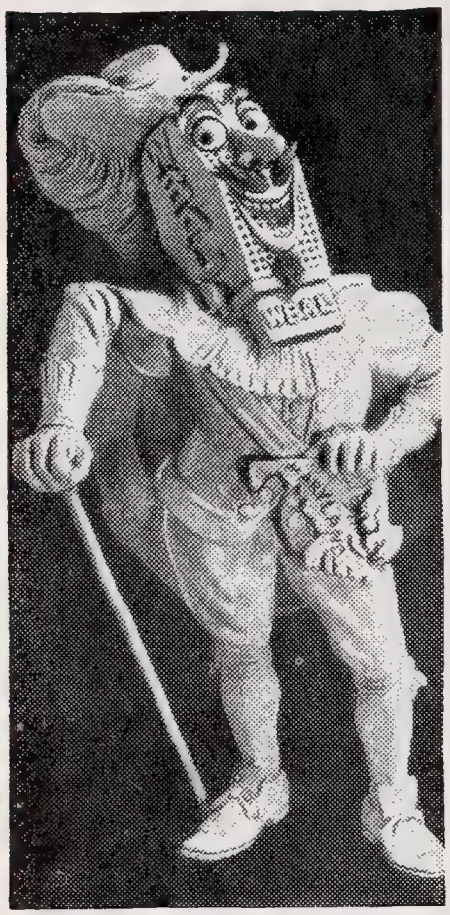
WSAI - "Cincinnati's Own Station"

Represented by International Radio Sales—New York...Chicago...Los Angeles

WBAL
means business
in Baltimore

WBAL
means business
in Baltimore

WBAL
means business
in Baltimore



WBAL
means business
in Baltimore

WBAL
means business
in Baltimore

Agencies

JACK RUNYON, Hollywood radio director and producer of Buchanan & Co., severs his association with that agency following the Sept. 25 broadcast of the curent CBS *Texaco Star Theatre*, sponsored by Texas Co. He goes to New York in early October and will shortly announce another agency connection.

RALPH T. SMITH, formerly of Blackett-Sample-Hummert, New York, has joined Maxon Inc., New York, as director of commercials for daytime radio serials.

NORMAN HEYNE, radio director of Schwimmer & Scott, Chicago, is a patient at Swedish Covenant hospital, Chicago, where he underwent an appendectomy recently.

HOWARD LINDSAY, radio executive of the Toronto office of J. Walter Thompson Co. Ltd., is on six months leave of absence on account of ill health. His place is being taken by Brock King and Edmund Rice of the radio department.

FRED G. SWARTZ, president of Pacific Market Builders, Los Angeles agency, recently elected managing director of Southern California chapter of the William Allen White Committee to Defend America, has resigned due to the pressure of personal business.

RUSSELL M. SEEDS Co., Chicago advertising agency, announces recent additions and changes in personnel as follows: Grace Hammill, formerly of Roche, Williams & Cunnyngham, Chicago, where she wrote *Bachelor's Children*, continuity department; Mel Williamson, formerly a producer of Hollywood, production staff; Jane Force, formerly of the secretarial staff, now copywriter and will author *Plantation Party* for Brown & Williamson on NBC-Red.

RANDALL Co. has moved its office to larger quarters at 331 Madison Ave. Telephone number remains Vanderbilt 6-4951.

ROBERT REINHART, formerly producer of the Theatre Guild's Christmas holiday programs, has joined the radio department of Benton & Bowles, New York. He will direct *Marriage Club*, which Continental Baking Corp., New York, started Sept. 7 on CBS.

Dolph Joins Agency

ANDERSON, DAVIS & PLATTE, New York agency, on Sept. 15 announced appointment of John M. Dolph and Robert L. Nourse Jr. as members of the firm. At the same time the agency was to open a Hollywood office, although both new appointees were to be in the New York office. Mr. Dolph, recently assistant general manager of the CBS Pacific Coast network, formerly was associated with N. W. Ayer & Son and Young & Rubicam. Mr. Nourse left the Pacific Coast managership of Ruthrauff & Ryan to open his own agency, later joining Barton A. Stebbins Agency.



Mr. Dolph

HERB POLESIE, production aide to William N. Robson. Hollywood manager of Lennen & Mitchell, will leave that agency after the Sept. 27 broadcast of the NBC *Don Ameche Show*, sponsored by P. Lorillard & Co. (Old Gold cigarettes), when the series is discontinued after 26 weeks. Robson will continue to produce the weekly NBC *Woodbury Hollywood Playhouse*, sponsored by Andrew Jergens Co. (soaps). Milton Merlin, Hollywood writer, has been added to the agency's staff as assistant to Richard Diggs, story editor of *Hollywood Playhouse*. Inability of Lennen & Mitchell to negotiate a new contract with Don Ameche for the *Old Gold* program, was the reason given for closing of the series.

ROBERT K. EDMONDS, well-known in Detroit automotive advertising circles, has joined MacManus, John & Adams, Los Angeles. He will serve Pontiac as a member of the agency's copy and contact group.

RICHARD LANDAU, executive of Aritists & Authors Corp., Hollywood agency, is the father of a girl born Aug. 31.

PAUL RICKENBACKER, assistant to Danny Danker, Hollywood vice-president of J. Walter Thompson Co., has returned to his desk after a tonsillectomy.

RAY BIRCH has been appointed radio director of Seidel Adv. Agency, Washington, D. C.

ASHMEAD SCOTT, Hollywood writer-producer for 65 weeks of the CBS *Blondie* series, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has resigned effective Sept. 23 to take over another radio assignment. Tom McKnight, who produced the NBC *Sherlock Holmes* program last season, is being sent to Hollywood from New York by Wm. Esty & Co. to direct the *Blondie* program. Scripts will be written in New York by Johnny Green. Dick Marvin, New York radio director of the agency, was in Hollywood during early September.

GERRY BUB has joined Stewart-Jordon Adv. Agency, Philadelphia, as manager of the radio department. The son of H. J. Bub, president of the agency, he was formerly head of Associated Advertisers, Harrisburg agency. William H. H. Neville joined the agency staff at the same time, heading the new business department. He will continue his own firm, Neville Associates, Philadelphia, representative of small town and sectional publications.

DEVERE ZIMMERMAN, of Young & Rubicam, Hollywood publicity staff, and John Van Horson, manager of the agency's New York merchandising department, are to be married in early October.

BEAUMONT & HOHMAN opened a New York office early in September at 630 Fifth Ave. C. S. Yarnell, formerly account executive in the Chicago office, is in charge. Telephone is Circle 6-7040.

TOM FIZDALE Inc., publicity service, on Oct. 1 moves its Hollywood offices to 1509 N. Vine St. Virginia Lindsey continues as West Coast manager.

New Syndicate Service

ENTERING the field of syndicating programs to stations, National Research Bureau Inc., Chicago, has announced the appointment of Gerard B. McDermott as head of its radio department which hitherto has been selling a merchandising and sales idea service to stations. Mr. McDermott, formerly with NBC spot sales and onetime commercial manager of WMAQ and WENR, Chicago, leaves his partnership in the Kellogg-McDermott-Wais Agency, Los Angeles, to assume the new post. He also was formerly radio director of Kirtland-Engel Co., Chicago. The company is inviting authors and producers to submit their ideas for syndication.

PRESTIGE
Advertisers reap the benefit of the prestige WOAI has earned in Texas through its 18 years of constant service and self-improvement.
POWER
CLEAR CHANNEL
LISTENER PREFERENCE
EST. 1922
REPRESENTED BY EDW. PETRY & CO., INC.

EARNED
in the Field



WOAI San Antonio
50,000 WATTS
NBC AFFILIATE—MEMBER TQN



PROGRAM IDEAS and production problems were being discussed when the cameraman snapped this photo of Ken Niles (left), Hollywood announcer, and Edmund Cashman, Lord & Thomas producer of the weekly NBC Kay Kyser's *College of Musical Knowledge*, sponsored by American Tobacco Co. (Lucky Strike).

Lane, Benson & McClure Is Organized in Chicago

WILLIAM NOBLE LANE, formerly an account executive of Frank R. Steel & Associates, Chicago, has been elected president of Lane, Benson & McClure, new Chicago advertising agency which opened offices in the Willoughby Towers Building, 8 S. Michigan Ave., Sept. 1. Executive vice-president and general manager is W. Frank McClure, formerly vice-president of Critchfield & Co., Chicago; secretary-treasurer is John Benson, formerly an account executive of John Ramsey & Co., Chicago.

Mr. Lane joined the Steel agency in 1939. Mr. McClure, before joining Crtichfield & Co., was for nine years Chicago manager of Albert Frank & Co. He has served as chairman of the National Advertising Commission, secretary of the Advertising Federation of America, president of the Advertising Council of the Chicago Assn. of Commerce, and was founder and president of the Chicago Federated Advertising Club. Mr. Benson is a graduate of Wesleyan U and was for some time associated with his father in the brokerage business before entering advertising.

Other members of the staff include: Caryl Johnson, formerly of John Dunham & Co., Chicago, space buyer; H. D. Sulcer, formerly president of Vanderhoof Adv. Agency, Chicago, account executive; Anita Simpson, formerly of Critchfield & Co., account executive. Additional members will be added in the near future, according to Mr. Lane. Some 15 accounts have already been secured, many to use radio.

Auspitz to Critchfield

IRVING D. AUSPITZ, since May 1939 vice-president of Erwin, Wasey & Co., Chicago, and for 15 years prior to that president of Auspitz & Lee, Chicago advertising agency, on Sept. 9 joined Critchfield & Co., Chicago, as vice-president and general manager in charge of sales. In 1925 Mr. Auspitz established one of the first radio departments in an advertising agency. Since that time he has specialized in that end of the agency business. He will collaborate with M. E. Blackburn, radio director of Critchfield & Co., in large-scale radio plans.

Wood to Erwin, Wasey

APPOINTMENT of Morrison Wood, free lance writer of Hollywood and New York, as radio director of Erwin, Wasey & Co., Chicago, was announced Sept. 1. He succeeds Holland E. Engle who resigned to accept a similar position with Cramer-Krasselt Co., Milwaukee [BROADCASTING, Sept. 1]. Mr. Wood entered radio in 1924 as a producer of WTAS, Chicago, which later became WGN. In 1934 he joined NBC, Chicago, as writer-producer, and in 1935 returned to WGN, going to Hollywood in 1937. While on the Coast he contributed to such programs as the *Lux Radio Playhouse* and *Hollywood Hotel*. He wrote the movie serial, *The Green Hornet*, for Universal Pictures, and the American treatment for the MGM production, *Florian*.

Representatives

WORD and WSPA, Spartanburg, S. C., has named Howard H. Wilson Co. as national representative.

WIBM, Jackson, Mich., has named Forjoe & Co. as its national representative.

WEW, St. Louis, on Sept. 9 named Joseph Hershey McGillvra Co. as its national representative.

ED DEVNEY, formerly on the sales staff of WIBC, Indianapolis, and WCLE, Cleveland, has joined the New York office of Howard H. Wilson Co., national representatives.

KFDM, Beaumont, Tex., has appointed the Howard H. Wilson Co. as national representative.

STERLING B. BEESON, formerly manager of WTOL, Toledo, has been transferred from the New York office of Joseph Hershey McGillvra, which he joined in January, to the Chicago office.

CONSOLIDATION of the national sales organizations of Cummer Products Co., Bedford, O. (Energine), and Wells & Richardson Co., Burlington, Vt. (Diamond dyes), has been announced by Harold B. Thomas, vice-president in charge of sales for Sterling Products Inc., parent company of both firms. Under the revised setup J. N. Cooke will manage both companies, with H. C. Cline as sales manager and Thomas Gregorie as assistant sales manager in charge of field operations. Sales headquarters are established in Bedford.

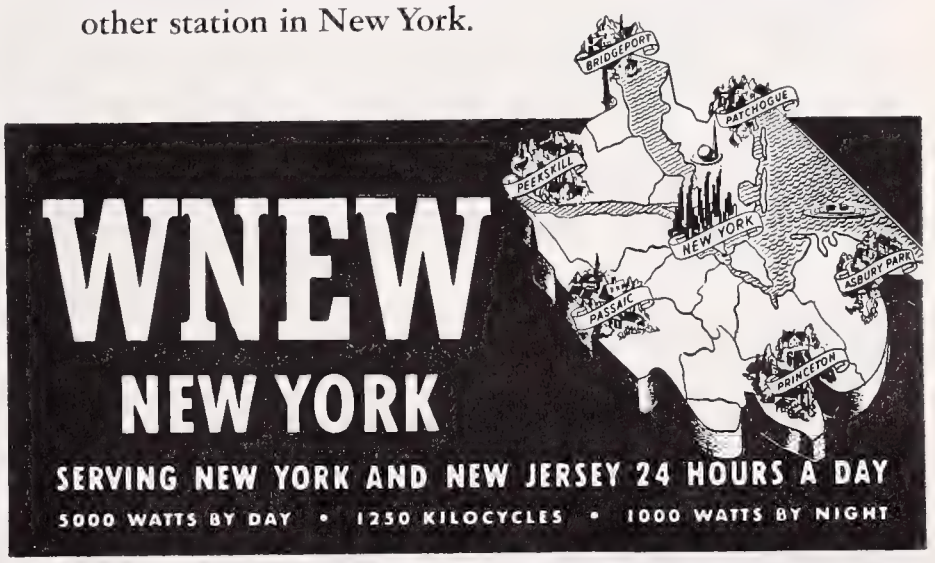
WFBL
SYRACUSE
NOW!
5000 Watts Nights!
WFBL's increased power from 1000 to 5000 watts nights makes your advertising dollar PULL EVEN HARDER — gives you the greatest coverage of any station in the active Syracuse and Central New York market.
Write or wire for rates and time available.
WFBL
SYRACUSE, N. Y.
or Free & Peters, Inc.
National Representatives



WNEW DELIVERS!

Look below and see why:—

1. ONE-THIRD THE COST of any New York network station. 2. THE NATION'S BIGGEST MARKET. (The 50-mile metropolitan trading area.) **3.** TWICE THE AUDIENCE of any other New York independent station. (Hooper-Holmes and other impartial surveys.) **4.** RADIO'S OUTSTANDING PROGRAMS. ("Make Believe Ballroom" with Martin Block, "Milkman's Matinee" with Stan Shaw. And many others.) **5.** LOCAL ADVERTISERS *know* WNEW moves most goods—fastest. **6.** MORE COMMERCIAL TIME is bought on WNEW than on any other station in New York.



Nationally Represented by John Blair & Company



Just Completed:

Sixth season of play-by-play baseball in Kansas City, more than 900 games . . .

All Set:

9 Games of Big Six Football sold for *second* season on KMBC to Ford Dealers Association!

Ready To Go:

Two popular KMBC Sportcasts with Walt Lochman, at 6:10 PM and 9:40 PM—five fast minutes of sports news, available now for fall and winter schedule.

★

. . . CALL ANY FREE & PETERS OFFICE

KMBC
OF KANSAS CITY
Only CBS Station
Serving Kansas and Missouri

RADIO NEWS REEL ABANDONS SERVICE

RADIO NEWS REEL, Hollywood transcribed spot news service operated by Victor Dalton, who also heads KMTR, that city, has been discontinued. Action is said to have followed a dispute Sept. 7 between Dalton and Matty Kemp, former screen actor, who recently joined the organization as editor of the service. The entire newsreel staff was reported released, and included besides Kemp, Howard Culver, producer; Robert De Vilbiss and Chuck Phillips, technicians; Allan Berg, reporter; George Jay, interviewer, and Hank Weaver, sports announcer and commentator. Weaver and Culver were reported as being rehired as members of the KMTR staff.

Although Dalton denied discontinuing Radio News Reel and stated that operations had been suspended only temporarily to reorganize, it is known in Hollywood that in notifying employes of their dismissal, he informed them the transcription service was being dropped. It is also understood that he wired all subscribers to that effect. Some 50 stations are reported to have subscribed to the service. Employes of KMTR, where Radio News Reel is housed, refused to discuss the situation. Dalton spent about three years in developing the service.

PETRILLO'S POLICE
Union Head Directs Members To Check Discs

TURN-TABLE operators for Chicago broadcasting stations have been put on police duty by James C. Petrillo, AFM president. In a special notice published in *Intermezzo*, official organ of the Chicago Federation of Musicians, he advised:

"A specific clause in the contract between the CFM and broadcasting companies reads as follows: 'On all music played by electrical transcriptions or recordings, an announcement that this music is electrically transcribed must be made at the beginning of the program and also at the finish of the program'. In some instances this is not being done. This is to advise turntable operators (better known as pancake turners) that they will be held responsible if they fail to report any and all violations of this rule to the local."

Shortened Schedule Refused

THE FCC has denied a request by KIUP, Durango, Colo., fulltime local, that its rules be waived to permit the station to sign off at 7:30 p.m. daily. Rule 3.71 requires all stations to operate a minimum of two-thirds of their licensed time, including two-thirds of the time between 6 p.m. and midnight.

Mighty Mike Shouts



"For Lower Cost Circulation BUY WFIL"

The Philadelphia Market—
—5,576,177 people within WFIL's ½ Millivolt Line
—5 Billion dollars spendable income
—1⅓ Billion dollars in retail sales

WFIL's Coverage—
—Equals WCAU's
—145% Greater than KYW's

WFIL's Clear Signal—
The only Philadelphia network station completely encircling the whole of Philadelphia with a 25 Millivolt per meter signal as recommended by FCC.

WFIL's Rates
20% to 40% Under WCAU and KYW

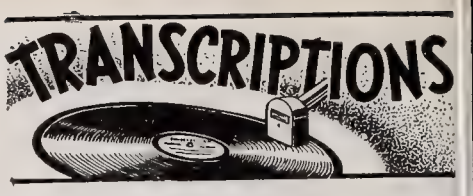
These facts emphasize the findings of advertisers in the third largest national market—Philadelphia—that

FOR LOWER COST CIRCULATION BUY—WFIL!

KEY STATION OF THE QUAKER NETWORK

NBC BLUE **WFIL** MUTUAL
Ed. Petry and Co.—National Representatives

TRANSCRIPTIONS



STANDARD RADIO announces the following new subscribers to its Standard Program Library Service: WOI, Ames, Ia.; WGAN, Portland, Ore.; WBNX, New York; WJNO, West Palm Beach, Fla.; WLAV, Grand Rapids, Mich.; WDAN, Danville, Ill.; WINX, Washington.

RECENT new accounts serviced by Transcription Service of WOR, Newark, are reported as follows: E. I. duPont de Nemours & Co., Wilmington, 12 one-hour *Cavalcade of America* programs, for release to the Association of School Film Libraries of New York; Easy Washing Machine Corp., New York, 20 five-minute records for distribution to salesmen; San Gabriel Wine Co., New York, 50 five-minute transcribed spot announcements; Conant Ball Furniture Co., New York, 50 five-minute sales recordings for salesmen; Peter Paul Inc., 16 one-minute spots and 51 pressings for spot broadcasts.

PREMIER RADIO Enterprises, St. Louis, reports transcribing a new series of announcements for Curlee Clothing Co., St. Louis, to be placed through the company's 150 dealers; also station-breaks to be placed through Anfenger Adv. Agency, St. Louis, for the New Jefferson Hotel of that city. In addition, Premier reports Briggs Hoffman Features is offering a new program titled *Postcard Auction* for national release.

BENNETT-DOWNIE & Associates Inc. new Hollywood production unit, with headquarters at 1357 N. Gordon Ave., has been formed by J. Bennett Downie, Rachford Harris and Herman Bruger. Firm will write, produce ad transcribe programs to order, and currently has in production the serial, *Captain Danger*.

UNITED STATES RECORD Corp., New York, has made a wartime arrangement with the Australian Record Co. Pty. Ltd., Sydney, to ship each month a series of master discs of popular phonograph numbers. They will be pressed in Australia and distributed through retail channels. War Monetary Control has sanctioned transfer of funds, and the customs quota allows entry under percentage of the firm's 1939 entries. Dr. Ralph L. Power, Los Angeles, is American representative.

HOLLYWOOD THEATRE of the Air, Hollywood production unit, has acquired radio rights to the play "The Forgotten Woman", and will co-star Peter Lind Hayes and Sibyl Bowan, co-authors, in a sponsored network broadcast this fall, according to John Beverly, executive producer-director.

CHERYL CRAWFORD, New York producer, has bought radio rights to the play, "Ah, Wilderness", and will co-star Frankie Thomas as the boy and Harry Carey as the father, on a series of sponsored broadcasts this fall.

WSPA-WORD

(A Pair of Selling Stations Serving a Pair of Buying States)

Located in the heart of the Nation's best balanced and fastest growing market—the Piedmont section of the Carolinas.

WSPA, 1000 watts on 920 daytime, and WORD, 250 watts, night and day, with CBS affiliation, furnish the REAL RADIO BUY in the Carolinas.

Owned and Operated
SPARTANBURG ADVERTISING COMPANY

Walter Brown, V. P. & Gen. Mgr.
Spartanburg, South Carolina

Nat. Rep.: *HOWARD WILSON CO.*, New York - Chicago

Justice Dept. Broadens ASCAP Inquiry To Activity in the Transcription Field

FOLLOWING the policy of Assistant Attorney General Thurman Arnold of studying all indicated evils prevalent in an industry under investigation, the Department of Justice has broadened its inquiry into ASCAP to cover the transcription field. While no formal word has been forthcoming from the Department, an analysis of questionnaires recently dispatched to broadcasters, music publishers and other users of copyrighted music, clearly indicates such a course.

The Department last July sent questionnaires to all groups using copyrighted music to gather information for use in the revival of its five-year-old anti-trust suit against ASCAP pending in the Federal District Court for New York. Victor Waters, special assistant to the Attorney General, is in charge of the prosecution under Assistant Attorney General Arnold, who heads the Anti-Trust Division.

Early Action Foreseen

It was reported the Department is receiving replies to its detailed questionnaires from broadcasters, music publishers and motion picture exhibitors at a "satisfactory" rate. It is desirous, however, of completing this study as expeditiously as possible. It is felt the Department plans to seek early reopening of the trial soon, in anticipation of expiration of existing contracts of the broadcasting industry with ASCAP as of Dec. 31.

While no statement was forthcoming regarding the status of the Department's study, it was said that industry groups are cooperating splendidly. It was ascertained, too, that the Department is taking into consideration purported restraints imposed upon the interstate movement of transcriptions, presumably both by ASCAP and by edicts of the American Federation of Musicians. In the latter connection, it was also presumed the Department has had occasion to study testimony relating to the transcription and spot broadcasting field adduced during the FCC network-monopoly investigation of 1938-1939, still awaiting final decision by the Commission.

Cudahy Renews Serial

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), on Sept. 20 renewed for 52 weeks its five-weekly quarter-hour series, *Bachelor's Children,* on 18 CBS stations, the Don Lee network, and WGN, Chicago. Although the Don Lee contracts do not expire until March 1941, renewal on new contract form has been submitted since account recently changed agencies. Blackett-Sample-Hummert, Chicago, is agency.

Gordon in Gotham

GORDON BAKING Co., Detroit, on Sept. 9 started a campaign for Silvercup Bread using three New York stations for 13 weeks with the transcribed quarter-hour program titled *Miniature Reviews of the Passing Parade with John Nesbitt.* Each station carries a Monday through Saturday schedule, as follows: WABC, 7:40-7:45 a. m.; WEAF, 9:10-9:15 a. m., and WNEW, 5:05-5:10 p. m. Agency is Barton A. Stebbins, New York.

BING NOT TO QUIT
Merely Worried About Tunes, Asserts Brother

DENYING that Bing Crosby said he would "quit radio" unless he could use ASCAP music, Larry Crosby, the crooner's brother and manager, in a letter Sept. 5 to S. A. Cisler, manager of WGRC, New Albany, Ind., explained the artist's viewpoint in the BMI controversy.

According to the letter, "Bing did not say he would quit radio unless he could use ASCAP music, neither did he say he would not use BMI music, but he did express a doubt of his ability to make up a balanced program after the first of the year from BMI music exclusively."

The crooner's brother pointed to the difficulty of finding 15 hit tunes a week, for example, to supply Dick Powell, Bing and Bob Crosby, whose programs are heard on NBC-Red network Thursday evenings.

Work Begun by WHCU On New Studios, Offices

WHCU, Ithaca, N. Y., owned and operated by Cornell U, has started construction of new $25,000 studio quarters on the fourth and fifth floors of the local Savings Bank Bldg., according to General Manager M. R. Hanna. The new quarters, expected to be ready for use Oct. 1, will provide three studios, ranging from a large studio to accommodate full-size orchestras to a small interview studio along with a newsroom and control booths. Smith-Murray Corp., Syracuse, an affiliate of Johns-Manville Co., has been awarded the contract for acoustical treatment, with other contracts awarded to local concerns for heating, ventilating, carpenter and electrical work.

The house staff will number about 25, with an annual payroll of about $35,000, Mr. Hanna stated. Personnel of the station, in addition to Mr. Hanna, includes Sidney Ten Eyck, program director; Lew Trenner, sales manager; Prof. William C. Ballard, technical adviser; Prof. True McLean, engineer in charge of operating; William Moeder and Dr. Howard G. Smith, engineers.

New B & W Series

BROWN & WILLIAMSON Tobacco Co., Louisville, has reserved the 9-9:30 p.m. (CST) time on 65 NBC-Red stations for a new show for Wings King Size cigarettes. Contract for 52 weeks will go into effect on Oct. 4. With the start of the new program, B & W will sponsor five half-hours weekly on the Red network for its various tobacco products. Russel M. Seeds Co., Chicago, is agency.

AN INDICATION of how war has changed operations of the Canadian Broadcasting Corp. is shown in a report for June, 1940, when special war programs occupied 40 hours of broadcasting time, according to the station relations department. This was in addition to regular news bulletins.





Purely PROGRAMS

THREE WOMEN, known only by their first names—Blanche, Marina and Mary—in order to respect their private lives and to protect many of their friends in Europe, on Sept. 1 started a weekly series of half-hour Sunday broadcasts on WAAF, Chicago, titled *Three International Ladies.* Programs deal with happenings abroad from a woman's standpoint—stressing the poignant details and human interest background not included in military dispatches. All three have lived and traveled extensively in England and on the continent, and are in constant correspondence with friends who keep them informed on the rapidly changing social and economic affairs abroad.

Music Trends

THE development of modern popular music and its changes, as shown by changes in style of the leading dance orchestras, is the theme of *Words About Music,* half-hour daily series started Sept. 9 on WOV, New York. Illustrated with recorded selections, the program takes up one band each week, starting with Benny Goodman. Hal Davis, publicity director of Columbia Recording Corp., and Lester Lieber, musician and writer, conceived the program and collaborate on the scripts.

Dakota Debate

A NEW commercial show with a political slant, *North Dakota Quiz Show,* starts Sept. 16 on WDAY, Fargo, and KFYR, Bismarck. A group of citizens have joined together to sponsor the quiz in an effort to defeat an initiated measure in the coming fall election. Three-man teams are chosen from the Western and the Eastern parts of the State with one appearing in WDAY studios and another at KFYR. Each program includes three questions on the initiated measure, furnished by interested citizens, with both groups asked the same questions. Contestants in one studio cannot hear the answers of the opposition group, although listeners get both sides. Cash awards are given for correct answers. As the series ends, near election time, the six best contestants will meet in the finals, with extra prizes awarded.

* * *

Piano Progress

THE *Piano Facts and Fancies* program originated by WDAS, Philadelphia, in August, combines piano commercial copy with a practical demonstration direct from the store. Every morning at 10:45, Edmond Vechnin, concert pianist demonstrates five different makes of pianos during 15 minutes from the showrooms of the sponsoring Lester Piano Company. Instruments are sold on the installment plan with a year's free lessons. As the series progresses, demonstrations by advanced students will be included. Heretofore, the newspaper was the only media used by local music merchants for such sales campaigns. Jerry Stone, WDAS announcer handles the show.

* * *

Back to School

KROD, El Paso, is presenting a series of programs titled *Back to School.* Broadcasts are educational in nature and deal with problems affecting the school children of El Paso.

* * *

Recruiting Series

TO ASSIST the U. S. Marines in securing new recruits, KHJ, Los Angeles, has started broadcasting twice weekly, the half-hour transcribed program, *The Marines Tell It to You.*



AIRING a re-enactment of Patrick Henry's immortal "Give me liberty or give me death" speech from St. John's Church, WRVA, Richmond, tied in with the world premiere of "The Howards of Virginia", much of which was filmed within WRVA's broadcast area. Julian Ford (center), WRVA actor-announcer, portrayed the Patrick Henry role. Ira Avery (left), WRVA special events producer, and Bob Prettyman, Richmond Theatre Guild director, supervised the production and broadcast.

* * *

Traffic Quiz

WITH cooperation from the sheriff's office, police department and city school system, KARM, Fresno, Cal., has started a new Monday evening half-hour, *Traffic Jam,* on which rival teams of contestants are quizzed on traffic regulations and safe driving procedure. Winners are awarded prizes by local merchants, with extra awards for listeners sending in questions used on the program.

* * *

Demand for Marches

WIP, Philadelphia, in answer to countless requests for military band music, inaugurated a weekly series of band programs on Sept. 10, known as *Rhapsody of Marches.* The interest centered on Americanism and national defense is expected to promote an even greater interest in this type of music.

* * *

Philco Pickups

TO PROMOTE the new Philco photoelectric phonograph pickup, KYOS, Merced, Cal., and Devlin-Drew Co., San Joaquin Valley Philco distributors, have originated a new program originating in the lobby of a local hotel. The program features interviews with spectators, designed to bring out reactions to the new pickup.



IT GETS 'EM!

And the best way to "get them" in the rich, buyable Roanoke market is via the air-waves of WDBJ. You see, just about *all* of the radio families here-abouts crowd into *our* tent *most* of the time. That's because we give 'em a real show—and because we're the *only* station within 50 miles! We're waiting for the "go-ahead" sign to start getting attention for you. How about it? P.S. This territory buys BIG!—over $400,000,000 at retail alone!

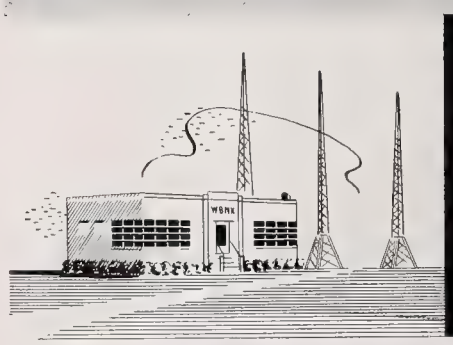
WDBJ ROANOKE, VIRGINIA

FREE & PETERS, INC. *Exclusive National Representatives*

Owned and Operated by the TIMES-WORLD CORP.

CBS Affiliate • 5000 Watts Day • 1000 Watts Night

Directional over New York



Now! 5000 WATTS DAY and NIGHT

WBNX YOUR BEST NATIONAL SPOT BUY

A NEW APPROACH TO THE NEW YORK MARKET

Phone Quiz

USING telephone calls to ask questions, the new *Cash Drawer* quiz program is to start Sept. 19 on WHK, Cleveland. Cash prizes totaling $75 per program, plus grocery certificate awards for persons not at home when called, are featured The series is sponsored by William Edwards Co., volunteer grocery chain operators. Numbers called are chosen by selector wheels before the studio audience. Pinky Hunter, m.c., places the call, asks the question and repeats the answer for the audience. Cash award for correct answers are sent via Western Union messenger. Competition area includes all cities and towns within 50 miles of Cleveland. Gordon Vlchek Advertising Agency, Cleveland, handles the account.

* * *

Foreign Talent

COOPERATING with the British War Relief Fund, under whose auspices the series is being presented, KFWB, Hollywood, has inaugurated a weekly half-hour program titled *Freedom Speaks*. Subtitled, a program with a purpose, each show is complete in itself, and features foreign film players, with Alan Mowbray as m.c. Fred Ibbett onetime producer of the CBS *Hollywood Hotel* when sponsored by Campbell Soup Co., is in charge of the series. Leon Leonardi is musical director. Initial program featured Arch Oboler's dramatic sketch, "Suffer Little Children," and had Ida Lupino as guest star.

* * *

Youth Orchestras

NATIONAL YOUTH Administration symphony and concert orchestras in leading cities will furnish the music for CBS' Sunday morning series of 10:30-11 a. m. programs which start Sept. 29 under the auspices of a sponsoring committee composed of Mrs. Franklin D. Roosevelt, Mayor F. H. LaGuardia of New York, and James C. Petrillo, president of the AFM. Programs will be noncommercial and are an outgrowth of the recent NYA auditions through which Leopold Stokowski formed the All-American Youth Orchestra, currently on tour in South America.

* * *

Wife vs. Husband

A SERIES of commentaries on foreign affairs by Mrs. Clifton Utley, wife of famed Prof. Clifton Utley of Chicago U, on Oct. 8 will start on WJJD, Chicago, under the auspices of the Illinois League of Women Voters. The weekly series is expected to create a lively "air battle" since Mrs. Utley's views are sharply divergent from those of her husband who speaks on *Foreign Affairs* over another Chicago station. She has spent many years as traveller and lecturer.

Flag Waving

TO ALLEVIATE "patriotic inertia" WCAU, Philadelphia, has announced plans for an ambitious patriotic program on the theme, "Know Your Anthem—Show Your Flag", bearing the endorsement and active cooperation of the Philadelphia County Council of the American Legion. Centered around a weekly broadcast, *Of Stars & Stripes*, the WCAU - American Legion campaign will strive for a "reawakening of patriotism" through an acknowledged program of propaganda to encourage citizens to display the flag and to learn the words of the national anthem, "The Star Spangled Banner". WCAU also will distribute 100,000 six-inch window stickers, the back of which contains the lyrics of the anthem.

Wharf Notes

ORIGINATING on the municipal wharf at Santa Cruz, famous resort town about 40 miles distant, *The Man on the Wharf* has supplanted the man-on-the-street on KDON, Monterey, Cal. Sponsored by Nehi Bottling Co., San Jose, the feature presents Ad Fried as the man-on-the-wharf, and his wife as "Miss Nehi", interviewing visitors at the wharf. Participants receive a bottle of Royal Crown Cola, and if a pre-set alarm clock rings while an interviewee is at the mike, he receives a carton of six bottles.

* * *

All About Radio

WITH Graham McNamee as m.c., and an assortment of performers and laymen as guests each week, a new *Behind the Mike* series started Sept. 15 on NBC-Blue. The new series will probe behind the scenes in radio to provide listeners with glimpses of all the ramifications of broadcasting, from engineering to programming. The feature is heard Sundays, 5:30-6 p.m. [EDST].

* * *

Topics of the Day

CONTROVERSIAL issues of the day are discussed on *Sidewalk Sessions*, on KSCJ, Sioux City, Ia., daily at 5:15 p.m. Show is conducted by Charles Sebastian from the street where he interviews passers-by. The program is a half-hour long, but only 15 minutes are broadcast.

GET HOT!

WWVA

GA83 IO-ER CHICAGO ILL

RADIO STATION WWVA
WHEELING WESTVIR

RELET AS USUAL WE ACCEPT

YOUR SUGGESTION. GET HOT. .

The above telegram was received from a Chicago Advertising Agency and was in reply to a letter in which we recommended a certain WWVA handling of a new account. To us it represents forceful proof that we know WWVA listeners and how to get them to respond, like a book.

And how we like to GET HOT!

5,000 WATTS AT WHEELING, WEST VA.
COLUMBIA Station at Eleven-Sixty
on 2,085,666 Radio Dials
JOHN BLAIR CO — National Representatives

IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.
ON THE NBC RED NETWORK

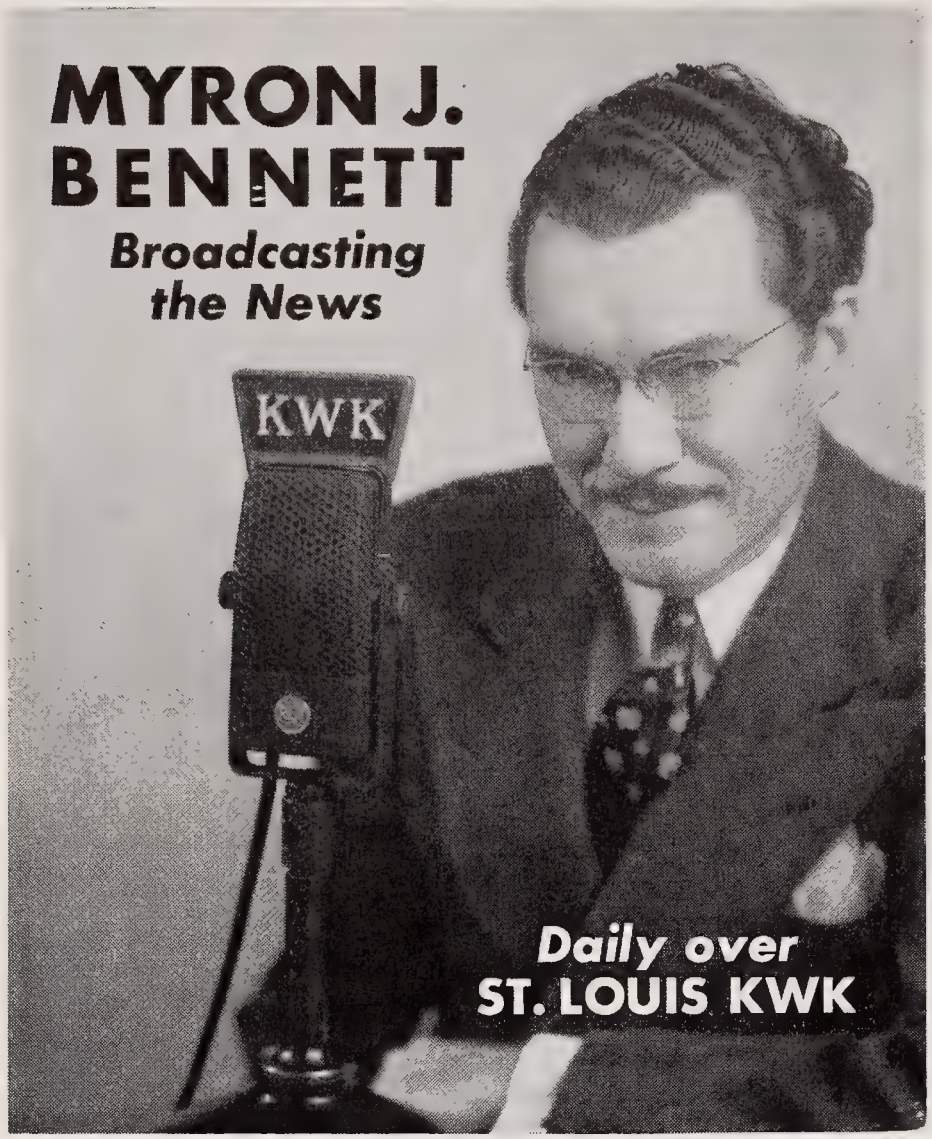
No outside market serves Georgia's second largest metropolitan market. We sell it . . . at the lowest per person cost of any medium.
RED NBC BLUE
WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

THE ODDS ARE OVER
2 to 1
ON THE RED

A Minute Spot on WMBG—the Red Network Station—costs only $15.00—Night time rate. A minute on the other leading Richmond Station—Night time rate—costs $35.00. That makes the money odds on the Red over 2 to 1.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG, NBC Red Outlet, Richmond, Va.

National Representative—John Blair Co.



Montana Event

USING a roving announcer as well as its regular booth in the commercial display building, KGVO, Missoula, gave complete coverage of the special events at the recent Western Montana Fair and also promoted various products on display. A daily broadcast was conducted from the booth, mentioning all products advertised on the station, and in addition the roving announcer visited all other bootns in the commercial display building, interviewing attendants about the products, implements and appliances on exhibit. Broadcasts of the regular features of the fair, including horse races, stage acts and other performances, were interspersed through the schedule of these commercial interviews.

* * *

Help Program Broadened

GEORGE PEPPERDINE Foundation, Los Angeles (philanthropic), sponsoring Hal Styles' *Help Thy Neighbor* on KFWB, Hollywood, has broadened the format of the weekly half-hour program. While formerly devoted exclusively to job finding, the program now aids people in numerous other ways. Persons with a reasonable request can make their public appeal via the program. *Help Thy Neighbor* is believed to be the only radio program which actually prohibits mention of the sponsor's name during a broadcast. The program has found jobs for more than 20,000 persons since going on the air a few years ago.

* * *

Favorite Candidates

A NEW FORM of political debate on WHN, New York, gives voters a chance to plug for the Presidential candidate they favor, then puts representatives of Roosevelt and Willkie on the same program to try to change or reinforce these views. Program entitled *On With the Argument* is broadcast Mondays, 9-9:30 p.m. Maurice C. Dreicer presides.

* * *

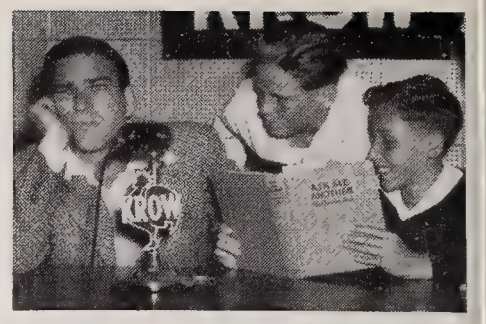
On the Campus

KRE, Berkeley, Cal., caters to college boys and co-eds with its *Views on Campus News*, Mondays at 9:45 p.m. until the end of the current semester. Social chat and a touch of sport news make up the items on the quarter hour.

* * *

For Hobbyists

A NEW program, *Hobby Roundtable*, recently started on KLS, Oakland, Cal. Persons in all walks of life are invited to come to the studios and talk about their hobbies. Hugh Turner conducts the show.



UNHAPPY INDEED was Announcer Bert Winn, of KROW, Oakland, Cal., when the winners of his Boy Announcers' Contest turned the tables on him armed with the latest *Ask Me Another* book. During August he conducted the contest to promote a special back-to-school sale on his *Question Wheel* program, sponsored daily by Money-Back Smith, Oakland clothier. After conducting Winn's programs Aug. 24, these two were given merchandise awards and guested royally at Treasure Island.

* * *

New Hobby Series

CONDUCTED by the U of Cincinnati Evening College in cooperation with the station's education department, *A Hobby for You* started Sept. 6 on WKRC, Cincinnati. Each weekly program is devoted to a single subject like creative writing, home gardening, amateur photography, popular astronomy, and each hobby discussed is offered in an evening college course at the University. Bernice Williams Foley, WKRC educational director, supervises and participates in the presentations.

* * *

For Carriage Trade

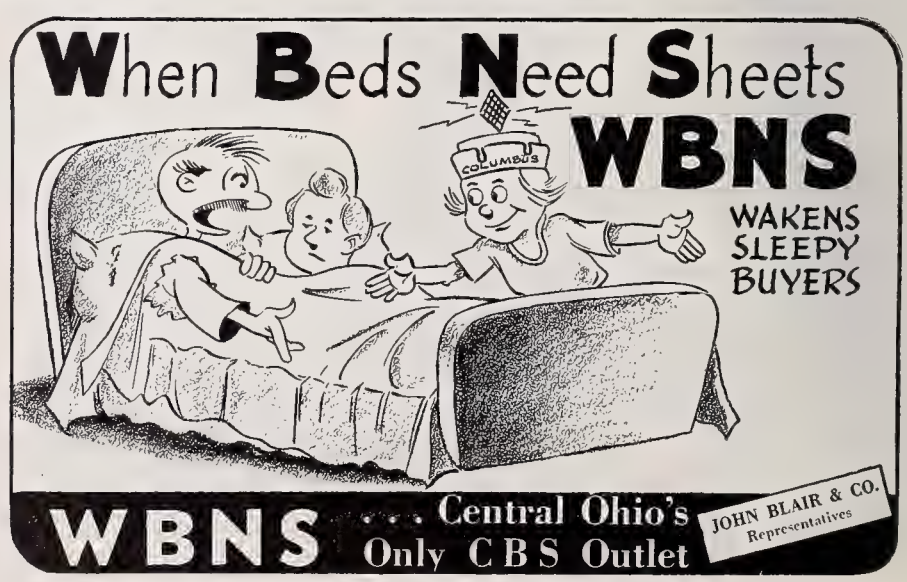
TO ATTRACT trade from the ritzier Milwaukee sections, a new series starring Nancy Grey has been started for 26 weeks on WTMJ, Milwaukee, by The Grand, local women's wear store. The new feature, *Nancy Grey's Fashion Forecast*, is built around a panel discussion among women from various local clubs and civic groups. On each broadcast an authority on a subject of interest to women is guest.

* * *

Air for Immigrants

DESIGNED to aid immigrants seeking citizenship papers, a new *Americans All* series is to start soon on KSFO, San Francisco. Applicants for citizenship will be brought before the microphone to describe the manner of their training. It is also planned to arrange appearances by well-known citizens who came to San Francisco as immigrants.





F C C to Consider Proposals to Ease F M Applications

Fly Accedes to Request for Discussion of Questions

FORMAL conferences between committees of the broadcasting industry and the Administrative Board of the FCC, to modify new station application forms, especially for FM stations, have been arranged through FCC Chairman James Lawrence Fly.

Heeding industry complaints that the FM form (319) is far too stringent to encourage filing of applications, the FCC authorized the sessions, before making definite changes. Committees representing the NAB, National Independent Broadcasters and FM Broadcasters Inc., have been named to confer with the Administrative Board, at Chairman Fly's invitation.

Excessive Demands

Aside from the FM form, which is regarded as so far-reaching that it borders on the ridiculous, the Administrative Board also will consult with the committees representing the industry on modification of Form 309, which is mandatory for standard broadcast station applicants. This document, which supplanted the less comprehensive original application last spring, was used as the base for the FM form. But the Commission went even beyond these requirements in devising the FM application, which admittedly has discouraged many groups and individuals from seeking commercial FM facilities.

The conferences will cover only the application requirements. The FCC itself is expected to change its rules governing commercial FM, upon recommendation of its engineering department. These changes likely will enlarge the service area of so-called Class B stations, from 3,000 square miles to an area to be determined. Class C stations, it is expected, will be specified for dual-market and rural service of larger areas, with Class A stations restricted to local secondary market service. A clear-cut definition of service area also is under contemplation, to guide prospective applicants [BROADCASTING, Sept. 1].

The FCC administrative board is composed of General Counsel Telford Taylor, Chief Engineer E. K. Jett, Secretary T. J. Slowie and Chief Accountant William J. Norfleet. Mr. Taylor has been vacationing and Joseph L. Rauh Jr., acting general counsel, is presiding for the Law Department.

NAB President Neville Miller has designated Eugene C. Pulliam, president of WIRE, Indianapolis, as chairman of the NAB committee to confer with the FCC. Other members are W. C. Alcorn, WBNX, New York; P. J. Hennessey Jr., NBC Washington attorney; Kenneth Raine, CBS Washington attorney; Reed T. Rollo, Washington attorney for MBS; H. W. Batchelder, WFBR, Baltimore.

John Shepard 3d, president of FM Broadcasters Inc., following a conference Sept. 6 with Chairman Fly, named a committee of John V. L. Hogan, WQXR, New York; Philip G. Loucks, chief attorney for the FM Broadcasters at the hearings which resulted in the authorization of commercial operation, Frank W. Roberson, Washington attorney, and C. M. Jansky Jr., consulting engineer.

Harold A. Lafount, president of National Independent Broadcasters Inc., has named himself and Andrew W. Bennett, Washington counsel for the association, to sit with the FCC board. Meetings will be held, it was said, until definite conclusions are reached. The FCC, according to Chairman Fly, is anxious to act quickly.

The conferences began Sept. 12 and continued through Sept. 13, following meetings of the groups representing the industry. A cooperative spirit prevailed, it is reported, and broadcasters felt that preliminary understandings had been reached toward ameliorating the more onerous provisions of the FM form. Acting General Counsel Rauh, presiding at the sessions, indicated that the FCC would ask the industry groups to submit briefs in support of their oral suggestions.

Among those present at the sessions for the FCC, in addition to Mr. Rauh, were Andrew D. Ring, assistant chief engineer; William J. Norfleet, chief accountant; T. J. Slowie, secretary; David H. Deibler, T. L. Bartlett, and William H. Bauer, of the legal staff.

Among those present for the industry aside from committee members, were Russell P. Place, NAB general counsel; Paul F. Peter, NAB research director, and Herbert L. Wilson, New York engineer.



COOPERATING with the local Loew-Poli Theatre in publicizing the picture, "Foreign Correspondent", WELI, New Haven, Conn., moved its entire news department to the theatre lobby. Here Bill Dukeshire, WELI news editor, signs on a broadcast of United Press and local news. During the movie, seven daily news periods originated at the theatre.

Changes in Rigorous FM Rules Seen As FCC Hears Complaints of Industry

LIKELIHOOD of changes in FCC rules governing allocation standards for commercial FM stations is seen following a conference Sept. 6 of representatives of FM Broadcasters Inc., with FCC Chairman Fly, Chief Engineer E. K. Jett and Assistant Chief Engineer A. D. Ring. With less than 40 FM applications on hand, because of the rigorous requirements of FM rules, steps already have been taken to relax certain of these provisions. The net result of the changes accomplished, both in allocation requirements and in application forms, is expected to accelerate filing of applications.

The Engineering Department, in the light of information it has procured, is considering modification of mileage requirements for various classes of stations since most applications already filed seek substantial geographical areas.

Class B service stations are restricted to 3,000 square miles under the rules and include 22 of the 35 FM channels assigned. Recommendations include proposals that this limit be extended to perhaps 12,000 miles or even eliminated entirely, with assignments to be based on definite showings of retail trade areas or spheres of economic influence to be served.

There are seven channels assigned for so-called Class C service —the largest classification—but in this instance the requirement is that a substanial rural area must be covered. The smallest classification (A) has been assigned six channels for purely local service in areas serving up to 500 square miles. No change appears to be contemplated in this classification.

The special study is being conducted under the direction of Chief Engineer Jett and Assistant Chief Engineer Ring. Particular attention is being paid to trade area studies, presumably with the idea that stations should serve logical spheres of economic influence.

At the Sept. 6 conference John Shepard 3d, president of FM Broadcasters, advanced reactions of his group to the rules. Present with him were Walter J. Damm, WTMJ, Milwaukee; Philip G. Loucks, Washington attorney and chief counsel for FM Broadcasters at the hearings earlier this year, and Paul A. deMars, Yankee Network vice-president.

Mr. Shepard outlined to the FCC officials some aspects of a projected FM nationwide network which he is fostering, totally aside from his activities as president of FM Broadcasters Inc. [BROADCASTING, Sept. 1]. In that connection, the desirability of creating an integrated FM structure with sufficient coverage to afford both rural and urban service, was stressed.

The 25 prominent broadcasters who met in Chicago late last month in connection with the network project still are pursuing preliminary details. A committee of seven, headed by Mr. Shepard as chairman, and Herbert L. Pettey, general manager of WHN, New York, as secretary-treasurer, proposes shortly to retain a competent person, prominent in radio, to draft a prospectus for such a venture.

MILK FIRMS WAGE D. C. AIR BATTLE

WASHINGTON dairies and milk distributors have taken to the air in a bitter price battle centering on the relative merits of glass bottles and paper milk containers. Believed to be the first time a milk war has been waged exclusively by radio, the milk marketers are making heavy purchases of spot time on all four Washington stations—WRC-WMAL, WJSV, WOL.

The paper-glass controversy, hinging largely on the price factor, first arose in Washington about a year ago with the introduction of milk in paper containers through a large number of grocery chain outlets. From that time to the present the most active opposition to paper containers has arisen from High's Ice Cream Co., which owns a large dairy and also operates about 150 ice cream and dairy stores in the Washington, Baltimore and Richmond area.

After an opening flurry the controversy leveled off, until in August the Sanitary Grocery Co. built a dairy plant and started distribution of packaged milk through its 250 stores in the Washington area, meantime plugging its Lucerne Milk in paper containers and Lucerne dairy products to the exclusion of all others produced and marketed locally.

With the low-price factor equalized as between High's cash-and-carry product and competing milk in paper containers, and with other producers and distributors starting to market price milk to meet the competition, the controversy reopened and resolved squarely into a glass vs. paper battle. With challenge of its cash-and-carry operation, High's started using spot announcements daily on the four Washington stations. Copy, handled by Courtland D. Ferguson Agency, Washington, stressed the advantages of glass bottles with catch-lines like "See what you buy before you buy", "See the cream line", "No foreign taste", "You can't beat the bottle and you can't beat the price", "No second-best milk at High's."

FM Applications

APPLICATIONS for FM facilities have dwindled during the last two weeks, pending FCC action in cooperation with the NAB and FM Broadcasters Inc. to change the application forms and rules. The total at time of going to press was 37, with latest applications received from WHFC, Cicero, Ill., seeking 47.5 mc. to cover 2,885 sq. mi., 3,835,000 population; WEW, St. Louis, 44.3 mc. to cover 13,500 sq. mi., 1,682,000 population; KFRC, San Francisco, 43.5 mc. to cover 3,080 sq. mi., 1,428,331 population. In addition, KFSG, Los Angeles, asked permission to amend its original application to ask for 45.5 mc.

More for Treet

ARMOUR & Co., Chicago (Treet), on Sept. 2 added 18 stations to its *Your Treat,* featuring Charles Sears, tenor, schedule, making a total of 53 stations releasing the thrice-weekly feature. New stations are: WLW WGN WDBJ KTSA KGNC WCHS WCSC WMFD KHQ WNAX KTUL WFLA WSYR WMAS KMOX WAVE KDAL WBEN. Lord & Thomas, Chicago, handles the account.



WCBA-WSAN

LEHIGH VALLEY BROADCASTING CO.

ALLENTOWN, PA.

Here's Why!

COVERAGE

MARKET

AUDIENCE

NO COMPETITION

TEST MARKET NUMBER 1

NBC RED & BLUE NETWORKS

QUAKER NETWORK

PENNSYLVANIA REGIONAL

Treaty Shifts Affect Many Stations

(*Continued from page 14*)

tions with power up to 5,000 watts; 170 Class III-A stations with maximum night power of 5,000 watts; 90 Class III-B stations with maximum night power of 1,000 watts; 459 Class IV stations with maximum power of 250 watts.

Six local station channels are retained, five of which are shifted upward and one (1500 kc.) shifted down to 1490 kc. For the first time channels in the band 1500 to 1600 kc., heretofore allocated on a 20 kc. separation, are placed in the conventional band with standard 10 kc. band width. The total number of channels in the entire band is 106.

One Less Regional

The number of regional channels was reduced from 42 to 41. All regional channel assignments below 630 kc. stand pat. Those in the range 780 kc. to 1120 kc. move up from 10 to 30 kc. All those from 1220 to 1430 kc. move up 30 kc.

Commissioner T. A. M. Craven was instrumental in procuring the treaty agreement in Havana during November and December 1937, after six weeks of rigorous negotiation. His chief lieutenant was A. D. Ring, assistant chief engineer in charge of broadcasting. In the nearly three years that have elapsed since the conference, FCC Chief Engineer E. K. Jett, Mr. Ring and his staff have devoted a vast amount of time to completion of the engineering details and necessary adjustments, at the same time seeking to disturb the status quo as little as possible. Devoting practically fulltime under Mr. Ring to this work have been Ralph L. Clark and H. U. Graham, broadcast engineers, and Maxine Colona, engineering department assistant.

Pushbutton-itis

SOME 10,000,000 pushbutton sets (estimated as now in use) will require recalibrating when the new allocations become effective next March 29. All stations on frequencies above 720 kc. will require these adjustments, simply accomplished by a service man at a cost of not more than $2, or by any listener who can read and handle a screw-driver.

The FCC, in its announcment, said that the agreement "typifies" the high spirit of cooperation among the participating nations.

Several orders were adopted by the FCC as part of its action. The most detailed [See page 80] amended the rules and regulations to accord with the treaty terms. The second extended all existing broadcast stations licenses from Oct. 1, 1940 to May 29, 1941, after which all licenses will be issued for a one-year period, consistent with the renewal categories in which they are staggered.

The Commission explained that if an application for renewal for regular operation beyond Aug. 1, 1941 has been filed. it will not be necessary to refile. Modified licenses to cover the new expiration date will not be issued. Licensees were instructed to post this order attached to their licenses in accordance with the rules governing posting of licenses.

Procedure to Be Followed

In another in the series of a half-dozen orders, announcements or public notices relating to the treaty, the FCC set forth the procedure to be followed by it and by licensees who desire to comment on the proposed allocation.

In the notice the FCC explained that it had made the allocation lists available for public inspection in its offices and that copies have been mailed to all existing licensees and applicants.

"Any holder of an outstanding instrument or authorization for the use of radiobroadcasting facilities or applicant therefore", the notice stated, "may, on or before Oct. 15, 1940, file in writing with the Commission such expression of views as he may desire with respect to the provisions of said notification, furnishing 14 copies of such expression of views".

No Vested Rights

The Commission said that neither the listing of any station with a particular classification or assignment in the notifications nor in the final lists is to be construed as "vesting any right in any station to the use of the frequency or classification specified."

In providing for reallocation and in preserving the present broadcast structure with minimum changes, it said the controlling consideration under the statute and the agreement "is the interest of the public in the establishment of an efficient radio communication service with adequate facilities".

In announcing adoption of the order modifying the rules and regulations, effective March 29, 1941, to accommodate the reallocation, the Commission said that any licensee or holder of a construction permit or applicant "may also file in writing with the Commission prior to Oct. 15, 1940, such expression of views as he may desire with respect to the reallocation provided for under the order and the rules as amended." In this instance too 14 copies must be furnished.

"For the reasons given above", the notice stated, "the Commission, in considering views submitted pursuant to the invitations extended above, will not entertain arguments suggesting any vested right in the use of any frequency or any right to the retention of any particular classification by any station. Such expressions of views as may be filed should be limited to matters having relation solely to the interest of the public in receiving radio service."

'Red' Grange on MBS

NATIONAL REFINING Co., Cleveland, which recently appointed Sherman K. Ellis & Co., New York, to handle advertising for White Rose gas and Enarco motor oils, on Oct. 4 is starting a series of twice weekly "football forecasts and postscripts" by the noted football player Harold "Red" Grange on 18 MBS stations, keyed from WHK, Cleveland. On Fridays, 7:15-7:30 p.m., Grange will pick the next day's winner, and Saturdays, 6:45-7 p.m., he will comment on the day's outstanding plays. Twelve of the stations carry the program direct, while KOIL, WSPD, KWK, WGN, WIRE and WNAX will record the broadcasts for rebroadcast.

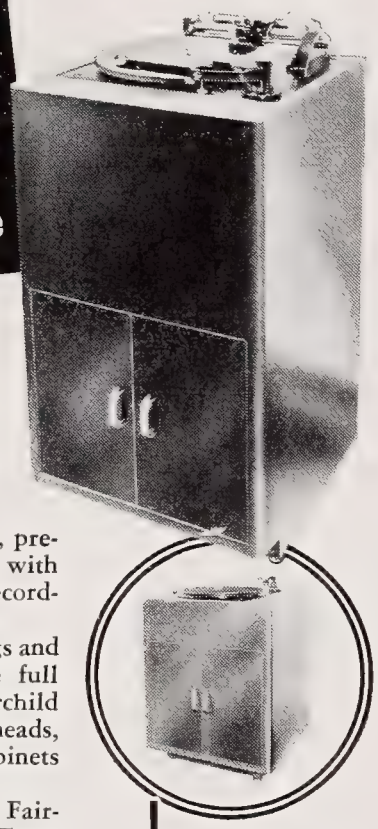
White Labs. Quiz

WHITE LABORATORIES, New York, which usually conducts a fall spot announcement campaign for Feen-a-mint on a large list of stations, plans sponsorship on MBS of the *Double or Nothing* audience participation program which has been running on WOL, Washington. Although time on Mutual has not yet been fully cleared, the program is scheduled to start Sept. 29 probably in the Sunday 6-6:30 p.m. period on about 80 stations. Definite details will be released later this month by Wm. Esty & Co., New York, the agency.

WIP to Show FM

WIP, Philadelphia, will present a public demonstration of FM broadcasting Sept. 23-25, according to Benedict Gimbel Jr., WIP president. The demonstration, providing a comparison between AM and FM transmission, will be opened to the public two hours daily, 4-6 p.m., on the 12th floor of the Gimbel Bldg. Two miniature networks will be used in the demonstration, to be conducted by D. Lee Chestnut, General Electric engineer.

Introducing...New CABINET MODEL FAIRCHILD Recorder and Turntable



Standard Ready-to-Use Units Which Surpass the Finest Custom-Built Equipment

Quiet reproduction, added beauty, precision timing . . . all are yours with Fairchild's new cabinet model Recorders and Transcription Turntables!

Special noise-reducing mountings and all-metal cabinets bring out the full excellence of precision-built Fairchild Turntables, Reproducers, Cutterheads, and Motors. Sleek gun-metal cabinets with chrome trim.

F-79 Recorder (41" high) has Fairchild Unit 199 Mechanism; F-81 Turntable (30" high) has Fairchild Unit 227 Mechanism.

For full details, write today!

F-79 Recorder (upper)
F-81 Transcription Turntable (lower)

Ask for Complete Literature on F-79 Recorder and F-81 Transcription Turntable

"...it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

Proven Reliability by F-M's Foremost Transmitter Manufacturer

THE YANKEE NETWORK

21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS

September 10, 1940

Mr. Charles Srebroff, President,
Radio Engineering Laboratories,
Long Island City, New York

Dear Mr. Srebroff:

The quality of performance of REL FM transmitters with regard to fidelity have been many times demonstrated to the Broadcasting Art and have set a standard of performance in this respect.

From the standpoint of practical broadcasting it is equally important that transmitting equipment in the new field of FM prove capable of the same high standards of dependability as that attained in the regular broadcast band.

Yankee Network's pioneer FM broadcasting Station WIXOJ has been in regular operation sixteen hours daily since July 1939. From July to February operation was with transmitting equipment of 2 kilowatts capacity and since February with transmitting equipment of 50 kilowatts capacity.

I am pleased to report that this equipment, which is the Radio Engineering Laboratories catalogue #521 50 KW transmitter, has not only maintained the high fidelity performance in daily operation that has been so often demonstrated as typical of the Armstrong system of phase modulation but has demonstrated that this equipment meets the high standards of dependability required in broadcasting service.

I am sure that it is as great a source of satisfaction to you as it is to the Yankee Network to know that actual use and experience with this equipment has confirmed our judgement in selecting it for the world's first 50 KW FM Broadcasting Station.

Sincerely yours,

Paul A. deMars

Paul deMars
Vice President

For Dependable F-M Broadcasting Use

F-M REL Equipment

Tip Magazine Test

EDITORS & PUBLISHERS Service Co., New York, the end of August started 12 weekly spot announcements on KTEM, Temple, Tex., and KARM, Fresno, as a test campaign to interest subscribers in its *Contest Tips* magazine. If the test proves successful, more stations may be added, according to Casper Pinsker Adv. Agency, New York, the agency.

WITH the inauguration of the new 50,000-watt HJCS, Bogota, Colombia, to be known as Radio Continental and to operate on 920 kc., Pan American Broadcasting Co., New York, announces it has been selected as representative in this country.

Changes Unspecified in Treaty

(*Continued from page 13*)

WNAD, Norman, Okla., now on 1010, are shifted to 690 kc. and earmarked for possible 50,000-watt operation. KOMA, Oklahoma City, and the Fred Jones Broadcasting Co., Tulsa, are applying for the same facility, however.

WHN, New York, also on the 1010 kc. channel, which goes to Canada as a 1-A channel, is shifted to 1050 kc., and also is slated for 50,000 watts. WNOX, Knoxville, shifts from 1010 to 990 kc. with its present power of 5,000 watts night and 1,000 watts day, unlimited time, but presumably can procure substantially higher power as a Class II station.

WAPI, Birmingham, shifts from 1140 to 1070 kc. with 50,000 watts, along with KNX, Los Angeles CBS 50,000 watter. KFBI, Wichita, recently was given fulltime on the channel with 5,000 watts day, and 1,000 watts night.

WWVA, Wheeling, is shifted from 1160 to 1170 kc. with KVOO, Tulsa, both with proposed 50,000-watt transmitters, as Class I-B stations under the treaty. KVOO now uses 25,000 watts and WWVA 5,000 watts.

Local Stations Shifted

Local stations shifted, with 250 watts, to new frequencies other than those originally contemplated because of lack of adequate frequency separation in their metropolitan areas, are WELL, Battle Creek, 1420 to 1370; WMBC, Detroit, 1420 to 1370; WKEU, Griffin, Ga., 1500 to 1450; KYSM, Mankato, Minn., 1500 to 1230; WOC, Davenport, Ia., 1370 to 1450; WGL, Fort Wayne, 1370 to 1450; WIBM, Jackson, Mich., 1370 to 1450; WHLS, Port Huron, Mich., 1370 to 1450; WGIL, Galesburg, Ill., 1500 to 1400; and WCAZ, Carthage, Ill., 1070 to 1080 (as a Class II station, but with its present power of 1,000 watts daytime only).

WHOM, Jersey City, was shifted from 1450 to 1560 kc., as a Class II station with 1,000 watts local sunset and 500 watts night, because of lack of adjacent channel separation with other stations in the area.

WCAU Seeks Actors

WCAU, Philadelphia, has announced plans to operate a central casting bureau in order to seek new talent called for by a heavy dramatic program schedule. Services of the bureau will be available to all other Philadelphia stations at no cost, according to Stan Lee Broza, WCAU program director, who will supervise the project. A detailed filing system will be built up after prospective talent is registered and auditioned.

FARMER'S No-Third-Term-Democrats has purchased 48 quarter-hours on KGKO, Fort Worth, and the Lone Star Chain. The series originates in Dallas and runs until Nov. 2, heard 6:30-6:45 a.m. every weekday. The The Lone Star Chain recently carried nearly two hours of the Anti-Third Term Democrat rally from Dallas at regular political rates.

Canada News Settlement Is Discussed at Meeting

NO DECISION was reached, as far as can be learned, at a Sept. 9 Ottawa meeting on the sponsorship of newscasts between the Canadian Press and the Board of Governors of the Canadian Broadcasting Corp. It is understood on good authority that the Canadian Press and the Canadian Daily Newspaper Assn., will further discuss the question at a special meeting in mid-September. From this source it is learned that the CBC is in all probability trying to persuade the Canadian Press to follow its similar organization, Associated Press, in the United States, and allow CP news to be commercially sponsored. A large percentage of newspaper publishers in Canada do not own radio stations and are against the sponsorship of news. At present the CBC buys CP news for non-sponsored newscasts at $20,000 a year for the CBC national network.

Some change is to be made on Jan. 1, 1941, in regard to sponsored newscasts [BROADCASTING, Sept. 1] and since the Canadian Assn. of Broadcasters has been assured by the CBC that a method of sponsored newscasts suitable to its memoranda will be put into force, the assumption that the CP is being persuaded to sell its news for sponsorship is a likely one.

XENT to 990 Kc.

ASSIGNMENT to 990 kc. of XENT, Nuevo Laredo, Mexico, across from Laredo, Tex., in lieu of 810 kc., was announced by the Mexican communications ministry in its official log for September, 1940. The border station heretofore has been assigned to the clear channel occupied by WCCO, Minneapolis, while 990 kc. is assigned to WBZ, Boston-WBZA, Springfield. XENT is listed as having 50,000 watts present power but 150,000 watts authorized. Other border stations, including Dr. John R. Brinkley's 180,000-watts XERA at Villa Acuna, across from Del Rio, on 960 kc., and XEAW, 100,000-watt station at Reynosa, below Dallas, on 1020 kc. retained present assignments, according to the log. Under the Havana Treaty, due to become effective next March 29, all border stations are slated for deletion.

WJPF on The Air

WITH a special dedicatory broadcast Sept. 1, the new WJPF, Herrin, Ill., authorized to Postmaster Orville W. Lyerla by the FCC in July, 1939, to operate with 250 watts on 1310 kc., went on the air Aug. 28. The personnel of the station includes Charles R. Cook, former owner of WSOY, Decatur, Ill., manager; Ernie May, from WEBQ, Harrisburg, Ill., commercial manager; Fred Reinhardt previously with WTRC, WHBF, WGIL and WSOY, program director; June Janess, of WCFL and WTAX, continuity director; Doug Hadley, from WTAX and WCBS, and Bud Barbee, of WIL, St. Louis, announcers. Chief engineer is Milburn Stuckwish, formerly with KITE, Kansas City, and his staff will be Lynton Lemond, from WPAD and WHOP, and Bill Dietz, recently with KITE. Studios and control room are RCA equipped throughout and a 190 ft. Wincharger radiator has been erected.







ARIZONA'S first 5,000-watt transmitter, and the inland Southwest's first directional antenna array are now under construction by KTAR, Phoenix, to be housed in this modernistic building. Construction will be completed and the new Western Electric transmitter installed by Nov. 15, according to Dick Lewis, head of KTAR and general manager of the ABC network. Two series-fed vertical radiators, one 400 feet and the other 300, both locally constructed, will be used by the 5,000-watt station on 620 kc. In addition to the new completely air conditioned transmitter building, located on a 40-acre tract in Northeast Phoenix, the expansion program includes remodeling and enlargement of the station's downtown offices and studios atop the Heard Bldg.

Shortwave Shifts Asked by Crosley

A PLAN for a small-scale reallocation of international broadcast frequencies was proposed to the FCC Sept. 9 by Crosley Radio Corp., in a petition for reconsideration of its Aug. 22 action authorizing CBS to build a second station at Brentwood, L. I., and take over the facilities of WCAB, international shortwave adjunct of WCAU, Philadelphia [BROADCASTING, Sept. 1].

The petition, filed by William J. Dempsey and William C. Koplovitz, Crosley counsel, stated the FCC would not have taken the action in respect to CBS if it had been aware of the benefits which would accrue through a different plan of allocation. It proposed changes in international broadcast shortwave frequencies affecting four of the licensees.

For the Crosley shortwave station, WLWO, the petition asked that 9590 kc., given WCAB, be allocated to WLWO for fulltime operation on the ground that the Cincinnati station has first claim to it and since WCAU actually is relinquishing its station. Insofar as CBS is concerned, the petition said it already has 9650 kc. in the same band for WCBX, now being moved to Brentwood. WLWO claimed it needed 9590 immediately, to improve its South American coverage.

WLWO also asked for fulltime assignment on 15250 kc., one of the two channels in that band now assigned to World Wide Broadcasting Co., Boston. In so doing, it would relinquish its time-sharing assignment on 15,270 to CBS, enabling fulltime operation.

The Crosley outlet also asked for assignment on 11710 kc., a new frequency not now assigned, and then would relinquish 11870 kc. to WPIT, Pittsburgh, operated by Westinghouse, on which the two stations now share time.

Finally, WLWO asked for an increase in power from 50,000 to 75,000 watts. It claimed that by such a shift, all of the outlets would be benefited with fulltime frequencies in the more efficient bands.

Paid Anyhow

FOR WEEKS the 12-piece orchestra of KSFO, San Francisco, has been rehearsing one hour daily, but the orchestra never gets on the air. Every pay day each member draws his check, in keeping with the union scale. But KSFO, CBS affiliate, is so loaded with commercials and network programs that there isn't a spot for its own house orchestra.

Seeking Thompson Sponsors

REGIONAL BROADCASTERS Assn., New York, is continuing its campaign to line up advertisers for cooperative sponsorship of Dorothy Thompson news comments on NBC-Blue, Fridays, 7:15-7:30 p.m., now tentatively scheduled. Agency is Stockton, West & Burkhart, Cincinnati.

IN JERSEY'S FLOOD
Stations Jump Into Action to Assist the Public

PHILADELPHIA and Atlantic City radio stations were active over the Labor Day weekend when flood rains in Southern New Jersey crippled normal transportation and communication facilities. Permanent Quaker Network lines from WSNJ, Bridgeton, N. J., to WFIL, Philadelphia, put Mutual in the heart of the flooded area. With all roads blocked and mobile units unable to reach Bridgeton, where two bridges had been washed away and the town was in peril, WSNJ originated two MBS broadcasts with the surging river's roar as a background. WFIL maintained a steady schedule of flood and hurricane news, keeping contsant telephone contact with the New Jersey State Police at Trenton.

With a portable radio transmitter and receiver, through which he received vital directions from an amateur operator living near Medford Lakes, N. J., Willard Botts, WIP engineer, aided in the rescue of five persons marooned in their one-story summer bungalow near the resort colony. The Saturday preceding Labor Day, Milton Laughlin, WHAT manager, started broadcasting weather reports direct from Atlantic City. Direct telephone communication was set up between WHAT and WFPG, Atlantic City, with George Thomas, WFPG assistant program director, calling in first-hand information of weather conditions, water temperature and air temperature to give listeners a warning of the coming storm. WBAB, Atlantic City, broadcast frequent bulletins about the South Jersey road washouts and weather conditions. Motorists were told which detours to take as soon as roads were again opened to travel.

EFFECTIVE Sept. 14, Brooke, Smith & French Inc., Detroit advertising agency, became Brooke, Smith, French & Dorrance Inc., the name heretofore used only by the New York division of the agency. The move was explained as due to a desire to unify the name of the Eastern and Western divisions, which for several years have operated under identical ownership and management. The company will continue under same direction.

CHNS

THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

IN THE HEART OF THE MOTOR INDUSTRY!

WCAR

1000 *Streamlined* WATTS

LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST

WCAR
PONTIAC, MICHIGAN
National Representatives
RADIO ADVERTISING CORP.
New York • Chicago • Cleveland

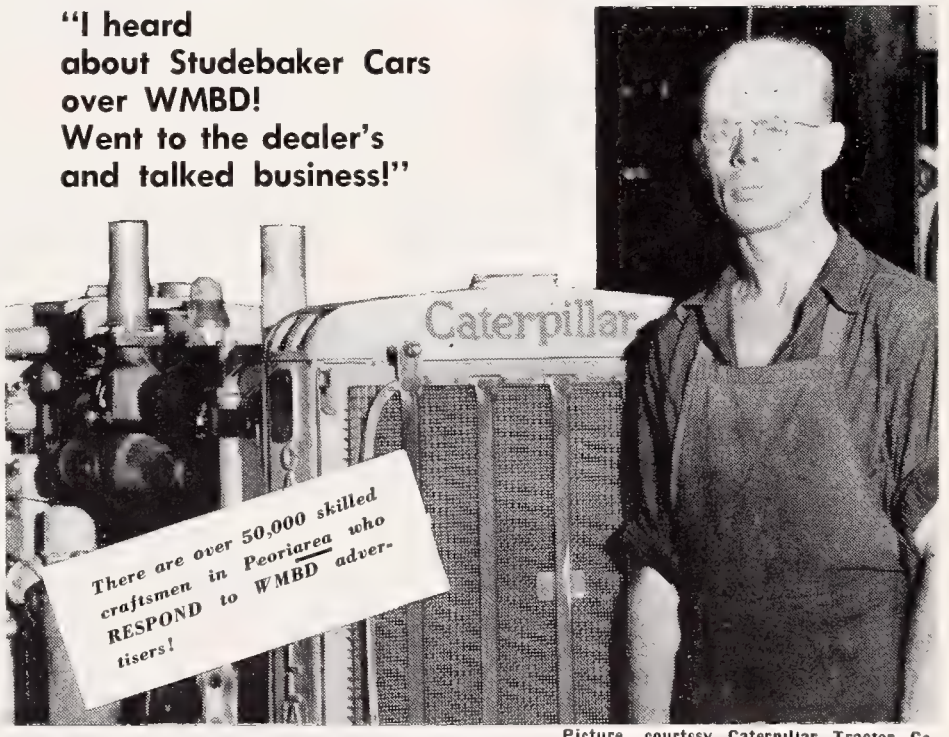
"HERE'S WHAT I SAW"

An Excellent

5 Minute Transcribed Program

Hollywood Airshows
1041 N. Las Palmas Ave.
HOLLYWOOD, CAL.

"I heard about Studebaker Cars over WMBD! Went to the dealer's and talked business!"



Picture, courtesy Caterpillar Tractor Co.

"Come to Peoriarea", say the people of Central Illinois. ". . . . . a prosperous region where industry and agriculture balance almost 50-50 in a concentrated population of over 600,000." ". . . . . a region that pays over $80,000,000 annually in wages." So, to advertisers, we say: "Come to WMBD, the ONLY radio station in Peoriarea that completely blankets this rich, vital market." It's a wise choice, to test any radio sales campaign effectively!

National Representatives:
FREE & PETERS, Inc.

TEST SPOT of the MIDDLEWEST
THE HEART OF ILLINOIS
MEMBER C B S NETWORK
WMBD
PEORIA, ILLINOIS

Now Operating Full Time
POWER OF 1000 WATTS
KFRO
LONGVIEW, TEXAS
Voice of East Texas



KFRO is the only regional station in East Texas serving 30 counties, 26 of which are located in East Texas—home of the world's largest oil field—4 in Western Louisiana and 2 in Arkansas.

Why not reach this vast empire of 1,000,000 people with your sales message?

For further information consult our National Representative or James R. Curtis, Longview, Texas.

COVER East Texas from the CENTER

HAY-ADAMS HOUSE

In hospitality, charm and dignity as well as service and cuisine, the Hay-Adams House perpetuates these two great names. An ideal location, directly opposite the White House, overlooking beautiful LaFayette Park. Write for free "Guide to Washington."

From $3.50 Single $5. Double
Completely Air Conditioned



SIXTEENTH STREET AT H
WASHINGTON D.C.

FCC Order Changing Broadcast Allocations Rules . . .

WITH the promulgation of its new allocations for standard broadcast stations under terms of the Havana Treaty, the FCC Sept. 10 adopted an order amending its rules and regulations to make them conform to the treaty provisions. The order, announced Sept. 11, follows in full text:

The Commission having under consideration the provisions of the North American Regional Broadcasting Agreement; and

WHEREAS, it is necessary to make and amend rules and regulations of the Commission and prescribe restrictions and conditions in order to carry out the provisions of said Agreement; and

WHEREAS, the carrying out of said Agreement requires readjustment in the allocation of frequencies available for assignment to standard broadcast stations; and

WHEREAS, the United States is required under said Agreement to furnish the several countries signatory thereto, at least 180 days before the effective date thereof, with lists showing "broadcast stations actually in opration", "changes authorized to be made with respect to said stations", and "new broadcast stations authorized but not yet in operation"; and

WHEREAS, said lists are available for public inspection at the offices of the Commission, and copies thereof have been furnished all licensees of standard broadcast stations and all applicants for standard broadcast facilities; and

WHEREAS, following the conclusion of the conferences provided for under Article III, Section 1, of said Agreement, and the resolving, in accordance with the provisions thereof, of any conflicts which may arise, the Commission will enter appropriate Orders in the premises;

IT IS ORDERED, that effective March 29, 1941, Sections 3.25 to 3.29, both inclusive, and 3.34 of the Rules and Regulations of the Commission be, and the same are hereby, repealed; and Sections 3.25 to 3.29 and 3.34 as set forth in Annex A hereto, be, and the same are hereby, adopted.

ANNEX A

Amendments to Rules and Regulations Governing Standard Broadcast Stations

3.25 Clear Channels: Class I and II Stations—The frequencies in the following tabulation are designated as clear channels and assigned for use by the classes of stations as given:

(a) To each of the channels below there will be assigned one Class I station and there may be assigned one or more Class II stations operating limited time or daytime only: 640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 850, 870, 880, 890, 1020, 1040, 1100, 1120, 1160, 1180, 1200, and 1210 kilocycles. The power of the Class I stations on these channels shall not be less than 50 kilowatts.

(b) To each of the channels below there may be assigned Class I and Class II stations: 680, 710, 810, 940, 1000, 1030, 1060, 1070, 1080, 1110, 1130, 1140, 1170, 1190, 1500, 1510, 1520, 1530, 1550, and 1560 kilocycles.

(c) For Class II stations located not less than 650 miles from the nearest Canadian Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, 690, 740, 860, 990, 1010[1] and 1580 kilocycles.

(d) For Class II stations which operate daytime only with power not in excess of 1 kilowatt and which will not deliver over 5 microvolts per meter ground wave at any point on the nearest Mexican Border, 730, 800, 900, 1050[2] 1220[3] and 1570 kilocycles.

(e) For Class II stations located not less than 650 miles from the nearest Cuban Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, 1540 kilocycles.

3.26 Regional channels: Classes III-A and III-B stations.—The following frequencies are designated as regional channels and are assigned for use by Class III-A and III-B stations[4]: 550, 560[5], 570[5], 580, 590[5], 600, 610, 620, 630[5], 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1260, 1270[5], 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, and 1600 kilocycles.

3.27 Local channels: Class IV stations.—The following frequencies are designated as local channels and are assigned for use by Class IV stations: 1230, 1240, 1340, 1400, 1450, and 1490 kilocycles.

3.28 (a) The individual assignments of stations to channels which may cause interference to other United States stations only, shall be made in accordance with the standards of good engineering practice prescribed and published from time to time by the Commission for the respective classes of stations involved. (For determining objectionable interference see "Engineering Standards of Allocation" and "Field Intensity Measurements in Allocation", Section C.)

(b) In all cases where an individual station assignment may cause interference with or may involve a channel assigned for priority of use by a station in another North American country, the classifications, allocation requirements and engineering standards set forth in the North American Regional Broadcasting Agreement shall be observed.

3.29 On condition that interference will not be caused to any Class III station, and that the channel is used fully for Class III stations and subject to interference as may be received from Class III stations, Class IV stations may be assigned to regional channels.

3.34 Normal license period.—All standard broadcast station licenses will be issued so as to expire at the hour of 3 a.m., Eastern Standard Time, and will be issued for a normal license period of 1 year, expiring as follows:

(a) For stations operating on the frequencies 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 940, 990, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570, and 1580 kilocycles, February 1.

(b) For stations operating on the frequencies 550, 560, 570, 580, 590, 600, 610, 620, 630, 790, 910, 920, 930, and 950 kilocycles, April 1.

(c) For stations operating on the frequencies 960, 970, 980, 1150, 1250, 1260, 1270, 1280, 1290, 1300, 1310, and 1320 kilocycles, June 1.

(d) For stations operating on the frequencies 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590 and 1600 kilocycles, August 1.

(e) For stations operating on the frequencies 1230, 1240 and 1340 kilocycles, October 1.

(f) For stations operating on the frequencies 1400, 1450, and 1490 kilocycles, December 1.

[1] A station on 1010 kilocycles shall also protect a Class I-B station at Havana, Cuba.

[2] See North American Regional Broadcasting Agreement for use of this channel by a station in New York (Appendix I, Table IV).

[3] See Agreement with Mexico for further use of this channel.

[4] See Section 3.29 in regard to assigning Class IV stations to regional channels.

[5] See North American Regional Broadcasting Agreement for special provision concerning the assigning of Class II stations in other countries of North America to these regional channels. Such stations shall be protected from intereference in accordance with Appendix II, Table I, of said Agreement.

Spots to Sell FM Sets

FREED RADIO Corp., New York, from Oct. 1-15 is starting a campaign of daily station-break and one-minute spot announcements for its Freed-Eisemann FM radio receivers in regions where FM is contemplated or is already in operation. New York and Boston are the first two of a series of 11 areas to be covered in the campaign, according to the company. The account is handled direct.

Actions by FTC

PROCTER & GAMBLE Co., Cincinnati, has entered into a stipulation with the Federal Trade Commission to cease certain advertising claims for Ivory Soap. The FTC announces a stipulation from May Seed & Nursery Co., Shenandoah, Ia., along with Miller Chemical Co., Omaha, to cease certain claims for Miller's Liquid Hog Medicine. Lambert Pharmacal Co., St. Louis, was charged with misleading claims for Listerine Antiseptic. Other stipulations have been received from Akron Lamp & Mfg. Co., Akron, O., for Diamond Radiant Heaters, and Nitragin Co., Milwaukee, for Nitragin, a seed inoculant. Scholl Mfg. Co., Chicago, is charged with misrepresenting Dr. Scholl's Zino-Pads.



NEWEST radio oasis in Arizona is KYCA, Prescott, housed in this modernistic building. The new station, operating on 1500 kc., with 250 watts, is an affiliate of Arizona Broadcasting Co., keyed from KTAR, Phoenix. It was dedicated last month by Gov. R. T. Jones.

KFRC
NOW ON 5000 WATTS FULL TIME!

KFRC's evening signal now increased to 5,000 Watts. KFRC now has dominant day and night coverage in 33 Northern California Counties.

Primary Coverage Day and Night:
Radio Homes—701,778
Radio Listeners—2,462,382

Net Users Duplicate New York Markets

26 Spot Accounts Doubling on WHN

Leading Net Time Buyers Use Multiple Shots in New York

REDUCED to conservative mathematics, the metropolitan audience delivered by any of the leading N. Y. independent stations towers over the usual metropolitan network audience obtained in such cities as Cincinnati, Minneapolis, Dallas - Ft. Worth, Indianapolis, Kansas City, or Rochester. The latter cities are cited merely as examples. Here's how the situation figures out:

The median C. A. B. rating for network evening shows in key cities is around 10%. That means that the median families delivered in the cities listed below is as follows:

Cincinnati	15,000
Kansas City	13,000
Minneapolis	12,877
Dallas-Fort Worth	12,323
Providence	12,145
Rochester	10,000
Indianapolis	11,567

By contrast, the New York metropolitan area has 1,728,000 radio families of which 172,800 are deliverable on the average chain show. However, if the independent, WHN, can produce as much as a 1% audience (a very conservative mark to shoot at), some 17,280 families are wrapped up into a package bigger than any of the chain packages in the cities mentioned in the chart above.

The 17,280 homes you'll get on WHN (based on the conservative one percent) doesn't tell the whole story. New York's 50-mile area, which is covered by the city's major spot stations, is composed of large cities — such as Newark, Jersey City, New Haven and Bridgeport, all of which are listed among the nation's top 30 cities—while the stations in the cities used for the comparisons above go into the rural, less densely populated hinterland.

Larger Audience Is Provided by WHN Than Network Outlets in Other Cities

TREND toward supplementing by big network advertisers of their coverage of the huge New York metropolitan area with campaigns on one or more independent stations has recently assumed proportions of a parade.

Started barely two years ago, the practice was an exception to the rule at that time, but now a majority of the 20 leading network advertisers are using at least one New York independent in addition to regular network outlets. WHN, for example, has 17 NBC advertisers, seven CBS sponsors and two Mutual clients. Latest to join the parade are Mars Candy, using a big station-break schedule on WHN, and Old Gold, with a heavy schedule of sports flashes, results and resumes two hours daily, with Clem McCarthy at the mike.

Purely spot advertisers are buying multiple New York outlets instead of confining themselves to a single station as in most other markets. Among them are Peter Paul Inc., Pepsi-Cola, Stanback, Gardner Nurseries, Blue Ribbon Books, Shell Oil, J. B. Williams and Utilities Engineering Institute.

Back of the trend is the fact that New York's concentration of humans and wealth includes 15% of the nation's buying power and 12% of all U. S. radio families. Obviously no one program or station can blanket this variegated structure, advertisers sifting the pay dirt by working more than one stream at a time and throwing the law of averages their way.

Such a huge potential audience calls for every type of program in almost every language. It is obvious that at least one of New York's 20 stations is carrying at this very minute a newscast, hillbilly, soft music, kid show, comedy or washboard drama.

Net Advertisers Using Spot in N. Y.

Advertiser	1939 Network Expenditure	1940 Spot Used in N. Y.
Procter & Gamble	$8,994,884	Play-by-play baseball; announcements (on WHN)
General Foods	5,269,567	Hour symphony music discs
Sterling Products	3,398,842	¾ hour daily (on WHN)
Campbell Soup Co.	2,704,331	News; announcements
American Home Products	2,529,553	¾ hour daily (on WHN)
American Tobacco	2,506,141	Announcements (on WHN)
General Mills	2,411,288	Play-by-play baseball
Liggett & Myers	1,937,652	Quarter-hours
R. J. Reynolds	1,723,574	Play-by-play baseball
William Wrigley Co.	1,304,391	Announcements (on WHN)
Philip Morris	1,216,166	Quarter-hours
Chrysler Corp.	950,146	Announcements (on WHN)
Ford Motor Co.	949,297	Announcements (on WHN)

No wonder they call it the *"one-station network"*

—when so far in 1940 *more national advertisers* have used it than have used any of the coast-to-coast networks.

—when there are *more listeners*, more *sales*, greater *buying power* in its primary area than there are, for example, in the three Pacific Coast States.

—when its affiliation with Loew's theatres and Metro-Goldwyn-Mayer assures *top showmanship*.

Offices and Studios:
1540 Broadway
BRyant 9-7800

WHN
NEW YORK

Chicago Office:
360 N. Michigan
Randolph 5254

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C.
"Up In Mississippi!"
Mississippi Business increased 11% 1st 6 months, 1940, over same period, 1939, according to reports of State Tax Commission.
Mississippi new passenger car sales gain 20 to 30% for 1st 6 months, 1940, over same period, 1939.—"Sales Management" —Sept. 1, 1940.
Jackson rated among top 17 cities in expected September retail sales over same month, 1939. — "Sales Management"— Sept. 1, 1940.
Invest your advertising dollars with WJDX —dominant radio station in Mississippi's active and growing market.
Member of Southcentral Quality Network
WJDX - WMC - WSMB - KARK
KWKH - KTBS
Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

INTER-CITY QUIZ
'Battle of Boroughs' for Noxzema Extends 'Quiz of Cities'

NOXZEMA CHEMICAL Co., New York, on Oct. 13 will start *Battle of the Boroughs* on WOR, Newark, Sundays, 4-4:30 p. m. The quiz program is new to New York, but has been successfully broadcast over several stations in the country for different clients of Ruthrauff & Ryan, New York, the Noxzema agency, under the title *Quiz of Two Cities.*

For the Noxzema program, representatives of two of New York's five boroughs will compete in a factual quiz on general information. The two teams, composed of four members each, will be located in different studios with an announcer in each studio, so that the contestants will not hear the answers propounded by their competitors, since the same question will be asked each team. The quizmaster has not yet been selected.

Ruthrauff & Ryan, which owns exclusive rights to the show, has presented it as the *Quiz of Two Cities* for Noxzema on CKAC, Montreal, and CFRB, Toronto; for Bauer & Black on WCCO, Minneapolis; for Gunther Brewery on WFBR, Baltimore, and WMAL, Washington. The agency plans to broadcast further battles between cities between Bridgeport and Hartford, San Francisco and Los Angeles, and Boston and Providence, although details have not yet been released.

Bessie Beatty Is Named By WOR to Staff as Martha Deane Resigns

WHEN Martha Deane leaves WOR, Newark, on Sept. 20 after six consecutive years conducting a daily program for housewives, Bessie Beatty, reporter, editor, foreign correspondent and lecturer, will take over the program Sept. 23.

Miss Beatty has frequently appeared as a guest on the program, and also will appear with Miss Deane during the week previous to Sept. 23. It is understood the current sponsors on Miss Deane's program will continue, although no confirmation was forthcoming as BROADCASTING went to press.

Miss Beatty started at 19 as a reporter on the *Los Angeles Herald,* and conducted a column "On the Margin" for the *San Francisco Bulletin.* She served as a foreign correspondent in Russia and the Far East during the World War, later becoming editor-in-chief of *McCall's Magazine.* For the past two Presidential campaigns she has handled publicity for the New York Democratic Committee.

Martha Deane is not giving up radio when she leaves WOR, but under her real name, Mary Margaret McBride, will conduct a similar type "radio-charm" program on CBS under sponsorship of the Florida Citrus Commission, Lakeland, Fla. [BROADCASTING, Sept. 1]. Starting date for the series has been postponed from Sept. 30 to Oct. 7, the station setup now being 16 carrying the program Mondays, Wednesdays and Fridays and 21 carrying it five times weekly. The time has also been changed from 3:15-3:30 p.m. to 3-3:15 p.m. Agency is Arthur Kudner, New York.

Eatmor to Use 36

AMERICAN CRANBERRY EXCHANGE, New York, about Oct. 1 starts its annual campaign for Eatmor cranberries, using 26 spot announcements weekly on 36 stations throughout the country. The campaign continues during the cranberry season through January, 1941. Agency is BBDO, New York.

HOFFMAN CANDY Co., Los Angeles (candy), seasonal users of radio, on Sept. 14 started, for 52 weeks, using two live spot announcements weekly on KNX KFI KECA KHJ, and is considering adding other Southern California stations. Agency is the Mayers Co., Los Angeles.



GREAT farming areas of the United States was the topic discussed when Charles Stookey (left), CBS New York farm editor and conductor of the weekly half-hour *Farm Journal* program, recently got together in Hollywood with Fox Case, the network's Pacific Ccast special events and public relations director. Stookey is currently on a national tour, broadcasting from important centers. Case is also a member of the California State Board of Agriculture, and a successful Southern California citrus fruit grower.

New Welch Serial

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice), sponsoring the weekly quarter-hour program, *Glorious One,* on 47 NBC Red and Blue stations, Sunday, 9:30-9:45 p.m. (EDST), with West Coast repeat, 7:15-7:30 p.m. (PST), on Sept. 15 replaced the serial with a new one titled *Dear John.* Irene Rich continues to be featured, with the same list of stations and network time. Gordon T. Hughes, who will handle production of the weekly CBS program, *Those We Love,* will be in charge of the new serial, having been transferred from Chicago to Hollywood as representative of H. W. Kastor & Sons. Robert Jennings, vice-president in charge of radio for the agency, went to Hollywood to assist Hughes in establishing offices.

DEDICATION ceremonies of the Josh Higgins State Park, near Cedar Falls, Ia., named after the famous radio character created and portrayed on NBC networks by Joe Du Mond, took place Sept. 12. Among the speakers at the ceremonies were Du Mond, Gov. Geo. A. Wilson of Iowa and State Senator John Berg of Iowa.

WTIC
Dominates Connecticut and Western Massachusetts
HARTFORD CONN.
50,000 WATTS
NBC RED network
NATIONAL REPRESENTATIVES
WEED AND COMPANY
NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

Local Boy-s Make Good
KIDO Promotional Activities Recognized by National Advertisers
BOISE, IDAHO


CANADA DRY "Information Please"
From J. M. MATHES, President, J. M. Mathes, Inc.
"I should like to add a special word concerning your own entry in the contest. It was an excellent example of promotion and I congratulate you on having men in your organization capable of handling such an assignment in the way it was done."
From ROY W. MOORE, President, Canada Dry Ginger Ale, Inc.
"It is indeed a pleasure for me to inform you that your station received Honorable Mention for the splendid station promotional work you did in the "Information Please" station contest."
GILLETTE SAFETY RAZOR COMPANY
From A. CRAIG SMITH, Advertising Manager, Gillette Safety Razor Co.
"You did a swell job and we deeply appreciate both your efforts before and during the series and the preparation of the portfolio."
GENERAL MILLS
From C. W. REED, Westco Advertising Agency
"Your letter had some mighty helpful suggestions in it, Roy, and the general completeness and the manner in which you turned it out enabled you to cop the prize. There was a lot of competition from the other fellows up and down the coast and in the East."
NBC Red & Blue • John Blair & Co., Nat. Reps. • 2500 Watts



3rd LARGEST STATION IN 3rd LARGEST MARKET

Now Becomes 1st STATION ON PACIFIC COAST

KFWB, Los Angeles, has scooped every broadcasting station on the Pacific Coast.

We have just signed an ASCAP Music Contract for 5 years more, beginning New Year's Day.

This is in keeping with our successful policy of serving the advertiser best by serving the public best.

KFWB has unequalled resources of story material and talent from the motion picture studios, and a proven list of outstanding sustaining programs available for sponsorship! These outstanding advantages, plus ASCAP Music, at no increase in advertising rates, make KFWB first in advertising value, in America's third largest market.

KFWB

THE NATION'S OUTSTANDING
INDEPENDENT STATION
5,000 WATTS — FULL TIME

5833 FERNWOOD AVENUE
HOLLYWOOD, CALIFORNIA

HARRY MAIZLISH
General Manager

•

National Representative
PAUL RAYMER
New York Chicago

5,000,000 AUDIENCE

RESERVE *your* spot *now* on these special participating Programs:

7:30 Morning News
11:00 Housewives Bureau
3:00 PM Grocer Bill
5:00 PM Home Town Editor
7:30 PM Today's Headlines

Attention Food & Drug Accounts—We *guarantee* distribution and displays in 1500 Retail outlets—at no cost to you! Wire or phone for details.

NORTH CENTRAL BROADCASTING SYSTEM

St. Paul, Minn.: Empire Bank Bldg.
Chicago: 360 No. Michigan
New York: 11 Ea. 44th St.

Affiliated With Mutual Broadcasting System

YOU BET THEY BUY!

WAIR has that uncanny knack of MAKING LISTENERS BUY! Good programs, plus a sincere desire to serve both client and listeners, make this possible.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

WCBM

BALTIMORE, MARYLAND

Affiliated With The

MUTUAL

Broadcasting System

JOHN ELMER, *President*
GEO. H. ROEDER, *Gen. Mgr.*

National Representatives

THE FOREMAN COMPANY

247 Park Ave., New York
Wrigley Building, Chicago

WOL

WASHINGTON, D. C.

1,000 Watts
DAY & NIGHT

Affiliated With the Mutual Broadcasting System

1230 KC.

Network Accounts

All time **EDST** unless otherwise indicated.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Wings king size cigarette), on Oct. 4 for 52 weeks starts *Wings of Destiny* on 65 NBC-Red stations, Fri., 10-10:30 p.m. Agency: Russell M. Seeds Co., Chicago.

SOCONY VACUUM OIL Co., New York, on Oct. 1 starts *Yankee Network News* on 19 Yankee Network stations, daily, 8 a.m. and 11 p.m., until Sept. 30, 1941. Agency: J. Stirling Getchell, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Duz), on Sept. 30 starts *This Small Town* on 13 NBC-Red stations, Mon. thru Fri., 10-10:15 a.m. Agency: Compton Adv., N. Y.

PROCTER & Gamble Co., Cincinnati (Dreft), currently sponsoring *Lone Journey* on 14 NBC-Red stations, Mon. thru Fri., 11:15-11:30 a.m., on Sept. 30 shifts the program to 23 NBC-Red stations, Mon. thru Fri., 5:15-5:30 p.m. (EST), and on Oct. 21 adds 17 Red stations, making a total of 40 NBC-Red stations, Mon. thru Fri., 5:15-5:30 p.m. Agency: Blackett-Sample-Hummert, Chicago.

AMERICAN ECONOMIC FOUNDATION, Cleveland, on Sept. 2 started for 26 weeks transcribed version of *Wake Up America*, on 25 Don Lee Pacific Coast stations, Mon., 9:45-10:45 p.m. (PST). Agency: Bayless, Kerr Co., Cleveland.

D. GHIRARDELLI Co., San Francisco (chocolate), on Sept. 29 starts for 39 weeks *Show of the Week*. on 6 Don Lee Pacific Coast stations (KHJ KGB KFRC KALE KMO KOL), Sun., 3:30-4 p.m. (PST). Agency: Erwin, Wasey & Co., San Francisco.

LIGGETT & MYERS TOBACCO Co., New York (Velvet pipe, cigarette tobacco), on Oct. 1 starts *Professor Quiz* on 68 CBS stations, Tues., 9:30-10 p.m. Agency: Newell-Emmett Co., N. Y.

BIG NICK CONFECTIONERS. Fort Worth, is sponsoring 26 quarter-hours, *Kids in the News*, on Lone Star Chain, originating at KGKO, Fort Worth. Agency: Southern Adv. Agency, Fort Worth.

NATIONAL REFINING Co., Cleveland (White Rose gas, Enarco motor oils). on Oct. 4 starts *Red Grange's Football Talks* on 18 MBS stations. Fri., 7:15-7:30 p.m. and Sat., 6:45-7 p.m. Agency: Sherman K. Ellis & Co., N. Y.

PROCTER & GAMBLE Co.. Cincinnati (Ivory soap), on Sept. 30 starts *The O'Neills* on 17 CBS stations, Mon. thru Fri., 5:15-5:30 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co.. Cincinnati (Chipso), on Sept. 30 starts *Woman in White* on 32 BS stations, Mon. thru Fri., 1:15-1:30 p.m. Agency: Pedlar & Ryan, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (N-R), on Oct. 17 starts Tommy Dorsey's orchestra on *Fame & Fortune* on 77 NBC-Blue stations, Thurs., 8:30-9 p.m. Agency: Stack-Goble Adv. Agency, N. Y.

BETTER SPEECH INSTITUTE of America, Chicago (better speech publications) on Sept. 29 starts *Speak Up America* on 45 NBC-Blue stations, Sun., 7:30-8 p.m. (EST). Agency: McJunkin Adv. Co., Chicago.

LANGENDORF UNITED BAKERIES. San Francisco, on Sept. 30 starts for 52 weeks *News & Views With John B. Hughes*, on 31 Don Lee Pacific Coast stations. Mon. thru Fri., 10:15-10:30 a.m. (PST). Agency: Leon Livingston Adv., San Francisco.

Back to Standard

ANNUAL autumn switch from daylight savings to standard time will take place at 2 a.m., Sunday, Spet. 29. Usual changes in network and station time schedules will take effect.

LANGENDORF UNITED BAKERIES, San Francisco on Sept. 30 starts for 52 weeks *Shafter Parker & His Circus*, on 31 Don Lee Pacific Coast stations, Mon. thru. Fri., 5:30-5:45 p.m. (PST). Agency: Leon Livingston Adv., San Francisco.

WEST CANADA FLOUR MILLS, Co., Toronto, on Oct. 2 starts variety show on 32 Canadian Broadcasting Corp. stations, Wednesday 9-9:30 p.m. Agency: A. McKim Ltd., Toronto.

LaMONT CORLISS & Co., Toronto (Pond's Cream), on Oct. 8 starts *John & Judy* on 32 Canadian Broadcasting Corp. stations, Tues. 8-8:30 p.m. Agency: J. Walter Thompson Co., Toronto.

MAHDEEN Co., Nacogdoches, Tex. (Mahdeen Hair Tonic & Shampoo), is sponsoring *Mahdeen Mystery Theatre*, on Texas Quality Network stations (WFAA, Dallas, WOAI, San Antonio, KPRC, Houston), Sun., 4:30 p.m. (CST). Agency: Grant Adv. Agency, Dallas.

INTERNATIONAL SILVER Co., Meriden, Conn. (1847 Rogers Bros., William Rogers & Sons), on Oct. 6 resumes *Silver Theater* on 56 CBS stations, Sun., 6-6:30 p.m. for 52 weeks. Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York (Maxwell House Coffee), on Oct. 7 starts *Kate Hopkins* on 47 CBS stations, Mon. thru Fri., 4:45-5 p.m. (repeat 3:30-3:45 p.m.). Agency: Benton & Bowles, N. Y.

PHILIP MORRIS & Co., New York (Revelation tobacco), on Sept. 26 starts *Eddie Dooley* on 3 MBS stations, Thurs. and Sat., 8:15-8:30 p.m. Agency: Biow Co., N. Y.

Renewal Accounts

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate Shave Cream), on Oct. 6 renews for 52 weeks *Bill Stern-Sports* on 50 NBC-Blue stations, Sun., 8:45-9 p.m. (CST) (reb. for West Coast stations at 10 p.m.). Agency: Sherman & Marquette, Chicago.

R. J. REYNOLDS TOBACCO Co.. Winston-Salem, N. C. (Camels), on Sept. 30 renews for 13 weeks *Blondie* on 18 CBS stations, Mon. 7:30-8 p.m. Agency: Wm. Esty & Co., N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Sept. 24 renews for 52 weeks *Horace Heidt's Treasure Chest* on 70 NBC-Red stations, Tues., 8:30-9 p.m. Agency: Stack Goble Adv. Agency, St. Louis.

GENERAL FOODS Corp., New York (Swansdown, Calumet), on Sept. 30 renews for 52 weeks *My Son & I* on 58 CBS stations, Mon. thru Fri., 2:45-3 p.m. Agency: Young & Rubicam, N. Y.

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), renews *Bachelor's Children* on 18 CBS stations, Mon. thru Fri., 9:45-10 a.m. Agency: Roche, Williams & Cunnyngham, Chicago.

PACIFIC GREYHOUND Bus Lines, San Francisco, on Sept. 1 renewed for 52 weeks *Romance of the Highways* on 24 Don Lee-Mutual stations, Sun., 10:15-10:30 a.m. (PST). Agency: Beaumont & Hohman, San Francisco.

WILSHIRE OIL Co., Los Angeles, on Sept. 16 renews for 13 weeks *Pull Over Neighbor* on 15 Don Lee California stations, Mon., 8-8:30 p.m. (PST). Agency: Dan B. Miner Co., Los Angeles.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert Tobacco), on Oct. 12 renews for 52 weeks *Grand Ole Opry* on 34 NBC-Red stations, Sat., 10:30-11 p.m. Agency: Wm. Esty & Co., N. Y.

Network Changes

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Sept. 30 shifts *The Goldbergs* on 24 BS stations Mon. thru Fri., from 1-1:15 to 5-5:15 p.m. adding a rebroadcast, 11:30-11:45 a.m. Agency: Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Ivory), on Sept. 30 shifts *Life Can Be Beautiful* on 35 CBS stations Mon. thru Fri., from 1:15-1:30 p.m. to 1-1:15 p.m. Agency: Compton Adv., N. Y.

LEVER BROS. Co., Cambridge, Mass. (Rinso), on Oct. 9 replaces *Uncle Jim's Question Bee* with *Big Town* on 67 CBS and 31 CBC stations, Wed., 8-8:30 p.m. (EST) with rebroadcast, 9:30-10 p.m. Agency: Ruthrauff & Ryan, N. Y.

WESTINGHOUSE & ELECTRIC MFG. Co., Pittsburgh (electric appliances), on Sept. 10 added 3 NBC-Blue stations to *Musical Americana* making a total of 102 NBC-Blue stations, Tues., 9-9:30 p.m. Agency: Fuller & Smith & Ross, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Oct. 3 shifts *Pot O' Gold* on 103 NBC-Blue stations Thurs., from 8:30 p.m. to 8-8:30 p.m. Agency: Stack-Goble Adv. Agency, N. Y.

WAHL Co., Chicago (Eversharp pencils and pens), on Sept. 22 adds 49 CBS stations to *Take It or Leave It* making a total of 52 CBS stations, Sun., 10-10:30 p.m. Agency: Biow Co., N. Y.

GENERAL CIGAR Co., New York (Van Dyck cigars), on Sept. 15 added 25 MBS stations to *Answer Man* making a total of 33 MBS stations, Sun. and Wed., 11-11:15 p.m. (EDST). Agency: Federal Adv. Agency, N. Y.

MULTIPLEX

VIA F.M.

COMBINE SOUND AND FACSIMILE—OVER THE SAME WAVE BEAM—SIMULTANEOUSLY WITHOUT INTERFERENCE

The next big money-maker for broadcasters is the **simultaneous** transmission, over one wave band, of both aural programs and Facsimile . . . including news photographs, cartoons, comics and printed or written text.

Let us tell you how to equip your station for rendering this service.

FINCH TELECOMMUNICATIONS, INC.

Plant & Main Office - Passaic, N.J.
New York Office - 1819 Broadway
Washington Office - 815 15th St.

finch facsimile

Strike Is Averted

(*Continued from page 21*)

then maintaining its gains for the benefit of all members and for the stabilization of the industry."

The statement continues that "when these proper minimums are achieved they will be maintained without substantial change unless changes in the cost of living or the prosperity of the radio industry indicate the necessity of readjusting these fees."

Even after the AFRA letter had gone out, two further meetings were held by the union and network representatives in a fruitless attempt to break the deadlock. While the tenor of these sessions, on Sept. 9 and 11, was described as "calm", neither side showed any inclination to alter its stand. A suggestion made by the network group that they be allowed to send representatives to the union meetings to present their views directly to the AFRA membership was "politely but firmly" declined by AFRA with the explanation that it is not good union practice to permit employers to attend membership meetings.

The AFRA executives, however, promised that the network proposals should be fairly presented to the union members for their consideration. The network spokesmen, on their side, emphasized they have gone as far as they could in granting concessions to the union, and that neither threat of a strike nor a strike itself would do the union any good, as the networks would stand pat on their present offers. Although representatives of the advertising agency group have sat in on the meetings, no comment has been forthcoming from them regarding the negotiations. The commercial contract between AFRA and the networks, in which the agencies are directly concerned, does not expire until Feb. 12, 1941.

Tibbett Heads AFRA

At its annual convention, held in Denver, Aug. 28-31, AFRA elected Lawrence Tibbett, singer, who is already president of the American Guild of Musical Artists, as its president. A vice-president of AFRA for three years, Mr. Tibbett succeeds Eddie Cantor. Elected vice-presidents were Edward Arnold, who is president of the Screen Actors Guild, Jean Hersholt, Virginia Payne, Mark Smith and Margaret Speaks. Alex McKee was elected recording secretary and George Heller was elected treasurer. Emily Holt, executive secretary, a non-elective office, was given a vote of confidence.

The convention, attended by some 50 delegates and described as AFRA's most successful convention, adopted a resolution authorizing the executive board to "renew, revise or strike" over any existing AFRA contract; recommended that the Wagner Act be left unchanged; recommended that the executive board hire another field man, and reaffirmed its previous resolution favoring "one big union" for all the unions under the general auspices of the Associated Actors & Artists of America approving the committee report favoring the Reis resolution except for certain phases which AFRA would like made more democratic. Detroit was selected as the 1941 convention city, with the date to be determined later.

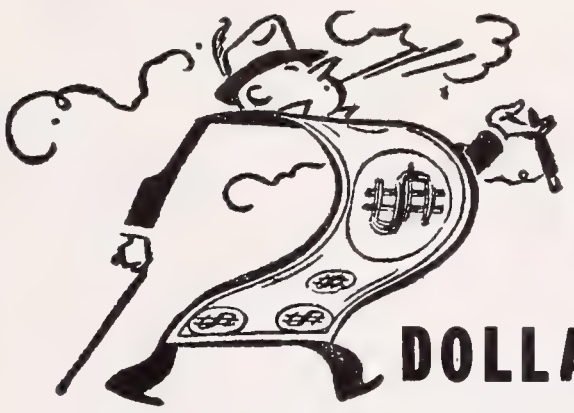
Elected as members of the national board were: George Heller and Lucille Wall, from New York; Norman Barry, Philips Lord and Lewis Wareham, from Chicago; Ted Maxwell, from San Francisco; Nellie Booth, from St. Louis; Jack Wilson, from St. Louis; Ben Alexander, Theodore Bliss, True Boardman, William Brandt, Thomas Freebairn-Smith and Tudor Williams, from Los Angeles. Mark Smith and Lawrence Tibbett were elected members at large.

'One Big Union'

Election of Tibbett as AFRA president is seen as a major move toward the achievement of the "one big union", of which he has been an outstanding supporter. He has been frequently mentioned as a leading candidate for the presidency of the Four A's to succeed Frank Gillmore, who is slated to retire next spring. It also means that AFRA will undoubtedly back up AGMA in its current fight with the AFM over the concert instrumentalists who now belong to AGMA but who are claimed by James C. Petrillo, AFM president, as proper members of his union.

Merger of Agencies

DILLINGHAM, LIVERMORE & Durham and Topping & Lloyd, New York advertising agencies, on Sept. 16 will consolidate into a new firm called Lloyd, Chester & Dillingham. Offices will be at 9 Rockefeller Plaza, telephone Circle 5-8800. Robert Hotz, currently handling radio with Dillingham, Livermore & Durham, will have the same position with the new company.



HERE'S THE BIG DOLLAR-BUY IN THE DETROIT MARKET!

CKLW's 5,000 husky watts give you strong, clear coverage of this, the country's Fourth market! CKLW's program showmanship, alertness to modern trends, and live-wire community interest appeals to a vast army of able-to-buy listeners. They "say it with purchases" that mean profits for and repeat commitments from our advertisers. We've some "success stories" to tell you that make our modest rates the BIG radio dollar-buy in the field!

CKLW

5000 WATTS DAY and NIGHT • CLEAR CHANNEL

Representative: Joseph Hershey McGillvra

MUTUAL BROADCASTING SYSTEM

KSCJ Sioux City Iowa
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

WHOM's
(*New Western Electric*)
1,000 WATT TRANSMITTER NOW ON THE AIR
New York City's Outstanding Foreign Language Station
JOSEPH LANG, Mgr.
New York Office & Studios
29 W. 57th St., N. Y.

The LONE STAR CHAIN
The Only All-Texas Network from the Panhandle to the Rio Grande



1,780,509 RADIO HOMES IN A TWO BILLION DOLLAR MARKET
For rates and availabilities contact any LSC station, Howard Wilson Co., or James W. Pate, LSC Managing Director. Star Telegram Building., KGKO. Fort Worth

Dixie Cup

DIXIE-VORTEX Co., Easton, Pa., has been using a short spot campaign on several several stations several weeks for Dixie cups built around the theme "No Lips But Yours". More radio may be used late this fall. Agency is Moser & Cotins, New York.

ALL EMPLOYES of WHOM, Jersey City, who may be drafted for military training will find their jobs waiting for them when they return from service.

In Chicagoland
300,000 Lithuanians
Listen and Respond to
THE
LITHUANIAN
HOUR
Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily
• • •
A few facts:
1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.
• • •
for participation details, write
SALTIMIERAS
RADIO ADVERTISERS
6912 S. Western Avenue
Telephone: Prospect 4050
CHICAGO, ILL.

New Music Source

(*Continued from page 22*)

are willing to recognize what seems to me this incontrovertible basis, there is no reason why your organization and ours should not try to arrive at a mutual understanding."

'Smoke Screen'—Paine

Labeling the offer of a debate as a "smoke screen", John G. Paine, general manager of ASCAP, stated that "the only question between ASCAP and the radio broadcasting industry is the contract which ASCAP has sent to every station and every chain as the basis for licensing after this year. This contract does not involve BMI in any way, shape or form.

"Discussions of contracts are not as a rule matters of public debate, but matters of orderly business procedure and negotiations. If Mr. Kaye is authorized to speak for any chain or any stations, we'll be glad to discuss business with him in a business-like way, in line with ASCAP's policy of the open door and its practice of making its music available to all at terms within the means of all."

ASCAP Signs KFWB

Early in the month ASCAP announced that KFWB, Los Angeles, owned by Warner Bros. Pictures Inc., had accepted the new, five-year ASCAP license, first station announced as so doing since Elliott Roosevelt on July 26 took a network license for the Texas State Network of which he is president and single station contracts for the nine TSN stations controlled by himself and his associates [BROADCASTING, Aug. 1]. At that time Mr. Roosevelt declared the remaining TSN affiliates would sign with ASCAP within the next few days, but to date no such action has been announced. It was stated at ASCAP headquarters, however, that a number of stations have signed with ASCAP whose identities are being kept secret for the present.

Contract for KFWB was negotiated by Mr. Paine and Harry Maizlish, general manager of the station, who said that "Warner Bros." as producers of motion pictures, as operators of theatres, and station KFWB, have come to know pretty well what the public wants in the way of entertainment. Music is a primary essential. We know ASCAP has the music that the public wants, and we will give the public what it wants."

The announcement did not mention that Warner Bros., owns three major music publishing companies —Harms, Witmark and Remick— among the largest participants in the revenue ASCAP derives from radio and the other users of its music. In 1936, when Warner Bros. withdrew their catalogs from ASCAP and attempted to license radio stations independently, it was estimated that 40% of the numbers being played on the air at that time were Warner tunes.

ASCAP has also announced that 39 composers and authors were added to its roster in August, largest number ever to join in a single month, making a total of 118 songwriters and four publishers who have joined ASCAP this year and bringing the Society's membership to an all-time high of 1,285. Foreign performing rights societies affiliated with ASCAP also have increased to 20, with a total membership in excess of 41,000, the announcement stated.

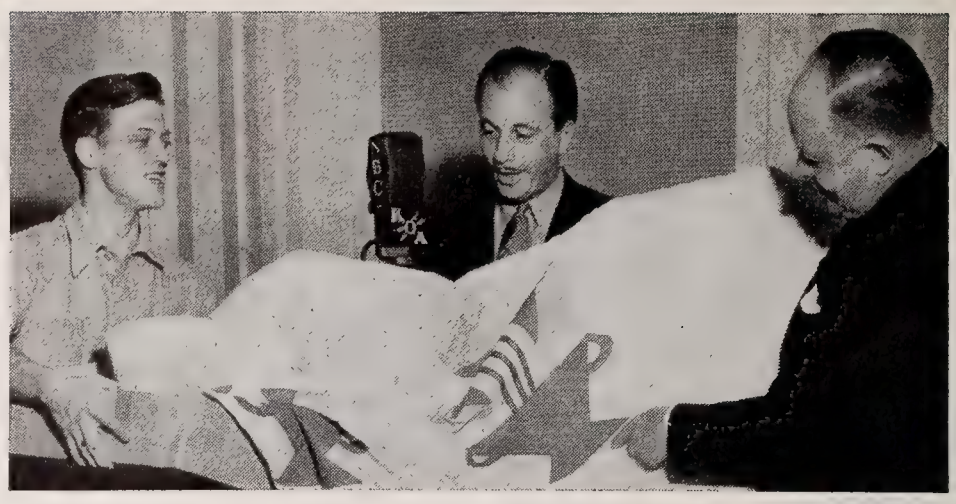
Nine stations have joined the list of BMI subscribers since Sept. 1, swelling the total to 374. These recent additions are: KOB, Albuquerque; WKBN, Youngstown; WGAN, Portland, Me.; WOPI, Bristol, Tenn.; WHOM, Jersey City; WOMI, Owensboro, Ky., KHAS, Hastings, Neb.; KDRO, Sedalia, Wash.; KBND, Bend, Ore.

With the growing popularity of BMI tunes several of which are included in each week's list of the most-played numbers, they are becoming increasingly prevalent on the major commercial programs.

List of advertisers whose programs have featured BMI selections includes American Tobacco Co., General Baking, General Mills., Campana Corp., Pepsodent Co., Lever Bros., Ford Motor Co., Phillip Morris & Co., Brown & Williamson Tobacco Corp., Campbell Soup Co., Gordon Baking Co., Lewis-Howe Medicine Co., Pet Milk Sales Corp., F. & M. Schaefer Brewing Co. and Bowey's Inc.

Miles Laboratories has adopted a BMI tune as the theme song for its *Friendly Neighbors* series on the Don Lee Network for Alka-Seltzer, "Little Star", written by Paul Mills, an account executive for WOWO-WGL, Fort Wayne.

This is the second program to use BMI music for its theme and a number of other advertisers are currently negotiating for them, BMI reports, based on the realization that a theme song can be as valuable to an advertiser as a trade-mark, and that it is not good business to use a theme that the advertiser himself cannot control.



BILLOWING from its box, this handsome handmade quilt was presented through KOA, Denver, by Mrs. J. H. Hemberger, of Boulder, to Wes Battersea (center), KOA's *Inquiring Reporter* and production manager of Raymond Keane Advertising Agency. It is claimed the quilt contains 70,000 stitches and required 200 hours to make. The quilt is indicative of the listener interest generated by the five-weekly *Inquiring Reporter* programs sponsored on KOA by the local Joslin Dry Goods Co. The program, on the air for four years, is reported to produce an average of 500 voluntary fan letters weekly, along with numerous gifts for Reporter Battersea. Similar quilts have been presented by Mrs. Hemberger to five other announcers—Everett Mitchell, Jimmy McCormack, Gene Rouse, Arthur Wuth and Ray B. White. Mr. Battersea received his quilt from KOA Program Manager Clarence Moore (right), with T. Ellsworth Stepp participating in the presentation by helping deliver the mail.

IT'S HERE
BOSTON'S NEWEST LISTENING SENSATION
WMEX
5000 WATTS • FULL TIME • 1470 KILOCYCLES
ON THE AIR WITH PROGRAM TESTS
Joseph Hershey McGillvra, National Representatives

BMI Is Attacked By Paine, Caesar

ASCAP Honors 'Early Worms' In Urging Stations to Sign

TWO TIN PAN ALLEY blasts against Broadcast Music Inc., were sounded Sept. 11. ASCAP General Manager John G. Paine issued a "clarion call" to all broadcasters to sign ASCAP contracts. Irving Caesar, president of Song Writers Protective Assn., issued a sharp retort to a letter from Sydney M. Kaye, vice-president and general counsel of BMI [pages 17 and 86].

Mr. Paine advised broadcasters that "the early bird catches the worm" and that "it's the boys who are self-starters who bring home the bacon." He pointed out Elliott Roosevelt, of Texas State Network, and Harry Maizlish, of KFWB, as "two outstanding go-getters who are on the job, while so many others are still asleep at the switch." He said they had signed new contracts with ASCAP and are now lining up additional sponsors.

Then there came the threat that the public can dial in and out and that a twist of the wrist will bring it the music it wants. He suggested that it is not too soon for stations to start thinking about what they are going to do for music and "what you are going to use for profits beginning Jan. 1." And, he continued, "we don't mean promises of music and promises of profits." A footnote on the letter was the legend "ASCAP music is available to all, at terms within the means of all."

'By the Yard'

Responding to the Kaye letter, Mr. Caesar said SPA is glad to offer to BMI the same agreements that have been entered into with other music publishers He denied these agreements give ASCAP any exclusive rights. He said that SPA will negotiate on the basis of a formula under which writers will share in all moneys which a song may earn along with an equal voice with the publisher in the disposition of rights.

Disagreeing with the BMI proposition that all composers should be given the same scale, based on radio performances, Mr. Caesar said that "radio pays off only on quantity by the yard, and does not recognize quality where music is concerned." He said that the purpose of the writer-classification in ASCAP is to take into consideration all factors and not only "truckloads".

Emphasizing the show business aspect of music, he said that of all the industries where "absentee landlordism or capital, per se, has no place, perhaps the music publishing business is the best example. It takes more than money to recognize good music and to satisfy the public taste. By the same analogy, it will take more than artificial plugging over the radio to please the American ear. It will take more than the opportunity your member stations have indiscriminately to plug songs to enable them to give to the American public the musical fare it has hitherto enjoyed."

Mr. Kaye snapped back Sept. 13 at Mr. Caesar, declaring that BMI is anything but an "impersonal corporation." The present SPA contract, he contended, does not enable any organization but ASCAP to license music for radio performances. The SPA contract as presently drawn, he said, "could not without any adaptation meet the needs of our organization."

Won by Radio

USING a total of 9 hours and 26 minutes of time on the air, divided among six stations, as his chief campaign weapon, Gov. George D. Aiken, of Vermont, on Sept. 10 won the Republican nomination to the U. S. Senate. The victory was hailed as one notable for radio, since virtually every newspaper in the State actively opposed his nomination. Both the candidate and his campaign manager praised radio's effectiveness as a campaign implement. Paid campaign addresses were broadcast on WDEV, Waterbury; WCAX, Burlington; WSYB, Rutland; WNBX, Springfield; WQDM, St. Albans, and WHAI, Greenfield, Mass.

Tie-Ins for Duz

PROCTER & GAMBLE, Cincinnati, has purchased tie-in announcements on WCAE, Pittsburgh, for Lava Soap following its new NBC-Red show, *This Small Town*, which starts Sept. 30, 10-10:15 a.m., on behalf of its laundry soap, Duz. Compton Adv., New York, placed the network show, while Blackett-Sample-Hummert, Chicago, placed the spot business.

TOTAL of 5,000 Polish compositions copyrighted by B. J. Zalewski Co., Chicago, are now available to clients subscribing to the program department of SESAC.

Politics and Budgets

(*Continued from page 20*)

ers, Speak broadcast, originally carried Aug. 28 on MBS from Des Moines. The half-hour discs are accompanied by live announcements at beginning and end, announcing each appearance of Candidate Wallace.

Transcriptions have been used on four stations in Illinois: WROK, Rockford; WCBS, Springfield; WTMV, East St. Louis; WDZ, Tuscola; three in Nebraska: KFAB, Lincoln; KMMJ, Grand Island; KORN, Fremont; three in Minnesota: KROC, Rochester; KYSM, Mankato; WEBC, Duluth; and on KFJM, Grand Forks, N. D. The transcriptions were placed through M. M. Fisher Associates, Chicago, and the network placements through William H. Rankin Co., New York agency.

Socialist Party plans are still in the formative stage, although time has been requested Sept. 21 on NBC-Blue for a speech from Los Angeles by Norman Thomas, perennial Socialist candidate for President. Mr. Thomas also is scheduled to participate Oct. 7 on the *Wake Up America* forum feature of WHK, Cleveland. Biggest broadcast plans of the party center on an Oct. 20 program, on the anniversary of the death of Eugene V. Debs, with speakers probably from Canton, O.; Terre Haute, Ind., and New York. Time is being sought on MBS for this program.



BUTCH Says:

"Dis haymaker ain't got nuttin' on the knockout wallop packed on WPEN's 920 Club."

WPEN PHILA. 1000 WATTS

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate 1,000 Watts
"BIG MONEY"
Fall Business
Summer visitors have left millions. Autumn visitors now on their way. Industry humming. Crops good. High level of business for this area assured. "Cash in"—use WWNC, sole blanket radio coverage available!

EL Paso
A "natural monopoly" 1118,786,000 market is best reached by
KROD
the Southwest's newest station-the only
Columbia Outlet
serving the REAL SOUTHWEST



Striding unseen across the rich fields of Iowa, Nebraska, Missouri and Kansas a welcome friend and neighbor in 476,000 radio homes is a giant personality, **"The Paul Bunyan of the Farm Belt" —KMA.**

Paul's daily journeys get results for KMA advertisers. Here are two recent instances:

Proof of Purchase

During July, 1940, the Miller Cereal Mills offered KMA listeners a pair of scissors in return for 2 box tops and 30c. Results: 12,244 box tops.

Direct Sale

Perfex, a household cleaner, was unknown 12 months ago when KMA first offered 2 packages postpaid for 50c. To make a long story short, an expenditure of $2100.00 produced 24,024 direct sales at an average cost of 8½c.

Paul will get results for you on any product of interest to the average Farm Belt family in his 826 separate markets. What's more—he's willing to prove it. Phone or write "Paul" at

KMA *"The Number One Farm Station In the Number One Farm Market" Representative: Free & Peters* **Shenandoah, Iowa**

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

AUGUST 31 TO SEPTEMBER 13, INCLUSIVE

Decisions . . .

AUGUST 30

WRR, Dallas—Granted amendment applic. to 5 kw, move trans., new equip., directional.

SEPTEMBER 4

KFDA, Amarillo, Tex.—Granted mod. license to 1200 kc 250 w unl.

WOLF, Syracuse—Granted mod. license to 250 w.

WSAZ, Huntington, W. Va.—Granted CP change to 900 kc, increase to unl., move trans., directional N & D 1 kw.

WCLS, Joilet, Ill.—Granted consent involuntary transfer of control to Robert W. Thomas, Administrator.

SEPTEMBER 6

KAND, Corsicana, Tex.—Rescinded prior order revoking license.

KGFI, Brownsville, Tex.—Proposed order affirms recommendation of Commissioner Payne that license be revoked.

NEW, Worcester Bcstg. Corp., San Diego—Proposed order grants CP 1420 kc 250 w unl.

KDTH, Dubuque, Ia.—Granted mod. CP increase to 1 kw unl. directional N.

WING, Dayton—Granted CP increase to 5 kw, new trans., directional N.

MISCELLANEOUS—WSAY, Rochester, denied reconsideration of action 8-14-40 ratifying action of 7-29-40 granting applic. new station to Watertown Bcstg. Corp., Watertown, N. Y.; WJHP, Jacksonville, Fla., granted extension to 9-25-40 to file answer to WMBR petition for rehearing to grant of license to Metropolis Co. (WJHP); KYSM, Mankato, Minn., denied immediate grant of applic. CP new equip., directional, 940 kc contingent shifting of frequency pursuant to Havana treaty; NEW, Riverside Corp. of America, Riverside, Cal., granted petition accept appearance re hearing on applic.; Broadcasting Corp. of America, Riverside, Cal., dismissed petition for intervention and on Commission's own motion directed that proceedings be consolidated with Riverside Bcstg Co. and Mollin Investment Co.

SEPTEMBER 10

WBAL, Baltimore—Granted CP increase from 10 kw Sh.-WTIC 1060 kc and Simul.-KTHS, Synch.-WJZ on 760 kc, to 50 kw unl., directional N., new trans.

WTIC, Hartford—Granted mod. license 1060 kc Sh.-WBAL to 1040 kc unl., directional N.

KRLD, Dallas—Granted license for exp. auth. use unl. time, change directional antenna; 1040 kc 50 kw N & D, directional N & D, Sh.-KTHS; granted mod. license to directional N only.

KLBM, La Grande, Ore.—Granted consent voluntary assignment license and CP to Harold M. Finlay.

KALE, Portland, Ore.—Granted CP increase to 5 kw, directional N.

NEW, R. B. Eaton, Des Moines—Applic. CP television No. 3 46 w visual, 100 w aural, set for hearing.

SEPTEMBER 11

WMBO, Auburn, N. Y.—Granted request remain silent after 8 p.m. 30 days.

WREN, Lawrence, Kan.—Granted leave amend applic. to 5 kw at proposed location in Kansas City.

NEW, Chattanooga Bcstg. Corp., Chattanooga, Tenn.—Denied rehearing and reconsideration of CP grant to Joe W. Engel, Chattanooga, 1370 kc. 250 w.

KMED, Medford, Ore.—Denied waiver Section 3.71 to cease operation at 8 p.m. daily.

KIUP, Durango, Col.—Denied waiver Section 3.71 to cease operation at 7:30 p.m. daily.

SEPTEMBER 13

NEW, J. D. Falvey, Ottumwa, Ia.; NEW, L & M Bcstg. Co., Ottumwa—Proposing to grant applic. J. D. Falvey for CP 1210 kc 100 w unl. and to deny applic. L & M Bcstg. Co. for CP 100-250 w unl.

KTRB, Modesto, Cal.; KXL, Portland, Ore.—Proposing to grant applic. KTRB increase to limited hours 1 kw, and proposing to deny KXL applic. change 1420 kc 250 k Sh.-KDPS to 740 kc 10 kw ltd.

WADC, Akron—Granted license increase power etc.

KCMO, Kansas City—Granted license change freq. etc.

Applications . . .

SEPTEMBER 4

WNBF, Binghamton, N. Y.—Voluntary assignment license to Wylie B. Jones Adv. Agency.

WNAB, Bridgeport—Mod. CP new station re trans., antenna.

WDRC, Hartford—CP 43.1 mc 13,944 sq. miles.

NEW, American Bcstg. Corp., Lexington, Ky.—CP 44.1 mc 7,290 sq. miles.

KFYO, Lubbock, Tex.—CP change 1310 to 1380 kc 1 kw N & D, move trans.

NEW, Grenco Inc., Greenwood, S. C.—CP 1420 kc 100 w D IV, amended to 250 w unl.

WRDW, Augusta, Ga.—CP change to 1450 kc 500 w—1 kw IIIB (contingent grant of WAGA applic. 590 kc).

WSBC, Chicago—Voluntary assignment license to Radio Station WSBC.

WJMC, Rice Lake, Wis.—Mod. license to 250 w unl.

SEPTEMBER 6

WHFC, Cicero, Ill.—CP 47.5 mc 2,885 sq. miles.

NEW, St. Louis University, St. Louis—CP 44.3 mc 13,500 sq. miles.

SEPTEMBER 7

NEW, Manuel M. Grau, Mayaguez, P. R.—CP 1200 kc 100-250 w unl. IV.

WDEL, Wilmington—CP increase to 1 kw N & D III-A, amended to 5 kw directional new trans.

NEW, Herbert L. Wilson, Middletown, N. Y.—CP 1370 kc 250 w unl., amended to 1310 kc.

WRR, Dallas—CP new trans., increase to 1 kw, amended to 5 kw directional N, move trans.

SEPTEMBER 11

WGNY, Newburgh, N. Y.—CP new equip.

WFCI, Pawtucket, R. I.—Mod. CP new station for new trans., change antenna.

WCED, DuBois, Pa.—Mod. CP new station for new trans.

NEW, Community Bcstg., Wheeling—CP 1370 kc 100 w unl. IV.

KFBC, Cheyenne, Wyo.—Mod. CP new station re trans., antenna.

NEW, Echo Park Evangelistic Assn., Los Angeles—CP 45.5 mc 1344 sq. miles, amended to 45.5 mc.

Express Discs on 50

RAILWAY EXPRESS AGENCY, New York, early in October will start its annual pre-Christmas transcribed announcement campaign on 50 stations. Discs are cut by Jean V. Grombach; agency is Caples Co., New York.

IN TIME OF FLOOD
WRVA Aids Officials During Virginia Trouble

WRVA, Richmond, drew hearty praise from city and State officials for its emergency services when late August rains swelled rivers in the western part of Virginia to flood stage. As the rivers rose and weather bureau officials forecast flood conditions, WRVA began issuing hourly bulletins as supplied by the State Department of Highways. With flood threatening Richmond, the local weather bureau office feared that telephone and telegraph communications with its James River gauge station at Columbia, Va., would be cut off and asked WRVA's assistance in providing two-way communication with the station.

Irvin Abeloff, WRVA program service manager, sent a crew to Columbia in a mobile unit. The two crew members, Rudolph Raabe and Julian Huckstep, both amateur station owners and operators, set up their equipment in the Columbia town hall and shortly contacted Sanford Terry Jr. in Richmond, also a WRVA engineer and ham operator. Within an hour after the first bulletins were sent from Columbia, telephone and telegraph service with the village went out, due to the rising water.

The pair maintained a 36-hour schedule of uninterrupted hourly contacts with Richmond, aided by other amateurs in the vicinity. Gauge readings and bulletins were telephoned to Abeloff, who maintained a 50-hour vigil at WRVA studios, passing them on to city, highway and weather bureau officials and broadcasting the reports.



NEW AND STRANGE foreign names in the news no longer worry these NBC-Chicago announcers. They are being coached regularly by John Guild Nesbitt, foreign language consultant and instructor in romance languages at Northwestern U. Nesbitt, who speaks five languages besides English, is attempting to establish a common standard for pronunciation of proper personal and place names figuring in the news. Here are (l to r) announcers Charles Lyons, Elizabeth Hart, Fort Pearson, Bob Brown, Nesbitt, Norman Barry, Louis Roen and Don Dowd.

Revived Georgia Group Names Woodruff Head

WITH 19 of the 20 stations now operating in Georgia represented, the Georgia Assn. of Broadcasters was reorganized in Macon Sept. 10 at the call of Jack Williams Sr., WAYX, Waycross, and E. K. Cargill, WMAZ, Macon, last president of the organization, which had ceased to function about three years ago. Fifty were present.

James Woodruff Jr., WRBL, Columbus, was named president for the ensuing year; Ray Ringson, WRDW, Augusta, vice-president; Marjorie Willis, WTOC, Savannah, secretary-treasurer. Directors named are Messrs. Williams, Cargill and Leonard Reinsch, WSB, Atlanta.

An address, "The Future of Radio," by Neville Miller, NAB president, featured the meeting, and Mr. Miller conducted a round-table discussion on radio problems.

Big Defense Series

RECOGNIZING radio as the most effective means of giving the public progress reports on national defense, the National Defense Advisory Commission will begin a series of 15-minute nationwide network broadcasts starting Sept. 19, at 9:15 p.m. (EST) with each of the seven commissioners rotating on the three major networks. The series was worked out "through the cooperation of the three major networks", the Commission reported. Edward R. Stettinius Jr., will talk on CBS Sept. 19; Miss Harriet Elliott on MBS, Sept. 26; William S. Knudsen on NBC Oct. 3; Chester C. Davis on CBS Oct. 9; Sidney Hillman on NBC, Oct. 24; Leon Henderson on CBS Oct. 30 and Donald M. Nelson, on MBS Nov. 7.

WIZE-WING Operation

WIZE, Springfield, O., recently authorized by the FCC, will become an NBC-Blue affiliate and will be offered as a bonus station with WING, Dayton, when it begins operations in October or November. WING expects to be ready to operate with its new 5,000 watts full-time by Nov. 15. Both stations are controlled by Charles Sawyer, Cincinnati attorney and Democratic National Committeeman from Ohio, who is president of the licensee corporations. Ronald B. Woodyard is vice-president and director of both stations.

NYU Radio Course

LECTURE topics to be discussed during the 1940-41 season of the New York U Radio Workshop, which starts its courses Sept. 25, will include radio and political campaigns, the influence of radio on children, regulation of the industry by Government and the relations of broadcasting companies with trade unions, ASCAP and BMI.

Westinghouse Appoints Myhre to Radio Division

APPOINTMENT of L. O. Myhre as manager of manufacturing in the Radio Division of Westinghouse Electric & Mfg. Co., was announced Sept. 14 by Walter Evans, manager of the Division. Mr. Myhre goes to the Baltimore plant of Westinghouse from Long Island City, N. Y., where he was manager of engineering and manufacturing for the Westinghouse X-Ray Co. He has been with Westinghouse since 1920, joining the company after taking its graduate student course.

He worked for a short period at the East Pittsburgh works on cost reduction and factory layout. Then he spent 15 years in the Switchgear Division as personnel man, assistant supervisor of production, general inspector and assistant superintendent. Mr. Myhre will have charge of radio equipment manufacturing, including broadcast apparatus, which Westinghouse entered actively last year.

Humor Scripts in Archives

SCRIPTS from the Jack Benny, Bob Hope and Lorenzo Jones programs are included in a compilation of humor representative of this era which was recently presented, for permanent preservation, to the National Archives in Washington by the American Schools and Colleges Assn., New York. A script from the General Foods Jack Benny show was chosen as an example of the best in situation humor; a Bob Hope script, which the Pepsodent Co., Chicago, sponsors, was selected as typical racy, or gag humor; the Lorenzo Jones broadcast sponsored by the Phillips Chemical Co., New York, was taken as typical of humor in a playlet. All the programs are on NBC-Red.

Linton Represents Sloman

EDWARD CLOMAN Productions, Hollywood, which produces transcribed program features, has appointed Ray Linton & Co., New York, as its representative with agencies in New York, Chicago, Philadelphia and Detroit. The Linton Co. also has field representatives to cover stations and agencies in smaller Eastern towns. First two Sloman productions to be represented by Ray Linton are the half-hour weekly transcribed program from the book *In His Steps*, by C. M. Sheldon, and *This Thing Called Love*, five-minute transcribed love dramas. When Sloman's contract with Radio Attractions to represent *The Adventures of Pinocchio* terminates in October, Ray Linton also will handle that feature exclusively.

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3. NEW CRYSTAL fully mounted .. **$30.00**

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LATE *Personal* NOTES

STERLING FISHER, CBS director of education, has been named by the network as its representative on the executive committee of the Fderal Radio Education Committee to fill the vacancy created by the recent resignation of Frederic A. Willis, former assistant to President William S. Paley. Mr. Willis had represented CBS on the FREC executive committee since its formation Dec. 18, 1935. Five educators, five broadcasters and one representative of the FCC make up the executive committee, whose chairman is Dr. J. W. Studebaker, U. S. Commissioner of Education.

WILLIAM B. HINES, time-buyer of Morse International, New York, for the past two years, and formerly with WSM, Nashville, on Oct. 1 is resigning to become national sales manager of WTAQ, Green Bay, Wis.

WILLIAM BENT, formerly of Clark Equipment Co., Buchanan, Mich., and a graduate of Princeton U, has joined the transcription department of WBBM Chicago, as assistant to G. M. Clare department supervisor.

ELLA PHAROAH, secretary to C. E. Arney Jr., of the NAB, and on the secretarial staff of the association since 1932, was secretly married Aug. 17 in Lisbon, O., to Jack Nelson, of the Washington branch of Canada Dry Ginger Ale Co. She plans to remain with the NAB headquarters staff.

ALFRED W. CRAPSEY, KOA, Denver, sales executive, and Eddye Duvall have announced their engagement.

RALPH LEWIS, formerly of KYUM, Yuma, Ariz., has joined the engineering staff of KGVO, Missoula, Mont. T. E. Atherstone Jr., KGVO chief engineer, has returned to work after an illness that confined him to the hospital.

KEN TAYLOR, station technician, has been elevated to chief engineer of KTMS, Santa Barbara, Cal. He succeeds Clinton C. Van Cott, who resigned to join the Fresno, Cal. division of Civil Aeronautics Authority as radio engineer.

S. S. SMITH, transmitter engineer of WBT, Charlotte, N. C., commissioned a captain in the reserve corps of the Army in August, left recently for Fort Sill, Okla., for further Army training.

THOMAS B. MOSELEY, engineer of KGKO, Fort Worth, in mid-August married Gloria Thornton.

HUGH BROWN, announcer of KYSM, Mankato, Minn., is the composer of "Boardwalk", an orchestral composition first played Aug. 30 by the St. Paul Civic Opera Pop Concert Orchestra.

JOHN THORPE, farm editor of KYW, Philadelphia, on Sept. 6 attended the conference on farm problems held by GOP Presidential Candidate Wendell L. Willkie at Rushville, Ind. The conference, attended by sixty-four farm editors and publishers, was the first to which radio had been invited to discuss agricultural problems with a presidential nominee in a political campaign. Sixteen of the 64 present represented radio.

DON ROBERTS, formerly a member of NBC's spot and local sales staff in New York, has been transferred to the Blue sales staff, effective Sept. 12. Philip Porterfield replaces Roberts in his former position.

DR. LEON LEVY, president of WCAU, Philadelphia, on Sept. 19 will be host at a studio party for about 200 of his classmates from the U of Pennsylvania dental school, Class of 1915, visiting Philadelphia in connection with the University's bicentennial celebration.

DAN RISS, formerly chief announcer of WRUF, Gainesville, Fla., and radio actor for the U. S. Office of Education, Washington, has joined the announcing staff of WLW, Cincinnati.

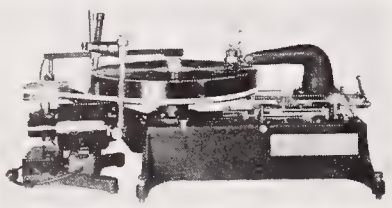
GLORIA G. CORRIOLS, translator, and Robert A. Carballeira, announcer, have joined the Spanish section of the staff of WPIT, Westinghouse international shortwave outlet in Pittsburgh. Both will concentrate on WPIT news broadcasts to Latin America.

CHARLES LUTZ, formerly of WKRC, Cincinnati, has joined the sales department of WGN, Chicago.

GEORGE COMTE, announcer of WTMJ, Milwaukee, is the father of a girl born Sept. 9.

ED HASE has rejoined WCHV, Charlottesville, Va.

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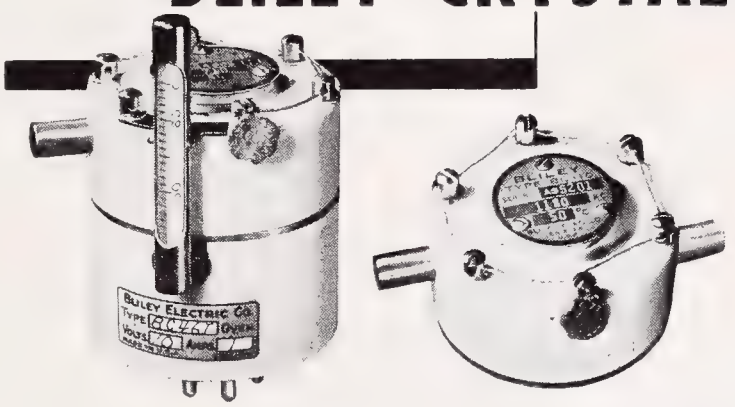
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SWIFT & Co., Chicago, on Sept. 28 only will sponsor a variety program titled *Swift's Brookfield Sausage Party for the Breakfast Club* on 78 NBC-Red and Blue stations from 10:30-11 a.m. with a rebroadcast at 11:30 a.m. the same morning. Agency handling the account is J. Walter Thompson Co., Chicago.

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Missoula-Mont.

Mrs. Lewis to Conduct New Child Radio Survey

RADIO COUNCIL on Children's Programs, New York, through its chairman Mrs. Harold V. Milligan, has announced that Mrs. Dorothy Lewis, vice-chairman of the Council and radio chairman for the National Society of New England Women, will make a survey of children's programs throughout the country this fall and winter, including 102 cities and 250 radio stations. Mrs. Lewis will visit the stations to study programs, merchandising methods and public participations, and plans to broadcast locally in addition to holding discussions with civic leaders.

Results of the survey, which will be similar to the one Mrs. Lewis conducted last spring under the auspices of the NAB, will be available for use by the Council in New York and by the NAB.

JOE L. SMITH Jr., operator of WJLS, Beckley, W. Va., and son of Congressman Joe L. Smith of West Virginia, has applied to the FCC for a new 100-watt station on 1370 kc. in Wheeling.

Birthday Program

FIRST WORDS ever spoken over WFMJ, Youngstown, introducing its *Morning Moods* program of Sept. 7, 1939, opened the first anniversary celebration of the station in which the entire staff celebrated. Special script was written by Lee Bland, new program director, with James Sirmons, production manager, handling the announcing and Len Nasman, commercial manager, telling the audience the story of WFMJ's growth. Also on the program were Col. L. R. Boals, musical director, and Chief Engineer Frank Dieringer, the latter giving a short talk on FM.

State Defense Group

APPOINTMENT of a State defense committee of newspaper editors and publishers and radio executives "to keep the Connecticut press and radio free from subversive propaganda" was announced Sept. 12 by Gov. Baldwin of Connecticut. Members of the radio committee are Paul W. Morency, WTIC, Hartford; Joseph Lopez, WICC, Bridgeport; Jack Henry, WBRY, Waterbury. Among members of the press committee are Ward Duffy, managing editor of the *Hartford Times*, which operates WTHT, and E. Robert Stevenson, editor of the *Waterbury Republican-American*, which operates WBRY.

KVI, Tacoma, Wash., has appointed George B. Hollingbery Co. as national representative.

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CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Experienced Announcer — southern city, Nov. 1, $25 week. State full experience first letter. Box A943, BROADCASTING.

WANTED—financial interest to invest in proposed local station corporation—either active or inactive partner desired. Box A941, BROADCASTING.

Wanted Immediately—experienced announcer. Send audition records and letter giving full details on experience. Radio Station WBOW, Terre Haute, Indiana.

Staff Needed—for new local in southern city about November first. Probably network affiliate from start. State salary. Box A944, BROADCASTING.

Announcers Wanted—one experienced news-sports man, and one experienced on farm shows. Give age, experience, salary desired, and transcription of voice if available. WJBC Bloomington, Illinois.

Producing Salesman-Announcer—city 10,000 Southwest. Enclose snapshot, personal description, give experience, references, salary needed start; opportunity. Box A946, BROADCASTING.

Commercial Manager—southern city, network affiliated local. Must have proven sales ability, promotion ideas. Inquires confidential. State money required first letter. Box A942, BROADCASTING.

Radio Personnel—thru our par-excellent Intermediary service we promote you to highest grade positions. Confidential. Reliable. Small cost. Let us help you. Personal Promotion Service, 3 Crandall Street, Binghamton, N. Y.

Station Managers & Employees—we operate nationally! We have made satisfactory placements in nearly every section of this country with clients in 42 states and two U. S. possessions. Let us help you, too! National Radio Employment Bureau, Box 864, Denver, Colorado.

Experienced Salesman—for 5 KW Western network affiliate. Must be reliable producer, capable creating program sales. Write airmail detailed statement all positions held, dates, salary, monthly sales average, percentage program and announcement sales, merchandising and promotion experience, starting salary or salary-commission desired; enclose photo, references, all personal data. Box A950. BROADCASTING.

NEWS MAN-ANNOUNCER—regional station North Central States wants a man 21 to 40 years of age with newspaper reporter background and radio announcing experience. Must be a man capable of collecting, editing and broadcasting news. Write complete details your news and radio experience, give references for character and employment and minimum salary expected in first letter. Box A936, BROADCASTING.

Situations Wanted

Sports Announcer—play-by-play all sports. Sport commentary. References, recording. Box A949, BROADCASTING.

Announcer—college education, experienced, good voice, desires position with small station. References, transcription. Box A940, BROADCASTING.

Competent Engineer—now employed with 100 watt station, desires change. Present salary twenty-five weekly. Box A937, BROADCASTING.

Free-lance Commercial Writer—has created commercials for national advertisers; will write yours for surprisingly small fee. Box A947, BROADCASTING.

Radio School Graduate—with telephone first and telegraph second class licenses. Will accept nominal salary to gain experience in broadcast. CW or FM Station. Box A948, BROADCASTING.

Have Money and Services—to invest in small station. Will qualify as announcer, salesman, bookkeeper, secretary-treasurer, junior executive. Young, married, sober, affable, ambitious. Box A945, BROADCASTING.

Engineer Press Operator—employed, ten years broadcast and marine desires change. First class radiotelephone and radiotelegraph. Transmitter, control room, maintenance. Box A935, BROADCASTING.

Chief Engineer—desires change in more progressive station. Now employed, excellent record, 12 years experience. Available on two weeks notice. Prefer Mid-West or South. Will accept position as Chief Engineer in any station from 1000 watts. Box A938, BROADCASTING.

Announcer—wishes connection with network affiliate. Now employed. Thoroughly experienced in personality and routine work. Interested in production. Thirty years old; married. Excellent references and transcription available. Address Box A939, BROADCASTING.

Wanted to Buy

Used—RCA 96A or WE 110A Limiter Amplifier, Rack type Audio Oscillator, GR Distortion Meter, Recording Equalizers and Attenuators. Box A951, BROADCASTING.

For Sale

For Sale—old KFBI 5 kilowatt composite transmitter including 50 kilowatt rectifier. Will sell component parts. Write for list to KFBI, Wichita, Kansas.

Equipment

AIRCHILD AVIATION Corp., ound Equipment Division, Jamaica, . I., has announced a new cabinet odel studio-type recorder and tranription turntable. Both units are ounted in metal cabinets on special ountings constructed to reduce noise vel. Cabinets are finished in gun etal with chromium trim. The F-79 corder is built around the standard airchild 199 unit, and the new F-81 rntable has the mechanism of the airchild standard 227 transcription rntable.

CA MFG. Co., Camden, N. J., has nnounced the sale of the following uipment: WJBO, Baton Rouge, La., M-1-A 1,000-watt FM transmitter; VAJR, Morgantown, W. Va., 250-K ansmitter.

HARLES MICHELSON Electrical ranscriptions, New York, has announced a new 18-pound portable tranription record playback machine. The ew machine plays all records up to 6 inches at both 33 1/3 and 78 r.p.m. nd operates on AC-DC. Three recordgs may be stored inside the case.

VOE, Santa Ana, Cal., granted FCC ermission to increase power from 100 250 watts, has started erecting a ew RCA transmitter. An RCA limitg amplifier and other new equipment lso will be installed.

CA MFG. Co., Camden, N. J., has ssued its first catalogue describing CA equipment available for FM roadcasting, covering the FM-1A and M-1B 1,000-watt FM transmitters.

. L. GRIFFIN, for eight years in harge of traffic and purchasing for Jniversal Microphone Co., Inglewood, al., has been appointed Southwestern rea sales manager.

INEMA ENGINEERING Co., Burank, Cal., has announced its new lodel 1658 attenuator. The unit has % wire wound resistors, reamed sleeve earing and ground shaft as well as recision surfaced contact points emodying the same precision and careul workmanship found in higher riced C-E controls manufactured by hat firm.

HEWLETT-PACKARD Co., Palo lto, Cal., has announced a new disortion measuring set, No. 320A. Unit an be used with any signal generator nd oscilloscope to give distortion readngs at two different frequencies.

WHK, Cleveland, has started installaion of its new directional antenna in onnection with its fulltime 5,000-watt peration, and expects work to be comleted about Oct. 15.

CHNS, Halifax, and CHSJ, St. John, N. B., are building new studios, according to Guy Herbert of the Toronto office of All-Canada Radio Facilities.

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WITH THE recent entry of Westinghouse into the whole field of radio transmitter construction and design, Col. Louis B. Bender, distinguished Army Signals Corps officer, joins that company's Radio Division in Baltimore, as consulting engineer, upon retirement Sept. 30. Col. Bender said that due to the Army's use of Westinghouse for development and production of military materiel, "I hope still to be of some service to the Army in this new set-up." When Walter Evans, manager of the Westinghouse Radio Division, persuaded Col. Bender to accept his new post, he was head of the Research & Development Division of the Signal Corps.

Hackbusch Named

RALPH A. HACKBUSCH, since 1930 chief engineer and factory manager of Stromberg-Carlson Telephone Mfg. Co. of Canada, Toronto, has been named general manager of the company, according to an announcement by Wesley M. Angle, president of the parent Stromberg-Carlson Telephone Mfg. Co., Rochester. He succeeds N. W. Baldwin, who has been transferred to the Rochester plant to be in charge of production of army equipment for the Government. Mr. Hackbusch is prominent in radio engineering circles, and is active in IRE and RMA councils.

Monitor Moved

THE GREAT LAKES monitoring station, one of seven FCC listening posts in the United States, on Aug. 16 was moved from the Great Lakes naval training station, located in Northern Illinois, to a new $25,000 home at Allegan, Mich. The change was necessary because of nearby interference. The station was moved from Chicago approximately six years ago for like reasons. In addition to monitoring wave lengths, the station serves as a guardian of Great Lakes' shipping since it continually is attuned to ship radios.

141 radio stations from coast to coast now using

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1650 BROADWAY, NEW YORK

P.S. Our new reciprocal plan is without cost to station.

WDAY's New Towers

WDAY, Fargo, N. D., has started constructing three new 268-foot directional antenna towers, along with installing additional equipment, in keeping with its increase in night power to 5,000 watts. The station claims the new installations and fulltime 5 kw. operation will bring a 50% increase in daytime coverage and a 350% increase at night. The new directional system will incorporate the two present towers and three new ones on a 40-acre plot. The project is to be ready for operation by Nov. 1. Construction work, supervised by Chief Engineer Julius Hetland, is being done by Field-Martin Co., Minneapolis, with H. R. Walrath as field superintendent.

WDRC's FM Programs

W1XPW, FM adjunct of WDRC, Hartford, Conn., on Sept. 16 will begin a regular broadcast schedule of programs developed by its own staff, according to General Manager Franklin M. Doolittle. The station, one of the first FM outlets, has been on the air a year, using WDRC and CBS programs. The new schedule provides for emphasis on features originated by its own staff to demonstrate FM's high-fidelity, with supplementary programs from WDRC and CBS. Mr. Doolittle also has announced appointment of Robert M. Provan Jr. to exclusive promotion and production of programs at W1XPW. Kenneth McLeod and Carleton Brown, who participated in early FM experiments, have been placed in charge of the W1XPW transmitter at Meriden, Conn.

HITLER EXCLUSIVE
Mutual-Don Lee Only Coast Nets To Carry Talk

IN ONE of those paradoxes of radio, Don Lee Broadcasting System, the MBS Pacific Coast affiliate, on Sept. 4 was the only group of West Coast stations to carry Adolf Hitler's speech from Berlin. Mutual-Don Lee network took the full speech and ceremonies, in utilizing 1 hour, 45 minutes and causing cancellation of several commercial programs. Neither CBS nor NBC carried the talk. Executives of those networks gave as their reason for the omission, "we weren't advised".

Lewis Allen Weiss, general manager of Don Lee Broadcasting System, Los Angeles, created a furore July 19 when he cut Hitler off the 31 Pacific Coast stations in the midst of the chancellor's speech justifying his war policies. Mr. Weiss at the time declared that "Hitler should not be permitted to use our American facilities to justify his crimes against civilization itself" [BROADCASTING, Aug. 1]. Following Mr. Weiss' action, Dr. Otto Dietrich, Hitler's personal press representative, cancelled all service to MBS for about a week, but permitted Sigrid Schultz, the network's Berlin commentator, to resume her activities on July 28 [BROADCASTING, Aug. 15], when relations returned to normal.

WNLC, New London, Conn., celebrated its fourth anniversary Sept. 13 by increasing its power to 250 watts fulltime.

HOWARD *Recording Discs*

IMPROVE TONE QUALITY and Cut Your Costs as Much as 50%

HOWARD Recording Discs are made on heavy, low stress, soft metal cores which insure permanent flatness. The special Type "C" fine grain coating, an exclusive HOWARD development, has exceptional shearing qualities and is *Hardness Processed* for long life and good reproduction of the higher frequencies.

It will pay you to make your recordings on these quality discs. If your jobber cannot supply you write us for complete facts, prices and sample demonstration disc. The superior reproduction from HOWARD Recording Discs will be a revelation.

Extremely Low Surface Noise

Soft Metal Base

Long Shelf Life— No Deterioration

Flame Proof

Write for Complete Details and Free Demonstration Disc!



HOWARD RADIO COMPANY
1731-35 Belmont Av., Chicago, Ill.-Cable Address: HOWARDCO, USA
America's Oldest Radio Manufacturer

Your Gracious Host.. From Coast to Coast



In NEW YORK..

The Gotham



In CHICAGO..

The Drake

The Blackstone



In LOS ANGELES..

The Town House



In BELLEAIR, FLA..

Belleview Biltmore

KIRKEBY HOTELS

IBEW Claims Signing Of West Coast Stations

A CAMPAIGN to organize all broadcast technicians and supervisors in Pacific Coast and Mountain states radio stations has been launched by International Brotherhood of Electrical Workers, Hollywood. Drive is being directed by William Kelly, IBEW international representative, and Al Speede, business representative of Local 40, Hollywood. A contract was signed in early September with KMPC, Beverly Hills, Cal., under which technicians will receive wage increases ranging up to as high as 40%, according to Speede.

At a recent election KHJ workers designated IBEW to represent them. It was agreed, however, that the present conract would continue until expiration in early 1941. Several other California stations have also been signed, it was said. Kelly recently organized the Washington radio field making it practically 100% IBEW. Every station in that State, it was said, with exception of three small concerns, signed IBEW agreements. Oregon is reported as 60% organized. Besides Washington, Oregon and California, IBEW plans to have Nevada, Utah, Colorado, Idaho, Montana and Arizona fully organized within the next year, Speede said.

Wins Marconi Scholarship

WHEN Robert Joseph Stahl, of Redwood City, Cal., was formally given the Marconi Memorial Award Scholarship for 1940, Hal Styles, Hollywood commentator, and chairman of Pacific Coast Chapter of the Veteran Wireless Operators Assn. made the presentation during a special Mutual-Don Lee network broadcast. Award is made annually by VWOA to the boy or girl winning a national essay contest sponsored by the American Institute of New York, through its Science and Engineering Clubs. Holder is entitled to a two-year scholarship in radio technology at RCA Institute.

RCA Plant at Maximum

RCA MFG. Co., Camden, N. J., reports an all-time high employment roll of 13,300 compared with 8,500 a year ago, and for the first time since buying out the Victor Talking Machine Co. in 1930, is using every available inch of floor space. Production is increasing due to the national defense program, and pay scales are reputedly the highest in the industry, but the company cannot get enough skilled workers. Present Government contracts held by RCA are not large in proportion to the company's total business, officials stated, but changes are now under way to provide maximum production facilities for national defense orders.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

in the CONTROL ROOM



E. K. COHAN, CBS director of engineering, described the new Pea Island transmitter project of WABC, New York [BROADCASTING, Sept. 1], a guest speaker in the CBS *Adventure of Science* series Sept. 12.

JAMES BONNEY, engineer of WORL, Boston, recently sailed his 21-foot *Wiwona* to victory during Marblehead's Race Week over 35 other boats. He also copped six first places, six seconds, and seven thirds out of 25 other regular races.

HERBERT EIDSON, transmitter engineer of WIS, Columbia, S. C., has been named chief control operator, succeeding Robert Lambert Jr., resigned. Richard Bolen, formerly of Washington, has succeeded Mr. Eidson.

GEORGE W. KLINGAMAN, recently holder of a research fellowship at Lehigh U, has joined the engineering department of WOR, New York, to specialize in FM broadcasting at W2XOR.

KENNY WOODYATT, relief operator, has been given a regular post at KYOS, Merced, Cal.

TOMMY HUMPHREYS, engineer of WBRC, Birmingham, Ala., on Oct. 5 is to marry Lydia McBain.

CARL CABASIN, engineer of WDAY, Fargo, N. D., recently married Lorraine Sandie.

MAURICE BERTSCH, technician of KYA, San Francisco, has returned to his post following an appendectomy.

CURT PIERCE, control engineer of NBC, Chicago, on Oct. 26 will marry Catherine Warren.

BOB HITE, engineer of WIRE, Indianapolis, has been granted a patent on an automatic electric starting device which is being used extensively at harness races.

J. E. DUNN, formerly of KFJZ, Fort Worth, has joined the engineering department of KFRO, Longview, Tex., succeeding Julian Bishop, who has joined KRMD, Shreveport, La.

JIM JOBES has joined the announcing-engineering staff of WMFJ, Daytona Beach. Walter Miller, announcer-operator, recently resigned to join the FCC. Webster Ellenwood, chief engineer, has applied for a naval reserve commission.

PAUL SCHULZ, chief engineer of KYA, San Francisco, was the first member of the staff to bag a deer when the season opened in California in August.

ELBERT ASCH, engineer of KSTP, St. Paul, is the father of a boy born recently.

FRANK MERRIFIELD, studio engineer of CKLW, Windsor, is recovering from an appendectomy.

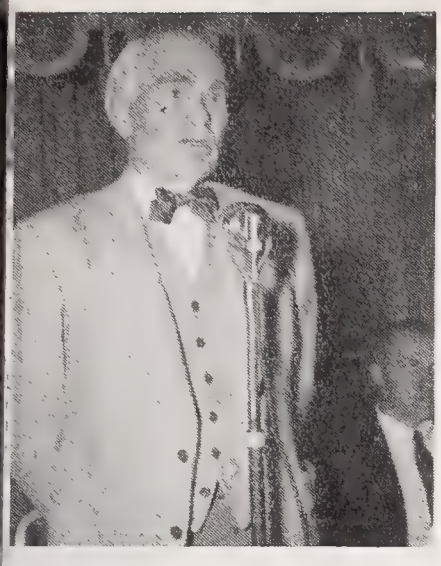
RAYMOND BAIRD, new to radio, has joined the engineering staff of WGBR, Goldsboro, N. C.

TOM BISSETT, who formerly operated his own radio and sound equipment service, has joined the engineering staff of Norman B. Neely Co., Hollywood manufacturers' representative.

GEORGE HERRICK assistant chief engineer of WINS, New York, and Richard Meaney, conductor of the station's *Legion of Kindness* program on Sept. 5 acted as blood donors for the American Red Cross in New York.

THOMAS FELINEY, engineer of National Television Corp., Newark, recently became the father of a boy, Thomas Jr.

BARTON KREUZER, Hollywood recording director of RCA, is the father of a boy born Aug. 26.



FATHER" was there when 200 embers of Chicago's radio fraterty observed the 67th birthday of r. Lee DeForest, pioneer radio ventor, credited with development the vacuum tube. All branches of adio and communications were repsented at a banquet Aug. 26 to ay homage to the inventor, now llaborating with U. A. Sanabria, resident of American Television aboratories in developing their ew pilotless television torpedo lane.

Leon F. Douglass

EON F. DOUGLASS, inventor nd co-founder of the Victor Talkng Machine Co., on Sept. 8 died at is home in San Francisco after a ng illness at the age of 71. Mr. ouglass, who invented the first pring motor for a phonograph and atented the first coin telephone, ounded the Victor Co. in 1900 with ldridge Johnson, retiring in 1921 hen he was chairman of the oard. In 1926, he invented a deice for double reproduction of ound in radio to improve reception, and was originator of the amous Victor slogan "His Master's oice".

Guild-Disc Pact

A DEFINITE agreement has been eached between western division of adio Writers Guild and Assn. of ranscription Producers of Hollywood, n basic wage scales after months of egotiation. ATPH announced Sept. it would recommend signing of the WG contracts, to take effect Oct. . Firms to be included in the minimum basic agreement are Radio Tranription Co. of America, Edward Slonan Productions, Standard Radio, red C. Mertens & Associates, Raymond R. Morgan Co., Fields Bros. nd C. P. MacGregor.

Baker, Terman Proposed For Presidency of IRE

INSTITUTE of Radio Engineers early this month sent to its membership ballots for the election of 1941 officers and directors, setting Oct. 24 as the deadline for their mailed return. Nominated for president are Dr. W. R. G. Baker, manager of the Radio and Television Dept., General Electric Co., and Dr. F. E. Terman, dean of the electrical engineering school of Stanford U. Dr. Baker is now a director and Dr. Terman is now vice-president of IRE.

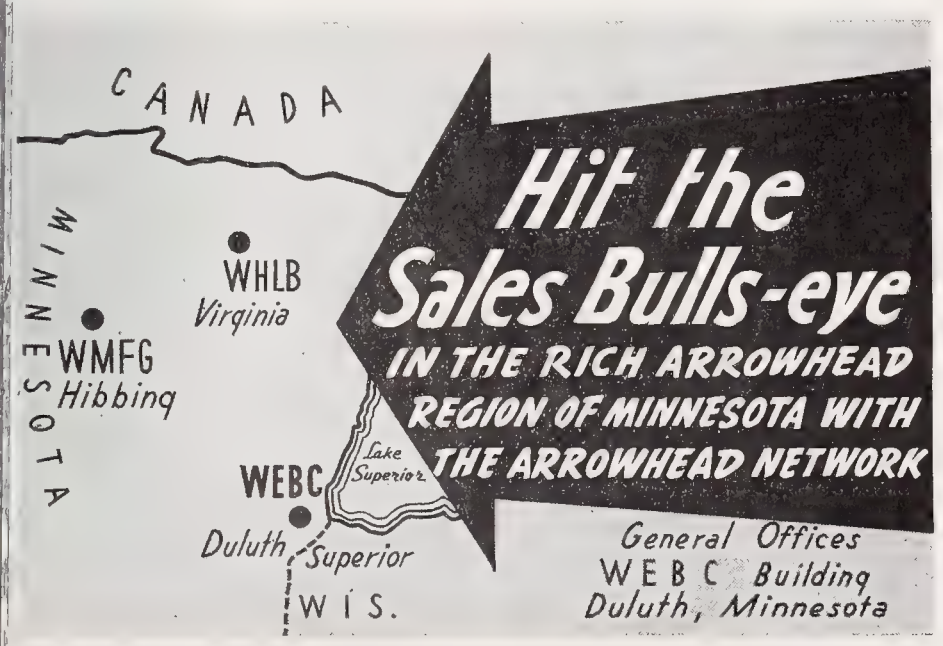
Resuming the custom of electing a distinguished foreigner as vice-president, the only nominee for that post is A. T. Cosentino, chief of the Argentine Radio Service. Three out of six nominees for 1941-43 directorships are to be elected, the nominees being; J. E. Brown, Zenith Radio Corp.; E. T. Dickey, RCA Mfg. Co.; H. C. Forbes, Colonial Radio Corp.; H. T. Friis, Bell Laboratories; O. B. Hanson, NBC; L. P. Wheeler, FCC.

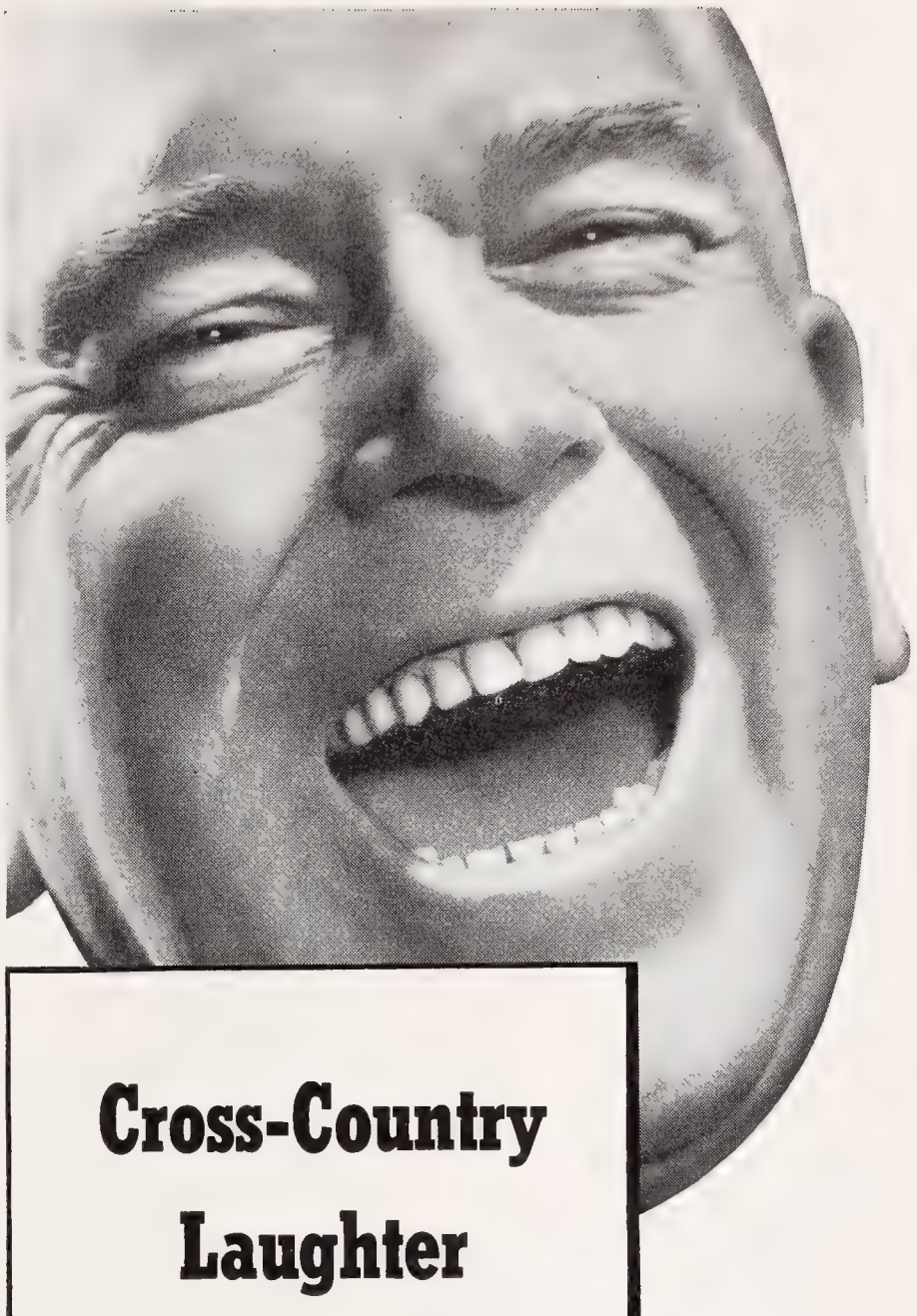
Show Success

WHEN the Goodman Wonder Shows played Sioux City the last week in August, KSCJ was used as the principal advertising medium and proved the power of radio. Three days before the opening, 30-second spots were used at various times during the day, along with a quarter-hour interview. Opening night drew a record crowd. During the week daily quarter-hour spots also were used, with Charles Sebastian, KSCJ special events man, interviewing people connected with the show and describing different features. The only other advertising medium, outside of the usual handbills and posters, was a two-inch ad in the amusement column of the local newspaper.

Seeks Shift for FM

CLEVELAND'S board of education shortwave broadcasting station, WBOE, one of the few placed in operation since the FCC reserved high frequencies for non-commercial educational services, has applied to the FCC for authority to change over to FM transmission. Now operating with 500 watts on 41.5 kc., it asks for 1,000 watts on 42.5 mc.





Cross-Country Laughter

• Through the magic of modern radio, a joke can make a nation laugh, a song can make a nation smile, a play can make a nation thoughtful.

• To millions of listeners in all corners of the country, programs are carried over the program networks of the Bell Telephone System.

• And in Bell Telephone Laboratories work goes on constantly to improve program network transmission and facilities so that these millions may continue to enjoy modern radio at its best.

BELL SYSTEM
AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES

Studio Notes

FIVE staff members of CKLW, Detroit-Windsor, are in the non-permanent active Canadian militia. Capt. Douglas Aitchison, of the engineering staff, is a provisional major in the 2d Battalion of the Essex Scottish in Windsor. Two other staff members in the same unit are Lieut. Campbell Ritchie, traffic manager, and Lieut. Frank Lynch, announcer. James Van Kuren, announcer, and Raymond Laforet, of the commercial staff, also are in training with the Essex Tank Regiment, as members of the signal corps.

DR. LEO R. KENNEDY, dean of education at St. Louis U, has been named chairman of the KMOX committee on education for 1940-41. He succeeds the late Dean Frank M. Debatin, who was killed recently in an automobile crash in California. The committee was created by the St. Louis station last year to help supervise its educational and civic features.

WKRC, Cincinnati, on Sept. 9 started a news-on-the-hour policy, running from 7 a. m. to 6 p. m. (EST), according to Hulbert Taft Jr., general manager. In addition to the hourly reports, a complete roundup of each day's news is given at 10:30 p. m. The streamlined service presents Bill Welch as morning reporter; Dwight Mallon at mid-day, and Bob Morgan on the 6 p. m. and 10:30 p. m. news periods. All news copy is prepared by Robert Heidler and Mallon, and all WKRC newscasts originate in the newsroom in the *Cincinnati Times-Star* Bldg., served by AP and *Times-Star* dispatch facilities.

WHP, Harrisburg, Pa., recently received plaudits for its on-the-spot coverage of a $400,000 fire at the local warehouse of the Oliver Farm Equipment Co. With the fire breaking out late in the evening, and all local fire apparatus called to the scene, WHP sent its mobile unit along with the fire engines and broadcast a description of the scene, along with interviews with firemen and police. The conflagration went on the air so quickly that Manager A. K. Redmond took over a microphone to aid the special events staff, while Dick Redmond, special events director, supervised the pickup.

WCAU, Philadelphia, on Sept. 13 started broadcasting its dramatic series on aviation, *America Flies*, to European countries via its international shortwave outlet, WCAB. Coincident with the extended coverage, the program format was revised to increase emphasis on the defense side of the nation's aviation story. The show features as m.c. Col. J. Victor Dallin, manager of the Philadelphia Airport and a former Army flyer.

WCCO, Minneapolis, estimated more than 400,000 persons visited its booth at the recent Minnesota State Fair. Featuring pictures of local radio stars, playback equipment, transcribed sound effects and 24 manual sound effects, the booth was the most elaborate of recent years. Last year 150,000 visitors were registered at the booth during the 10-day fair.

WHIO, Dayton, O., continuing a policy inaugurated in 1936, has completed a summer schedule of special displays and broadcasts at eight county fairs within its primary area. The displays, attracting record crowds, included panels of photographs of CBS stars, WHIO staff and talent and pictures of Cincinnati Reds players. An oscillograph also was a popular feature of the exhibits.

SOFTBALL team of WHK-WCLE, Cleveland, made up of staff members, on Sept. 1 defeated a similar WGAR team, 6 to 1. The WHK-WCLE squad has completed arrangements to play the winner of the Cleveland newspaper softball competition.



Drawn for BROADCASTING by Sid Hix

"I'm Your Tailor—May I Ask a Question?"

KFRO, Longview, Tex., has established remote studios in Marshall, Tex., according to an announcement by James R. Curtis, KFRO president. The studios, located on the mezzanine floor of Hotel Marshall, are air conditioned and equipped with RCA microphones and turntables and other new equipment. The Marshall studios will divide time with the Longview studios of KFRO. Foster W. Fort manages the new studio, with Lynn Williams as program director.

AUGUST business of WNEW, New York, exceeded any single month in the station's history and showed an increase of 578% over August, 1939, according to Herman Bess, vice-president in charge of sales of the station. Nineteen new accounts were added during the first 20 days of the month. Mr. Bess stated that the record month climaxes an unusually active summer for WNEW with time sales exceeding any other summer in its history.

CLIFF HOWELL, program director of KSFO, San Francisco, recently entertained the Oakland Ad Club with a demonstration quiz stunt based on his *News-Quiz*. Shiny new 1940 pennies instead of dollars were awarded the Ad Club quizees during the demonstration.

WHEN fire destroyed the $350,000 California Building at the Golden Gate Exposition on Treasure Island recently, all three networks were on the job, giving an on-the-scene description of the blaze to a coast to coast audience. It was in its auditorium that the NAB staged its annual banquet the closing night of the San Francisco convention, Aug. 7.

WFVA, Fredericksburg, Va., on Sept. 8 observed its first anniversary. During its first 12 months it claims to have developed 104 separate live talent programs and at present has 61 advertisers buying time. WFVA is managed by Richard F. Lewis Jr. Other members of the staff include Everett Howard, program director; Ronald Dawson, production manager; Lee Smith, commercial manager; Nan Winkler, secretary and publicity chief.

WREN, Lawrence, Kan., carried a total of two hours 55 minutes of special on-the-spot broadcasts from the Aug. 30 Midwest Defense Conference in Kansas City, claiming to be the only station to broadcast every major speech of the meeting. The meeting, attended by 1,600 delegates, was called to express Midwestern alarm at government allocation of war emergency appropriations to firms in the East and far West, to the exclusion of Midwest manufacturers.

KARM, Fresno, Cal., has built a new entrance lobby and two new staff offices.

Recruits Sworn

CLAIMING to have achieved a record of one kind or another, KOA, Denver, on Aug. 30 broadcast from its own studios ceremonies during which Comdr. C. M. Johnson, U.S.N., gave the oath of allegiance and swore in a class of 51 naval recruits. The induction ceremonies were witnessed by about 300 relatives and friends of recruits, with studios and observation galleries packed to capacity.

WSAI, Cincinnati, after the daylight time change Sept. 30 will head into record fall and winter business although regular commercial baseball broadcasts will have stopped, it was predicted Sept. 11 by General Manager Dewey Long. He declared that figures for the fall and winter indicate that WSAI has more business booked than during the present sponsored baseball season, with more than 300 quarter-hours a week already signed and other reservations hanging fire.

CURRENT events of interest to American Jews are featured in a twice-weekly quarter-hour news period on WLTH, New York, which started Aug. 27 under the auspices of the *Jewish Review*, published in New York, and the station. At the microphone is Edward V. Morand, associate editor of the magazine.

KFRO, Longview, Tex., recently presented an innovation in programming by broadcasting the same show twice on the same day at the same hour in the morning and evening. The show, a 30-minute Sunday transcription by Gov. W. Lee O'Daniel, is performed at 8:30 a. m., with a repeat at 8:30 p. m. KFRO claims to have received favorable comment on the repeat technique, since many listeners tune in on the second program because of recommendations of friends who heard the morning show.

THE *Texas Farm & Home* program, produced by various departments of Texas A. & M. College, and broadcast over the Texas Quality Network daily except Sunday, moved Sept. 12 from its present broadcast time, 11:30 a.m., to 6:15 a.m. on the same days. The program, now going into its sixth year on WFAA, Dallas; KPRC, Houston, and WOAI, San Antonio, is being moved to the earlier time to take advantage of a larger potential audience of rural listeners.

WOV, New York, plans to occupy its new studios on the 12th floor of 730 Fifth Ave. by Jan. 1, 1941, at which time the station will begin operations with its new 10,000-watt transmitter and directional antenna system. It is also hoped that a construction permit for the 1,000-watt FM transmitter will have been received from the FCC to start at the same time. Present studios and offices of WOV are at 132 W. 43rd St.

TWO NBC executives are included in the list of authorities in various branches of advertising who will deliver the 26 lectures in the forthcoming Advertising and Selling Course sponsored by the Advertising Club of New York. Edgar Kobak, NBC vice-president in charge of Blue Network sales, will speak on "Selling—Qualifications for Salesmanship," and E. P. H. James, NBC advertising manager, will discuss "Radio Advertising".

UNIVERSAL RADIO Features Syndicate, Santa Ana, Cal., headed by Tom E. Danson, has taken over assets of the Homer Canfield Radiologic Syndicate, Glendale, Cal. With the consolidation, Universal Radio Features now services 36 Pacific Coast newspapers with radio columns and logs.

IMPRESSIONS of the Pacific Northwest and the new Buick "Fireball" car, were discussed on KMO, Tacoma, when Dick Ross, station program director, interviewed Harlow H. Curtice, president and general manager of Buick Division, and newly-elected vice-president of General Motors Corp., at Paradise Inn on Mt. Rainier, Aug. 30. Broadcast was carried by the Northwest division of Mutual-Don Lee network, with individual local Buick dealers buying spot announcements before and after the quarter-hour program.

KSCJ, Sioux City, Ia., recently carried an on-the-spot description of the test, held near Cherokee, Ia. Unable 33d annual Pilot Rock Plowing Con- to secure direct lines to the meet. KSCJ sent Charles Sebastian to the contest with portable recording equipment. His transcribed commentary then was broadbast later in the day.

WHEN Luella Jordan, young San Francisco radio singer and actress was stricken seriously ill recently and needed blood donations, several members of the KPO-KGO staff volunteered for transfusions to save the life of their co-worker. Dick Bertrandias, KPO-KGO producer, was the first to have his blood accepted. Others followed. As a result Miss Jordan is showing improvement. She is the daughter of Judy Deane, veteran San Francisco microphone star.

EVEN WAR bulletins are subject to blitzkriegs these days as WDAS, Philadelphia, discovered. The Department of Highways made station officials remove their news flashes on the European war situation from a bulletin board displayed on the sidewalk in front of the station building because it resulted in traffic obstruction.

WFIL, Philadelphia, returns its *Mystery History* program, a quiz show based on a dramatization from American history, on Oct. 13. A weekly sustaining show, it will again be carried by Mutual.

WKY, Oklahoma City, building around its *Salute to Youth* program, is conducting an Americanism show directed at yongsters. To teach patriotism by entertaining groups of kids, WKY arranged with Warner Bros. to supply movies—comedies, short educational features, and pictures with a patriotic theme—and with the local Standard Theatres organization to use their houses for the Saturday morning programs. The kids come to the various participating theatres, look at the movies and hear the quarter-hour *Salute to Youth* feature, which plays up Americanism with the oath of allegiance and patriotic music and commentary. In the first six weeks of the venture, 7,000 children have attended the weekly shows.

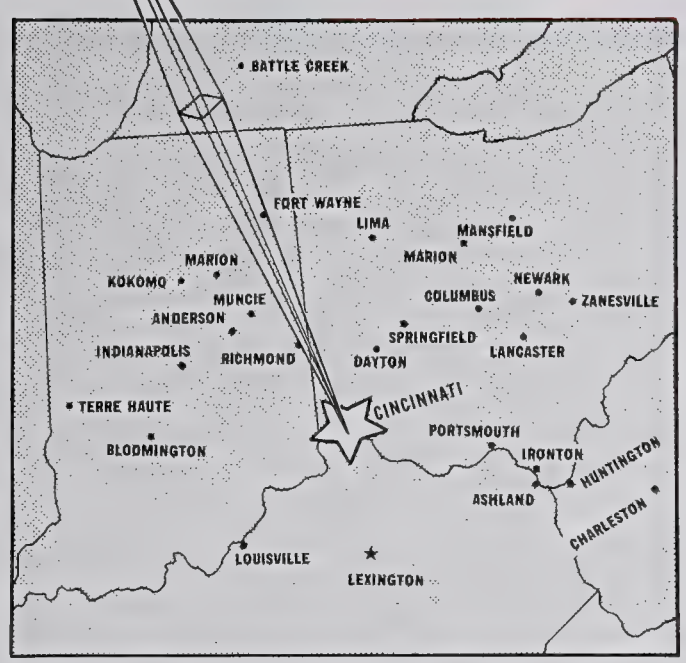
W IN L EXINGTON W OMEN

LEXINGTON, KY.

1¾ hours from Cincinnati by train but part of Cincinnati by WLW.

Population—1930	45,736
Retail Sales—1939	$28,863,000*
Wholesale Sales—1939	$64,021,000*
Per Cent of Nation's Buying Power (Trading Area)	.1988*
Radio Homes—1938 (Fayette County)	16,360

**Estimated by Sales Management*



. . . that's what WLW-advertised brands do, according to Lexington retailers. It's natural that they should, for The Nation's Station is a regular listening habit in Lexington, just as it is in the more than a score of other rich trading centers that make up its primary area. And local merchants in *all* of these centers accept the resulting consumer preference as their cue to push WLW-advertised merchandise.

REPRESENTATIVES: NEW YORK—Transamerican Broadcasting and Television Corp. CHICAGO—WLW, 230 North Michigan Avenue



WLW THE NATION'S *most Merchandise-able* STATION



TWINS
BUT HOURS APART !

Keep <u>all</u> the original sparkle
in transcribed delayed programs

RCA HIGH-FIDELITY
DE LUXE RECORDER

ALMOST an identical "twin" to the original performance is the performance transcribed on the new high-fidelity De Luxe RCA Recorder Model 73-A! Unmarred by distortion and harshness, your rebroadcast retains all the life and color, all the sparkle and warmth, that makes a broadcast program *live!*

Extra *convenience,* too, in this RCA 73-A! Now, without changing lead-screws, you can record outside-in or inside-out, 78 or 33⅓ r.p.m., at any number of lines per inch between 96 and 154. To change the feed, just turn the knob!

TWO motors simultaneously rim-drive the extra-heavy turntable, for high torque, excellent regulation, low slippage. Unique mechanism automatically lowers cutting-head *slowly* onto record—no chance of stylus-breakage at awkward times.

Recording for rebroadcast is becoming more important than ever . . . invest in the recorder that offers you the most in quality and performance and adaptability! Over 40 years of recording experience lie behind this RCA recorder, designed by the same engineers who design recorders for RCA Victor Records. Write for complete literature and data.

• •

Use RCA Radio Tubes in your station for finer performance.

★ Cutting-Head response flat within 2 db., 50-10,000 Cycles
★ Double Rubber Shock-Mountings to absorb vibration
★ Lathe-Type Precision Construction; Maximum Rigidity
★ Oil-Damped Leak-Proof Stabilizer—No "Flutter"
★ Suction-Nozzle and Mounting. Suction Pump available
★ Easy, Precise Adjustments for Angle and Cutting-Depth
★ High-Quality Microscope—Lamp and Timing-Scales
★ Automatic and Fixed Equalizers available

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg.
Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

RCA

Broadcast Equipment

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

FOR FINER PERFORMANCE... GO RCA ALL THE WAY

Microphones
Speech Input Systems
Associated Equipment
Transmitters

PRINTED IN U.S.A.

BROADCASTING

Broadcast Advertising

Vol. 19 • No. 7

OCTOBER 1, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



Delivers an impact
of 135,000 watts
at less cost*

WOR

—that
power-full station

★ Due to its unique needling of 50,000 watts and very low base rate.

They Came— and They Paid in Indianapolis, too!



MORE than 12,000 people jammed the new Coliseum in Indianapolis, paying up to $1 apiece to see the WLS National Barn Dance at the Indiana State Fair on August 31. Some 2,000 stood up for the full four and one-half hour show. This is the same show that has played to 900,000 people in Chicago's Eighth Street Theater in the past eight and one-half years. Yet only 200 miles away, 12,000 people turned out to see their favorites, the popular stars of the WLS National Barn Dance, and thus prove still again that the WLS audience lisens—acts—and responds—and in Indianapolis, too!

WLS

The Prairie Farmer Station, Chicago . . . Burridge D. Butler, President . . . Glenn Snyder, Manager . . . 870 Kilocycles, 50,000 Watts . . . Clear Channel . . . NBC Blue Affiliate



$45,574,000 WORTH OF *Beauty*

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport, New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WHAI	Greenfield
WBRK	Pittsfield
WLLH	Lowell, Lawrence
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston, Auburn
WSYB	Rutland

BEAUTY makes attractive "figures" —for advertisers in New England. This yearly amount spent for personal care and commodites represents a huge market, important to every maker of beauty aids.

Are YOUR products on sale throughout New England?—Or are you considering the introduction of a new line? Do you want YOUR share of this $45,574,000?* Do you want to get maximum dealer co-operation for your merchandise?

Whatever your problem, The Yankee Network can be of valuable sales developing aid to you—as it has repeatedly for other manufacturers and distributors.

The Yankee Network is the only combination giving COMPLETE coverage and essential local acceptance in the 18 key buying centers of New England. Your sales messages produce because they go where a potential audience of 5,989,238 people live, work and spend!

**Printer's Ink "Market Explorations."*

The YANKEE NETWORK

21 BROOKLINE AVENUE BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Counterpoint



in metal and music . . .

The lift of the violins, the strident voice of the brasses; the cellos come in quietly, the drums begin to beat—*The Ford Sunday Evening Hour* is on the air.

It is a gift, a present to millions of people who have listened on Sunday evenings in ever greater numbers, since October, 1934.

The company making that weekly gift has its principal being in a world of metal and motors, of coils and springs and new models. But the gift remains apart from these. It is the world of music—a program designed solely for the pleasure of the vast audience listening. "*The Ford Motor Company* presents . . ." and then off to a full hour of symphonies, lullabies, ballads, concertos.

These famous Sunday Evening Hours on the Columbia Network build good will. That is all. Good will, which shows up on a balance sheet as worth $1.00, and which actually may be worth hundreds of millions of dollars. Good will, i.e., friendliness, i.e., familiarity with, i.e., disposition in favor of.

That same general pleasant good will is the purpose of all public relations work, of all institutional advertising. It can be very effective in any medium. On the air it becomes effective with millions.

CBS

The
FORD
SUNDAY
EVENING
HOUR

9–10 P.M., E.S.T.

Now in its 7th year
on the
Columbia Network

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS

DAY AND NIGHT

COLUMBIA *AND* MUTUAL NETWORKS

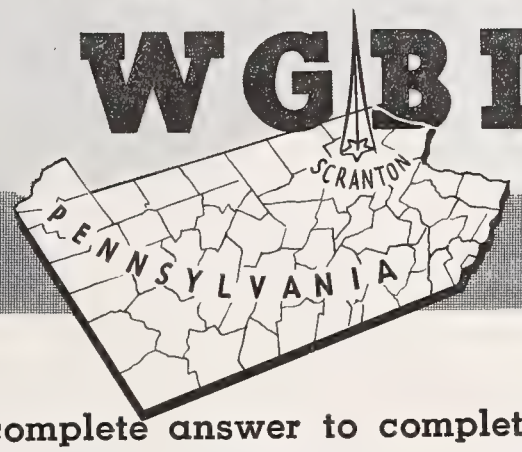
PAUL H. RAYMER CO., *NATIONAL REPRESENTATIVE*

There's Only ONE Statue of Liberty



and there's only ONE regional station serving the 652,000 people in the Scranton—Wilkes-Barre area

WGBI



WGBI is the complete answer to complete advertising in the Scranton—Wilkes-Barre Market. Not only is WGBI the one regional or clear channel station serving the nation's 17th largest metropolitan area, but recent field measurements prove that it is *the one and only station covering this market.* A survey by Dr. Starch and Staff revealed that 98% of the daytime listeners and 96% of the evening listeners in Lackawanna County (where 50% of the market's total population reside) tune-in WGBI regularly.

Which adds up to a #1 advertising opportunity for you at #17 Market rates.

A CBS Affiliate WGBI SCRANTON, PA.

1000 WATTS DAY • 500 WATTS NIGHT • 880 kc. • Represented by JOHN BLAIR & CO.

LEADERSHIP *in Library Service*

Production Excellence

—an Outstanding Characteristic of Standard Program Library Service..

Standard's flair for showmanship has been the talk of the industry for years. A unique ability to bring out the best talent, to make effective use of an unlimited variety of artists and to achieve inspired production with the utmost originality in arrangements and effects—these are the reasons why the Standard Program Library Service builds and maintains top listener interest for its subscriber-stations.

Skillful production is equally evident in the new Standard Radio "SPOT-ADS." These easily sold dramatized commercials offered exclusively to Standard subscribers, are outstanding examples of clever writing, sound planning and inspired direction. Now available: Series A for USED CARS, Series B for RETAIL CLOTHING, Series C for RETAIL FURNITURE—additional series now in production.

Write for information on Standard Radio Library Service, Standard Radio's new Tax-Free Library, and Standard Radio's SPOT-ADS.

"...in a class with network programs"

5000 WATTS DAY - 1000 WATTS NIGHT

WHP

INCORPORATED
TELEGRAPH BUILDING
HARRISBURG PENNSYLVANIA

September 19, 1940

Standard Radio,
360 North Michigan Avenue,
Chicago, Illinois.

Gentlemen:

As we enter our second year with your service, Standard Radio transcriptions are still meeting with so much enthusiasm from our staff and listeners that I feel I should share a few of our very many compliments with you.

When we first subscribed to your service, we were amazed at the production which was put into every selection--not just ordinary arrangements, but unusual ideas which put this service in a class with network programs. During the past year we have been repeatedly impressed with your ability in keeping your transcriptions up to "Standard."

Your selection of talent has been extraordinary, and your assemblage of the various acts makes this the type of material which builds popularity for a radio station. Our listeners have been extremely complimentary in their praise for Standard tranecribed features.

In our estimation, Standard gives a line-up of acts which enables a radio station to have all that can be desired in transcribed programs. In other words, Standard transcriptions are decidedly in the groove.

Very truly yours,

WHP, Inc.

A. K. Redmond

A. K. Redmond
Manager

AKR:BP

AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM

Are your Transcriptions up to Standard?

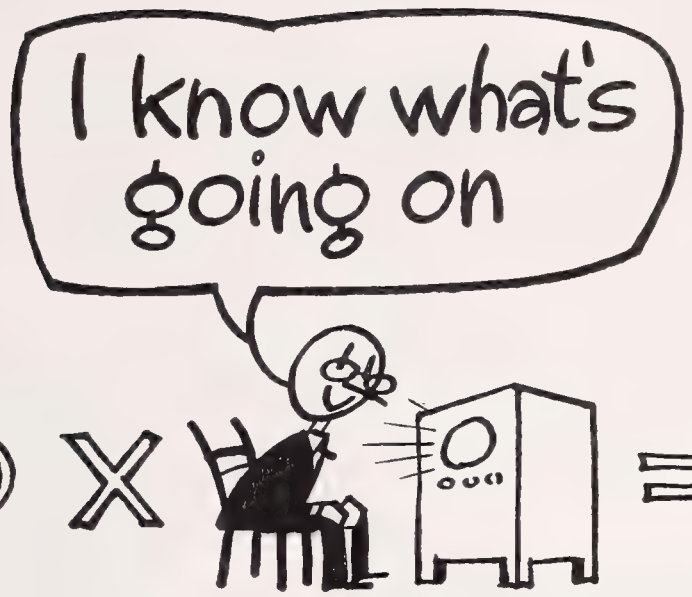
These **NEW SUBSCRIBERS** *answer* **"YES"!**

WFHR, Wisconsin Rapids, Wisconsin
KYAN, Cheyenne, Wyoming.
WIZE, Springfield, Ohio
KTKC, Visalia, California

Now—271 Standard Stations!

Standard Radio

HOLLYWOOD CHICAGO



130,000,000 X = RADIO

Millions of Ears Perked for Vital Messages

24 hours are a lot of minutes—and not everybody can be expected to like every minute of radio's 24 hours a day.

Some people like what's on the radio at 11:15 or 12:30 or some other hour—and some get mad at it.

A certain amount of recognition of diversity of tastes is necessary on the part of anybody who runs a national broadcasting system for everybody. And a certain amount of tolerance, on the part of listeners, for the diverse desires of other listeners is necessary if America is to have a free and universal radio.

Remember that radio, along with its vast audience, is a pretty good thing for the nation to have on tap when serious matters need country-wide attention QUICK.

In recent months we've had a beautiful demonstration of the way radio rises instantly to occasions for the public good. Overnight—in fact, almost in minutes—America (thanks to radio) became aware of her critical situation in regard to preparedness. In *hours* (where once it would have taken months) America's 130 millions were made familiar with all angles of the Government's preparedness program. America even accepted the prospect of increased taxes without a whimper because America knew, knew, knew, thanks to radio.

When you are inclined to be impatient with some of radio's shortcomings, or are moved to want it "all highbrow", bear in mind that radio has in its own way achieved a popularity with the people as a whole which gains their universal ear—which is mighty handy to have—when they must be made aware *instantly* of any inherently critical situation in our national life.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System

A Radio Corporation of America Service

"*Let's give 'em both barrels,*" said the adman

"A rifle is all right, Joe, when you've a single target. But when there are lots of birds and plenty of hits to be made . . . give me a trusty double-barrel every time."

"Spoken like a sales manager who knows how to go after big markets, Frank! And, as an advertising man, I agree. Take the new radio schedule we're submitting for your Michigan-Ohio territory. No random pot-shotting. It's WJR and WGAR . . . both barrels at one of the nation's largest two-city markets!"



WJR
THE GOODWILL STATION
Detroit
WGAR
THE FRIENDLY STATION
Cleveland
Basic Stations . . . Columbia Broadcasting System
Edward Petry & Co., Inc., Nat'l Representatives

. . . AND, IF YOU'RE GUNNING FOR THE SOUTHERN CALIFORNIA MARKET

Your advertising will hit the mark over KMPC, now big time, full time, and occupying a dominant position on the dial with its 710 kilocycles.

Since brought under Richards-group management, associated with CBS, KMPC has become one of the outstanding showmanship stations of the west.

Audience has trebled in the last six months. Mail response has multiplied more than 400 per cent. CBS commercial and sustaining features, plus alert coverage of sports, news and special events put *your* program in "good company" when you schedule it for . . .

KMPC
THE STATION OF THE STARS
Beverly Hills ★ Los Angeles
CBS ASSOCIATE STATION



No hayseeds are farmers whose rolling acres lie within the rich territories blanketed by Richards stations. In the WJR-WGAR area, profitable fields and herds give them an income of one billion dollars a year. Within the range of KMPC, there are more than 43,000 prosperous farmers. To reach rural markets with money to spend . . . make certain these three stations are on your list!

G. A. RICHARDS, President . . . LEO J. FITZPATRICK, JOHN F. PATT, LEO B. TYSON, Vice Presidents

BROADCASTING
and
Broadcast Advertising

Vol. 19 No. 7 WASHINGTON, D. C., OCTOBER 1, 1940 $3.00 A YEAR—15c a COPY

Defense Board Given Limited Authority

Presidential Order Specifies Its Coordinating Functions; Fly Named Chairman; Committees to Be Designated

By SOL TAISHOFF

BORN of the war emergency after several months of intensive consideration, the Defense Communications Board created Sept. 24 by President Roosevelt has begun its task of planning the relationship of communications to the national defense, but with sharply restricted functions depriving it of radio censorship powers or the right to take over any facilities.

Headed by Chairman James Lawrence Fly of the FCC, the board will function only as an advisory agency to the President. Though the scope of its activity covers all phases of communications, including broadcasting, the President stated that it is basically a "planning agency, without operating or procurement functions".

First Meeting Held

Named by the President to serve on the board with Chairman Fly are Maj. Gen. Joseph O. Mauborgne, Chief Signal Officer of the Army; Rear Admiral Leigh Noyes, Director of Naval Communications; Assistant Secretary of State Breckenridge Long, in charge of the Department's division of International Communications, and Assistant Secretary of the Treasury Herbert E. Gaston, in charge of the Coast Guard, also board secretary.

The board held its organization meeting at Chairman Fly's call on Sept. 26, and convened again Sept. 27. Machinery was set in motion for creation of committees representing the various communications carriers and the broadcasting industry, which will counsel with it but not enjoy any vote in its actions. The board's primary aim will be to work out "paper plans" for use in event of a national emergency, though it unquestionably will consider current problems having a bearing on the national defense, such as international broadcasting, foreign language broadcasts and the like. In this regard, its functions merely will formalize the consultation with the military departments and the industry which has been going forward under NAB auspices since the outbreak of hostilities last year. Meetings are planned twice a week.



THE LETTERS "DCB" join the Government alphabet with the appointment by President Roosevelt of the Defense Communications Board to coordinate all branches of communication with national defense needs. Chairman is James Lawrence Fly (center), chairman of the FCC. Top left is Rear Admiral Leigh Noyes, director of Naval Communications, and at top right, Maj. Gen. Jos. O. Mauborgne, Army Chief Signal Officer. Bottom left is Assistant Secretary of the Treasury Herbert E. Gaston (for Coast Guard), who also serves as board secretary. Bottom right, Assistant Secretary of State Breckenridge Long, in charge of State Department Division of International Communications.

Unlike the other defense agencies created by the President, the DCB will have no headquarters, separate personnel or funds. Because its job is almost entirely that of coordination and planning there will be little publicity about its work, except appointments of committees and similar routine functions. An administrative assistant probably will be designated and the board's overhead defrayed from current appropriations available for the various agencies affected.

President Roosevelt's announcement of the board's creation came Sept. 24 two hours after a conference with Chairman Fly. The Executive Order, redrafted several times since it was first projected last June, was accompanied by a White House statement carefully worded to emphasize that radio censorship or operation or procurement was not within its scope.

Viewed as Logical

Reaction in the broadcasting industry was that the board's appointment was a natural and logical development in the national defense planning because of the importance of communications to the national defense. The industry had been consulted both by Chairman Fly and by the White House, and the final language, particularly that limiting the board's functions to "physical aspects" of broadcasting, and specifically depriving it of censorship powers", was arrived at following a meeting of Chairman Fly with the NAB executive committee and representatives of the networks in New York Sept. 13 [BROADCASTING, *Sept. 15*]. Prior to this meeting, there had been more or less concerted opposition to the plan from the industry, and a suggestion had been advanced for the designation of an industry figure as a "coordinator" to serve under the Knudsen - Stettinius Commission, but this was stoutly resisted by Chairman Fly.

Reports and recommendations of the board will be submitted to the President for final action through one of his administrative assistants, it is specified in the Executive Order. Presidential Secretary Stephen T. Early, who has participated in all the preliminary conversations with Chairman Fly and other board members, is logically expected to be the White House contact. He was formerly a top-flight Washington newspaper correspondent, and is in charge of all White House public relations.

Chairman Fly said the board in no sense would be a "super" organization. and emphasized repeatedly that it will not be an operating organization or have any "machinery" whatever. He said that probably a dozen committees, representing industry, Government and labor, and perhaps several representing industry and Government on a joint basis, will be designated.

It is logically assumed that the broadcasting industry committee will be headed by NAB President Neville Miller, and perhaps comprise some four or five broad-

casters selected to represent a cross-section of the industry. The NAB executive committee, patterned along this line, may be suggested to serve as the main committee. In addition, there probably will be technical subcommittees though the actual format remains to be established after consultation with the industries affected.

'Nothing Pulled Out of Hat'

Following the organization meetings of the board Sept. 26 and 27 Chairman Fly said that the group sought only to evaluate the scope of its projected work and to review plans already made by the military and naval departments. He said some comprehensive understanding of the whole problem was desirable before approaching actual committee and subcommittee organization. He clearly indicated there would be "no surprises" and "nothing pulled out of the hat".

Tentatively, the board plans to meet about twice weekly. Presumably, the next order of business will be designation of committees. One approach to this important phase may be to call upon the industries involved to propose the membership of their own groups, subject to board approval.

Stressing the "clearing house" rather than the mailed-fist regulatory version of operation, Chairman Fly said the board will seek to work out functional plans in time of actual emergency. War, Navy and other Government departments might have different ideas about the modus opperandi, he pointed out. DCB will seek to reconcile these differences, if any, by "getting around a table and getting everything to check so nobody will get burned".

Nothing will happen in the way of reduction of facilities until war or some other emergency, Chairman Fly said. Only precautionary actions will be taken, subject to Presidential approval, such as those already launched under the $1,600,000 radio monitoring organization set up for policing of the air, he pointed out.

Praised by Miller

NAB President Miller said the industry welcomed the opportunity to work with the new board through duly-appointed committees. He said he was gratified that the President stressed the objective planning aspects of the board's work insofar as broadcasting is concerned. Under the order as drafted, he declared, there will be "no upsetting of broadcasting" as it now functions. The industry will cooperate wholeheartedly with the board in its planning work, he pledged.

The position taken by the military departments since the outbreak of hostilities regarding broadcasting has been that there should be no disturbance of regular operations, even in the event of our involvement, insofar as broad program service is concerned. Availability of a swift and accurate means of keeping the public informed, as epitomized by broadcasting, is invaluable, they feel, aside from the role radio plays in the maintenance of public morale.

A Planning Agency

The plans, when evolved, may provide for the depletion of broadcast service in certain areas under specified conditions, and where service still would be available. Conceivably, stations along the coasts might be required to suspend operations, but only by specific order of the President under Section 606(c) of the Communications Act. That would be done, if at all, only because these facilities might be essential for other national defense purposes, and because the public would still be able to get service through other stations in the area, or even through boosting of powers of nearby stations to provide that service. All this, however, can only be viewed as in the realm of eventual possibility, and under war conditions.

The White House announcement accompanying the Executive Order stated that the board was initiated jointly by the various Government departments and agencies having a vital interest in this phase of the preparedness program. "The board," said the statement, "is basically a planning agency, without operating or procurement functions. As such it is charged with the important duty of charting the utilization and control of our communication systems in the best interests of national security.

"The board will have no power to censor radio or other communications, or to take over any facilities.

"This task of planning is not confined to radio broadcasting, but also embraces common carriers such as commercial radiotelephone and radiotelegraph as well as other telephone, telegraph and cable facilities.

"The board does not propose to interfere with the normal operation of broadcasting or other forms of communication any more than is necessary for the national protection. Through correlated planning, it will seek to gear the great and strategically valuable American communications system, in both the domestic and international fields, to meet any situation the national interest may require."

The announcement went on to state that the various branches of the communications industry will cooperate "in an advisory capacity with the board". Where the board's activities "impinge upon the functions of Government departments," representatives of those departments will be placed upon appropriate committees. Declaring that the radio industry had cooperated in the preparation of the Executive Order, the White House stated that "with industry cooperation, the board will appoint committees from every branch of communications — broadcast and other radio services, cable, telegraph and telephone—as well as from labor groups. All plans involving the utilization of private facilities, or requiring industry cooperation, will be adopted only after consultation with such industry representatives, and the particular private companies whose properties may be involved".

Based on 1934 Law

Viewed as significant was the fact that the board was created by the President "by virtue of the authority vested in me as President of the United States, and by the Communications Act of 1934." Thus, the President did not draw upon his powers under the limited national emergency proclamations to set up the agency. Several sections of the statute delegate to the President specific functions. The most important is Section 606(c), which authorizes the Chief Executive to commandeer any communications facilities where needed during a national emergency.

It also gives the President the authority to suspend rules regarding radio. Other sections of the Act giving the President specific functions in communications are 305, dealing with Government-owned stations, and 308, relating to cable landing concessions. In addition, the President has implied functions relating to communications planning, and it is presumed that Government attorneys, in drafting the order, relied upon these authorities in creating the board. The executive order had

(*Continued on page 91*)

Text of President's Order Setting Up New Board . . .

WHEREAS coordinated planning for the most efficient control and use of radio, wire, and cable communication facilities under jurisdiction of the United States in time of national emergency involves the consideration of the needs for communications of the armed forces of the United States, of other government agencies, of industry, and of other civilian activities; and

WHEREAS such planning must be accomplished as a matter of preparation for national defense; and

WHEREAS the interest of national defense in the matter of control and use of communication facilities during any war in which the United States may become a belligerent is deemed paramount:

NOW, THEREFORE, by virtue of the authority vested in me as President of the United States, and by the Communications Act of 1934 (48 Stat. 1064), as amended, it is ordered as follows:

1. There is hereby created the "Defense Communications Board," hereinafter called the Board, consisting of the Chairman, FCC, the Chief Signal Officer of the Army, the Director of Naval Communications, the Assistant Secretary of State in charge of the Division of International Communications, and the Assistant Secretary of the Treasury in charge of the Coast Guard.

2. The functions of the Board shall be, with the requirements of national defense as a primary consideration, to determine, coordinate, and prepare plans for the national defense, which plans will enunciate for and during any national emergency—

a. The needs of the armed forces of the United States, of other governmental agencies, of industry, and of other civilian activities for radio, wire, and cable communication facilities of all kinds.

b. The allocation of such portions of Governmental and non-Governmental radio, wire, and cable facilities as may be required to meet the needs of the armed forces, due consideration being given to the needs of other Governmental agencies, of industry, and of other civilian activities.

c. The measures of control, the agencies to exercise this control, and the principles under which such control will be exercised over non-military communications to meet defense requirements.

3. The chairman of the FCC shall be the chairman of the Board. In the absence of the designated chairman, the temporary chairmanship shall devolve upon the remaining members of the Board in the following order:

1. The Chief Signal Officer of the Army or the director of Naval Communications, whichever may be senior in rank.
2. The Chief Signal Officer of the Army or the director of Naval Communications, whichever may be junior in rank.
3. The Assistant Secretary of State in charge of the Division of International Communications.
4. The Assistant Secretary of the Treasury in charge of the Coast Guard.

In the absence of any regularly designated member, the agency which he represents may be represented by an alternate from that agency, designated by the head thereof, but such alternate shall not serve as chairman. The Assistant Secretary of the Treasury in Charge of the Coast Guard is designated as the Secretary of the Board.

4. The Board shall take no cognizance of matters pertaining to censorship. The Board shall study the physical aspects of domestic standard broadcasting and shall recommend such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also make plans for the speedy and efficacious use of all necessary facilities in time of military emergency.

5. The Board shall appoint such committees as may be necessary to carry out its functions and to provide for continuing studies and for contact with other Government agencies and with the civil communication industry.

6. Except as otherwise instructed by the Board, committees appointed thereby shall have no power to make final disposition of any matter presented to them by the Board for study, but they shall express by written report their findings and recommendations. Minority reports may be submitted if deemed of sufficient importance to warrant further consideration by the Board.

7. The Board and the committees shall call for consultation such representatives of other Government agencies and of the civilian communication industry as may be deemed advisable in obtaining full knowledge of the situation being studied, to the end that the needs of all may be considered and provided for in so far as the situation permits. Other Governmental agencies are directed to cooperate in providing assistance required by the Board in its studies.

8. During any war in which the United States is a belligerent, or any national emergency, the existing Interdepartment Radio Advisory Committee shall act as a Committee of the Board, but only in an advisory capacity. While the Interdepartment Radio Advisory Committee is so acting as an advisory committee, all of its reports, recommendations, or communications normally prepared for submission to the President shall instead be submitted to the Board, for consideration from the standpoint of national defense and for disposition.

9. Reports containing the findings and recommendations of the Board shall be submitted to the President for final action through one of his administrative assistants.

FCC Scrutinizes Other Allocations

North American Nations May Hold November Meeting

PREPARATORY to the calling of a conference of engineers of the nations affected, the FCC Engineering Department is making a close study of allocations under the Havana Treaty contemplated by Canada, Mexico and Cuba, slated to become effective March 29. While awaiting receipt of formal lists, the Commission's engineers are studying assignment data now available in the hope of reconciling conflicts within the next few weeks. A conference tentatively is planned about mid-November in Washington.

Few Comments

Since the promulgation of its proposed new allocations in accordance with the treaty on Sept. 10 [BROADCASTING, Sept. 15], the FCC has heard little reaction from the industry. Comments from licensees have been invited by Oct. 15. There is little likelihood of any further announcements by the FCC until these comments are received, and probably until it concludes its discussions with engineers of the signatory nations prior to the year's end.

The Canadian list has been in the FCC's possession for several months. The FCC has been familiar, in a general way, with the Mexican plans. Cuba, however, recently ordered a new allocation, conflicting with treaty provisions in many instances. It was estimated the FCC might require at least two months to complete its technical study of the allocations, before calling the engineering conference.

In view of the March 29, 1941 allocation deadline, the FCC Sept. 24 extended the effective date of its rule (Section 3.32b), eliminating the classification of special experimental authorizations for commercial broadcast stations until the actual reallocation. Stations affected are those now on so-called high-power regional channels operating fulltime experimentally, but which are accommodated on a regular fulltime basis under the treaty allocation.

Braucher Quits WOR

FRANK BRAUCHER, director and vice-president of WOR, Newark, has resigned effective Nov. 1, according to an announcement made Sept. 23 by Alfred J. McCosker, president of the station. Mr. Braucher joined WOR in October 1937 as vice-president in charge of sales after a long career in the publishing field, chiefly with Crowell Publishing Co., where he was vice-president and director. He has announced no future plans nor has WOR announced any successor.

White Rose Tea Tests

SEEMAN BROS., New York, on Oct. 14 starts a test campaign for White Rose Tea on WJZ, New York. Ten-minute program, *White Rose Tea Quiz*, will run five mornings weekly. J. D. Tarcher, New York, which placed the account, said the program may be put on other stations if the WJZ spot proves successful.



Drawn for BROADCASTING by Sid Hix

"And now we present Sally Smearcase, charming home economist of KZYW"

Who's Who on Defense Communications Board

JAMES LAWRENCE FLY
Chairman, FCC

Born in Seagoville, Dallas County, Tex., Feb. 22, 1898. Graduate U. S. Naval Academy, 1920, and commissioned an ensign. Resigned from Navy in 1923 to enter Harvard Law School. Received LL.B. degree in 1926. Law clerk, Burlingham, Veeder, Masten & Fearey, New York City, 1926. Admitted to Massachusetts and New York bars 1926 and practiced with firm of White & Case, New York City until 1929. Until 1934 special assistant U. S. Attorney General, acting as Government counsel in actions involving restraint of trade under Federal anti-trust laws and regulatory measures under commerce power. Named general solicitor and head of legal department Tennessee Valley Authority in 1934. serving until 1937 when named general counsel of TVA. Nominated by President Roosevelt for FCC July 27, 1939; confirmd by the Senate Aug. 1, and took oath of office Sept. 1, designated by President as chairman. Term expires June 30, 1942. Married and father of two children, boy and girl. Democrat and member of Protestant Church.

BRECKINRIDGE LONG
Assistant Secretary of State

Born in St. Louis, May 16, 1881. Graduate, Princeton 1903 with A.B. degree and 1909 with A.M. Graduate, St. Louis Law School (Washington University) 1904-6. Member of Missouri bar. Practiced law, 1907-17 and 1921-33. Secretary, St. Louis Bar Assn. 1913-1915. Third Assistant Secretary of State, 1917-1920. Special Assistant to U. S. Attorney General, 1933. Named Ambassador to Italy April 24, 1933; resigned July 31, 1936. U. S. commissioner, International Commission of Inquiry, United States and Italy, 1939——. Appointed special assistant in charge of Special Division, Dept. of State, Sept. 6, 1939. Named Assistant Secretary of State Jan. 16, 1940. Married.

REAR ADMIRAL LEIGH NOYES
Director, Naval Commmunications U. S. Navy

Born at St. Johnsbury, Vt., Dec. 15, 1885. Named to Naval Academy in 1902 from Vermont. In 1911 became flag secretary and aide of Commander Battleship Division Three. Served for two years in Office of Naval Operations, Washington, and in 1916 was appointed flag secretary and fleet communication officer on staff of Commander in Chief, Atlantic Fleet. During 1917 and 1918 accompanied Admiral Henry T. Mayo during inspection of all U. S. Naval activities in allied countries and of Grand Fleet. Awarded Navy Cross for services during World War. In 1919 commanded *USS Biddle* and assisted in rescue of refugees from *Odessa*, and with *H.M.S. Calypso*, assisted in salvaging Russian tug transporting refugees. From 1920 to 1922 served as Atlantic Coast Communication Superintendent, Officer of Naval Communications and, after completing course at Naval War College, assisted in fitting out *USS Colorado*. When *Colorado* was commissioned in 1923, served as her gunnery officer and later as executive officer. Member U. S. Naval Mission to Brazil, 1926 to 1929 when he reported for duty as commander, Destroyer Division 32, and during next two years served as Commander of Destroyer Division 14 and Destroyer Division 7. On duty in Navy Department 1931 until 1934 in charge of Training Division, Bureau of Navigation, and later as assistant budget officer. Commanded *USS Richmond* August, 1935, until early 1936 when he assumed command of aircraft carrier *Lexington*. Transferred as chief of staff and aide, commander, Aircraft, Battle Force, March 1, 1938. June 24, 1939, named director of Naval Communications. Became Rear Admiral July 1, 1939. Married.

MAJ. GEN. JOSEPH O. MAUBORGNE
Chief Signal Officer, U. S. Army

Born in New York City Feb. 26, 1881. Graduate, College of St. Francis Xavier, New York, 1901. Commissioned, second lieutenant of infantry, March 2, 1903. Promoted to first lieutenant, Dec. 16, 1912; to captain July 1, 1916; to major (temporary), Sept. 5, 1917, to lieutenant-colonel (temporary), Aug. 5, 1918. Reverted to permanent rank of captain, July 1, 1920; to major, regular army, July 1, 1920; to lieutenant-colonel, Sept. 4, 1926; to colonel Oct. 1, 1934, and to major-general, chief signal officer, Oct. 1, 1937. Served in Philippines and various continental assignments until 1909 when he attended Signal School, Fort Leavenworth, Kans., from which he was graduated in 1910. Served with Signal Corps thereafter, and in 1912 became instructor, Army Signal School. In 1917 transferred to Washington as chief, Engineering and Research Division, Signal Corps, serving until 1921. During this period, made inspection trip with Chief Signal Officer of Army in Europe and later served in Paris in connection with Inter-Allied Radio Conference. Signal Officer, Sixth Corps Area, Chicago, 1923; commanding officer Signal Corps Laboratory, Bureau of Standards, Washington, 1929. Signal Officer, Panama Canal Department, 1929-1930. Attended Army War College until 1932, and designated Signal Officer, Ninth Corps Area, San Francisco, until 1936. Assigned director, Signal Corps Aircraft Radio Laboratory, Wright Field, Ohio, serving until Oct. 1, 1937, when named Chief Signal Officer. Awarded Distinguished Service Medal, as head of engineering and research division, Signal Corps, for "conspicuous service in connection with coordinating the design and supply of new technical apparatus for the Signal Corps."

HERBERT EARLE GASTON
Asst. Secretary of Treasury

Born Aug. 20, 1881, in Halesy, Ore. Graduate University of Washington and University of Chicago. Editor of *Fargo Courier-News*, *Nonpartisan Leader*, 1916-1920; *Minneapolis Daily Star*, 1920-22; member, news staff, *New York World*, 1922-29, and night editor, 1929-31. Named Secretary of Conservation Department, New York State when *World* discontinued publication in 1931, and later became deputy commissioner under Commissioner Henry Morgenthau, Jr. When Mr. Morgenthau was named head of Federal Farm Board in 1933 by President Roosevelt, Mr. Gaston became secretary of board, and on its merger into Farm Credit Administration, he became deputy governor. Named assistant to Mr. Morgenthau when latter named Undersecretary of Treasury in November, 1933. When Mr. Morgenthau was named Secretary, Jan. 1, 1935, Mr. Gaston became assistant to the Secretary, originally responsible for public relations of department. On June 1, 1939, nominated by President Roosevelt to be assistant secretary and after confirmation, took oath of office June 23, in charge of numerous activities, including Coast Guard. Married, and two daughters.

Government of Brazil Sponsors Blue Program

THE Government of Brazil on Sept. 29 started a radio campaign in the United States to promote goodwill and greater understanding on the part of American citizens of the life and culture of Brazil. Program is the *Washington Merry-Go-Round*, with Drew Pearson and Robert S. Allen, who will add to their usual fund of political gossip some news and comment on Brazilian affairs.

Series, broadcast Sunday evenings 7-7:15 on an 8-station Blue network, will mention Brazil's coffee industry and the country's attractions for tourists, but will be aimed chiefly at promoting good will and cementing solidarity between the United States and Brazil. Series is placed through Campbell-Ewald Co. of New York.

Bulova on 22 More

BULOVA WATCH Co., New York, on Sept. 22 added 22 stations to its spot campaign for Bulova timepieces, making a total of 103 stations in markets throughout the country carrying its time signal announcements. The company at the same time added more announcements on 17 stations. Frequency of announcements ranges from one to 10 daily. New stations are WOKO WHN WAAT KQV WPIC KTFI KSEI KGHL KGGM WAPO WSPD WADC WGBI WHP WWNC KWFT KIDO KTSM WIBX KGBX WFMJ KSFO. The Biow Co., New York, is agency.

Early Agreement In AFRA Labor Arbitration Seen

Settlement of Differences in Near Future Is Foreseen

HOPES that the mediation discussions currently going on between the American Federation of Radio Artists and the nationwide networks will result in a mutually satisfactory settlement within the next week were expressed Sept. 26 by a spokesman for the New York State Board of Mediation, under whose auspices and at whose offices the meetings are being held [BROADCASTING, Sept. 15].

Admitting that no definite conclusion could be reported at this time, the board spokesman stated that "good progress has been made in the past two weeks and we have every hope that the differences will all be adjusted within the next week." Board offered its services to the union and the networks on Sept. 12, after negotiations between the parties had broken down and just prior to a meeting of the AFRA membership for the purposes of taking a strike vote.

In Concession Stage

While the AFRA board was authorized to strike if necessary, by meetings of the Chicago, Los Angeles and San Francisco locals as well as by the New York membership, each of the four groups also approved the action of the board in accepting the mediation offer before taking further action.

While no details of the frequent sessions have been forthcoming from any of the interested parties, it was learned that negotiations had reached the stage where issues were beginning to crystallize and from now on the discussions will be largely a matter of concessions on one side or the other.

The Chicago situation over the matter of extra pay to staff announcers for work on commercial programs threatens to become a major "bone of contention", it was stated, and both the networks and the union brought executives from Chicago to attend last week's meetings. Thrashed out last spring before a board of the American Arbitration Assn., this question was supposedly settled by the AAA decision, but recently a dispute has arisen over the interpretation of certain parts of the decision.

William H. Davis, chairman of the New York State Board of Mediation, has acted as chairman of the joint meetings and in addition has met privately with the union and with the networks. Acting for AFRA are Emily Holt, executive secretary, George Heller, treasurer, and Henry Jaffe, counsel. Mark Woods, NBC vice-president, Lawrence Lowman, CBS vice-president, and Julius Seebach, WOR vice-president, are acting for the networks, with representatives of WGN, Chicago, and the Don Lee network also present.

UNUSUAL PROMOTION scheme for a radio program is being carried on in the personal advertising columns of several New York newspapers to line-up guests for *Contact*, new series starting on MBS Oct. 5 and designed to help people contact friends and relatives. Classified advertisements in New York papers explaining the nature of the program have brought many persons to arrange time on the air with Dave Elman, conductor of the program.

Wins Plug, Too

WINNER of $64, maximum prize, on the CBS *Take It or Leave It* quiz program last month, was Alice Woolf, wife of John Woolf, assistant program director of KDYL, Salt Lake City. KDYL, incidently, is an NBC-Red outlet, and Owner S. S. Fox, pleased with the plug over the rival network, awarded Mr. Woolf a three weeks leave of absence to go to New York to meet his wife, who entered the contest while visiting there.

NIB October Session Plans Music Discussion

A SPECIAL convention of the National Independent Broadcasters, organization of stations not affiliated with the major networks, will be held in New York sometime in October, according to NIB President Harold A. Lafount. While the date has not been definitely established, it will probably be Oct. 21, he said. Between 75 and 100 broadcasters are expected to attend.

Chief topic of discussion at the sessions will be the new ASCAP contract and the BMI set-up, with a united stand by the group a hoped-for outcome of the session. The AFM contracts, which since the expiration of the national agreement are now being negotiated individually between stations and local unions, will also be discussed.

Scott's Emulsion Test

RITCHIE & JANVIER, Bloomfield, N. J., will use two announcements daily on WGST, Atlanta; WWL, New Orleans, and KTRC, Houston, in a test campaign for Scott's Emulsion, to run as long as cold weather lasts. Agency is Atherton & Currier, New York.

KMBC's Unwelcome Visitor

A POSTAL employe on a mariahuna "toot" provided unexpected excitement in the reception room of KMBC, Kansas City, the other day. After hanging around the studio and refusing to answer questions, he pulled a knife and threatened Receptionist Ruby Irwin when she asked him to leave. Responding to Ruby's call for help, Announcer Larry Clark and Engineer Clark Smith "persuaded" the visitor to leave the building and wait outside for police.

Hecker Cereals Serial

HECKER PRODUCTS Corp., New York, is continuing its spot campaign for H-O and Force cereals on six Eastern stations, using the transcribed serial *Adventures of Superman*, placed by Erwin, Wasey & Co., New York. Stations are WOR, WHAM, WJAR, WFIL and WBZ-WBZA. Four local sponsors have placed the serial on stations in their cities. They are: Milk Foundation of Twin Cities, WTCN, Minneapolis; Pittsburgh Milk Co., KQV, Pittsburgh; Pevely Dairy Co., KWK, St. Louis; Dr. Pepper Bottling Co., WSAV, Savannah.

Union Biscuit Discs

UNION BISCUIT Co., St. Louis, on Sept. 30 starts advertising Princess Crackers on five midwest stations with the five-times weekly transcribed serial *Betty & Bob*. Programs run for a quarter-hour with Milton Cross doing the commercials. Gardner Adv., New York, has scheduled the following stations: KSD, St. Louis, WREC, Memphis, WGBF, Evansville, KWTO, Springfield, Mo., and WDZ, Tuscola, Ill.

Knox Renews on 16

KNOX GELATINE Co., Johnstown, N. Y., has renewed for 13 weeks its campaign on 16 stations for gelatin. Participating programs, ranging from one-minute daily announcements to half-hour shows, are heard on the following stations, lined up by Kenyon & Eckhardt, New York: WCAU, WJZ, KDKA, KPO, KSTP, WLS, WFAA, WBAL, KFI, also seven stations of the Yankee Network in New England including WNAC, WTIC and WCSH.

P & G Serial Lineup

PROCTER & GAMBLE Co., Cincinnati, on Sept. 30 added WJAC, Johnstown, Pa., and WFBG, Altoona, Pa., to four of its NBC-Red Network daytime shows. With the additions *Vic & Sade* will have 67 stations for Ivory, placed through Compton Adv., New York; *Ma Perkins* will have 73 for Oxydol, placed through Blackett-Sample-Hummert, Chicago; *The Story of Mary Marlin* will have 71 for Ivory Flakes, placed through Compton Adv., New York, and *Pepper Young's Family* will have 69 for Camay, placed through Pedlar & Ryan, New York.



GOING RURAL are these staff members of WBNS, Columbus, as they appeared at the Ohio State Fair where WBNS had a tented studio. They are (l to r) Geer Parkinson, Walter Knick, Lucille Linwood and Ray Roese. Numerous programs were picked up from the fair studio, similar to World's Fair exhibits. Direct lines, mobile units were used.

Wage-Hour Rule Further Clarified

Held Not to Cover Programs Of Public Service Type

THE Wage & Hour Division of the Labor Department has no intention of invoking its ruling regarding sustaining talent on broadcast stations to make it an onerous burden, Joseph L. Miller, NAB labor relations director, declared Sept. 26 following conferences with Division officials.

An interpretation announced Sept. 16 by Col. Philip B. Fleming, Wage & Hour Administrator, held that radio performers, whether on sustaining or sponsored programs, are regarded as employes of the station for the purposes of the statute. Persons appearing in a concert hall or playing in a hotel ballroom whose program is carried incidentally over the air, were construed not in this relationship [BROADCASTING, Sept. 15].

How It Operates

Following conferences with Baret Snyder, acting administrator, and Rufus Poole, associate general counsel, Mr. Miller reported that these officials said they had no intention of attempting to extend the Act's coverage to "public service programs". Children's participating programs, for example, it was stated, would not be covered in the interpretation and they would not have to be paid minimum or other wages. The same would hold for college and high school glee clubs, fraternity bands, programs in which artists contribute their services to start civic drives and speakers and performers on dedicatory programs.

The officials said they were seeking to halt situations where hillbilly bands or orchestras or other performers were willing to appear on the air gratis to advance their own popularity. When stations follow such a course, it was held informally, they are deriving benefit without paying even the minimum wage. The officials indicated they had no intention of conducting a crusade against this type of purported violation but that the opinion had to be rendered because of situations existing in other industries where "learners" are being exploited with vague promises of jobs.

'Fictional Payment'

"When I explained how a number of stations made 'trade deals' with hillbilly bands, obtaining programs in return for plugs for future dance engagements," Mr. Miller stated, "the Wage & Hour official said that surely some fictional payment of the wages could be made in return for fictional payment of the plugs."

It was indicated that the memorandum on which Col. Fleming made his ruling required revision to clarify it as it applies to radio.

School Placing

NATIONAL SCHOOLS Los Angeles, will use spot radio in New York and San Francisco to advertise its auto, diesel, radio, television & electrical courses. It has already started a series of five, ten and fifteen-minute periods on WMCA, New York, and soon will add seven other eastern stations. Eastern campaign is handled by Huber Hoge & Sons, New York.

Action on Brown Nomination At This Session Held Doubtful

Investigation Proposals Also Remain Dormant; Logan-Walter Bill Is Revived in Senate

THAD BROWN'S nomination to serve a new seven-year term as a member of the FCC continues to slumber before the Senate Interstate Commerce Committee, which has shown no disposition whatever to meet on the matter. In informed circles, the view now prevails that the nomination may be allowed to die with this session, whether or not Congress adjourns prior to the statutory deadline at the end of the year.

Col. Brown has been without portfolio since his term expired June 30. After a bitter one-man crusade against his confirmation by Senator Tobey (R-N. H.), the committee held a meeting Aug. 29 without taking action on the nomination. It was to meet again subject to the call of Chairman Wheeler, but that session has never been called, though the committee has met on other legislation.

Meanwhile, Congress appears inclined to remain in session, technically, until it expires by statute at the end of the year. While a drive for adjournment on Sept. 28 had been made by the Administration, Democratic leaders gave up this fight and prepondérant opinion now is that the Senate will recess for three-day intervals until the November elections.

Investigation Plan

Aside from the Brown nomination, several other legislative proposals having a bearing on radio are pending in Congress. Interwoven with the Brown controversy is the resolution of Senator Tobey for a sweeping investigation of radio in all its phases. Should Senator Tobey press for action on this resolution, however, it is a foregone conclusion that Senator White (R-Maine), regarded as the best-informed man in Congress on communications, will seek prior action on his own proposal of last year for a fact-finding study of the entire broadcasting and communications field.

The view prevails, however, that some tentative understanding had been reached that neither the Brown nomination nor the Tobey resolution would be brought before the committee at this session, unless this action is forced by demands of other committee members.

Senator Tobey, as part of his radio crusade, on Aug. 22 sent to all members of the FCC a letter asking them for information on any "favors, perquisites, or gifts" received by them from any radio companies or officials. It is understood all FCC members have now replied. In another letter to FCC Chairman Fly, Senator Tobey asked for similar data on staff employes. While the legislator has not made public the replies, it is understood the Commission inquired, in connection with staff employes, how far down the ranks he wanted to go. Otherwise, the FCC is said to have indicated it would be glad to supply the information.

Logan-Walter Bill

Also having a direct bearing on radio regulation is the Senate's consideration of the Logan-Walter Bill, designed to check purported administrative excesses by regulatory agencies through provision of judicial reviews. Senator Burke (D-Neb.), who threatened to filibuster unless this bill was considered, referred several times to FCC procedure in his attack on Government bureaus.

In legal circles, it is felt the measure as drafted is far from satisfactory, though the objective of granting court reviews from decisions of Federal agencies has been strongly endorsed. The Logan-Walter Bill had been passed by the House and early this year was passed by the Senate. However, the Senate action was rescinded after Majority Leader Barkley requested such a move on behalf of the Administration.

Still awaiting final action of House and Senate conferees is the excess profits tax bill, adopted by the House Aug. 29. Raising the whole tax base, the bill is of more than normal interest to broadcast stations and to other services, such as advertising, where personal service, rather than heavy plant investment, is the basic "going concern" value. As BROADCASTING went to press, conferees were still endeavoring to compromise differences in the Senate and House versions of this war emergency measure.

Another bill having a bearing on radio was the Sumners bill, enacted by the House Sept. 24, establishing severe penalties for sabotage and injury of defense industries and utilities, including broadcast stations. Favorable action in the Senate also is foreseen.

Big Coal Campaign

PHILADELPHIA & READING Coal and Iron Co., Philadelphia, has started its annual campaign for its Reading Anthracite coal. A spot announcement series is being used on 18 stations, some starting Sept. 16, others on the 23rd and the full complement on the 30th. A total of 2,028 live announcements, the majority station-breaks, will be heard during the campaign, 78 a week for 26 weeks. Other stations may be added later in the campaign. Stations include WHEC WHAM WBAL WFBR WCAO KYW WCAU WGY WBEN WGR WEEI WICC WRC WOKO CKAC CBO CFRB CKCL. Agency is McKee & Albright, Philadelphia.

PEPSI-COLA Co., Long Island City, has started announcement campaigns on two New York stations, using 50 announcements a week on WMCA and 100 a week on WINS. Both contracts are for 13 weeks and were placed by Newell-Emmett Co., New York.



WHITE HOUSE palates enjoyed these two Lake Superior trout, weighing 10 and 12 pounds and caught during a recent tournament, when they were delivered the other day to Mrs. Henrietta Nesbitt, housekeeper of the First Home in the Land. They were the gift of Walter Bridges, manager of WEBC, Duluth, and the Duluth Chamber of Commerce, to Mrs. Nesbitt as a former Duluthian. Shown with the prize fish is Betty Bissonett, of the WEBC staff, formerly secretary to Alec Templeton.

Rexall Will Use 200 For October 1-Cent Sale

UNITED DRUG Co., Boston, will again use some 200 stations for its Rexall One-Cent Sale, which will start Oct. 29. Three quarter-hour transcriptions cut by NBC Recording Division, will be broadcast on each station, two in the evening and one during the day. Programs were recorded in Hollywood under the supervision of Walter Craig, radio director of Street & Finney, New York, agency handling the account. Ken Murray and Kenny Baker are featured talent.

Oyster Shell Series

OYSTER SHELL PRODUCTS Co., New York, has resumed fall advertising for poultry grit on 31 stations in leading markets throughout the country. Contracts, generally 52 weeks, were placed by Brown & Thomas, New York, and call for spot announcements. Stations are KOA KMA KGNO KOAM KWTO KFRU KFAB KOIL KFYR KFH WDAN WTAD WOWO WFBM WMT WHO WBZ-WBZA WELL WIBM WCCO WJAG WGY WDAY WHKC WHIO WNAX WTAQ WKBH WOMT WMBD WDZ.

Lechler Enlarging

LECHLER LABS., New York, plans to add some New York stations to its new fall campaign on KCMO, Kansas City; WORL, Boston; WDZ, Tuscola, Ill., in the interests of Velva-tize, "569" hair lightener, and "Blended for Blondes" makeup lipstick and powder. Agency is Huber Hoge & Sons, New York.

Funds to Relocate Monitor Stations Are Provided in Bill Passed by House

CARRYING $300,000 for the FCC in addition to its regular appropriation for the 1941 fiscal year of $2,100,000, the 1941 Supplemental Civil Functions Appropriation Bill was passed by the House Sept. 23 and sent to the Senate. Hearings on the measure were held before the Senate Appropriations Committee Sept. 25-26, with favorable action expected in that body the following week.

Funds to Move Monitors

As passed by the House Sept. 23, the measure carried $175,000 for relocation of primary monitoring stations in connection with national defense activities, and $125,000 for salaries and expenses to cover telephone regulation. Monitoring stations to be relocated under the appropriation are in Oregon, California, Michigan, Maryland, Georgia and Massachusetts. The House Appropriations Subcommittee, in its report, emphasized that in the present international situation and the national defense program, regulation and licensing of stations becomes of prime importance. Relocation is desirable to overcome interference difficulties, particularly in the light of the vastly increased task of monitoring high-frequency operations.

House action followed hearings before the Appropriations subcommittee in August and September, with Rep. Taber (R-N. Y.) lambasting the FCC for purported inefficiency and urging that the staff be cut by one-third. He called it the "most inefficient organization in the United States".

FCC Chief Engineer E. K. Jett told the subcommittee that the additional appropriation for monitoring activities would supplement the $1,600,000 allotted by the President out of the national defense fund for reshaping of the entire monitoring operation. Declaring the plan had been worked out in close cooperation with Army and Navy, he said in time of actual war one or the other of these departments would be able to take over the service in actual combat areas. He said the work was of utmost importance.

Propaganda Activity

Touching on "fifth columnists", Mr. Jett said that a great amount of propaganda activity, coming from belligerent countries, has been uncovered. He pointed out that the $175,000 would only partially cover the relocation costs. The aggregate amount of about $300,000 would be made up through allotments from regular 1941 funds and from the original national defense allottment by the President.

Mr. Jett explained that purely for national defense purposes, the Commission will take on 500 radio operators and inspectors as well as clerks and draftsmen. About 100 secondary monitoring stations are being established, he declared. People employed for this work will be retained on a temporary basis and will never be used for regular Com-

(*Continued on page 87*)

Special MBS Net Of 251 Stations To Carry Games

World's Series to Include Largest Sports Hookup

STATION lineup for the 1940 World's Series broadcasts, sponsored by Gillette Safety Razor Co., Boston, on a special MBS network, will include 209 stations in the United States, 39 in Canada and three shortwave stations to carry the play-by-play description of the annual baseball classic to the rest of the world, starting Oct. 2. This total of 250 stations MBS believes to be a record single network hookup for a sports event.

Announcers for the series will be Mel Allen, of WABC, color; Bob Elson, WGN, Chicago, and Red Barber, WOR, Newark.

International stations carrying the series are General Electric's WGEO and WGEA, Schenectady, and World Wide Broadcasting's WRUL, Boston. Canadian list is not yet available, although the series broadcasts will start on Oct. 2. List of U. S. stations which will broadcast the games follows:



Milwaukee Journal

MBS Adds Four

ADDING four Southern stations Sept. 29, MBS has increased its network to a total of 154 outlets [see earlier story on page 24]. Stations added are WSGN, Birmingham; WJBY, Gadsden, Ala.; WGH, Newport News, Va.; WDAK, West Point, Ga.

SINGING station-breaks have been started eperimentally on KECA, Los Angeles. Couplets are written by Glan Heisch, program manager.

Russell Nuptials

FRANK M. RUSSELL, NBC Washington vice-president, and Miss Marian Phebe Gale, public relations director of WRC- WMAL, Washington, were married in New York Sept. 25 in private ceremonies at the home of Niles Trammell, NBC president. Mr. Trammell was best man and Mrs. Trammell the matron of honor. Others present included Frank M. Mullen, NBC vice-president and general manager, and Mrs. Mullen; Mr and Mrs. M. H. Aylesworth; Mr. and Mrs. Edwin W. Craig (WSM, Nashville); Mark Woods, NBC vice-president and treasurer, and Mrs. Woods; Sid Strotz, NBC Chicago vice-president, and Dr. Frank Black, NBC vice-president and musical director, who played the organ.

Networks to Carry Forum on Defense

Wythe Williams Plans Series Approved by White House

WITH White House sanction, a pretentious series of forum programs featuring top-flight radio commentators discussing national defense activities, tentatively is scheduled to get under way Oct. 6, by virtue of plans approved Sept. 27. Arranged by Wythe Williams, MBS commentator, the series may be rotated on the three major networks each Sunday with the commentators roundtable varied for each program. This, however, remains to be determined.

Following Mr. William's visit to the White House Sept. 27—his third during the last fortnight—announcement was made of approval of the format of the series. The networks have agreed to allow their commentators to participate. The time has not yet been set. Government agencies dealing in national defense will make available to the commentators all information possible for the series The data also will be made available to the press on the same news basis.

Mr. Williams declared prior to his last White House visit that the series would be an official program consisting of interpretations by well-known commentators on the national defense reports of different Government departments. It will be half an hour in length.

The roundtable is designed to give the public authoritative explanations of the progress of national defense by newscasters trained in analyzing the content of Government measures and experienced in radio presentation. Four well-known news analysts will constitute each roundtable with each commentator given about six minutes. The roster of commentators will be changed each program.

NBC-Blue on Oct. 13 starts the fourth consecutive season of *Great Plays*, series of 25 weekly full hour dramas to be broadcast Sundays at 3 p.m. Series includes the best dramas the world has ever known from one written by Aristophanes in 410 B.C. through Shakespeare's age to *Prologue to Glory* written in 1938.

MBS to Assume Music Clearance

Sales Policies Discussed at Annual Affiliate Meeting

FOR the first time in the history of Mutual Broadcasting System as a network entity, it will assume responsibility for clearance of music at the source effective Jan. 1 when it, along with other major network entities, propose to operate without ASCAP music. Action, creating a centralized music copyright clearance division in New York, was taken by more than 50 representatives of member and affiliated stations of MBS at a meeting in Chicago Sept. 18-19.

At present the MBS operation is one under which each station originating programs is responsible for copyright clearance. By creating the new music division in New York, the network itself will undertake this responsibility, to protect stations situations which might develop through inadvertent transmission of ASCAP numbers after the first of the year. Cost of the maintenance of the bureau, it is understood, will be defrayed both by the network and affiliates.

Sales Discussion

A sales forum of MBS stations followed a meeting of the network board of directors and operating board. The meeting was conducted by Fred Weber, general manager. Others who addressed the session were Alfred J. McCosker, chairman of the board; W. E. Macfarlane, president; Vice-presidents Theodore C. Streibert and Lewis Allen Weiss; Sales Manager Ed Wood and Sales Promotion Manager Robert A. Schmid.

Affiliates expressed satisfaction, it was reported, over the number of stations sold on the MBS volume discount plan. Sales policies also were debated along with fall program plans. Col. Robert R. McCormick, publisher of the *Chicago Tribune* and president of WGN, announced a number of fall programs WGN station will feed the network.

Analysis of a questionnaire on FM sent to 90 stations by MBS, revealed that a substantial number had applied for licenses. This discussion centered upon the possibility of a future FM network under MBS auspices.

Attending the board of directors and operating board meetings were W E. Macfarlane, president; Alfred J. McCosker, chairman of the board; Theodore C. Streibert, vice-president; Lewis Allen Weiss, vice-president; E. M. Antrim, treasurer and executive secretary; Fred Weber, general manager; John Shepard 3d, Colonial Network; J. E. Campeau, CKLW, Detroit-Windsor; H K. Carpenter, WHK-WCLE, Cleveland, and WHKC, Columbus; Hulbert Taft Jr., WKRC, Cincinnati; Gene O'Fallon, KFEL, Denver; William Dolph, WOL, Washington; Ed Wood Jr., MBS sales.

ASSOCIATED RADIO MARKETS, station representatives, has added four to its Minneapolis staff in conjunction with its expansion to larger offices at 914 Northwestern Bank Bldg. Frank E. Reed Jr., formerly of Northrup King & Co., has been named traffic manager. Fred Kedney has been added to the art department, while Marjorie Collins and Eileen Baker have joined the merchandising staff. Associated was organized last May by Alden R. Grimes, former Minneapolis manager of KATE.

Lineup of Stations for World Series . . .

WOR, New York
WGN, Chicago
WIP, Philadelphia
CKLW, Detroit
WCLE, Cleveland
WOL, Washington
WCBM, Baltimore
KWK, St. Louis
KQV, Pittsburgh
WHJB, Greensburg
WLOL, Minneapolis
WHB, Kansas City
KFBI, Wichita
KSAL, Salina
KTSW, Emporia
KVGB, Great Bend
WKBW, Buffalo
WKRC, Cincinnati
WSAY, Rochester
KFEL, Denver
WHKC, Columbus
WHBF, Rock Island
KOWH, Omaha
WABY, Albany
WSYR, Syracuse
WMFF, Plattsburg
WENY, Elmira
WJEJ, Hagerstown
WBAX, Wilkes-Barre
WILM, Wilmington
WSOC, Charlotte
WAIR, Winston-Salem
WRAL, Raleigh
WSTP, Salisbury
WATL, Atlanta
WMPS, Memphis
WTJS, Jackson
WGRC, Louisville
WLAP, Lexington
WCMI, Ashland
WSIX, Nashville
WSGN, Birmingham
WRVA, Richmond
WJDX, Jackson
WDSM, Superior
WNOX, Knoxville
WIS, Columbia
WMAZ, Macon
WDOD, Chattanooga
WMOB, Mobile
WSMB, New Orleans
WJAX, Jacksonville
WIOD, Miami
WFLA, Tampa
WSUN, St. Petersburg
WHBC, Canton
KMA, Shenandoah
KGGF, Coffeyville
WMT, Cedar Rapids
WNAX, Yankton
KSO, Des Moines
WIRE, Indianapolis
KMMJ, Grand Island
KOAM, Pittsburg
KWTO-KGBX, Springfield
KTHS, Hot Springs
KTBS, Shreveport
KGHF, Pueblo
KFKA, Greeley
KLO, Ogden
KIDO, Boise
KGIR, Butte
KFPA, Helena
KRBM, Bozeman
KOB, Albuquerque
WJIM, Lansing
KWOS, Jefferson City
KGHL, Billings
WCSC, Charleston
WTOC, Savannah
KTSM, El Paso
KGMB, Honolulu
KHBC, Hilo
KTOK, Oklahoma City
KCRC, Enid
KBIX, Muskogee
KGFF, Shawnee
KOME, Tulsa
KADA, Ada
KGA, Spokane
KRMC, Jamestown
KGCU, Mandan
KVOX, Moorhead
KABR, Aberdeen
KTAR, Phoenix
KVOA, Tucson
KYUM, Yuma
KGLU, Safford
WDAK, West Point
WHIS, Bluefield
WJPR, Greenville
WJRD, Tuscaloosa
KFEQ, St. Joseph
WSFA, Montgomery
KFPW, Ft. Smith
WOMI, Owensboro
KVOA, Siloam Springs
WARM, Scranton
WHMA, Anniston
WRAK, Williamsport
WGTC, Greenville
WGTM, Wilson
WFTC, Kinston
KGKY, Scottsbluff
KFXJ, Grand Junction
KATE, Albert Lea
KWNO, Winona
KGDE, Fergus Falls
KDLR, Devil's Lake
KLPM, Minot
WGPC, Albany
WWNC, Asheville
WWVA, Wheeling
WCNC, Elizabeth City
WLAV, Grand Rapids
WSNJ, Bridgeton
WFOR, Hattiesburg
WKST, New Castle
WMRC, Greenville
KFRU, Columbia
WPAD, Paducah
WHOP, Hopkinsville
WLBJ, Bowling Green
WDBF, Calumet
WDMJ, Marquette
WLVA, Lynchburg
WSLS, Roanoke
WJPF, Herrin
WEBQ, Harrisburg
WSOY, Decatur
KWOC, Poplar Bluff
KFVS, Cape Girardeau
WCBS, Springfield
WTAX, Springfield
WCBI, Columbus
WHBB, Selma
WJBY, Gadsden

Colonial Network

WAAB, Boston
WATR, Waterbury
WCOU, Lewiston
WEAN, Providence
WFEA, Manchester
WHAI, Greenfield
WICC, Bridgeport
WLBZ, Bangor
WLLH, Lowell
WLNH, Laconia
WNBH, New Bedford
WNLC, New London
WRDO, Augusta
WSAR, Fall River
WSPR, Springfield
WTHT, Hartford
WBRK, Pittsfield
WSYB, Rutland

Don Lee Network

KALE, Portland
KDB, Santa Barbara
KDON, Monterey
KELA, Centralia
KFRC, San Francisco
KFXM, San Bernardino
KGB, San Diego
KGY, Olympia
KHJ, Los Angeles
KIEM, Eureka
KIT, Yakima
KMO, Tacoma
KOL, Seattle
KOOS, Marshfield
KORE, Eugene
KPMC, Bakersfield
KPO, Wenatchee
KQW, San Jose
KRKO, Everett
KRNR, Roseburg
KWLK, Longview
KTKC, Visalia
KVEC, San Luis Obispo
KVOE, Santa Ana
KVOS, Bellingham
KXO, El Centro
KXRO, Aberdeen
KHSL, Chico
KYOS, Merced
KVCV, Redding
KFJI, Klamath Falls

Texas State Network

KFJZ, Fort Worth
WRR, Dallas
KABC, San Antonio
KFDA, Amarillo
KXYZ, Houston
KNOW, Austin
WACO, Waco
KPAC, Port Arthur
KRIS, Corpus Christi
KRGV, Weslaco
KRBC, Abilene
KFRO, Longview
KRRV, Sherman

Schirmer Catalogs Acquired by BMI

Paine Sees Settlement Of Music Impasse By January

By BRUCE ROBERTSON

BROADCAST Music Inc., radio's new source of music supply, on Oct. 1 acquires the performing rights to the catalogs of E. C. Schirmer Music Co. of Boston, it was announced Sept. 26 by M. E. Tompkins, vice-president and general manager of BMI. Also on Sept. 26, John G. Paine, general manager of ASCAP, told a meeting of orchestra leaders that they need have no fears about having to scrap the ASCAP numbers in their libraries because the radio-ASCAP music controversy will be settled by Jan. 1.

Both Sides Heard

Mr. Paine's prediction was made at the first of two meetings called by Russ Morgan for the edification of orchestra leaders on the dispute between the broadcasters and ASCAP. At a second meeting, scheduled for Sept. 30, the orchestra leaders were to hear BMI's side of the case, after which they will hold a closed conference to map plans for safeguarding their own interests. The first luncheon was held at Toots Shor's; the second at the Waldorf-Astoria.

"On the basis of contracts already signed by ASCAP with independent radio stations, as well as information about how chain executives, agency heads and others privately feel about the current dispute," says the ASCAP release on the meeting, "Paine assured the band leaders that by the time Jan. 1 rolls around every station and every network will have an ASCAP license."

Following the talk, which sketched the history of ASCAP's relations with radio, Benny Goodman suggested that following the BMI luncheon the band leaders get together to map out their next move and Ben Cutler urged the group not to take sides until they have appointed a committee to study the situation more thoroughly. The musicians are said to be especially concerned over their libraries, representing a $10,000,000 investment in music which is reported to be about 80% ASCAP numbers, which they will not be able to use on the air after Jan. 1 unless Paine's prediction comes true.

Sustaining Order

Morgan's action in calling the orchestra heads together followed the receipt of letters from Niles Trammell, president of NBC, and Lawrence Lowman, vice-president of CBS, notifying the leaders that they must henceforth include more non-ASCAP music in their sustaining broadcasts on the networks. As of Oct. 1, Trammell's letter states, "all orchestras broadcasting on NBC sustaining shows, whether they are studio or remote control programs, must schedule and play during each of their NBC broadcast periods at least three compositions which NBC clearly will be able to use after Dec. 31, 1940."

The Lowman letter states that "on and after Sept. 27 we will expect each remote pick-up dance band broadcast by Columbia to schedule and play two non-ASCAP numbers for each half-hour of broadcasting time, and one non-ASCAP number if the program runs for only 15 minutes of broadcasting time. While these are minimum requirements for the time being, we suggest that you increase your library of non-ASCAP compositions as soon as possible, because the minimum requirements are going to be stepped up again very shortly."

Both letters thanked the orchestra leaders for their cooperation in complying with requests made July 23, that each broadcast contain at least one non-ASCAP number, and both urged the leaders to select non-ASCAP theme songs.

Schirmer Catalog

With the 4,000 copyrights contained in the Schirmer catalogs, BMI now has some 14,000 numbers which it will directly control by the beginning of 1941, in addition to the 75,000 new copyrights or copyright arrangements which will be available to the broadcasters through licensing agencies other than ASCAP, the BMI announcement states.

Specializing in fine music of lasting interest, rather than popular tunes, the Schirmer catalogs include such songs as "Auld Lang Syne", "Believe Me If All Those Endearing Young Charms", "Home, Sweet Home", "Flow Gently, Sweet Afton", and "Three Blind Mice". The Concord Hymnal, standard hymnal for most Protestant churches; the Concord piano series and the Harvard Glee Club series are among the Schirmer items acquired by BMI.

The operettas include those of Gilbert & Sullivan, while in the classical field are well-known arrangements of the most popular works of Beethoven, Brahms, Bach, Schubert, Mozart, Wagner, Rubenstein, Tchaikovsky, Handel, Dvorack, Palestrina and Moussorgsky. The catalogs also contain the works of many well-known modern composers of serious music, such as Arthur Honegger, Douglas Moore, Randall Thompson, Bela Bartok, etc.

A number of other important catalogs are under negotiation by BMI, it was stated, with several acquisitions expected to be announced shortly.

Fair Feature Ignored

When radio ignored the Music Festival put on by ASCAP at the San Francisco World's Fair on Sept. 24, an ASCAP press release shouted "'Stars and Stripes Forever,' 'Gold Bless America' and 'The Lord's Prayer' Barred from Air . . . Radio Chains Muzzle Music Festival at San Francisco World's Fair", and went on to charge that CBS, NBC and MBS "each flatly refused the request of Fair authorities to let the musical event go on the air." Network executives in New York, however, to whom all requests for sustaining network programs go for handling, state that they received no request to broadcast the Festival, either from the Fair or from any other source.

Commenting on ASCAP's claim that "ordinarily the radio chains would have fought for the privilege of broadcasting such a star-studded program", one network executive said that with two World's Fairs each nearing the end of the second year the networks had already broadcast innumerable Fair programs and had long since ceased "fighting for the privilege".

Production Expands

At a meeting of the BMI board Sept. 17, General Manager Tompkins announced that the rate of production of new numbers would be doubled with BMI turning out 14

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BMI Plans Copyright Clearance Data; Office Space Added as Output Expands

CREATION of a cataloging department in Broadcast Music Inc. through which stations will be given complete clearance information on copyrights, is now under way, Neville Miller, NAB and BMI president, announced Sept. 27. Designed to meet the requirements of stations when present ASCAP contracts expire, the department will provide detailed information on music and recordings available for rendition without ASCAP licenses. These data, Mr. Miller said, will be available well before the Dec. 31 deadline.

Due to substantially increased BMI activity, with the music output budget doubled to production of 14 new popular numbers a week, BMI is taking another floor at its headquarters in New York at 580 Fifth Ave. With more than a hundred employes now on its rolls, the staff also will be substantially increased to make possible the accelerated production schedule. Office space in Chicago and Los Angeles branches also will be increased, Mr. Miller said.

Cooperation of hotels in the music campaign is foreseen at the annual meeting of the American Hotel Assn. in Seattle Oct. 3-5. Harry P. Summerville, manager of the New Willard in Washington and Chairman of the association's copyright committee, has been a staunch opponent of ASCAP.

Supplementing arrangements already made with broadcasters in Mexico for use of BMI music, a similar compact is expected to be reached with Canadian broadcasters to make BMI catalogs available to them.

BMI will hold its first annual meeting Oct. 15 in New York. Proxies already have gone out to nearly 400 station-stockholders in the project.

Government Adds ASCAP Probers; Active Litigation

Consent Decree in Washington State Is Seen Possible

AS THE ASCAP-BMI music conflict increases in tempo, activity is going forward on the litigation front at an accelerated pace.

Although no formal word has come from the Department of Justice regarding its inquiry into ASCAP preparatory to renewed prosecution of the anti-trust suit against that organization, it was learned Sept. 27 that additional assistants had been assigned to Victor Waters, Special Assistant Attorney General in charge of the case. Two statisticians on the Department's rolls were to join Mr. Waters Sept. 30 to assist in the preparation of voluminous data to be used in revival of the anti-trust proceeding inaugurated in 1935

Washington State Decree

On another litigation front—Washington State—sensational developments appeared to be in the offing. As part of the "settlement" purportedly made by broadcasters of Washington State with ASCAP [BROADCASTING, Aug. 15], it is now indicated that a consent decree may soon be entered, with the aid of the Attorney General of Washington, permanently to enjoin the enforcement of the anti-monopoly law of Washington State, which has prevented ASCAP from doing business in the State for several years.

As BROADCASTING went to press, a hearing in this matter was scheduled before Federal Judges Bowen, Haney and Black at Tacoma Sept. 28 to hear any matters presented to the court for decision, with the consent decree apparently the paramount issue. It was reported the attorney general might seek a continuance with ASCAP's consent, but that certain of the interveners, strongly opposing a consent decree, would resist that course.

Alfred J. Schweppe, professor of law at the U of Washington and special counsel for NAB in the Washington - Montana litigation, reported that on Sept. 19 he was informed for the first time that negotiations for settlement had been held between Kenneth Davis, attorney and partner in the music firm of Davis & Schwegler, on behalf of certain local broadcasting stations and ASCAP and the Attorney General. These had to do with the entry of the proposed consent decree. Mr. Schweppe expressed surprise over the move, because he had not been invited to or heard of any of these conferences.

ASCAP May Waive Fees

The hearing originally had been called for Sept 7 but illness of one of the judges who originally sat in the case caused the postponement until Senior Circuit Judge Curtis D. Wilbur named Judge Bowen to substitute for the ailing jurist.

Reports current in Washington State were that the Attorney General had decided to consent to the decree on the ground that ASCAP

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CORN ON THE HOOF wasn't the caption of this novel shot. As a matter of fact, the news is depicted by the 19 ft. 8¾ inch fully-matured stalk—winner of the WHO (Des Moines) National Tall Corn Sweepstakes. The little man is V. Don Radda, Washington, Ia., winner. The radio competition aspect of the contest, between Iowa and West Virginia, has proved most vexatious to WHO General Manager J. O. Maland. He complains of the tendency among stations to indulge in "a very reprehensible practice", i.e., challenging WHO to various contests and, when they find they are licked, dropping the matter and making no effort to acknowledge defeat or pay losses. He has taken to task John A. Kennedy, general manager of WCHS, Charleston, W. Va., for dropping out on the contest, after learning that the tallest West Virginia stalk was 18 ft. 6 inches. Mr. Maland plans to refer the incident to Edgar L. Bill, WMBD, Peoria, chairman of the NAB Code Compliance Committee.

Saturday Evening Post Criticizes FCC For 'Bungling' of Television Control

A BLISTERING attack upon the FCC for its purported bungling of television regulation, with Chairman James Lawrence Fly singled out for special editorial treatment, is administered by Alva Johnston, well-known journalist, in the Sept. 28 *Saturday Evening Post.*

Holding the FCC responsible for retarding television by its actions last spring in stopping merchandising of sets by RCA in New York, Mr. Johnston said aural broadcasting would not exist as it does today "if the bureaucrats of 20 years ago had formed the habit of safeguarding the common people against new inventions". Only Commissioners T. A. M. Craven and Norman S. Case were spared the author's wrath.

Reviewing the history of the FCC's actions on television, he charged the net result has been that, instead of putting to work thousands of engineers, factory workers, salesmen, actors, directors and musicians in this new field, "hundreds lost their positions". Chairman Fly's explanation before the Senate Interstate Commerce Committee, he reported, was that the FCC had "misjudged the situation".

Like a Controversy

Asserting that several members of the FCC have "long records as business baiters", Mr. Johnston reported that the transcript of the television hearings before the FCC "makes it fairly clear that some of the commissioners are the kind of men who would rather have a controversy than an industry."

Mr. Johnston recited the incidents leading up to the FCC's crackdown on RCA, after it had launched a campaign to sell 25,000 television receivers in the New York area. "Commissioners claimed to be taken by surprise by the plan to sell 25,000 sets," he reported. "The stenographic record of the hearings before the FCC showed that the plan to sell 25,000 sets or more had been mentioned before the Commission 28 times."

Chairman Fly was described as a "man of ability", and as "probably the greatest genius in Washington for discovering one modest phrase in a statute and proving that it means that some obscure Federal jobholder possesses more power than Ivan the Terrible or the Great Cham of Tartary." He quoted a Washington columnist as saying that the FCC chairman is "the cockiest" official who ever "scuttled an economic royalist's ship".

Another incident recited was what Mr. Johnston described as "one of the most painful scenes in the history of the Supreme Court when on Nov. 15, 1938, Mr. Fly was charged with having "insulted" Justice Roberts, who was inquiring as to the meaning of a phrase. "It is clear everywhere except in your honor's mind," Mr. Fly is quoted as having observed.

Commenting on the recently invoked FCC decree that all present in the hearing room should rise when the Commissioners enter, Mr. Johnston observed: "It would show a better sense of fitness of things if the commissioners jumped up every time a taxpayer entered the room."

"One of the difficulties in television today is that in Washington it has become a sort of soap-box science," Mr. Johnston concluded. "Politicians are trying to talk like scientists, and scientists in turn are compelled to talk like politicians. Nothing beclouds the future of television more than a few flowers or rhetoric."

Mayor for a Day

ROBERT M. PROVAN Jr., announcer of WDRC, Hartford, and a city alderman, will be acting mayor of Hartford Oct. 2. A Republican, Provan was elected alderman last year. Mayor Spellacy, a Democrat, has been ill for some time, hence Provan's rotating turn to be mayor for a day.

NO WBBM FOOTBALL
Station Plans Variety Series
Saturday Afternoons

WBBM, Chicago, key station of CBS, on Sept. 24 announced that no football, local or network, would be carried during the 1940 season. According to Stuart Dawson, assistant program director, it is felt that enough football is released locally to satisfy listeners. As BROADCASTING went to press, no arrangements had been made in Chicago for the release of CBS football broadcasts, WIND, the other CBS outlet, also having a no-football policy. Last year when WBBM carried Northwestern games as a local feature, WJJD, independent, released the network games. A similar arrangement is expected this season.

A variety show, *WBBM Theatre of the Air*, featuring a 26-piece orchestra, Dave Bacal, organist, two piano teams, three vocalists and a number of specialty acts, will occupy the Saturday 2:30-4:30 p. m. time. Eddie Dunn, formerly of WFAA, Dallas, has been engaged to act as m.c. The show will start on a sustaining basis Oct. 5 but is expected to be sponsored in entirety or by half-hour periods shortly.

DAVIS & SCHWEGLER, Los Angeles, is publishing a tune "The President of Love" by Don Naylor, continuity writer, and Mac McGowan, pianist, both of WGST, Atlanta.

Old Gold Enlarges

INCREASING its spot campaign for Old Gold cigarettes, following the end of its network show on NBC-Red on Sept. 27 [BROADCASTING, Sept. 15], P. Lorillard Co., New York, will start a twice-weekly series by the *Texas Rangers* on a CBS Pacific Coast network on Oct. 2, and will spot transcriptions of the quarter-hour programs on about 10 additional stations. On Sept. 30 the sponsor also started the *Landt Trio* on WGY, Schenectady, for two weekly quarter-hour periods. Programs were placed through Lennen & Mitchell, New York.

Sherman & Marquette Placing Willkie Discs

A SERIES of transcribed one-minute spot interviews with Presidential Nominee Wendell L. Willkie has been completed by Arthur Marquette, partner of Sherman & Marquette Inc., Chicago advertising agency, which handles the Associated Willkie Clubs of Illinois, and Henry Selinger, radio director of the agency, and will be broadcast on stations throughout the country several times daily until election day.

This scheme, new to politics, will serve to bring the candidate's platform and personality in answering sectional questions of interest to voters in particular localities.

Marquette and Selinger last month took mobile recording equipment to Rushville, Ind. for the interview. The answers were put on wax, brought back to Chicago and later dubbed onto the final records. People from all walks of life were questioned. Listed among the subjects on which the spots will deal are WPA, social security, machine politics, national defense and farm problems.

In connection with the release of the 93 one-minute Republican campaign transcriptions, it was stated Sept. 26 by Ed Kirby, NAB public relations director that the transcriptions had been checked and that they are not in violation of provisions of the NAB Code dealing with political broadcasts. The code bans dramatizations of political speeches. The NAB interpreted the transcriptions as being in the nature of interviews and straight announcements.

MBS Obtains Sponsors For 'Show of the Week'

THE 1940-41 edition of *Show of the Week*, sponsored as in previous years by local advertisers in the various cities in which the program is heard over MBS, started on Sept. 29, 6:30-7 p. m. Changing its previous format of a permanent comedian m.c. and a different band each week, the series this year has the Vincent-Lopez orchestra as a regular feature but presents a different guest star weekly.

Arranged by Redfield-Johnstone, New York, the program began its new season with the following sponsors: Howard Clothes Inc., New York, on WOR, WFIL, WGN, WAAB, WFIL; Cherner Motors, WOL; Mayor Jewelry, WKRC; Wilson Dairy, CKLW; Kronheim Furniture Co., WHK; Weinberger Drug Co., WHKC; Jefferson Federal Savings & Loan, WGRC; Joshe Brothers Co., KABC; D. Ghirardelli Co., San Francisco (chocolate), KHJ, KFRC, KMO, KGB, KALE, KOL.

New Wander Serial

WANDER Co., Chicago (Ovaltine), since 1931 sponsors of *Little Orphan Annie*, on Sept. 30 dropped that show and substituted *Capt. Midnight*, five-weekly quarter-hour adventure serial on 84 MBS stations. *Capt. Midnight* was for two years sponsored by Skelly Oil Co., Kansas City. Contract is for 52 weeks. The show will originate at WGN, Chicago, 5:45-6 p. m. (CST). Blackett - Sample - Hummert, Chicago, handles the account.

Radio Described As Best Medium For Drug Chains

Sam Henry Outlines Merits; Cooperative Plan Discussed

WITH drug manufacturers investing more of their advertising dollars in radio than in any other medium, the retail drug chain should follow suit to insure its stores getting their share of the business generated by the radio programs of the manufacturers, Samuel Henry, director of the NAB Bureau of Radio Advertising, told the convention of the Associated Chain Drug Stores, held in New York Sept. 16-18.

Citing the early morning *Musical Clock* programs and the news broadcasts which have been consistently employed by drug chains with good results and briefly mentioning other types of programs which have been used successively by drug chains, Mr. Henry urged the druggists to consult with their local station managements in planning their radio campaigns.

Reaching People

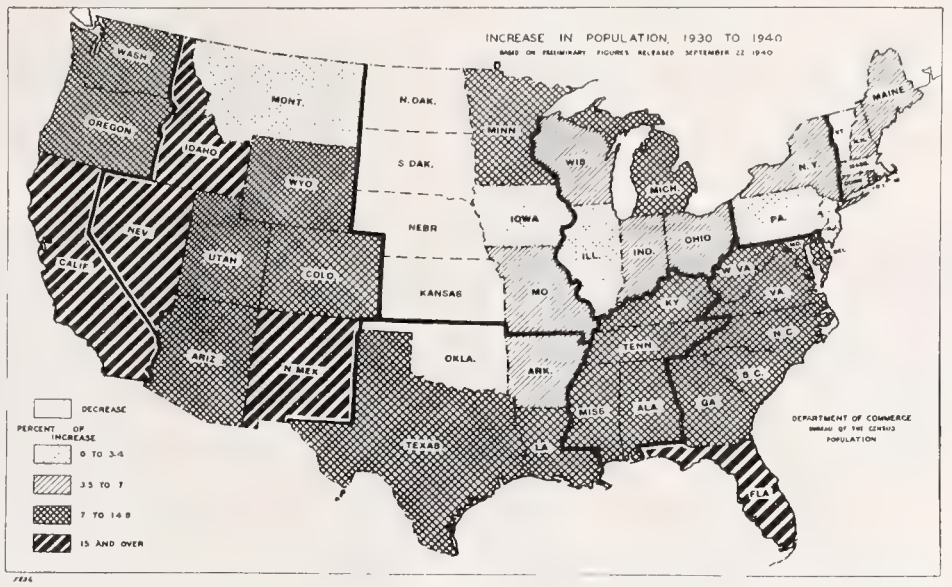
"Your local station can give you many more program suggestions, all proven audience-builders," he said. "Reaching people, that is your purpose in using radio. You want to reach the maximum number of people able to buy your merchandise, and you want to reach them quickly, on an intimate, friendly basis. Consult with the station man. It's his job to know his audience—their likes and dislikes—their listening habits and program preferences. He has had long experience in creating programs to reach all kinds of prospects, for all kinds of products. What items you choose to advertise and how you plan and produce your commercial copy, you naturally must know best, but here, too, I believe you will find the station man's advice essential.

"In your commercial copy you may want to concentrate, as do many chains, on fountain sales and luncheon specials. You may want to push private brands which get no other radio promotion. Besides direct selling you may wish to institutionalize and promote store services. You may want to build up your prescription department, or to emphasize free delivery and phone orders. You may be interested in doing a broad goodwill job, or you may want to use radio for a combination of these objectives.

"Radio is well fitted to do them all. Carefully thought out and skillfully executed, there is no limit to its possibilities. Writing radio copy requires as much thought and effort as any other advertising, but I can assure you that the proper attention to your commercials will pay handsome returns. Properly used, radio can be your No. 1 medium for sales, just as it is already the No. 1 medium of the manufacturers in your field."

Following Mr. Henry's talk, Edward H. Bowers, of Cramer-Krasselt Co., Milwaukee, presented a radio plan for the consideration of the group. While no details were divulged following the meeting, which was open to ACDS members only, it is understood that the plan would involve a program sponsored cooperatively by a group of drug chains in the association.

1940 CENSUS MAP OF UNITED STATES



New Population Census by States

Comparative ranks and totals, 1940-1930, as announced by U. S. Census Bureau, Sept. 22, 1940

State	Rank 1940	Rank 1930	Population 1940	Population 1930	Pct. of Increase
New York	1	1	13,379,622	12,588,066	6.3
Pennsylvania	2	2	9,891,709	9,631,350	2.7
Illinois	3	3	7,874,155	7,630,654	3.2
Ohio	4	4	6,889,623	6,646,697	3.7
California	5	6	6,873,688	5,677,251	21.1
Texas	6	5	6,418,321	5,824,715	10.2
Michigan	7	7	5,245,012	4,842,325	8.3
Massachusetts	8	8	4,312,332	4,249,614	1.5
New Jersey	9	9	4,148,562	4,041,334	2.7
Missouri	10	10	3,775,737	3,629,367	4.0
North Carolina	11	12	3,563,174	3,170,276	12.4
Indiana	12	11	3,416,152	3,238,503	5.5
Wisconsin	13	13	3,125,881	2,939,006	6.4
Georgia	14	14	3,119,953	2,908,506	7.3
Tennessee	15	16	2,910,992	2,616,556	11.3
Kentucky	16	17	2,839,927	2,614,589	8.6
Alabama	17	15	2,830,285	2,646,248	7.0
Minnesota	18	18	2,785,896	2,563,953	8.7
Virginia	19	20	2,664,847	2,421,851	10.0
Iowa	20	19	2,535,430	2,470,939	2.6
Louisiana	21	22	2,355,821	2,101,593	12.1
Oklahoma	22	21	2,329,808	2,396,040	—2.8
Mississippi	23	23	2,181,763	2,009,821	8.6
Arkansas	24	25	1,948,268	1,854,482	5.1
South Carolina	25	26	1,905,810	1,738,765	9.6
West Virginia	26	27	1,900,217	1,729,205	9.9
Florida	27	31	1,877,791	1,468,211	27.9
Maryland	28	28	1,811,546	1,631,526	11.0
Kansas	29	24	1,799,137	1,880,999	—4.4
Washington	30	30	1,721,376	1,563,396	10.1
Connecticut	31	29	1,710,112	1,606,903	6.4
Nebraska	32	32	1,313,468	1,377,963	—4.7
Colorado	33	33	1,118,820	1,035,791	8.0
Oregon	34	34	1,087,717	953,786	14.0
Maine	35	35	845,139	797,423	6.0
Rhode Island	36	37	711,669	687,497	3.5
District of Columbia	37	41	663,153	486,869	36.2
South Dakota	38	36	641,134	692,849	—7.5
North Dakota	39	38	639,690	680,845	—6.0
Montana	40	39	554,136	537,606	3.1
Utah	41	40	548,393	507,847	8.0
New Mexico	42	45	528,687	423,317	24.9
Idaho	43	43	523,440	445,032	17.6
Arizona	44	44	497,789	435,573	14.3
New Hampshire	45	42	489,716	465,293	5.2
Vermont	46	46	357,598	359,611	—0.6
Delaware	47	47	264,603	238,380	11.0
Wyoming	48	48	246,763	225,565	9.4
Nevada	49	49	110,014	91,058	20.8
Total			131,284,881	122,775,046	6.9

Minus Signs indicate decrease.

ISABEL RANDOLPH, of the *Fibber McGee & Molly* show, sponsored by S. C. Johnson & Son, has been signed to appear as "Mrs. Uppington", character in Republic's "Barnyard Follies". Caroline and Mary Jane Dezurik, heard on the Alka-Seltzer *National Barn Dance* for Miles Laboratories, also are in the cast.

Preliminary State census figures, broken down by counties and cities, are now available upon request from the U. S. Census Bureau, Washington. They show 1940 counts for each subdivision compared with 1930. Simply ask for the particular State or States desired.

Population Ranked For Large Cities

New Census Figures Reveal Shifts During Decade

FOLLOWING are the 1940 rankings of U. S. cities having 100,000 or more population in 1940, as released by the U. S. Bureau of the Census according to the 16th decennial census. Within the first 10 cities, the only change in rank resulted from the passing of St. Louis by Baltimore. Miami jumped all the way from 78th to 48th. Seventeen cities showed 10% or more increase since 1930 while 29 cities lost population. The figures are preliminary and subject to revision.

Rank	City	1940 Population	Pct. of increase
1	New York	7,380,259	6 5
2	Chicago	3,384,556	0.2
3	Philadelphia	1,935,086	—0.8
4	Detroit	1,618,549	3.2
5	Los Angeles	1,496,792	20.9
6	Cleveland	878,385	—2.4
7	Baltimore	854,144	6.1
8	St. Louis	813,748	—1.0
9	Boston	769,520	—1.5
10	Pittsburgh	665,384	—0.7
11	Washington, D. C.	663.153	36.2
12	San Francisco	629,553	—0.8
13	Milwaukee	589,558	2.0
14	Buffalo	575,150	0.4
15	New Orleans	492,282	7.3
16	Minneapolis	489,971	5.5
17	Cincinnati	452,852	0.4
18	Newark	428,236	—3.2
19	Kansas City	400,175	0.1
20	Indianapolis	386,170	6.0
21	Houston	386,150	32.1
22	Seattle	366,847	0.3
23	Rochester	324,694	—1.0
24	Louisville	318,713	3.6
25	Denver	318,415	10.6
26	Portland	307,572	1.9
27	Columbus	304,936	4.9
28	Oakland	304,909	7.3
29	Atlanta	302,538	11.9
30	Jersey City	301,012	—5.0
31	Dallas	293,306	12.6
32	Memphis	291.312	15.1
33	St. Paul	288,023	6.0
34	Toledo	281,096	—3.3
35	Birmingham	264,151	1.7
36	Providence	253,214	0.1
37	San Antonio	253,143	9.3
38	Akron	243,130	—4.7
39	Omaha	223,185	4.3
40	Dayton	211,456	5.2
41	Syracuse	205,637	—1.8
42	Oklahoma City	204,517	10.3
43	San Diego	202,038	36.5
44	Worcester	193,402	—1.0
45	Richmond	190,341	4.1
46	Ft. Worth	177,748	8.7
47	Jacksonville	174,336	34.6
48	Miami	170,877	54.4
49	Youngstown	167,426	—1.5
50	Nashville	167,415	8.8
51	Hartford	166,329	1.4
52	Grand Rapids	164,061	—2.7
53	Long Beach	163,441	15.1
54	New Haven	160,257	—1.5
55	Des Moines	159,155	11.6
56	Flint, Mich.	151,275	—3.3
57	Salt Lake City	150,019	7.0
58	Springfield, Mass.	148,989	—0.6
59	Bridgeport	146,900	0.1
60	Norfolk	143,275	10.5
61	Yonkers, N. Y.	142,404	5.8
62	Tulsa	141,750	0.3
63	Scranton, Pa.	140,393	—2.1
64	Paterson, N. J.	139,651	0.8
65	Albany	130,447	2.4
66	Chattanooga	128,138	7.0
67	Trenton	124,685	1.1
68	Spokane	122,462	6.0
69	Kansas City, Kan.	121,258	—0.5
70	Ft. Wayne	118,193	2.8
71	Camden, N. J.	117,777	—0.8
72	Erie, Pa.	116,247	0.2
73	Fall River, Mass.	115,567	0.3
74	Wichita, Kan.	113,540	2.2
75	Knoxville	112,002	5.9
76	Wilmington, Del.	111,432	4.5
77	Cambridge, Mass.	111,120	—2.2
78	Gary, Ind.	110,863	10.4
79	Reading, Pa.	110,704	—0.4
80	New Bedford, Mass.	110,296	—2.0
81	Elizabeth, N. J.	109,396	—4.5
82	Canton, O.	108,337	3.3
83	Tampa	107,674	6.4
84	Tacoma, Wash.	107,520	0.7
85	Sacramento	105,530	12.6
86	Peoria, Ill.	105,003	*
87	Somerville, Mass.	102,304	—1.5
88	South Bend, Ind.	101,410	—2.7
89	Lowell, Mass.	101,331	1.1
90	Utica, N. Y.	100,534	—1.2
91	Charlotte, N. C.	100,327	21.4
92	Duluth, Minn.	100,238	—1.2

* Less than one-tenth of 1%.
— Minus sign indicates decrease.

Hollywood Turning to Radio for Talent

Feud Turns to Friendship as Two Industries Work Together

By DAVID GLICKMAN

THE DECADE-LONG battle between motion pictures and radio, with film exhibitors doing most of the shouting, is rapidly fading and the two industries today are working closer together for mutual benefit.

There *is* an occasional flareup on the part of some film producer who threatens to bar his screen talent from the air as a means of appeasing exhibitor groups. But representatives of both industries understand the motive.

Hollywood screen production units that once scorned radio as a bad showcase for their contracted talent today look to the broadcasting industry for new ideas and talent. They find it a fertile field. Writing, acting and production personnel of radio are getting an increasingly attentive ear from the films.

Loudspeakers Scouted

This is evidenced by the practice of many motion picture concerns who make almost continuous checks on local and network releases. Story departments of major film studios and independent units too, have radio sets blaring throughout the working day, hoping to find potential entertainment leads or story material for picturization. As a result, during the past few years scores of radio dramatic and comedy serials as well as half-hour sketches and musicals have been bought by film studios.

In addition, the motion picture industry has made, and is still making extensive raids on the personnel of many network shows, signing producers and announcers, as well as writers and popular personalities. The film industry, constantly in need of and on the alert for new faces, has its scouting talons reaching out to virtually every broadcasting studio in the country.

Most of the major Hollywood film studios have installed "intelligence boards" in the larger cities. They look over and pass temporary judgment on local station talent and also check possible story material. Agencies too have been requested to submit available story material for possible screening. A survey of author's representatives reveals that all story properties are being carefully perused as possible vehicles for the films. Film studios today take no chances. They make it a practice to look over all radio scripts submitted. As a result, many valuable stories have been obtained for picturization. Some already have been filmed and released. Some are now in process of being made into motion pictures. Still other stories, taken from radio, have been filed for future use. Film studios in many instances buy only title rights of radio sketches and serials, preferring to build their own story around them.

Several dramatic sketches used on the CBS *Big Town* series, featuring Edward G. Robinson and sponsored by Lever Bros. (Rinso), have been taken up by the film market. *Silver Theatre*, sponsored by International Silver Co. on CBS has also been a source of picture material for the movies. True Boardman, a writer on that series for several seasons, has sold a couple of his original radio dramatic playlets to film studios. He also collaborated with Grover Jones in writing "Son of the Navy", used on that program. The sketch was later bought by Monogram Productions Inc., as a vehicle for James Dunn and Jean Parker.

The film was released several months ago for national distribution. Then, too, film interests have acquired many a dramatic and comedy opus from the weekly half-hour NBC *Woodbury Hollywood Playhouse* sponsored by Andrew Jergens Co. (soaps), which stars Charles Boyer. The NBC *Don Ameche Show*, sponsored by P. Lorillard & Co. (Old Gold), is another mine of potential film material.

A Radio History

Irving Reis, formerly a CBS *Workshop* writer-producer, and now an RKO-Radio Pictures director, some time ago sold his "Meridian 7-1212", to 20th Century-Fox. That studio, incidentally, about three years ago based a motion picture, titled "Wake Up and Live", around the Walter Winchell and Ben Bernie radio feud.

The film, "Sing and Be Happy", which featured Tony Martin, also produced by 20th Century-Fox, was built around a radio community sing program. That film company has in its future file, scripts of *Cavalcade of Radio*, a history of the industry, which Ted Sherdeman, NBC Hollywood writer-producer, and Major J. Andrew White, one of the founders of CBS, collaborated in writing.

Patterson McNutt, a prolific writer, several years ago sold his radio script, "Happy Journey" to Paramount Pictures Corp. for a reported $10,000. It had previously been used on the CBS *Texaco Star Theatre*, with John Barrymore and Lurene Tuttle featured. There have been scores of such individual sales made, with a variety of prices reported for scripts. A Hollywood picture concern is reportedly negotiating for film rights to *Court of Missing Heirs*.

Another major studio is said to be negotiating for film rights to the *Professor Quiz* program, and plans a series of short subjects centered around the show. Because of the popularity of the NBC *Good News of 1940*, Metro-Goldwyn-Mayer Studios is planning to make a new short subject based on that radio title. MGM acquired film rights to the *Passing Parade*, a couple years ago, and also put John Nesbitt, commentator, under contract as writer and producer. He is currently sponsored once weekly on seven NBC-Pacific Blue stations by Bank of America, San Francisco, using the *Passing Parade* as the title of his quarter hour commentary.

Universal Pictures is currently shooting a sequel to last year's *Green Hornet* series. Based on an episode of the radio serial, the current film will be titled "The Green Hornet Strikes Again." The famous Charlie McCarthy - W. C. Fields feud featured a few years ago on the NBC *Chase & Sanborn Show*, sponsored by Standard Brands, resulted in Universal making the picture, "You Can't Cheat an Honest Man". "Charlie McCarthy, Detective", was another Universal release of last year. That idea was also taken from the radio program which features Edgar Bergen and his dummy.

Many Shows Filmed

Easy Aces, sponsored on NBC by Anacin Co., was acquired by Warner Bros., who made a serial film based on the program. *Hollywood Hotel*, formerly sponsored by Campbell Soup Co. on CBS, was also made into a feature film by that studio. The entire radio cast was used in the production. Pathe Inc. has film rights to *Information Please*, sponsored by Canada Dry, on NBC-Blue, and has made a series of short subjects under that title, releasing through RKO. There is March of Time Inc., also an RKO release, which gets its title originally from the former radio program by that name.

Paramount Pictures expects to reap a national gross of nearly $1,000,000 from the last Jack Benny picture, "Buck Benny Rides Again", built around comedy sketches from the NBC program, sponsored by General Foods Corp. (Jell-O). As result of its success the film company is shooting a motion picture based on the Jack Benny-Fred Allen radio feud. It is titled "Love Thy Neighbor". Besides the two comedians, other well-known radio talent artists are featured.

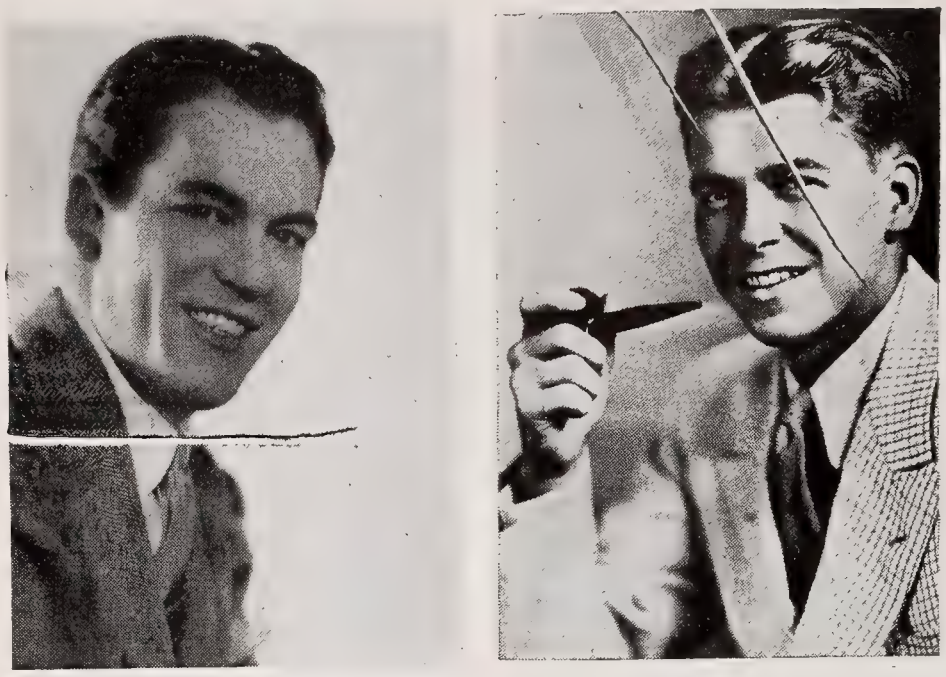
Another for Aldriches

Paramount has produced two films built around the NBC *Aldrich Family* series, also sponsored by General Foods. A third is planned. Early this year Paramount acquired use of the radio program name, *I Want a Divorce*, and made a full-length feature starring Joan Blondell and Dick Powell, building it around the title. The program, sponsored by Food & Beverage Broadcasters Assn. on NBC last season, shifts to CBS under continued sponsorship of the cooperative group on Oct. 5. The "Big Broadcasts" of 1936, '37 and '38, suggested yearly by radio, and featuring well-known radio talent, were produced in feature length by Paramount.

Columbia Pictures is currently shooting a film built around the weekly half-hour Mutual-Don Lee network program, *Nobody's Chil-*

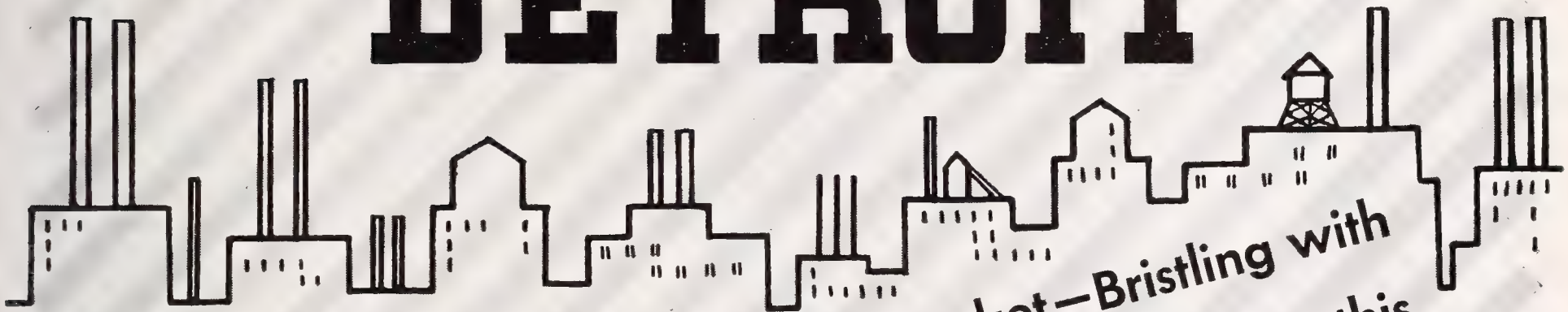
(Continued on page 74)

THEY MADE GOOD IN MOVIES



HANDSOME IS AS HANDSOME DOES, and it took more than mere good looks to win stellar playing roles in Hollywood for these two radio announcers. At left is Truman Bradley, who gave up law to become a CBS Chicago announcer, made good and got Hollywood offers. He has feature roles in Paramount's "A Night at Earl Carroll's" and RKO's "Millionaires in Prison" and was a supporting star in "Northwest Passage". At right is Ronald Reagan, ex-sportscaster of WHO, Des Moines, Warner player.

WXYZ
DETROIT



America's Big Payroll Market—Bristling with Millions of Dollars for Daily Needs . . . BID for this Business with WXYZ's Dominant Coverage at the Lowest Radio Dollar Rate.

WXYZ—KEY STATION OF MICHIGAN RADIO NETWORK

5000 WATTS *Daytime* . . . 1000 WATTS *Nighttime*

BASIC DETROIT OUTLET FOR NBC BLUE NETWORK

National Sales Representative—**PAUL H. RAYMER CO.**

Coughlin Series Plans Canceled

'Powerful' Interests Exerting Influence, Says Priest

PROPOSED resumption of the broadcasts of Father Charles E. Coughlin, the Detroit radio priest, has been cancelled, according to Stanley Boynton, head of Aircasters Inc., Detroit agency which has handled the Coughlin account. The reason for the decision not to begin Fr. Coughlin's proposed Sunday half-hour transcription series Oct. 6, as scheduled, was that sufficient stations could not be lined up.

The new Fr. Coughlin series was offered to a large list of stations, and Mr. Boynton reported [BROADCASTING, Sept. 15] that most of them had renewed. The schedule was offered on a 52-week basis, but the NAB Code Committee recently ruled [BROADCASTING, Sept. 1] that the priest's sponsored broadcasts would be acceptable only for the duration of the political campaign, which would have given him only four Sunday periods before the elections.

Statement by Coughlin

First reactions to Fr. Coughlin's decision not to resume his broadcasts were felt at the FCC, where numerous letters of complaint were received, some charging undue influences were keeping the Detroit radio priest off the air. In an interview in *Social Justice* Magazine, Fr. Coughlin himself asserted that, though many small stations had accepted his series, most of the large stations had declined to carry it. He charged that "men powerful in the field of radio and other activities" had forced the decision on him not to return to the air, and added that he would not broadcast again "until we cease to be warminded—it may be ten months or it may be ten years."

"I am definitely aware," he stated, "of efforts made in the past to ostracise me from the air. I am also aware that the sponsors of these efforts—men powerful in the field of radio and other activities—have not altered their resolution to silence me by one method or another.

"Insofar as they have forced a decision upon me, and with no alternative, I graciously accept it and at the same time extend to them my heartiest congratulations for all that the future holds in store for them."

Fr. Coughlin stated no lack of funds but rather lack of higher power stations prompted the cancellation. He said he had enough money to carry on for 10 years. It was also announced that Cyril I. Gutherol, his organist and musical director, had resigned.

Stations Rejecting

Social Justice reported the following stations as being among those refusing the Coughlin contract: WGR, Buffalo; WEW, St. Louis; WMAQ, Chicago; WHO, Des Moines; KSTP, St. Paul; WGN, Chicago; the Colonial Network; KMOX, St. Louis; WMCA, New York; WGAR, Cleveland; WTMJ, Milwaukee; WHAM, Rochester. It quoted reasons as stated by them, which for the most part referred to unwillingness to devote their stations to controversial issues and to contravene the code.

"It is only fair to remark," added *Social Justice*, "that Station WJR, Detroit, and—surprising as it may be—Station WFIL, Philadelphia, were two of the large stations willing to carry the radio priest's program. However, practically every large radio outlet contacted, either directly or indirectly, refused to sign contracts."



AN INTENSIVE promotional campaign, to crystallize enthusiasm among dealers as well as consumers, was launched in late September by this group of executives, for the weekly half-hour *Design for Happiness*, which started Sept. 29 under sponsorship of Libbey-Owens-Ford Glass Co., Toledo (flat glass products), on 67 CBS stations, Sunday, 5-5:30 p.m. (EST). Initial sales meeting for dealers was held in Hollywood, with Harry Ives, L-O-F sales promotion executive, explaining effectiveness of radio in selling the product. In photo are (l to r) Harry Ives; George L. Moskovics, CBS Pacific Coast sales promotion director; William E. Forbes, network sales executive, and Frank Gehring, Southern California manager of Libbey-Owens-Ford Glass Co.

Drama of California Kidnap Capture Brought to Nation by Radio Coverage

THE DRAMATIC capture of the kidnaper of little Marc de Tristan by a lumberjack in the mountain wilds on Sept. 22, one of the biggest stories to come out of California since the Gold Rush, found the McClatchy stations and the networks on the job.

A special broadcast from Placerville, historically known as Hangtown, in the famous Mother Lode country, was carried by the combined NBC-Red and Blue transcontinental networks the night of Sept. 22 from 9-9:21 p.m. (PST). Similar release was given a pickup from the Hillsborough home of Count and Countess de Tristan, beginning at 9:21 and continuing until 9:57 p.m. (PST).

Lane Takes Charge

The Placerville pickup was arranged and supervised by Howard Lane, general manager of the McClatchy stations, NBC affiliates. As soon as the capture of the kidnaper had been flashed to the world, Lane commandeered a group of engineers, announcers and producers and sped to Placerville, some 60 miles distant. The kidnaped child had been brought there from the little town of River Pine by his rescuers.

The broadcast included interviews with Earl Merritt one of the captors; State police officers, Mr. and Mrs. Frank Breitenbach, conductors of the general store at River Pine, where little Marc was cared for and fed after his abductor was beaten into submission; Mrs. Della Miles, postmistress at Aukum, Cal., who first tipped off the capture in a telephone message to the *San Francisco Chronicle*, and others.

Meanwhile, Don Thompson, special events director of KPO-KGO, San Francisco, Jimmy Mathews, staff announcer and Clark Saunders, engineer, sped to the Hillsborough mansion. There they arranged interviews with a spokesman for the de Tristan family, neighbors, acquaintances, reporters, cameramen and police. A special coast broadcast was released from 10:21-11 p.m. (PST) in addition to the transcontinentals.

The special events department of Don Lee's KFRC was at Hillsborough when the baby was returned home. Art Van Horn, assisted by Al Hunter and Pat Kelly, cut a transcription describing the reunion scene, which was put on KFRC that night.

Wage & Hour Division Acts to Rush Procedure

NEW procedure announced Sept. 22 by the Wage & Hour Division, U. S. Labor Department, provides a form for employers to fill out when they are charged with violation of the Wage & Hour Law. Designed as an "examination of conscience" procedure, the Division expects speedier action on complaints, which become "live" immediately instead of resting until an inspector can get around to investigate.

The form is titled AD-85 and by filling it out employers will discover whether they have been violating the law. Information supplied in the form does not affect in any way any cause of action arising under the law nor does it give the employer any immunity in a civil or criminal action. The form has been submitted to 52 trade associations, all of which are said to have voiced approval of the procedure.

COPY RESTRICTION IN CODE SPECIFIED

IMPOSING limitations on the length of commercial copy, including time devoted to contests and offers, the commercial section of the NAB self-regulation code becomes effective Oct. 1. All other sections of the code, including those having to do with children's programs, broadcasting of controversial public issues, news broadcasts, educational and religious programs, have been in effect since Oct. 1, 1939.

Provisions of the code dealing with commercial copy are as follows:

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, radio advertising, testimonials and other statements comply with pertinent legal requirements, fair trade practices and accepted standards of good taste.

Brief handling of commercial copy is recommended procedure at all times.

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

Daytime	
Fifteen-minute programs	3:15
Thirty-minute programs	4:30
Sixty-minute programs	9:00
Nighttime	
Fifteen-minute programs	2:30
Thirty-minute programs	3:00
Sixty-minute programs	6:00

Exceptions: The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications. Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.

Bernie for Emerson

EMERSON DRUG CO., Baltimore, brings Ben Bernie back to the air in its new series for Bromo Seltzer, starting Oct. 1 on NBC-Blue. Feature of the program, as indicated by its title of *Ben Bernie's Musical Quiz*, is an audience participation quiz, in which two teams of four men and four women chosen from the audience identify questions and answers suggested by the titles of songs played by the orchestra, with the winning team getting its cash prize by grabbing coins from a fish bowl, amount of the prize depending on the size of the grab and the grabber's luck in getting silver rather than copper coins. Bernie's wise cracks, music by his band and the singing of Carol Bruce will make up the rest of the Tuesday evening half-hour, placed through Ruthrauff & Ryan, New York.

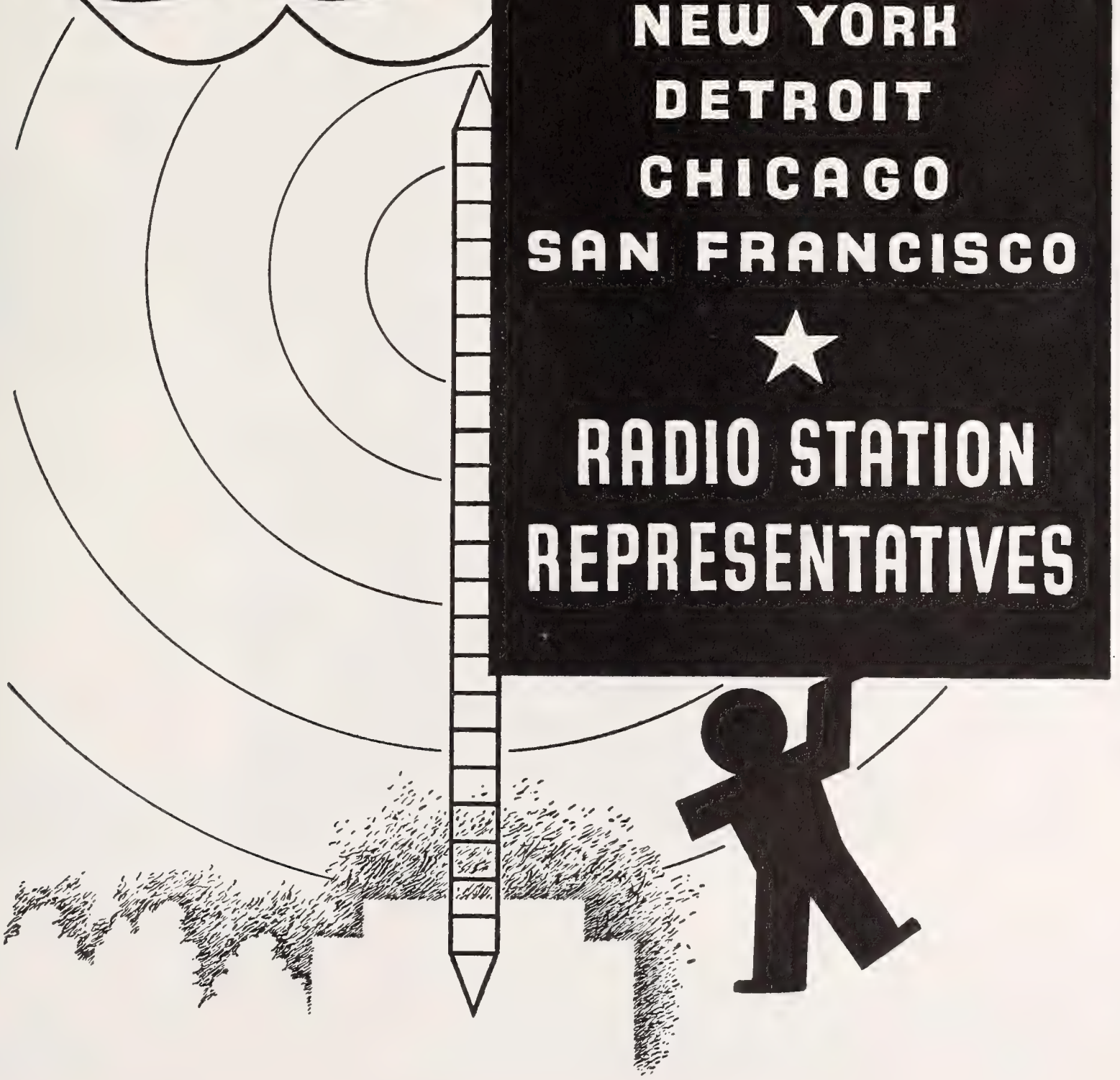
Ludens Listing 85

LUDENS, Reading, Pa., will use announcements and a few five-minute spots during sport programs, newscasts, weather spots, etc., on a list of about 85 stations during the coming winter season for its cough drops. Schedule is now being compiled by J. M. Mathes, New York, agency handling the account.

WEED AND COMPANY

NEW YORK
DETROIT
CHICAGO
SAN FRANCISCO

RADIO STATION REPRESENTATIVES



Court Order Restraining AFM In AGMA Case Is Continued

Right of Free Association Cited at Hearing; Attacks on Petrillo Declared Unfounded

STAY order issued Aug. 29 by Justice Ferdinand Pecora of the New York State Supreme Court restraining James C. Petrillo, president of the American Federation of Musicians, from acting to prevent public performances by instrumentalists belonging to the American Guild of Musical Artists unless they resign and join AFM [BROADCASTING, Sept. 1], remains in effect following Justice Aron Steuer's verdict to reserve decision on a motion of AGMA for a temporary injunction against Petrillo, pending trial. Justice Steuer announced that "the motion will not be decided for some time", at the conclusion of a hearing Sept. 19.

Free Association

Both sides had retained special counsel to argue their cause at the hearing, with Louis Boudin, authority on constitutional and labor law, appearing for AGMA, and Samuel Seabury, president of the Association of the Bar of New York City and former judge of the Court of Appeals who conducted the investigation that led to the resignation of James J. Walker as mayor of New York, representing Petrillo. Commenting on Judge Seabury's action in becoming counsel for Petrillo, the *New York Herald-Tribune* on Sept. 19 published an editorial expressing surprise and stating that "it comes as something of a shock that the arch crusader against political tyranny and corruption should agree to lend the weight of his ability and prestige in support of a labor tyranny more vicious than Tammany rule."

Mr. Boudin based his plea for an injunction on the common law right of "free people to freely associate with each other for mutual protection" under which all labor and professional organizations are formed and which right would be invaded, he said, if Petrillo were permitted to carry out his threat to forbid AFM members from performing with instrumentalists who are AGMA members, thus virtually banning the latter from employment with symphony orchestras, on the concert stage or the radio.

Both AGMA as an organization and its members as individuals have important contracts with managers which the Petrillo edict, if carried out, would nullify, Mr. Boudin argued, so that in effect the ruling constitutes "malicious interference" with the right of artists to make contracts.

If Petrillo succeeds in requiring the instrumentalists to resign from AGMA and join AFM, the existence of AGMA will be endangered, Mr. Boudin continued, constituting a threat to the rights of AGMA's non-instrumentalist members who are not eligible for AFM membership and so might be deprived of their collective bargaining rights. The AFM answering affidavit does not deny AGMA's right to existence, he said, and granting a temporary injunction would not injure the AFM.

Jurisdictional Issue

Dismissing the affidavits of the AGMA officers and members as largely irrelevant and denouncing their attacks on Petrillo as unfounded and being designed for purely publicity purposes, Judge Seabury stated that the question of whether the instrumentalists should belong to AGMA or AFM was a matter that properly should be decided by the American Federation of Labor, with which both unions are affiliated, and not by the courts.

He cited previous instances of AGMA requests for jurisdiction over certain classes of instrumental musicians which were denied by AFM and also by AFL. He quoted the AFM charter, which gives this union, so far as the AFL is concerned, "exclusive jurisdiction over all performers on musical instruments who render musical services for pay," and asked why AGMA had not appended a copy of its charter to its complaint, charging that AGMA did not dare do so as its charter would admit the prior right of AFM.

Explaining why the musicians' union, which for more than 40 years had not attempted to organize the concert instrumental soloists, was now asking them to join AFM, Judge Seabury stated that the organization of AGMA makes a new situation, competitive with AFM and challenging AFM's rights to solidarity.

Neither Petrillo nor Lawrence Tibbett, AGMA president, were present during the hearing, which had been set for the end of the day's calendar and was not begun until 3:40 p.m. A host of opera and concert stars from AGMA's membership had been expected on hand, but because of the lateness of the hour only Frederick Jaegel, tenor, and Frank Chapman, baritone, were present. Arguments of both attorneys were limited by Justice Steuer, who at one point informed Mr. Seabury that "I have reached the point where physically I can't pay much more attention," and censured Mr. Boudin for repetition.

Hole-in-One

PAUL A. PORTER, who returned Sept. 23 to his post as Washington counsel for CBS, scored a hole-in-one in a golf match at the Congressional Country Club Sept. 15. It was a 200-yard drive on a par 3 hole. Mr. Porter since last April has been on leave from CBS to serve as assistant to Chester Davis, agricultural member of the Defense Commission. He will continue to act as a consultant with Mr. Davis, under a $1-per-year status.

WGN-AGMA Pact

WGN Concert division, headed by Austin Wilder, on Sept. 16 signed a basic agreement with the American Guild of Musicial Artists. Contract covered terms and conditions under which artists will be managed by the division. Signing of this agreement was a prerequisite to WGN actually taking AGMA artists under management since it will handle name stars for radio, concert, symphony and movies.



SPONSORIAL DIDOS accompanied the opening of the *Scramby Amby* broadcasts of the Walter H. Johnson Candy Co., Chicago, to advertise its Power House Candy bars. Company officials were in Cincinnati last month for the WLW opening and are here shown doing a publicity stint in the Netherlands Plaza Hotel (l to r): H. L. Haag, distributor; Walter H. Johnson, president of the Chicago firm; A. R. Rodebecker, distributor; Ray Shannon, who conducts the audience participation show. The company is also sponsoring local programs on about 20 other stations, including *Ned Jordan*, on WXYZ, Detroit, and the Michigan State Network, with hookup of WGN, Chicago; *The Shadow*, on Iowa Broadcasting System and WCAE, Pittsburgh; and various other shows on WGR, Buffalo; WAVE, Louisville; KSD, St. Louis; KSTP, St. Paul. Franklin Bruck Adv. Corp., New York, is the agency.

Regional Granted Gov. Murphy, N. H.

Manchester Outlet on 610 kc.; Dalton, Ga., Gets Local

THE Republican Governor of New Hampshire, Francis P. Murphy, is principal stockholder in The Radio Voice of New Hampshire Inc., authorized Sept. 17 by the FCC to construct a new station in Manchester, to operate with 5,000 watts day and 1,000 night on 610 kc. The grant gives Manchester its second regional station and is one of the few new regionals authorized for construction thus far this year [see page 70].

Gov. Murphy, who in private life is in the investment business, is president and 90% stockholder in the new company. Edward J. Gallagher, director and holder of 5% of the stock, is publisher of the *Laconia Citizen* and vice-chairman of the Democratic State Committee of New Hampshire. Dr. James J. Powers, a physician and member of the Maine-New Hampshire Interstate Bridge Authority, is the other 5% stockholder.

One other new station was granted to a Governor of a State earlier this year when the FCC authorized Gov. E. D. Rivers, of Georgia, to construct a local outlet on 1420 kc. in Valdosta, also undertaken as a private enterprise. The station, authorized Feb. 27, took the air as WGOV July 25.

Dalton, Ga., Grant

Another new station was authorized by the Commission Sept. 17 in granting the application of Dalton Broadcasting Co., Dalton, Ga., for a 250-watt outlet on 1200 kc. in that community. The officers and stockholders are: J. B. Roach, auto accessory merchant, president, 59% stockholder; J. C. Wink, theatre owner, vice-president, 10%; W. V. Williams, radio shop owner, secretary-treasurer, 25%; J. T. Bates, merchant, director, 5%; O. R. Hardin, attorney and mayor of Dalton, director, 1%.

WMRC, Intermountain Stations Added to MBS

ADDITION of WMRC, Greenville, S. C., and of the Intermountain Network, comprising three Utah stations, to the MBS roster in September brings the list of Mutual affiliates to a total of 150. WMRC, operating with 250 watts on 1500 kc., joined MBS Sept. 22. A week later, Sept. 29, the Utah group also joined, including KLO, Ogden-Salt Lake City, with 5,000 watts on 1400 kc.; KOVO, Provo, 250 watts on 1210 kc., and KEUB, Price, 250 watts on 1420 kc.

Intermountain Network began operation simultaneously with the MBS affiliation, Paul R. Heitmeyer, president of the regional hook-up and vice-president of KLO, announced, the Mutual lines making possible the full-time regional operations. Also on Sept. 29, KFJI, Klamath Falls, Ore., joined Don Lee - Mutual, replacing KSLM, Salem, Ore.

In addition to Mr. Heitmeyer, the officers are Jack Richards and Arch Madsen, vice-presidents; Clifton A. Tolboe, treasurer; A. L. Glasman, secretary. S. M. Vartis is national advertising manager, and the George P. Hollingbery Co. represents the group nationally.

Foot Ball Reporting As Detroiters Like It — for 16 Years!



E. L. "TY" TYSON



- Just as there are preferred seats in every foot ball stadium, so is there a spot on radio dials in Detroit that is always turned to by a big majority of the listening audience when foot ball play-by-play reports are broadcast. That spot is 920 kc.—the WWJ SPOT

- For 16 consecutive seasons Detroiters have been viewing University of Michigan foot ball games through the eyes of E. L. "Ty" Tyson, over WWJ. How well "Ty" has held and increased the WWJ audience is evidenced by the survey findings below:

61% Listening to WWJ

A certified survey, made by the Hooper-Holmes Bureau, during the final game of the 1939 season, between the University of Michigan and Ohio State University, revealed that:

61% of the audience was listening to **WWJ**

24% of the audience was listening to **WJR**

15% to all other stations

Both WWJ and WJR were broadcasting the U. of M. - Ohio State foot ball game.

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta
San Francisco -:- Los Angeles

NBC Basic Red Network Station



As long as

As long as men and women dream of a new house, a new car... as long as boys and girls dream of making fame and fortune with their songs or guitar-playing or tap-dancing...

Just so long will you find the human responsiveness which helps explain the unique advertising success of Major Bowes' Original Amateur Hour and Chrysler Cars.

By design, by luck, you have in this famous program—now in its two hundred and eleventh consecutive week over the Columbia network—a meeting place of human impulses that mesh together powerfully.

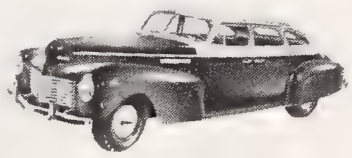
The raw materials of the program are the hopes and ambitions of boys and girls. The audience of

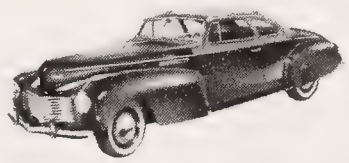
people dream...

35,000,000 adults each week listen and laugh at some, applaud and vote for others; it's pleasing to help discover the new and talented.

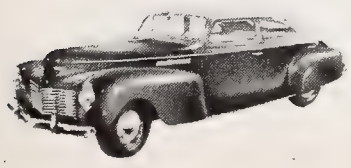
But all the while that vast audience also has its own hopes and its own wishes...for new things, new cars. So when Major Bowes begins to talk to those personal hopes and wishes, begins to talk about the superlative new Chrysler cars, he talks to an alive and responsive audience.

Chrysler's President Keller calls this CBS program "...an important medium in acquainting the people with Chrysler products, and in creating enthusiasm among dealers, and in informing many millions of the quality, performance and service we wish to maintain in respect to our products."





Columbia Broadcasting System







Some astronomy about

MAJOR BOWES

1 Telephoned votes to Major Bowes Chrysler Programs now total 3,102,554.

2 11,385 telephone operators, working under 812 supervisors, assisted by 964 messengers, and 1370 tally clerks have recorded these telephoned votes.

3 During these four years Major Bowes has saluted 206 cities and 2 World's Fairs.

4 Major Bowes has received 2726 honorary appointments from public officials, organizations, fraternities, clubs and the like, in 229 cities.

5 Over 114,400 auditions have been given for Major Bowes' Original Amateur Hour since 1936; 2704 amateur acts reached the air; 4000 performers appeared in these.

6 Major Bowes' Amateur units have visited 95% of all American cities with a population of 2500 or more.

7 In the 211 broadcasts over CBS air for Chrysler products, Major Bowes' Amateur Hour has made some 4,050,000,000 total advertising impressions. (An impression equals one listener to all or part of one broadcast.)

8 During this same period Major Bowes has spoken 114,400 words of commercials for Chrysler products.

9 Major Bowes has never missed an Amateur Hour broadcast.

Motor Industry's Fall Debut Marked by Spot Placements

Ford, Buick, Plymouth and Studebaker Heaviest Users of Time as New Models Are Announced

SURVEY of 1941 model announcements by the auto industry indicates that the volume of radio time being used is about the same as at the start of the 1940 model season.

Ford Motor Co. and Chrysler Corp. continues as the only network program users of consequence, although Studebaker Corp. is becoming a constantly more important time user.

Ford used the greater number of spots in the industry to introduce the 1941 models in late September. Over 200 stations were scheduled through Oct. 2 with transcribed announcements, most of them one minute long, covering the new cars.

Ford Placements

Ford Dealers Advertising Fund (Kansas City branch), on Oct. 5 will start sponsorship of nine weekly Missouri U, Kansas U and Kansas State football games on seven Kansas stations with KMBC, Kansas City, as key station for the temporary network. Walt Lochman, KMBC sports announcer, will handle the play-by-play accounts which will be released over KTSW, Emporia; KVGB, Great Bend; KSAL, Salina; KFBI, Wichita; KGNO, Dodge City; KOAM, Pittsburg.

On Oct. 12, the Fund (Chicago branch), starts sponsorship of seven weekly games in which Northwestern U and Illinois U participate. Four games will feature the former, three the latter. Bob Elson will be at the microphone. On the same date, Oct. 12, the Fund (St. Louis branch) will start a nine-week schedule of games featuring St. Louis U, Missouri U and Washington U, on KMOX, St. Louis. France Laux, veteran KMOX sports announcer, will describe the play. McCann-Erickson, Chicago, is agency.

Simultaneously, Ford opened the 1940-41 series of *Sunday Evening Hour* programs, which continue to be placed by N. W. Ayer & Son. These programs will continue over CBS through the winter and spring months, as in previous years, with a series of guest conductors and guest soloists.

Chrysler's heaviest spot buying program at new car announcement time came during the latter half of September, when 154 stations used one-minute announcements placed for Plymouth Division, by J. Stirling Getchell Inc. At the same time the corporation continued the CBS *Major Bowes* program.

Chevrolet's radio announcement program was considerably lighter than in previous years. Major stations in 20 key cities used live spot announcements during the 11 days preceding Chevrolet's introduction in the latter half of September, through Campbell-Ewald Co., Detroit.

Buick used 104 stations in a spot campaign [BROADCASTING, Sept. 1] to introduce its new models at the start of the season.

All companies, as usual, made available to their dealers copy for announcements, transcriptions and other material to be used on a voluntary basis by the dealer, or on a cooperative basis. Inasmuch as the great bulk of this material is sent out to branches and there distributed to dealers, no accurate indication is available on the extent of time scheduled.

Studebaker Using 91

Studebaker Corp., South Bend, on Oct. 1 started its fall campaign of twice and thrice-weekly quarter-hour transcribed spot programs featuring Richard Himber, his orchestra and the Rhythmic Sixteen on 91 stations. Each program will feature a guest artist, with Rudy Vallee, Kate Smith, Lanny Ross, Frank Parker and Ethel Merman signed to perform. Commercial announcements will be dramatized. Transcriptions were cut by World Broadcasting System. Roche, Williams & Cunnyngham, Chicago, handles the account. The list follows:

KWJB KOY KARK KMJ KFBK KFSD WICC WTIC WDEL WQAM WMBD WOC KWKH WTAG KGHL KRBM KGIR KPFA WHAM WSYR WIBX WBT WPTF WBIG WBNS WSPD WKBN KVOO WLEU WBRE WSM KVI WCHS WWVA WAPI KNX KPO KOA WJSV WRC WSB WMAQ WIRE WSBT WHO WHAS WWL WFBR WBZ WBZA WJR WCCO KMBC KMOX WOW WBEN WJZ WLW WTAM WKY KGW KYW KDKA WMC WFAA KPRC WOAI KSL KOMO KHQ WTMJ WJAR WBRY WJAX WFLA WGBF WOWO WBOW KSCJ KFH WOOD WEBC KYSM WADC WHIO WSAN WGBI KTSM WTAR WMBG WDBJ.

N. Y. Milk Campaign

NEW YORK STATE Bureau of Milk Publicity, Albany, is using a varied schedule of announcements and participations on home economic programs on WABC, WJZ, WNBF, WBEN, WGR, WGY, WHEC, WHAM, WFBL, WSYR, WABY, all in the State. Account is handled by J. M. Mathes, New York, which states that home economic programs are being used exclusively this year following tests made in last year's campaign, in which offers of booklets made on this type of program pulled many more requests that similar offers on programs of other classes.

Stoopnagle for Mennen

MENNEN Co., Newark, on Sept. 29 brought its *Quixie-Doodle* show with Colonel Stoopnagle to CBS for the winter season to advertise the various shaving aids made by the sponsor. Program, heard last year on MBS, is made up of Quixie-Doodles and Daffynitions and similar Stoopnaglian humor, with $100 given each week to studio contestants who successfully answer questions the Colonel asks, and $25 going to the five listeners ($5 each) whose Daffynitions or Inventions are used on the program. Program was placed through H. M. Kiesewetter Adv. Agency, New York.



OPPOSITE BING CROSBY'S own Thursday night program on NBC-Red is the *Golf Clinic* carried on WHN, New York, under auspices of *Golf* Magazine. Though it competed with his own *Kraft Music Hall*, which Bob Burns was handling during his absence, Bing (right) consented to appear on the *Golf Clinic* quiz panel the night of Sept. 19 while he was in New York to play in the National Amateur Championship. With him on the show were (l to r) Dick Fishell, WHN sports commentator and m.c. of the program; Dick Chapman, amateur champion; Charles Whitehead, New Jersey amateur champion; Billy Dear, one of the low qualifiers in the national.

Not Villains

THE American Bar Assn., meeting recently in Philadelphia, asked that radio stop making villains of lawyers. It approved the report of the committee on public relations, submitted by Sylvester C. Smith Jr., of Newark, who stated that "the committee objects to the characterization of lawyers on the radio as villains. The committee is taking up this objection with the broadcasters with a view to obtaining modification of such characterization, at least to the extent of having villainous lawyers presented as an exception, rather than as a rule." It was argued that in most of the dramatic sketches currently running, the menace is a gentleman of the law.

FIRST RADIO DATA COVER PUERTO RICO

FIRST of the U. S. Census Bureau's reports on radio homes, part of the housing census taken along with the decennial census of population as of April 1, 1940, has been issued to cover Puerto Rico. The census does not take into account extra radios in the home or auto and portable radios, being tabulated solely in response to the question whether the home was equipped with radio.

The State radio census figures, it was officially stated at the Census Bureau, will be issued one by one as fast as tabulations are completed, and all will not be available until well into next year.

The Puerto Rico radio census was the first count ever made of radio homes in that territory. It shows 47,762 throughout the territory, with San Juan accounting for 14,263 and Ponce for 4,793.

The State radio census reports will be broken down by counties and municipalities. It is expected the remaining territories and some of the smaller States will be the next issued.

CLEVELAND Board of Education's shortwave non-commercial station, WBOE, operating with 500 watts on 41.5 mc., on Sept. 24 was authorized by the FCC to change over to FM, using 1,000 watts on 42.5 mc. The station sends its programs to local public schools, in which 156 receiving sets have been installed.

Ford Rush Is Appointed WSM Artists Director

FORD RUSH, one of the real old timers of radio, has been named director of the Artists Service Bureau of WSM, Nashville, according to Harry Stone, manager. Rush succeeds David Stone, who has gone to KSTP, St. Paul, in a similar capacity.



Ford Rush was a vaudeville headliner before going into radio with WLS, Chicago, in 1924. He has been in it ever since, with a brief fling in the music publishing business on the West Coast. First starred as part of the team, *Ford & Glenn*, and later starring as a solo performer over the major networks, Ford Rush three years ago took on a new partner, Ford Rush Jr. They went to WSM about a year ago and since that time have been featured in a late afternoon children's show, *Lullabye Time*, in addition to appearances on *Grand Ole Opry* and personal appearances throughout the South and Midwest.

According to plans announced by Mr. Stone, Ford Rush and Ford Jr., will continue at least one of their kiddie shows and Ford himself will be featured on the *Grand Ole Opry* as the "sheriff" of the Prince Albert NBC network show. Henceforth they will not make personal appearances, as Ford himself handles the booking business of other WSM artists.

Blue Series on Coast

CHEMICALS, Inc., San Francisco (Vano), on Oct. 1 began *Just Between Friends* on 4 NBC-Pacific Coast Blue stations Tuesday and Friday, 8:30-8:45 a.m. (PST). The program is the first Blue contract sold on the Pacific Coast since the establishment of separate organizations for Red and Blue Networks. The program features Bennie Walker. Agency is Botsford, Constantine & Gardner, San Francisco.

WKRC, MBS affiliate in Cincinnati, awarded to Military Girl, winner of the River Downs turf race held Sept. 6, the $1,000 Ruth Lyons-WKRC purse. In addition the station gave the horse a blanket in Mutual's green and gold colors which bore the initials WKRC and MBS. Ruth Lyons, program director of the station, presented the award.

DOWN IN RICHMOND, VIRGINIA



GET THE NEW WRNL RADIO PICTURE IN PROPER FOCUS FOR MORE SALES

NOW! *Night and Day!*

NOW! *1,000 Watts!*

NOW! *NBC Blue!*

NO MATTER how expensive the camera, or how good the film, proper focus is necessary for a good picture.

Expose your sales story to WRNL's increasing thousands of listeners in the Richmond Radius and you'll get a beautiful sales picture—quick like a FLASH!

P. S.—No extra charge for Kodachrome.

EDWARD PETRY & CO., Inc.

New York - Chicago - Detroit - St. Louis - San Francisco - Los Angeles

America Dominates the Latin Waves

Sponsors Aid Networks; New Equipment Soon To Be Ready

By GUY C. HICKOK

International Division, NBC

WHEN representatives of the six American companies active in broadcasting by shortwave to Latin America got together at Washington recently and added up their schedules, they found that they were broadcasting a total of 449 hours a week to Latin American listeners, and that this included 13 hours and 20 minutes of news broadcasting every day of the week.

They also discovered that, contrary to the theory widely accepted a year ago, they were not only outbroadcasting the totalitarian countries which, according to the legend, were propagandizing Latin America within an inch of its life; but that they were devoting more broadcasting time and more programs in the languages of Latin American listeners than all the rest of the shortwave broadcasters in the world added together.

Within a year, all of these companies, under new authorization from the FCC, will be broadcasting via shortwave over 50 kw. transmitters. Part of the $2,000,000 estimated cost of these transmitters and new directional antennas will, no doubt, come back to the owners through the commercialization of shortwave broadcasting, authorized by the FCC in 1939, though this is a pioneering job in radio and the haul may be a long one.

Sponsored Programs

NBC, whose International Division broadcasts eight hours a day, seven days a week, in Spanish and Portuguese over directional antennas to Latin America, has already made a substantial beginning in commercial broadcasting with no sacrifice; on the contrary, with a probable gain, in the good neighbor aspect of the undertaking.

NBC's first shortwave commercial program was *El Mundo al Dia* (The World to Date)—a news broadcast sponsored by the United Fruit Co., and transmitted in Spanish seven nights a week from 9 to 9:15 p.m. (EST). It began Dec. 1, 1939.

Ringside, blow-by-blow broadcasts in Spanish of the whole series of Madison Square boxing bouts are transmitted to South America simultaneously with the network broadcasts under the sponsorship of Adam Hat Stores Inc., a name which goes out to Latin America as "Sombreros Adam", with the accent on the last syllable of "Adam".

Other NBC sponsored, shortwave programs are *Entre Cielo y Rascacielos* (Between the Sky and the Skyscrapers) a half-hour of dance music from the Waldorf Astoria Hotel, announced in Spanish and broadcast every Tuesday night from 9:15 to 9:45 (EST).

Carnaval de Broadway, a half hour of dance music from the Hotel Astor roof, with announcements in Spanish, transmitted every Wednesday night, from 9:15 to 9:45 EST. It is sponsored by the hotel.

A 15-minute program of Hollywood news is sponsored each Friday evening in both Spanish and Portuguese by S. C. Johnson & Son, makers of Johnson's wax, Glocote and Carnu. The Spanish program is called *Las Estrellas de Hollywood* (Stars of Hollywood) and is broadcast from 9:30 to 9:45 each Friday night. The Portuguese version, *A Vida em Hollywood* (Life in Hollywood) is broadcast from 7:15 to 7:30 each Friday night.

NBC began broadcasting in Spanish by shortwave in 1936, at first for only a half-hour daily. Gradually, the time in Spanish was increased and other languages were added until in May, 1938, the International Division was reorganized with a personnel of 40 and a schedule of 11 hours a day in foreign languages out of a 16-hour day. The languages spoken were Spanish, Portuguese, Italian, French and German in addition to English, all tongues spoken by groups of more than 40 million people each, and in countries which had reached a stage of material development enabling the population to have a worthwhile number of radio sets to talk to.

Special Programs

More than 80% of the programs broadcast by the International Division are especially built for foreign audiences and are broadcast by shortwave only. Slightly less than 20%, all sustainers, are taken directly from the networks. These are such programs as the NBC Symphony Orchestra under Maestro Arturo Toscanini and other famous orchestras, the Metropolitan Opera, the *New Friends of Music*, Dr. Walter Damrosch's *Music Appreciation Hour*, and other "class" programs adapted to the taste of foreign listeners.

On the basis that accurate, uncolored news of important world events, speedily delivered, is the common denominator of the interests of all intelligent populations at present, the International Division makes the backbone of its schedule 11 15-minute news broadcasts, one every hour on the hour, throughout the day. The staff which edits and broadcasts the news has been organized with great care, and is made up of Americans who have learned the languages they use, first as children living in the countries they are broadcasting to and later by study in the best schools and universities of those countries. For the most part, they have had newspaper experience as well.

Plenty of Experience

Of the 18 men on the air as the principal script writers and announcers, the Division has a group who have lived collectively for more than 300 years in foreign countries. This long familiarity with the life, tastes and habits of foreign populations is particularly important in the composition of talk-scripts on American activities such as motion pictures, civil aviation, drama, American music, literature, travel, women's activities, philately and many other phases of life in this country.

The three men directly responsible for the handling of the news broadcast by the rest of the staff have had 47 years accumulated experience abroad as foreign correspondents for the great American news agencies and metropolitan newspapers.

All the American shortwave stations have striven to broadcast their Latin American programs in Spanish and Portuguese of a quality which will be welcomed in the living rooms of listeners homes, a precaution ignored by some of the European stations broadcasting in the same languages.



WENDELL L. WILLKIE, GOP Presidential nominee, greeted John Thorpe, farm editor of KYW, Philadelphia, on his arrival in Rushville, Ind., to attend a meeting of farm editors and publishers. It was the first time that radio had been invited to participate in such discussions in a presidential campaign. Thorpe directs KYW's *RFD 1020* show.

WAVE INTERVIEWS WITH FANS

Sell Louisville Bank's Personal Loan and Small Check Account Services

By WALTER DISTELHORST

Advertising Manager

First National Bank, Louisville

THE First National Bank, of Louisville, has been sponsoring Don Hill, sports commentator in a baseball program called *Grandstand Managers* over WAVE. The bank has been making "Personal" or "Industrial" loans for a dozen years; it has nine offices at convenient locations about Louisville; and it values small service charge, as well as large, checking accounts. The bank is therefore always interested in forms of advertising which will have a broad public interest, in order to appeal for personal loans and small checking accounts.

Under the management of Bruce Dudley in 1939 the Louisville Colonels made a splendid showing in the American Association and beat Rochester to win the "Little World Series". This showing resulted in a vastly renewed interest on the part of Louisville men and women, particularly the latter, in the ball games, night as well as day. This fact, plus the popularity of Don Hill, the commentator, was largely instrumental in bringing about the bank's choice of *Grandstand Managers* for its 1940 main advertising effort for personal loans and small checking accounts.

It is a 15-minute program on days when games were played by the Louisville Colonels. The program was in the form of interviews with fans, in the grandstand at Parkway Field for home games or in the broadcasting studio for games played out of town.

The fans expressed their views on how they would manage the team at critical points in the play, and on other matters of interest. Views of fans in the stands and on the grounds went on the air by means of a pack-transmitter carried by the commentator as he moved among them before or after the games.

Commercials played an unobtrusive part in the broadcasts, as in the baseball book which fans were invited to ask for, only brief reference being made to the bank's services in the latter. These include particularly personal loans and checking accounts. Attention was called to the fact also that every banking service is available at the main bank and at the eight branch offices.

A contest was conducted by the bank in connection with the program. Contestants were required to forecast team and player performance, the high scoring contestant to receive baseball passes from the Colonel management.

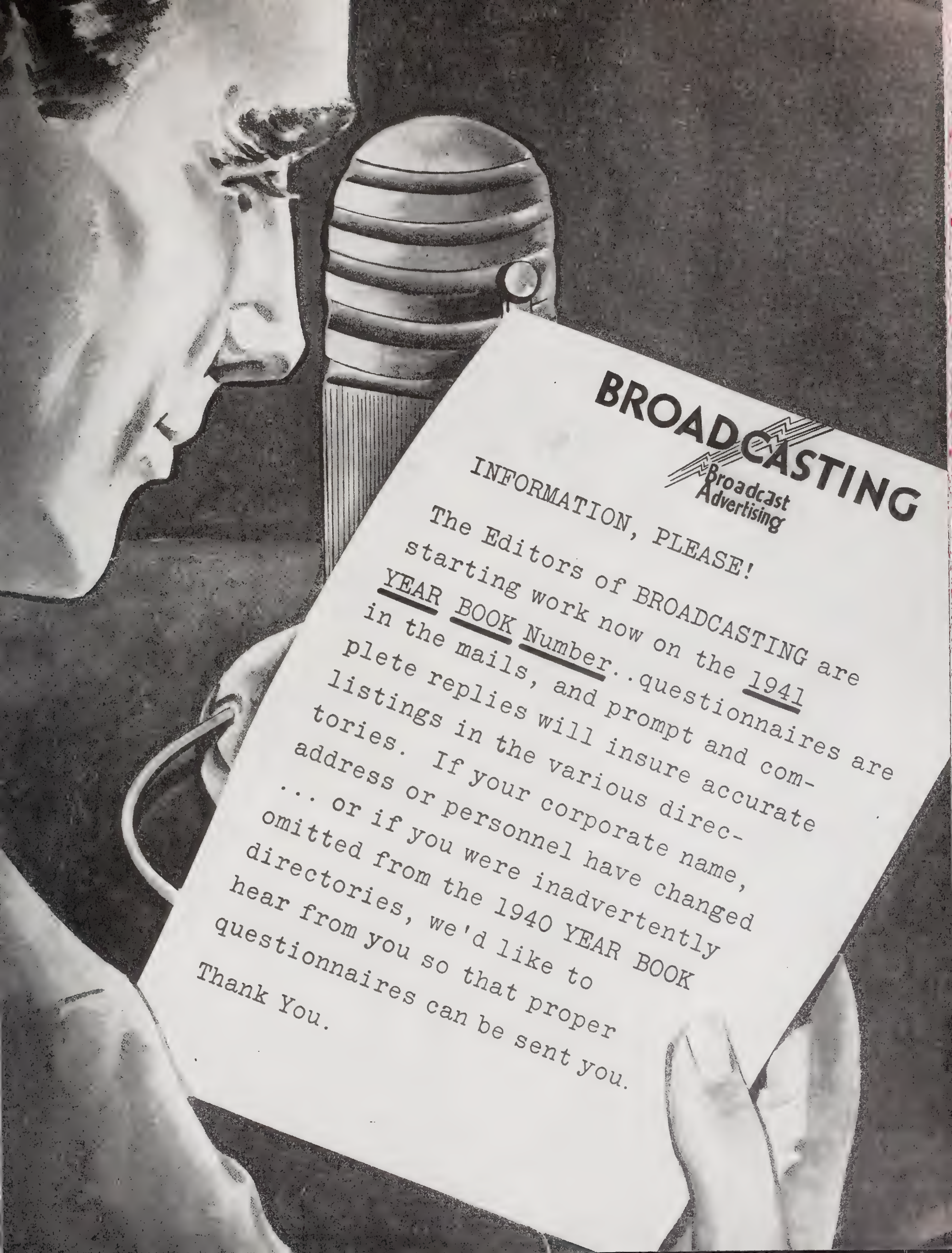
The baseball book runs to 48 pages and contains biographical sketches and pictures of the players, changes in the rules, information on how to score the game, its history, roster of immortals and statistics the fans are interested in. A map on the back of the book shows the location of the nine First National offices.

"A good baseball team," the bank says in the foreword, "is a business asset to any town." The 1939 record of the Louisville Colonels was a national advertisement of value to Louisville and Louisville business.

"The First National Bank believes that the Colonels deserve everyone's support because of these commercial reasons, and because of the healthy, clean fun they afford the community."

Smith Bros. on 75

SMITH BROTHERS Co., Poughkeepsie, N. Y., will use announcements on some 75 stations in a spot radio campaign scheduled to begin in October and November and to continue until March and April. Programs will be used in a few cities, but most stations will broadcast from five to 15 announcements weekly, according to William Larcombe, radio director of J. D. Tarcher & Co., New York, agency placing the account.


BROADCASTING
Broadcast Advertising
INFORMATION, PLEASE!
The Editors of BROADCASTING are starting work now on the 1941 YEAR BOOK Number..questionnaires are in the mails, and prompt and complete replies will insure accurate listings in the various directories. If your corporate name, address or personnel have changed ... or if you were inadvertently omitted from the 1940 YEAR BOOK directories, we'd like to hear from you so that proper questionnaires can be sent you.
Thank You.

Few Continuities Get FTC Action

Only 2.2% of 635,843 Scripts Are Set Aside for Study

OF 635,843 commercial radio continuities examined in the fiscal year ended June 30, 1940, only 14,274 or 2.2% were set aside for further investigation, according to the Radio & Periodical Division of the Federal Trade Commission. The FTC examined continuities of 697 stations in 493 cities.

Lowest percentage of continuities set aside for further examination was credited to stations in cities of less than 25,000 population. The highest percentage was noted for cities over 500,000.

An analysis of continuities examined in the first half of 1939 by the Division showed that 4.2% were marked for further investigation during that period, out of a total of 334,532 scripts examined [BROADCASTING, July 15]. The Division set aside 12.1% of magazine advertisements examined, and 7.9% of newspaper advertisements.

Source of Scripts

In examining the continuities of the fiscal year, 1940, the percentage of questioned continuities came from population sources as follows: Over 500,000, 20%; 250,000-500,000, 18.3%; 100,000-250,000, 14.4% 50,000-100,000, 17.8%; 25,000-50,000, 11.9%; under 25,000, 17.6%.

Percentage of continuities marked questionable follows: Over 500,000, 2.97%; 250,000-500,000, 2.94%; 100,000-250,000, 2.1%; 50,000-100,000, 2.4%; 25,000-50,000, 1.9%; under 25,000, 1.6%.

A breakdown of the figures, says the FTC, indicates that 96,140 scripts came from 89 stations in 14 cities over 500,000; 89,639 scripts from 72 stations in 26 cities of 250,000 to 500,000; 96,602 scripts from 84 stations in 42 cities of 100,000-250,000; 102,679 scripts from 103 stations in 76 cities of 50,000-100,000; 91,235 scripts from 108 stations in 100 cities of 25,000-50,000; 159,548 scripts from 241 stations in 235 cities under 25,000.

Magazine Drive

HOUSEHOLD MAGAZINE, Topeka, Kan. (circulation), on Sept. 23 started a varying schedule which runs from daily spot announcements to six-weekly quarter-hours on 45 stations. Account will run during alternate two-week periods throughout the winter, according to the agency, Presba, Felers & Presba, Chicago. Stations selected are:

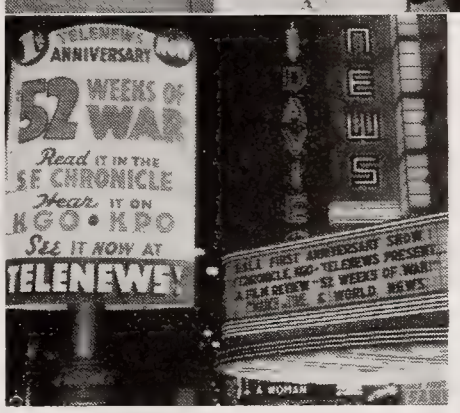
KFWB KLZ WJJD WEBQ WHBF WDZ WOWO WIBC KFAB KOIL WHAM WPTF KFRU WDAY WICA WLW WMT WHO KFNF KMA KFBI WINN WJR WKZO WHKC KVOO WHJB KSOO WNAX XEAW KGKO KYSM WDGY KROC KITE KFEQ KWTO KMMJ WMMN WWVA WTAQ WKBH WHBL WDSM.

Parisienne List

COMPAGNIE PARISIENNE, San Antonio, placing 5 and 15-minute periods, six a week, on about 100 stations starting Oct. 15, already has selected two-score outlets for the schedule, placed through Northwest Radio Adv. Co., Seattle. The stations:

KIRO KMPC WJJD KIDO KHQ KSFO KQW KFYR WTHT KFBI WJR WMMN WHAS KMA WISN WDBO WKST WCAR WMIN WNEW WFLA WRVA KOH WEW KINY WAAF KFRC KARK KFAC KWJJ WHDH KLX WEBQ KFBK WDSM WAAT WCFL KTHS KXA WRJN WIBC.





THEATRICAL tieups are numerous on the West Coast. In the Downtown Newsreel Theatre, Los Angeles (top photo), hot news and cool drinks are combined. Royal Crown's *Newsreel of the Air* is broadcast from the theatre five afternoons a week on KMPC, Beverly Hills. Watching the beverage display are John Alden (left) BBDO, and George Silver (right), head of Los Angeles Nehi Bottling Co., the sponsor. Inside booth are Newscasters Jimmy Mack (left) and Ira Cook. In San Francisco, Telenews Theatre (below) cooperated with KPO-KGO and the *San Francisco Chronicle* during its anniversary week, displaying signs on Market St. and at the marquee. KGO offered a 30-minute program from the theatre lobby.

Manor House to Add

W. F. McLAUGHLIN Co., Chicago (Manor House coffee), is sponsoring a 39-week campaign of six-weekly quarter-hour *Musical Clock* programs on WHBF, Rock Island, Ill.; WMBD, Peoria, Ill.; WCBS, Springfield, Ill.; WDZ, Tuscola, Ill., and WIBA, Madison, Wis. In addition, *Happy Jack Turner*, pianist and singer, on Sept. 30 started a five-weekly ten-minute 39-week schedule on WLS, Chicago. Currently sponsored, also, is the six-weekly ten-minute early morning shows featuring *Norman Ross* on WMAQ, Chicago, which runs on a 52-week basis. Additional stations in selected markets will be added to the list in the near future. Sherman K. Ellis & Co., Chicago, handles the account.

Candy on Colonial

CYNTHIA SWEETS Co., Boston, is introducing a new 60-cent pound box of chocolates named "Miss Cynthia" on 14 Colonial Network stations, using 26 100-word announcements. Agency is Albert-Frank-Guenther Law, Boston. Stations are WAAB WTAG WSAR WHAI WBRK WEAN WNBH WDEV WLBZ WCSH WFEA WCAX WICC WTIC.

Stations Swap Waves

A SWAP of frequencies between KUJ, Walla Walla, Wash., and KRLC, Lewiston, Idaho, was authorized Sept. 24 by the FCC. Both stations are controlled by H. E. Studebaker. KUJ shifts from 100 watts on 1370 kc. to 1,000 watts on 1390 kc. KRLC shifts from 250 watts on 1390 kc. to the same power on 1370 kc.

EXCLUSIVE shortwave rights to broadcast the world series have been acquired for the second year by GE's international stations WGEO and W G E A, Schenectady, operating on 9530 and 15330 kc., respectively.

Scare for Two

JOSEPH A. CHAMBERS, of the engineering firm of McNary & Chambers, and Phillip J. Hennessey Jr., Washington radio attorney, were passengers in an American Airlines plane that made an emergency landing Sept. 13 at Louisville when a wing was reported afire. The Civil Aeronautics Board ruled that the "fire" was an optical illusion caused by a piece of gray tape fluttering in the reflection of the sunset.

Benny Back Oct. 6

GENERAL FOODS Corp., New York (Jell-o), through Young & Rubicam, resumes the weekly *Jell-o Show*, Sunday, Oct. 6, on 110 NBC-Red network stations, after a 13-week summer layoff. Program is heard Sundays, 7-7:30 p. m. (EST) with West Coast repeat 8:30 (PST). Jack Benny again will star, with Mary Livingstone, Phil Harris, Dennis Day, Don Wilson and Eddie Anderson (Rochester). Harris will conduct the orchestra and Wilson is announcer. Murray Bolen produces for Young & Rubicam. Bill Morrow and Ed Beloin are writers.

OPERATION of CJRC, Winnipeg, and CJRM, Regina, has been taken over by Taylor, Pearson & Carson Ltd., Harold R. Carson, president, and not by All-Canada Radio Facilities Ltd., of which Carson is also president, as mentioned in BROADCASTING, Sept. 1.

SAWYER ACQUIRES CONTROL OF WING

CHARLES E. SAWYER, Cincinnati attorney, became the controlling stockholder in WING, Dayton, when the FCC on Sept. 24 authorized him to acquire 51% of its stock for a reported price of $51,000. It is his second station property, the other being the new local, WIZE, Springfield, O., scheduled to go into operation some time this month.

Mr. Sawyer, Democratic national committeeman for Ohio, general counsel of the Crosley Corp. and attorney for the Proctor & Gamble interests, acquires 408 shares of the common stock of WSMK Inc., licensee of WING, and has a five-year option to buy the remaining 392 shares for $75,000. Stanley M. Krohn Jr. and his father have been principal owners of WING.

WING operates with 250 watts night and 500 day on 1380 kc., but expects to go to 5,000 watts full-time by Nov. 15. It is an NBC-Blue outlet, with WIZE to be offered as a bonus station. Mr. Sawyer also has an application pending for a new local in Lancaster, O., where he owns the *Lancaster Eagle-Gazette*. He named Ronald Woodyard manager of his radio interests last June, and Mr. Woodyard is operating WING.

FCC Takes Measures For Deletion of WBAX

DELETION of WBAX, Wilkes-Barre, Pa., on the ground that the owner is not financially or otherwise qualified to continue station operation, was projected by the FCC Sept. 19 in proposed findings moving to deny the renewal application of John H. Stenger, Jr. The station, an MBS outlet, operates on 1210 kc., with 100 watts full-time.

The FCC, in its proposed findings of facts and conclusions, held that the applicant, aside from lack of financially qualification, allegedly made "false representations" to the FCC. It added that the license of WBAX had been transferred to Glenn D. Gillett, Marcy Eager, and Stenger Broadcasting Corp., without written consent of the FCC. The applicant, the conclusions stated, "has relinquished control of this station and his right to exercise same; and has failed to discharge properly the obligations made incumbent upon him in licenses which he has received from the Commission."

WMJM Starts Oct. 1

ORIGINALLY scheduled to start operating Aug. 1, the new WMJM, Cordele, Ga., will go on the air Oct. 1 with 250 watts on 1500 kc., according to P. L. Padgett, general manager. Mr. Padgett announced that Harry G. Clark has been appointed commercial manager; E. M. Stewart, program director, and Noel Martin, chief engineer. RCA equipment and a 320-foot Truscon tower have been installed. The station is licensed to the Cordele Dispatch Publishing Co., publisher of the daily *Cordele Dispatch*.

WSJS, Winston-Salem, N.C., has been added to the list of stations [BROADCASTING, Sept. 1] that will carry the Duke U football games this fall under sponsorship of the Atlantic Refining Co.

RADIO NEIGHBORS



WITH

Eleanor Howe

WENR's spectacular homemakers' program outpulls all other similar features on any 50,000 watt station in the great Chicago Market — and COSTS LESS.

52,486 letters and 7,415 telephone calls received in the first five months.

Special promotional features included in the remarkably low price that ranges from $97.00 for one participation down to *$79.00* on a frequency basis.

Phone or write for detailed information about RADIO NEIGHBORS and remember

YOU GET *More* FOR LESS on

WENR

CHICAGO KEY STATION NBC—BLUE NETWORK
870 ON YOUR DIAL

Hartford Student Is Essay Winner

Neal Axtell Blake Selected In List of 20,000 Entries

NEAL AXTELL BLAKE, 14-year-old Hartford high school student, Sept. 25 was announced as the winner of the nation-wide contest for the best essay on "The American System of Broadcasting — Why It Is Best For Americans", conducted under NAB auspices. His essay, selected from 20,000 entries, was adjudged the winner by a committee of educators in Washington.



Neal Blake

Formal presentation of the $100 check will be made to the Hartford youth by Gov. Raymond L. Baldwin in a special broadcast keyed by WTIC, Hartford, and probably to be carried over a network. Illness of the governor has prevented fixing of a definite date for the ceremony.

Neal is the son of a Hartford high school teacher and a sophomore at Hartford Public High School. He was first adjudged the winner of the Connecticut contest, in which all of the State's nine stations collaborated during National Radio Festival, observed in the State June 3-9. His essay was selected among 750 entries in the State.

All Over the Nation

Similar contests were conducted throughout the country during observance of National Radio Festival under auspices of the NAB. Local boards selected prize winners in more than 100 cities. The winning essays were submitted to NAB headquarters in Washington and turned over to a committee of judges comprising Miss Fern Duvall, Miss Bertha Lucas and A. W. Trueworthy, appointed by the District of Columbia Board of Education.

In the Connecticut contest, the board of judges included Dr. H. E. Fowler, head of the English Department at State Teachers College; Maurice R. Cronin, night city editor, *Hartford Courant*, and James F. Clancy, sales promotion manager of WTIC. Arthur Stringer, NAB promotion coordinator, directed the Festival and the nationwide essay contest.

Honorable mentions for essays, were announced as follows:

Myrtle Lu Hammill, Missoula, Mont., entry through KGVO; Charles F. Baes Jr., Lakewood, Colo., KOA, KVOD, KFEL, Robert Crampton, Rochester, WHEC; Eleanor Gaworski, Chicago, WMAQ; Roberta E. Favore, Greensboro, WBIG; Barbara Jeanne Lucas, Roanoke, WDBJ; Kathryn Robinson, Richmond, WRVA, WMBG, WRNL; Mildred McManus, West Newton, Mass., John J. Burke, Boston, and Martin Dietel, Woburn, Mass., WEEI; Robert Gilbert, New Haven, Edward Winnuh, New Haven, Edward Walsh, Milford, Conn., Ruth M. Cunningham, East Hartford, Jane Purtill, South Glastonbury, Conn., Geraldine Scheibl, Newport, R. I., and Robert Shapiro, Middletown, Conn., entries submitted through all nine Connecticut stations.

THE WINNING ESSAY

By Neal Axtell Blake

Age 14, Sophomore, Hartford High School

THE TIME is Memorial Day, 1940; the place beautiful New England, U. S. A.; the scene a typical boy's room in a rather old and somewhat dingy house;—but the action, as the world drama unfolds from my radio, is modern, thrilling and dynamic. Yes, I am glad I'm an American! Where else in all this world could I sit so comfortably today and listen so happily to the story of a baseball game—the Phillies are taking the Boston team into camp to the tune of 5 to 1—gee, that was a perfect hit, just in time to save the man on second and score the fifth run!

The scene (radio) changes. Truly, that speaker is right. America is great—here we have life, liberty, property, happiness, freedom of speech, of the press and religion—and a free radio to report these precious privileges of all of us—Americans.

Often I think that the radio has become so thoroughly a part of us that we fail to realize how much we owe to its mysterious power. It enters our homes at will—past locked doors and barred windows—but it is always welcome, for it has been wisely made, in America, the instrument of freedom.

Its power to send information, entertainment, instruction, scientific achievement, the truth into 84% of the homes in this country has made every citizen more sensitive to the changes that threaten, more determined to keep America what our forefathers made it, "The land of the free."

The American broadcast system has made this country stronger and safer. The "American Town Meeting of the Air" means much; this is real democracy, for now even a humble citizen may speak to millions of his countrymen—provided his message is worthwhile—for this is the policy of American broadcasters.

Limited only by those conventions which regulate the relations of good neighbors, this miracle of communication takes the humblest into the presence of kings and councils. We become intimate with great authors, scientists and inventors. We realize more deeply the goodness of God, for his blessings bear in upon so closely that none can fail to understand the joys and sorrows, the defeats and victories of all peoples, the art and the wisdom of the noblest minds.

It is commonplace now for the humble citizen to be well informed.

How different the scene abroad, where government restricts and hampers! How cramped is the opportunity to learn, to understand either the new or the best in life! There the dictator argues, "Am I not the supreme wisdom? Should not my people learn from me!" The account is no longer of sports, of happy homes, of freedom, but of hate, destruction and death. I am devoutly thankful that I live in America, for here the radio—with all its power for good or evil—is the instrument of democracy. Long may the American system last! American broadcasting policy helps to keep this continent "The Promised Land."

CITY HALL PROGRAM

KMBC Series Comes Direct From Municipal Offices

IN LINE with its policy of covering civic and public events for the Kansas City listening audience KMBC, has launched a series direct from the City Hall, featuring the City Manager and Mayor. Just completed is a feature titled *Know Your Police Department*, and projected is a series for this fall and winter in which important historic events in the life of the city will be dramatized.

The City Hall series is in the nature of a weekly report, with City Manager Cookingham and Mayor Gage appearing at the microphone with heads of various city departments to answer questions on traffic problems, personnel policies, budget changes and handling of citizens' complaints. Neal Keehn, KMBC's director of special events, is in charge of the microphone quizzing.

Public reaction, especially to the City Hall series, has been most interesting, KMBC program heads report. Listeners seem to like the idea of having a weekly report from the city fathers.

THE NAB is distributing in pamphlet form the address on "Broadcasters Defend America" delivered before the recent NAB convention in San Francisco by Dr. Frank Kingdon, executive director of the Citizenship Educational Service.

White Labs. Sponsoring New MBS Quiz Series

THE QUIZ program *Double or Nothing*, originated by WOL, Washington, and owned by William B. Dolph, WOL manager, has been sold to White Laboratories Inc., New York (Feenamint) and started Sept. 29 as a Sunday, 6-6:30 p.m., feature on 103 MBS stations. William Esty & Co., New York, is the agency.

Walter Compton, WOL Presidential and news announcer, handles the show as moderator, traveling to New York each Sunday to stage it before an audience in the Barbizon-Plaza Hotel. In Washington it originated in the Capitol Theater. Alois Havrilla announces the commercials, and Elliott Jacoby's Orchestra and Frank Forrest, tenor, furnishes the music.

Cel-O-Glass on 19

E. I. DU PONT de NEMOURS & Co., Wilmington, Del., has started a spot campaign for Cel-O-Glass, a health-glass covering for chicken houses, using spot announcements twice weekly for nine weeks on 19 stations. Stations are WOR WBZ-WBZA WGY KDKA WLS WOWO WHO WLW KFAB WIBW WJR WTAM KMBC WCCO KJR KEX KFBK WBAL. Series was placed through BBDO, New York.

Controlled Radio Threat to Liberty

Hamilton Points to Dangers; Sees Press-Radio Benefits

A CONTROLLED radio and press would spell the end of Democracy, Guy C. Hamilton, general manager of the McClatchy newspaper and radio properties, said recently in addressing the Advertising Club of Los Angeles on "Newspapers as Community Builders". He reminded that radio in Germany has always been a government monopoly.

Speaking of the relationship of radio and newspapers, he declared that the McClatchy interests have found "quite definitely" that radio has not been a threat to newspapers. "On the contrary," he said, "it has been a valuable asset".

A Public Service

"We entered that field in Sacramento some 20 years ago primarily as a public service venture because Sacramento was without a good radio station at the time. I'll also admit that we had just a little hunch it might develop into a major force in American life and we wanted to be in on the ground floor. As the years have passed we have found radio not only is a venture entirely capable of standing on its own feet but is a most potent factor in building up our newspaper properties chiefly through its enlargement of our field of community service. Today we are completely sold on radio, not only as a medium for advertising, but for building goodwill. Our holdings have expanded from one small station to five large, well-equipped broadcasting plants which are being operated on a profitable basis. We get a additional dividends from radio in many forms.

"In 1938 when facsimile broadcasting was first announced, we decided to investigate that field and instituted the first experiments that were made in it on the Pacific Coast. After a year had passed and we had spent approximately $100,000 we correlated the results of our experiments and made them available to other broadcasters, newspaper owners and interested organizations. We felt our money was well spent and again additional and unlooked for dividends came back to us in the form of goodwill. Today radio has taken its place alongside of the press in this country as two of the greatest manifestations of Democracy. A free radio and a free press, if they are to be maintained as a vital force in building community life, must be sacred trusts of every member of this club and, indeed, every citizen of this country. Guard them as precious assets."

Whiz in Midwest

PAUL F. BEICH Co., Chicago (Whiz Candy bar), on Oct. 6 starts sponsorship of a weekly half-hour dramatic program, *Peter Quill, the Crimson Wizard*, on nine MBS midwest stations. The series written and produced by Blair Walliser offers dramatic glimpses at possible weapons of the future for the defense of America, and originates at WGN, Chicago. Marvin Mueller, WGN actor, will have the title role and will be assisted by Alice Hill and Ken Griffin. N. W. Ayer & Sons Inc., Chicago, handles the account.

WHAT THEY SAY GOES IN OKLAHOMA





• The choice of announcer for a network show is of major importance . . . but what happens to your spot announcement? WKY has answered that question positively and definitely. Whether the problem at hand be a sparkling 30-minute live talent production or a brief spot announcement the voice behind the mike impresses, convinces, sells.

WKY's announcing staff is an all-star cast. WKY announcers are more than voices. They are friendly, neighborly personalities. They are showmen-salesmen who have an open invitation to visit Oklahoma homes and to bring a sponsor's product along with them.



• With or without a microphone, WKY announcers play an important role in the social and entertainment life of Oklahoma. They address women's clubs, em-cee rattlesnake hunts, and Perry Ward, chief announcer, is one of but two white men in Oklahoma ever inducted into the Comanche Indian tribe.

WKY **OKLAHOMA CITY · NBC Affiliate · 900 Kc.**

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY ★ THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS KLZ, DENVER *(Under Affiliated Management)* ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Give a "Pick-up

With the coming of FM, it's more impor
than ever for you to use the highest qu
mikes on the market. The 639A and 6
assure your readiness to lead in develo
microphone technique for this new
quality Transmission Medium.

ASK YOUR ENGINEER!

Western

"to your winter season!

. . . with these two great all-purpose mikes!

Western Electric's two Cardioid Mikes—639A and 639B—are the answer to your microphone Engineer's prayers. They'll handle any pick-up situation.

The 639A gives you three pick-up patterns: Non-directional, bi-directional and cardioid—covers most studio situations. The 639B gives you all these, plus three special cardioid patterns each with two "dead zones" (at 110°, 130°, and 150° respectively) to help you keep out unwanted sound, reduce still further effects of reverberation, and operate auditorium speakers at higher level without "sing".

THE PROOF IS IN THEIR USE

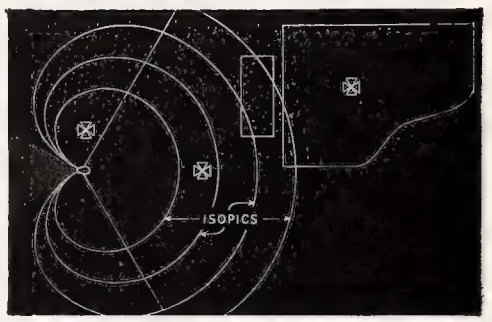
Get your order into Graybar *now*—boost your winter season from the start with these famous mikes designed for *Better Pick-Up!*

6 pick-up patterns at the turn of a switch . . . with 639B





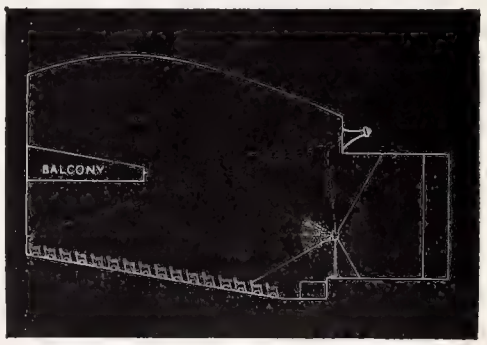
1. Cardioid directional response of 639A



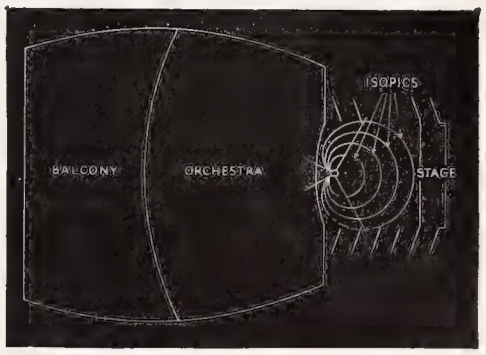
2. Showing isopics, or lines of equal pick-up



3. 120° pick-up angle lessens need for tilting



4. No feedback from rear of playhouse



5. Ideal for dividing stage and audience

Electric

Distributed by Graybar Electric Company

DISTRIBUTORS: *In U. S. A.:* Graybar Electric Co., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Lord Haw-Haw's Impact on the British

Princeton Study Shows His Effectiveness Is Diminishing

WHO is Lord Haw-Haw? What are his methods? How did he gain such a tremendous audience? What effect has his propaganda had on British morale?

Answers to these and similar questions are attempted in a series of two related articles titled "Lord Haw-Haw of Hamburg", in the September *Public Opinion Quarterly*, published by the School of Public Affairs of Princeton University. The first of these, subtitled "The Campaign Against Britain", follows the history of Lord Haw-Haw from his "rise" to his "fall", analyzing his methods of propaganda at different stages of the war and just prior to its outbreak.

On April 10, 1939 this new personality was born, says the *Quarterly's* first article, written by Harold N. Graves Jr., director of the Princeton Listening Center. Listeners tuned to the Hamburg station, accustomed to the thick accents of German propagandists, were startled by a rich metallic English voice saying, "To some, I may seem a traitor—but hear me out." This marked the beginning.

Just for a Chuckle

Lord Haw-Haw made his appearance as a news commentator—but a very unique sort. Interspersing his news with jokes, comic skits, and short plays, he quickly gained a following who tuned in just for a good laugh. Real impetus to his popularity, however, was given by the *London Daily Press* which gave him his name and played it up until it became a byword.

Following the outbreak of the war, Haw-Haw's propaganda took more definite shape, the *Quarterly* continues. Interpreting the declaration of war as a final desperate attempt by the English upper classes to preserve their position at home, Lord Haw-Haw contrasted their position with the lot of the masses who would be the real losers, yet really have no say in government. To bring out the contrast, a play, depicting a scene between "Smith" and "Schmidt" where Schmidt questions the British setup, was presented each broadcast. At one point, Smith, exasperated, breaks out: "Damit, sir, we're waging this war for the masses of the people. It's they who should pay the piper. I mean, chaps like me, with plenty of cash don't *need* democracy; it's so-called workers that need it and, hang it all, sir, it's they who should pay for it."

Throughout, Haw-Haw played the friend of Englishmen, trying to help them see through their leaders.

However, the invasion of Norway and Denmark on April 9, 1940 saw the inauguration of a new trend in Haw-Haw's method. Playing on a new theme of fear and panic, the *Quarterly* says, he spoke in awe-some tones of German's arms and strength. Germany was all-powerful; she could not be stopped. "Your strategic position is hopeless! You are on a sinking ship!" he cried. "Englishmen, we have no doubt of your courage and bravery, but isn't it better to be sensible and well?"

Found by the Press

The Low Countries fell; the Germans moved in past Sedan and were encircling the channel ports. Again stepping up to a new theme, Haw-Haw sought by vicious name-calling, satire and fear to destroy completely the illusion of England which he had built up in the early stages of the war. He ridiculed the entire British war effort, belittled its leaders, scoffed at its strategy. The solution? Remove the leaders from office!

Seemingly all this propaganda had been leading up to one grand climax—which came with Hitler's speech to the Reichstag July 19. Revolt! Revolt against all authority! "English soldiers!—Rise up, cease fire, hoist the white flag and insist on the immediate conclusion of peace with Germany."

How was it possible for Lord Haw-Haw to gain such a tremendous audience? More than any other factor, the London sensational press "discovered" him for the radio public, the second of the articles states. In trying to discredit him, the publicity gave him a greater following.

Other factors played into the hands of German propagandists. Forced to stay at home during the blackouts, people had more time to listen to the radio at night. Since the BBC presented but one program, *BBC Home Service*, since the outbreak of the war, Haw-Haw's broadcasts were turned to as welcome variety from the ennui.

Taking advantage of the tremendous audience which listened to the British bulletins, Haw-Haw came on immediately following.

Audience Check

Technical factors, too, favored Hamburg, points out the *Quarterly*. Broadcasting a single program to cover all of Great Britain requires several transmitters, causing considerable fading and interference, while Hamburg, which has one of the most powerful stations in the world, comes in without any difficulty. Finally, not to be minimized as a factor in the extent of Haw-Haw's listening audience, is the fact that, unlike Germany, there never was any official denunciation in England of listening to foreign stations at the beginning of the war.

Trying to check on Lord Haw-Haw's listening audience, by sending out questionnaires, the British Institute of Public Opinion in October 1939, learned that of the 53% who listened to foreign stations, 31% reported that the last station they heard was German. These were the days of Schmidt and Smith. By January 1940, 65% reported listening to foreign stations while 51% added that the last one they heard was German. It will be remembered that this was midwinter when the "war of nerves" was at its height and people had more time to listen to the radio. The increase moreover, would not necessarily mean an increased intensity in listening at any one time, but rather a widening of the audience on some one or other occasion.

Curiously enough, the authors, Henry and Ruth Durant, who are directors of the British Institute of Public Opinion showed that intensity of listening increased as one went up the social scale. To a great degree this defeated the purpose of German propaganda which was directed at the masses, trying to feed them with discontent.

As time went on, Haw-Haw came to be composite name used by the British public to designate any German broadcasters. One listened to Lord Haw-Haw several times a day.

Recognizing the varied habits of different strata of listeners, the Germans directed early evening programs toward the simpler people, the article goes on, while the later evening programs were more advanced and specialized in presentation, the assumption being that earlier listeners would be more "casual" while late tuners-in were those who made it a special point to hear Lord Haw-Haw.

Effect of Propaganda

It has been estimated that by January, 1940 only about one-third of the adult population in Britain had never heard Lord Haw-Haw. Of course, consideration must be made for those who would have liked to hear him but whose radios were not powerful enough to get Hamburg.

What was the real impact of Lord Haw-Haw's propaganda? Replies to another set of questionnaires indicated definitely, say the *Quarterly*, that those whose circumstance had been affected adversely by the war, were not more receptive to German propaganda than those whose conditions remained unchanged. On the other hand, those who listened most faithfully were those who were most critical in their political views.

Haw-Haw's effectiveness when commenting on domestic affairs was oftimes offset by his ridiculous comments on clashes between German and British forces. The *Graf Spee* incident is a case in point. Britishers laughed when he gave the German version of the battle.

It was inevitable that as a social critic, speaking to a people suffering the hardships of war, in a war where there was no action, should gain a large audience. But when the tempo of war stepped up and Hitler's machine started to trample everything in its path, the English people began to look at Haw-Haw as the spokesman of a ruthless hostile power. No longer did they care to listen to the glib mouthpiece of Dr. Goebbels. Fifth column fears prevented many others from tuning to Germany. The open frame of mind into which Haw-Haw could effectively instill his propaganda had closed.

He Calls the Tunes



Vicky in New York Times

Dr. Joseph Goebbels

France Resumes

FRANCE'S Government-operated National Broadcasting Service has been resumed, after being entirely suspended following the Nazi victory. Its programs are now being relayed by the stations at Limoges, Toulouse, Radio-Toulouse, Montpellier, Marseille and Radio-Lyon, and by the private stations Radio-Montpellier, Radio-Agen and Radio-Nimes. All are using the same frequencies and powers as formerly, but none may transmit foreign-language programs.

Newscasts Declared Aid To Newspaper Prestige

NEWS broadcasting by radio is increasing newspaper prestige and reading, according to Matt Sullivan, of Rochester, circulation director of the Gannett Newspapers, addressing the Interstate Circulation Managers' Assn. Sept. 17 at its annual fall meeting in Atlantic City.

"Radio can deliver the flash news first," Sullivan reported to the group. "It has nearly eliminated those extra editions with flash headlines built on a 10 or 20-word bulletin. But studies of increasing costs show they don't pay anyway. The newspaper must wait for more details and be accurate and coherent.

"It is safe to say that every newspaper-reading family today has at least one radio. Yet a survey carried on for some years by the School of Public and International Affairs at Princeton shows radio listening is not reducing newspaper reading, but increasing it."

JOE BIER, veteran broadcaster who puts WOR, Newark, on the air every weekday morning at 6 a.m. with the *Farmer's Digest* program, on Sept. 15 celebrated his tenth year with WOR, which he first joined in 1930 as assistant to John Gambling.



And When It Comes to Radio Attention . . . BROADCASTING Gets It!

Selling your market and your station demands a distinct and specialized sort of attention. That's where BROADCASTING comes in. For BROADCASTING hits the nail on the head when it comes to winning and holding the attention of time buyers. BROADCASTING is 100% Radio all the time . . . nothing but Radio. It's the fast and economical promotion medium for radio stations. Write for a ratecard today.

BROADCASTING
BLANKETS
TIME BUYERS!

they're Radio-Minded when they read **BROADCASTING**

WXYZ Speeding To 5 kw. Opening

Several Stations Are Granted Power Increases by FCC

AUTHORIZED Sept. 17 by the FCC to increase its night power from 1,000 watts to 5,000 watts on 1240 kc., WXYZ, Detroit, is speeding installation of requisite new equipment with a view toward using its new power by mid-October. The station is the key of the Michigan Network and also an NBC-Blue outlet.

Acting on other pending applications involving the 1240 kc. channel, the FCC at its Sept. 17 meeting granted WHBF, Rock Island, Ill., and KFJZ, Fort Worth, construction permits to increase night powers to 5,000 watts, using directional antennas day and night. WSPR, Springfield, Mass., was granted a construction permit to change frequency from 1140 to 1240 kc. and increase its hours of operation from limited to fulltime.

Santa Barbara Boost

KTMS, Santa Barbara, Cal., was granted a construction permit to increase its power from 500 to 1,000 watts on 1220 kc. Stations granted increases in night power from 100 to 250 watts were WSOC, Charlotte; WHBU, Anderson, Ind., and KWAL, Wallace, Idaho.

In another action the FCC granted the petition of Thomas J. Watson, president of International Business Machines Corp., for rehearing on his application for a new station at Endicott, N. Y. The application, for 1240 kc., with 1,000 watts fulltime, had been denied by the FCC Dec. 23, 1938.

Jones to New WINX

J. KENNETH JONES, director of information of the Federal Radio Education Committee, attached to the U. S. Office of Education, has been appointed program director of the new WINX, Washington local which will go on the air about Oct. 15. He will assume his duties Oct. 1. Before joining FREC, Mr. Jones was on the program staff of WHAS, Louisville, and was publicity director of the Louisville Community Chest. He has just completed work on a 96-page book for the FREC titled *Six Symbols That Tell a Tale,* which will be off the press this month and which gives pictorial expression to radio's service in the fields of education and public service.

Group Study Reviewed

CONTENTS of a volume *Let's Listen Together,* published by U of Chicago Press, are summarized in a booklet titled "The Groups Tune In", issued by the Federal Radio Education Committee. The study is described as a "common sense" rather than an "intensive" survey. It aims to give an idea of the number and kinds of listening groups, examine the workings of these groups, and get testimony from group leaders on their use of radio and study aids.

DEZURIK SISTERS. Caroline and Mary Jane, leave WLS, Chicago, the first week in October for Hollywood where they have been assigned roles in the forthcoming production, *Barnyard Follies.*

Dispelling 'Friday the 13th' Bugaboo



HARRY SPEARS, CBS Hollywood audio supervisor, has been signed by Frank Capra, film producer, as technical adviser on radio sequences for the Warner Bros. production, "Meet John Doe". Mike Frankovich, KFAC, Los Angeles, sports commentator, has been signed as announcer, with Dave Miller and orchestra featured in the broadcast scenes.



DECEMBER also has a Friday-the-13th this year, when stations again will defy legend and superstitution. On September's F-13th a WJNO listener shattered (left) a large mirror on a West Palm Beach street corner, while Ben Decker, program director, elucidated fearlessly. Black cats formed part of the audience, just as they did at Columbia, S. C., where a dingy feline was interviewed futilely (see above) by Loren Watson Jr., WIS announcer, and Edmund C. Bunker, salesman. Interviewees were asked to step under a ladder, stroke the b. c., then were given a hammer and instructed to smash a mirror.

Marked Expansion in Program Building Announced for WGN by Col. McCormick

COL. ROBERT R. McCORMICK, editor and publisher of the *Chicago Tribune* and president of WGN, Chicago, on Sept. 19 in a radio address following the presentation of *Ode to Chicago,* a broadcast in the *In Chicago Tonight* series, which featured Charles Laughton, announced an expansion in program building for the Chicago key station of the MBS. He chose that particular time for the announcement since the broadcast depicted the spirit of innovation and progress of Chicago.

Announcing that the 1940-41 development of WGN will cooperate closely with the growing Mutual Network which now numbers seven member stations and 150 affiliates, Col. McCormick said:

A Chicago Station

"A year ago this station had to decide whether it would submit to the tendency of the times for monopoly in radio or develop the strength to stand on its own feet. If WGN were to succeed as an independent station, it would have to develop features it did not possess; would have to enter fields with which it was not acquainted. The decision was not easily taken, but it was never in doubt. We decided that at all cost WGN must be a Chicago station, not the Chicago outlet of a New York network. We determined that a great radio station must be created in Chicago, the gateway city between East and West, through which pass the nation's artists."

Stating that free radio must assume the great attributes of the free press, and that it must be more than a system of communication, Col. McCormick continued: "It has not been easy for radio to reach the clarity and verity in news and comment that the profession of journalism has attained in many generations. WGN has achieved this by using such outstanding newspaper correspondents as Sigrid Schultz, Raymond Gram Swing, Fulton Lewis, Arthur Sears Henning and Capt. E. D. C. Herne."

In conclusion Col. McCormick asserted that "to accomplish our ideals we may have to make Chicago the radio center of America. In any event, by means of electrical facilities, its studio equipment, its central location for obtaining artists, and, above all, by its independence, WGN will be the outstanding radio station in America."

Musical attractions scheduled for the season reflect the energetic campaign in progress at WGN. Scheduled are: the *Chicago Symphony Orchestra,* directed by Dr. Frederick Stock, Thursdays from Oct. 10 through April 17 with world famous guest artists featured; the *WGN Symphony Orchestra,* directed by Henry Weber, Wednesday and Sunday evenings; *Chicago Opera Co.,* Mondays throughout the season from Nov. 4 through Dec. 9; *Chicago Theatre of the Air,* a series of streamlined operettas starring distinguished singers from Oct. 5, Saturday evenings.

Already signed for the latter series are Conrad Thibault, James Melton, Charles Kullman, Jan Peerce, Richard Bonelli, John Carter and Marion Claire. The first eight operettas scheduled are *Vagabond King, The Chocolate Soldier, Madame Butterfly, The Student Prince, Naughty Marietta* or *The Great Waltz, The Desert Song, Robin Hood* and *Eileen.*

KFBC October Debut, First Cheyenne Station

THE FIRST of Cheyenne's two newly-authorized broadcasting stations [BROADCASTING, July 15] will go on the air some time in October, according to William C. Grove, who will be manager of Frontier Broadcasting Co.'s KFBC, which will operate with 100 watts night and 250 day on 1420 kc. Mr. Grove, recently with KSAN, San Francisco, and at one time chief engineer of KLZ, Denver, moved to residence in Cheyenne in August and has been supervising construction. The station will be located in Cheyenne's famous Plains Hotel.

Frontier secured its construction permit last July 11 after litigation lasting several years and after the FCC had granted another application, that of Western Broadcasting Co. of Wyoming, for a new station there with 250 watts on 1370 kc. Frontier's president and 25% stockholder is S. H. Patterson, operator of KSAN, and vice-president and 26% stockholder is Tracy S. McCracken, publisher of the two Cheyenne dailies, the *Wyoming State Tribune* and *Wyoming Eagle.* Mr. Grove owns 9% of the stock, and the United Mine Workers has 10%.

Sharp Buying KXO

TOM SHARP, owner of KFSD, San Diego, will acquire KXO, El Centro, Cal., located in the Imperial Valley east of San Diego near the Mexican border, if the FCC authorizes a proposed transfer of ownership. A new company, Valradio Inc., proposes to acquire KXO from F. M. Bowles for $12,500, the purchase price also to include a radio shop owned by Mr. Bowles and E. R. Irey, his former partner in the ownership of KXO. Mr. Sharp is president of Valradio Inc., and listed as 21⅔% stockholder. Airfan Radio Corp., licensee of KFSD, which Mr. Sharp wholly owns, is listed as 77⅔% stockholder.

Publisher Buys KAWN

KAWM, Gallup, N. M., local outlet on 1500 kc., will be sold to A. W. Barnes, publisher of the local daily, the *Gallup Independent,* if the FCC approves an application for transfer of license filed Sept. 25. A. W. Mills, local electrical contractor who started the station in 1937, proposes to sell the station for a small cash consideration, with Mr. Barnes taking over a mortgage on the property.

NLRB Examiner Clears WCOV

WCOV, Montgomery, Ala., was exonerated Sept. 12 of unfair labor practices in a ruling handed down by a trial examiner of the National Labor Relations Board. Four employes, three of them engineer members of the IBEW and the fourth, a stenographer, had charged the company with refusing to recognize their right to organize, but the examiner held they had been released for "cause and/or economy".

Tenth Anniversary

PACIFIC COAST BORAX Co., New York (Twenty Mule Team Borax), celebrated the tenth anniversary of its *Death Valley Days* program on NBC-Blue, with a special broadcast on Sept. 27, when the broadcast ran a full hour, 8-9 p.m., instead of the usual 8:30-9 p.m. half-hour period. McCann-Erickson, New York, is agency.

Think of It! A Birthday Party  *for the Novachord at* **KVOO** *TULSA, OKLAHOMA*

Extensive, Profitable Versatility of the Hammond Novachord Dramatized at KVOO!

Your own experience in music for radio will let you picture just what happened after the new Hammond Novachord arrived at KVOO. Given this newest of all musical instruments, the alert program director and his staff began to explore the Novachord's vast, amazing program possibilities.

They found, first of all, that its new, un-dreamed-of musical resources would let the musician play with a new scope of versatility, expression and appeal. And they found that *no* special training was required to master the Novachord.

They found the Novachord becoming more and more useful on more and more programs. And they found that each new use of the Novachord brought a new, enthusiastic response from KVOO listeners.

Then—when the Novachord had been at KVOO for a year—they demonstrated their superb showmanship with a fascinating fifteen-minute program, the "Novachord Birthday Party." Copy of the script, written and used by KVOO, is yours for the asking.

See the Hammond Novachord. Hear it. Play it. Prove to yourself that your programs can make immediate, profitable use of the Novachord. Look in your classified telephone directory for the name of your nearest Hammond dealer, or write: Hammond Instrument Co., 2989 N. Western Ave., Chicago. In Canada: Northern Electric Co., Ltd., Montreal.

HAMMOND ORGAN STUDIOS

New York—50 West 57th Street

Los Angeles—3328 Wilshire Boulevard

"The fact that we felt a year's ownership of a Hammond Novachord warranted a fifteen-minute broadcast in celebration of the instrument's first birthday, should indicate somewhat how important an addition we feel that instrument has been to KVOO.

"But even after owning the Novachord for a year, we have continued to find new uses for it and to discover more and more places where it could be played effectively."

Edward Coontz,
Program Director

Newest Uses Developed by KVOO for its Novachord

—as described by Edward Coontz, Program Director

"In experimenting with small orchestral groups we have tried the different effects which can be obtained with the Tone Selectors and found the variety and quality amazing.

"Our Novachord has proved equally well adapted for both background and solo music and for Swing and the Classics.

"We have found it particularly fitted for furnishing mood music on various script shows which are produced in our own studios as well as for many sound effects on these shows."



At KVOO staff musicians are still exploring the musical resources of the Novachord . . . still finding new versatility and new program uses . . . in this most amazing of modern musical instruments.



You play the Novachord as you would a piano! You bring forth beautiful piano-like tones. Then—turn the Tone Selectors, to bring in effects of string quartette, flute, guitar, trumpet and dozens of others!

See...Hear...Play

The NEW Idea in music—by the Makers of the Hammond Organ!

THE HAMMOND Novachord

at the Hammond Organ Studios, in the HAMMOND BLDG., 50 W. 57th St., New York



THIS fine two-point buck was felled by Paul Schulz, chief engineer of KYA, San Francisco, in the Northern California mountains.

Major's FM Patent

MAJ. EDWIN H. ARMSTRONG, FM pioneer, has been awarded a new patent (No. 2,215,284) for an improved method of FM transmission and reception, capable of extreme high-fidelity. The new system, according to the patent application, permits transmission of the lowest to the highest audible sounds, covering the entire range from 30 to 16,000 cycles.

FCC to Consider Revised Standards To Allocate FM Commercial Stations

REVISION of allocation standards for commercial FM stations will be considered by the FCC in early October, pending completion of proposals to that end by the FCC Engineering Department. Alteration of the standards was discussed at the FCC meeting Sept. 18 but action was deferred until the proposed new rules could be drafted.

Following a meeting Sept. 6 of representatives of FM Broadcasters Inc. with FCC Chairman James Lawrence Fly, Chief Engineer E. K. Jett and Assistant Chief Engineer A. D. Ring, it was decided to consider revision of the mileage requirements for the several classifications of FM stations. The new rules, encompassing also a new definition of service area, will be designed to encourage filing of applications for FM outlets. Only some twoscore applications have been filed since the FCC authorized commercial FM on June 28 [BROADCASTING, Sept. 15].

Under the existing rules, FM stations are divided into three categories—A, for small areas; B, for intermediate areas; C for large rural areas, or areas embracing more than one metropolis.

Under consideration are suggestions that retail trade areas or spheres of economic influence be the determining factor in allocation of FM facilities. Thus, rigid mileage stipulations would be eliminated.

At present, Class A stations are assigned six channels for local service in areas serving up to 500 square miles. There appears to be little dispute with that category, though few applications have been filed for such facilities.

The present Class B service, for which 22 of the 35 FM channels have been allocated, specifies a maximum of 3,000 square miles, with sufficient power to cover such an area, depending upon antenna height and antenna gain. It is in this classification the suggestion has been made that the limit be extended or even eliminated entirely. The proposal is that the yardstick be simply that of providing sufficient authorization to permit complete coverage of the trading area.

In Class C, or largest service, the FCC is insistent that rural service be provided, though one or more urban areas might readily fall within the scope of such service.

The Engineering Department, it is understood, had hoped to have the data prepared for Commission consideration at its Sept. 24 meeting, but was unable to complete the work.

Hartford Paper Carries FM Program Schedules

WHEN the *Hartford Courant* began publishing separate program listings for W1XPW, new FM station at Meriden, Conn., operated by Dr. Franklin M. Doolittle, owner of WDRC, Hartford, Dr. Doolittle sent a letter to all radio dealers in Connecticut to remind them of the service and to ask for their comments.

W1XPW has been operating since last October, but on Sept. 16 it began carrying its own programs where formerly it duplicated WDRC and CBS programs. Robert M. Provan Jr., of WDRC, has been assigned to the FM station full-time, and W1XPW will continue to operate with its own programs, staff and features. John Deme, formerly with WBRY, Waterbury, has been added to the operating staff along with Ken McLeod and Carleton Brown.

"As FM sets will be available within a few weeks," Dr. Doolittle stated, "W1XPW is inaugurating this new schedule in anticipation of regular operation so that high-fidelity programs will be available for demonstration purposes and for use by purchasers of FM sets." For two weeks preceding the shift over to separate W1XPW operation, the station broadcast special programs for dealer demonstrations.

FM 'Translator'

DEVELOPMENT of a new FM "translator", by which conventional amplitude modulation receivers can be adapted to pick up FM programs, was announced Sept. 20 by General Electric Co. Used in conjunction with ordinary receivers, the device is said to bring in the high-fidelity FM programs, "thus protecting an owner's investment in the equipment he now has". The selling price will be $49.50. The translator is housed in a walnut cabinet 9-inches high, 15½-inches wide and 8-inches deep. It has its own dial scale, with a tuning range of 42 to 50 mc. and six tuning keys. A plug-in connection on the chassis permits attachment of a television picture receiver, and a wired-type of record player also may be used in conjunction with the translator.

GE-WOR Show FM at Fair

FM radio is demonstrated twice daily in the General Electric Bldg. at the New York World's Fair in cooperation with WOR, Newark, and its FM station, W2XOR. GE's magic kitchen theatre is used. Two 15-minute programs include sound effects and wide-range recordings. Explanations of FM are given, all occurring in the same building with GE's 10,000,000-volt man-made lightning.

18 YEARS OF CONTINUED

LISTENER PREFERENCE

BASIC NBC RED NETWORK

for



first in St. Louis

KSD has been on the air since 1922. Since 1935 and in 16 nation-wide Radio Popularity Polls voting for Listeners' Preference, KSD has Led All Other St. Louis Broadcasting Stations in "Firsts."

KSD has a greater Daytime Population Coverage Area than any other St. Louis Broadcasting Station.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

MIKE RULES FOR FM

More Care to Be Required, Claims Ted Hill

LITERALLY and figuratively, FM broadcasting will permit of no stuffed shirts. So says E. E. (Ted) Hill, director of WTAG, Worcester, and of its pioneer FM outlet, W1XTG, on the basis of experience already had with the microphone technique of FM broadcasting.

Announcers and artists should not wear formal evening clothes when they face the supersensitive FM mike, said Mr. Hill, because the crinkle of the soup-and-fish shirt front will be picked up. Nor can announcers be stuffed-shirt in delivery; FM demands they be natural and informal. Pomposity and affectation are taboo.

"Announcers are going to have to learn new methods and new tricks for FM," Mr. Hill says. "In regular broadcasting they stand about a foot or two away from the mike, but in FM they will have to back off at least six to eight feet. Otherwise, it would be as if someone were talking aloud with his mouth only six inches from the listener's ear. There will be no 'crawling' into the mike, and FM is so sensitive that announcers must be doubly careful of diction and enunciation."

Rockwood Testing

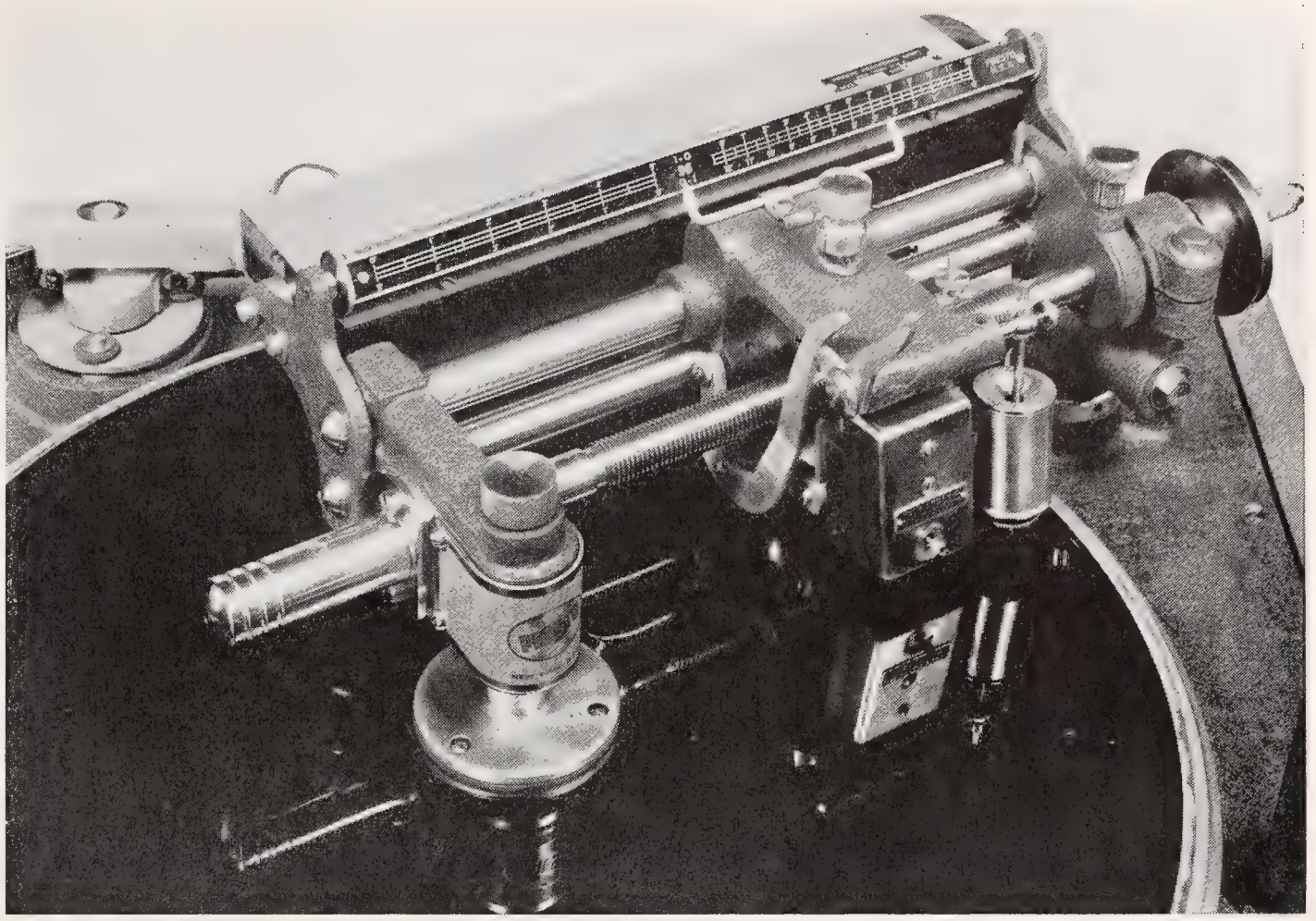
ROCKWOOD & Co., Brooklyn, started *Five-Minute Mysteries* on WBAL, Baltimore, Sept. 23 and will start the same program on WDRC, Hartford, Oct. 1. Transcribed series, produced by Charles Michelson, New York, is being broadcast on each station three times a week in the interest of Pecan Feast candy bars. If the tests are successful more stations will be added, according to Federal Adv. Agency, New York, in charge of the account.

Carnation Songs

CARNATION Co., Milwaukee, on Oct. 7 will start an *America Sings* series of *Carnation Contented Hours* on NBC-Red, Mondays, 10-10:30 p.m., based on the idea that "only where people can sing can there be a land of contentment" and saluting cities, industries and institutions with the songs that America sings. Percy Faith, Canadian born conductor, is the new Carnation maestro for the series, which succeeds *International Nights*. Program advertises Carnation Evaporated Milk and is placed by Erwin, Wasey & Co., Chicago.

New WOR Participators

MARLIN FIREARMS Co., New Haven (razor blades); Chevrolet Division of General Motors Sales Corp., Detroit; Williamson Candy Co., New York (Oh Henry bars); Select Theatres Corp., New York, are all sponsoring announcements on *Meet Mr. Morgan*, program of comic chatter recently started on WOR, Newark, Tuesdays, Thursdays, Saturdays, 6:45-7 p.m. Marlin agency is Craven & Hedrick, New York; Campbell-Ewald Co., Detroit, places the Chevrolet business; Aubrey, Moore & Wallace, Chicago, handles the Williamson account, and Blaine-Thompson Co., New York, is agency for Select Theatres.



MODERNIZE YOUR RECORDING INSTALLATION WITH THIS NEW PRESTO TURNTABLE

Here is a new turntable designed to replace the famous Presto 6-C and 6-D recording turntables which have been standard equipment in United States and Canadian broadcasting stations for the last four years.

Mounting and operating dimensions are identical with the previous equipment but the performance has been greatly improved.

NEW FEATURES OF PRESTO 6-N TABLE:

1. **Less Vibration.** Records made on the 6-N table reproduce on the highest fidelity playback equipment without a trace of flutter or rumble.
2. **Wider Frequency Response—Higher Sound Level.** Presto 1-C cutting head records useful range of 50-8000 C.P.S.—gives 6 to 8 D B higher playback level than previous heads.
3. New cutting head mounting spaces grooves more accurately, facilitates quick change of feed screws.
4. New overhead cutting mechanism redesigned to simplify alignment with the turntable, can be removed for transportation by loosening one screw.
5. Standard table includes spiralling feed screw, vertical damper, cam lever for lowering cutting needle, 4 pitch time scale, automatic equalizer and Presto 1-C high fidelity cutting head.

LIBERAL TRADE-IN ALLOWANCE TO STATION OWNERS WHO WISH TO REPLACE EITHER 6-C or 6-D TABLES WITH THE NEW PRESTO 6-N TABLE. Write giving type and serial number for cost of exchange.

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment

Political Parties Demanding Little Time of Networks

Hatch Act Limits Expenses; Willkie to Get More Time

INSTEAD of boiling, as it usually does at this stage of a national campaign, the political pot may be aptly described as merely simmering, with demands upon radio networks and stations slight in comparison to past campaigns. The national party radio headquarters for the most part are buying time on a day-to-day basis, and from reports received by BROADCASTING the amount of time sought for purchase by State and local candidates is also the lowest in years.

The relative poverty imposed upon the parties by the Hatch Clean Politics Act, which limits total campaign expenditures, is the basic reason. On the part of the radio companies, the situation is all to the good for the unusually heavy autumn commercial schedules are being disrupted very little.

'Win or Lose' on Air

Wells (Ted) Church, radio director of the Republican National Committee, is convinced that the G.O.P. will "win or lose" the present campaign on the air, and has been given a somewhat expanded budget in order to place Mr. Willkie on nationwide networks more frequently than at first planned. Thus far Mr. Willkie and Senator McNary have utlized only six national sponsored hookups for a total expenditure of about $50,000, and Mr. Church has secured another $100,000 for time purchases.

Candidate Willkie will be heard from Cleveland Oct. 2, 9-9:30 p.m. (EST), on NBC-Blue; from Pittsburgh Oct. 3, 9:30-10 p.m., also on the Blue, and from Chicago at a time and on a network yet to be designated. In order to avoid paying off talent, Mr. Church is buying open time where possible or displacing regular shows as little as possible. On the trip with Mr. Willkie he has assigned A. K. Spencer, of the J. Walter Thompson agency, which handles the placement of G.O.P. time. In New York the account is handled by Tom Luckenbill of the agency.

The G.O.P. national headquarters is placing no spot, but J. Walter Thompson has prepared a series of six-a-day spot announcements on transcriptions which is being made available to all State Central Committees for local placements.

Democrats Using Nets

G. W. (Johnny) Johnstone, radio director of the Democratic National Committee, is lining up regional network and spot talks by Henry A. Wallace, candidate for Vice-President, during his tour, and has so far booked Mr. Wallace on NBC-Pacific Red from Sacramento, Sept. 30; the Don Lee Northwest Group from Portland, Ore., Oct. 1; the North Central Network, from Jamestown, N. D., Oct. 4.

President Roosevelt's sponsored talks as candidate are on an if-and-when basis, his last having been the Sept. 25 address before the Teamsters Union convention in Washington, carried on 108 NBC-Blue stations the night of Sept. 25. Sponsored by the Democrats also were the speech by Senator Byrnes of South Carolina on NBC-Red, Sept. 20, and Mrs. Roosevelt's interviews of literary notables on 113 NBC-Blue stations the night of Sept. 27, with repeat of the latter being offered on transcriptions.

Communists Get Hookups

The Communist candidate, Earl Browder, got his first hookup on NBC-Blue, Sept. 25 at 10:45 p.m., and James Ford, Communist Vice-Presidential candidate, is booked for the same network on Oct. 21, 10:45 p.m. The Communists have also arranged for an MBS broadcast on Oct. 4 and one on CBS Oct. 10, with a fifth just before the November elections to be carried either by MBS or CBS.

Browder will also broadcast Oct. 4, 8:15-8:30 p.m., to address 15 Pennsylvania mass meetings, and the program has been booked on the Quaker Network. The Communists, who complained to FCC Chairman Fly [BROADCASTING, Sept. 15] that they were not getting the legally required "equal opportunity", have notified Mr. Fly of the time already secured and have evidently ceased complaining.



THE INDIAN SIGN was on two broadcasters in mid-September, Charlie Worcester (left), farm service director of WNAX, Yankton, S. D., and France Laux (above), sportscaster of KMOX, St. Louis. Worcester was inducted into the Sioux tribe at Rosebud, S. D., as Chief Swift Eagle. Laux, of dead-pan fame, broke down and smiled when the Pawnee tribe named him Chief Laughing Boy during a ceremony at Sportsman's Park.

Oakite Plans 85

OAKITE PRODUCTS, New York, is planning a spot radio campaign for its cleanser, using one-minute transcribed announcements with the advertising sung in the form of a jingle by "Oakie Oakite" on a list of about 85 stations, individual schedules varying from several times a week to several times a day. Agency is Calkins & Holden, N. Y.

Radio at Town Hall

TOWN HALL Inc., New York, has announced its curriculum for the 1940-41 season will include a short course, starting Oct. 17 and running to Feb. 6, on "American Radio and How to Use It". Well known radio figures are scheduled to appear to discuss broadcasting problems with New York teachers, program makers and radio heads of institutions and organizations. First speaker on the series is Chairman Fly, of the FCC, who on Oct. 17 will discuss "Radio in America Today".

NAPA Revives Litigation Over Records By Starting Series of Injunction Suits

THE NATIONAL Assn. of Performing Artists Sept. 19 filed a bill in equity in Philadelphia seeking an injunction to restrain Westinghouse, owner of KYW, from broadcasting phonograph records. The suit was filed in Common Pleas Court No. 3 by Maurice J. Speiser, counsel for the association, in the name of James J. Walker and Fred Waring, respectively president and vice-president, as trustees.

The suit contends that KYW has broadcast records made by NAPA members, which contained a notice that they were to be used for noncommercial purposes on phonographs in homes only. Further, that the station features the broadcasting of phonograph records on both sustaining and commercial programs with full knowledge of the association's rights "and without its consent or authority and with full knowledge that said phonograph records were made and sold for noncommercial use on phonographs in homes only."

Cause of Action

The performances mentioned in the bill were made specifically on or about July 1, 2 and 5 of this year and included the following recordings: *I Can't Resist You,* Hal Kemp; *Gypsy Tears,* Freddy Martin; *Day Dreams Come True At Night,* Shep Fields; *Sunup to Sundown,* Nelson Eddy; and *Stardust* as recorded by Benny Goodman.

The broadcast of the records constituted, according to the suit: "(a) A wrongful and unconscionable use by the defendant of plaintiff's property and property rights. (b) A violation of plaintiff's common law property rights in and to the said interpretations, renditions and performances. (c) A violation of the respective notices regarding the use of said records. (d) Unfair competition with the plaintiff and its members. (e) An unlawful use of said members' names and personalities. (f) A violation of said members' right of privacy."

As a result, the bill asks "that a decree may be entered perpetually restraining and enjoining the defendant, its successors, assigns, agents, employes, representatives and attorneys and each of them, from using or causing to be used any phonograph records embodying renditions, interpretations and performances of any member or members of the plaintiff, for radio broadcast or any other commercial use, without the consent or permission of the plaintiff." It also asks that the cost of the litigation be paid by Westinghouse.

The bill further mentions that NAPA is composed of upwards of 600 members and was organized to protect its members against "piratical abuses and competitive practices of all kinds; to secure them against the unauthorized use of their interpretations and performances, their names and their personalities; to secure them against the unfair and unconscionable usurpation of their property in their interpretations and performances; to prevent interference with their property rights; and to enforce said rights by proper action: legal, equitable or otherwise."

It is expected that similar suits will also be filed against other radio stations and coin machine operators using recordings in the nickel-in-the-slot music machines. In Philadelphia NAPA scored its first legal victory when Fred Waring, as president of the association, was granted an injunction by the Common Pleas Court five years ago to restrain WDAS, Philadelphia, from playing his recordings. The decision was appealed in the higher courts and eventually sustained by the Pennsylvania State Supreme Court.

In a test case in New York involving WNEW and RCA Mfg. Co., decided July 25, the U. S. Circuit Court of Appeals for the Second Circuit found that a broadcaster may buy ordinary phonograph records and use them on the air without the necessity of obtaining permission either from the manufacturer or the recording artist. The superior court reversed the lower court's ruling.

Haskins Serial

HASKINS BROS. & Co., Omaha (Spark New Process granulated soap) recently contracted with Photo & Sound, San Francisco transcription company, for 65 episodes of a quarter-hour strip serial *The Sparks of Friendship.* On Oct. 7, the company will start sponsorship of the serial over WOW, Omaha and WHO, Des Moines, Monday through Friday. Haskins Bros. plans to expand the list throughout the Midwest. Caryl Coleman, free-lance producer and writer, is writing and producing. Tol Ware, KSFO announcer, is doing the commercial announcements on the transcriptions and the Sidney Garfinkel Agency, San Francisco, is agency.

Salt Firm Using Spots

INTERNATIONAL SALT Co., Scranton (table salt), is using announcements on home economic programs in a spot campaign placed through J. M. Mathes, New York. In addition to the Marjorie Mills programs on a Yankee Network of seven stations (WNAC, WTIC, WTAG, WLBZ, WCSH, WICC, WEAN), the sponsor is also using WFBR, WKBW, WSYR, WRC, WJZ, WHAM, WCAU, WKY, KDKA.

MAJ. PASCHELL STRONG, author of numerous juvenile novels who is now stationed at Fort Riley with the Engineering Corps, has been signed to write *Jack Armstrong,* radio serial sponsored by General Mills for Wheaties, five afternoons a week on NBC-Red. Series was written by Talbot Mundy until his death a few weeks ago.



"You say that WSM won two Variety Showmanship awards, Radio Stars Program award, Radio Varieties' Gold Cup award, and Billboard's Exploitation award! That's really some record for one station. How do they do it?"

"Elementary my dear Philo, for about 18 hours every day, one of radio's largest talent and technical staffs keep everlastingly at it to win new listeners, and keep them. WSM doesn't cost . . . it pays."

Muer's Oyster House, favorite luncheon place of many Detroit advertising executives.

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.

NASHVILLE TENNESSEE

National Representatives, Edward Petry & Co., Inc.

WSM

Harry L. Stone, Gen'l. Mgr.

START OUT ON TOP
STAY ON TOP

with **General Electric FM** *Broadcast Transmitters*

G-E'S FULL dynamic range, amazing frequency response, and low harmonic distortion promise to every listener the complete thrill of FM.

Broadcasters find almost unbelievable the complete accessibility of all parts and tubes . . . the ease with which detailed inspection can be made *without disassembly*. Floor space requirements of G-E transmitters are surprisingly small; all units are self-contained; installation is no problem at all.

Every G-E transmitter is thoroughly inspected and tested before it leaves the factory. Square-wave measurements, cross-modulation checks, noise-level tests, linearity measurements—from every angle performance is *proved* before a unit is allowed to go into service.

Continuity of Service

Automatic reclosing devices to restore service after temporary overloads, plus complete accessibility of parts and tubes, make service continuity no object of concern to G-E users.

Instant-acting Electronic Frequency Control

Any tendency toward center-frequency drift is instantly corrected in all G-E FM transmitters by constant electronic comparison of output frequency with a precision crystal frequency. ONLY FOUR TUBES are used in the stabilizing circuit. There are no moving parts.

The low temperature-coefficient crystal is mounted in a hermetically sealed G-E Thermocell. Stability is better than ±1000 cycles (100% better than FCC requirements) over a normal room temperature range.

True High Fidelity

Excellent frequency response (flat within 1 db from 30 to 16,000 cycles) and low harmonic distortion (less than 1½% from 30 to 7,500 cycles) mean full realization of FM's capabilities.

Full Dynamic Range

With noise level down 70 db from the 100% modulation level, all the brilliance and naturalness of even a full symphony reaches the receiver undiminished. G-E transmitters now in service are known for their exceptional fidelity.

Ease of Installation

Each unit of the G-E line is completely self-contained and sturdily built. Extremely small floor space is required. Instal-

Ease of operation

G-E research has simplified circuit design—eliminated trick, hard-to-adjust circuits. No special training is required in operating procedure. Frequent critical retuning or adjusting is not necessary. Control circuits, too, are unusually simple.

Low Maintenance Expense

G-E's small tube complement, unusual accessibility for routine inspections, and conservative operation of all components make for big savings in upkeep. Efficient operation keeps power cost down.

Smart Styling

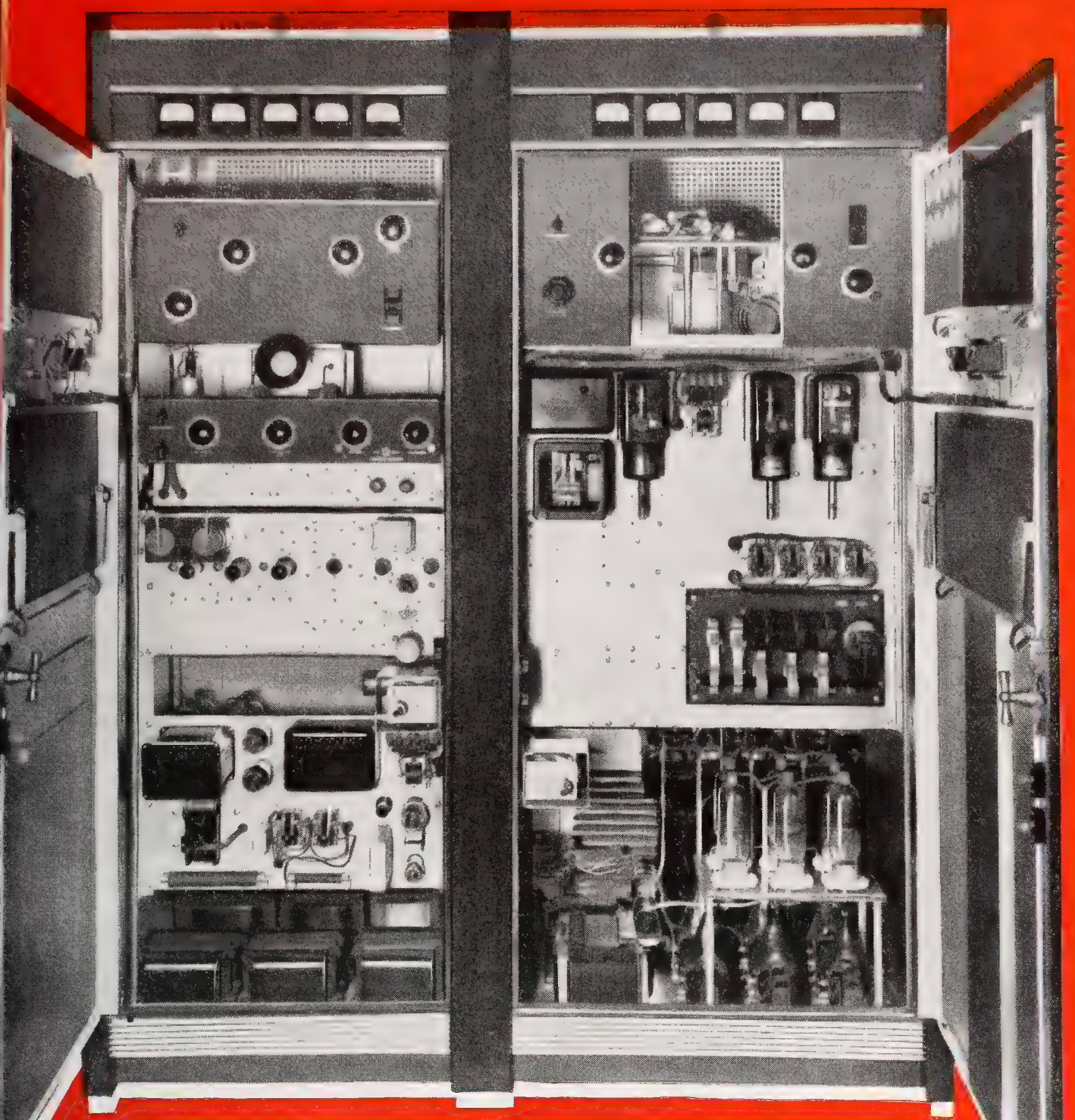
Smooth, flowing lines give striking appearance to a thoroughly practical design. Ray Patten, leading industrial designer, is responsible for the styling.

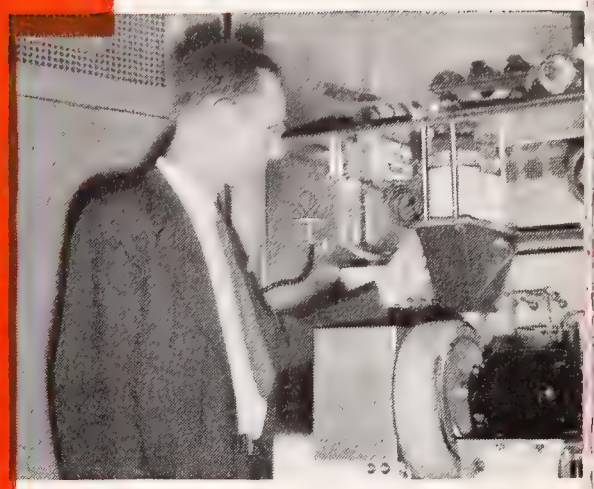
USE G-E TRANSMITTING TUBES

Since 1913, G.E. has been designing and building radio tubes for all services . . . . on land and sea, and in the air. G-E tubes have been extensively used by the U.S. Government for years.

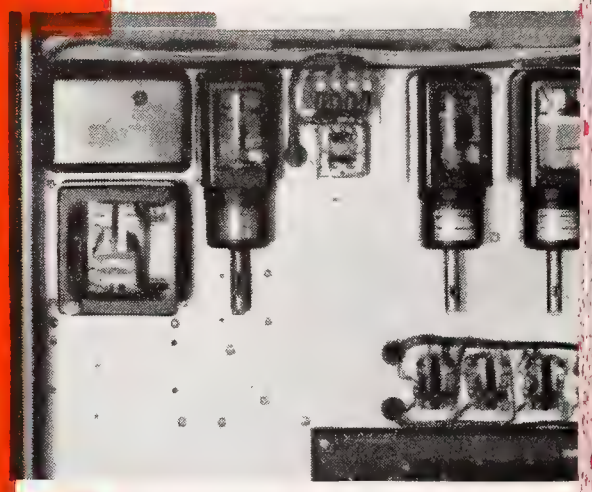
Give G-E tubes a chance to show you really superior performance. Place your next order through our local representative.







Quiet, compact, efficient this cooling system adequately supplies the requirements of both GL-8002-R's. The blower and filter are rubber-mounted inside the amplifier cabinet.



Overload relays protect against both a-c and d-c overloads; automatic reclosers restore service instantly. No lost time here!

HERE'S THE NEW G-E 3000-WATT FM BROADCAST TRANSMITTER

Consisting of a standard 250-watt transmitter (as exciter) and a 3000-watt push-pull neutralized amplifier (completely self-contained), the G-E 3000-watt transmitter strikes a new note in compactness and efficiency.

The amplifier uses two GL-8002-R forced-air-cooled triodes, with six GL-872-A's in the 3-phase rectifier. Total power consumption for the entire transmitter, including blower, is about 11 kw. Only 11.1 sq ft of floor space is required. Complete specifications are contained in bulletin GEA-3485. Ask for your copy. General Electric, Schenectady, New York.



The tiny GL-8002-R used in the 3000-watt FM transmitter was specially designed by G-E engineers for ultra-high-frequency application. It has a center-tapped filament and three grid-leads. Output: 1800 watts up to 120 mc.

G-E UNITS NOW IN OPERATION

W8XVH—Columbus, O.—250 watts
W9XYH—Superior, Wis.—250 watts
W1XTG—Worcester, Mass.—1000 watts
W2XOY—Schenectady, N. Y.—2500 watts*
Hinchenbrook Island, Alaska—two 250-watt units†
Ralston Island, Alaska—two 250-watt units†

***Operated experimentally since March 9, 1937**
†Operated by Civil Aeronautics Administration

GENERAL ELECTRIC

160-5

When you think of

NEW ORLEANS

you think of:

The OLD FRENCH MARKET



and

WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

CBS London Office Damaged by Bomb; Murrow Tells of Reaction to Attacks

DESCRIBING the London scene and the effects of the Nazi aerial bombardment in his regular nightly trans-Atlantic broadcast on Sept. 18, Edward R. Murrow, chief of CBS' European staff, broadcast the news that a direct hit had been scored that day on the CBS London office building.

"Night after night," he stated, "bombs fall within a few blocks of what might be called secondary military objectives, but few direct hits have been scored. I don't know whether our office qualifies as a legitimate target or not, but it's been hit and the top floors lie in the street. The extent of the damage can't be ascertained until we're able to enter the building, and we can't do that until the surveyors have checked the remains of the building and decided whether the rest of it's likely to fall down."

Steele Injured

Later information revealed that the building had been condemned as unsafe and for the present Murrow is using his apartment as office as well as home. All broadcasts originate from the underground studios of the BBC, which are located about a block-and-a-half from the CBS office building in London. His position is not at all unique, Murrow stated on his broadcast, explaining that "today I talked with eight American correspondents in London and six of them had been forced to move."

Last June, in the first aerial raid on Paris, the NBC offices in that city were disrupted when the building next door was hit by several Nazi bombs [BROADCASTING, June 15].

Only American radio correspondent to receive personal injuries is John Steele, MBS London chief, who on Sept. 11 was injured during an air raid as he left Broadcasting House following a broadcast. Fortunately, Steele was soon able to send MBS the following cable:

"Injuries unserious. Nose and forehead cut and some shock dashing from BBC to hotel during barrage at 4 a.m. Okay after day's rest. Will try to continue live broadcasts but warn may prove impossible to reach studio during night raids. Am thinking not of danger so much as possibility letting you down. Of course conditions may improve any time."

Stating that the night attack was still going on as he spoke, Murrow said that "the West End is receiving a full measure of bombs tonight. Five times in ten blocks I've gone flat on the pavement, but many of those bombs were apparently delayed action. This is a race—the bomb removal squad trying to take those bombs out before the next consignment comes down.

"The individual's reaction to the sound of falling bombs cannot be described. That moan of stark terror and suspense cannot be encompassed by words, no more can the sense of relief when you realize that you weren't where that one fell. It's pleasant to pick yourself up out of the gutter without the aid of a searcher party."

BBC STAYS ON AIR
Only 10 Minutes Lost Due to Bombing Attack

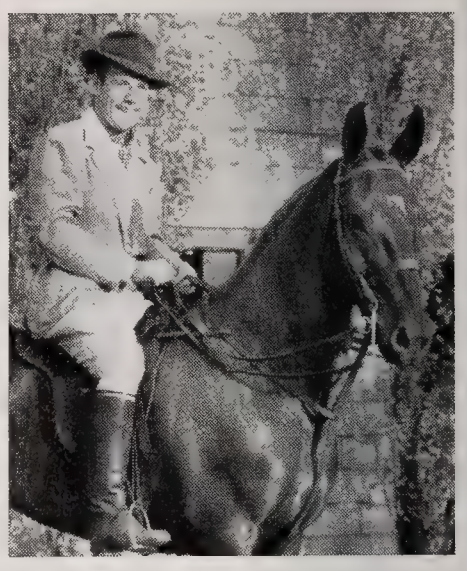
THOUGH London's white-walled modernist Broadcasting House, in the center of the West End section, is a favorite quarry of the Nazi air raiders, the British Broadcasting Corp. reports it has lost less than 10 minutes for technical interruptions due to war conditions since the start of the intensified air attacks on London. There have been many close shaves, reports the BBC office in New York, but thus far no casualties.

The BBC continues on the air 24 hours a day, with its shortwave schedules being maintained uninterrupted and being picked up by shortwave listeners as well as by broadcast stations for rebroadcasts in many parts of the world. Several dozen U. S. stations carry the BBC shortwave schedules more or less regularly.

It is understood that BBC broadcasting is being done largely from the underground studios erected before the war began, while transmitters are sandbagged against attack. The roof of Broadcasting House, however, continues to serve as a vantage point for watching the raids and describing them to the world's listeners.

Swing to BBC

RAYMOND GRAM SWING, MBS news analyst, has resumed his special broadcasts to the BBC for broadcast throughout England this fall. His comments on the American scene are scheduled for one Saturday in each of the remaining months of the year. Swing's previous series, which he discontinued last June because of the pressure of his expanded American schedule, was heard by 30.9% of the British audience last year, according to a Gallup poll.



AN AMATEUR rider of some note himself, Johnny Neblett, sportscaster of KWK, St. Louis, is acting as m.c. of the St. Louis Horse Show, Sept. 30-Oct. 5, while Salesman Bob Richardson takes over his *One Man's Opinion* nightly broadcast. The St. Louis show draws entries in all classes from throughout the country, with proceeds going to the Shriners' Hospital for Crippled Children.

Social Impact of Radio Topic of Lecture Study

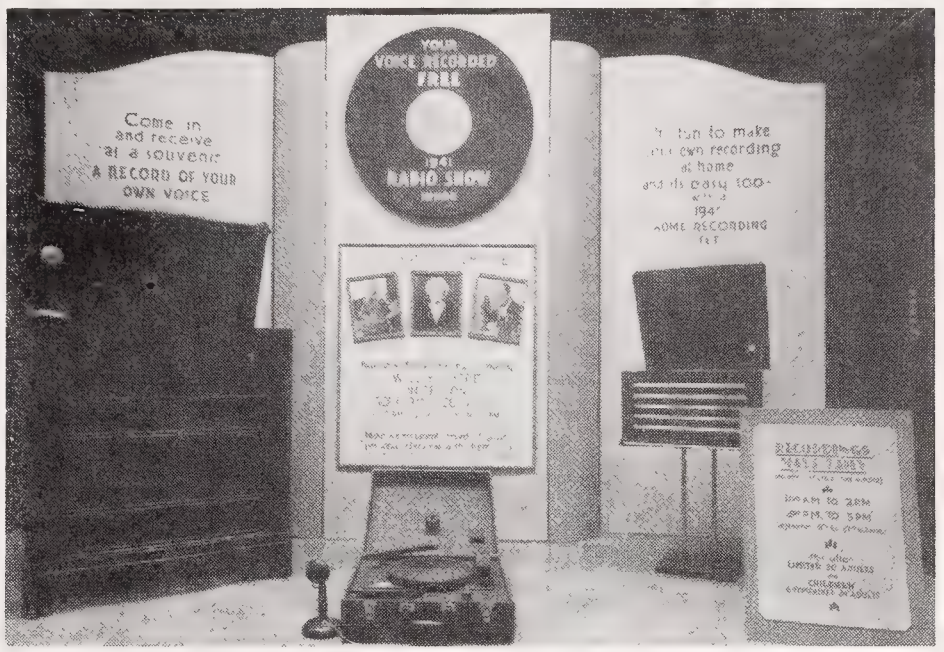
A LECTURE course dealing with radio as a social force and the relationships of radio to news gathering, dramatic entertainment, acting, music and big business, will be given this fall at the New School for Social Research, New York.

Starting with a discussion of radio and the news by H. V. Kaltenborn, NBC news analyst, G. W. (Johnny) Johnstone, radio director of the Democratic National Committee and formerly special events and public relations director of WOR, and Mat Gordon, CBS radio news rewrite man, on Oct. 4, the series of ten evening lectures will feature such speakers as: Elaine Stern Carrington, writer of some of the more successful daytime serials; Brewster Morgan, director of the CBS Shakespearean cycle; William Gage, network engineer; Henry Gauthier, sound effects man; Arthur Hayes, sales manager of WABC; Guy Hickok, manager of NBC's shortwave department; William G. H. Finch, pioneer facsimile inventor and manufacturer; Joseph Hill, director, Young & Rubicam; Sterling Fisher, educational director of CBS; Deems Taylor, composer, critic and commentator on music; and a number of radio actors, directors and executives.

A special session devoted to women and radio will feature Margaret Cuthbert, NBC director of women's and children's programs; Ruth Brine Kaltenborn, radio commentator, and Gwendolyn Jones, of CBS program service department. Rolf Kaltenborn is chairman of the series.

FREE RECORDINGS AT RADIO FAIR

Utility and Dealers Cooperate in Promotion Plan Featuring Local Broadcast Artists



WINDOW DISPLAY of Electric Institute of Washington, comprising local radio dealers and Potomac Electric Power Co., promoting Radio Exposition. All of the capital's four stations were used.

USING all four local stations to promote the event, Washington's 1941 Radio Exposition Sept. 6-27, featured free recordings on three-minute instantaneous discs with a corps of 16 announcers handling the "interviews". The promotion was devised by J. S. Bartlett, managing director of the Electric Institute of Washington, comprising independent dealers and the Potomac Electric Power Co., and was inspired by the NAB campaign to encourage power utilities to promote radio.

More than 2,000 people procured the free recordings. A total of 75 spot announcements was used on the four Washington stations from Sept. 6-27, five days a week. On display in the power company lobby were 120 new model sets. Voices were recorded in two studios, with announcers, working in shifts, gratis, acting as coaches.

Of each 100 recordings made, it was found that 45 heard the announcements; 15 were told by friends; 18 saw the displays in the power company lobby, and 11 were attracted by an imprint on some 50,000 electric bills sent out in September carrying the legend "Your voice recorded free". The remaining 11 did not ascribe a reason.

Lobby and street window displays were changed each week, featuring NBC, CBS and MBS artists.

Court Calendar

THE ONLY broadcast case on the current calendar of the Supreme Court of the United States — the FCC appeal from the decision of the U. S. Court of Appeals in the CBS-KSFO, San Francisco, transfer issue . . . tentatively is slated for argument during the week of Oct. 21. The highest tribunal convenes Oct. 7. The case involves the jurisdictional question of the right of a station to appeal from an FCC decision denying transfer of an assignment by lease or otherwise. The FCC originally denied the joint applications of CBS and KSFO for transfer of the station to the network under lease, after which both appealed to the District court. The FCC sought to have the suit dismissed on the jurisdictional ground, but the court denied this motion.

WCKY
CINCINNATI
50,000 WATTS
CBS

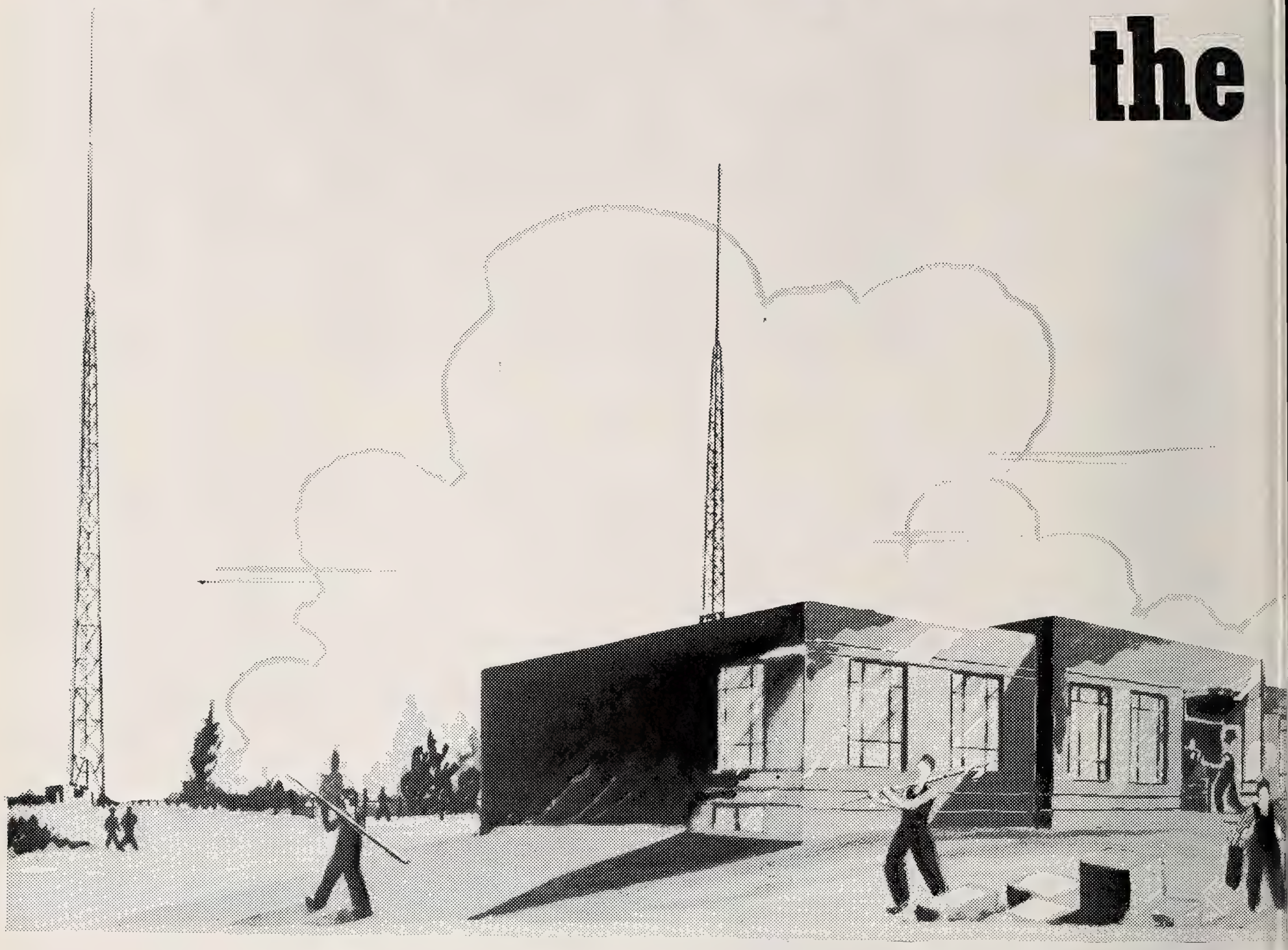
WCKY IS ONE OF THE SIXTEEN COLUMBIA 50,000 WATT STATIONS

"FIRST in public service"

DOING THE JOB FOR THE ADVERTISER

We're Working Overtim

the



In mid-October, KXOK will move from 1250 kc. 

to 5000 watts day and night. The NEW KXOK
coverage. From a program standpoint . . . here's some r
will be an affiliate of the NBC Blue Network. KXOK is n
New York, Detroit, Chicago, and San Francisco, and is o
and affiliated with KFRU,  Columbia, Mo.

e to get
NEW KXOK on the Air

By October 19th

KXOK-630 KC.



to 630 kc. Its power will be increased from 1000 watts will have ten times its present effective night time al news. Effective January 1, 1941, KXOK tionally represented by WEED & COMPANY, ned and operated by the St. Louis Star-Times

BROADCASTING and Broadcast Advertising

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Published by
BROADCASTING
PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager
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Defense and Radio

CREATION by President Roosevelt of the Defense Communications Board at first blush will be viewed by many in radio as the first grim manifestation of the war's regulatory effect upon broadcasting. Until they know the facts, some broadcasters will regard the action with fear and trepidation—despite the advance notice and repeated official disclaimers against any purpose of upsetting the status quo in commercial broadcasting.

Based on past performances, the greatest danger probably will be the initiation of "whispering campaigns" about radio's plight—sinister stories that the Government intends to take over radio and has already set up up the machinery. Anticipating this, it is of greatest importance that such machinations be thwarted at the outset.

In his executive order, the President carefully circumscribes the board's functions, notably as to broadcasting. The board, the order states, "shall take no cognizance of matters pertaining to censorship". Its studies are limited to the "physical aspects" of broadcasting—not programs, commercial operation or any other fundamentals which constitute the cornerstone of Broadcasting by the American Plan.

The action does not come as a surprise. It has been under consideration since early summer. It has been hashed and rehashed within Government and trade councils. The final language, as a matter of fact, was modified after a meeting of FCC and DCB Chairman Fly with the NAB executive committee and high network officials in New York on Sept. 13. It was at this meeting that the significant "physical aspects" limitation was placed in the draft.

The board is made up of responsible Government officials, several high in national defense councils. It was convoked, not under "limited national emergency" powers of the President, but rather under the terms of the Communications Act. It will be an objective planning agency, against the day we become involved in actual conflict. It will have no staff. As Chairman Fly aptly put it, the board will not be a "super" operation. It will have the advice and counsel of committees representing all segments of communications, and serve as a "clearing house" for military defense plans.

It is important to note that under the Communications Act (Section 606c) the President can commandeer all communications facilities and suspend all regulations regarding radio. The board as a planning and coordinating agency, without power to take over, or operate, any facilities, can only *recommend* to the President the invocation of the Section 606 powers. Even then there would have been declared a state of national emergency.

Viewing, side by side, the executive order and the language of the Act, it is clear that broadcasters have no reason for concern. No one can gainsay the desire or need for objective planning in these times and in communications which are so vital to the nation's welfare. The order creating the DCB is not a half-baked declaration born of hysteria, but a well-reasoned and moderate enunciation of one phase of the preparedness program.

There will be no fanfare or fireworks in the board's operation. A committee representing all segments of the broadcasting industry will counsel with it. From where we sit, broadcasters would do well to view it only as a necessary development, with every assurance that the concept and purpose of the board is that they carry on "business as usual".

And Why Not?

HOW TO SELL radio advertising to banks has long been a puzzle as advertising people. Heretofore they have thought along lines of prestige and good-will copy, if at all. A new slant comes, however, from the Financial Advertisers Assn., which in its current bulletin brings out that money is a commodity, like shoes or soap, and can be merchandised and packaged in the same way *via radio.*

"What is the difference in trying to sell Mr. A a pair of shoes for $6, or $100 cash for $6, through the same channels Mr. A has learned the merit of the product of which he is in need?" asks the association.

The bulletin brings out that banking is changing and that more emphasis on the individual and his particular financial problem now is the vogue. It's the "small loan" package. Large banks which formerly shied from small loans, it is pointed out, now are entering that field by the hundreds. Most of the "products" purchased by individuals have been and are being merchandised via radio, says the publication.

"Then why not more radio for banks?" it asks. Here's the clincher, in the magazine's words:

"Those of us who have used the formula of right time and suitable program are all ready to testify to the definite results and the feeling of good will that the force of radio tends to bring. Radio is here to stay. Radio has merchandised most every other product. Why not more radio for more bank business."

And why not?

Safeguarded Jobs

STATION managements would do well to emulate Leo Fitzpatrick, executive vice-president of the Richards stations (WJR-WGAR-KMPC), and Joe Lang, manager of WHOM, Jersey City, who were first to report that employes called in the draft will find their jobs waiting for them when their military service ends. Replacements can readily be told that they are being engaged only as fill-ins for those called up, and there can thus be no hard feelings when the draftees return to claim their jobs.

Radio's ranks are already being considerably depleted by the calling up of National Guard and Reserve members, and the FCC's current monitoring expansion program has also claimed a large number of engineers. Indeed, as in warring Canada, the chief impact of the European War upon normal radio operations here seems to have been felt among personnel. Radio is essentially a "young man's game" and a large proportion of its personnel in all categories from managers down is eligible for the draft. The least that management can do is give every assurance to employes that a call to the colors will not mean sacrifice of their jobs.

Code Coordination

PROOF sufficient that the broadcasting industry can regulate itself by voluntary action is reflected in events of the last year, during which all provisions of the NAB self-regulation code—save those dealing with limitations on commercial copy, were fully effective. The most recent case in point is that of Father Coughlin, who has announced abandonment of his plan for a new series of weekly radio talks.

Father Coughlin has not been denied use of the microphone on sustaining time. But he has declined numerous offers to participate in forum discussions, permitted under the code. The fact that he has found it expedient to cancel his projected series of commercial talks indicates clearly that the NAB code is working.

On Oct. 1 the code provisions restricting commercial continuity become operative. Agencies generally have shown a willingness to cooperate, for they see in it benefits all down the line. The limitations are sufficiently broad to allow ample time for commercials. We believe they will introduce a new and healthy element in radio advertising.

The Communists

FROM NOW until election day, broadcasters will be plagued by time demands from fellow travelers of the Third Internationale in behalf of their Presidential candidate, Earl Browder. Ugly situations already have developed. Yet, according to legal lights, the hands of the industry are tied by Section 315 of the Communications Act, which requires that all legally *qualified* candidates for public office be afforded equal treatment on the air. It seems appalling that agitators subservient to foreign powers, who preach doctrines not far short of advocating overthrow of our Government, should be given run of the ether on equal footing with legitimate candidates. Yet the law is clear. Congress is still in session, and it's our guess that an amendment withdrawing the equal time privilege from those subserving foreign governments can be enacted without opposition.

We Pay Our Respects To —



CHARLES EDWARD MIDGLEY JR.

THIS FALL New York University opens a new course titled "The Business Side of Radio", which, says the catalog, "presents the entire broadcasting field from the business and management angle". Among other phases of radio, the course will deal with the "basic statistical data for the industry, including set ownership and listening studies, program rating and circulation analyses (CAB-Hooper-Coincidental-Neilson) and survey methods, mail and signal strength. Emphasis is placed on time-buying, network and spot, with a thorough study of rates and discounts, the factors involved in the selection of networks and local stations, and the procedure and considerations in purchasing all types of broadcasting time."

The course will also consider the "relationship between advertisers, agencies, networks, stations, station representatives, program and talent agencies and the FCC . . . copy requirements of networks, stations and FCC . . . talent-buying, with an interpretation of AFRA and AFM regulations . . . FM broadcasting, television and facsimile."

With such a course, which might well be subtitled "What Every Young Time-Buyer Should Know", everything depends on the instructor, and the consensus of the radio fraternity is that N.Y.U. could not have bettered its choice of Charles Edward Midgley Jr., business manager of the radio department of Batten, Barton, Durstine & Osborn Inc. Before his appointment to this post, Ned (as you know him, if you know him at all) had spent 11 years in charge of time-buying for the agency's clients—which makes him practically dean of the profession, or at least long-distance champion of an industry more noted for rapid changes than for stability.

Yet despite the fact that Ned has been with BBDO since March, 1928, and in the radio end since April 1, 1929—entitling him to a front row seat in the "I knew radio when" club—he won't have to worry about tripping over his long grey beard for some years to come for he still has some months to go on the sunny side of 35.

Getting down to vital statistics, Ned was born in Yonkers, N. Y., Feb. 15, 1906. He attended the Yonkers public schools and the Wharton School of Finance & Commerce of the University of Pennsylvania, whence he was graduated in 1927. At college he majored in journalism and during the summer vacations he worked for the *Yonkers Herald Statesman*. After graduation he landed a job as associate editor of a trade paper, the *New Perfumers Journal*, but the following spring he moved over to BBDO. He has been there ever since.

During the last 11 years Ned has watched the growth of advertising by radio from a highly speculative venture, equally apt to produce fantastically large results or no results at all, to a relatively conservative advertising investment. And he has played his part in the stabilizing process by helping to change time-buying from a by-guess-and-by-gosh procedure to a formula that is no less scientific because it has never been put down on paper or in a text book.

A mixture of psychology, statistics and radio engineering, of market data and station coverage, of listener preferences and signal strength, of card rates and Crossley ratings, of bitter experience and bright intuition—it all adds up to a nameless something that makes a time-buyer click. And that something is what Ned Midgley has to a remarkable degree.

Just how much money he has spent for radio time during his time-buying career is something it would take too long to figure up and Ned refuses to guess at it. But the total must be away up in the millions, for it includes all the time, both network and spot, that has been used to promote all the products of all the advertisers BBDO has placed on the air since 1929. And the total will mount even more rapidly from now on, as Ned now is supervising the purchase of talent as well as time. As business manager, he watches over all expenditures of the radio department and supervises all of its contracts, leaving the agency's radio director, Arthur Pryor Jr., free to concentrate on creating and producing programs to suit the requirements of the agency's clients.

Ask any station representative about Ned Midgley and you will learn that he is easy to see but hard to sell; that he'll listen to any and every proposal until he has the situation thoroughly analyzed, but that once his mind is made up it's practically impossible to change his decision. To all of which Ned cheerfully agrees, adding that a time-buyer's toughest job is explaining his decisions to the time sellers, saying "no" and making them like it.

Although declaring that generalizing about time-buying is both futile and dangerous, if sufficiently pressed Ned will admit that he has a few fundamental rules of guidance. First is that network and spot time-buying are too interrelated to be separated; that for any given campaign both should be studied and compared. Furthermore, he says familiarity with network schedules is a big help in buying spot time. Time-buying would be much simpler, he explains, if one could study a city and conclude that one station is best for all accounts, but unfortunately that is not the case, as each spot campaign must be figured individually, with careful consideration given to cost, availability and coverage of each station to be included.

Outside of office hours, Ned lives in Yonkers. His wife is a Yonkers girl, Margaret Murray, whom he married in 1934. They have two sons, Charles Edward III, 4, and Frank Murray, 1. He spends much time in his garden and makes a special hobby of raising gladiolus. An expert swimmer, he spends many hot-weather Saturdays at the beach. He is a board member of the Central Methodist Episcopal Church of Yonkers.

Personal NOTES

GENE WILLOUGHBY, formerly of KFEL, Denver, has joined WING, Dayton, as commercial manager. A veteran of 15 years in advertising, he served six of them in radio, including posts with Free & Peters and Paul H. Raymer, station representatives, and for three years as commercial manager of KOIL, Omaha. WING also has added Bob Schneider and George P. Huffman as salesmen.

RAY RHODES, account executive of KPO-KGO, San Francisco, has been named chairman of the Speaker's Bureau for the approaching Community Chest drive in San Francisco.

HOWARD ESARY, head of Esary Productions, Los Angeles, and Helen V. Le Mond of that city, were married Aug. 24 in Reno, Nev., it was recently revealed.

LUNSFORD P. YANDELL, NBC director of international commercial broadcasts on Sept. 24 described radio's place as sales ambassador to Latin America and the part it is taking in cementing relations between North and South America at a dinner of the Advertising Women of New York.

WILLIAM D. PABST, manager of KFRC, San Francisco, recently was named a member of the Salvation Army Advisory Council.

CARL CALMAN, previously manager of WINS, New York, and vice-president and general manager of New York Broadcasting System, has joined the sales staff of International News Service in New York, where he will concentrate on radio.

STUART E. ADCOCK, president of WROL, Knoxville, on Sept. 28 married Jane Ingram, formerly of the Tennessee Valley Authority office. They left on an extended Southern honeymoon.

HARRY C. ELDRED, since 1935 promotion manager of WTMJ, Milwaukee, has been appointed head of the newly formed program research department of WBBM, Chicago, according to Stuart V. Dawson, assistant program director.

CLAIR HEYER, formerly national sales manager of WOC, Davenport, Ia., has joined Armour & Co., Chicago, as manager of the radio department.

JOSEPH P. WILKINS, commercial manager of KFBB, Great Falls, Mont., has been appointed manager to succeed Mrs. Jessie Jacobson, resigned. Mrs. Jacobson had been with the station for 12 years, and Mr. Wilkins for the last nine years.

DONALD L. SIMS, continuity writer and staff announcer of CKLW, Windsor, Ont., on Oct. 1 becomes manager of WMSL, Decatur, Ala. He has been in broadcasting six years, starting at CJIC, Sault Ste. Marie, Ont., as staff soloist, then announcer, then commercial man.

KENNETH RAINE, of the CBS legal staff, who has been serving as Washington counsel in the absence of Paul A. Porter, returned to his New York duties in mid-September but on Sept. 15 suffered a broken leg while playing softball. In Washington he substituted for Paul A. Porter, who resumed his post Sept. 25 after serving for five months as assistant to Defense Commissioner Chester Davis.

CAPT. C. W. GILCHRIST, Maritime regional director of publicity for the Canadian Broadcasting Corp. at Halifax, is now officer commanding the 3d Fortress Company, Royal Canadian Army Service Corps, at St. John, N. B.

WILLIAM F. CARLEY, formerly with the San Francisco office of J. Walter Thompson Co. and previously having handled promotion for NBC's M & O stations, has been appointed director of promotion and publicity for WBT, Charlotte, replacing Arthur L. Forrest, resigned.

WILLIAM E. SONNEMANN has joined the accounting division of WOR, Newark, as assistant to Charles Van Loan, head of the department.

H. K. CARPENTER, vice-president of United Broadcasting Co., has been elected governor of District No. 158, Rotary International.

MYRON ELGES, formerly with KTMS, Santa Barbara, and Edward Petry & Co., Los Angeles, has joined the NBC-Blue sales staff in Hollywood.

PHIL FURMAN, salesman of WMCA, New York, became the father of a boy Sept. 19.

ESTELLE BRENNER, formerly with *Look* magazine, has joined the sales staff of WNEW, New York.

HARRY FINDLEY, of the sales staff of WIS, Columbia, S. C., has received a private pilot's license, having 38 hours in the air. He completed the CAA course.

LEONARD J. BUNKIN, of the sales staff of WIP, Philadelphia, on Sept. 9 became the father of a boy.

MARION L. WALKER, manager of KHUB, Watsonville, Cal., on Sept. 18 was named business manager of the *Register - Pajaronian*, Watsonville newspapers, by John P. Scripps, also owner of the station. Edgar W. Slusser, for 11 years with the newspapers' editorial department, becomes KHUB manager.

ROBERT SCHMID, director of advertising and sales promotion for MBS, on Sept. 17 addressed the meeting of the Assn. of Printing Salesmen of New York.

WALTER PEGRAMM, formerly with the sales staff of WSIX, Nashville, has been appointed commercial manager of WCHV, Charlottesville, Va. Carl Goodwin, formerly sports announcer at WPID, Petersburg, Va., has joined WCHV in the same capacity. In addition to his broadcasting duties, Goodwin is taking a course at the U of Virginia.

WALTER ZAHRT, sales promotion chief of WOAI, San Antonio, is the father of a baby girl born recently.

PUCK WENDLING, formerly of KHJ, Los Angeles, and KMO, Tacoma, has been named commercial manager of KVOE, Santa Ana, Cal.

FRANCIS EUGENE WONDLING, formerly of KMO, Tacoma, has joined KVOE, Santa Ana, as sales manager.

WILLIAM D. PABST, manager of KFRC, San Francisco, was to return Oct. 1 from a business trip to Chicago, Detroit and New York.

LINDSEY H. SPIGHT, vice-president and Pacific Coast manager of John Blair & Co., addressed the Junior Departmental of the San Francisco Adv. Club Sept. 18 on "Television and the Future in Radio Advertising".

TOBIAS B. FLINT, new to radio, has joined the sales staff at WPEN, Philadelphia.

WIZE Staff Selections

WITH George Losey as manager, the new WIZE, Springfield, O., is scheduled to begin operating on or about Oct. 15. Mr. Losey, formerly with WLS, Chicago, has announced the following staff selections: Bill Spencer, from WDZ, Tuscola, Ill., and WIRE, Indianapolis, sales manager; Leo Boulette, from WDAN, Danville, Ill., program director; William Radcliff, production manager; Jim Cerney, continuity editor; Elizabeth Kern, director of women's features — the latter three from WING, Dayton. Arthur Martin will be chief engineer; Gordon Combs and Dick Hunt, announcers; William Jacoby, salesman. WIZE will operate with 100 watts on 1310 kc., and will be a bonus outlet with WING on the NBC-Blue network. It is owned by Charles Sawyer, Cincinnati attorney, who also controls WING.

NBC Press Shifts

IN A GENERAL shift of personnel in NBC's press department, Bill Neel has been made night editor, assisted by Al Kastner; Warren Gerz is helping Bill Miller in the magazine section; John McTighe is assistant to Charles Pekor in handling commercial accounts; Earl Mullin is in charge of the news desk in addition to his duties as general assistant to William Kostka, department head.

Ruth Miller

RUTH MILLER, of KPO-KGO, San Francisco, was found dead in her apartment Sept. 16, presumably from a heart attack. She is survived by a daughter, Helen Miller and three sisters. She was with the press department.

BEHIND the MIKE

C. OTIS RAWALT, for five years with NBC's radio-recording division, has been appointed manager of the program division of Radio Advertising Corp. Announcement, made Sept. 17 by William B. Gellatly, RAC president, says that Mr. Rawalt will have complete charge of program sales and operations.

BRUCE DENNIS, formerly of the *Chicago Tribune* local staff and sports department has been appointed publicity director of WGN, Chicago, succeeding Frank Schreiber now coordinator of the station's activities [BROADCASTING, Sept. 15].

J. CLINTON YOULE, member of the special events and news staff of NBC Chicago, late this fall is to marry Jeanne Eadie of Glen Ellyn, Ill.

ROBERT M. HAFTER, formerly production director of WBBM-CBS, Chicago, has been named to head the Chicago office of Columbia Artists Inc., according to Herbert I. Rosenthal, director of CAI, New York. Hafter succeeds Nan Elliott in the Chicago post. It is expected that the Chicago office will be expanded. Mr. Hafter started in radio in 1930 as announcer and program director of WDAF, Kansas City. Following that he was for four years program director of KMOX, St. Louis. He joined WBBM-CBS as production director in November, 1936.

WALLY SANDACK, news commentator of KSL, Salt Lake City, and Jerry Lane (Helen Frank), feminine commentator of KDYL, have announced their engagement. They plan to be married Nov. 12.

JAMES WILLIAMS, formerly of WRTD, Richmond, has joined the announcing staff of WKPA, New Kensington, Pa. Other additions are Presley Roper, of NBC, and two junior announcers, Raymond Scott and Howard Endean of New Kensington.

DICK BARD, publicity director of WNEW, New York, flew to Texas Sept. 23 to take a series of cowboy pictures for a national photograph magazine.

DOROTHY GOODMAN, formerly of WINS, New York, has resigned to free lance.

DOW MOONEY, formerly of KFEQ, St. Joseph, Mo., has joined WFAA, Dallas, as news writer and announcer. Jack Thomas, formerly of KXYZ, Houston, and Dave Russell, from WRUF, Gainesville, Fla., have joined the WFAA-KGKO announcing staff.

WINFRED H. WILEMAN has resigned from KFDA, Amarillo, to join KWGB, Hutchinson, Kan.

ANGELO PALANCE, boxing narrator, has joined WVFW, Brooklyn.

ROBERT HORN, formerly of WPAY, Portsmouth, O., has joined WMAN, Mansfield, O., as news editor and newscaster.

MACK BOOZE, U. of Illinois journalism graduate, has been named assistant to Dick Ruppert, sales promotion director of WSAI, Cincinnati.

DOROTHY FRANKLIN, continuity editor of WBT, Charlotte, N. C., left recently for Portland, Ore., where she is to be married. Betty Todd has been named to replace her as continuity editor, with Kay Owsley as assistant.

ALBERT STEPHENS, formerly of KFKA, Greeley, Colo., and KFEL, Denver, has joined KGHF, Pueblo, Col.

JIMMY KLAER, musical director of WHBQ, Memphis, has a new tune, "G'Wan Now" on the newstands. Music is by Ernest Gold.

Laux to New WSTV

JOHN LAUX, since 1933 manager of KQV, Pittsburgh, has been appointed general manager of the new WSTV, Steubenville, O., which will be ready for operation within the next few months, according to Jack N. Berkman, counsel for the Valley Broadcasting Co., Steubenville. The station was authorized for construction last May, to operate with 250 watts on 1310 kc., and will be owned by a group of about 50 citizens of Steubenville and nearby communities. Western Electric equipment is being installed under direction of Robert Kaufman, technical supervisor.

RALF BRENT, formerly of WTNJ, Trenton, N. J., has joined WFPG, Atlantic City, as program director. Bob Lewis also was added to the WFPG announcing staff.

ARCHIE McKENZIE, of the production department of the British Broadcasting Co., London, recently visited Al Nelson, general manager of KPO-KGO, San Francisco. He is studying American radio technique and has been touring the nation for nearly a year.

BOB PANTELL, formerly an operator, has joined the announcing staff of WARD, Brooklyn.

ALVIN NELSON, 15-year-old son of Al Nelson, KPO-KGO general manager, underwent an operation for a throat ailment, while vacationing with his parents in Denver.

Meet the LADIES



NILA MACK

FORMER CHILD actress, dancer and singer herself, Nila Mack, recently celebrated her tenth anniversary as CBS director of children's programs. At 16 she landed her first real job as leading lady of a western repertory company, finally arriving on Broadway, where she acted in such productions as "Hedda Gabler" and "War Brides" with Nazimova, eventually finding herself in radio in 1930. Feeling that programs designed primarily for children should be played by child actors, Miss Mack cast all youthful actors in her first few productions. The formula proved so successful that children have replaced adults on all her programs, best known of which is *Let's Pretend*, program of fairy tales on CBS which won the Women's National Radio Committee 1939 award and two other nationwide polls of radio editors as the best children's program on the air.

RICHARD BLAKE has been named program director of WKRC, Cincinnati, returning from Hollywood where he had been scenario and radio writing. Before going to the Coast he was a member of the *Cincinnati Times-Star* editorial staff.

MARIA LITTLE, formerly secretary to Martin Block, director of WNEW's *Make Believe Ballroom*, has joined Compton Adv., New York, as secretary to the casting director.

NAT HIKEN and Roland Kibbee, Hollywood writers, are in New York to assist Fred Allen on scripts for his new Texaco program.

HELEN BERGOVOY, collaborator on production, editing, casting and research for the *Columbia Workshop* programs, will conduct a new seminar course in radio script writing at the Writer's School, New York, beginning Oct. 8. A script writing course for beginners will also be conducted by Miss Bergovoy.

MERRILL MYERS, continuity writer of NBC Chicago, on Sept. 5 became the father of a girl.

ARTHUR PETERSON, actor of NBC Chicago, is the father of a boy, Paul Warren, born Sept. 16. Mrs. Peterson is the former radio actress, Norma Ransom.

NORITA DONAHUE, new to radio, has been added to the traffic staff of KIT, Yakima, Wash. She will assist Dave Lindberg, traffic manager.

HENRY COOKE, formerly of WBOW, Terre Haute, Ind., has joined the announcing staff of NBC Chicago.

R. J. MORARD, formerly of the publicity department of WBBM-CBS, Chicago, on Sept. 23 was appointed assistant to J. Oren Weaver, director of news and special events.

BURR SULLIVAN, in charge of the storeroom at KTSA, San Antonio, has been named continuity writer, following success with a quarter-hour program.

CHARLES SEBASTIAN has been named chief announcer of KSCJ, Sioux City, Ia. Merrill Workhoven, KSCJ newscaster, has joined KSOO-KELO, Sioux Falls, S. D.

TOMMY REYNOLDS, recently of KRBC, Abilene, Tex., and Ray Hone have joined the announcing staff of KABC, San Antonio. Hone replaces Travis Cabiniss, who joins KXYZ, Houston.

MARTY GLICKMAN, sports announcer at WHN, New York, and former Syracuse football star and Miss Marjorie Dorman, former dancer in George White's "Scandals" have announced their engagement.

DICK WEBSTER, promotion manager of Don Lee Broadcasting System, Los Angeles, is seriously ill at his home, suffering from a pulmonary ailment.

KEN BARTON, formerly a commentator on the NBC *Richfield Reporter*, has joined the announcing staff of KHJ, Los Angeles.

PAUL C. MASTERSON, formerly KGER, Long Beach, Cal., announcer, has joined KOY, Phoenix.

ROD SHEPHERD and Gene DeYoung, apprentice announcers at KARM, Fresno, Cal., have returned to Fresno State College, but continue their microphone work after college hours.

CHARLES FOLL, production manager of KTKC, Visalia, Cal., and Gerry Erwin, musical director, have collaborated in writing a new song, "Today Is Just Another Day." Erwin and Charles P. Scott, Jr., son of the manager of KTKC, have also written a number titled, "Stand By America." Scott recently wrote the musical composition "Won't You Consider," transcribed by C. P. MacGregor Co., Hollywood.

PAUL GILL, formerly of WLBZ, Bangor, Me., has joined WMBD, Peoria.

JOSEPH HOGAN, formerly of WTMV, East St. Louis; Henry Orbach, formerly of KFEL, Denver, and Charles Saunders, of WGCM, Gulfport, Miss., have joined KARK, Little Rock.

JAMES LESLIE WOODRESS, assistant news editor of KWK, St. Louis, on Sept. 28 married Roberta Nell Wilson at Webster Groves, Mo.

FRED HORTON has joined the sales staff of KANS, Wichita, Kan.

DEAN METCALF, news editor of KARM, Fresno, Cal., has been named International News Service representative in that city.

MORDEN BUCK, of KMOX, St. Louis, and Ed Pearson, of WPRO, Providence, have joined WJNO, West Palm Beach, Fla.

MONTE KLEBAN, formerly of eastern stations, has joined WOAI, San Antonio, as production manager. Irene Schrimsher has been placed in charge of the traffic department.

EDWARD FITZPATRICK Sr., musical director of KYA, San Francisco, has returned following a siege of pneumonia.

ELMA LATTA HACKETT, "Friendly Homemaker" of KROW, Oakland, is back following an operation. She made a series of transcriptions for release while she was incapacitated.

ROBERT N. PINKERTON, production manager of KDON, Monterey, Cal., has been appointed instructor of radio technique in the Monterey Unit Adult School. KDON will make studio facilities available to the classes in broadcasting.

SAM HAYES, Hollywood commentator, has been cast as an announcer in the film, "High Sierra".

JOEL MALONE, CBS Hollywood continuity writer, and Maxine Gulley, vocalist, were married in that city Sept. 28.

CALVIN PEPPLER, of the public relations department of CKY, Winnipeg, Man., is now with the Royal Canadian Army Service Corps as a corporal. He has been with CKY since 1938.

CAPT. B. E. ROBINSON, of the Canadian Broadcasting Corp. production department at Winnipeg and Toronto, and of the script staff at Halifax, a former newspaperman, is now with the 3d Canadian Division, Royal Canadian Army Service Corps.

ROBY DAVID, orchestra leader and later with CKLW, Windsor-Detroit, and Larry Marino, at one time with CKLW, have joined WMAL, Washington, where they are broadcasting a morning participating program as the "Kibitzers".

NATALIE CORE, of Washington, has joined WMAL, Washington, to conduct a shopping service. She broadcasts under the name Stephany.

ARTHUR PERLES, member of CBS publicity staff in New York, is the father of a boy, Richard Stanley, born at Doctors Hospital, New York, Sept. 11, his second son.

NORVAL SCHNERINGER, of the news staff of WFAA, Dallas, has been named publicity director, succeeding Dick Jordan, who is devoting his primary attentions to publicity for the Baker Hotel, Dallas.

CHARLES GOLLING, continuity writer of WTMJ, Milwaukee, is the father of a 5-pound girl born Sept. 14. The baby was kept in an incubator for several days.

PAUL MARTIN, music conductor at KPO-KGO, San Francisco recently received word that his new song "My Dreams" has been accepted for publication by BMI. He wrote both words and music.

HOWARD RICHMOND, New York publicist, has joined the Irving Parker publicity staff in Hollywood.

JEAN RUTH, recently of Detroit, has joined WHAT, Philadelphia, to broadcast women's programs.

Robb Transfers to WIOD

APPOINTMENT of Arch Robb, production manager of WHIO, Dayton, as program director of WIOD, Miami, with complete charge of all studio operations, was announced Sept. 20 by Dan E. Mahoney, president of the Miami station. He succeeds Martin S. Wales, who has joined the sales staff of WKAT, Miami Beach. Mr. Robb started in radio with WHBF, Rock Island, in 1934, and joined the WHIO commercial department in 1936, afterward taking over continuity and commercial production. WIOD and WHIO, as well as WSB, Atlanta, are owned and operated by former Gov. James M. Cox of Ohio.

MBS Berlin Correspondent

JOHN DICKSON has been apponnted fulltime MBS representative in Berlin and will be heard on the air, along with Sigrid Schultz of the *Chicago Tribune*, from the German capital. Born in Norfolk, Va., 34 years ago, he studied at Andover, Brown and Yale Universities. Dickson continued his education abroad as an exchange student after Hitler came to power.

Detroit Twin

WJBK, Detroit, was represented at the recent Twins Convention in St. Louis by Announcer Bernard Ladendorf—who happens to be not only a twin, but part of an identical twin duo. Brother Jack went along, of course. Ladendorf was asked to be m.c. at the Grand Ball and also acted as "pinch-hitter" for the scheduled toastmaster at the banquet. An interview over KXOK, St. Louis, pictures in the local papers, and in national newsreels catapulted Announcer Ladendorf to "King for a Day".

DANA WATERS, announcer of WSB, Atlanta, and with the station since 1931, plans to resign late in September to enter the ministry. He will preside at six small Presbyterian churches in Georgia, making the circuit every two weeks.

Milton Weiner Is Named Musical Chief of WLW

MILTON WEINER, for 15 years with the music department of WLW, Cincinnati, has been named general manager of music, succeeding Josef Cherniavsky, who recently left the station. George Rogers, coordinator of music for four years, was named his assistant. Mr. Weiner will supervise the five WLW orchestras along with arrangers and others in the musical staff.



Mr. Weiner

The position carries the heaviest single-station responsibility in the industry, according to James D. Shouse, Crosley Corp. vice-president in charge of broadcasting. Mr. Weiner joined WLW as a piccolo and flute player when only four comprised the musical staff.



FULL SPEED AHEAD

OVER A BILLION DOLLARS

for Government Defense
Added to an Already Great Market!

RETAIL SALES in Norfolk Area* are highest in peace-time history—highest in all Virginia! Hundreds of millions appropriated last summer have shot shipbuilding, employment and buying power to the highest peak—it's full speed ahead *now!* Take advantage of this *richer,* compact market—the outstanding "Bright Spot" on Nation's Business map. Include WTAR in your next schedule.

*WTAR is the only station that effectively reaches a majority of listeners in the Norfolk Metropolitan area which includes Norfolk, Portsmouth, Newport News, South Norfolk, Hampton, Phoebus.

National Representatives: EDWARD PETRY & CO.

NORFOLK VIRGINIA AMERICA'S No.1 SALES AREA

WTAR

Owned and Operated by Norfolk Newspapers, Incorporated

BROWN & WILLIAMSON TOBACCO Corp., Louisville, will give away an airplane on each week's broadcast of its *Wings of Destiny* series starting Oct. 4 on a nationwide NBC-Red network, Friday, 10-10:30 p.m.

Series, advertising the new king size Wing cigarettes, presents a complete aviation adventure story each week but with the same major characters, an airplane pilot, a girl reporter and photographer and an airport mechanic. During each broadcast a Piper "65" cub trainer plane will be awarded to the person writing the best testimonial letter for the cigarette, based on lines suggested on each week's broadcast.

Combining skill and luck, the method for awarding the prize is as follows: At the start of the program the five best letters received in the preceding week will be given to a board of judges present in NBC's Chicago studios. They will grade the letters in order of merit and before the end of the broadcast the writer of the best letter will be called on the telephone and notified that he has won. If he does not answer, the second winner will be called, and so on until an answer is received and the plane given away.

The Piper plane, which retails for approximately $1,600 and which has been sold to private fliers and students throughout the country, is equipped with dual controls and a tandem seating arrangement accommodating two persons. It will be flown or shipped to the winner immediately after the broadcast each week. Russell M. Seeds Co., Chicago, handles the account.

Merchandising & Promotion

They Really Fly—Sweets for 500—Fair Day—More Fair—Troy Talks—Pittsburgh Power

Vivien's Brooch

WITH the start of the *Lux Radio Theatre's* fall season on CBS, Lever Bros. Co., Cambridge, started a two-month offer to listeners of a brooch similar to the one worn by Vivien Leigh in the motion picture "Gone With the Wind", in return for three wrappers from bars of Lux Toilet soap and 15 cents. Enclosed with the brooch is a folder telling about other pieces of GWTW jewelry available through the company. Agency in charge is J. Walter Thompson Co., New York.

* * *

Candy for Kids

CANDY bars, 500 of them each program, are given away each day that *Kids in the News* is heard on KTSA, San Antonio, and Lone Star Chain. Local tie-ins include mention of dealers' names and a password. First ten youngsters arriving with the password get free candy at each station. The sponsor, Pre-Pack Corp., gives $5 prizes for best Big Nick stories, with grand prize of $50 each month. Agency is Southern Adv. Agency.

* * *

Utah Posters

A NEW version of the "Listen before you vote" slogan has been adopted by KDYL, Salt Lake City. It is "Listen to KDYL—before you vote." Red, white and blue posters have been distributed throughout the State.

Stamp Album

IN A TIE-UP with its bi-weekly "Rancho Peralta" program, an historical narration series of the East Bay Empire, on KROW, Oakland, the R. A. Shuey Creamery is issuing a free Postamp History Album. It includes space for illustrative stamps, which may be obtained by saving coupons issued with the sponsor's butter, cheese, eggs, ice cream and other dairy products.

The 40-page album, which gives in synopsis form the material from which the radio programs are produced, has been delivered to Shuey customers and others making requests by telephone following the broadcasts.

* * *

Marco's Passes

MARCO ANIMAL FOODS, Philadelphia (dog food), returning to the air locally on WIP, Philadelphia, with a tri-weekly quarter-hour series devoted to gossip and chatter about Hollywood personalities and the movies, gives away 150 pair of passes to neighborhood theatres, two labels from the canned product rating the listener a pair of movie tickets. Account is handled by Philip Klein Agency, Philadelphia, Billy Banks, of the WIP sales staff, making the sales contact.

* * *

Cars for Recollections

IN ADDITION to the regular list of prizes awarded for the best "I'll Never Forget" letters from listeners, dramatized on the program of that title broadcast on MBS three afternoon quarter-hours weekly, the sponsor, Macfadden Publications, New York, will give a new Studebaker Champion for the best letter received during October. Program, in the interest of *True Story Magazine* is handled by Erwin, Wasey & Co., New York.

* * *

At Grocers' Meeting

GLADYS CRONKHITE, home economics authority of KPO's *International Kitchen* program and Ann Holden of KGO's *Home Forum*, were the guests of the California Retail Grocers and Merchants Assn. when the group held its convention Sept. 15-18 at Hotel Del Monte, Cal. Both appeared in broadcasts from the convention. One display showed pictures of all NBC programs sponsored by grocery accounts.

* * *

Their Day at the Fair

KPO-KGO Day was observed Sept. 15 at the San Francisco Fair, with the radio tieup credited with bringing one of the heaviest attendances of the season. Five broadcasts were originated by the stations and radio personalities appeared at the exhibit during the day. The show was televised for viewers in RCA and Westinghouse exhibits.

* * *

WOKO Views

TO DETERMINE listener interest in the *Farmer's Almanac* on WOKO, Albany, N. Y., the station is offering free to listeners a Radio Centre Album which contains a complete pictorial survey of the studios, auditorium, offices and control rooms of the station.

Ballad Bucks

HURLEY'S Department Store, Camden, N. J., combines its newspaper advertising with radio for a new twist to the cash giveaway programs in sponsoring *Dollars for Names* on WIP, Philadelphia. Heard daily, the program combines old-time ballads transcribed with what is described as a new radio game in offering the listener cash prizes for the longest list of merchandise which can be purchased in the sponsor's store. The names of trademarked merchandise mentioned during the course of the program are to be supplemented by names of those items mentioned in the store's daily newspaper advertising with three $1 awards to the longest lists submitted daily and a special $10 award for the longest list of the week. The importance of reading the newspaper advertisements is stressed throughout the program.

* * *

Strictly Local

M. J. LANAHAN Co., Chicago (Dodge & Plymouth dealer), on Sept. 15 started sponsorship of a weekly half-hour Sunday variety show, *It's Happening in Chicago*, on WBBM, Chicago. Regular features include presentation of the "Unsung Hero of the Week", "Book of the Week", "Play of the Week", and a dramatization exposing confidence games reported by citizens who have been victimized by sharp business practices.

* * *

Studio Plane at Fairs

THOUSANDS from the Southern Ohio area viewed the WCKY Studio Plane, de luxe mobile unit of the Cincinnati station, at the recent Carthage Fair in Hamilton County. WCKY broadcast daily programs from the Studio Plane at the Fair. Charley Stookey broadcast the weekly CBS *Country Journal*, network feature, from the mobile unit. The Studio Plane is making a round of out-of-town fairs.

* * *

Play's the Thing

"READ ARISTOPHANES' 'The Clouds' then listen to CBS' *Invitation to Learning*, WABC, Sunday at 4:30," is the headline of an advertisement of Gimbels Department Store appearing in New York papers on Monday, Sept. 23. Copy suggests brushing up before the broadcast with a copy of "Aristophanes' Plays", procurable at Gimbels for only 79 cents.

* * *

Speakers Bureau

WTRY, Troy, N. Y., is planning a speaker's bureau, with a half-dozen members of the staff available for gratis talks on various aspects of radio. Dates have been booked with granges, schools, and a number of clubs and organizations. Representatives of the program, engineering, and continuity departments are included in the list of speakers.

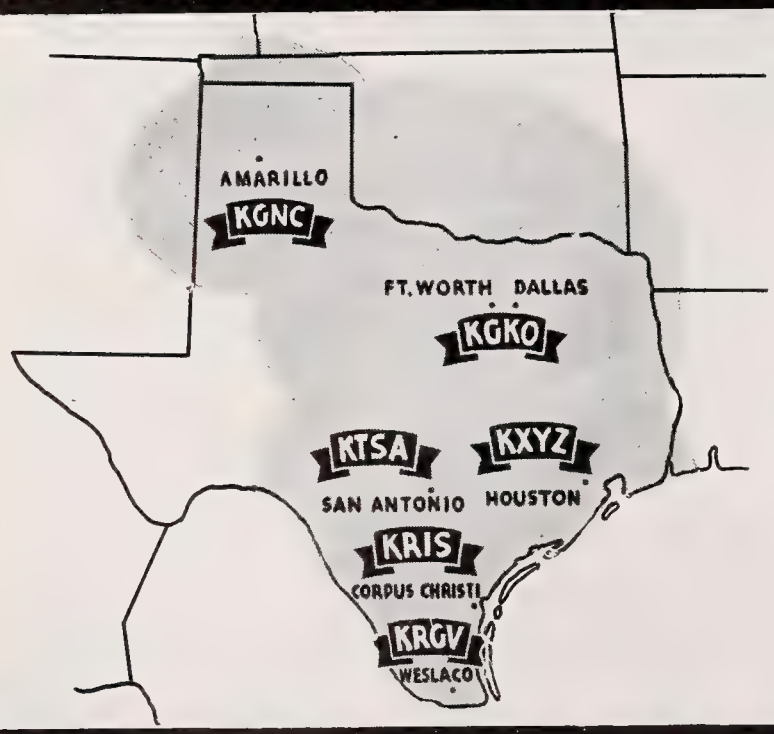
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WCAE's Boost

A SERIES of promotion campaigns announced increase of WCAE's night power to 5,000 watts. Daily ads in Pittsburgh newspapers exploited the new wattage. Other steps included trade publication space, direct mail, stationery stamp and all available station breaks. A half-hour program fed to Mutual network called attention to the new power.

The LONE STAR CHAIN

SIX STATIONS—OVER 300,000 SQ. MILES —1,780,509 RADIO HOMES — A TWO BILLION DOLLAR MARKET.



THE ONLY ADVERTISING MEDIUM FOR HOLEPROOF COVERAGE FROM THE TEXAS PANHANDLE TO THE RIO GRANDE!

For rates and availabilities contact any LSC station, Howard Wilson Co., or James W. Pate, LSC Managing Director. Star Telegram Building., KGKO. Fort Worth



SCOREBOARD at the local ball park was built by KIDO, Boise, Id. It is located in centerfield. This snapshot was taken during a night game.

Grid Dollars

THE five Lawton Clothing Stores sponsor *Hot Off the Gridiron* on WTMJ, Milwaukee. With a quiz formula, Russ Lunch, *Milwaukee Journal* sports editor, drops a silver dollar into a jackpot for each question muffed, but keeps all the dollars he has left at the finish. Winner is determined by a decision question. Programs are heard just prior to Green Bay Packers pro games on WTMJ.

* * *

Westinghouse Games

LISTENERS to the weekly *Musical Americana* on NBC are offered a new game by Westinghouse E & M Co. First announcement was made Sept. 24. Designed for family enjoyment, the game consists of cartoons of a comic strip character. It promotes the Westinghouse Leisure line of home appliances.

* * *

Borrowed Formats

FORMATS of popular magazines are used by WCSC, Charleston, S. C., in a promotion series exploiting the advantages of WCSC and the region it covers.

* * *

Quaker City Sound

AN ATTRACTION of Radio Festival Week in Philadelphia included an exhibit of WCAU's sound effects equipment in the Stern Department Store.

Letters to Mutual

LETTER sent out by Robert A. Schmid, sales promotion manager of MBS, as a follow-up to his recent "Air-rithmetic" promotion piece, contains letters from three MBS sponsors—Wander Co., General Cigar, American Safety Razor.

Explaining BMI on Air

WITH public interest in BMI music rapidly increasing, WIP, Philadelphia, has added to its fall schedule a weekly series of programs titled *Broadcast Music Presents*, featuring a half-hour devoted exclusively to the rendition of BMI popular music by Joe Frasetto's studio orchestra and vocalists. The WIP program schedule is interspersed with announcements, explaining the meaning of BMI and what it offers the radio listener.

* * *

Ashtabula Stumpers

SPECIAL lines have been installed by WICA, Ashtabula, O., to handle requests for songs on the Professor Stump's Musical Question Box. Harold Leaman, musical director, is the professor who tries to play requests. The sponsor, Barnum Jewelry Co., gives merchandise prizes to those who stump the prof.

Can't Be Packed

A THREE-CITY election feature, *The Peoples Political Poll*, is conducted by Z-Bar Network, with quick switch-overs from city to city to prevent "loading" of programs in favor of a candidate. At times the Montana program hour is changed and the pick-up comes from only one town.

Rocky Mountain Review

SUMMARY of work of the Rocky Mountain Radio Council for the period Nov. 1, 1939 to July 31, 1940 is given by Robert B. Hudson, director, in a booklet just published. The council is a program service, working through faculty radio committees and radio directors of colleges and civic organizations. It insists on adequate rehearsals and maintains a transcription network for educational broadcasts.

BROCHURES

KFRC, San Francisco — Four-page three-color mailing piece, *KFRC Newscast*, containing news of KFRC merchandising, success stories and hot spot availabilities, mailed regularly to 750 advertisers and agencies.

WCAU, Philadelphia—Newspaper headlines on defense work in the city.

KNX, Hollywood—Four-page folder, ". . . Yes, But What Was Your Sales Increase?" relating success stories.

WJSV, Washington — Folder asks, "Can Radio Sell Houses?" and answers the question.

WWL, New Orleans—Tiny booklet about big midsummer business gain, based on "man bites dog" and "snowball rolls up hill" theme.

KFBI, Wichita—Giant folder citing coverage claims.

WDRC, Hartford—Booklet with seven success stories.

WDZ, Tuscola, Ill.—"It's in the Bag", 4-page folder with coverage and sponsor praise.

KNX, Los Angeles—Folder with big question mark on cover, with sales-success figures.

NBC—Star-spangled, giant folder reprinting "It's Great to Be a Broadcaster—an American broadcaster!" copy used in institutional space.

WMCA, New York—Folder describing *Homemakers* program.

THE HEART OF "The Master Market"
is
PITTSBURGH · ALLEGHENY COUNTY
. . . home of

The World's Largest Manufacturers of Rolling Mill Machinery
The World's Largest Manufacturing Company of Lifting Jacks
The World's Largest Radium and Vanadium Reduction Plants
The World's Largest Independent Wire Manufacturing Plant
The World's Largest Operating Unit in the Steel Industry
The World's Largest Manufacturers of Plumbing Fixtures
The World's Largest Food Products Company of its Kind
The World's Largest Manufacturer of Safety Equipment
The World's ONLY Manufacturer of Forged Steel Sheets
The World's Largest Manufacturers of Window Glass
The World's Largest Manufacturers of Plate Glass
The World's Largest Manufacturers of Steel Rolls
The World's Largest Manufacturers of Air Brakes
The World's Largest Manufacturers of Aluminum
The World's Largest By-Product Coke Plant
The World's Largest Tin Plate Mill

. . . and boy! . . they're busy!

The Only Master Key to The Master Market
IS 50,000 WATT
WESTINGHOUSE KDKA PITTSBURGH
REPRESENTED BY NBC SPOT SALES



LOWDOWN on gridiron announcing was discussed by Buck Shaw, U of Santa Clara coach (at blackboard) and Associated Oil announcers and sales representatives during a conference held Sept. 12-13 in San Francisco [BROADCASTING, Sept. 15]. Participating were (clockwise around table): Ernie Smith, San Francisco; Del Cody, Spokane; Harold R. Deal, Associated advertising and promotion manager (rear); John Carpenter, Portland; Pat Hayes, Spokane; Paul Corbin, Eureka; Al Carpenter, Associated sales, Portland; D. R. Fitzgerald, sales supervisor of Associated, Spokane; Arthur Linkletter, San Francisco; Martin Hill, Associated advertising department, San Francisco; John Burnham, advertising assistant, San Francisco; N. A. McKown, Associated representative, Los Angeles; Larry Lovett, assistant advertising manager, Associated, San Francisco; Mel Venter, commentator, San Francisco; Elton Brown, sales, Associated, Seattle; Norman Taylor, advertising assistant, Associated, San Francisco; Doug Montell, Hal Wolf, Don Thompson, San Francisco; Frank Bull, Los Angeles and Ted Bell, Seattle. Best mike tactics were reviewed.

Schedule of Associated Oil's Games and Stations . . .

THE complete schedule of Tide Water Associated Oil Co. football broadcasts on the Pacific Coast follows [see story, BROADCASTING, Sept. 15]:

SEPT. 20

Loyola-Redlands, KFWB.

SEPT. 21

Gonzaga-College of Idaho, KGA.

SEPT. 27

UCLA-Southern Methodist, KFWB.
Oregon-San Diego Marines, KALE.

SEPT. 28

California-Michigan, KSFO.
Santa Clara-Utah, KQW.
Stanford-University of San Francisco, KQW.
USC-Washington State College, KNX KARM KROY KIRO KVI KFPY KOY KTUC KSUN KGMB KHBC.
Oregon State College-Idaho, KOIN KFJI KIDO KRLC.

SEPT. 29

St. Mary's-Gonzaga, KQW KGA.

OCT. 4

UCLA-Santa Clara, KFWB KQW.

OCT. 5

California-St. Mary's, KPO KOH KGU.
Stanford-Oregon, KFRC KQW KIEM KHSL KVCV KTKC KDON KYOS KMYC KALE KORE KRNR KOOS KFJI KAST KBND.
USC-Oregon State College, KHJ KGB KFXM KPMC KVOE KXO KVEC KDB KGW KOY KTUC KSUN.
Texas Tech-Loyola, KFWB.
Washington-Idaho, KOL KPQ KMO KIT KVOS KXRO KGY KELA KRKO KWLK KGA KIDO KRLC.
Washington State-Montana, KHQ.

OCT. 11

Loyola-Whittier, KFWB.
Oregon State College-Portland U, KALE.

OCT. 12

California - Washington State, KFRC KHQ.
Stanford-Santa Clara, KPO KMJ KOH KGU.
Oregon-Washington, KGW KFJI KMED KOMO.
Idaho-Gonzaga, KFPY KIDO.
UCLA-Texas A&M, KFI KTAR KVOA KYUM KGLU.

OCT. 13

St. Marys-Univ. of San Francisco, KQW.

OCT. 18

San Jose State-Univ. of San Francisco, KQW.

OCT. 19

California-UCLA, KPO KFI KMJ KOH KTAR KVOA KYUM KGLU KGU.
USC-Oregon, KNX KARM KOIN.
Washington-Oregon State—KGW KFJI KMED KOMO KHQ.
Stanford-Washington State, KSFO KROY KIRO KVI KFPY.
Idaho-Boston College, KIDO KRLC.

OCT. 20

Loyola-St. Mary's, KFWB KQW.
Portland U-Gonzaga, KALE KGA.

OCT. 25

Loyola-College of Pacific, KFWB.

OCT. 26

Stanford-USC, KHJ KGB KFXM KPMC KVOE KXO KVEC KDB KFRC KQW KIEM KHSL KVCV KTKC KDON KYOS KMYC KOY KTUC KSUN KGMB KHBC.
Santa Clara-Michigan State, KQW.
St. Mary's-Fordham, KQW.
UCLA-Oregon State, KNX KOIN.
Washington-California, KSFO KARM KROY KIRO KVI.
Oregon-Washington State, KALE KORE KRNR KOOS KFJI KAST KBND KOL KPQ KMO KIT KVOS KXRO KGY KELA KRKO KWLK KGA.
Idaho-Utah State, KIDO KRLC.
Montana-Gonzaga, KFPY.

OCT. 27

U of San Francisco-Creighton, KQW.

NOV. 1

Loyola-San Jose State, KFWB KQW.

NOV. 2

California-Oregon State, KHJ KGB KFXM KPMC KVOE KXO KVEC KDB KFRC KQW KIEM KHSL KVCV KTKC KDON KYOS KMYC KALE KORE KRNR KOOS KFJI KAST KBND KOL KPQ KMO KIT KVOS KXRO KGY KELA KRKO KWLK KGMB KHBC.
UCLA-Stanford, KNX KSFO KARM KROY KOY KTUC KSUN.
Oregon-Montana, KOIN.
Idaho-Washington State, KIRO KVI KFPY KIDO.
Gonzaga-Willamette, KALE KGA.

NOV. 3

Santa Clara-Univ. of San Francisco, KQW.
Portland U-St. Mary's, KALE.

NOV. 8

Loyola-Hardin-Simmons, KFWB.

NOV. 9

Stanford-Washington, KPO KOH KIRO.
USC-California, KNX KSFO KARM KROY KOY KTUC KSUN KGMB KHBC.
Oregon-UCLA, KFI KMJ KGW KFJI KMED KOMO.
Oregon State-Washington State, KOIN KVI KFPY.
Montana-Idaho, KIDO KRLC.
Gonzaga-Arizona State, KGA.

NOV. 10

St. Mary's-Duquesne, KQW.

NOV. 15

Loyola-Arizona, KFWB.

NOV. 16

California-Oregon, KPO KOH KGW.
Stanford-Oregon State, KFRC KQW KIEM KHSL KVCV KTKC KDON KYOS KMYC KALE KORE KRNR KOOS KFJI KAST KBND KOL KPQ KMO KIT KVOS KXRO KGY KELA KRKO KWLK.
UCLA-Washington State, KHJ KGB KDB KFXM KPMC KVOE KXO KVEC KGA.
Idaho-Nevada, KIDO KRLC.
Gonzaga-Detroit, KHQ.

NOV. 17

St. Mary's-Santa Clara, KQW KFWB KGMB KHBC.

NOV. 21

Idaho-Utah, KIDO KRLC.

NOV. 23

Univ. of San Francisco-Hardin-Simmons, KQW.
UCLA-Washington, KHJ KGB KDB KFXM KPMC KVOE KXO KVEC KFRC KIEM KHSL KVCV KTKC KDON KYOS KMYC KSIM KORE KRNR KOOS KFJI KOL KPQ KMO KIT KVOS KXRO KGY KELA KRKO KWLK KOY KTUC KSUN KGMB KHBC.
Gonzaga-Washington State, KGA.
Montana-Portland U, KALE.

NOV. 24

Loyola-Santa Clara, KFWB KQW.

NOV. 30

California-Stanford, KSFO KNX KARM KROY KOIN KIRO KVI KFPY KGMB KHBC.
USC-UCLA, KHJ KGB KFXM KPMC KVOE KXO KVEC KDB KFRC KIEM KHSL KVCV KTKC KDON KYOS KMYC KOY KTUC KSUN.
Santa Clara-Oklahoma, KQW.
Washington - Washington State, KOL KPQ KMO KIT KVOS KXRO KGY KELA KRKO KWIK KGA.
Oregon-Oregon State, KALE KORE KRNR KOOS KFJI KAST KBND.

DEC. 1

Loyola-Univ. of San Francisco, KQW KFWB.

DEC. 7

Texas Tech-Univ. of San Francisco, KQW.
USC-Notre Dame, KFI KPO KMJ KOH KGW KMED KOMO KHQ KTAR KVOA KYUM KGLU KGU.

DEC. 28

California-Georgia Tech (tentative).

JAN. 1, 1941

East-West Shrine Game at San Francisco.



WBAL *Means Business*

in Baltimore

Construction Permit Granted

Full Time on 1060 Kilocycles and

50,000 WATTS

Whiskey Stuff

WHISKEY kept four announcers of WINS, New York, from work Sept. 20. The men were not drinking but making a slide film at Reeves Sound Studio, New York, to advertise Calvert's Whiskey. David Stone, Ted Webbe, Bill Harding and Jack Negley were the four.

DON LEE REPAIRS HALT TELEVISION

DON LEE Broadcasting System, Los Angeles, on Sept. 13 discontinued its nightly telecasts on W6XAO for a 90-day period while work is being completed on its new transmitter atop Mt. Lee, overlooking Hollywood. The work is to be completed about Jan. 1.

With resumption of telecasting W6XAO will launch a drive for closer motion picture studio cooperation. According to Thomas S. Lee, owner of W6XAO and president of the Don Lee System, the new television structure will represent an investment of more than $100,000. The two-story and mezzanine building, 100 x 100 feet, will include a stage 60 x 100, and one 25 x 45. For aquatic scenes, a swimming pool 25 x 50 has been planned. Two new orthocon cameras will be added.

The superstructure of the new building has been completed. Paved road has been installed from Hollywood to Mt. Lee, over a private right of way. When completed, the Don Lee building will be topped by an airplane beacon, necessary because the studios, close to the Los Angeles Union Air Terminal, will have two television antennas reaching 150 feet above the 1,700 foot mountain.

More Roma News

ROMA WINE Co., of Fresno, Cal., and New York, on Oct. 2 will start a five-minute news period five times a week on WOR, Newark, using the 10:15-10:20 spot, Tuesday through Saturday. This is the fifth station in the New York metropolitan area to be used by Roma, which is already sponsoring a quarter-hour news period on WHOM, Jersey City, Monday through Saturday at 9 p.m.; two similar 15-minute news periods on WOV, New York, Monday through Saturday at 8 a.m. and 8 p. m.; 60 spot announcements weekly on WMCA, New York; 68 announcements a week on WAAT, Jersey City. Account is handled by Bermingham, Castleman & Pierce, New York.

WBIG Tobacco Spots

OPENING of the sales season Sept. 24 found seven tobacco marketing areas under contract with WBIG, Greensboro, N. C., in cooperative promotion of the cigarette leaf for which the area is noted. Warehousemen increased their use of WBIG time this season. Announcements, programs and tobacco news are heard several times a day, cooperatively sponsored groups in the Reidsville, Madison, Burlington, Durham, Danville, South Boston and Martinsville markets.

SCRIPT LIBRARY, a division of Radio Events, New York, has issued to its 560 station subscribers a "fall letter" describing its 1940-41 schedule of programs. Two hour Christmas shows are available and the hour programs *Your Variety Show* and *Your Minstrel Show*. Among the half-hour shows offered are *Voodoo*, *Silver Mist*, three series titled *Supernaturally Speaking*, *Future Formulas* and *Nick Silvo, Newspaperman*, numerous quarter-hour series, and entertainment spots titled *Payoffs* and *Slanguage*.

PAPPY CHESHIRE, veteran hillbilly of KMOX, St. Louis, is in Hollywood for three weeks to play a feature role in the Republic picture "Barnyard Follies."

PHILCO GRID VIDEO
Penn Games to Be Telecast
By Atlantic Refining

FIRST complete schedule of televised football games will be broadcast this autumn by Philco Radio & Television Corp., in cooperation with Atlantic Refining Co., U of Pennsylvania and N. W. Ayer & Son. Philco will use its W3XE to broadcast from platforms suspended from the balcony of Franklin Field, with 10 engineers in charge.

Descriptions of games will be picked up from the Atlantic Refining broadcasts announced by Bill Slater. Special telecast programming will be handled by N. W. Ayer & Son, the Atlantic agency. Commercials and special announcements will be synchronized with periods during which there is no play. Experiments in program technique are planned, including dramatization of Atlantic's advertising messages and pictures of Atlantic displays. Opening game is scheduled for Oct. 5, Penn vs. Maryland.

Television images and sound will be sent by coaxial cable to W3XP, atop Convention Hall, Philadelphia, and 235 feet from the ground, then relayed by ultra-shortwave to W3XE at C and Tioga Streets. W3XE will operate on Channel No. 3 with 10 kw. power. Images will be 525 lines.

WOR Gets Television

THE FCC on Sept. 18 affirmed its June 18 tentative grant of a construction permit to Bamberger Broadcasting Service licensee of WOR, Newark, for a new television station in New York City to use Channel No. 6 (96-102 mc.) with 1,000 watts aural and visual power. The Commission stated that the grant was made final upon showing that, in fostering television development, the applicant will test vertical and horizontal antenna systems, experiment with FM sound carrier, and make comparisons of pictures using from 441 to 729 lines and 15 to 30 frames. A minimum of $100,000 has been made available for this proposed program of experimentation, the WOR application stated.

Electronic Video Color Is Favored by Du Mont

A PURELY electronic colored television is being developed by engineers of Allen B. Du Mont Labs., Passaic, N. J., Mr. Du Mont announces in commenting on recent demonstrations by a leading broadcaster (CBS). Emphasizing that color is a natural step forward, he says the principles and techniques have long been available to television workers. Many demonstrations, he adds, have used mechanical filtering at the pickup and a color wheel at the receiver.

Mechanical means are too complicated, he believes, and engineers are developing a special screen for automatic selection and rendition of elementary colored images in proper sequence. For the time being, Mr. Du Mont believes, the industry should concentrate on commercialization of black-and-white television, developing satisfactory standards for mass-produced receivers that will not be obsolesced overnight.

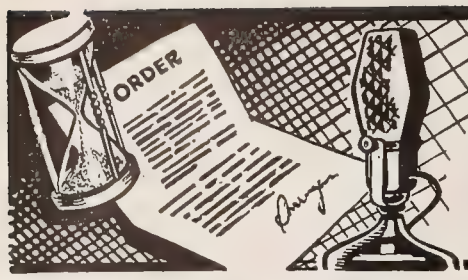


Spirit of THE NEW SOUTH

A Glorious Past . . .
A Prosperous Present . . .
An Even Brighter Future . .
In which
RADIO ADVERTISING
is playing a vital part

Represented nationally by
FREE & PETERS, Inc.

THE LIBERTY LIFE STATION
WIS
NBC
560KC
COLUMBIA, S.C.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOAI, San Antonio

Beechnut Packing Co., Canajoharie, N. Y. (gum), 28 *ta*, thru Newell-Emmett, N. Y.
Gulf Brewing Co., Houston, 3 *sp* weekly, thru Rogers, Gano Adv. Agency, Houston.
David Hat Co., Dallas, 2 *sa* weekly, thru Grant Adv. Agency, Dallas.
Ford Motor Co., Detroit, *sa* series, thru McCann-Erickson, Detroit.
American Chicle Co., New York (Dentyne gum), 6 *sp* weekly, thru Badger & Browning & Hersey, N. Y.
Studebaker Corp.. South Bend, Ind., 3 *t* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Vick Chemical Co., New York (proprietary), 3 *sp* weekly, thru Morse International, N. Y.
Mahdeen Co., Nacogdoches, Tex. (hair tonic), weekly *sp*, thru Grant Adv. Agency, Dallas.
Chattanooga Medicine Co., Chattanooga (Black Draught), 3 *sp* weekly, thru Nelson Chesman Co., Chattanooga.

KDKA, Pittsburgh

Charles B. Knox Gelatine Co,, Johnstown, N. Y., 26 *sa*, thru Kenyon & Eckhart, N. Y.
International Salt Co., Scranton, 78 *sa*, thru J. M. Mathes, N. Y.
W. H. Johnson Candy Co., Chicago (Powerhouse candy bar), 6 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Chicago Mail Order Co., Chicago, 3 *sp* weekly, thru Buchanan & Co., Chicago.
Williamson Candy Co., Chicago (O Henry), 5 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.
Fort Pitt Bedding Co., Pittsburgh, weekly *sp*, direct.

KGKO, Fort Worth-Dallas

T. W. Burleson & Son, Waxahachie, Tex. (honey), 9 *sa* weekly, thru Rogers & Smith Adv. Agency, Dallas.
Great Western Garment Co., Wichita Falls (work clothes), 3 *sa* weekly, thru Tracy-Locke-Dawson, Dallas.
Ford Motor Co., Detroit (autos), 10 *sa* weekly, thru McCann-Erickson, Detroit.
Campbell Cereal Co., Northfield, Minn. (Malt O-Meal), 5 *sa* weekly, thru H. W. Kastor & Sons, Chicago.

WMCA, New York

Warren-Norge Co., New York (electrical appliances), 60 *sa* weekly, 52 weeks, thru Norworth Adv. Agency, N. Y.
Buick Motor Division, Flint, Mich. (autos), 26 *sa* weekly, 4 weeks, thru Arthur Kudner, N. Y.
National Motor Rebuilding Corp., New York, 20 *sa* weekly, thru Sternfield-Godley, N. Y.

KMPC, Beverly Hills

Knudsen Creamery Co., Los Angeles (creamery products), 6 *sa* weekly, thru Heintz, Pickering & Co., Los Angeles.
White Labs., New York (Chooz-laxative), 5 *ta* weekly, thru H. W. Kastor & Sons, Chicago.

KECA, Los Angeles

Chevrolet Motor Co., Detroit, 33 *sa*, thru Campbell-Ewald Co., Detroit.

KYW, Philadelphia

D. L. Clark Co., Pittsburgh (candy), 3 *ta* weekly, thru Albert P. Hill Co., Pittsburgh.
Breyer Ice Cream Co., Philadelphia (ice cream), 42 *sa* weekly, thru McKee & Albright, Philadelphia.
Gaby Co., Philadelphia (cosmetics), 3 *sa* weekly, thru Harry Feigenbaum, Philadelphia.
Philadelphia & Reading Coal & Iron Co., Philadelphia, 3 *sa* weekly, thru McKee & Albright, Philadelphia.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 8 *ta* weekly, thru Joseph Katz Co., Baltimore.
Vick Chemical Co., New York (Vapo-Rub), 6 *sa* weekly, thru Morse International, N. Y.

KQW, San Jose, Cal.

Compagnie Parisienne, San Antonio, Tex. (Rhodius perfumes), 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.
Electric Appliance Society of Northern California, San Francisco, *sp* weekly, thru Jean Scott Frickelton Adv., San Francisco.
Continental Baking Co., San Francisco (Wonder Bread), 17 *ta* weekly, thru Benton & Bowles, N. Y.
Roman Meal Co., Seattle (Roman Meal), weekly *sa*, thru Milne & Co., Seattle.
United Mushroom Co., Chicago (Mushroom Culture), 6 *sa* weekly, thru Frank R. Steele Assoc., Chicago.

KHJ, Los Angeles

Armand Co., Chicago (face powder), 5 *sp* weekly, thru Russell M. Seeds Co., Chicago.
Stayner Corp., Berkeley (Minra), 105 *sa*, thru Erwin Wasey & Co., San Francisco.

WOR, Newark

Noxzema Chemical Co., Baltimore, weekly *sp*, thru Ruthrauff & Ryan, N. Y.
Charles Gulden Co., New York (mustard), 2 *t* weekly, thru Chas. W. Hoyt Co., N. Y.

KARM, Fresno, Cal.

Roman Meal Co., Seattle, weekly *sa*, thru Milne Co., Seattle.
Beechnut Packing Co., Canajoharie, N. Y. (gum), 10 *sa* weekly, thru Newell-Emmett Co. N. Y.

KHQ, Spokane

Great Western Fuel Co., Spokane, 5 *ta* weekly, thru Karlowski Agency, Spokane.

KPO, San Francisco

Foreman & Clark, Los Angeles (clothing chain), 3 *sp* weekly, thru Martin Allen, Los Angeles.
General Motors Corp., Detroit (Buick), *sa* series, thru Arthur Kudner Inc., N. Y.
Knox Gelatine Co., Johnstown, N. Y., 2 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Purex Corp., South Gate, Cal. (bleach), 2 *sa* weekly, thru Lord & Thomas, Los Angeles.
Progressive Optical System, San Francisco, chain) 4 *sa* weekly, thru W. L. Gleeson Agency, Riverside, Cal.
Friday Magazine, New York, 4 *sa* weekly, thru H. C. Morris & Co., N. Y.
Panama Pacific Lines, San Francisco (steamer), 5 *sa* weekly, thru J. Walter Thompson Co., San Francisco.

CKCL, Toronto

Dodds Medicine Co., Toronto, 5 *ta* weekly, thru A. J. Denne & Co., Toronto.
Dr. Bell Wonder Medicine Co., Kingston, Ont., 3 *t* weekly, thru Dominion Broadcasting Co., Toronto.
Ex-Lax Ltd., Montreal, 6 *ta* weekly, thru Cockfield-Brown & Co., Montreal.
Kik Co., Montreal (soft drinks), 18 *ta* weekly, thru Broadcasting Co., Montreal.
G. T. Fulford Co., Toronto (proprietary), 3 *ta* weekly, thru Street & Finney, N. Y.
W. K. Buckley Ltd., Toronto, weekly *sp*, thru Richardson - Macdonald Adv. Service, Toronto.

WVFW, Brooklyn

Wm. Wrigley Jr. Co., Chicago (gum), 28 *ta* weekly, 52 weeks, thru Vanderbie & Rubens, Chicago.
Air Conditioning Training Corp., Youngstown, *t* series, thru National Classified Adv. Agency, Youngstown.

KNX, Los Angeles

Chrysler Corp., Plymouth Division, Detroit, 12 *sa*, 4 *sa*, thru J. Sterling Getchell Inc., Detroit.
Ludens Inc., Reading, Pa. (Menthol cough drops), 6 *sa* weekly, through J. M. Mathes Inc., N. Y.

WJHL, Johnson City, Tenn.

Fall City Brewing Co., Louisville, 2 *ta* daily, direct.
B. C. Remedy Co., Durham, N. C. (proprietary), daily *sa* thru Harvey-Massengale, Atlanta.



"It's the best team I ever had."

More people for less money in Montana. Montana Broadcasters, Box 1956, Butte, Mont.
Pd. Adv.

WHN, New York

Chevrolet Motor Co., Detroit, daily *sa*, 11 days, thru Campbell-Ewald Co. of Detroit.
Justrite Co., Milwaukee (bird seed), daily *sa*, 13 weeks, thru Richard A. Foley Adv. Agency, Philadelphia.
American Fruit Growers, Pittsburgh (Blue Goose), daily *sa*, 13 weeks, thru Walker & Downing, Pittsburgh.
Eastern Wine Corp., New York (Chateau Martin wines), 60 *sa* weekly, 52 weeks, thru H. C. Morris & Co., N. Y.
American Jewish Broadcasting Co., New York (participating sponsors), weekly *sp*, 52 weeks, thru A. B. Landau Co., N. Y.
Julius Grossman Shoe Corp., New York, 48 *sa* weekly, 48 weeks, thru Sterling Adv. Agency, N. Y.
Friday Magazine, New York, 10 *sa* weekly, thru H. C. Morris & Co., N. Y.
Local Loan Co., Chicago, 6 *sp* weekly, thru George Hartman Co., Chicago.
Jests Inc., Brooklyn (proprietary), daily *sa*, 12 weeks, thru Joseph Katz Co., N. Y.
Thos. Leeming & Co., New York (Baume Bengue), daily *sa*, 26 weeks, thru Wm. Esty & Co., N. Y.

WFAA-WBAP, Dallas-Fort Worth

Campbell Cereal Co., Northfield, Minn. (corn flakes), 5 *sa* weekly, thru Campbell-Mithun, Minneapolis.
Chicago Mail Order Co., Chicago, 3 *t* weekly, thru Buchanan & Co., N. Y.
Northwestern Yeast Co., Chicago (Maca yeast), 3 *t* weekly, thru Hays MacFarland & Co., Chicago.
Sweets Co. of America, New York (Tootsie Rolls), 10 *ta*, weekly, thru Biow Co., N. Y.
General Mills, Minneapolis (Wheaties), 5 *t* weekly, thru Knox Reeves Adv., Minneapolis.
Potter Drug & Chemical Co., New York (Cuticura soap), 12 *ta* weekly, thru Atherton & Currier, N. Y.
Wm. Cameron & Company, Waco, Tex. (lumber), 3 *ta* weekly, thru Tracy-Locke-Dawson, Dallas.

KSFO, San Francisco

Blue Ribbon Books, Seattle, 6 *sa* weekly, thru Northwest Radio Adv. Agency, Seattle.
Cluett, Peabody & Co., New York (Sanforized process), 6 *sp* weekly, thru Byron G. Moon Co., N. Y.
Columbia Record Corp., New York, 18 *ta* weekly, direct.
Compagnie Parisienne, San Antonio (perfume), 6 *sa* weekly, thru Northwest Radio Adv. Agency, Seattle.
Crown Products, San Francisco (sparkling water), 5 *sa* weekly, direct.
General Motors Sales Corp. Detroit (Chevrolet), 41 *sa*, thru Campbell-Ewald Co., Detroit.

KTHS, Hot Springs, Ark.

National Biscuit Co., New York, 36 *sp* weekly, thru McCann - Erickson, N. Y.
Vick Chemical Co., New York (proprietary), 5 *sp* weekly, 6 *sa* weekly, thru Morse International, N. Y.
Pinex Co., Fort Wayne, Ind. (proprietary), 12 *sa* weekly, thru Russell M. Seeds Co., Chicago.
Peter Paul Inc., Naugatuck, Conn. (candy), 6 *sp* weekly, thru Platt-Forbes, N. Y.
Johnson & Johnson, New Brunswick, N. J. (Tek), 26 *sa*, thru Ferry-Hanly Co., N. Y.

KMMJ, Grand Island, Neb.

Crazy Water Mineral Wells, Tex. (proprietary), 6 *t* weekly, thru Benson & Dall, Chicago.
Harris Coal Co., Denver, 6 *sp* weekly, thru Bob Betts, Denver.
Omar Mills, Omaha, daily *sa*, thru Lyle T. Johnson Co., Chicago.
Si-Noze Labs., Chicago (proprietary), 2 *sa* daily, thru Neal Adv. Agency, Chicago.

WEW, St. Louis

Compagnie Parisienne, San Antonio (perfume), 6 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.
Pacquin Inc., New York (cosmetics), 48 *sa*, thru Wm. Esty & Co., N. Y.
Hyde Park Breweries, St. Louis, 2 *sp*, thru Ruthrauff & Ryan, St. Louis.

Radio Advertisers

NEW YORK TELEPHONE Co., through BBDO, New York, and Philadelphia Dairy Products Co., Philadelphia (Dolly Madison Ice Cream), through Scheck Adv. Agency, Newark, are each participating in the five weekly broadcasts of Bessie Beatty on WOR, Newark, from 11:15 to noon, Monday through Friday. Miss Beatty was chosen by WOR to succeed Martha Deane [BROADCASTING, Sept. 15] and started her new series on Sept. 23.

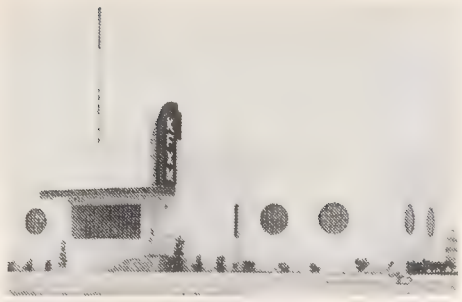
RED-EE FOODS Inc., Los Angeles (Cinch Cake Mix), new to radio, on Sept. 25 started for five weeks sponsoring thrice-weekly participations in *Agnes Ehite's California Kitchen* on KFI, that city. The firm between Sept. 23 and Oct. 25 will sponsor 25 participations on *Eddie Albright's* program on KHJ, Los Angeles. On Oct. 1, for four weeks on KFI the firm will shift to twice-weekly participation in the *Bridge Club* and also will use three announcements a week in *Art Baker's Notebook* on that station during the same period. For four weeks, ending Dec. 13, thrice-weekly participations will be used in *Mirandy's Garden Patch* on KFI. Tied in with store demonstrations, a series of participations for the fall campaign will be sponsored on KIEV, Glendale; KMPC, Hollywood, and KFWB, Los Angeles. Elwood J. Robinson Adv. Agency, Los Angeles, has the account.

BASIC FOODS Inc., Somerset, Pa. (health bread), a consistent user of radio, on Oct. 14 starts sponsoring a five-weekly quarter-hour program titled *Facts About Life*, on KNX, Los Angeles. Contract is for 52 weeks, and Dr. Curtis H. Springer is to be featured as commentator. Agency is Elucidator Publications, Hollywood.

KYW, Philadelphia, starting Sept. 16, takes over the *Alice Blair* transcription serial, which had been carried by WCAU locally. Sponsored by Stanco, Inc., Standard Oil Co., of New York, it will be carried Monday thru Friday, 9:45-10 a.m. Agency is McCann-Erickson, New York.

ALL-SAINTS-BY-THE-SEA Episcopal Church, Santa Barbara, Cal. (religious), on Sept. 8 started for 13 weeks, *All-Saints-By-the-Sea*, on 2 Southern California Don Lee stations (KDB KHJ), Sunday, 11 a.m.-12 noon (PST). Agency is John Pettus Adv., Santa Barbara.

JEFFERSON STANDARD Life Insurance Co., Greensboro, N. C., is sponsoring football comments Wednesday evenings by Wiley Sholar, who starts his fifth season on WBIG.



NEW HOME of KFXM, San Bernardino, Cal., erected in the modern motif on a four-acre site, houses the latest technical advances in radio, and includes a new high-fidelity transmitter.

CARSON, PIRIE SCOTT & Co., Chicago (department store), on Sept. 23 started *The Wishing Well*, five-weekly quarter-hour series on WGN, Chicago, featuring Mary Paxton, who recently joined the Chicago outlet from WLW, Cincinnati. The 52-week series will highlight fashions and other information of interest to women. Merchandise gifts from the store will be awarded to writers of the best letters expressing their "wishes". The shows will be heard from 8:45-9 a.m. Stack-Goble Adv., Chicago, is agency.

PARAGON HAT Co., Chicago (men's hats), on Sept. 19 started a 13-week test campaign of twice-weekly spot announcements on WMAQ, Chicago. If successful, more stations will be selected for schedule. Martin A. Pokrass Adv. Agency, Chicago, handles the account.

HILLS BROS. Co., New York (Date Nut Bread, Gingerbread Mix), through Sherman K. Ellis & Co., that city, on Sept. 23 starts for 13 weeks, participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood.

EL DORADO BREWING Co., Stockton, Cal., recently contracted for two announcements nightly on the transcribed rebroadcast of *The World Today*, European news roundup, on KSFO, San Francisco, 10-10:15 p.m. (PST). Account placed through Sidney Garfinkel Agency, San Francisco.

JUSTER BROTHERS clothing store, Minneapolis-St. Paul, is sponsoring a local program on WCCO at 10:15 p.m. each Sunday. P. B. Juster, former president of Retail Clothiers Assn. of America, comments on styles for men.

WHEELER CATERING Co., Indianapolis restaurant chain, has renewed its WIBC series featuring Dick Stone, food commentator.

LION OIL Co., El Dorado, Ark., is sponsoring Vanderbilt football games on WSM, Nashville, its first radio venture. Jack Harris is handling play-by-play, with Ottis Devine announcing commercials. Lion has expanded from Arkansas into Mississippi, Tennessee and Kentucky.

F & M SCHAEFER BREWING Co., New York, renewed the *Schaefer Revue* for 52 weeks, effective Sept. 24 on WEAF, Nw York, at which time the program shifts to Tuesdays, 7:30-8 p.m. from its present Thursday period. BBDO, New York, is the agency.

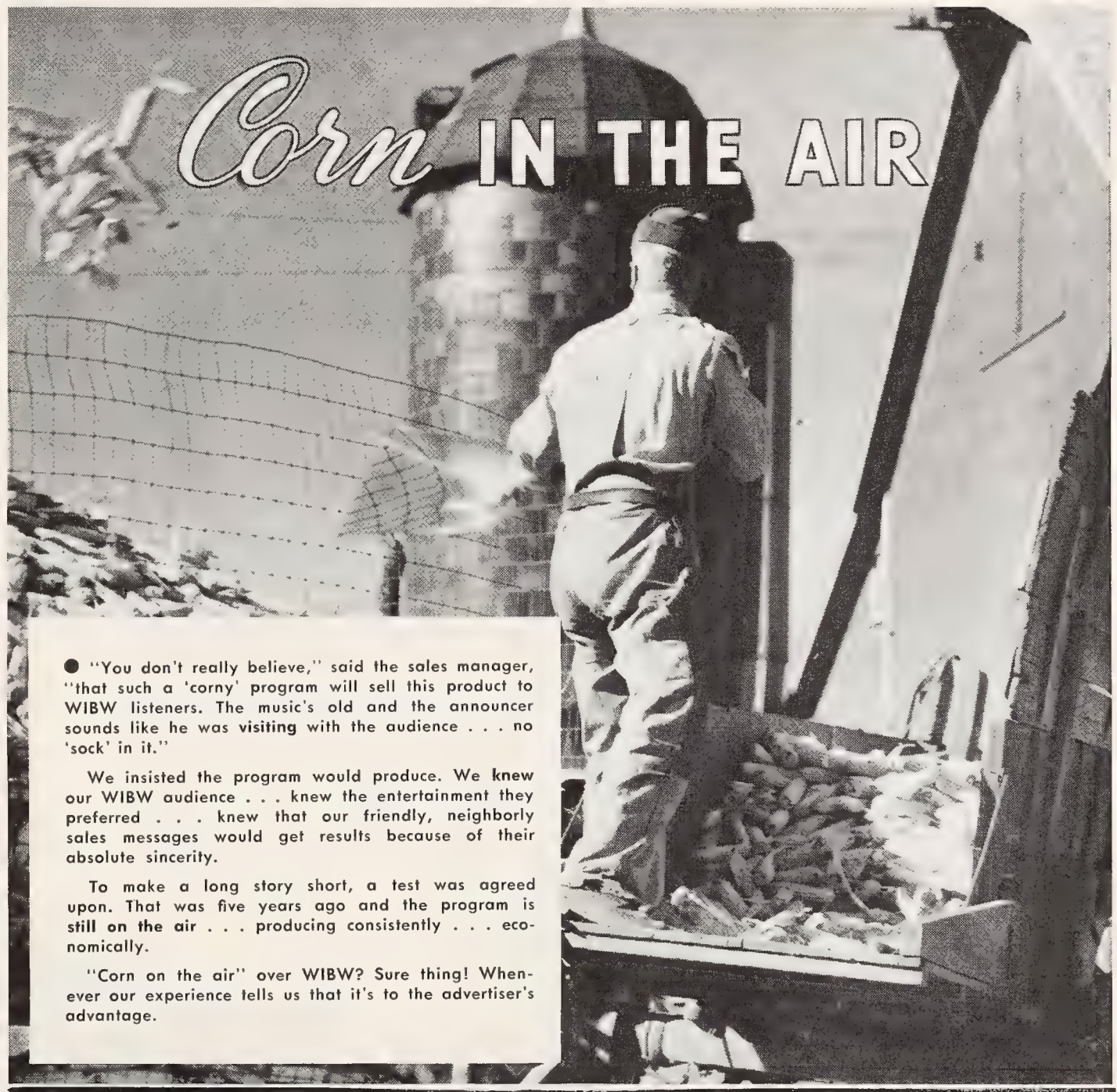
LOMA LINDA FOOD Co., Arlington, Cal. (Ruskets), through Lisle Sheldon Adv., Los Angeles, is sponsoring thrice-weekly participation in *Sunrise Salute* on KNX, Hollywood, under a 52-week contract which started Sept. 2. Firm is also using thrice-weekly participation in *Morning Hostess* on KFRC, San Francisco, and daily announcements on KQW, San Jose, Cal.

NESTLES MILK Products (Canada) Ltd., Toronto, has started a transcribed spot announcement campaign five times weekly on 24 Canadian stations. A weekly half-hour French quiz show has also been started on CKAC, Montreal. Account was placed by Cockfield Brown & Co., Toronto.

No outside station serves Georgia's second largest metropolitan market. We *sell* it . . . at the lowest per person cost of any medium.

RED NBC BLUE

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.



● "You don't really believe," said the sales manager, "that such a 'corny' program will sell this product to WIBW listeners. The music's old and the announcer sounds like he was visiting with the audience . . . no 'sock' in it."

We insisted the program would produce. We knew our WIBW audience . . . knew the entertainment they preferred . . . knew that our friendly, neighborly sales messages would get results because of their absolute sincerity.

To make a long story short, a test was agreed upon. That was five years ago and the program is still on the air . . . producing consistently . . . economically.

"Corn on the air" over WIBW? Sure thing! Whenever our experience tells us that it's to the advertiser's advantage.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

CATELLI FOOD PRODUCTS, Montreal (macaroni) started on Sept. 16, a thrice-weekly dramatized transcribed spot announcement campaign on station in Ontario, British Columbia, New Brunswick, Nova Scotia and Prince Edward Island. Account was placed by E. W. Reynolds & Co., Toronto.

WESTERN CANADA Flour Mills Co., Toronto, (Pioneer feeds) has started six weekly transcribed dramatized spot announcements on CFNB, Fredericton, N. B., and CFCY, Charlottetown, P.E.I. Account was placed by A. McKim Ltd., Toronto.

VI-TONE SALES Ltd., Hamilton, Ont., (health drink) on Sept 30 started a participating program campaign thrice weekly on 15 Canadian stations. Account was placed by E. W. Reynolds & Co., Toronto.

NELSON Bros., Chicago (storage & furniture chain), consistant user of local radio, on Oct. 1 started sponsorship of the 7:30-7:55 a.m. portion of the daily *WBBM Musical Clock*, featuring Halloween Martin. A WBBM client since 1933, the company is also currently sponsoring *Man on the Street*, featuring John Harrington, and *Rhythm Off the Record*, a transcribed show. Contracts are for 52 weeks. Morton Adv. Agency, Chicago, handles the account.

GOLDEN STATE Department Stores, Los Angeles, out of radio for approximately one year, has started using 24 spot announcements and two half-hour live talent programs weekly on KFVD, and eight announcements each week on KFWB and KFAC, respectively. Firm in late September starts sponsoring a daily quarter-hour news program on the latter station and will also expand radio activities to include other Southern California station, having allotted more than $800 per month for radio advertising. Agency is the Mayers Co., Los Angeles.

LUMINOUS NOVELTY Co., North East, Pa. (Twinkle Twinks), said to be using radio, is placing advertising direct.

Vitamin Defense

BROADCASTERS may expect suggestions from local consumer organizations for creation of radio market news services (unless they already have them) by virtue of a call made Sept. 23 by Miss Harriet Elliott, consumer commisioner on the National Defense Advisory Commission. In a special issue of *Consumers' Guide*, publication of the Consumers' Counsel Division of the Dept. of Agriculture, Miss Elliott sounded an eight-point call for concerted action to make America strong by wiping out undernourishment and malnutrition. Her first point on how groups and individuals can work to insure better diets for everyone was: "Get a municipal radio market news service started so household buyers will know what foods are good buys and cheap each day."

Pepsodent Back

PEPSODENT Co., on Sept. 24 resumed *The Pepsodent Show Starring Bob Hope* on 66 NBC-Red stations, Tuesdays, 10-10:30 p.m. (EST). Program will retain format used last year, with Hope as m.c., Jerry Colonna, Elvia Allman, Blanche Stewart, Skinnay Ennis and his orchestra and the Six Hits and a Miss. Bill Goodwin is announcer. Guest soloists are being used. Tom McAvity produces for Lord & Thomas.



NETWORK POLICIES and casting problems were discussed when this group of executives met recently in Hollywood to plan the initial broadcast of *Everyman's Theatre*, which starts Oct. 4 under sponsorship of Procter & Gamble Co. (Oxydol), on 55 NBC-Red stations, Fridays, 9:30-10 p.m. (EST). They are (l to r) James Park, executive of General Amusement Corp.; Arch Oboler, who will write and direct the weekly program; John Swallow, NBC western division program director, and L. D. Milligan, radio executive of Blackett-Sample-Hummert, Chicago agency.

KFRC Salesmen Land $200,000 Within a Day

SALES department of KFRC, San Francisco Don Lee headquarters, topped all previous records, when, in one day last month it turned in contracts for more than $200,000 worth of business.

Langendorf United Bakeries, San Francisco, contracted for two shows for release on the Pacific Coast Don Lee Network, commencing Sept. 30, to run 52 weeks. John B. Hughes, news commentator, will present five quarter-hour news programs weekly from San Francisco. The other program under the same sponsorship, is *Shafter Parker*, dramatic strip, to originate from KHJ, Los Angeles, Monday through Friday, 5:30 p.m. (PST), placed through Leon Livingston Advertising, San Francisco.

D. Ghirardelli Chocolate Co., on Sept. 29 started sponsorship of the Mutual network syndicated program *Show of the Week*, Sundavs, 3:30-4 p.m. (PST), for 39 weeks. The contract calls for sponsorshio on KFRC, San Francisco; KHJ, Los Angeles; KGB, San Diego; KOL, Seattle; KALE, Portland, Ore.; KMO, Tacoma, Wash. Account was placed through Erwin, Wasey & Co., San Francisco.

HECKER PRODUCTS Corp., New York, on or about Oct. 15 is moving the advertising department of its shoe polish division to Indianapolis, out of which offices a large part of the company's business for all its products is transacted.

Yankee Signs Contracts For $700,000 During Early September Weeks

TOPPED by a $250,000 contract for twice-daily newscasts sponsored by Socony-Vacuum Oil Co. [BROADCASTING, Sept. 15], the Yankee Network, through its president, John Shepard 3d, announces that since Sept. 1 it has signed contracts totaling more than $700,000. Most of the business is new, said Mr. Shepard, but included are second, third and even eight-year renewals.

The new network contracts signed in September, in addition to the Socony-Vacuum account, include P. Lorillard Co. (Old Golds), news participations, and R. J. Reynolds Tobacco Co. (Prince Albert), 39 quarter-hour *Jim Britt Sports Review*. Renewal contracts on Yankee include Loose-Wiles Biscuit Co., 26 quarter-hour dramatized news programs; Narragansett Brewing Co., news participations; Delaware, Lackawanna & Western Coal Co., 26 half-hour programs; Melville Shoe Corp. (Thom McAn Shoes), 312 quarter-hour *Fred Lang Views the News*; Sears Roebuck & Co., 312 quarter-hour *Sears News Reporter*; Fels & Co., 15-minute *New England Town Hall Party*.

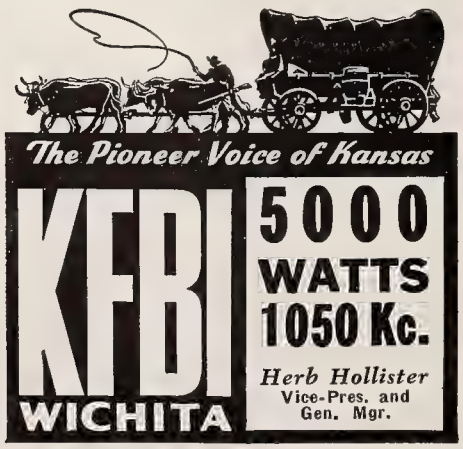
In addition, Colonial Network for the eighth time has renewed La-Rosa Co. (macaroni) for 365 half-hour programs on three stations and has signed American Safety Razor Co. (Gem razors) for the complete network for Wythe Williams' news commentaries twice weekly.

Lambert Holds Serial

ALTHOUGH Lambert Pharmacal Co., St. Louis, will drop its *Grand Central Station* series for Listerine on CBS following the broadcast of Oct. 18, the company's agency, Lambert & Feasley, New York, is keeping its rights to the half-hour dramatic program series, which has been on the air for about three years, and is attempting to sell the program as a package to other agencies. No buyer had been found as of last week, the agency reported. Plans for Listerine advertising do not include radio in the immediate future, it was stated.

WITH the signing of a contract Sept. 6 with Schieffelein & Co., New York, for furniture cream, WJZ, New York, has sold out all participating time on *The Woman of Tomorrow*, cooperatively sponsored program conducted by Nancy Craig five times weekly, 9-9:30 a.m. Program now has 15 sponsors, all using two announcements, or a total of 30 participations. Agency for Schieffelein is Geare-Marston Co., New York.





New Power!
Same Frequency!
CJOR is now operating with 1,000 watts on the same easy-to-dial 600 KC frequency, making new friends every day.
CJOR
Vancouver, B. C.
Nat. Rep:
Joseph Hershey McGillvra

Wisconsin Utility Sells With Sales Meeting Program

Consumer Benefit Emphasized In Promoting Power Service

DOING the unexpected has accounted for many a success in selling as well as in creating radio programs. On the premise that comparatively few people have ever attended a sales meeting, where a company outlines its sales activities, and that such a meeting could be made interesting, Wisconsin Power & Light Co., of Madison, recently aired a series of unusual surprise radio programs in its territory. This was done as part of the regular fall activity, when all employes of the company join in with the sales department and stress all phases of lighting.

Special ads on the radio pages of local newspapers invited the public to tune in on one of the most unusual programs ever presented over the radio stations selected—and indicated that those who thought such a meeting would be uninteresting were due for a pleasant surprise.

The Consumer's Side

Instead of hearing a lot of high-pressure speeches exhorting a sales staff to greater effort to sell merchandise to the public, those who tuned in learned about an entirely new aspect of modern sales methods where emphasis is placed on benefits to the consumer rather than on sales quotas.

How was all this accomplished? The radio programs took a page right out of recent political conventions. With members of the utility's own staff taking all parts in the cast, "John J. Keynoter" was first introduced. He called for nominations—and chairmen of delegations from the "States" of Light, Efficiency, Economy, Convenience and Perfection each dramatically placed the names of "favorite sons" in nomination, these being "Senator" Mazda Lamp, "Senator" IES Lamp, "Governor" Pin-to-Wall Lamp, "Senator" Adaptor Lamp and "General" Light Conditioning. The latter proposed a "coalition" of all the nominees which brought forth a wild demonstration with parading and all the other "hoopla" of a political convention. Bands from the radio stations and employe groups in attendance at the various district sales meetings provided most realistic "convention" atmosphere during and at the close of all the nominating speeches.

Stations Carrying Program

First station selected to air the program was WHBL, Sheboygan. Other stations included WCLO, Janesville; KFIZ, Fond du Lac; and WIBU, Poynette, handled a remote control show from Beaver Dam. The Sheboygan broadcast was so successful and created such spontaneous enthusiasm that Wisconsin Power & Light Co. officials decided to put the program on in radio style even in districts where radio was not available.

The program was conceived, written and produced by Klau-Van Pietersom-Dunlap Associates, Milwaukee agency.

ADVERTISING AND AMERICANISM

Borden's 'Freedom of Choice' Message Is Well Received, With Others Taking It Up

A new movement to "sell" advertising and Americanism is afoot, manifest for the first time in the *Last Minute News* roundup sponsored by Borden's Dairy Delivery on KFRC, San Francisco, and it already gives indication of sweeping the country. Centering about the theme, "Freedom of Choice as the Symbol of American Democracy", and presenting advertising as the outstanding example of freedom to choose, the movement has aroused favorable comment.

Realizing the timeliness of such a message and viewing with alarm the harm done to advertising by adverse propaganda in recent years, Robbins Millbank, McCann-Erickson account executive in San Francisco handling the Borden account, saw the need for a new program for advertising itself. Could advertising be "sold" in a way subtle enough not to defeat its own ends? Could it be made into a constructive program fitting within the framework of the American social pattern?

Public Pleased

The idea was born.

One day an unsuspecting audience heard:

"In the eyes of most Europeans, we, in this country, are a peculiar people. Perhaps Europeans could understand us better if they had our heritage—had enjoyed for generations, as we have, under the law, the freedom of choice. We are perhaps in the dangerous way of accepting that freedom without valuing it. Yet it is present everywhere—in your choice of radio programs, selection of foods, magazines . . .

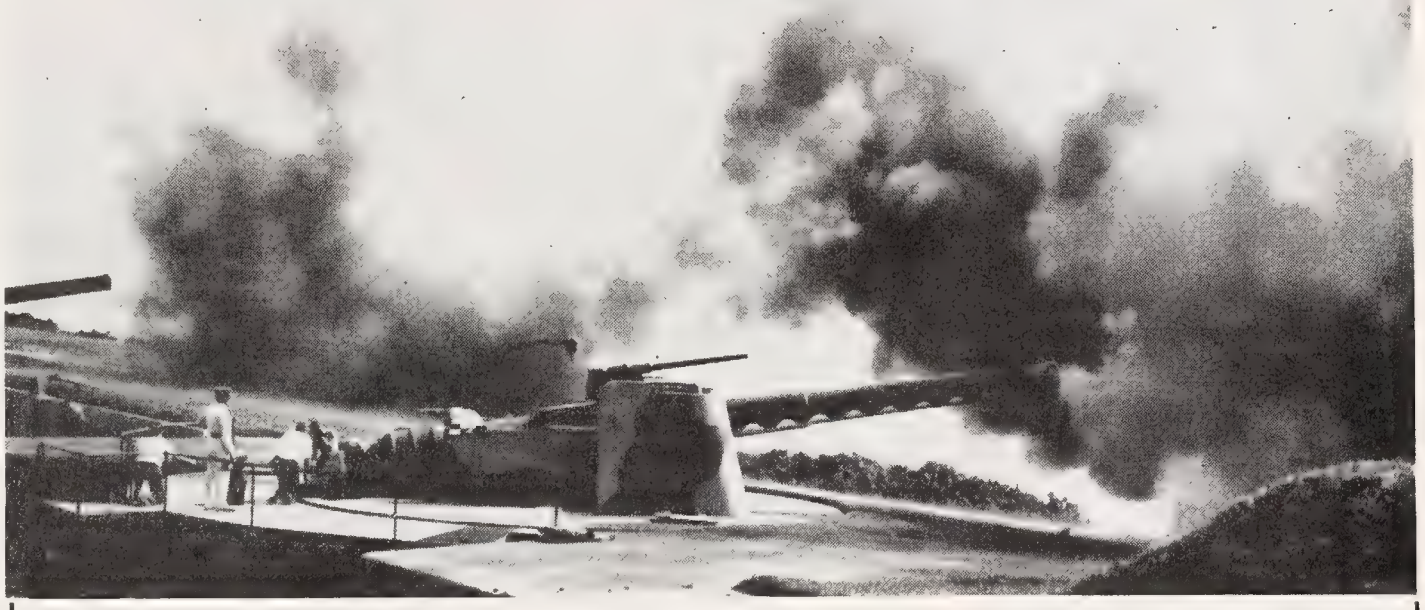
"In this strong American tradition, then, is the following advertising message — persuading you with good argument to brand preference but respecting your freedom of choice in the matter of acceptance." (Borden's advertising message followed.)

Similar announcements centering around the same theme, became a regular part of subsequent programs.

Public response was immediate. Letters poured in; newspapers caught up the idea and featured it editorially; it was discussed at meetings of clubs and trade groups.

With such positive public acceptance, Borden's and its agent thought the idea could and should be used more widely. Accordingly, they have given all other advertisers and advertising media a free hand to use both their idea and slogan "Freedom of Choice", without the necessity of giving credit.

WE'VE GOT THE RANGE



Hitting 284,000 Ozarks Radio Homes

KGBX

NOW 5000 WATTS

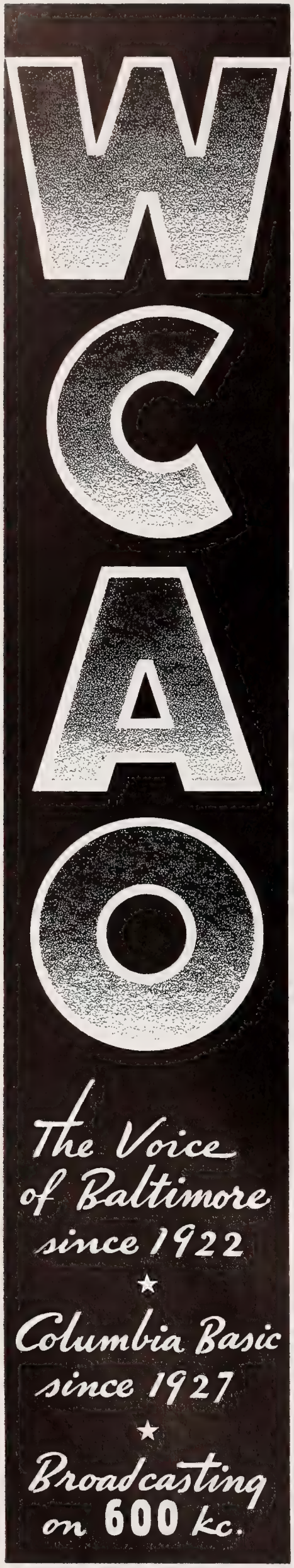
NBC: Red—Blue Full-Time

SPRINGFIELD, MISSOURI

KGBX MARKS THE SPOT IN THE OZARKS

Ralph Foster, General Manager

Nat'l Rep., John E. Pearson, 360 N. Michigan Ave., Phone Franklin 2360, Chicago



Dr. Jewett Is Appointed AT&T Board Chairman

DR. F. B. JEWETT, vice-president of the American Telephone & Telegraph Co., New York, in charge of research, resigned as president of the Bell Telephone Laboratories, New York, effective Oct. 1, to become chairman of the AT & T board of directors. Succeeding him as president of the laboratories is Dr. O. E. Buckley, former executive vice-president. Research in the Bell labs will continue unchanged as will Dr. Jewett's responsibilities, though he is expected to devote more time to the Government as a member of the National Defense Research Committee and as president of the National Academy of Sciences.

Dr. R. W. King, who has been assistant to Mr. Jewett, will continue as such, becoming assistant vice-president of AT & T.

CBS School Program, Entering Its 12th Year, Reaches Latin Nations

THE CBS EDUCATIONAL series *American School of the Air* begins its 12th consecutive year Oct. 7 with a schedule expanded to reach Canada and Latin America. Directed primarily for use in classrooms, the daily series reached about 10,000 pupils in more than 250,000 American classrooms last year. This season, with the wider transmission, about 15,000,000 school students will be reached according to Sterling Fisher, CBS director of education.

Abroad the programs are to be heard on CBC in Canada and on networks of the following countries: Cuba, Argentina, Brazil, Colombia, Chile, Dominican Republic, Honduras, Mexico, Panama, Philippines, Puerto Rico, El Salvador, Hawaii and Alaska. CBS is furnishing scripts without charge to cooperating countries which will translate them into the appropriate language. In return each participating country is furnishing CBS with material.

In America the programs will be heard daily in the Eastern time zone from 9:15-9:45 a.m.; Central zone, 2:30-2:55 p.m.; Mountain zone, 9:30-10 a.m.; Pacific zone, 2-2:30 p.m.

In a preview of the series Oct. 1 excerpts from the five programs in the series were broadcast and Mr. Fisher explained the changes in the series, particularly the expanded broadcast plans.

Serial Dropped

CORN PRODUCTS SALES Co., New York, will discontinue *Society Girl* with the broadcast of Oct. 4. Program, advertising the sponsor's various food and cooking products, has been on CBS for the past year, at 3-3:15 p.m., Monday through Friday, placed through C. L. Miller Co., New York. Period will be filled by the new series of talks by Mary Margaret McBride for Florida Citrus Commission, starting Oct. 7, placed through Arthur Kudner, New York.

BOB HAWK, master of ceremonies on *Take It or Leave It*, sponsored by Eversharp Inc. on CBS, has begun work on a series of movie shorts based on the broadcasts, to be produced by Columbia Pictures.

ELLIOTT IN SERVICE

President's Son Leaves Post For Air Corps Duty

SWORN IN Sept. 23 as a captain in the Specialist Reserve of the Army, Elliott Roosevelt, second son of the President, on Oct. 7 reports for active duty at Wright Field, O. Slated for at least a year's active duty Capt. Roosevelt will relinquish his duties as active head of Texas State Network and of KFJZ, Fort Worth, which he owns, as well as his management of several other stations in Texas. His thrice-weekly news commentaries over TSN also have been terminated and his commercial contract cancelled.

At Wright Field, Elliott will be attached to the Air Corps Material Division and will devote his attentions to radio and aircraft procurement. He was 30 the day he was commissioned. Elliott left Washington Sept. 23 for Fort Worth to clean up his business prior to reporting at Wright Field. As a captain he will be paid $200 a month, plus $116 a month for quarters and subsistence should he claim dependents. If he does not, the allowance will be $78 per month.

Management of TSN, it is expected, will be delegated to Harry Hutchinson, general manager, who has worked under the immediate direction of Mr. Roosevelt. General manager of KFJZ is Gene L. Cagle.

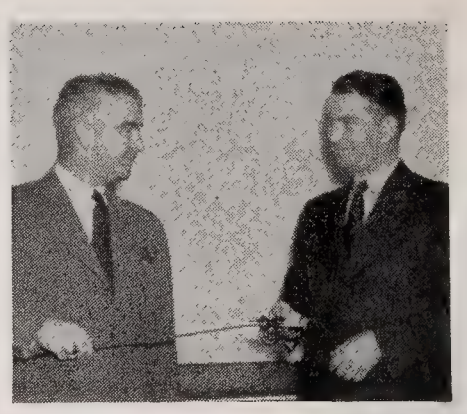
Barn Dance's 15th

THE *Alka-Seltzer National Barn Dance* celebrated its 15th consecutive year on the air and its seventh anniversary on NBC with its broadcast Sept. 28 on the Red Network. Started by WLS, Chicago, in April 1924, put on the Blue Network in 1933 and moved to the Red this year, the program has kept to its original format of familiar music and humor through its 15 years of continuous weekly broadcasts. Sponsored by Miles Laboratories, Elkhart, Ind., for Alka-Seltzer, the series is handled by Wade Adv. Agency, Chicago.

'Mystery' Resumes

STANDARD BRANDS, New York (Fleischmann's yeast), on Sept. 30 started on 33 NBC-Blue Network stations *I Love a Mystery*, adventure drama, 8:00-8:30 p. m. (EST), with West Coast repeat 8:30-9:00 p. m., PST, after a layoff of 13 weeks. Agency is Kenyon & Eckhart, New York. The cast again includes Michael Raffeto, Barton Yaborough and Walter Paterson. Carlton E. Morse, author of *One Man's Family*, writes and produces the weekly program. Dresser Dahlstead is anonuncer and Paul Carson is organist.

BLOOD-FOR-BRITAIN campaign is being conducted by John Gambling, British-born announcer, on WOR, Newark, to aid Red Cross efforts to obtain blood donors for British civilians and soldiers. Gambling, who has donated blood himself, urges others to do the same on his WOR *Musical Clock Program*. The Red Cross notes a marked increase in volunteers as a result of the broadcasts.



CALLED UP for active duty on Friday, Sept. 13, was Jimmy Dupree, chief transmitter engineer of KTSA, San Antonio, (right) who holds the rank of First Lieutenant in the 319th Signal Aviation Company and was ordered to report at Hamilton Field, Cal. Before leaving, he was presented with an engraved saber by the staff. George Johnson, KTSA manager, made the presentation.

IRE Fall Meeting

FM and television developments will again be featured at the 1940 fall meeting of the Institute of Radio Engineers, combining with the RMA Engineering Department, to be held in the Sagamore Hotel, Rochester, N. Y., Nov. 11-13 inclusive. Among papers to be read at the technical sessions will be one by J. A. Worcester, of GE, on "Recent Improvements in FM Receiver Design". Dr. Peter C. Goldmark, CBS inventor of color television [BROADCASTING, Sept. 1 and 15] will describe the technical phases of his system. V. D. Landon, RCA, will report on "A Study of Impulsive Noises in FM Receivers".

DENIED in December, 1938, the application of Thomas J. Watson, president of International Business Machines Co., for a new 1,000-watt station on 1240 kc. in Endicott, N. Y., has been granted a rehearing by the FCC. Mr. Watson asked for the station originally because Endicott is the location of one of his company's big factories and because, as his application stated, he wanted the station to promote the cause of "international peace".

PROCEEDS of the Third Annual Charity Show, given by Don Carney who as "Uncle Don" conducts a children's program on WOR, Newark, will be given to various refugee organizations in America which are aiding in the evacuation of children from Europe. Tentative date for the show is Nov. 10 at one of the larger New York theatres.

Youngstown was prosperous a year ago. Now it ranks with the cities that have made greatest gains over 1939. Cover it best with

WFMJ

in the CONTROL ROOM

T. E. ATHERSTONE Jr., chief engineer of KGVO, Missoula, Mont., is first of the staff to be called to the colors. He was to leave Oct. 1 for Portland to take preliminary training as an FCC monitoring officer.

R. V. HOWARD, technical director of KSFO, San Francisco, was host Sept. 18 to a sectional meeting of the Institute of Radio Engineers. William R. Hewlett and David Packard of Stanford U, presented papers on "Square Wave Generators and their Use in Testing".

GERALD D. COLEMAN, chief engineer at the Westinghouse shortwave transmitter, WPIT, Saxonburg, Pa., has resigned to become chief engineer of WKPA, new station at New Kensington, Pa.

CLARENCE PALMER, engineer of KVOE, Santa Ana, Cal., is the father of a 9½-pound baby girl, his first child.

HULBERT HINKEL Jr., grandson of the late John Hinkel, Berkeley capitalist, and formerly a member of the KYA engineering staff, recently signed as a volunteer to aid the British flying forces.

JOHN BEESTON, of the research engineering staff of WHO, Des Moines, has developed a "visual audience reactograph" to register average response by 10 to 100 persons at the *Iowa Barn Dance Frolic*.

KENNETH GARDNER, for 15 years with WHAM, Rochester, has been promoted to chief engineer, succeeding John J. Long, Jr., who was killed in an automobile accident last May.

TED GRENIER, engineer of WBNX, New York, and Kathleen Tandy, switchboard operator at the station, were married recently. Romance parallels that of Ted's brother Charles, who was a WBNX engineer a few years ago and who married Helen Stokin, at that time in charge of the WBNX switchboard.

WILLIAM BENT, formerly of Clark Equipment Co., Buchanan, Mich., and a graduate of Princeton U, has joined the transcription department of WBBM Chicago, as assistant to G. M. Clare department supervisor.

LEON BALDWIN, formerly of CKCV, Quebec, has joined the engineering staff of CBV, Quebec.

JOHN BROOKS and Jim Watson, of the WIS, Columbia, S. C., control room staff, are seniors at U of South Carolina. Ed Bunker, of the sales staff, is a second year law student.

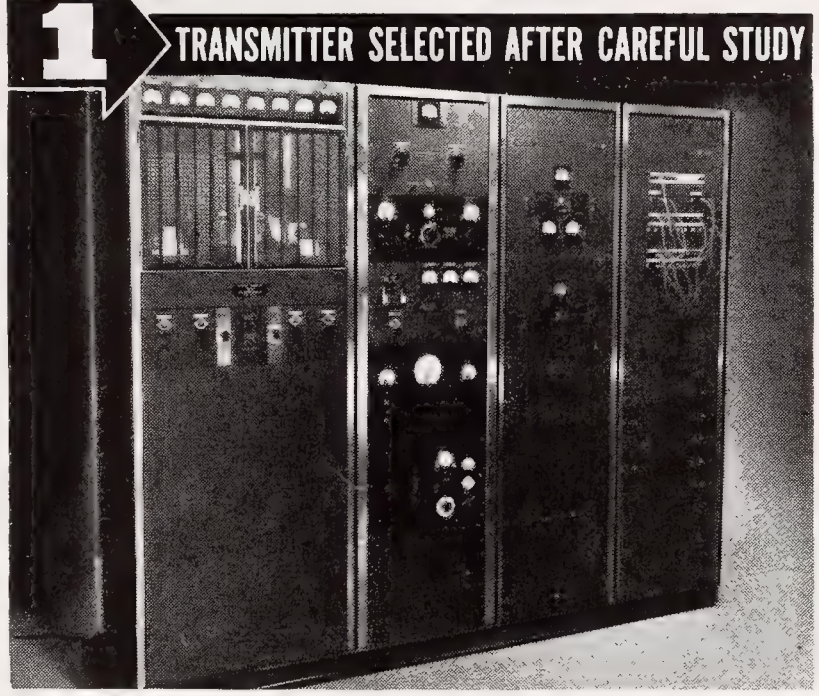
KENNETH PATTERSON and Vernon Fulton have joined the staff of WMBD, Peoria, Ill. Patterson comes from Pekin, Ill., and Fulton was formerly on the engineering staff of WREN, Lawrence, Kan.

U. S. Seeks Technicians

EXAMINATION was announced Sept. 19 by the U. S. Civil Service Commission for radiosonde technicians for Government service, with pay of $2 000 a year. Applicants were required to have six months experience in installation, maintenance and repair of radiosonde ground receiving and recording equipment. The Commission anticipated some difficulty in securing eligibles because the field of activity is new. Those accepted would be sent to stations in Alaska, United States and Caribbean area. Age limit is 60 years. Information is available at the Commission, or from first or second-class post offices.

One GATES Installation Deserves Another!

1 TRANSMITTER SELECTED AFTER CAREFUL STUDY



(left) Gates DeLuxe 250-A Transmitter and (right) SIE-27 Speech System at WDMJ, Marquette, Mich.

Superior Performance in Difficult Iron Ore Region

A "wall" of iron ore practically isolates the Northern Michigan peninsula from outside signals during daytime hours. Yet, Station WDMJ, Marquette, controls a commanding audience in the center of the lumber and iron ore region. The long experience of Manager Gordon Brozek with every type of transmitting apparatus, was responsible for his selection of the Gates 250-A Transmitting equipment. His choice of Gates was made after a detailed consideration of another Gates 250-A Transmitter in use in a nearby station and with the conviction that Gates offered superior advantages.

2 TRANSMITTER RESULTS JUSTIFY SPEECH SYSTEM

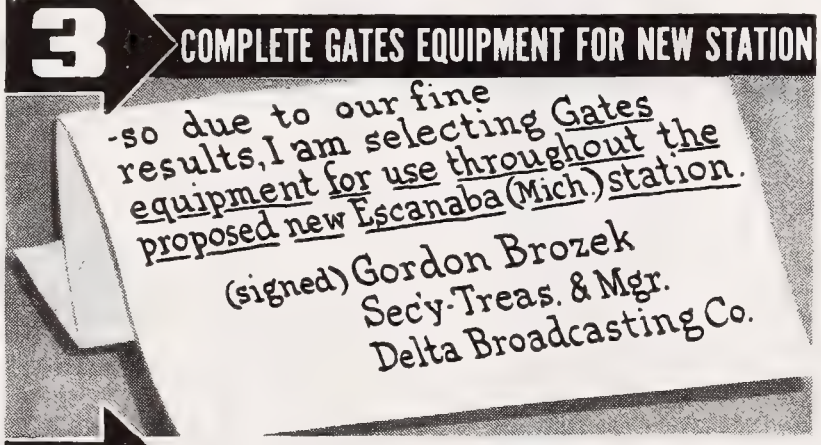


(on desk) The Gates Control Console, control unit for main dual cabinet Speech System at WDMJ.

$15 Maintenance Cost in 18 Months!

Six months ago WDMJ added the DeLuxe SIE-27 speech system to make the equipment in this station 100% Gates! The first Gates installation has now been in service approximately 18 months and ledger records show that the actual billings for repair parts (exclusive of tubes) during this period was less than $15! This example of economy is enhanced by an unusually high efficiency of 73% or better, with the maximum operating load less than 2/3 the power supply rating.

3 COMPLETE GATES EQUIPMENT FOR NEW STATION



Sales Through Results

PERFORMANCE is our "sales manager" and the reason why the results of the Gates equipment at WDMJ, convinced Mr. Gordon Brozek, manager of WDMJ and owner of the new Escanaba Broadcasting Co. to equip his proposed new Escanaba station throughout with Gates equipment. This proves again that station managers who have used Gates equipment choose without hesitation this same equipment for any additional facilities they may require.

Write today for complete illustrated data units on the Gates 250-A Transmitter and other studio, transmitting and remote equipment. Chances are you'll find the answer to your problem and your budget. Write to—

GATES
QUINCY, ILLINOIS, U.S.A.

AMERICAN CORPORATION



Agencies

WOODROW SPORN, formerly with Blackett-Sample-Hummert, has joined Maxon Inc., New York, to handle merchandising and premium buying on the account of B. T. Babbitt, maker of Bab-O and sponsor of the *David Harum* serial drama on NBC-Red.

CARLETON ALSOP, with McCann-Erickson in Hollywood, on Sept. 16 married Martha Scott, radio and movie star and lead in the serial program. *Career of Alice Blair*, which Alsop has been directing.

CLEMENTS, THOMAS & HENRY, new advertising agency, has opened offices in New York at 1790 Broadway. It will handle radio accounts, though no radio director has been appointed. Officers are John A. Clements, president; Paul Thomas, vice-president-treasurer; Elliott P. Henry, vice-president-secretary. Telephone number is Circle 5-7320.

WALTER O'MEARA has resigned as vice-president and chairman of the plan board of Benton & Bowles, New York, to devote his time to private interests.

JACK VAN NOSTRAND, account executive of Young & Rubicam, New York, flew to Hollywood to aid preparations for the Oct. 6 return of CBS *Silver Theater*, sponsored by International Silver Co.

AL TARANTO, radio time-buyer for William Esty & Co., New York, will marry Ninette Joseph, secretary to Ned Midgely, business manager of the radio department of BBDO, New York, early in December.

BUDA BAKER, publicity director of Maxon Inc., New York, is a semi-invalid as a result of a broken ankle bone.



PLEASED was this foursome when Irene Rich (center) signed a new contract with Welch Grape Juice Co., Westfield, N. Y., and on Sept. 15 started for 52 weeks a new weekly serial, *Dear John*, on 47 NBC Red and Blue stations, Sundays, 9:30-9:45 p.m. (EDST). Under the new arrangement, Miss Rich has full choice of story material. Here she is with (l to r) Alex Robb, manager, NBC Hollywood Artists Service; Gordon Hughes, West Coast manager of H. W. Kastor & Sons Adv. Co., and producer of the serial, and Robert Jennings, vice-president in charge of radio for the agency.

JOHN H. MILLER, for the last eight years an executive of Cecil & Presbrey, and the former Frank Presbrey Co., advertising agencies, has joined Mennen Co., Newark, as advertising and sales promotion manager.

JAMES McCLAIN, formerly assistant production manager of Texas State Network and announcer of KFJZ, Fort Worth, has been named radio director and production manager of Grant Adv. Agency, Dallas.

EDWARD M. MARKS, production manager of J. Stirling Getchell Inc., New York, has resigned to become production and office manager of Harry A. Berk Inc.

ROBERT M. WATSON, assistant advertising manager of the Emporium, San Francisco, has been named manager of the San Francisco office of Ruthrauff & Ryan.

MEL WILLIAMSON, formerly on the production staff of Hixson-O'Donnell Adv., Los Angeles agency, has joined Russel M. Seeds Co., Chicago.

GEORGE McGARRETT, Young & Rubicam, producer of the NBC-Red *Abbott & Costello* show, has been transferred from Hollywood to New York, where he will produce the Eddie Cantor show beginning Oct. 2, for Bristol-Meyers Co., New York. Murray Bolen produced the *Abbott & Costello* program Sept. 18 and 25.

SAM P. MOORE, writer, producer and actor, has joined the Frederick Seid Adv. Agency, San Francisco, as radio director. Before entering radio in 1926, he played major roles in the Ziegfeld Follies of 1919 and 1920, and was in vaudeville several years. He has authored numerous NBC musical and dramatic programs, and was also writer-producer of several CBS and Mutual-Don Lee network shows in which he also participated.

JAMES V. MALONE, formerly research and promotion director of Standard Rate & Data Service and until May 1 a partner in Zeff & Malone, agency, has formed his own agency at 664 N. Michigan Ave., Chicago, under the firm name James V. Malone Organization.

STEPHEN M. KENT, formerly in charge of the Chrysler exhibit at Golden Gate International Exposition, San Francisco, has established Kent Adv. Agency, Santa Cruz, Cal. Before coming to the West Coast in 1939, he was active in Detroit automobile advertising and promotion.

RALPH CUSHING, account executive of Fred A. Robbins Co., Chicago agency, has joined Presba, Fellers & Presba, Chicago.

ROBERT WATSON, who recently joined the San Francisco office of Ruthrauff & Ryan, as account executive, has been elevated to manager. He succeeds Frederick W. Duerr, resigned.

MARIGOLD CASSIN, radio director of Erwin, Wasey & Co., San Francisco, is now writing as well as producing the Albers Bros. Milling Co. broadcasts, *Mine to Cherish*, heard on KPO.

ROY F. IRVIN has joined Western Adv. Agency, Los Angeles, as account executive.

MARIE ANDRE, formerly on the staff of Son de Regger & Brown Adv., Des Moines, has joined Glasser Adv. Agency, Los Angeles.

MURRY WEINTRAUB, formerly of Olenick & Weintraub, publicity, has joined Lichtig & Englander, Hollywood talent agency, and is handling screen bookings of radio personalities.

JIM LEPPER, formerly in charge of radio for Gilliams Service, New York publicity firm, has been appointed publicity director of the *Metropolitan Opera Auditions of the Air* by Warwick & Legler, New York, agency for Sherwin-Williams Co., Cleveland.

D. PORTER BIBB Jr., formerly with Harry A. Berk, has been appointed general publicity director of BBDO, New York.

ETHEL GREGORY, formerly with Lord & Thomas, has joined the copy staff of Lyon Baker Co., New York.

RAYMOND RUBICAM, chairman of the board of Young & Rubicam, on Sept. 15 married Miss Bettina Hall, musical stage actress, in San Francisco.

FLORENCE PERRY, formerly of Macfadden Publications, has joined the research department of Ward-Wheelock Co., Philadelphia.



We've Got TOBACCO To Burn!

Enough for the whole world to burn . . . and the world will pay a fancy price for the privilege of burning it!

Millions of pounds of the "golden weed" will be sold in Winston-Salem's great auction warehouses this fall . . . tobacco growers will have *cash* in their pockets, to spend in Winston-Salem! We've been talking across the miles to these tobacco growers for a long time, and our influence is always strongly felt in the way they spend their money!

NBC Red and Blue Affiliate

WSJS

The Journal-Sentinel Station

WINSTON-SALEM, NORTH CAROLINA

National Representatives: Headley-Reed Company



THEY SAID it was an appendectomy when Dick Shafto, manager of WIS, Columbia, S. C., was rushed to the hospital. This picture might indicate otherwise, but it turns out to be the conniving of one of Shafto's fellow camera fiends, who apparently borrowed an infant from the hospital's maternity ward to provide some atmosphere.

HOSPITAL FOR RADIOS

Hartford Repairman Employs Medical Approach

ATTIRED as doctors, internes and nurses, employes of the Radio Hospital, Hartford, take a realistic approach to the radio repair problem. Using latest RCA service and test equipment, the hospital is located on a through highway and is visited each year by many tourists, besides serving the local community.

The idea began as a one-man venture in 1935 and now includes five "doctors" and two "nurses". When a call comes in, a uniformed "interne" drives a white radio "ambulance" to the scene and removes the receiver on a stretcher. All employes wear the distinctive appropriate uniforms.

'Silver Theatre' Back

INTERNATIONAL SILVER Co., New York (Silverware), through Young & Rubicam, that city, on Oct. 6 resumes for the fourth consecutive season the weekly *Silver Theater*, on 54 CBS stations, Sundays 6-6:30 p. m. (EST). Screen stars again will be featured in original radio dramas, Laurence Olivier appearing in first broadcast Oct. 6. Conrad Nagel for the fourth year is m.c. and director. Glenhall Taylon produces, and True Boardman is chief script writer. Henry Charles is announcer.

Pacquin to Use 60

PACQUIN Inc., New York, will use one-minute transcribed announcements on some 60 stations this winter in a campaign for hand cream. Between five and ten announcements a week will be used on major market stations, the campaign starting in October and reaching its full list by mid-November. Agency is William Esty & Co., New York.

Staley Starts Serial

A. E. STALEY MFG. Co., Decatur, Ill. (corn & laundry starch, table syrup), on Sept. 30 started a 52-week schedule of a five-weekly quarter-hour serial, *Betty & Bob*, on WTAM, Cleveland; WENR, Chicago; WPTF, Raleigh, N. C. Blackett - Sample - Hummert, Chicago, handles the account.

SELLING USED CARS BY RADIO

Coast Dealer Discovers That Intimacy of Human Voice Provides an Ideal Medium

By IVAR F. WALLIN Jr.
President, Ivar F. Wallin Jr. & Staff
Los Angeles

WALTER WELLMAN, president of Standard Storage Garages, Los Angeles, came to California from Detroit three years ago. With a small stock of cars in a modest location he started Standard Storage Garages. Today his organization is the largest dealer in used cars on the Pacific Coast, and radio has played a most important part.

Early in 1939, Jack Gale, account executive of our agency, attempted to interest Standard in radio advertising. At that time, Standard's advertising efforts had consisted entirely of classified newspaper space. Business had made steady progress.

Dabbled in Spots

Standard's executives took the stand that a person wanting to buy a used car automatically turned to the classified section. We agreed that many buyers used this method, but felt an announcer could appeal with more punch than cold newspaper copy.

Finally, Mr. Wellman and W. Neil Hoey, his general manager, agreed to experiment with a limited announcement schedule on a few stations. Moderate success was achieved, but we felt that intelligent selling efforts required more time.

It seemed to us that Sunday morning provided the opportunity we were looking for. Relatively weak competition during this time convinced us the stretch between 11 a.m. and 1 p.m. would hit the largest potential buying audience. The next problem was to provide a program. We felt that music was the most logical approach, and further, that particularly swing and late popular numbers, via recordings, would attract the type of audience that buy used cars.

Our first block purchase of time was on KEHE, now out of existence. Standard's weekly *Sunday Swing Session* went on the air in February, 1939. It caught on. People liked it. A few weeks later, KFOX, Long Beach. Cal. was added. Three months with this formula convinced both the client and ourselves that we were on the right track.

Our client was getting results. A 52-week renewal was signed. When KEHE went off the air in August, 1939, we shifted the program to KFWB, Hollywood. The schedule was also increased and time changed. KFOX retained its original time, being fed from KFWB.

In the fall of 1939, KMTR, Hollywood. was added. Prior to the shift to KFWB, Bill Moore, known to audiences as Peter Potter, took over the announcing. The sincerity of his delivery fitted Standard's famous slogans "the working man's friend" and "a square deal or no deal", like the proverbial glove.

More and More Time

Our client in October, 1939, bought an additional early morning hour. Monday through Saturday on KFWB, continuing through March, 1940. Last April we added KMPC, Beverly Hills, to the Sunday morning line-up. A few weeks later, Standard added the *Lunch Hour Swing*, taking over the Monday through Saturday noon hour on KMTR.

When the Smilin' Irishman, as Mr. Wellman is known, moved Standard to larger quarters in downtown Los Angeles, the organization utilized from one to four quarter-hour periods daily on eight stations to let listeners know about it. Our latest purchase is the firm's first evening time, recorded *Memories in Melody*, Monday through Saturday, on KMPC, with the last 30 minutes fed to KMTR.

This in brief, is the story of how radio advertising helped build the Smilin' Irishman's used car business. Results have been concrete, and ever-increasingly so with the purchase of more and more time. During June the firm sold almost 1,000 used cars, making it the greatest 30 days in its history. Careful checking has proved that radio produces an overwhelming majority of the firm's sales. Standard's advertising budget, as it now stands for the balance of 1940, naturally favors radio. Present contracts call for 21½ hours of broadcasting a week. They like it that well!

P. BALLENTINE & SONS, Newark, has started an anouncement campaign on two Los Angeles stations, placed through J. Walter Thompson Co., New York.



"LET'S TAKE THIS-UN, TOO, BETSEY!"

Red River Reuben knows a good thing when he sees it! And when he sees it, he buys it! That his "buy-sight" is keen is evidenced by the fact that he is responsible for 46% of all retail purchases in North Dakota, South Dakota and Minnesota [excluding the counties containing Minneapolis and St. Paul].

There are a million and a half Red River Reubens—all within listening range of WDAY, the only chain station reaching 'em all. Does that give you an idea?

WDAY, INC.

N. B. C.

FARGO, N. D.

940 K. C. . . 5000 WATTS DAY—1000 NIGHT

Affiliated with the Fargo Forum

FREE & PETERS, Nat'l Representatives

CHART BREAKER!

Buy WAIR and watch the sales line move right up through the top! Throughout this rich territory, WAIR is tops in listener-confidence — the chief sales-producing ingredient!

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

for

CENTRAL ILLINOIS



Good things come in pairs. (1) One of America's three richest agricultural markets. (2) One of America's best sectional radio stations. Try WJBC. 1200 Kilocycles — 250 W.

WJBC

BLOOMINGTON, ILL.

MORE ALE

Per Wage Earner In Beaumont Than In Any Other Texas Trade Area *



KFDM

Rings the Registers!

1000 WATTS — 560 KC

NBC BLUE · · FULL TIME

* Jefferson County, in which Beaumont is located, ranks **second** of all Texas Counties in Manufacturing Wages.

KFDM, BEAUMONT

Represented By

HOWARD H. WILSON COMPANY

SPOT COMMERCIALS PREPARED BY FHA

RELEASE of a series of suggested commercial spot announcements, designed to appeal to financial institutions, contractors, building materials dealers and other types of concerns in the building industry, to be tied into a "National Modernization Program" this fall, was announced Sept. 20 by Federal Housing Administration, Washington.

In a notice to all stations, George T. Van der Hoef, chief of the Radio & Motion Picture Section of FHA, announced the new fall campaign will feature FHA Insured Modernization Loans. Serving commercial sponsors locally, Mr. Van der Hoef said that numerous business concerns now are formulating their advertising plans for the campaign and have already been advised that these commercial spot announcements are available through broadcast stations.

"I feel sure that these announcements will aid you to give valuable assistance to your accounts in preparing their advertising to take advantage of the large amount of business which should be stimulated by this National Modernization Program," Mr. Van der Hoef stated.

Planters on Coast

FOLLOWING a 31-week test on KNX, Los Angeles, Planters Nut & Chocolate Co., San Francisco (peanuts and peanut oil), through Raymond E. Morgan Co., Hollywood, on Oct. 4 over 7 Columbia Pacific Network stations, began a series of half-hour programs, *What's on Your Mind,* Fridays, 6-6:30 p. m. (PST). Tom Breneman, m.c., presents five persons with "something on their minds" to explain their ideas under his questioning. Studio audience quiz also is featured. Listeners get $5 for each question used; $10 if it stumps the studio audience. Sam Pierce is producer for Raymond R. Morgan Company, and Arthur Gilmore is announcer.

Coast AAAA Meeting

PACIFIC COUNCIL of the American Assn. of Advertising Agencies will hold its annual convention at Del Monte Hotel, Cal., Oct. 24-25, with Atherton W. Hobler, board chairman of the national organization and president of Benton & Bowles, New York, as one of the principal speakers. The two-day conclave will open with a breakfast meeting attended by principals of AAAA agency members. Representatives of member agencies will join their principals at a general session later that morning. The afternoon session will be divided into departmental meetings for AAAA members only. Guests will participate in the second-day sessions.

Luncheon's New Title

REGULAR Wednesday luncheon sessions of the Radio Executives Club of New York will resume Oct. 12 for the 1940-41 season, according to Arthur Sinsheimer of Peck Ad. Agency, president of the group. Meetings were called Broadcasters Bull Sessions last year, but changed to the more dignified title to make it easier to secure name speakers, many of whom shied away from addressing the meetings last season.

HEADLEY-REED Co. has been appointed national advertising representative of WJAC, Johnstown, Pa. and WFBG, Altoona, Pa.



SIDNEY N. STROTZ, vice-president of the NBC Central Division, recently presented the Josh Higgins Trophy to Elizabeth Burney Schmidt, Cedar Falls, Ia., who accepted it on behalf of the Blackhawk County Farm Bureau Chorus. The presentation was made on a special broadcast of *Josh Higgins of Finchville* over NBC-Red, after the chorus had won a contest held earlier at the dedication of Josh Higgins Park in Iowa. Joe Du Mond, creator of the Josh Higgins role, is in the background.

Games in Alaska

THEY play baseball — and broadcast it, too—in Alaska. Moreover it's played in the daytime, not the midnight sun. Manager-announcer Bill Wagner, of KFQD, Anchorage, broadcasts games over the short baseball season, using Gates remote equipment and donned in typical California style. KFQD believes it is the most northerly baseball in the world. The station, oldest in Alaska, was established in 1924.

JOHN GUNTHER, writer and commentator, will do a half-dozen broadcasts on NBC from Central and South America during his tour of the Latin American republics in search of material for *Inside South America* to be published next spring as a companion piece to his books *Inside Europe* and *Inside Asia.* Broadcasts will originate from various Latin American capitals, with no definite schedule.

AGENCY *Appointments*

GROVE LABS., St. Louis (Bromo Quinine), to Russel M. Seeds Co., Chicago. Includes all network and portion of spot business. Network plans will be released in near future.

BRITISH COLUMBIA FRUIT BOARD, Kelowna, B. C., to Canadian Adv. Agency, Montreal, using radio.

S. A. SCHONBRUM & Co., New York (Savarin coffee) to Gussow-Kahn & Co., N. Y.

BURNHAM & MORRILL Co., Portland, Me. (baked beans) to Chas. W. Hoyt Co., N. Y.

CARTER PRODUCTS, New York (Stet only), to Small & Seiffer, N. Y.

E. H. SCOTT RADIO Labs., Chicago, to Earle Ludgin Inc., Chicago.

FRENCH LICK SPRINGS Hotel, French Lick Springs, Ind., to Hal Hull, Pittsfield Bldg., Chicago. Trade-exchanges with radio stations.

CAMPBELL CEREAL Co., Northfield, Minn., to Campbell-Mithun, Minneapolis.

GENERAL HOUSEHOLD Corp., Los Angeles (Califoam, cleanser), to John H. Riordan Co., Los Angeles.

ITALIAN VINEYARDS Co., Los Angeles (wines), to Dan B. Miner Co., Advertising plans now being formulated.

MADERA WINERIES & DISTILLING Co., Chicago (Mission Bell wines) to Schwimmer & Scott, Chicago. First radio started Sept. 30 on WCFL, Chicago, consisting of ten quarter-hours plus 49 spot announcements per week for 49 weeks. Additional stations will be selected in the future.

THOMAS J. WEBB Co., Chicago (coffee), to Schwimmer & Scott, Chicago. Five-weekly station-break announcements for 26 weeks will start on WCFL and WGN, Oct. 6. Other stations will be added in the near future.

ATLANTIC BREWING Co., Chicago, to Weiss & Geller, Chicago.

NATIONAL BISCUIT Co., New York (bread products) to Lord & Thomas, New York. No plans have been made.

WILSHIRE BOWL, Los Angeles, to Sidney Garfinkel Adv. Agency, Los Angeles. Radio to be used.

LYON VAN & STORAGE Co., Los Angeles (chain), to BBDO, Hollywood.

BRUCE KAMMAN, producer of the NBC *Uncle Ezra* show, and Whitey Berquist, pianist of NBC Chicago, have had their new patriotic song, *My Pledge of Allegiance,* published by BMI.

(FACTS ABOUT BALTIMORE)

BALTIMORE is "BOOMTOWN"

√ **Population is UP!** (up 50,000 since last census)

√ **Sales are UP!** (rated as one of America's "high spot" markets)

√ **Prospects are UP!** (millions in "defense" orders now being placed)

And the short cut to the great Baltimore market is

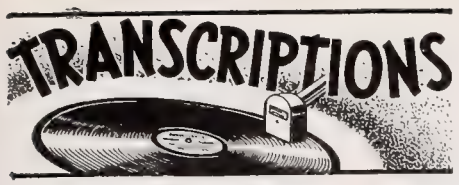
WFBR

BALTIMORE

National Representatives

EDWARD PETRY & COMPANY

★ ON THE NBC RED NETWORK ★



KASPER-GORDON Inc., Boston, is again releasing *Adventures in Christmastree Grove* and *Around the World With Santa Claus*, toy department pre-Xmas promotions in 15 transcribed quarter-hour episodes. The firm is also producing another special Christmas series for department stores, bakers, dairies and food products, *Santa's Magic Christmas Tree*, 15 episodes for juveniles. Its other new syndicate features are *Adventures of Uncle Jimmy*, 156 quarter-hour transcriptions featuring William Farnum; *Jewelry Jingles*, 30 half-minute spots; *The Enemy Within*, fifth column expose.

SEVENTEEN stations have signed for the series of 26 fifteen-minute historical dramatizations, *This Is America*, produced by Frederic W. Ziv Inc., Cincinnati, and transcribed by WBS. The stations, on most of which Mr. Ziv states the program is commercially sponsored, are WDBJ WSPA WBTH WRVA WFDF WBTM KPLC WFEA WBEN WLVA WHBU WIRE WICC WFBR WGAL WHIS WTAR.

NBC Radio-Recording Division is transcribing 13 quarter-hour discs of Sam Hayes' *Touchdown Tips*. The new series includes forecasts of 30 college football games each week, and tips on the season. Series transcribed in Hollywood will be shipped air express to 14 stations in the East.

ALLIED RADIO Associates, a new program service firm equipped to handle radio production, artist management and publicity, was formed Sept. 3 with offices at 724 Fifth Ave., New York, according to Irving Strouse, partner in the enterprise with Paul Wimbish. Telephone number is Circle 6-5240. The publicity business of Mr. Strouse and the booking service of Mr. Wimbish have combined. The publicity department is headed by Ann Silver, with Bob Green in charge of the story department.

A SERIES of recordings of chit-chat about life in Park Avenue and Hollywood is being offered to advertising agencies for audition purposes. Made by Peggy Hopkins Joyce, glamour girl, and Jack Eigen, gossip commentator on WMCA, New York, the transcriptions run for a quarter-hour and are entitled *Mr. and Mrs. Park Ave. and Mr. Broadway.*

WHN Transcription Service, New York, is now transcribing the *True Adventures of Junior G-Men*, produced and licensed by Peterson Radio Productions, New York.

WCBI, Columbus, Miss., has subscribed to Standard Library Service.

To New York Charity

RADIO firms in New York contributed $41,829 to the Greater New York Fund under the chairmanship of Niles Trammell, NBC president, representing an increase of 65% in contributions to this charity over last year. The radio gifts were listed as: RCA-NBC, $10.000; CBS, $10,000; WOR, $750; WBS, $250; WMCA and employes, $166.50; WOV and employes, $123.20; WINS, $100; WEVD, $100; Mary Margaret McBride, $100; Hearst Radio, $100; BMI, $100; Universal Recording Co., $50; Transamerican, $50; Paul H. Raymer Co., $50; Weed & Co., $25; WHOM, $25; WBNY, $25; WQXR, $25; Free & Peters, $25; WLTH, $10; WARD, $10; George P. Hollingbery Co., $10.

ANDREW COBURN, 53, executive of Hays MacFarland & Co., Chicago agency, died Sept. 22 of a heart attack.

Spence Adds UP Duty

HARTZELL SPENCE, manager of the special service bureau of the United Press, has been placed in charge of UP's promotional activities, taking over the duties previously performed by Fred A. McCabe, who has been transferred to sales with a Pennsylvania territory. Mr. Spence will continue to direct the special service bureau as well as the UP subsidiary, Radio Shows Inc., in addition to handling promotion. He is the author of a book, *One Foot in Heaven*, a biography of his father, a former Methodist circuit rider, which will be released by Whittlesey House Oct. 21. He has sold the movie rights to Warner Bros., who will produce the picture next year.

KOIN Handled Speech

ARRANGEMENTS for the CBS pickup of Senator Charles L. McNary's acceptance speech for the Republican Vice-Presidential post were handled by the special events staff of KOIN, Portland, Ore., working with Ann Gillis, CBS Washington special events director. In the Sept. 1 BROADCASTING it was incorrectly stated that the McNary speech was handled by the special events staff of KSFO, San Francisco.

D. M. FEGAN formerly of VOA Sound Productions, has been made head of the recording division of Australian Record Co., Sydney, Australia. Charles H. Gendle continues as technical director and general manager. ARC includes a complete processing and pressing plant, as well as recording facilities.

DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course

The MAYFLOWER
WASHINGTON, D. C.
R. L. Pollio, Manager

Radio's Help, Technical Gains Aid Record Sales

TECHNICAL improvements are credited by The Index, published by New York Trust Co., for sales of 60,000,000 phonograph records and 370,000 radio phonograph combinations during 1939, with a substantially greater output indicated for 1940. Crystal pickups are mentioned, along with automatic record changers and lower prices.

Stressed by The Index is the fact that the phonograph industry "began to feel a beneficial effect of radio programs which introduced light classics to a tremendously large listening audience. The industry has overcome radio's superior performance, it is stated, and appears to have been stabilized, with further progress assured.

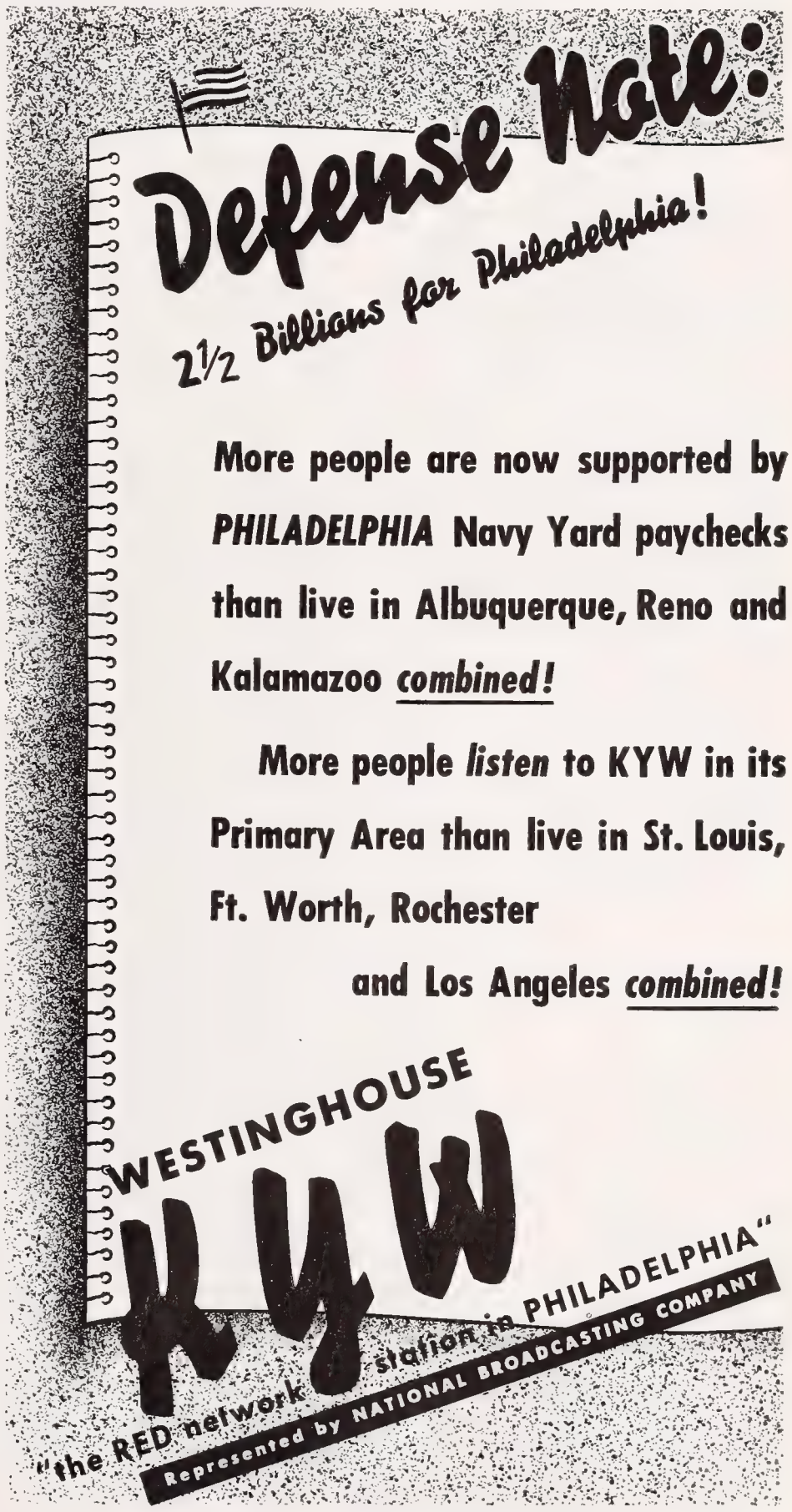
WDRC
CONNECTICUT'S PIONEER BROADCASTER

HARVEST

It's harvest time in Connecticut, for advertisers! The crop is a record-breaking industrial payroll, and you're ready to reap it the moment you start your schedule on WDRC, Hartford.

Basic CBS for Connecticut





GOOD BYE

To Distribution Worries
If You Take This

GOOD BUY

In Spot Radio

Home Town Editor

4:30-4:45 p.m., Mon., Wed., Fri.

5,000,000 AUDIENCE

Guaranteed Distribution and
Display of Your Products in
1500 Retail Outlets

NORTH CENTRAL

(Minnesota, No. & So. Dakota)

BROADCASTING SYSTEM

Empire Bank Bldg., St. Paul, Minn.

Get on WJHP's new highway to Jacksonville's buyways!

NBC BLUE

WJHP

JACKSONVILLE
FLORIDA

H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA

57 New Stations Authorized by the FCC

During First Nine Months of 1940

* Asterisk indicates station reported on the air.

† Dagger indicates call letters not yet issued.

ALABAMA

*WJHO, Opelika—Licensed to Opelika-Auburn Broadcasting Co.; partnership of Thomas D. Samford Jr., attorney; Yetta G. Samford, insurance man; J. H. Orr, auto dealer; C. S. Shealy, cotton broker. Granted Jan. 10; 100 watts night and 250 day on 1370 kc.

ARIZONA

KPHO, Phoenix—CP issued to M. C. Reese, president, Mutual Benefit Society of Phoenix. Granted Jan. 25; 250 watts on 1200 kc.

CALIFORNIA

*KMYC, Marysville—Licensed to Marysville-Yuba City Broadcasters, Inc.; Horace E. Thomas, publisher of *Marysville & Yuba City Appeal-Democrat*, president, 50% stockholder; Hugh McClung, president of the *Merced Sun-Star*, treasurer, 49.5%; Peter McClung, secretary of the *Merced Sun-Star*, vice-president, .5%. Granted Jan. 18; 100 watts on 1420 kc.

CONNECTICUT

WNAB, Bridgeport—CP issued to Harold Thomas, owner and operator of WATR, Waterbury, Conn., and WBRK, Pittsfield, Mass. Granted July 19; 250 watts on 1420 kc.

DISTRICT OF COLUMBIA

WINX, Washington—CP issued to Lawrence J. Heller, attorney. Granted Feb. 13; 250 watts on 1310 kc.

FLORIDA

WLOF, Orlando—CP issued to Hazelwood Inc.; George B. Hills, civil engineer, secretary-treasurer, 69 shares; George A. Hazelwood, Jacksonville, president, 21 shares; Wm. Joe Sears, Jacksonville, vice-president, 10 shares. Granted Feb. 20; 250 watts on 1200 kc.

†NEW, Tampa—CP issued to The Tribune Co.; John Stewart Bryan, publisher of the *News-Leader Co.*, of Richmond, owners of WRNL; director of the *Chicago Times* and Southern R. R., chairman of the board, 44.48% stockholder; S. E. Thomason, publisher of *Chicago Times* and director of *Tampa Tribune*, president and treasurer, 43.232%; J. S. Mims, publisher of the *Tampa Tribune*, vice president and secretary, 1.6%; George O. Webb, Tampa, assistant secretary, .288%. Granted Aug. 27; 1,000 watts night and 5,000 watts day on 940 kc. [grant made conditioned upon Tribune Co. divesting itself of present interest in WFLA, Tampa.]

GEORGIA

WALB, Albany—CP issued to Herald Publishing Co., publisher of the *Albany Herald;* H. T. McIntosh, president. Granted June 25; 1,000 watts daytime on 1230 kc.

WGAC, Augusta—CP issued to Twin States Bcstg. Co.; F. Frederick Kennedy, lawyer and local tool manufacturer, president, 33⅓% stockholder; Glenn R. Boswell, publisher of *Augusta Herald*, secretary-treasurer, 33⅓%; Millwee Owens, editor of the same newspaper, vice-president, 33⅓%. Granted July 25; 250 watts on 1210 kc.

WMWH, Augusta—CP issued to W. Montgomery Harison, local realtor. Granted Aug. 27; 250 watts on 1420 kc.

WBLJ, Dalton—CP issued to Dalton Bcstg. Corp.; J. B. Roach, auto accessory dealer, president and director, 59% stockholder; W. V. Williams, retail radio business, secretary-treasurer and director, 25%; J. C. Wink, local theatre chain owner, vice-president and director, 10%; J. T. Bates, local merchant, director, 5%; O. R. Hardin, attorney and mayor of Dalton. 1%. Granted Sept. 17; 250 watts on 1200 kc.

WGGA, Gainesville—CP issued to Gainesville Broadcasters; partnership of Henry Estes, department store owner; Austin Dean, owner of the *Gainesville Eagle* weekly; L. H. Christian, hardware merchant. Granted May 28; 250 watts on 1210 kc.

WBML, Macon—CP issued to Middle Georgia Bcstg. Co.; E. D. Black, cotton oil manufacturer, president, 50 shares; E. M. Lowe, electrical contractor, vice-president, 50 shares; E. G. McKenzie, cotton oil manufacturer, secretary-treasurer, 50 shares; Mrs. Martha Faulk Lowe, 50 shares. Granted May 21; 250 watts on 1420 kc.

*WGOV, Valdosta—Licensed to E. D. Rivers, Governor of Georgia. Granted Feb. 7; 100 watts night and 250 day on 1420 kc.

*WDAK, West Point—Licensed to Valley Bcstg. Co.; partnership of L. J. Duncan, Leila A. Duncan, Effie H. Allen, Josephine A. Keith and Aubrey Gay, theatre chain owners. Granted May 16; 250 watts on 1310 kc.

MARYLAND

*WBOC, Salisbury—Licensed to the Peninsula Broadcasting Co.; 3,150 shares of stock owned by 29 persons, including John W. Downey, State bank commissioner, president, 350 shares; William F. Allen, banker and nurseryman, vice-president, 250 shares; John T. Holt, local oil company manager, treasurer, 150 shares; Albert W. Ward, attorney and secretary of State tax commissioner, secretary, 100 shares. Granted April 13; 250 watts on 1500 kc.

MICHIGAN

*WLAV, Grand Rapids—Licensed to Leonard A. Versluis, commercial photographer and former part owner of WJIM, Lansing. Granted May 28; 250 watts on 1310 kc.

WGRB, Grand Rapids—CP issued to Grand Rapids Bcstg. Corp.; Boyce K. Muir, drug store chain owner, president, 25% stockholder; Harrison L. Goodspeed, amusement and real estate investments, treasurer, 25%; Albert L. Birdsall, stockholder and plant manager of local brass company, 25%; Siegel W. Judd, lawyer, secretary, 25%. Each of the above having agreed to assign 20% of their respective holdings to Angus D. Pfaff, radio engineer, vice-president. Granted June 4; 250 watts on 1200 kc.

WTCM, Traverse City—CP issued to Midwestern Bcstg. Co.; Lester Biederman, chief engineer of WTEL, Philadelphia, president, 30% stockholder; Edward S. Biederman, of Detroit, 22½%; Wm. H. Kiker, engineer of WTEL, vice-president, 16¾%; Fred G. Zierle, Philadelphia, 16½%; Drew McClay, operator of WTEL, secretary-treasurer, 15%. Granted Aug. 27; 250 watts on 1370 kc.

MINNESOTA

*WLOL, Minneapolis—Licensed to Independent Merchants Broadcasting Co.; J. P. Devaney, attorney, president, 66.4% stockholder; W. A. Steffes, theatre owner, treasurer, 31.2%; Thomas O. Kachelmacher, attorney, vice-president, 2%; L. B. Schwartz, attorney, secretary, .4%. Granted Jan. 18; 1,000 watts on 1300 kc.

*KWLM, Willmar—Licensed to Lakeland Bcstg. Co.; H. W. Linder, investments, president, 76% stockholder; M. R. Johnson, dairy business, vice-president, 10%; L. F. Johnson, dairy business, treasurer, 10%; V. W. Lindquist, lawyer, secretary, 4%. Granted May 8; 100 watts on 1310 kc.

MISSISSIPPI

WCBI, Columbus—CP issued to Birney Imes, publisher of the *Columbus Commercial Dispatch*. Granted May 21; 250 watts on 1370 kc.

MONTANA

WRJF, Miles City—CP issued to the Star Printing Co., publishers of the *Miles City Star*; Estate of Joseph Scanlon, deceased, 68.1% stockholder; W. F. Flinn, secretary-treasurer, 15.3%; W. G. Potter, 13.4%; C. J. Zimmerman, vice-president, 3%; Sarah M. Scanlon, president, .02%, all stockholders in *Miles City Star*. Granted Aug. 14; 250 watts on 1310 kc.

NEBRASKA

KONB, Omaha—CP issued to MBS Bcstg. Co.; C. J. Malmsten, cattle rancher, president, 33 1/3% stockholder; John K. Morrison, insurance man and realtor, part owner of KORN, Fremont, vice-president, 28 1/3%; Arthur Baldwin, insurance and real estate man, part owner of KORN, secretary-treasurer, 28 1/3%; Clark Standiford, chief owner and manager of KORN, 5%; Clarence T. Spier, Omaha, 5%. Granted June 25; 250 watts on 1500 kc.

NEVADA

*KENO, Las Vegas—Licensed to Nevada Bcstg. Co.; partnership of George Penn Foster, Maxwell Kelch and Calvert Charles Applegate, all radio engineers and announcers. Granted June 5; 100 watts night and 250 day on 1370 kc.

KFUN, Las Vegas—CP issued to Las Vegas Bcstg. Co., Inc.; Ernest N. Thwaites, production manager of KVSF, Santa Fe. N. M., president and manager; Ernest Thwaites Sr., 100% stockholder. Granted June 5; 100 watts night and 250 day on 1420 kc.

NEW HAMPSHIRE

WMUR, Manchester—CP issued to The Radio Voice of New Hampshire, Inc.; Francis P. Murphy, investments and Governor of New Hampshire, president and director, 90% stockholder; James J. Powers, physician and member of the Maine-New Hampshire Interstate Bridge Authority, vice-president, 5%; Edward J. Gallagher, vice-chairman of the Democratic State Committee of New Hampshire and publisher of the *Laconia* (N. H.) *Citizen*, 5%. Granted Sept. 17; 5,000 watts night and 1,000 day on 610 kc.

NEW JERSEY

*WFPG, Atlantic City—Licensed to Neptune Bcstg. Corp.; A. Harry Zoog, president, 10 shares; Richard Endicott, manager of Steel Pier, vice-president, 10 shares; Adrian Phillips, hotel owner, vice-president, 10 shares; P. Mortimer Lewis, theatre operator and realtor, vice-president, 10 shares; Ezra Bell, hotel owner, vice-president, 10 shares; Samuel Morris, lawyer, treasurer, 10 shares; Benjamin Chew, radio engineer, secretary, 10 shares; and 13 others, each holding 10 shares. Granted May 24, 1940; 100 watts night and 250 day on 1420 kc.

WPAT, Paterson—CP issued to the North Jersey Bcstg. Co., Inc.; James B. Cosman, tube sales manager for Federal Telegraph Co., president, 49% stockholder; Frank B. Falknor, CBS chief engineer in Chicago, vice-president, 25%; Rex Schepp, CBS Chicago salesman, 25%; Mrs. Ela M. Cosman, secretary-treasurer. 1%. Granted July 17; 1,000 watts on 900 kc.

HOWARD Recording Discs

IMPROVE TONE QUALITY and Cut Your Costs as Much as 50%

HOWARD Recording Discs are made on heavy, low stress, soft metal cores which insure permanent flatness. The special Type "C" fine grain coating, an exclusive HOWARD development, has exceptional shearing qualities and is *Hardness Processed* for long life and good reproduction of the higher frequencies.

It will pay you to make your recordings on these quality discs. If your jobber cannot supply you write us for complete facts, prices and sample demonstration disc. The superior reproduction from HOWARD Recording Discs will be a revelation.

Extremely Low Surface Noise

Soft Metal Base

Long Shelf Life—No Deterioration

Flame Proof

Write for Complete Details and Free Demonstration Disc!



HOWARD RADIO COMPANY
1731-35 Belmont Av., Chicago, Ill.-Cable Address: HOWARDCO, USA
America's Oldest Radio Manufacturer

1500 K. C.
250 W. Day & Night

NOW On the Air

WBOC

Salisbury, Maryland

The ONLY radio station on the Delmarva Peninsula. WBOC completely serves the Eastern Shore of Delaware, Maryland and Virginia. Let WBOC be YOUR medium of reaching 200,000 loyal Eastern Shore listeners. Write for rates to WBOC, Salisbury, Maryland, owned and operated by THE PENINSULA BROADCASTING CO.

NEW YORK

WGMA, Schenectady—CP issued to Van Curler Bcstg. Corp.; Mayer L. Cramer, local gas and oil distributor, president and treasurer, 60%; Frank Van Derpool, garage owner, 15%; E. F. McCabe, Westport, Conn., 15%; George A. Fox, printer, 10%. Granted August 14; 250 watts on 1210 kc.

WLAF, Syracuse—CP issued to the Sentinel Bcstg. Corp.; Frank C. Revoir, motor dealer, president, 70% stockholder; William T. McCaffrey, banker, vice-president, 10%; Alexis M. Muench, candle manufacturer, vice-president, 10%; Francis E. Doonan, bookbinder and printing business, 10%. Granted July 17; 1,000 watts on 620 kc.

WATN, Watertown—CP issued to the Watertown Bcstg. Corp.; G. Harry Righter, wholesale food contractor, president, 140 shares preferred and 1 share common stock; Dean R. Richardson, treasurer, 30 shares preferred and 1 share common stock; Ruth F. Gamage, secretary to G. Harry Righter, secretary, 1 share common stock. Granted July 30; 250 watts on 1210 kc.

WWNY, Watertown—CP issued to the Brockway Co.; Harold B. Johnson, publisher of the *Watertown Daily Times* and local banker, president and treasurer, 40% stockholder; Jessie R. Johnson, housewife, secretary, 9.1%; balance of stock, 51.9%, being held in treasury of company. Granted July 30; 500 watts daytime on 1270 kc.

NORTH CAROLINA

WCBT, Roanoke Rapids—CP issued to J. Winfield Crew Jr., local banker and attorney. Granted Feb. 27; 250 watts on 1200 kc.

OHIO

WAKR, Akron—CP issued to Summit Radio Corp.; 50% of stock owned by Viola G. Berk, wife of S. Bernard Berk, attorney and electrical shop owner, secretary-treasurer; 10% by S. Bernard Berk, president. Granted Jan. 10; 1,000 watts on 1530 kc.

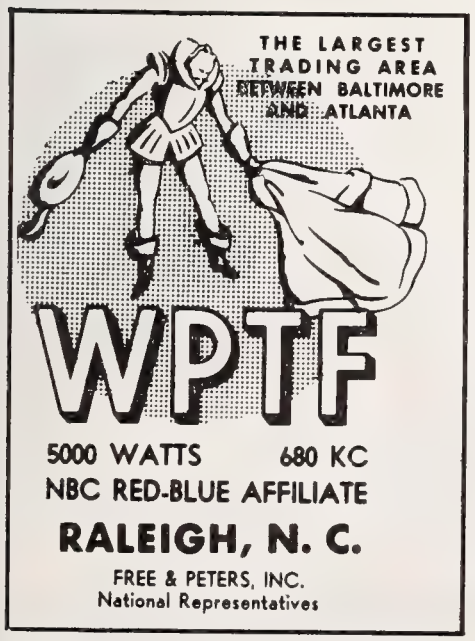
WMRN, Marion—CP issued to the Marion Bcstg. Co.; Robert T. Mason, president, 35% stockholder; Frank Mason, NBC vice-president, 32½%; Mrs. Frank Mason, vice-president, 32½%. Granted July 17; 250 watts on 1500 kc.

WIZE, Springfield—CP issued to Radio Voice of Springfield Inc.; Charles Sawyer, Cincinnati attorney, director, 130 out of 250 shares; Ronald Woodyard, manager of WING, Dayton, director, 70 shares; Abe Gardner, merchant, president, 10 shares; John Good, florist, vice-president, 25 shares; Rudolph Klemperer, merchant, treasurer, 3 shares; Percy Rosenfield, merchant, 5 shares; David Kraus, merchant, 5 shares; Ann Buchfirer, 2 shares. Granted June 18; 100 watts on 1310 kc.

WSTV, Steubenville—CP issued to Valley Bcstg. Co.; Myer Weisenthal, furniture dealer, president, 5% stockholder; Louis Berkman, iron and steel broker, vice-president, 5%; Richard Teitlebaum, ladies wear, secretary-treasurer, 5%. Company has 48 stockholders, mostly local residents, none having as much as 10% of stock. Granted May 28; 250 watts on 1310 kc.

OREGON

KODL, The Dalles—CP issued to Western Radio Corp.; V. B. Kenworthy, former KSLM, Salem, Ore., salesman, president, 50% stockholder; Eva O. Hicks, vice-president, 25%; T. M. Hicks, insurance and real estate loans, secretary-treasurer, 25%. Granted June 4; 100 watts night and 250 day on 1200 kc.





WHEN WLS, Chicago, saluted Champaign County (Ill.) with a broadcast from Rantoul, Ill., Sept. 14, it also originated a special half-hour feature from the U. S. Army Air Corps Technical school at nearby Chanute Field. In front of the Army's new 16-ton Martin bomber are (l to r) Harold Safford, WLS program director; Sgt. Don Renshaw; W. R. Cline, WLS commercial manager; Col. Davenport Johnson, commanding officer of the field; Frank Baker, WLS continuity director; Col. E. C. Black, public relations officer; Maurice Donnelly, Walter Varnus and Solly Sulzman, WLS engineers; C. M. Freeman, WLS salesman.

PENNSYLVANIA

WCED, Du Bois—CP issued to Tri-County Bcstg. Co.; 50 shares of stock held each by H. T. Grey, publisher of the *Du Bois Courier* and *Express*, president; Jason S. Gray, editor of same newspaper, secretary; W. B. Ross, manager of same newspaper, vice-president; L. F. Mohney, general manager of same newspaper, treasurer, 50 shares. Granted May 15; 250 watts on 1200 kc.

WERC, Erie—CP issued to Presque Isle Broadcasting Co.; Jacob A. Young, tailor, president, 40% stockholder; Wm. P. Sengel, printer, secretary, 25%; Gerard P. O'Connor, attorney, director, 25%; B. Walker Sennett, attorney, treasurer, 5%; Joseph V. Agresti, attorney, director, 5%. Granted March 13; 100 watts night and 250 day on 1500 kc.

WKPA, New Kensington—CP issued to Allegheny-Kiski Bcstg. Co.; C. Russell Cooper, president, 14.3% stockholder; Dick M. Reeser, mayor of New Kensington and real estate and insurance man, vice-president, 14.3%; H. Donald Hanky, treasurer, 14.3%; Frank H. Recco, city engineer, secretary, 14.3%; W. H. Cooper, 14.3%; Dan J. Zeloyle, 14.3%; J. C. Cooper, local music store owner, 14.2%. Granted June 25; 250 watts daytime on 1120 kc.

*WARM, Scranton—Licensed to Union Broadcasting Co.; Martin F. Memlo, farm manager, president, 49.6% stockholder; Lou Poller, retail dry goods merchant, treasurer, 49.6%; James S. Scandale, .8%. Granted Jan. 25; 250 watts on 1370 kc.

RHODE ISLAND

WFCI, Pawtucket—CP issued to the Pawtucket Bcstg. Co.; Howard W. Thornley, chief engineer of WPRO, Providence, president, 50% stockholder; Frank F. Crook, auto dealer, treasurer, 50%. Granted June 26; 1,000 watts on 1390 kc.

SOUTH CAROLINA

*WMRC, Greenville—Licensed to Textile Bcstg. Co.; Robert A. Jolley, head of Nehi Bottling Co. of Greenville, president-treasurer, 51% stockholder; Wayne M. Nelson, broadcaster, vice-president-secretary, 49%. Granted June 25; 250 watts on 1500 kc.

TENNESSEE

WDEF, Chattanooga—CP issued to Joe W. Engel, local baseball club owner and major league scout. Granted July 6; 250 watts on 1370 kc.

*WKPT, Kingsport—Licensed to Kingsport Broadcasting Co.; partnership of C. P. Edwards, Jr., publisher of *Kingsport Times*, and Howard Long, postmaster. Granted Feb. 13; 250 watts on 1370 kc.

WBIR, Knoxville—CP issued to J. W. Birdwell, radio engineer and former partner in WJHL, Johnson City, Tenn. Granted August 14; 100 watts night and 250 day on 1210 kc.

VIRGINIA

WMVA, Martinsville—CP issued to Martinsville Broadcasting Co.; partnership of Jonas Weiland, owner of WFTC, Kinston, N. C., and William C. Barnes, publisher of the *Martinsville Bulletin*. Granted April 15; 100 watts night and 250 day on 1420 kc.

WSLS, Roanoke—CP issued to Roanoke Bcstg. Corp.; Junius P. Fishburn, publisher of the *Roanoke Times-World*, licensee of WDBJ, Roanoke, 40% stockholder; Shenandoah Life Insurance Co., 20%; Edward A. and Philip P. Allen, owners of WLVA, Lynchburg, Va., 13⅓% each; Lynchburg Broadcasting, licensee of WLVA, 13⅓%. Granted July 25; 250 watts on 1500 kc.

Newsman's Enemy

A BONFIRE was set under the auto of Porter Randall, during his Bond newscast on KGKO, Fort Worth, in mid-September. A pedestrian phoned the station that the car was afire but the blaze was put out before much damage was done. Randall, chief newscaster of KGKO, has received a number of threatening letters.

WEST VIRGINIA

*WLOG, Logan—Licensed to Clarence H. Frey and Robert O. Greever; partnership of Clarence H. Frey, publisher of the *Logan Banner*, and Robert O. Greever, mine payroll clerk. Granted Jan. 25; 100 watts daytime on 1200 kc.

WAJR, Morgantown—CP issued to West Virginia Radio Corp.; Agnes J. Reeves Greer, secretary-treasurer, 60%; H. C. Greer, steel, limestone and coke business and publisher of the *Morgantown Dominion-News* and *Post*, president, 20%; Jane Greer, vice-president, 20%. Granted June 4; 250 watts on 1200 kc.

*WBRW, Welch—Licensed to McDowell Service Company; J. W. Blakely, insurance man and theatre owner, president, 60 shares; L. E. Rogers, theatre owner, vice-president, 40 shares; J. R. Werness, insurance man, secretary-treasurer, 40 shares; W. H. Rogers, theatre owner, 10 shares. Granted May 15; 250 watts on 1310 kc.

WISCONSIN

WFHR, Wisconsin Rapids—CP issued to Wm. F. Huffman, publisher of *Wisconsin Rapids Tribune*. Granted May 8; 100 watts night and 250 day on 1310 kc.

WYOMING

KFBC, Cheyenne—CP issued to the Frontier Bcstg. Co.; S. H. Patterson, owner of KSAN, San Francisco, president, 325 shares of stock; Stock Growers Bank, executors for the estate of J. H. Schroeder (deceased), 324 shares; Fred Marble, Stock Growers Bank, 1 share; William C. Grover, chief engineer and manager of KSAN, 117 shares; Cheyenne Newspapers, Inc., publishers of the *Wyoming Eagle* and *Wyoming State Tribune & Leader*, 337 shares; Tracy S. McCraken, with the same publications, 1 share; John Arp, hotel owner, 65 shares; United Mine Workers, 129 shares; Virgil Wright, UMW, 1 share. Granted July 11; 250 watts on 1370 kc.

KYAN, Cheyenne—CP issued to Western Bcstg. Co. of Wyoming; J. Cecil Bott, Wyoming Monument Works, 25%; Mrs. Bott, 25%; Mrs. Matilda Lannen, 50%. Granted June 18; 250 watts on 1370 kc.

PUERTO RICO

*WSSJ, San Juan—Licensed to Puerto Rico Advertising Co., Inc.; Ralph Perez Perry, consulting engineer, secretary, 100 shares; Andres Camara, broadcaster, president, 50 shares; Esperanza Vda. de Defillo, 50 shares. Granted March 12; 250 watts on 1500 kc.

PROOF

That they listen consistently to

WMMN

Fairmont, W.Va.

★

Approximately ½ Million pieces of fan mail will be received from listeners during 1940.

★

Every national account using WMMN last fall and winter has renewed for this fall and winter.

★

Many new national spot buyers have purchased time for the coming fall and winter.

★

Let us prove the value of 5000 Watts of friendship for your products.

Represented Nationally by JOHN BLAIR & CO.



...With No Interference

• We'll carry your message to a million and a quarter folks in 36 counties of prosperous North Texas and southern Oklahoma. We'll put it over, too; make a touchdown in sales. At 880 Kilocycles we've NO interference and our 1,000 watts can serve you day OR night at NO increase in rates. For more information, write KRRV, Sherman and Denison, Texas.

An Affiliate of the
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

The Sherman-Denison Station
KRRV
880 KC. 1,000 WATTS

Americanization

ARTHUR SIMON, general manager of WPEN, Philadelphia, has developed a series of *Americanization* programs for the station's foreign language department. The program has as its basic idea the education of the foreign listener of the value of being an American and in the cultivation of love of country. Prominent citizens and speakers in the foreign tongue are brought before the microphone each week to speak on Americanism for the Polish, Jewish and Italian audiences.

The WPEN foreign language department is cooperating with the Alien Registration Bureau. Every Tuesday, between 5 and 8 p.m., Polish, Jewish and Italian announcers are stationed in the WPEN Auditorium, which has been turned over to the alien registrars, fingerprint experts and typists.

During the week, spot announcements are made on all the foreign language programs advising the aliens to register at the nearest post office. Those without anyone to talk to them in their native tongue are invited to come to the station to register and consult any of the foreign language announcers on duty.

* * *

Village Chit-Chat

NEW program on WTRY, Troy, N. Y., is *Small Town Stuff* and is conducted by Charles John Stevenson, editor and publisher of the *Washington County* (N.Y.) *Post*, oldest weekly newspaper in the United States. Stevenson, an experienced speaker, is also police judge of Cambridge, N. Y. Program consists primarily of his observations about folks and things in the village.

Purely PROGRAMS

From Cruiser

KROW, Oakland, has started what it claims to be one of the most extensive community programs ever planned in Northern California. The broadcasts originate from towns along the thousand miles of waterway of the San Francisco Bay region and its tributaries, the Sacramento and San Joaquin rivers. The presentations come from the 50-foot cabin cruiser, *Unda Maris*, owned by Eddie House, KROW musical director. The broadcasts are relayed to the station from the boat by shortwave. An advance man works with the local chambers of commerce and civic organizations to prepare material for the shows. House pilots the boat, plays the electric organ on the tour and furnishes accompaniment for local talent at the various stops.

* * *

American Songs

CARNATION Co., Milwaukee (evaporated milk), on Oct. 7 will change the format of its *The Contented Hour*, featuring Percy Faith and Carnation Orchestra, heard on 92 NBC-Red stations, Mondays, 10-10:30 p. m. (EDST). The new series will be known as *America Sings* and will pay tribute to people, industries and institutions that have made America a land of contentment. Morrison Wood, newly-appointed radio director of Erwin, Wasey & Co., Chicago, produces the show.

* * *

How They Died

DRAMATIZED stories of traffic accidents, taken from the files of the local police department, are presented on *Alibis for Death*, new feature of KROD, El Paso, Tex. The semi-weekly program is sponsored jointly in the interest of public safety by Given Bros. Shoe Co., Home Oil Co. and El Paso Axel & Frame Service. Sponsors award $5 checks to two men and two women each week who are nominated as safe drivers by listeners.

* * *

The Student Side

TWO features with a school slant were carried recently by KFYR, Bismarck, N. D., in *Pre-College Round Table*. Costs, contacts and advantages were discussed from the collegiate standpoint. Bismarck schools were saluted in *Back to School*, with transcribed pupil interviews and enrollment facts.

* * *

Voice of the Editor

WSB, Atlanta, ties press and radio in *The Editor Speaks*, to start Oct. 5. Editors of Georgia newspapers give their views on vital matters that are affecting people of the state and nation. Roy McGinty, weekly newspaper editor and president of the Georgia Press Assn., will be the initial speaker.

Conserving Resources

PROBLEMS in conservation of State resources and wildlife will be discussed in a new series starting Oct. 5 on WCCO, Minneapolis. Sponsored by the State conservation department, the broadcast will be heard Saturdays at 5:15 p.m. Opener will be a roundtable discussion of "Ducks and Duckhunting in Minnesota". Max Karl, educational director of WCCO, will lead the roundtable. Scripts are written by Gerry Vessels of the State conservation department.

* * *

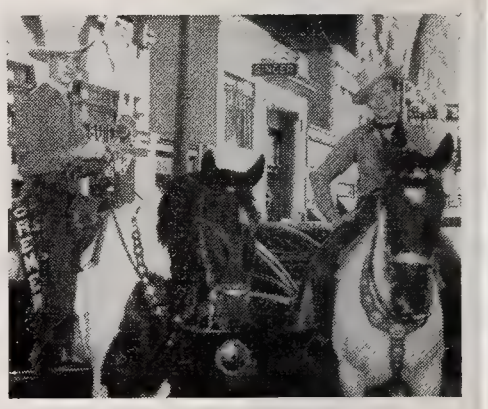
Feminine Troubles

A PROGRAM with a Beatrice Fairfax tinge, recently started by KYA, San Francisco, with the title *For Women Only*, attempts to solve the domestic problems and tangled affairs of the heart of listeners who write in their enigmas to the conductors, Prof. Dickson and Jane King. The discussion is interspersed with transcribed music.

* * *

Hot Walks

WITH pavements too hot for comfort, the curbstone reporters of KDYL, Salt Lake City, Emerson



Smith and Tom Cafferty, donned chaps and sombreros. The thermometer was at 101 as they broadcast their daily inquiring-reporter feature.

* * *

After the Game Is Over

TOP NAMES of the collegiate and professional gridiron world will again be heard this season on WJJD, Chicago, when the *Chicago Herald - American* resumes the weekly *Monday Quarterback's Club* luncheons Sept. 30. Edward W. Cochrane, supervising sports editor of Hearst Newspapers and sports editor of the *Chicago Herald-American*, will again act as toastmaster for the meetings.

* * *

Mike and Phone

THE announcer talks on air and telephone in asking questions and receiving the telephoned answers on a morning participating program, *Read 'Em and Reap*, started by WJPR, Greenville, Miss.

5000 WATTS IN BOSTON

WMEX

FULL TIME • 1470 KILOCYCLES

National Representative
JOSEPH H. McGILLVRA



WFBL for Central New York
SYRACUSE • 5000 watts • CBS
FREE & PETERS, Inc., National Representatives

Know Their Groceries

KVOE, Santa Ana, Cal., has a *Kitchen Kwiz*, originating at a super market and built around questions on meats, fruits, vegetables, groceries, the history of foods, brand labels, manufacturers' slogans, etc. Commercial credits include a radio special for each of the major departments of the market. Five contestants, usually women, appear on each broadcast. For each question answered correctly an item of food is given. The high scorer at the end of the broadcast is awarded an additional basket of food. On each program one question is directed to the radio audience, and the first person calling the market with the correct answer wins a basket of groceries.

* * *

Woman of the Week

THE TAILORED WOMAN, New York specialty shop, broadcasts its new *Women Worth Knowing* program from a studio in the shop, where a selected list of its clients can watch the broadcast and a fashion show and meet the "woman of the week". One new American-created fashion is introduced on each broadcast and at the fashion show. Program, broadcast Monday mornings, 10:45-11, on WQXR, New York, with Lisa Sergio as m.c., is advertised with six spot announcements a week on the station and is also promoted in the store's advertising and window displays.

* * *

For Younger Set

BARNEY'S CLOTHES Inc., New York tailor whose "Calling all men" announcements are familiar to every New York radio owner, will sponsor the *Junior Varsity Jamboree*, an hour of dance music from the Fiesta Danceteria, on WNEW, New York, each Saturday 4-5 p.m., beginning Oct. 5. Designed for younger listeners, who can get free tickets to attend the broadcasts by writing in, the program will feature dance contests, with prizes of two portable radios, two watches and two suits going each week to the best dancers. Football scores will be broadcast during the program.

* * *

Bucks for Sports

DODGE DEALERS of Cook County recently started a weekly half-hour quiz show, *Hall of Sports*, on WGN, Chicago. Each week a board of experts—three regulars and a guest—attempt to answer sports questions sent in by listeners who receive $2 for every question used, $4 for questions the experts fail to answer. Permanent board consists of Marvin McCarthy, sports editor of the *Chicago Times*; Ed Cochrane, sports editor of the *Chicago Herald-American*; Herb Griffis, editor of *Golfdom* and *Golfing* magazines. Doug Hope is m.c.

ROSTER SURVEYS

By a roster survey of your city we can show you exact standing of each competing station and every program broadcast during one week.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

CHEERFUL BLUEBIRDS

WSAI Shut-in Starts Series To Spread Joy

THE TRAGEDY that has deprived Kay Irion, stenographer at WSAI, Cincinnati, of the ability to walk has not deprived her of her cheerful disposition. On the contrary, this brave victim of an auto accident some months ago is a living testimonial to the therapeutic marvels of a serene state of mind.

And to make life more bearable for other shut-ins, Kay Irion organized the WSAI "Bluebird Club". It is their own program in which they exchange bits of poetry, music and interviews with leading personalities in the active world. There are "no dues, no duties", WSAI says, each member merely sending Miss Irion material for the program. Membership certificates show bluebirds flitting about among high trees, with the sun appearing over the horizon.

Children's Program

NEW CHILDREN'S program, which recently made its debut over WROK, Rockford, is titled *Young Americans' Club*, conducted by "Ted" Harris thrice weekly under sponsorship of Rockford Dairies Inc. Youngsters receive free membership cards, salutes on birthdays, admission to club shows and opportunity to win prizes. Patriotic leaders of local and national renown are paid tributes by Harris. ROTC color guard from local high schools opens each program with a ceremony. Sponsor's milkmen distributed 15,000 application blanks and deliver membership cards.

* * *

Toward the White House

DRAMATIC SERIES on child care, *Raising a President* begins on NBC-Blue Oct. 2, to continue Wednesdays 2-2:15 p.m. Produced by NBC in cooperation with the U. S. Department of Labor, the series will discuss play, sleep, sunshine, home atmosphere, diet. Katherine Lenroot, chief of the Children's Bureau of the Labor Department, will be heard on the first program.

* * *

Clues in Tales

A SHORT story containing clues to a musical number, played at the conclusion of the narration, provides material for a Philco-dealer series on KROD, El Paso. Listener who identifies the number first, as proved by postmark, receives a new radio set.

SOUTH CAROLINA'S ONLY REGIONAL CBS STATION

WCSC



CHARLESTON, S. C.

1000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

Show for Housewives

GOOD BUY, an entirely new type of show in which housewives and store buyers get a chance to discuss mutual "shopping problems" on the air, has made its debut over KSTP, St. Paul. It is handled by Marjorie Ellis McCrady, women's editor of the *Minneapolis Star-Journal*. One day a week a jury of four housewives is picked to discuss on the air shopping tips and shopping habits; next day a jury of four buyers from outstanding Minneapolis downtown stores give the lowdown, including the latest fashion news with some straight-from-the-shoulder stuff as to who can wear them, how long they're likely to last, etc. Juries are varied each week, with new voices represented each time. Idea has gained excellent response from the stores.

* * *

Cleric's Counsel

THE STORY of life as seen by everyday folk, is the general theme of the *Highway of Heaven*, a new series of transcribed dramatic episodes on KROW, Oakland, Cal. each Sunday at 9:30 a.m. (PST). They are produced by the Rev. Richard Felix, Benedictine missionary of Conception, Mo. The episodes present a typical young couple of today, who ask advice on problems that beset a young couple—such as finding a job, a place to live and how to pay the bills that pile up.

* * *

Home Talent

STATION personalities are interviewed on KTSA, San Antonio, by Lew Lacey on his *Brickbats & Bouquets* program. Lacey tries to bring out that after all, the staff members are only human.



"A NATURAL"

—and when you advertise on WPEN it's a natural, too.

WPEN PHILA 1000 WATTS

A RED YOU CAN'T TOUCH, MR. DIES

In fact, no one can touch it for value. It's the Red Network outlet in Richmond, WMBG. A minute spot on WMBG night time costs only $15.00. On the other leading station a minute spot night time costs $35.00. That's making $20.00 on the Red right there.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG—NBC Red Outlet—Richmond, Va.

National Representative—John Blair Co.

WAVE DOESN'T TRY TO STRIKE OIL (Ky.)!

We really don't care much whether or not our programs "strike" the people of Oil, Ky.! We're staying right in our own backyard—the Louisville Trading Area—and reaching the influential market around us. It's a FACT that there are 86% *more* income-tax payers in the WAVE listening area than in all the rest of Kentucky, *combined!* How'd you like us to tap this rich market for you?

LOUISVILLE'S WAVE
INCORPORATED
1000 WATTS . . . 940 K.C. . . . N.B.C.
FREE & PETERS, INC., REPRESENTATIVES

Hollywood Turns to Radio

(*Continued from page 20*)

dren, a sustaining feature. That concern also owns film rights to "Interim", a one-act play which Tom O'Connell, Cleveland writer, wrote for the WHK Drama Laboratory last year. Leonard-Greene Productions recently made a deal with Columbia Pictures for the latter to release the first short subject in the *Hobby Lobby* series, which follows the pattern of the radio program by that title.

In a deal worked out, Columbia will also screen and release the *Ellery Queen* mystery dramas to be produced by Larry Darmour. Manfred B. Lee and Frederick Dannay, co-authors, are in Hollywood writing the first screen version script of the detective stories. Times Square Productions has obtained film rights to *The First Nighter,* sponsored by Campana Sales Co. on CBS, and will make a series of featurettes based on the radio program.

Boris Morros Productions, has taken a motion picture rights option on the weekly half-hour program, *We, the People,* sponsored by General Foods Corp., (Sanka coffee) on CBS. With Gabriel Heatter and Harry Von Zell featured, Morros plans to make a feature film under that title. Republic Productions has secured film rights to the name *Melody Ranch,* title of the weekly half-hour western series featuring Gene Autry, singing cowboy and actor, sponsored by Wm. Wrigley Jr. Co. (Doublemint gum), on CBS. A motion picture has been written around that title. Besides Autry, other members of the radio show will be included in the film.

Opry and Barn Dance

Republic Studios recently started a second edition of the *Hit Parade,* but there will be no ties with American Tobacco Co. program on CBS, from which the film studio drew inspiration and talent for its first effort. The same studio has made two serials based on both the *Lone Ranger* and *Dick Tracy* radio programs. A third serial of each is now planned. Columbia Pictures also produced a feature length film based on those programs. The WSM-NBC *Grand Ole Opry,* a radio institution for 14 years was given a film version by Republic. The picture premiered in Nashville June 28. Practically all members of the radio program are featured in the film. WLS, Chicago, sold film rights to *National Barn Dance,* and also of the musical comedy serial, *Hometown,* to Republic Studios which made motion pictures built around those radio shows. Republic also made a film based on the *Red Rider* adventures, and *Drums of Fu Manchu.* That studio is currently planning to film *Superman,* now that radio has made it a popular feature.

'Pot o' Gold' Too

Horace Heidt's *Pot o' Gold* program, sponsored by Lewis-Howe Co. (Tums) on NBC-Red, will be made into a full-length feature picture by James Roosevelt Productions. After many delays, it was slated to go into production during the first week of September when Heidt came to Hollywood. Voco Productions, independent unit, has started producing a series of six feature films built around the *Lum & Abner* radio program. The first film, "Dreaming Out Loud", which features Chester Lauck and Norris Goff as *Lum* and *Abner,* comedy rural characters, has been completed. Most recent sponsor of *Lum & Abner* was General Foods Corp. (Postum), on CBS.

Stephens-Lang Productions, is producing a series of feature films following the theme of the CBS *Dr. Christian* program, sponsored by Chesebrough Mfg. Co. (vaseline). Jean Hersholt, featured in the radio series, also plays Dr. Christian in the film versions, which are released through RKO.

Pyramid Pictures, another independent unit, in early June bought for $100,000 rights to film a series of six full-length pictures featuring the radio storekeeper, *Scattergood Baines,* sponsored by Wm. Wrigley Jr. Co. on CBS. Deal was set with Clarence Buddington Kelland, author, who will collaborate on the movie scripts, with production scheduled to start in early September.

A New Technique

There are other major productions under way, with titles and plots taken from radio. Film producers are now utilizing radio as a regular dependable source of screen material. One film executive recently emphasized that radio will soon bring about an entirely new dramatic technique in motion picture production. He also praised radio for departing from standard techniques, and stated that broadcasting innovations warrant closer inspection. For that reason the film industry will continue to take writers as producers, as well as story material and talent from radio.

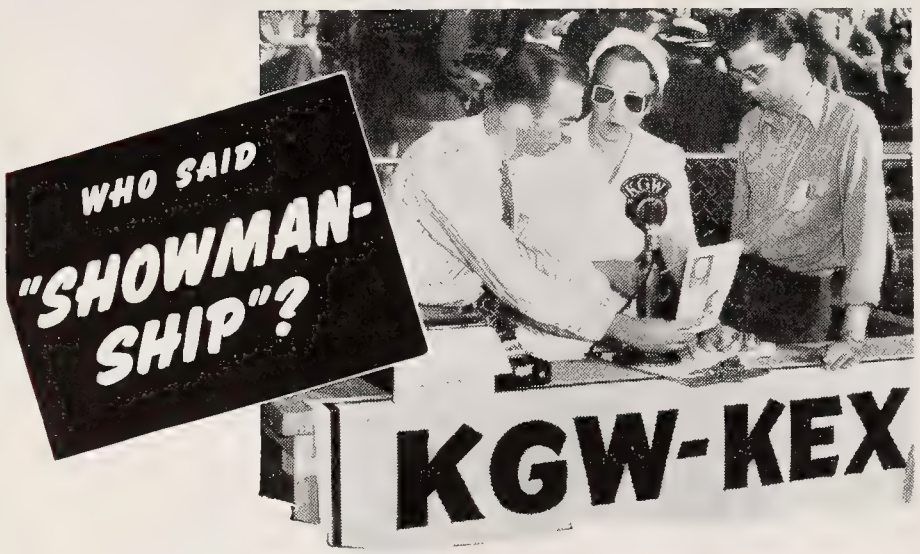
As for writers, there are many top-notchers in the films today who have been taken from radio. Some had tough sailing in their own field until they clicked with a clever radio program or two. Some were originally radio gag writers, others wrote dramatic scripts, and serials. Kay Van Riper, after several seasons of hard going on the local networks, finally clicked in pictures and is now one of the MGM ace writers, largely on the basis of her "Andy Hardy" film scripts.

At the same studio Albert Mannheimer has moved into the money after coming out of New York radio via the *Good News* program, sponsored by General Foods Corp. (Maxwell House coffee). He was recently placed under a studio term contract. Irv Brecher is another MGM writer who came from radio. Jerry Cady has developed into a prolific screen playwright, turning out picture material first for 20th Century Fox Studios and now with RKO Radio Pictures. Willis Cooper, writer on the NBC *Lights Out* series, has been with 20th Century-Fox, Universal Studios and Paramount.

Others in Demand

Irving Reis, now an RKO director, was for two years a film writer after he left CBS. Harry Tugent who came to the West Coast a few years ago with Fred Allen, remained. He went to 20th Century Fox as one of its top writers, and is now with Universal. Then there are Bill Morrow and Ed Beloin, who get a whack at film writing every time their radio employer, Jack Benny, checks in at Paramount for a picture assignment. They worked on the film, "Buck Benny Rides Again", and are currently writing for the *Love Thy Neighbor* picture, now being produced.

Ken Englund is constantly in demand, with Paramount as his usual



Bill Mock and Don Kneass with Elsie Viets Jennings, chairman national A.A.U. women's swimming committee.

The KGW-KEX conception of showmanship goes deeper than the "screwball school" of showmanship. It consists of bringing to KGW and KEX listeners colorful, complete and authoritative coverage of every event in which there is a genuine public interest.

KGW and KEX *showmanship* is closely allied to salesmanship. That's just another reason why Portland's *only* newspaper owned and operated stations are your best bet in America's best radio market.

A partial list from the KGW-KEX Special Events department during the summer includes:

Annual Portland Rose Festival.
Oregon Amateur Golf Championship.
Pickup of season's most spectacular fire.
Annual parade of Veterans of Foreign Wars from Corvallis, Oregon.
Oregon National Guard maneuvers.
Airport interviews with such celebrities as Bob Hope, Jerry Colonna, Anna Neagle, Sir Cedric Hardewicke, Stephen Early.
Portland Yacht Club's annual sailing races on the Columbia River.
Astoria Regatta and Salmon Derby.
Junior American Legion Baseball Banquet from Hillsboro, Oregon.
National A.A.U. Women's Outdoor Swimming and Diving Championships.

KGW
620 KC
5000 WATTS DAYS
1000 WATTS NIGHTS
NBC RED

RADIO STATIONS OF THE
OREGONIAN
PORTLAND • OREGON

KEX
1160 KC
5000 WATTS
CONTINUOUS
NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

WHO (ALONE!) for IOWA PLUS!
DES MOINES . . . 50,000 WATTS, CLEAR CHANNEL



DURING THE SUMMER LAYOFF of the NBC *Jack Benny Show*, Don Wilson (right), announcer of the program sponsored by General Foods Corp. (Jell-O), keeps busy working in the western film, "The Round Up", being produced by Harry Sherman Productions. It is Wilson's first starring role, and he discusses it at luncheon with Charlie Smith of NBC Hollywood Artists Service (left), and Harry Sherman, producer (center).

haven. Don Prindle, Hollywood radio gag writer, was added to the RKO staff to write material for the film, "The Day the Bookies Wept", which featured Joe Penner. Owen Crump was a KFWB, Hollywood, writer before joining Warner Bros. Nat Hiken, comedy writer, was also added to the short subjects staff of that studio. Hal Fimberg, onetime radio writer, was assigned by Republic Studios to work on scripts of "The Belle of Atlanta". Paul Conlon, writer-producer of the *Signal Carnival*, sponsored by Signal Oil Co. on NBC Pacific Red, was recently assigned by Republic to write a "Higgins Family" screenplay. Robert Tallman, onetime assistant editor of the *March of Time* program, was brought to the West Coast some time ago by Walter Wanger Productions to do a screen treatment of a popular novel. Dorothy Yost, on the MGM writing staff, is also from radio. Then there is Arch Oboler, the prolific NBC writer, who gives much of his time to screen writing. He recently did a screen version of "Escape", and also "A Woman's Face", for MGM.

The number of picture names who either came from radio or built their reputation there is well known. But few hear of the directing talent taken from the broadcasting industry. Besides Irving Reis, now with RKO, and John Nesbitt, MGM shorts writer-director, there is Clark Andrews, formerly Hollywood producer of Ruthrauff & Ryan, now assistant to Sol M. Wurtzel, executive producer of 20th Century-Fox Studios. Frank Woodruff, now an RKO director, was for many years J. Walter Thompson Co. Hollywood, producer of the CBS *Lux Radio Theatre*, sponsored by Lever Bros. Norman Corwin, CBS New York producer, is now in Hollywood on an RKO directorial assignment. Orsen Welles is also under contract to that studio, and has started to direct his first picture. The films have absorbed still others, taking them from agencies and individual stations throughout the country, as well as from network shows.

Popular for Shorts

Short subject department of Warner Bros. First-National Studios, headed by Gordon Hollingshead, recently announced it will continue to use a heavy proportion of radio performers and commentators, with an average of around one-third of the cast. Hollingshead has found by experience that radio artists are well adapted to film shorts because of their style of delivery. Enumerating performers like Ted Osborn, Knox Manning and John Deering, he declared their microphone diction and facility in punching lines gives the radio commentators and actors a clean edge over others for film shorts.

Wendell Niles, Hollywood announcer on the CBS *Al Pearce & His Gang* program, sponsored by R. J. Reynolds Tobacco Co. (Camels), narrator for a new patriotic short, "Young America Flies", made by Warner Bros. Truman Bradley, announcer and narrator, has a feature role in the Paramount film, "A Night at Earl Carroll's", and also in the RKO picture, "Millionaires in Prison". Since coming to Hollywood from Chicago a short time ago, he has been featured in several film hits, including "Northwest Passage". Sam Hayes, commentator, has had more than 95 picture assignments, and is cast as an announcer in the 20th Century-Fox film, "He Married His Wife".

Neil Reagan, formerly program manager of WOC, Davenport, and now doing summer relief announcing at KFWB, Hollywood, has a spot in the Warner Bros. film, "Tugboat Annie Sails Again". The film features his brother, Ronald Reagan, formerly WHO, Des Moines, announcer, who is now a Warner Bros. contract film player.

Don Forbes, Hollywood commentator on the NBC *Richfield Reporter*, sponsored by Richfield Oil Co., is a football announcer in the 20th Century-Fox film, "Yesterday's Heroes". Knox Manning plays the role of a radio commentator in the film, "Meet John Doe", recently produced by Warner Bros. Don Wilson, announcer on the NBC *Jack Benny Show*, is being starred in "The Round-Up", now being produced by the Harry Sherman Productions. Wilson has appeared in scores of motion pictures, having both minor and major roles. He worked in "Two Girls on Broadway", produced by MGM, and also had a part in the Paramount picture, "Buck Benny Rides Again". Other announcers and commentators who have received film assignments include Ken Carpenter, Warren Hull, Rush Hughes, Douglas Evans, and Fletcher Wiley, to mention a few.

Pat Stanton Sells Film

PAT STANTON, vice-president and general manager of WDAS, Philadelphia, who filmed, produced and served as commentator for "Here Is Ireland", a full-length movie made in Ireland last year, has sold the distribution rights to the film to the Irish American Film Co., New York, at a figure reported to be over $10,000. The picture will have its premiere Oct. 3 at the Belmont Theatre, New York. Apart from his station duties, Mr. Stanton has arranged a lecture series during the winter, speaking before Irish-American groups in the Philadelphia area.

Showmanship that SELLS in the great Intermountain Market

KDYL

NBC RED NETWORK

The POPULAR Station

Salt Lake City

National Representative: JOHN BLAIR & CO.

5000 WATTS DAY AND NIGHT CBS

Building in Tulsa breaks ten year record — Home Construction at $3,929,715.

Tulsa's KTUL

FREE & PETERS, Inc.

...WFBL.....

SYRACUSE

... Used by MORE National Advertisers because Used by More Local Merchants

For every hour that local advertisers used on WFBL last year, they're using an hour and a quarter this year. The reason more local merchants are using WFBL is that they live right in this Central New York area . . . keep a *close check* on sales results. Because they report more people come into their stores . . . spend more money . . . they prove WFBL's large following are *active* buyers!

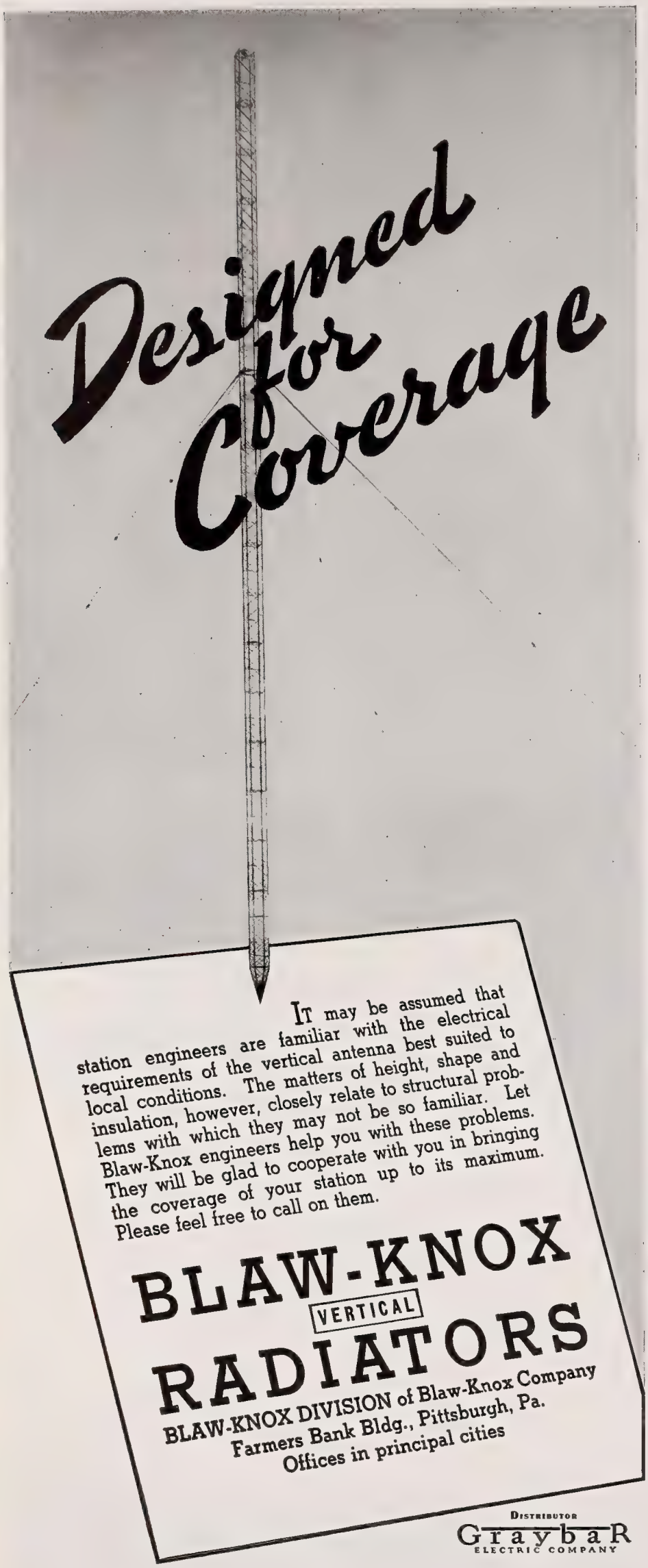
National advertisers are guided by the experience of these local retail stores. That's why every year MORE national advertisers use MORE time over WFBL. Let WFBL open the door to this active market of buyers for your product—and help you build up new volume profits!

ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.



It may be assumed that station engineers are familiar with the electrical requirements of the vertical antenna best suited to local conditions. The matters of height, shape and insulation, however, closely relate to structural problems with which they may not be so familiar. Let Blaw-Knox engineers help you with these problems. They will be glad to cooperate with you in bringing the coverage of your station up to its maximum. Please feel free to call on them.

BLAW-KNOX
VERTICAL
RADIATORS

BLAW-KNOX DIVISION of Blaw-Knox Company
Farmers Bank Bldg., Pittsburgh, Pa.
Offices in principal cities

Distributor
Graybar
ELECTRIC COMPANY

Studio Notes

NATIONAL Foundation for American Youth, New York, is offering to supply political debate broadcasts, with speakers, to networks and stations, for sustaining use. Purpose is to enlighten the estimated 9,000,000 young people who will be casting Presidential ballots for the first time. The non-partisan foundation hopes radio will cooperate to cover the nation as "public service". NBC carried a quarter-hour debate Sept. 10 which Gene Tunney, chairman, conducted.

WLS, Chicago, made the first public announcement of the typical midwest farm family, chosen by *Prairie Farmer* in cooperation with the New York World's Fair on the *Dinnerbell* program Sept. 19. Winners were Mr. and Mrs. Maurice E. Deal, Christian County, Ill. The parents and their 16-year-old daughter and 15-year-old son all participated in the broadcast. They won a trip to the Fair and a week's living in the typical American home at the fairgrounds.

WMEX, Boston, followed the Boston College team to New Orleans Sept. 28 to pick up a 1,600-mile remote broadcast of the football game with Tulane.

THREE members of the staff of KDON, Monterey, Cal., are teaching radio. Bob Pinkerton, production manager, has been named instructor in the Monterey Evening Adult School. Reed Pollack, Salinas manager, is resuming his radio class in the Salinas Evening Adult School, and Ad Fried, Santa Cruz manager, is starting his third year of teaching radio in the Santa Cruz Evening School.

WHBF, Rock Island, Ill., has concluded its fifth annual softball tournament, running Aug. 11 to Sept. 15, with $500 in prizes for the 705 players entered. Teams came from cities up to 100 miles away. Some 6,000 paid 25 cents admission to see games, with sponsors carrying two games a day.

ON HIS *Morn Patrol* Al Bland, of WCKY, Cincinnati, is suggesting that listeners send "Dimes for Deliverance", the proceeds to be used to buy an ambulance for British service. The plan is approved by the local Bundles for Britain chapter.

TO SERVICE its large adjacent agricultural area, KIEM, Eureka, Cal., has started a daily quarter-hour program, *Redwood Farm Journal*, which gives a noon roundup of farm news.

ENTIRE SPORTS staff of *The Chicago Tribune* is unearthing features and gathering facts for *At the Sports Desk with Bob Elson*, thrice-weekly quarter-hour feature which started on WGN, Sept. 23. Arch Ward, sports editor of the newspaper is collaborating with Bob Elson in writing the series which covers every phase of sports from football to ping pong.

Larynx Derby

FIRST "singing convention" ever broadcast on a network originated Sept. 22 for CBS by WBT, Charlotte. WBT picked up for the network a half-hour of the Annual Southeastern Singing Convention, held in the local Armory Auditorium and Stadium, and which drew about 25,000 watchers and participants. Singers from 14 States participated in the convention, which offered continuous singing from 10 a.m. to 6 p.m.

COURSES for teachers and professional radio workers will be offered this fall by the Radio Council of the Chicago Public Schools in cooperation with Lewis Institute, a division of the newly-formed Illinois Institute of Technology. Harold W. Kent, director of the Council, will teach Radio Education, a general course. Production and rehearsal of programs will be taught by O. J. Neuwerth, production head of the Council. Writing classes will be under the supervision of George Jennings, continuity editor of the organization.

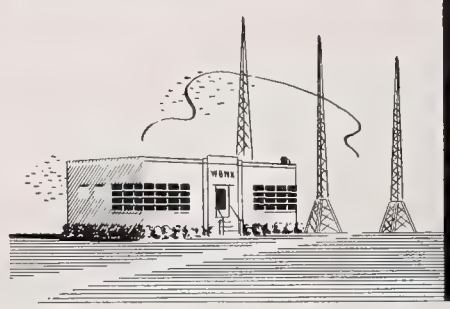
THE National Corn Husking Contest in Davenport, Ia., Oct. 30 will be covered by Charles Worcester, WNAX farm director, for KSO, KRNT, WMT, and WNAX, Cowles stations.

MINNEAPOLIS Auditorium was packed within an hour and the SRO sign went up when KSTP and Pepsi-Cola staged a special Ladies Night in conjunction with the Minneapolis Roller Derby. Using six announcements to call attention to the free admission for each woman bringing two bottle caps, the event drew 2,896 within an hour. Because 750 had to be turned away, a second night was staged with another packed house.

SECOND semester of the NBC Central Division continuity school will open Thursday, October 3, under the direction of William Murphy, continuity editor. Employes who attended the first semester for script writing will continue in an advanced course of study and writing. New enrollees will begin with the fundamentals and will be advanced in accordance with the ability of the individual.

WBBM, Chicago, on Sept. 27-29 stationed its Mobile Air Theatre at the Fort Sheridan military reservation, as a base for military announcers who described a three-day military show for spectators over the public address system. Proceeds of the show went to the Army Relief Society.

Directional over New York



Now! 5000 WATTS DAY and NIGHT

WBNX
YOUR BEST NATIONAL SPOT BUY
A NEW APPROACH TO THE NEW YORK MARKET



JANSKY & BAILEY, pioneer consulting engineering firm, observed its tenth anniversary at a staff dinner in Washington Sept. 11. When the firm was organized on Sept. 1, 1930, there were only three in the organization— C. M. Jansky, Jr., Stuart Bailey, and Mrs. D. C. Deitrick, secretary. The staff now numbers 14, of whom 10 are engineers. The ladies (clockwise) are: Mrs. L. M. Poast, Miss M. Lum, Mrs. G. M. Lohnes, Miss M. Corliss, Mrs. S. L. Bailey, Mrs. C. M. Jansky, Jr., Mrs. Deitrick, Mrs. W. E. Markey, Mrs. R. H. Culver, Mrs. M. M. Garrison. Standing (l to r): L. M. Poast, D. C. Ports, Mr. Bailey, Mr. Jansky, M. V. Holley, O. W. B. Reed, Jr., F. T. Mitchell, Jr., G. M. Lohnes, R. H. Culver, M. M. Garrison, W. E. Markey.

OFFICIALS of Glendive, Mont., invited Rollie Johnson, sports announcer of WCCO, to trek the 700 miles from Minneapolis to dedicate their new athletic stadium Sept. 21. The week before he dedicated the athletic field at Excelsior, Minn., a stone's throw from Minneapolis. Johnson is heard six nights weekly at 10:30 p.m. over WCCO in "*Sports Through the Keyhole*".

ROCKS hurled by an elderly man crashed through the window of KSD's Studio B control room on the main floor of the *St. Louis Post-Dispatch* building. The man, annoyed at the *Post-Dispatch* editorial on the sale of U. S. destroyers to England, was caught by Joe Evans, announcer, but meanwhile he had shattered two other large windows.

WIBC, Indianapolis, has renewed its thrice-weekly public school programs, directed by Blanche Young, school radio director. Each program-lesson is heard by 10,000 pupils, and is part of the regular school work.

THE news commentaries of Fred Henry and Clete Roberts, titled *Let's Talk Over the News*, have been extended from KMPC, Beverly Hills, to include KOY, Phoenix; KTUC, Tucson, and KSUN, Lowell, Arizona Network stations.

WINS, New York, has issued a new, simplified rate card, with rates standardized, but not increased, base rates remaining at $225 per evening hour and $150 per daytime hour.

PRIZE for the best job of utilization of CBS *American School of the Air* in Minnesota for 1939-40 term will be awarded to Oak Knoll school in rural Hennepin county Sept. 24 by Max Karl, WCCO educational director. Karl will make the presentation at a PTA meeting, giving the principal, Miss Isabel Cook, the radio set to be used in the classes. Ninety schools were registered in the competition last year. Award was based on most thorough job of lining up visual aids and correlative reading material to go with the *School of the Air* broadcasts.

ONLY those with previous training in radio script writing are eligible in a new class at the U of Cincinnati Evening College, continuing the elementary course first offered last year. Arthur Radkey, assistant educational director of WLW, will be instructor in both elementary and advanced courses.

A PROGRAM-NAMING campaign was staged by WSB, Atlanta, for its agricultural service. Of hundreds of entries, *Dixie's Farm Hour* was selected. Entrants submitted letters criticizing and offering suggestions for the farm hour.

AVERAGE increase of 52% in national spot revenue is claimed by WWL, New Orleans, for the first seven months of 1940.

Official Praise

KGVO, Missoula, Mont., has received official praise for recent aid to the Forest Service during one of the worst fire seasons in the history of the Service. Recalling that lookouts and crews in the Deerlodge National Forest around Missoula often listen to KGVO during their lonely vigils, the forest supervisor asked the station to announce on the evening Texaco newscast that an isolated crew was needed at the remote scene. The crew heard the broadcast and went immediately to the designated station.

FOR PERSONS who cannot go to class, WNEW, New York, is broadcasting condensed lectures of a complete New York U course in "Government and Administration of New York City". Classroom lectures, delivered Thursday evenings by leading city officials, run for one hour and three quarters. When finished, the lecturer condenses his talk into a quarter-hour script which he broadcasts half an hour later at 8:15 from the classroom. Course runs 15 weeks. Dr. H. M. Partridge, director of university broadcasts, is director of the programs.

FIVE years ago WLW, Cincinnati, adopted the practice of signing off with the National Anthem, which has been played 1,840 times. In recent months it also has been heard at noon and at midnight when the station shifts to 500 kw. experimentally as W8XO.



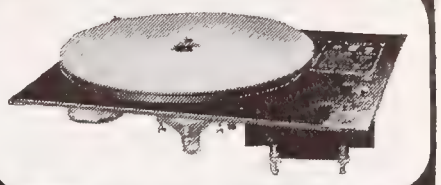
PHILADELPHIA *Daily News* has bought local rights to "Zingo," new sound effects game fashioned after bingo and syndicated by transcriptions. In addition, the *News* inaugurated a question-and-answer period nightly on WPEN on the draft bill, supplementing queries published in the newspaper. The paper also sponsors a daily hillbilly program on WDAS, all the programs arranged for on time-for-space swaps with the stations. The *Philadelphia Record*, also on a time-for-space arrangement, returned its *9 O'Clock Scholars* quiz fashioned after *Information Please* to WIP on Sept. 18, with Robert S. Allen, of the Washington Merry-Go-Round, as guest for the first of the weekly shows.

WCAU, Philadelphia, played a prominent part in getting machinery started for the Federal draft on Sept. 17 when it cancelled the opening of a new *Philadelphia Prepares* series and turned the time over to Col. Nicholas Biddle, in charge of conscription for that area. A special script was hurriedly prepared by Joe Connelly and Joe Gottlieb, of the station staff, incorporating a four-minute speech by Col. Biddle appealing for volunteers to act as workers on conscription. The quarter-hour script, which incorporated a dramatization and a question-and-answer explanation of the draft, was submitted by WCAU to the NAB with the suggestion that it be made available to all other radio stations.

SPOT BOOKINGS on WENR, Chicago, for the month of September are 117% ahead of last year, and bookings on WMAQ, Chicago, are 34% ahead, according to M. M. Boyd, local and national spot sales manager for the NBC Central Division. Combined increase in bookings on both stations is 52% ahead of September billings a year ago, Boyd announced.

XEQ, Mexico City, starts its first series of full-length dramatic serials Oct. 1 with *Gods of Banghah*, a Script Library show, to be translated into Spanish and to run 13 weeks.

Precision Built
for Perfect Performance...



FAIRCHILD
TRANSCRIPTION TURNTABLE
for Wow-Free Reproduction

Precision construction insures higher-fidelity reproduction — and this Fairchild Unit 227 eliminates wow, speed variations, and vibration.

Dynamically balanced 16-lb. cast-iron turntable is driven by synchronous motor through two-speed adhesion drive. Fairchild floating motor assembly eliminates objectionable motor vibration.

Smaller tolerances, careful assembly and laboratory testing protect every Fairchild user. Write for literature!

"...it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.



Make Western Canada a Rich Sales Territory . . . NOW!

Oil has "come in" in Western Canada . . . production in her mines and smelters is rapidly increasing . . . farm crops have reached a new high, both in volume and price. All these things — together with the added impetus of huge war orders — are creating new wealth in the foothills of Western Canada. It is a good time to increase sales of established lines or to obtain a profitable market for new products.

Secure your share of this wealthy market by placing your programme on:

THE ALL-CANADA FOOTHILLS GROUP
(All Basic CBC Stations)

CKCK	REGINA, SASK.
CHAB	MOOSE JAW, SASK.
CJOC	LETHBRIDGE, ALTA.
CJAC	CALGARY, ALTA.
CJCA	EDMONTON, ALTA.
CJAT	TRAIL, B.C.
CKOV	KELOWNA, B.C.

First in Listener Preference
Write for Audience Figures

Representatives:

U.S.A.-WEED and COMPANY
CANADA - All-Canada Radio Facilities Limited

Your Gracious Host.. From Coast to Coast



In NEW YORK..
The Gotham



In CHICAGO..
The Drake
The Blackstone



In LOS ANGELES..
The Town House



In BELLEAIR, FLA..
Belleview Biltmore

KIRKEBY HOTELS

City College, New York, Expands Radio Course By Adding New Topics

RADIO curriculum of the City College Radio Workshop, New York, which begins its third year this month, has been expanded to include six courses, three to be given in the fall semester, three in the spring, under the direction of Seymour N. Siegel, director of programs of New York's municipal broadcasting system, and Nancy Davids, formerly radio consultant at New York U.

FM broadcasting will be given consideration for the first time in this year's courses. In the fall Dr. Siegel will conduct a course in "Radio Survey and Station Practice" and another in "Production", while Miss Davids will have charge of a script writing course.

Practical station management and current theories of broadcasting, including FM, are covered in the survey and station practice course. Among five guest lecturers scheduled to appear are Julius Seebach, vice-president in charge of programs at WOR, Newark, and Dr. Frank Stanton, manager of the CBS research division.

The production course deals with the problems of the actor and director and with all phases of dramatic programming. One of four guest lecturers scheduled is Walter Pierson, director of the CBS sound effects department, who will emphasize the special sound effects needed for FM broadcasting.

The script writing course will stress ways to sell scripts and preparation of experimental types. Finished scripts will be developed by the production class and made into recorded programs. Guest lecturers will be Stockton Hellfrich, assistant manager of the NBC script department, and Kenneth Webb, writer and producer of BBDO, New York.

All-America Football Parade

FOOTBALL forecasts by college coaches are being broadcast on the *All-America Football Parade* which began its sixth weekly series on WHN, New York, Sept. 26. Program is heard Thursdays from 9 to 9:30 p.m. Series is produced by the National Youth Administration, New York, in cooperation with the station. Dr. Marvin A. Stevens, New York U coach was guest on the first program. Other guests, chiefly coaches at city institutions, include Benny Friedman, City College of N. Y.; Lou Little, Columbia; Lou Oshins, Brooklyn, and Herb Kopf, Manhattan.

LANG-WORTH planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York



A RIVET-BY-RIVET account of the construction of the new 408-foot antenna for KWFT, Wichita Falls, Tex., is in progress here as Program Director Dick Nauman interviews one of the erectors. The station broadcast a series of programs direct from the antenna site, with operation scheduled for Oct. 1, when the station increases its power to 5,000 watts day and 1,000 watts night.

Lauded by U. S.

TRIBUTE to the broadcasting industry for its active work on behalf of the National Defense Employment Program was paid Sept. 21 by the U. S. Civil Service Commission in an announcement revealing that nearly 90,000 positions have been filled in the War and Navy Departments since June, 1940. "Through the cooperation of the NAB," the Commission announced, "current needs for workers are revised weekly and are brought to the attention of an estimated 50,000,000 Americans daily over the air."

Babbitt Spots

B. T. BABBITT, New York, is starting a spot campaign for Bab-O, using three morning quarter-hours of Transradio News on WOR, Newark, a week, and five weekly one-minute announcements weekly on WFBL, Syracuse, and WBNS, Columbus, O., placed through Maxon Inc., New York. Spot broadcasts supplement the sponsor's daytime serial, *David Harum*, broadcast five mornings weekly on NBC-Red.

A NEW 15¼-inch high-fidelity speaker has been announced by RCA, for use in large rooms. It handles 15 watts and is designed for use under conditions of high noise level. It is model MI-6237. A new accordion-edge baffle mounting four seven-inch speakers also is announced. It is MI-6224, and is cut for four RCA MI-6234 speakers.

WFBG
ALTOONA, PA.

- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

Many Big Cities Active on the Air

Survey Shows Extent Radio Is Used by Municipalities

TO PLACE the relationship between local government and the citizen on a closer basis, 46 cities of 50,000 or more population are now using radio programs of various types, a survey recently completed by the International City Managers' Assn., Chicago, reveals.

Most frequently used are discussions of various offices by city officials, interviews, roundtable meetings and dramatized reviews of work and progress. Civic orchestras, choral groups and clubs also come in for full quotas of air time. Five cities—New York, Camden, St. Petersburg and Jacksonville, Fla.; Dallas—have municipally-owned stations. Until last year, Atlantic City also had its own station.

Regular Series

The survey showed that 38 cities for the last year or so have had regularly scheduled programs on the air. Included in this group are some that have been on for two or more years. In eight, however, only special campaigns, such as fire prevention weeks, tax collections, explanation of bond issues, citizen cooperation campaigns,, health and safety department endeavors, and the many "special" periods proclaimed by mayors or other officials, call for program series.

It was found that in 28 cities participants in broadcasts are selected on the basis of position, such as mayor, councilman or department head. In most cases these persons are responsible for inaugurating municipal programs. Preferred time on the air, the study shows, is between 6 and 9:30 p.m. Twenty-two of the cities have programs on the air during these hours, while several have noon-hour programs and mid-morning or mid-afternoon broadcasts.

Hundreds of stations have occasional municipal programs but only those scheduling broadcasts at regular intervals were considered by the survey. Cities having populations less than 50,000 were not considered.

Cities using radio regularly from 2 to 20 times per month are: Akron; Austin, Tex.; Berkeley, Cal.; Boston; Buffalo; Dallas, Chicago; Cincinnati; Cleveland; Dayton; Grand Rapids; Knoxville; Lancaster, Pa.; Lincoln, Neb.; Los Angeles; Lowell, Mass.; Louisville; Miami; Memphis; Milwaukee; New Haven, Conn.; Minneapolis; New York; Oakland; Pasadena, Cal.; Roanoke; Rochester, N. Y.; St. Paul; Springfield, Mass.; San Francisco; Toledo; Utica; Wichita. Cities using radio irregularly include: Asheville, N. C.; Atlanta; Camden; Charleston, W. Va.; Denver; Flint; Glendale, Cal.; Kalamazoo, Mich.; Norfolk; Philadelphia; Portland; Racine, Wis.; Schenectady, N. Y.

WJJD, Chicago, on Sept. 26 resumed its daily quarter-hour *Courthouse Reporter* series direct from the Criminal Courthouse. Jack Drees, special events announcer, conducts the series 11:15-11:30 a.m. It consists of interviews with traffic violators present to appear in Safety Court.

HEY, YOU! TURN IT DOWN!

Portable Sets of Baseball Fans Bring Worries To the Broadcasting Boys

IRONIC FATE, in the person of "wired-for-sound" baseball fans, has arisen to plague sportscasters, according to an observation by Rud Rennie, pinch-hitting in Richards Vidmer's regular "Down in Front" column in the *New York Herald Tribune*. Noting that 52 fans arrived at Ebbets Field, Brooklyn, one night in August carrying portable receivers, Mr. Rennie chronicled the difficulties experienced thereby by Red Barber, who along with Al Helfer traces the play-by-play of Brooklyn Dodgers' games for WOR.

"In the course of his duties one afternoon, while talking briskly into the microphone, telling millions of non-paying customers what was happening on the ball field, he found himself in competition with his own voice," Columnist Rennie related. "Someone had a portable radio going full blast close to the broadcasting booth. Mr. Barber could not concentrate. He was being assailed by his own broadcast. Even when he lost patience and said, "I'll have to do something about this", his words came back at him and mocked him.

An Ironical Twist

"It is ironical that a radio broadcaster should be annoyed by a radio broadcast, particularly his own; it is understandable. Red complained to Larry MacPhail, president of the Dodgers. The incident drew attention to the unbelievable number of persons who carry radios to ball parks and tune in on the ball game they are watching.

"There are still a number of old-fashioned paying customers who have been supporting baseball for years who don't want a radio blaring at them while they watch a ball game. They also complained about the habits of the radio fans, objecting chiefly to having to listen to a report of a game other than the one they were watching. This must be annoying, like going to see 'Hellzapoppin' and having a guy in an adjoining seat with a radio giving a blow-by-blow on 'DuBarry Was a Lady'.

Wired for Sound

"MacPhail, startled by the fact that radio fans were coming to his park, but with their radios, promptly took steps. He lay awake one whole night dreaming of 30,000 persons in Ebbets Field, every one with a radio going full blast and his ball game going to pieces. This convinced him he would have to do something in defense of sanity. MacPhail passed the word along that fans wired for sound would not be allowed in Ebbets Field. Even so, on the first occasion, the night game between the Giants and the Dodgers, 52 portable radio sets were taken away from fans at the doors and checked, thereby adding to the complexity of getting in and out of Ebbets Field.

"But MacPhail has been so busy tackling this problem that he really has not had a chance to give it any constructive thought. When he does, he probably will set a vogue —a radio outlet under every seat, with the old headphones for reception. With this device any ball park can be thrown open to customers even when the team is on the road. Call the place a 'Baseball Radiotorium, basket parties welcome'. And the problem of getting baseball's radio fans into the ball parks will be solved. There will be nothing happening on the diamond to confuse them. Everything will be swell."

Sponsors 'Today's Sports'

HARRY BLUM'S NATURAL BLOOM Inc., New York (cigars), has started sponsoring *Today's Sports* on WMCA, New York, Monday through Saturday. 6:30-6:45 p.m. Conducted by Joe O'Brien, sports commentator, the program includes a reenactment of sports highlight of the day as well as late sports flashes and scores. Each day the sponsor gives a radio to the first person correctly answering three sports questions asked on the program. Series was placed through Milton J. Adler Co., New York.

Sponsor-Agency Guests

EVELYN STARK, radio director of Hays MacFarland & Co., Chicago, and Doris Rich, home economist of Northwestern Yeast Co., Chicago, were guests Sept. 28 on WLW, Cincinnati, during the weekly *Homemaker's Review* conducted by Jane Sheridan. Northwestern started a program on WLW Oct. 1, titled *Songs of a Dreamer*.

Baume Bengue to Place

THOMAS LEEMING & Co., New York, will use spot radio for Baume Bengue in a fall and winter campaign to begin in October. One-minute live announcements will be broadcast from five to 12 times a week on approximately 70 stations, placed through Wm. Esty & Co., New York.

Studying Audience Reactions

WOMEN's Institute of Audience Reactions, New York, organized to determine women's tastes in motion pictures, has entered the radio survey field as well and will make surveys in both fields for advertisers and agencies. Mrs. Agnes M. Grew, director of the Institute, has lined up women throughout the country who have agreed to send back mail questionnaires.





Favorite Serials Chosen by Women

'Vic & Sade' at Top in Survey Of National Committee

FINDING that women prefer daytime serials "complete in each issue" and true to life, rather than melodramatic sequences, the Women's National Radio Committee announced Sept. 27 that *Vic and Sade* headed the list of favorite daytime programs among women in 48 states, according to a survey just completed.

Women the country over, the survey revealed, selected the Proctor & Gamble NBC-Red serial as first on the list primarily because it is presented "complete in each broadcast" and is "also about people like ourselves".

There is the widespread feeling among women that there are too many serials on the air, the Committee announced. Preference was expressed for more music as a substitute. Considerable criticism was voiced against "love triangle" programs. There was unfavorable reaction to the "continuous monotony" of radio voices in daytime "washboard dramas".

Only 2% of the women canvassed found advertising in the daytime programs "offensive". There was adverse reaction generally, however, to the amount of commercial copy, though overall comment was that the commercials were not offensive.

In all, 76 daytime programs were commented upon by women listeners. Of these 12 were mentioned by more than 40% of the participants. The programs, in order of their popularity, were: *Vic & Sade, Pepper Young's Family, Story of Mary Marlin, Ma Perkins, Road of Life, The Goldbergs, Kate Smith Speaks, Hilltop House, Myrt & Marge, The O'Neills, Betty & Bob* and *Scattergood Baines.*

The survey was conducted by Mrs. Marion M. Miller, vice-chairman of the Committee and Mrs. Samuel Kubie, survey chairman.

Ad Club Radio Clinic

EUGENE S. THOMAS, sales manager of WOR, Newark, and William Boetcker, associate director, Madison Square Boys' Club, will direct a series of six lectures in February to about 600 students in the Radio Productions Clinic, a part of the Advertising and Selling Course conducted by the Advertising Club of New York. Sessions begin Feb. 10 and continue Mondays and Thurqsdays in the station's largest studio. Lectures will be given by Julius F. Seebach Jr., WOR vice-president in charge of programs; Robert A. Simon, WOR director of continuities; Roger Bower, producer-director; Max Wylie, CBS director of scripts; Robert T. Colwell, of the radio department of J. Walter Thompson Co., New York; Edward M. Kirby, NAB director of public relations

Borden's Participations

BORDEN Co. Sales Division, New York, has placed one-minute participating announcements for Chateau Cheese on WSYR, Syracuse, and WBEN, Buffalo. Others may be added Borden also plans a spot campaign in Washington, Philadelphia and New England for its cocktail spreads. Agency is Young & Rubicam, New York.



ONCE RECOGNIZED as the "super FCC", and still the tribunal sitting in judgment directly over actions of the FCC is the U. S. Court of Appeals for the District of Columbia, which is ranked on a part with the various circuit courts. In this official photograph, one of the few since the court's membership was increased in 1937 are: (bottom row, l to r), Associate Justice Harold M. Stephens; Chief Justice D. Lawrence Groner, and Associate Justice Justin Miller. (Top row), Associate Justice Henry W. Edgerton; Associate Justice Fred M. Vinson, and Associate Justice Wiley Rutledge.

Policy of the Networks On Politicals Explained

FOLLOWING the action of the networks in scheduling Communist candidate broadcasts during the current election campaign, Niles Trammell, NBC president, speaking for all the networks, has issued the following statement:

"Our policy is, and always has been, to treat political broadcasts according to the letter and the spirit of the Communications Act, passed by the Congress of the United States in 1934. The Act says, among other things:

"'If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: provided that such licensee shall have no power of censorship over the material broadcast under the provision of this paragraph. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.'

"The law is clear. It will be seen that the broadcasters cannot carry the political broadcasts of the Democratic and Republican parties without automatically being obligated under the law to carry the broadcasts of other political parties. Only Congress can alter or amend the radio law under which broadcast licensees are operating."

Bay State Politics

A SERIES of 13 political talks on three stations in Massachusetts has been scheduled by the Republican State Committee of Massachusetts. Eleven of the series will be quarter-hours, which began Sept. 28, and two are half-hours on Nov. 3 and 4. Stations carrying the series in a special hookup are field and WORC, Worcester, all CBS outlets Harold Cabot & Co., Boston, placed the series.

NBC on Sept. 27 sent to the trade the first number of a new publicity feature, *NBC Defense News*, a 5-column illustrated tabloid-size sheet printed on one side. The sheet contains matter about defense programs.

Govt. ASCAP Probe

(Continued from page 17)

would waive many thousands of dollars of fees owed by stations in Washington and in Montana to obtain the permanent injunction. The State's position, in this connection, was regarded as one wherein it did not feel it could permit stations to lose all the money that would result if litigation involving the validity of the Washington statute were continued.

The agreement between the Attorney General and ASCAP on the consent decree was regarded as an unusual action by legal observers. Seldom in legal annals, it was pointed out, do parties affirmatively ask a court for a permanent decree in the plaintiff's favor. Moreover, some questions was raised about the force of a consent decree entered upon stipulation.

In a nutshell, the strange sequence of events was described as a situation under which the Attorney General and certain radio stations, through Mr. Davis, proposed to consent to the entering of a decree enjoining a State statute as unconstitutional because the parties attacking that statute have agreed to a cash settlement with some of the citizens of the State for whose protection the statute was enacted.

Contempt Charged

Opposing the consent decree move was Clark R. Belknap, Seattle attorney who formerly represented ASCAP. He charged that contempt of court had been committed through publication on Aug. 5 in a Hollywood magazine of the agreement on the consent decree He charged that all those named in the article were guilty of contempt and the the tribunal should first ascertain whether the article revealed a true state of facts.

The petition asked that the court appoint a suitable person to take the deposition of Sid Silverman, publisher of *Daily Variety*, and of such other persons as necessary to ascertain whether or not an agreement had been reached as told in the particular story to have the Washington Copyright Act of 1937 declared unconstitutional.

Also pending before the court was a pleading of Smith Troy, Washington Attorney General, that the court issue an order as follows:

"1. Authorizing the withdrawal or striking of the exceptions heretofore filed herein by petitioner to the Special Master's report filed herein, for the reason and upon the ground that petitioner is now convinced that said exceptions and each thereof are not well taken and that the court affirm the findings and report of the Special Master to the effect that the jurisdictional amount requisite to this court's jurisdiction has been established.

"2. That the prayer of the complaint of complainants for a permanent injunction be granted, for the reason and upon the ground that the act under attack is in fact and in law violative of the provisions of the United States Constitution."

COURT DROPS SUIT ON QUIZ PROGRAM

SUIT of the American Broadcasting Co., operating WOL, Washington, against the Wahl Co. (fountain pens) and the Milton F. Biow Co., advertising agency, alleging copyrigt infringement and unfair competition, was dismissed Sept. 27 by Judge Samuel Mandelbaum, of the U. S. District Court in New York, but with leave to the station to amend one cause of the action.

WOL had entered suit on the ground that the pen company and its agency had started its program *Take It or Leave It* on CBS at about the time WOL, which owns the rights to *Double or Nothing* was closing a contract with Brown & Williamson Tobacco Co., for network sponsorship of the program. It claimed that this transaction was killed when Wahl started the CBS program.

In its Sept. 27 action, the court threw out the unfair competition plea, but gave WOL permission to amend tis suit on the copyright infringement issue. Wililam B. Dolph, executive vice president of WOL, initiated the litigation.

Having a direct bearing on the litigation is the sponsorship of *Double or Nothing* over a 103-station MBS network by White Laboratories (Feenament) beginning Sept. 29 [see page 34], placed by William Esty & Co.

Billings Joins WCKY

FORD BILLINGS, sales manager of WOWO and WGL, Fort Wayne, will leave that post Oct. 15 to join WCKY, Cincinnati, as commercial manager, it was announced Sept. 27 by L. B. Wilson, operator of WCKY. He succeeds E. C. Krautters, resigned. Mr. Billings entered radio in its early days, first as manager of WTIC, Hartford, then as manager of WGR, Buffalo, and then as director of WLW, Cincinnati. He left WLW to enter the transcrpition field, then joined KSTP, St. Paul as sales manager. Resigning, he became Hearst Radio director for the Pacific Coast and in February, 1939 joined the Westinghouse Fort Wayne stations.



Mr. Billings

Radio, Press Cooperate on West Coast

Two Media Are Mutually Helpful Under New Relationship

By DAVID GLICKMAN

SINCE Pacific Coast newspapers yanked their radio columns more than two years ago, and refused to cooperate with the industry, stations and networks have devised various measures to get their programs and special features publicized. Ingenuity of the publicity and promotion departments has been called upon many times for new ideas.

As a result many stations and the networks too, are doing a better job than ever before, getting a generous amount of free space in those same publications. In many instances they have worked out happy cooperative arrangements. In addition, the networks have found other new ways and means of publicizing their shows and personalities at reasonable cost.

Around San Francisco

Although the majority of San Francisco area stations have enjoyed cooperative promotional deals with daily newspapers in recent months, the outstanding plan is that of KPO-KGO, NBC outlets. When A. E. Nelson, NBC San Francisco manager, took over those stations last year, he went to work immediately to clear up the anti-radio situation, and made a deal with both the *San Francisco Chronicle* and *News*, affiliations which are proving satisfactory.

Both newspapers run daily stories for the stations, and on Sunday the *Chronicle* devotes considerable space to a special NBC feature. The stations in turn cooperate by plugging special events sponsored by those publications and by giving spot announcements for features of paramount interest to the newspapers.

In addition the NBC San Francisco stations have a tie-up with *Fan Fare*, weekly magazine with a circulation around 100,000 distributed through Northern California independent grocers and supported by advertising. The network stations get a special play in the magazine and in return Helane Peters, radio editor, has a weekly quarter-hour interview program on KPO. Other San Francisco stations had straight trade-deals with local newspapers, but for the summer months the arrangement has been suspended, but will be resumed in fall, by mutual agreement.

Meanwhile, when deemed practical, stations buy space on the radio page of local newspapers to advertise programs. KYA has a reciprocal arrangement with *San Francisco Life* and *Pacific Coast Review*, monthly magazines, in which display space is given in return for spot announcements. KFRC has a similar deal with the latter publication. Practically all San Francisco Bay stations are giving the *Shopping News* gratis spot announcements for its twice weekly radio page, the only one of its kind in that area.

KROW, Oakland, has an arrangement with the *Oakland Post-Enquirer*, and is using display space daily on the radio page in return for spot announcements. KLX is owned and operated by the *Oakland Tribune* and gets full cooperation. KRE, Berkeley, has a tie-up with the *Berkeley Gazette*, which uses special features on radio.



NOT A SEASICK MEMBER in the party. So reported Seymour Johnson, KFI-KECA, Los Angeles chief operator, after a weekend cruise in Southern California waters with this group from the stations on his 107-foot yacht *Seyelyn*. They are (l to r, standing): Ernest Wilmshurst, engineer; Mrs. George Curran; Mrs. Wilmshurst; Mrs. Emil Meyers, audience mail dept.; Dorothy Graham, program; Mrs. Lloyd Jones (rear, with beret); Ray O'Leary, Harriet Bevington, auditing; Mrs. Arthur Brearley, wife of NBC Hollywood engineer; Lloyd Jones, engineer; George Curran, research; Thelma Todd, auditing; Jack Leonard, Charles Mylnek, Ernest Felix, auditor; Emil Meyers; Mrs. Lyman Packard. Seated (l to r) Anthony Bernal, studio maintenance; James Wright, engineer; Seymour Johnson, chief operator and host; Theresa Aezer, music librarian, and Mrs. Bernal.

And the Weeklies

Then there are more than three score district newspapers, weekly and bi-weekly, in the San Francisco Bay area, which give space to radio and use a bit of art. In addition, stations in that region are using trailers in neighborhood movies. Both NBC and CBS go in for window displays on an elaborate scale. CBS ties in its affiliate, KSFO, in its displays. KROW also uses such promotion extensively.

The *Sacramento Bee* cooperates with KFBK, that city, and the same condition prevails in Fresno, where McClatchy also operates the *Fresno Bee* and KMJ. In both communities the newspapers carry station logs and daily radio columns with a full page of radio news and pictures on Saturday. All unsponsored news is credited to the newspapers, and the tie-in plugs urge listeners to read the publications for further details.

Both stations plug the classified and other departments of the newspapers and in return receive display space. Whenever the newspapers have special promotional stunts the respective stations are used to plug them. Katherine Kitchen, home economics director of KFBK and Irma Giffin Gregory, who conducts a similar program on KMJ, have daily signed columns in their respective affiliated newspapers.

In Southern California

First of the current series of rapprochements between radio and newspapers in Southern California was the deal made by the *Los Angeles Times* and KNX, Hollywood, the CBS-owned and operated station, which provides for an exchange of space for time. Concluded in October, 1939, this trade deal was used by the station in a series of 30 dominant space advertisements to promote its war news and special events, while the newspaper received spot announcements in return to stimulate circulation. This liaison blossomed into joint sponsorship of a KNX-*Los Angeles Times* Salvation Army Christmas Party, an all-night broadcast, in which virtually every Hollywood radio and screen personality participated.

For a period of more than a month prior to the broadcast the newspaper ran lengthy stories, liberally illustrated with the personalities before KNX microphones, a pose taboo in the *Times* columns for two years previous. While KNX is no longer employing newspaper space, at least for the summer, the *Times* continues to use participations in news programs and daytime spot announcements to promote interest in its current camera contests and vacation tours, both circulation builders.

The newspaper has relaxed its ban on pictures of KNX and CBS personalities, and used many of them for weeks prior to the recent Musical Fiesta, partially sponsored by the *Times* and broadcast over the CBS Pacific network from the Los Angeles Coliseum. The station reciprocates by showcasing *By-the-Way*, a weekly quarter-hour commentary by Bill Henry, *Times* columnist, which is released from KNX to the CBS Pacific Coast network.

NBC, with no local facilities of its own in Southern California to offer newspapers, resorts to the ingenuity of its Hollywood publicity staff. In addition, tie-ins are made with the promotional departments of various newspapers and also with local advertisers. As example, NBC has a tie-in with *Los Angeles News* for the annual Soap Box Derby, being run-off July 24, 25 and 27, under auspices of that publication. About 25 NBC artists are sponsoring participants. CBS talent is doing likewise. Newspaper promotion includes news plugs and generous picture layouts daily for talent and networks. NBC and CBS also supply special stunt photographs to promote other *Los Angeles News* sponsored events. Don Lee Broadcasting System, Los Angeles, does the same.

NBC made a tie-in with May Co., Los Angeles department store, which used a group of male radio artists and their families in a special full-page Father's Day ad in the *Los Angeles Times*. Sponsor and network credit was given with each picture. NBC talent is also featured on the weekly fashion page of the *Los Angeles Times'* roto section.

Another good example of ingenuity was when NBC recently made a tie-up with the International Assn. of Fire Chiefs and circulated a series of official photos showing Charlie McCarthy and Edgar Bergen in the wrong way to celebrate July 4th. The photographs were sent by the association to every fire chief in the United States who personally planted the series with his local newspapers. NBC and CBS also go in heavily for syndicated pictures.

Competition is keen in the Southern California area for window and store displays to publicize programs and network personalities. Don Lee Broadcasting System, besides using display space in the *Los Angeles News* on a trade-deal, has an arrangement with the *Hollywood Shopping News* for KHJ, as well as the network. In addition reciprocal agreements have been worked out with several newspapers in out-lying communities. Don Lee network is also using one-minute trailers in Los Angeles area theatres and has point-of-purchase displays in 370 super-markets in that region, for local KHJ advertisers. The network goes in extensively for photo displays, having an arrangement with Photo Dispatch Service, New York.

Reciprocal Deal

KFI-KECA, Los Angeles, affiliates of NBC, in a reciprocal deal with the *Herald-Express* and *News*, have daily nine-inch radio columns in those newspapers. Columns are written by Bernie Smith, publicity director of the stations, and plugs shows of KFI-KECA as well as NBC. Both columns are announced as "advertisements". In return the *Herald-Express* presents a weekly half-hour dramatic program titled *When the Presses Roar*, on KFI. Manchester Boddy, *News* publisher, has been doing a twice-weekly commentary on KFI, but discontinued the series for the summer. He returns to the station in fall.

KFWB, Hollywood, also has trade deals with the *Herald-Express*, *News* and *Examiner*. *Hollywood Citizen-News*, which devotes at least a half-page daily to radio, opens its columns to all stations and networks, with no trade deals attached. There are more than 50 district newspapers in the Los Angeles area today. About 75%, both weekly and semi-weekly, are using radio news and publicity on network personalities. Publications have an estimated combined circulation of 1,000,000 homes in the area. There are also a score of local magazines which use radio in part or devote their entire issue to publicizing programs.

In the Pacific Northwest, the *Portland Oregonian* and *Portland Journal* returned their radio columns with pictures more than a year ago. The latter newspaper has an advertising deal with KOIN, the CBS affiliate, but also uses some NBC news. All dailies in the Seattle area are using radio news, with the *Star* and *Times* having daily columns.

The latter also devotes a special section with pictures, to radio on Sunday. *Post-Intelligencer* uses frequent radio stories.

Blue Adds Stations; 16 New Accounts

Kobak Reports Progress to Trammell After First Three Months of Independent Sales Operation for the Blue

Plans, progress and complete picture of the NBC Blue Network since its official separation from the Red some three months ago were recently reported in a memorandum from Vice President Edgar Kobak to Niles Trammell, President of the National Broadcasting Co. Text of the report is as follows:

(COPY OF MEMO)

The Blue Network has been paddling its own canoe for some three months now and I think it time to make a comprehensive report of our activities since you established the Blue Network as an independent unit of the National Broadcasting Company.

I am particularly pleased with the effect on our own people. The Blue Network is no longer on the defensive and our own salesmen are the first to benefit by the change. With Keith Kiggins heading sales, assisted by Paul McCluer in Chicago, Tracy Moore in Hollywood, and with 18 able men selling the Blue exclusively, I'm confident that we're on the way to building up the finest sales force not only in radio, but in the entire advertising field. Our own men are enthusiastic about the set-up and so are outside station representatives, clients and their agencies. The typical comment is, "You should have done it long ago."

New Assignments

We're applying this man power in a new way. Whereas formerly one man contacted a whole agency, we're now assigning by account rather than by agency. In other words, given a specific account our salesman will contact the client and those agencies with which he does business, thereby getting a better picture of the account as a whole and also increasing our opportunities to be of service.

New Clients

Now where are we going? What is our market? Right now we're pretty well fixed with veteran radio sponsors and we expect to get others, but we're looking to the prospect who has never been on the air as our richest source of future development. We believe that the station effectiveness of the "Blue" plus the constructive work we're doing in building programs makes the Blue Network a particularly suitable choice for the growing business ready for its first radio venture.

New Stations

Although we've always been an exceptionally good radio bargain, we're taking steps to make the Blue a better buy than ever. To that end we've added numerous stations to round out our coverage and allow advertisers still greater flexibility.

New Programs

But it's in the field of programming that we're going to make our greatest strides. Nobody's going to have an advantage on us there. First of all, we're making no bones about our attitude towards new shows on the Blue. We're telling clients frankly that just being on the air today is no longer enough, that we're not merely interested in selling time, but in seeing that such time is filled with nothing but high-class entertainment. It is as much to advertisers' interest as to our own to see that every program on the Blue Network is a potential "best seller."

Likewise, when it comes to building our own shows, we're going to "practice what we preach." Our contribution in that field is going to consist of bigger and better sustaining programs, new types of shows, and continual experimentation to raise the standard of network entertainment. You remember, of course, that "Information Please," began as a sustainer on the Blue. Well, that's the calibre of entertainment we're aiming at in all fields. And, right now, with sustaining programs ranging all the way from Toscanini and Metropolitan Opera to the Chamber Music Society of Lower Basin Street we'd say we're heading in the right direction.

More Cooperation

In the past we have perhaps leaned backward to say "no" to advertisers. Now, we intend to make cooperation the watchword of the Blue. We don't intend to violate sound business principles to achieve this end, but we are going to make our policies elastic enough to cooperate with the advertiser whenever his case so merits.

That is why we changed the Blue policy in regard to laxatives. Such advertisers who were on the air before the ban went into effect and therefore stayed on the air have proved by now that they can give the public a good program, presented in good taste. And we felt that we were discriminating against other potential Blue advertisers in denying them equal opportunity. So we removed the ban as a flat edict. But the burden of proof still rests with the advertiser himself. Before he signs a contract he must convince us that his program fulfills our entertainment requirements and that his commercials are beyond reproach. To sum it up, we have an open mind, and we shall keep it open for all clients. What we'll do for one—we'll do for everyone, and for public service.

Look at the Record

Now for a few vital statistics that speak for themselves. Our dollar volume for the months of June, July and August was 17% above the same period in 1939. We've gained 16 new accounts, lost four, renewed 14. I think the figures above show that we're really going places and that our slogan, "Better Buy Blue" means more today than ever before.

(Signed) Ed Kobak.

Blue Network Improvements Since June 1, 1940

New Blue Florida Group Added

WJHP	**Jacksonville**	**WKAT**	**Miami Beach**
WMFJ	**Daytona Beach**	**WTMC**	**Ocala**

Other Stations Added or Scheduled for Addition

KOME	**Tulsa**	**KXOK**	**St. Louis**
WCBS	**Springfield, Ill.**	**KFRU**	**Columbia, Mo.**
		WAKR	**Akron**

Completed Improvements

WRNL, Richmond (1000 watts 880 kc.) was substituted for the previous outlet, which operated at lower power on a less favorable frequency.

WSGN, Birmingham. Increased its power to 250 watts.

WBZ, Boston, began operation with new antenna and new transmitter on new site at Hull, Massachusetts, giving direct salt water coverage to the Boston market.

Other Improvements Now Being Made

KOB, Albuquerque. Increases power to 50,000 watts, giving Blue Network excellent clear-channel coverage of the Mountain area. New building, new transmitter, new antenna.

KERN, Bakersfield, California. Increases power from 100 watts to 1000 watts. New transmitter.

WELL, Battle Creek. Increases power from 100 watts to 250 watts.

WHK, Cleveland, Ohio. Increases night power to 5000 watts, and also installs directional antenna.

WKAT, Miami Beach. Increases power from 250 watts to 1000 watts and changes frequency from 1500 to 1330 kc. New location, new transmitter.

KFSD, San Diego. Increases power to 5000 watts. New transmitter, new site and new antenna.

KSCJ, Sioux City. Increases night power to 5000 watts and installs directional antenna.

WMAL, Washington. Increases power to 5000 watts. New location, new transmitter, new directional antenna.

Further Improvements for Which Authority Has Now Been Granted

WBAL, Baltimore—To use 50,000 watts.

WXYZ, Detroit—To use 5000 watts night.

WFDF, Flint—To use 1000 watts and change frequency to 880 kc.

KTMS, Santa Barbara—To use 1000 watts.

BLUE NETWORK ADVERTISERS

September 23, 1940

NEW ACCOUNTS (Since June 1)	PROGRAM TITLE	PERIOD
Emerson Drug Company	Ben Bernie	Tues., 8-8:30 P.M.
Lever Bros. (Spry)	"Uncle Jim's Question Bee"	Fri., 8:30-9 P.M.
Ohio Oil Company	"Title Tales"	Fri., 10:30-11 P.M.
Harold Clapp Baby Food	"Mother O' Mine"	Mon.-Fri., 4-4:15 P.M.
Knapp-Monarch Co.	"Ahead of the Headlines"	Sun., 11:45-12 noon.
Dr. Earl S. Sloan, Inc.	"Gangbusters"	Fri., 9-9:30 P.M.
Canadian Railways	"Canadian Holiday"	Thurs., 8-8:30 P.M.
Modern Food Process	"Olivio Santoro"	Sun., 5:15-5:30 P.M.
Miles Laboratories	"Quiz Kids"	Wed., 8-8:30 P.M.
Better Speech Institute	"Speak Up America"	Sun., 7:30-8 P.M.
Nash-Kelvinator	"Nash News Reporter"	Mon.-Sat., 9:30-9:35 P.M.
Charles Gulden, Inc.	Musical	Tues. & Thurs., 6:30-6:45 P.M.
Lewis-Howe Company	"Fame and Fortune"	Thurs., 9-9:30 P.M.
Grove Laboratories	"Sherlock Holmes"	Sun., 8:30-9 P.M.
Standard Brands, Inc.	"I Love a Mystery"	Mon., 8-8:30 P.M.
United States of Brazil	Pearson and Allen	Sun., 7-7:15 P.M.

ACCOUNTS LOST (Since June 1)		
Gordon Baking	"One of the Finest"	Tues. & Thurs., 7:30-8 P.M.
Brown & Williamson	"Plantation Party"	Fri., 9-9:30 P.M.
Westinghouse	"Musical Americana"	Tues., 9-9:30 P.M.
Canada Dry (Last program Nov. 11)	"Information Please"	Tues., 8:30-9 P.M.

RENEWALS (Since June 1)		
Welch	"Dear John"	Sun., 9:30-9:45 P.M.
Andrew Jergen's	Walter Winchell	Sun., 9-9:15 P.M.
Andrew Jergen's	Parker Family	Sun., 9:15-9:30 P.M.
Colgate-Palmolive-Peet	Bill Stern	Sun., 9:45-10 P.M.
Anacin Co.	"Easy Aces"	Tues., Wed., Thurs., 7-7:15 P.M.
Anacin Co.	"Just Plain Bill"	Mon., Tues., Wed., 3:45-4 P.M.
Kolynos Co.	"Mr. Keen, Tracer of Lost Persons"	Tues., Wed., Thurs., 7:15-7:30 P.M.
Procter & Gamble (Chipso)	"Painted Dreams"	Mon.-Fri., 10-10:15 A.M.
Procter & Gamble (Crisco)	"Vic & Sade"	Mon.-Fri., 10:15-10:30 A.M.
Procter & Gamble (Ivory Flakes)	"The Story of Mary Marlin"	Mon.-Fri., 10:30-10:45 A.M.
Procter & Gamble (Camay)	"Pepper Young's Family"	Mon.-Fri., 10:45-11 A.M.
Reynolds Tobacco	"Luncheon at the Waldorf"	Sat., 1:30-2 P.M.
A. S. Boyle	"John's Other Wife"	Mon., Tues., Wed., 3:30-3:45 P.M.
J. B. Williams	"True or False"	Mon., 8:30-9 P.M.

Advertisers Continuing Under Current Contracts

Adam Hat Stores, Inc.	Madison Square Garden Boxing Bouts	
Air Conditioning Training Corp.	Sidney Walton's Music	Sat., 10-10:15 A.M.
Midway Chemical Co.	"Just Plain Bill"	Thurs., Fri., 3:45-4 P.M.
Cal-Aspirin Corp.	"Amanda of Honeymoon Hill"	Fri., 3:15-3:30 P.M.
Ironized Yeast	"Good Will Hour"	Sun., 10-11 P.M.
Lewis-Howe Co.	"Pot o' Gold"	Thurs., 8:30-9 P.M.
Modern Food Process Co.	Moylan Sisters	Sun., 5-5:15 P.M.
Pacific Coast Borax Co.	Death Valley Days	Fri., 8:30-9 P.M.
Chas. H. Phillips Chemical Co.	"Amanda of Honeymoon Hill"	Mon.-Thurs., 3:15-3:30 P.M.
Ralston-Purina Co.	Tom Mix Ralston Straight Shooters	Mon.-Fri., 5:45-6 P.M.
Sun Oil Co.	Lowell Thomas	Mon.-Fri., 6:45-7 P.M.
R. L. Watkins Co.	"Orphans of Divorce"	Mon.-Fri., 3-3:15 P.M.
Wyeth Chemical Co.	"John's Other Wife"	Thurs, Fri., 3:30-3:45 P.M.

ALL THIS nursing by Leo Sivin, transmitter engineer of WHBF, Rock Island, Ill., appears to have been in vain. 1240, name of Sivin's pet rabbit picked up in infancy near the transmitter, left his bed and board when he sniffed the presence of another bunny. Sivin had fed the infant from a doll's nursing bottle and even had him house-broken, and never gives up hope that some day his protege will return to his domestic home.



3½-Hour Ford Show

FOR 3½ hours from noon, Sept. 27, Ford Motor Co., cooperating with local dealers, sponsored an elaborate show on WIBC, Indianapolis, to introduce the new Ford models. Remote lines were set up in each of the 11 local dealers' showrooms, and pickups were made first from the local Ford branch, then from the showrooms. Announcers Bob Longwell and Bill Schingel and Engineers Harry Adams and Ward Glenn in two mobile units traveled from place to place. At the earlier demonstration to dealers and salesmen, Sept. 19, two WIBC, announcers were selected to handle the showing in the Murat Temple—Warren Deem and Bill Schingel, along with Engineer J. Shipp.

Federal Judge Revokes Announcer's Citizenship

JUDGE HARRY E. KALODNER, in U. S. District Court in Philadelphia Sept. 25, revoked the citizenship of George Joseph Gerhardi, formerly director of German programs for WPEN, Philadelphia, and now in Germany, on the charge that he was a Nazi agent. Government agents presented documentary evidence to show that Gerhardi, on a trip to Germany, worked in a Nazi propoganda "mill" and broadcast propaganda to the United States by shortwave.

Gerhardi first was dismissed by the station for allegedly pro-Nazi activities and then ousted as a member of the American Guild of Radio Announcers, an independent organization, which backed the station's charges. The action was taken Jan. 11, 1938. His discharge from the station came after he refused to announce a program sponsored by hte Citizens Anti-Nazi League. He was also accused of ad-libbing German propaganda between commercial announcements despite orders of station officials.

GRANTLAND RICE, starting Oct. 4, will again do his series of football discussions and predictions on the Friday evening Cities Service program on NBC-Red.

CBC Builds Shortwave Station of 7,500 Watts

CANADIAN Broadcasting Corp. is building a 7,500-watt shortwave broadcasting station at Laprairie, Que., former site of CBM, Montreal according to the Sept. 28 *Toronto Financial Post*, leading Canadian financial weekly, which has for some time been pressing the Canadian Government to build such a station. The Toronto office of the CBC confirmed the report, but offered no further details.

According to the *Financial Post* the Canadian Government is not paying for the station, which is being bought by the CBC out of its operations budget from RCA, Camden, N. J. The equipment is that ordered by a foreign government but not taken up by that government and on which Canada took an option. The new station is to be ready by early December.

RECENT subscribers to UP news include KSAN, San Francisco; WTSP, St. Petersburg; WMJM, Cordele, Ga.; WGOV, Valdosta, Ga.; WGIL, Galesburg, Ill.; WBOC, Salisbury, Md.; WHLD, Niagara Falls; WGNY, Newburgh, N. Y.; WSTV, Steubenville, O.; KELA, Centralia, Wash.; KFAM, St. Cloud, Minn.; KWLM, Willmar, Minn.

MINNESOTA STATE NETWORK has announced the appointment of Howard H. Wilson Co. as national representative.

WHOM's

(New Western Electric)

1,000 WATT TRANSMITTER NOW ON THE AIR

New York City's Outstanding Foreign Language Station

JOSEPH LANG, Mgr.
New York Office & Studios
29 W. 57th St., N. Y.



HALLOWEEN CUTUPS of WBAP, Fort Worth, could not wait for the October day so they staged their costume party early. Pictured at the studio are (l to r) Announcers Gene Ray, Bill Arms, Dave Byrn and Tee Casper. Byrn lost his synthetic ears in the apple-ducking contest.

WHEN TO BROADCAST TO SCHOOLS

Choice Hours Are Revealed in Survey Conducted Among High Schools in Texas

By A. L. CHAPMAN
Director, Bureau of Research in Education by Radio, University of Texas

"WHEN is the best time to broadcast to schools?" This question was asked on all sides when the *Texas School of the Air* was organized last fall. As a result, a study was undertaken by the writer during the fall of 1939 to find times at which it might be most desirable to broadcast programs for classroom listening.

The Texas State Department of Education keeps a record of the schedule of recitations of all affiliated high schools in the State. These schedules show the time at which school begins in the morning, the time of all recess periods, the time of beginning and ending of all class periods, and the time at which school is dismissed in the afternoon.

Study of Schedules

A study was made of these schedules of recitations of 300 of the 1,198 Texas accredited high schools.

The 300 were selected on the basis of percentages of schools of various sizes, i.e., the exact percentage of schools of small, medium, and large enrollment which were found in the entire state were selected for study.

The times at which all bells rang for each school were recorded. A glance revealed the times at which no bells rang in most schools. The results of the tabulation is shown in the table below. The 45-minute periods are shown because it is usually desirable to allow a few minutes before the broadcast for preparation and a few minutes for the discussion after the broadcast.

Rank	*Best 45-min. period*	*% schools changing classes*
1	11:15-12:00	13
2	1:00-1:45	43
3	10:30-11:45	43
4	9:45-10:30	46

The study also showed that it is not desirable to broadcast programs for classroom listening before 9:45 and after 2:30. The early hour is not desirable because of the great diversity of times at which schools take up in the morning. The afternoon limit is suggested because of the large numbers of special periods and inadequate time for follow-up of the broadcast before school dismisses.

Although the results of this study may not necessarily apply to all States, the technique for securing the necessary information for determining the best time to broadcast to schools is applicable in any state. It is hoped that the above study may be suggestive to others who are confronted with the same problem.



Time To Check Your Time

in
BOISE
SOUTHWESTERN IDAHO
EASTERN OREGON
Time is Checked With KIDO Time Signals
by
STANDARD OIL COMPANY
BULOVA

• These two major market advertisers recognize that the 120,000 people in KIDO's area constitute a market of metropolitan importance isolated from coverage by any other network.

• Time to check up on KIDO time for your selling job in this rich market—a plus spot on every "Business Condition" Map.

JOHN BLAIR & CO., Nat'l Reps.

BMI Gets Schirmer

(Continued from page 17)

new numbers a week in place of the previous seven. He also stated that the output of arrangements of standard music would be similarly stepped up from 25 to 30 numbers weekly and by mid-October to 35 number a week.

Nine new stations have joined the BMI membership, bringing the total to 390. They are: WCOU, Lewiston, Me.; WSAR, Fall River, Mass.; KTUL, Tulsa; WIL, St. Louis; WSAV, Savannah; KFI, Los Angeles; KWLM, Willmar, Minn.; WBKY, Lexington, Ky., and WHDH, Boston. The last-named gives BMI 100% Boston coverage, with every station in the city a BMI member.

In a letter accompanying KFI's membership order, Harrison Holliway, general manager of the station, wrote that "our delay was due to our desire to first satisfy ourselves that BMI was really going to click. The enclosed checks speak for themselves. It might interest you to know," he continued, "that we have set Nov. 1 as the date after which we will not play ASCAP music on our local productions. We are doing this in order to avoid any confusion come Jan. 1, when we will be without ASCAP. With our subscription to BMI and by doing without ASCAP next year, we figure on the basis of our 1939 business, to effect a saving of tens of thousands of dollars in our 1941 operations."

Best 15-min. period	*% schools changing classes*
11:30-11:45	2
1:15-1:30	4
10:45-11:00	4
10:00-10:15	3

WJOB, Hammond, Ind. (formerly WWAE), on Sept. 14 announced it had signed a new five-year contract with ASCAP. Though ASCAP has claimed a substantial number of stations have signed, effective Jan. 1, only a few actually have confirmed this, including KFWB, Hollywood, and the stations of Texas State Network actually managed by Elliott Roosevelt.

MBS, at its business meeting in Chicago Sept. 18-19, announced plans to create a centralized music copyright clearance division in New York. It will be designed primarily to protect other stations on the network from pickups of music from one station and sent to the full network after Jan. 1, which might have ASCAP tunes scheduled.

NBC's Bonus Discs

The second NBC transcription to be sent gratis to stations under the BMI bonus plan was included in the Sept. 15th releases of the *Thesaurus*, a record containing selections from four Gilbert & Sullivan operettas, "The Mikado", "Pirates of Penzance", "HMS Pinafore", and "Patience". In a previous letter explaining the bonus plan to stations, NBC stated that it would produce 90 selections over and above the regular *Thesaurus* releases, which would be supplied without cost to all *Thesaurus* subscribers and also to BMI members generally, who would also receive similar bonus recordings from other transcriptions through BMI without charge, to a total of 360 more.

Following ASCAP'c announcement that 118 composers and authors had been admitted to membership in the first eight months of 1940, a record-breaking number in ASCAP history [BROADCASTING, Sept. 15], BMI has announced the admission of 160 authors and composers to its ranks. List includes Remus Harris, "Stuff" Smith, Bob Carlton, Robert Sour, Jimmie Fidler, Al Kavelin, Raymond Gram Swing and Barry Winton. Another new BMI writer is Ralph Skedgell, whose regular job is advertising, with Young & Rubicam.

Telling the Public

As an early step in educating the public in the reasons for BMI's formation and its aims and purposes, BMI has issued an eight-page booklet, "There's Music in the Air", which it is offering to member stations for distribution to their studio audiences. Stating that "you, the listener, and you alone can decree popularity for the writers of music; but up to the present time your pwoer has been restricted because you have been able to hear the works or none but a small group of composers," the booklet goes on to describe the way in which BMI has opened its doors to composers barred from ASCAP, with the result that "already some of the new work has won national recognition, has appeared on the lists of music most often played, among the best sellers and on the *Hit Parade*, and several BMI composers are credited by eminent critics with the greatest promise for America's musical future.

"Only through the chance to gain *your* approval," the booklet continues, "can they fulfill that promise. BMI gives them their chance and pays them according to the use made of their music—a principle which, strangely enough, is new to this country. Those who please you will succeed because they have pleased you. BMI creates a situation in which the sole basis of popularity and the sole measure for the rewards of popularity is what it ought to be—*your approval.*"

MODERN INDUSTRIAL BANK, New York, on Sept. 27 started on WMCA, New York, a series of three quarter-hour lectures on the foreign situation by Mme. Genevieve Tabouis, famous French political writer now in exile. Series is titled *Hitler's New Timetable*, and was placed by the Metropolitan Adv. Co., New York.

141 radio stations from coast to coast now using

TEL-PIC WINDOW DISPLAYS

with its daily mailed picture service

TEL-PIC SYNDICATE, Inc.
1650 BROADWAY, NEW YORK

P.S. Our new reciprocal plan is without cost to station.

NAB Inaugurates Plan to Measure Unit Time Sales

First Forms Sent to Stations For Reports on Sponsors

EMBARKING on the unit measurement of broadcast advertising, a project authorized at the last NAB convention, NAB headquarters Oct. 1 dispatched to all stations initial forms on which national and local time sales will be reported for analysis on an industry-wide basis in terms of broadcast units.

The NAB convention in San Francisco, Aug. 4-7, adopted a recommendation of the board of directors authorizing the Research Department to undertake the project on a trial basis until the first of the year. At that time, the project will be reappraised with the aim of making it permanent. A modification of the business index of the NAB drafted several years ago, the reports will deal with broadcasting business in its various categories in terms of unit volume rather than in actual dollars.

Must Cooperate

Paul F. Peter, director of research of NAB, drafted the proposal in collaboration with the NAB's Research Committee, and is in charge of the project. In asking stations to fill in the forms, to cover business during September, he emphasized that station cooperation is absolutely essential.

Returns received for September will be analyzed by Mr. Peter and certain of the conclusions probably will be made public. Surveys covering the remaining months of the year also will be analyzed, with the experience thus gained to be used by the Research Committee as the basis in setting up a proposed permanent system.

The new forms call for considerable detail, covering names of all advertisers, service or product advertised, whether business is regional network, national spot or local, type of rendition, time of broadcast and duration of contract. Additional breakdowns will deal with types of sponsoring business, showing product classifications and other relevant data.

The definition of a broadcast unit is that one program unit shall equal one minute of program time. Thus, a 15-minute program equals 15 program units. An announcement unit will constitute one announcement when the time consumed is not more than 1 minute 29 seconds. Announcements of 1½ minutes or more will be rounded to the nearest minute and interpreted in terms of corresponding units. Announcements sold on a word basis will be converted to minutes through the use of the average of 100 words per minute. In participating programs, where two or more advertisers are directly charged for program expense, units will be calculated for each client by dividing the total units of the program by the maximum number of client participants acceptable on the program as stated by the reporting station.

Under the plan, monthly reports will be supplied to the NAB membership. Tables will be set up showing the amount of program units, announcement units and total units in detail by sources of business, type of rendition, city size, station classification, and type of sponsoring business with as much cross-tabulation as possible.

In addition, the NAB will maintain a complete file by advertisers to serve as a reference source for the industry. Requests for special information, under the plan, will be handled on a cost basis. The NAB feels that the cost of preparing special lists of clients within various classifications can be made available to those desiring it without the necessity for entering into a "costly complete record reporting service".

Hugh Boice to WQXR



Mr. Boice

HUGH CAMPBELL BOICE, recently executive vice-president of Transamerican Broadcasting System, on Oct. 1 joined WQXR, New York, as vice-president in charge of sales. His affiliation was coincident with the station's 5,000-watt debut with a new transmitter. The present sales force will be retained, continuing under Robert M. Scholle, sales manager, Mr Boice for eight years was CBS vice-president in charge of sales, and later vice-president of Benton & Bowles.

Double Knockout

LIGHTNING struck the antenna of KOY, Phoenix, just as Manager Fred Palmer had started to announce that returns in the Arizona primary indicated the defeat of Senator Ashurst. The station was knocked off the air, damaging equipment in the antenna tuning house. The storm was so severe that engineers were unable to reach the tuning house for a while.

Television School Sponsors

UNITED RADIO TELEVISION Institute, Newark, on Oct. 7 starts a quarter-hour weekly news program on WOR, Newark, and is planning to add other stations in its vicinity. The Institute is several months old and operated by Major R. L. Duncan, former head of the RCA Institutes Agency is Huber Hoge & Sons, New York.

Prudential's Foreign Language

PRUDENTIAL INSURANCE Co. of America, Newark, recently started a series of daily Polish script shows on WHOM, Jersey City, entitled *The Romantic Career of Chor Dana.* Foreign language programs on WBNX and WOV, both New York, are also being used by the company. Benton & Bowles, New York, handles the account.

COMBINED revenues of WJZ and WEAF, NBC's New York key stations, were 95% higher in September than in September, 1939. WJZ showed a 133% increase in local time sales over the same month last year, while WEAF was 65% higher, according to James V. McConnell, NBC national spot and local sales manager. Though the stations are owned and operated by NBC, the figures are based solely on spot sales, not network accounts.

AS A MEASURE of patriotism, CKOC, Hamilton, Ont., is reading as its midnight signoff the *Prayer for Victory* written by Admiral Lord Nelson on the eve of the Battle of Trafalgar.



1. for FM experience—not experiment!

Lingo Turnstile Antennas for Frequency Modulation are the result of a basically sound process of development. Created for Maj. E. H. Armstrong, the Lingo turnstile antenna was actually developed with FM at W2XMN, Alpine, N. J. Quick delivery now for use on towers or on buildings. Furnished complete with essential tubular steel mounting pole, elements, insulators, wires, bands, etc.

2. for AM performance and efficiency!

Lingo Vertical Tubular Steel Radiators are a good investment based on proven stability and extremely low maintenance costs. Yet, when you install a Lingo "Tube" Radiator, you expect—and get—better coverage and plus performance. No matter how large or small your station, Lingo can more than meet your requirements—both in cost and efficiency. Don't you agree that that is a good investment?

Write for Further Information

It will pay you to specify LINGO ANTENNAS for both FM and AM. Our engineering staff will provide complete technical data without obligation. Your inquiry should include planned frequency, power and location of station.
(For FM, give height of building or supporting tower.)

JOHN E. LINGO & SON, Inc.

Constructing and Erecting Vertical Structures Since 1897

DEPT. B-10 CAMDEN, NEW JERSEY

LINGO VERTICAL TUBULAR STEEL RADIATORS

LUCKY NAME BONANZA

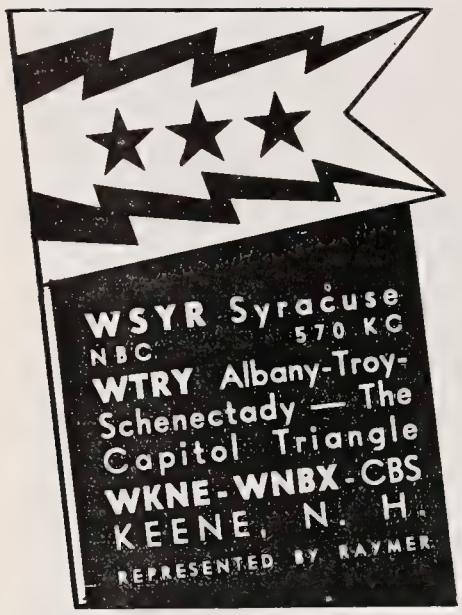
A Sensational Radio Program

Greater than the Pot O' Gold

- Most Personal in Appeal
- Appeals to All People Everywhere Not limited to telephone subscribers
- Men and Women equally eligible as winners
- Lucky Name is selected by Drawing Names by a Simple Method During Program
- Available to network or Agency Write for Particulars

Piedmont Advertising Service

DANBURY, N. C.



In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does — Try It.

IN THE HEART OF THE MOTOR INDUSTRY!

WCAR

1000 *Streamlined* WATTS

LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST

WCAR

PONTIAC, MICHIGAN

National Representatives

RADIO ADVERTISING CORP.

New York • Chicago • Cleveland

A SCHOOL WITH 600,000 PUPILS

WLS 'Campus' Includes Some 4,000 Buildings; Education Series Enters Fourth Year

By RAY E. BROHOLM

WLS, Chicago

A SCHOOL with 600,000 pupils, a campus with more than 4,000 buildings of all sizes and a curriculum limited to five subjects—here is something which sounds like a crazy man's imagination rather than a practical educational organization. Nevertheless this dream has become a reality through *School Time*, the radio program for schools which WLS, Chicago, has been carrying for a number of years.

Although school programs had been offered for a number of years previously, the real impetus for *School Time* came in 1937 when the Chicago schools were closed because of infantile paralysis epidemic. Burridge D. Butler, president of *Prairie Farmer* and WLS, placed the station at the service of school authorities. Teachers broadcast lesson assignments, talks and special aids to help the pupils keep up their studies during their enforced absence from the class room.

Permanent Basis

So valuable did this service appear that Mr. Butler felt it should be placed on a permanent basis, not to teach classroom subjects but as a supplement to the regular school work through which pupils might acquire some of the information which the rural schools especially weren't equipped to give. A member of the program department staff was assigned to lay the groundwork for the project which immediately began to gain popularity. It was felt, however, that it needed to be directed by someone with definite training and experience in modern educational methods if the plan was to become a permanent success.

Three years ago Harriet Hester joined WLS for the specific purpose of developing *School Time* still further. A graduate of the Northern Illinois Teachers College and with post graduate work at Northwestern University, she had made an intensive study of rural school music education. It had first been used over a county wide area in Winnebago County in northern Illinois, using WROK, Rockford, where it attracted the attention of educators nationally. Her theory of radio education was that radio could best be used for enriching the experience of boys and girls and for stimulating them to purposeful activity. With this as a basis, the program already started was broadened in its scope and made adaptable to both rural and urban schools.

No better proof of the success of the undertaking can be given than that shown by the number of schools which tune in regularly. The information came in response to a request over the air, asking schools that were listening to register with the station. 4,229 schools in the WLS listening area responded. A little more than half of these are one-room country schools, about 15% are village schools, and the rest are city schools. While no request was made for the number of classes in each school nor the number of individual pupils listening, enough information was supplied voluntarily ot indicate that the size of the audience is between 600,000 and 700,000 children.

Songs and Books

School Time is broadcast at 1 p.m., five days a week, for 15 minutes. On Mondays the fundamentals of music theory are given together with songs in which the listening pupils are urged to join. WLS engineers have recorded classroom sessions as the pupils were listening and taking part in this program in an effort to learn how well the children enjoyed and understood the instructions given.

Nearby schools send classes to the studio to lead the singing. While this program, called *Let's Sing*, was designed especially for rural schools, it has proved equally popular in urban areas. *Let's Sing* was given a first award as the foremost primary grades program in the country by the Institute for Education by Radio in Columbus.

On Tuesday *American Milestones*, dramatizing events in the territorial enlargement of the United States, as well as events in the development of industry, economics, arts and sciences which have helped to shape our national culture. On Wednesdays the program is *Around the World With Music*. It takes the pupils to foreign lands and shows them the national characteristics of those countries through music played by the WLS concert orchestra.

Fridays *The Bookworm Club* presents dramatized reviews of good books. These three programs are primarily designed for the intermediate grades—5th through 8th grades.

The Thursday program, *Adventures With Polly & Pat*, deals with the experiences of a pair of 7-year-old twins as the everyday world unfolds for them. Designed for the elementary grades, kindergarten to 3d grade, it provides an opportunity for listening youngsters to take part through song, rhythm, games and story.

Teacher's Guide

A semester program sheet and a teacher's guide are available to all schools who request them. The guide contains a brief outline of each program and a list of suggested activities which can be recommended to the pupils.

A staff of eight prepares and produces the programs. Miss Hester, as educational director of WLS, has general direction of the entire undertaking; George Losey is the producer and also writes *American Milestones*. The music is directed by Herman Felber, conductor of the WLS Concert Orchestra; Howard Peterson, organist; and John Brown, pianist. Current events and news are handled by Julian Bentley, news editor of WLS and *Prairie Farmer*; Lily Ruth Hanson, dramatic director of Oak Park playgrounds, and Martha Blair Fox, dramatic and play director of the North Shore School of Childhood in Chicago, direct and prepare dramatizations.

Radio Editors Respond To Philco Proposal for Annual Radio Awards

PLANS TO establish annual awards for radio have been initiated by Philco Distributors, New York, which will contribute $30,000 annually and asks no further publicity than the awards be known as the "Philco Radio Awards". They would be similar to the "Oscars" given in the motion picture industry by the National Academy of Motion Picture Arts.

According to Tom Fizdale, New York publicity firm which represents the company, eight radio editors met in New York Aug. 25 and after a discussion sent letters announcing the plan and proposing an association of radio editors to distribute the awards, to several hundred radio editors throughout the country.

Encouraged by 111 favorable replies, the eight met again in September and agreed that if the association and award distribution is kept free of Philco exploitation, the plan is sound. Further discussion clarified the purposes of the association, which were listed in a second letter sent Sept. 15 to the original list. The purposes listed were: To administer the awards; to get more radio news in newspapers; to set up a free employment service for placing writers on newspapers; to publish a radio news bulletin, and to facilitate editor-industry relations.

Dinty Doyle, former radio editor of the *New York Journal-American*, who is now engaged in publicity in San Francisco, has been named corresponding secretary. Other committee members are: John McManus, radio editor of *PM*, New York; Dorothy Doran, *Akron Beacon Journal*; Ben Kaplan, *Providence Journal-Bulletin*; Mary Little, *Des Moines Register & Tribune*; Robert Locke, *Kansas City Journal*; Leo Miller, *Bridgeport Herald*; Si Steinhauser, *Pittsburgh Press*, and Don Trantor, *Buffalo Courier-Express*.

WEAF, New York, has curtailed its operating schedule since Sept. 23, now signing on at 7 a.m. instead of 6:30 and signing off at 1 instead of 2 a.m. to give the engineers more time for testing the station's new transmitter at Port Washington, which will probably be put into regular service the middle of October.

Now

The Most Complete News Coverage Available

ASSOCIATED PRESS
UNITED PRESS
SHREVEPORT TIMES
KWKH EDITORIAL STAFF

★ 50,000 WATTS ★

A SHREVEPORT TIMES STATION

KWKH

Represented by The Branham Co.

CBS

Shreveport Louisiana

HOOPER EXPANDING SCOPE OF SURVEY

C. E. HOOPER Inc. has announced the formation of a Station Service Department, designed to supply to broadcasters statistical audience and coverage data prepared especially for station use as the Hooper Radio Reports are prepared for the use of national advertisers and advertising agencies.

The new department, which will devote itself exclusively to the needs of stations, is offering two station services—Station Audience Reports, described as a "vertical" ranking of all station listening within a city, and a comparative station popularity index, a "horizontal" set of measurements designed to show the differences in listening to all stations in the cities, towns and farm areas included in any station's broadcast area.

Jointly, says the announcement, "they aim to answer in practical terms all questions involving listening. which normally are raised between buyer and seller of radio time."

Reports are already in production in New York, Philadelphia, Seattle, Los Angeles and San Francisco, and are available for any of the 30 cities covered by the Hooper Radio Reports.

A number of personnel changes are also announced, as follows: Hugh G. Boyd becomes manager of the new Station Service Department; Albert M. Wharfield is advanced to manager, Radio Program Reports; Dr. Mathew N. Chappell, now technical director of the company, assumes charge of the special commercial surveys; Arthur D. McIlvaine is promoted to vice-president and general manager; Dorothy M. Behrens is appointed assistant service manager; Ruth Arnold, recently appointed Pacific Coast representative, is placed in charge of the new branch office in Los Angeles.

RCA Conspiracy Suit Names CRC Defendant

RCA MFG. Co. has filed suit in the U. S. District Court in New York against Columbia Recording Corp., Columbia Phonograph Co. and Times Appliance Co., charging a conspiracy "to commit acts of unfair competition" and trade mark infringment. Complaint states that CRC hired several important executives away from RCA, that it induced RCA artists to switch from Victor and Bluebird to Columbia records and that it issued Red Label records similar to Victor's Red Seal records, "thus confusing the public."

Commenting on the action, Ralph F. Colin, CRC general counsel, stated that: "We believe the suit to be without legal merit. The charges of RCA made at this time obviously result from the fact that for the first time in years its record business is meeting with new and vigorous competition. The suit appears to be an attempt to use the courts to enforce RCA's claim to monopolistic rights in the record manufacturing business."

FORD MOTOR ADVERTISING Fund for the Twin Cities, Minneapolis and St. Paul, on Oct. 1 started a 10-day campaign of three and five daily 100-word announcements on approximately 25 stations in its territory. McCann-Erickson, Chicago, handles the account.

The Other Fellow's VIEWPOINT

History Clicks

EDITOR, BROADCASTING:

When you want to find out if anybody's reading your editorials, step on somebody's toes and listen to the squawk.

You stepped on WSM's toes in that editorial "History and Radio", in which you imply that only *Cavalcade of America* has "tapped the wealth of material readily available from history books."

As a matter of fact—recorded duly in BROADCASTING at the time—the educational department of WSM then under the direction of Ed Kirby, now NAB public relations director, in 1935 began a series of broadcasts that called the shots on history more than any program before or since on the air.

America's Flag Abroad was the 1935 series which gave a background of American history and the foreign policy evolved therefrom. . . . In 1936, the series was changed to *America Looks Abroad* in which we viewed the changes in the world about us and what they meant in relation to America. That the seeds of conflict between totalitarian and Democratic countries were even then planted was the theme. . . . Unique in this series was a tieup with the U. S. State Department, not exploited on the air under the agreement, but by means of which each script was carefully checked by State Department officials either in Washington or at distant points. The Far Eastern script was sent all the way to Tokyo and returned before it was finally aired.

In the realm of strictly domestic history, in 1937 and 1938, WSM presented the series, *Adventures That Made America*, in which all the heroes since eulogized in Hollywood (except Jesse James) and many more besides were given dramatic re-birth. . . .

And It Also Sells

More recently, Station Manager Harry Stone evolved a series titled *Our America*, in which heroes of this nation were eulogized in dramatic presentations. These heroes were of ancient vintage or modern, of war or peace times, each exemplifying one theme—the placing of country before self.

Since the groundwork of Mr. Kirby in 1935, WSM has continually "tapped the wealth of material readily available in history books" and can report as a fact what you prophesied.

American history and American heroes make fascinating radio listening. They attract an appreciative audience: they have sold insurance for the National Life & Accident Insurance Co. and more than that they have sold Americanism to school children of today or 40 years ago—teaching the young and reminding the old what a great land is America.

JACK HARRIS,
WSM, Nashville.

Sept. 24, 1940.

ED EAST, veteran radio actor and m.c., on Oct. 2 becomes conductor of *Ask-It Basket*, currently sponsored on CBS by the Colgate-Palmolive-Peet Co., Jersey City.

Funds for Monitors

(*Continued from page 15*)

mission work. He pointed out that in addition the FCC is investigating the citizenship of all radio operators licensed by the Government and other people holding key positions in the communications field.

The whys and wherefores of the FCC's new investigation unit were inquired into by committee members with Commissioner Paul A. Walker on the stand. The unit now comprises a staff of three, headed by David Lloyd, former assistant chief counsel of the Senate Civil Liberties Committee. Rep. Taber wanted to know whether this unit would function "in competition with the FBI". Commissioner Walker pointed out that, unlike the FBI, the unit is designed to inquire into the qualifications of applicants for facilities and said that he had advocated such a unit when he was first appointed to the FCC in 1934.

Subsequently there was placed in the record a statement by General Counsel Telford Taylor covering the activities of the unit, as set up in the Law Department. He said its work would be confined to specific problems referred to it by the Law Department of the Commission, and up to the present these activities have been concerned almost entirely with applications for construction permits or licenses in the broadcast field, with less attention to matters involving requests for renewal of licenses, assistance to field inspectors and investigation of complaints.

Probe of Applicants

Describing the present functions of the investigating unit, he said: "It investigates particular applicants for radio-broadcasting licenses as directed, making field investigations as to the identity, character, and financial ability thereof and the accuracy of statements contained in their applications, and seeks to ascertain the real parties in interest behind such applications. It performs similar investigations with relation to renewals and revocations of radio-broadcasting licenses. It also investigates real and alleged violations of the act or instances of improper or illegal use of radio-broadcasting facilities and cases of misrepresentation or fraud in the securing of licenses."

At a second session Sept. 9, FCC Chairman Fly appeared as the only witness. He urged the telephone appropriation, declaring that he could not see how "we can afford to let the telephone monopoly go utterly unregulated".

Rep. Taber again raised the question of efficiency and observed that in his opinion the FCC needs "a very first-class house-cleaning, as a result of cuts in appropriations". He charged that Commission employes were "in each other's way" and that there are "too many motions and too much fussing around and too little action". Mr. Fly said he "could not sit by here and fail to meet a challenge of that kind". He countered that he did not think there is an organization in the Government that puts in as much time and shows as much work for the funds expended as the FCC.

BOAKE CARTER, Philadelphia news commentator long absent from the air, moves to New York early in October and is reported planning to resume broadcasting.

FOUR
OF THE NATION'S
TOP-FLITE
NETWORK
PROGRAMS

Originated by

WOL

WASHINGTON, D. C.



"DOUBLE OR NOTHING"

Sponsored by White Laboratories on a 103 station Mutual Network. This program conceived and produced by WOL.



"FULTON LEWIS JR."

An outstanding News Commentator. Available for sponsorship in many good markets. Fulton Lewis Jr. was discovered and developed by WOL.



"THE AMERICAN FORUM OF THE AIR"

America's Finest Forum Program. Now heard on 140 stations of the Mutual Network. Program conceived by WOR . . . developed, produced and fed to the Network by WOL.



"TAKE IT OR LEAVE IT"

This novel quiz program was first created by WOL.

WOL

WASHINGTON, D. C.

1000 WATTS

AFFILIATED WITH THE MUTUAL BROADCASTING SYSTEM

1230 K.C.

Network Accounts

All time EST unless otherwise indicated.

New Business

MACFADDEN PUBLICATIONS, New York (*Liberty Magazine*), on Nov. 21 will start *Voice of Liberty*, featuring Gabriel Heatter, on 13 MBS stations, Thurs. and Sat., 9-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

GENERAL PETROLEUM Corp., Los Angeles, on Sept. 18 starts *Pigskin Preview* on 9 CBS-Pacific stations, Wed., 6:45-7 p.m. Agency: Smith & Drum, Los Angeles.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), on Sept. 29 resumes *Bob Becker's Chats About Dogs* on 53 NBC-Red stations, Sun., 2:45-3 p.m. (CST). Agency: Henri, Hurst & McDonald, Chicago.

HEALTHAIDS Inc., Jersey City (Serutan), on Oct. 2 starts for 52 weeks, *Norman Nesbitt, News*, on 6 Pacific Coast Don Lee stations (KHJ KFRC KDB KGB KMO KOL), Wed., Fri., Sun., 10:30-10:45 p.m. (PST). Agency: Raymond Spector Co., New York.

HEALTHAIDS Inc., Jersey City (Serutan), on Sept. 30 started for 52 weeks, *Victor H. Lindlahr*, (transcribed), on 3 California Don Lee stations (KHJ KFRC KGB), Mon., thru Fri., 9-9:15 a.m. (PST). Agency: Raymond Spector Co., New York.

MAPLE LEAF MILLING Co., Toronto, on Oct. 1 starts musical show featuring Al & Bob Harvey on 34 Canadian Broadcasting Corp. stations, Tues., 8:30-9 p.m. Agency: Cockfield Brown & Co., Toronto.

S. C. JOHNSON & SON, Brantford, Ont. (wax), on Sept. 17 started the French show *Voulez Vous Savoir, Madame?* on a network of CBF, Montreal; CBV, Quebec; CBJ, Chicoutimi, Que., Tues., Thurs., 11-11:15 a.m. Placed direct.

THOMAS J. LIPTON Ltd., Toronto (tea), on Oct. 2 starts French program *The Old Schoolmaster* on a network comprising CBF, Montreal; CBV, Quebec; CBJ, Chicoutimi, Que.; CJBR, Rimouski, Que.; CHNC, New Carlisle, Que.; CHLN, Three Rivers, Que.; CHLT, Sherbrooke, Que.; CKCH, Hull, Que., Mon., Wed., Fri., 11-11:15 a.m. Agency: Vickers & Benson, Toronto.

L. O. GROTHE Ltd., Montreal (Grad cigarettes), on Oct. 2 starts French Network show on CBF, Montreal; CBV, Quebec; CBJ, Chicoutimi, Que.; CJBR, Rimouski, Que.; CKCH, Hull, Que. Agency: Canadian Adv. Agency.

EMERSON DRUG Co., Baltimore (Bromo Seltzer), on Oct. 1 starts *Ben Bernie Musical Quiz* on 68 NBC-Blue stations, Tues., 8-8:30 p.m. (repeat 11:30-midnight). Agency: Ruthrauff & Ryan, N. Y.

1000 WATTS **WSPA** 920 KC.

DAYTIME

☆

a pair of selling stations serving a pair of buying states

Located in Spartanburg, the heart of the thickly populated and highly industrialized Piedmont section of the Carolinas . . . the nation's best balanced and fastest growing market.

HOWARD WILSON, *Nat. Rep.*

250 WATTS **WORD** 1370 KC.

NIGHT and DAY



WHEN WCAE began operation recently on 5,000 watts night, an increase from 1,000 watts, Pittsburgh's Mayor Cornelius D. Scully (seated) issued a special certificate congratulating the station management. The Mayor is shown with Leonard Kapner, WCAE general manager.

PAUL F. BEICH Co., Chicago (Whiz Candy bar), on Oct. 6 starts *Peter Quill, The Crimson Wizard* on 9 MBS midwest stations, Sun., 3-3:30 p.m. Agency: N. W. Ayer & Sons, Chicago.

S. C. JOHNSON & SON Inc., Racine, Wis. (Glo-Coat & wax), on Oct. 1 resumed *Fibber McGee & Molly* on 95 NBC-Red stations, Tues., 8:30-9 p.m. (CST). Agency: Needham, Louis & Brorby, Chicago.

AMERICAN BIRD PRODUCTS Inc., Chicago (canary feed), on Oct. 13 starts *American Radio Warblers* on 11 MBS midwest stations, Sun., 12:15-12:30 p.m. (CST). Agency: Weston-Barnett, Chicago.

VICK CHEMICAL Co., Greensboro, N. C. (Vatronol), on Sept. 30 started *Wake Up & Sing* on 6 NBC-Pacific-Red stations, Mon., Wed., Fri., 10:30-10:45 a.m. Agency: Morse International, N. Y.

GOVERNMENT OF BRAZIL, Rio de Janeiro, on Sept. 29 started *Washington Merry-Go-Round* on 8 NBC-Blue stations, Sun., 7-7:15 p.m. Agency: Campbell-Ewald Co., N. Y.

P. LORILLARD Co., New York (Old Gold), on Oct. 2 starts *Texas Rangers* on 6 CBS-Pacific stations, Wed., Fri., 6-6:15 (PST). Agency: Lennen & Mitchell, N. Y.

WHITE LABORATORIES, New York (Feen-a-Mint), on Sept. 29 started *Double or Nothing* on more than 100 MBS stations, Sun., 6-6:30 p.m. Agency: Wiliam Esty & Co., N. Y.

PAUL F. BEICH Co., Bloomington, Ill. (candy bar), on Oct. 6 starts *Peter Quill* on 9 MBS stations, Sun., 4-4:30 p.m. Agency: N. W. Ayer & Son, Chicago.

WM. R. WARNER Co., New York (Sloan's Liniment), on Oct. 11 starts *Gangbusters* on 84 NBC-Blue stations, Fri., 8:30-9 p.m. Agency: Warwick & Legler, N. Y.

E. I. DU PONT DE NEMOURS & Co., Wilmington (institutional), on Oct. 2 resumes *Cavalcade of America* on 45 NBC-Red stations, Wed., 7:30-8 p.m. Agency: BBDO, N. Y.

M. G. VALIQUETTE Ltd., Montreal (furniture), on Sept. 30 started *L'Theatre Valiquette* on CBF, Montreal; CBJ, Chicoutimi, Que.; CBV, Quebec; CJBR, Rimouski, Que., Mondays, 8-9 p.m. Agency: Canadian Adv. Agency, Montreal.

NEW YORK Democratic Committee on Sept. 28 broadcast half-hour talk on WMCA, New York, and New York Broadcasting System (WABY WMBO WJTN WTRY WOLF WKNY WIBX SAY WBNY). Agency: Kell-Nason, N. Y.

'Famous Fathers' Discs

OSCAR SERLIN Productions, New York, is offering stations in the East a "free" series of 13 quarter-hour transcriptions incidentally advertising the stage show "Life With Father", playing in New York, Boston and Chicago. Entitled *Famous American Fathers*, the series features interviews between Howard Lindsay, star of the New York production, and guests including Eddie Cantor, Freddie Fitzsimmons, pitcher of the Brooklyn Dodgers, Wendell Willkie, Al Smith, James A. Farley and others, one guest on each disc. Transcriptions were made by Kermit-Raymond, New York. Stations accepting them include WCAU WFBR WMAL WXYZ WMBG WLS WBIG WMAS WCAX WOKO WSAZ WHP WELI WAIR WLAW WFBG WAPO WDEV WCPO WPRO WFBL WEAF WGN KQV WIRE WBZ-WBZA WSPA WTNJ WGNY WKOK WPIC WHAM and WMMN.

Renewal Accounts

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (shaving cream), on Oct. 6 renews *Bill Stern's Sports Newsreel of the Air* on 47 NBC-Blue stations, Sun., 9:45-10 p.m. Agency: Sherman & Marquette, Chicago.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Oct. 5 renews *National Barn Dance* on 57 NBC-Red stations, Sat., 9-10 p.m. (EDST). Agency: Wade Adv. Agency, Chicago.

PET MILK SALES Corp., St. Louis (evaporated milk), on Sept. 28 renewed *Saturday Night Serenade* on 54 CBS stations, Sat., 9:45-10:15 p.m., for 52 weeks. Agency: Gardner Adv. Co., St. Louis.

CAMPBELL SOUP Co., Camden (soups), on Sept. 10 renewed *Martha Webster* on 57 CBS stations, Mon. thru Fri., 11:15-11:30 a.m. (repeat 3:15-3:30 p.m., shifting Oct. 7 to 3-3:15 p.m.). Agency: Ward Wheelock Co., Philadelphia.

BAYER Co., New York (Bayer aspirin), on Sept. 23 renewed for 52 weeks *Young Widder Brown* and added 15 NBC-Red stations, making a total of 51 NBC-Red stations, Mon. thru Fri., 4:45-5 p.m. Agency: Blackett-Sample-Hummert, N. Y.

CHARLES H. PHILLIPS CHEMICAL Co., New York (magnesia tablets), on Sept. 23 renewed for 52 weeks *Lorenzo Jones* and added 7 NBC-Red stations, making a total of 52 NBC-Red stations, Mon. thru Fri., 4:30-4:45 p.m. Agency: Blackett-Sample-Hummert, N. Y.

CALIFORNIA FRUIT GROWERS Exchange, Los Angeles (Sunkist oranges), on Nov. 4 renews *Hedda Hopper's Hollywood* and adds 12 stations (WNBF, WHCU, WISN, WGAN, KRLD, KOMA, KWKH, KTUL, WPRO, WHEC, WCKY, WMT), making a total of 41 CBS stations, Mon., Wed., Fri., 6:15-6:30 p.m. Agency: Lord & Thomas, Los Angeles.

CHARLES H. PHILLIPS CHEMICAL Co., New York (milk of magnesia), on Sept. 23 renewed *Stella Dallas* for 52 weeks, adding 3 stations for a total of 51 NBC-Red stations, Mon. thru Fri., 4:15-4:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

R. L. WATKINS Co., New York (Dr. Lyons Tooth Powder), on Sept. 23 renewed *Backstage Wife* and added 18 stations, making a total of 56 NBC-Red stations, Mon. thru Fri., 4-4:15 p.m. Agency: Blackett-Sample-Hummert, N. Y.

CHESEBROUGH MFG. Co., New York (Vaseline), on Oct. 30 renews *Dr. Christian* on 61 CBS stations, Wed., 8:30-8:55 p.m. (EST). (Reb. for West Coast stations, 11:30-11:55 p.m.). Agency: McCann - Erickson, N. Y.

Sam Stays On

SAM AGNEW, hospitalized from a systemic infection, crawls out of bed at 9 each evening and appears at the studios of WSAI, Cincinnati, two miles away for his regular broadcast for Chocolate Products Co., Chicago. Then he returns to the hospital. Friends keep him supplied with material for his script.

GENERAL FOODS Corp., New York (La France, Satina, Minute Tapioca), renews *Joyce Jordan, Girl Interne* on 51 CBS stations, Mon. thru Fri., 2:15-2:30 p.m. Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York. on Oct. 1 renews *Kate Smith Speaks* on 69 CBS stations Mon. thru Fri., 12-12:15 noon. Agencies: Young & Rubicam, Benton & Bowles, N. Y.

Network Changes

SUN OIL Co., Philadelphia, on Sept. 30 added WFIL, Phila., to NBC-Blue network carrying *Lowell Thomas*. Mon. thru Fri., 6:45-7 p.m. Agency: Roche, Williams & Cunnyngham, Chicago.

LIBBEY-OWENS-FORD Glass Co., Toledo, on Sept. 29 added 7 CBS stations to *Design for Happiness*, Sun., 5-5:30 p.m.

WANDER Co., Chicago (Ovaltine), on Sept. 30 replaced *Little Orphan Annie* with *Capt. Midnight* on 84 MBS stations, Mon. thru Fri., 5:45-6 p.m. Agency: Blackett-Sample-Hummert, Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap), on Oct. 7 shifts *Hilltop House* on 78 CBS stations, Mon. thru Fri., from 10:30-10:45 a.m. to 4:30-4:45 p.m. (EST). Agency: Benton & Bowles, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Octagon Products), on Oct. 7 shifts *Woman of Courage* on 40 CBS stations, Mon. thru Fri., from 9-9:15 a.m. to 10:45-11 a.m. (EST) and discontinues rebroadcast. Agency: Benton & Bowles, N. Y.

GENERAL MILLS, Minneapolis (Wheaties), on Sept. 29 shifts *By Kathleen Norris* on 24 CBS stations Mon. thru Fri., from 5-5:15 p.m. to 10-10:15 a.m. (EST) (reb. 11:45-12 noon). Agency: Knox Reeves Adv., Minneapolis.

PROCTER & GAMBLE Co., Cincinnati (Lava soap), on Sept. 30 shifted *Houseboat Hannah* on NBC-Red, Mon. thru Fri., from 10:15-10:30 a.m. to 10-10:15 a.m., at the same time adding 6 stations to make a total of 17 NBC-Red stations. Agency: Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on Oct. 21 shifts *Life Can Be Beautiful* on 18 NBC-Red stations, Mon. thru Fri., from 5:15-5:30 p.m. to 5:45-6 p.m., at that time dropping *The O'Neills*. formerly broadcast on NBC-Red, 5:45-6 p.m. Agency: Compton Adv., N. Y.

WESTINGHOUSE ELECTRIC & MFG. Co., East Pittsburgh (institutional), on Oct. 10 shifts *Musical America* from NBC-Blue, Tues., 9-9:30 p.m., to 81 NBC-Red stations, Thurs., 10:30-11 p.m. Agency: Fuller & Smith & Ross, Cleveland.

MARS Inc., Chicago (candy bars), on Oct. 7 adds 36 stations to *Dr. I.Q.*, making a total of 95 NBC-Red stations, Mon., 9-9:30 p.m. Agency: Grant Adv., Chicago.

CARNATION Co., Milwaukee (Carnation Milk), on Oct. 7 changes its program on 67 NBC-Red stations, Mon., 10-10:30 p.m., from *International Nights* to *America Sings*. Agency: Erwin, Wasey & Co., Chicago.

Color Television Exhibited to FCC

Group Observes CBS System; Fly Praises RMA Studies

IN THE EFFORT to keep abreast of latest technical developments in television, a delegation of FCC officials Sept. 27 viewed a demonstration in New York of the color television system invented by Peter C. Goldmark, CBS chief television engineer. In the group were Commissioners Craven, Walker and Thompson; Nathan David, legal assistant to Chairman Fly; Andrew D. Ring, assistant chief engineer; William H. Bauer and Benedict Cottone, attorneys; George O. Gillingham, public relations director, and William C. Bosey, engineer.

Following the demonstration, Commissioner Craven observed that color television gives great promise of an important contribution to visual radio. Commissioner Thompson said he thought the development justified the action of the FCC last March in postponing authorization of television on a regular basis.

Chairman Fly, who previously had witnessed the demonstration, encouraged members of thee FCC to view this new development [BROADCASTING, Sept. 15]. Chairman Fly observed that television appears to be going through a transition and that all new developments must be observed in order effectively to appraise the art. He said that early in November the Commission might make another general inspection trip of video laboratories.

Commenting on the work of the RMA National Television System Committee, Mr. Fly asserted he was hopeful that effective standards would be developed soon. He praised the committee's work declaring that outstanding individuals in television are collaborating and doing a thorough-going job. FCC Chief Engineer E. K. Jett has met with the committee, he said, and it is planned to have other Commission officials confer with the group from time to time.

Meanwhile, RMA announced a general rally of its members in New York Oct. 7-8 to appraise various developments in radio—among them television and FM. The Systems Committee, organized by the industry under RMA sponsorship in cooperation with the FCC, was declared to be working at high speed and with intensive effort on the many technical and commercial problems involved. Rapid progress was reported on some of the standardization work, under the chairmanship of Dr. W. R. G. Baker, director of the RMA Engineering Department and vice-president in charge of radio of General Electric.

Mastodon of Mike

CLAIM to the title of mastodon of the microphone is made by WING, Dayton. Grayson Enlow, new WING announcer, is 6 ft. 6 in., and weighs 270 lbs. He uses a specially built chair for his mike work—an innovation of the station management after two control room chairs capitulated to his weight.

CASH FOR CHURCHES

P & G Renews Redemption of Labels, Wrappers

BASED on last year's successful experience, Proctor & Gamble is renewing the "Cash for Your Church" plan on a nation-wide basis, supported by its national advertising, particularly on the radio.

The plan, by which churches can raise extra funds for charitable or other church enterprises, is in effect from Sept. 16 to Dec. 2. The company will redeem box-tops, labels, and wrappers of certain of its products, in combined total quantities of 200 or more, for cash.

Camay wrappers, Ivory Flakes boxtops, and one-pound Crisco labels will be redeemed at ½-cent each, and 3-pound Crisco labels at 2 cents each. A slight change wil be made in the offer, for the Southern States of Arkansas, Tennessee, Georgia, North Carolina, South Carolina, Virginia, Louisiana, Mississippi, Alabama and Florida, to include Oxydol instead of Ivory Flakes. In these States, Oxydol box-tops will be redeemable at 1 cent each. Checks made to churches directly will be mailed about four weeks after receipt. The plan is supported by P. & G. radio commercials and advertising in religious publications.

Music Quiz Gets Sponsor

F. M. SCHAEFER Brewing Co., Brooklyn, becomes the first sponsor of *So You Think You Know Music*, musical quiz program, on Oct. 1, when it includes a condensed version of the previous half-hour program in its *Schaefer Revue* on WEAF, in addition to the program's regular features, Al Roth's orchestra and Felix Knight, tenor. The musical quiz has been broadcast sustaining for some months on CBS, which several times announced that the program would be dropped, but each time reinstated it following the protests of listeners and radio critics. The loyal following of the feature indicated by these protests is said to responsible for its inclusion in the *Schaefer Revue*, broadcast Tuesdays, 7:30-8 p.m. BBDO, New York, handles the Schaefer advertising.

Libel Suit Dismissed

LIBEL SUIT for $10.000 against WOR, Newark, and the Hoffman Beverage Co., Newark, brought by attorney Frank Mangravite, was dismissed by New York Supreme Court Justice Schmuck in a decision handed down Sept. 14. Mangravite argued that a Hoffman-sponsored newscast on the station in May 1939 accused a client of his of going to court with crutches and discarding them when the trial was over. The court ruled in part: "Nothing contained therein could possibly be construed as imputing knowledge by the plaintiff of any wrongdoing on the part of his client or any participation in the alleged fraud."

Poppele Planning WOR Television

NBC Tests 507-Line Video, Installing Orthocon Tubes

TELEVISION station of WOR, Newark, will be on the air within six to nine months, according to J. R. Poppele, chief engineer of WOR, who started tests to determine the transmitter site immediately upon the FCC grant of a television license to the Bamberger Broadcasting Service, operator of the station.

While it would be desirable to have the television transmitter located at 444 Madison Ave., New York, where WOR's FM station, W2XOR, is already situated, no final decision will be made until the tests are completed, Poppele said.

Investigations are also being made of all the types of television transmission equipment available, he stated, explaining that as WOR is primarily interested in broadcasting and is not a manufacturer of equipment it is more important for the station to experiment with program techniques than to repeat the laboratory work already being carried on by RCA, General Electric, Du Mont and the other experimenters in the field. There are comprehensive plans for research, however, he added, including tests of both vertical and horizontal antennas and experiments with transmission of pictures of 441, 507, 585, 637 and 729 lines, which he hopes will produce data that will aid in developing and determining standards for the industry. A minimum of $100,000 has been set aside by WOR for the initial television operations.

The fourth television station licensed for operation in the New York metropolitan area, WOR's television transmitter will operate on Channel No. 6 (92-102 mc.). Two hours of afternoon and two hours of evening service daily are planned for the start, Poppele said, with the time increased as rapidly as public acceptance warrants.

NBC's Preparations

Meanwhile, NBC is beginning to test transmission with 507 lines on its new frequency, although engineers refused to set a date for the station's return to service on a regular basis, pointing out that there's a lot of difference between going on the air for brief test periods and going into regular daily service and that a great deal of testing is necessary to insure continued operation once it is resumed. Work is also being done on the mobile units, replacing former camera tubes with the orthocon camera, which works on lower light intensities than were previously adequate for good image transmission.

No further progress has been reported by CBS on its color television, although the colored motion pictures televised for FCC Chairman James Lawrence Fly and for the press have also been shown to the members of the NTSC and to a delegation from the FCC. The NTSC subcommittees have held an almost continuous series of meetings, but have issued no statements. They answer inquiries with the reply that they are merely reviewing the present stage of television development in an attempt to decide what further research is immediately necessary and as yet have nothing to announce.

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Covers this Vital Market-plus

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

WWNC
17 Hours Daily - Continuous
Full-time CBS affiliate
ASHEVILLE N.C.
1000 WATTS 570 Kc.
Sole BLANKET COVERAGE of WESTERN NORTH CAROLINA

WLW 'Wireless' Hookup

A WIRELESS network of 15 stations in 11 States rebroadcast from WLW, Cincinnati, the Ohio State-Pitt football game Sept. 28. Arrangements were made by Eldon Park, WLW assistant sales manager. Dick Bray, sports announcer and Big Ten referee, was at the microphone.

New Production Firm

KERMIT-RAYMOND, production and transcription firm, has opened offices in New York at 37 West 57th St. Kermit Phillips is president and Raymond Green general manager. Telephone number is Eldorado 5-5511.

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Consulting Radio Engineer
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Dallas, Texas

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Russ Bldg., San Francisco, Cal.

Frequency Measuring Service
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ANY HOUR—ANY DAY
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$241 IDEA FREE TO TELEGRAM USERS!

Just by having Postal Telegraph survey telegraph costs, one firm (name on request) saved $241 on telegrams last year! Ask for this free telegraph cost analysis and see how *you* save! It uncovers huge waste and provides easy-to-follow plan to *stop* it!

WIRE COLLECT:

For information about free telegraph cost analysis —wire collect: C. B. Allsopp, Postal Telegraph, 253 Broadway, N. Y. C. No obligation.

Postal Telegraph

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Announcer—Operator—for Texas Station. Send full details, picture, salary expected, availability. Box A975, BROADCASTING.

Wanted—two aggressive salesmen. Salary basis. New Station expects to go on air November 1. Give complete information. Box A970, BROADCASTING.

Salesman Producer—city of 13,000 midwest. Enclose references and sales record, salary needed to start; opportunity. Box A962, BROADCASTING.

Producing Salesman-Announcer—city 10,000 Southwest. Enclose snapshot, personal description, give experience, references, salary needed start; opportunity. Box A954, BROADCASTING.

Station Managers & Employees—we operate nationally! We have made satisfactory placements in nearly every section of this country with clients in 42 states and two U. S. possessions. Let us help you, too! National Radio Employment Bureau, Box 864, Denver, Colorado.

ANNOUNCER—experience wanted. Accept any position. Transcription sent on request. Age 21. Box A973, BROADCASTING.

Sports Announcer—play-by-play all sports. Sport commentary. References, recording. Box A968, BROADCASTING.

EXPERIENCED SALESMAN—for regional network. Write airmail detailed statement all positions held, dates, earnings, monthly sales average, percentage program and announcement sales, merchandising and promotion experience. State starting salary or salary-commission desired. Enclose photo, references, personal data. Write Intermountain Network, McIntyre Bldg., Salt Lake City, Utah.

Situations Wanted

Time Salesman—20, experienced, prefer salary-commission, references. Good producer. Box A957, BROADCASTING.

COPYWRITER—five years of radio copywriting for furniture, food, automobiles, etc. Copy that Clicks! Box A959, BROADCASTING.

A young, experienced announcer-salesman-copywriter is now available. Will arrange to go anywhere for interview. Box A969, BROADCASTING.

RCA Graduate—first telephone, second telegraph licenses. Station and ship experience. Desires permanent position at nominal salary. Box A974, BROADCASTING.

$400 monthly—will handle to start, veteran of eight years with proven resultful ideas. Employed desires change. Seeks local station managership, programming. Box A972, BROADCASTING.

Available Now—announcer. News analysis, script, M.C., utility, long experience, creative, energetic. 38. Reliable. Good P.A. Box A976, BROADCASTING.

Announcer-Technician—with complete mobile 16 inch transcription equipment desires station-agency affiliation anywhere. Over ten years' radio background all markets. References. Box A977, BROADCASTING.

Program Director-Announcer-News or Farm Editor—7 years experience in network and local. Married, 28. About November 1. Now employed. Box A971, BROADCASTING.

Engineer—transmitter, studio. Radio Telephone, telegraph. RCA graduate. Construction experience. Now employed, available two weeks notice. Box A967, BROADCASTING.

NEWS-CONTINUITY-MAN—recent graduate school of journalism. Can collect and process news, write continuity. Go anywhere. Accept small salary to start. References. Box A964, BROADCASTING.

Situations Wanted (Continued)

Announcer—network experience, specializing on commercials, both writing and "selling", but with full background in all types ad lib desires connection. Record, etc. available. Box A963, BROADCASTING.

Attention—Owners of Radio Stations. If you're tired of excuses and hot air by your swivel-chair salesmanager, give me a personal interview. I'm your man. Box A960, BROADCASTING.

Announcer-Accompanist—young man desires opportunity in radio station. Experienced announcer and musician. Capable production man. Excellent references. Box A956, BROADCASTING.

Competent Engineer—now employed with 100 watt station, desires change. Present salary twenty-five weekly. Box A952, BROADCASTING.

Young married man—now employed with NBC outlet, desires to relocate in progressive local or regional station. Licensed operator, experienced studio announcer with good voice. Three years experience. Box A955, BROADCASTING.

ANNOUNCER — excellent bass-baritone voice; 2 years experience; 21; holds 1st Phone; employed; ambitious; honorable character; capable of position with station 1KW-10KW; desires location city 60,000 or more. Box A961, BROADCASTING.

Station Executive—manager, sales promotion. Knows production. Desires position with station where ability will bring advancement. Efficient administrator with 7 years experience. Will consider small salary and percentage arrangement. Box A965, BROADCASTING.

Manager Available—to head new or established station. Good pepper up. Ideas, promotion and merchandising. Can organize entire staff for efficient, economic operation. Successful background 12 years local and network stations. Box A966, BROADCASTING.

Program Manager-Production Director—desires change. Four years' experience. Also skilled in continuity writing and special events announcing. College graduate. Qualifications rated excellent. References on request. Box A958, BROADCASTING.

Announcer—wishes connection with network affiliate. Now employed. Thoroughly experienced in personality and routine work. Interested in production. Thirty years old; married. Excellent references and transcription available. Address Box A953, BROADCASTING.

Allen Kander & Company, Inc.
* * *
Negotiators
for the purchase and sale of broadcasting stations
* * *
New York, 150 Broadway
Cortlandt 7-2816
Washington,
National Press Bldg.
National 8796

Defense Communications Board

(*Continued from page 11*)

been checked in all Government departments affected weeks ago.

Under Section 606, severely criticized in the past by opponents of the President as giving him a "blank check" insofar as radio is concerned, legal observers felt that the President could designate a planning and coordinating agency, but with no power to take over facilities or to operate communications services. It is consequently expected that one of the principal functions of the board in its deliberations will be the preparation of recommendations for the President with regard to radio operations under Section 606. In no event, however, could such recommendations become effective until war is declared or a state of national emergency proclaimed.

The Executive Order itself does not embrace the clearly defined descriptions of the new board's functions projected in the White House announcement. There is the clear-cut statement, however, banning censorship and limiting the board's functions to physical aspects of broadcasting.

Functions Specified

The preamble of the Executive Order brings out that coordinated planning of communications facilities with the needs of the armed forces, Government agencies, industry and civilian authorities "must be accomplished as a matter of preparation of national defense" and that the interest of national defense in the matter of control and use of communications facilities during any war in which the United States may become a belligerent, is deemed paramount.

Thereafter, the functions of the board, to "determine, coordinate and prepare plans for the national defense, which plans will enunciate for and during any national emergency" were enumerated. These embraced the needs of the armed forces, other Governmental agencies, industry and other civilian activities for communications facilities; allocation of such portions of Governmental and non-Governmental communications facilities to meet the requirements of the armed forces with consideration given to the matters of industry and civilian activities and to determine the measures of control and the agencies to exercise control over non-military communications to meet defense requirements.

The Interdepartmental Radio Advisory Committee, now in charge of allocation of Government frequencies, was named as an advisory group of the board "during any war" in which this country is a belligerent or any national emergency. IRAC normally functions as an advisory board for the President on allocation of frequencies. The order, however, specifies that when IRAC is acting as an advisory committee to the new board, all of its reports, recommendations or communications normally prepared for the President shall be instead submitted to the board for consideration from the standpoint of national defense and for disposition.



Grand Rapids Press
"For the Luvva Pete, Madam—Take Off Your Hat!"

DST in Canada

ALL Canadian broadcasting will operate the year round on Daylight Saving Time for the duration of the war in those municipalities using Daylight Saving Time during the summer. The Government decision was reached just prior to the change over to Standard Time was to be made Sept. 29, and was announced as a war measure to save electric power in large cities and industrial areas. The announcement was made after practically all stations had arranged their fall and winter schedules for operation on Standard Time, necessitating revamping of all schedules.

Poll of Televiewers

POLL of New York televiewers by Allen B. Du Mont Labs., Passaic, N. J., shows that increased service is the first wish of the video audience. According to Will Baltin, program director of W2XWV, Du Mont station, who conducted the poll, the televiewers seek more news pick-ups, especially sports. A great majority favored variety studio programs while others sought shows with feminine appeal during matinee programs. Choices by types of programs were: sports, 82%; variety, 60%; news, 48%; motion pictures, 32%. As to length of service, 65% favored six hours daily, 10% eight hours and a few asked a 12-hour day.

WOR Host to Clinic

ANNUAL advertising and selling course of the New York Advertising Club will be held at the studios of WOR, Newark, Feb. 10-27. About 600 will attend. In charge of the clinic are Eugene S. Thomas, WOR sales manager, and William A. Boetcker. Speakers will be: Julius F. Seebach Jr., WOR vice-president in charge of programs, "Programming"; Robert A. Simon, WOR director of continuities, "Words & Music"; Roger Bower, WOR producer-director "Production in the Studios"; Max Wylie, CBS director of script, "Radio Writing"; Robert T. Colwell, of the J. Walter Thompson Co. radio department, "Commercial Radio Writing"; Edward M. Kirby, NAB director of public relations, "Program and Copy Acceptance".

GE reports the sale of new 250-watt FM transmitters to San Antonio Public Service Co. and San Diego Gas & Electric Co., for use in two-way emergency communications.

Died!

SO SAYS WWVA, Wheeling, on the cover of its weekly program schedule in referring to the interment at 2 a.m. Sept. 29 of daylight time, "this demon blitzkrieger of radio schedule makers". The issue is dedicated "to those who have been so considerate in adjusting program times."

Relay Rule Amended

AMENDMENT of Section 4.23 of Part 4, of the FCC rules governing relay broadcast services, through a frequency switch, was announced Sept. 19 by the FCC. The rules, effective Nov. 1, were changed by deleting under Group B of the table the frequency 2022 kc., and substituting the frequency 2074 kc., subject to the condition that no interference is caused government stations on adjacent channels.

GOLDEN PEACOCK Inc., Paris, Tenn. (bleach cream) on Sept. 30 started *Counter Number 7*, thrice-weekly live-talent script show on WSM, Nashville, starring Joyce Foster and written by Leslie Sterne. The series describes the adventures of a girl clerk at a cosmetic counter. H. W. Kastor & Sons, Chicago, handles the account.

BUD HIESTAND, Hollywood announcer of the NBC *Burns & Allen Show*, sponsored by George A. Hormel & Co. (Spam), has appeared in more than 40 motion pictures, and all as announcers.

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THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

CLARK for QUALITY in ELECTRICAL TRANSCRIPTION PROCESSING

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.



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ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 14 TO SEPTEMBER 27, INCLUSIVE

Decisions . . .

SEPTEMBER 17

NEW, Dalton Bcstg. Corp., Dalton, Ga. —Granted CP 1200 kc 250 w unl.

WSOC, Charlotte, N. C.—Granted CP new antenna, increase to 250 w N & D.

WHBU, Anderson, Ind.—Granted mod. license to 250 w unl.

KTMS, Santa Barbara, Cal. — Granted CP increase to 1 kw.

KWAL, Wallace, Id.—Granted mod. license to 250 w unl.

NEW, Balaban & Katz, Chicago—Granted CP television relay station 204-216 mc experimentally, 250 w visual power.

WXYZ, Detroit—Granted CP increase N to 5 kw.

WSPR, Springfield, Mass. — Granted amended CP change to 1240 kc directional unl.

WHBF, Rock Island, Ill.—Granted CP new trans., increase to 5 kw, change directional antenna and use N & D, 1240 kc unl.

KFJZ, Fort Worth—Granted CP new trans., increase to 5 kw, directional N & D, 1240 kc unl.

SET FOR HEARING—NEW, Batavia Bcstg. Corp., Batavia, N. Y., CP 640 kc 250 w D; NEW, Thomas J. Watson, Endicott, N. Y., granted rehearing applic. 1240 kc 1 kw directional N, which was denied 12-23-38.

SEPTEMBER 18

NEW, Radio Voice of New Hampshire, Manchester. N. H.—Granted CP 610 kc 1-5 kw unl. directional.

NEW, Bamberger Bcstg. Service, New York—Granted CP television No. 6 1 kw A3 and A5.

MISCELLANEOUS — WAPI, Birmingham, granted motion continue hearing on renewal applic. to 11-18-40; KOCA, Kilgore, Tex., cancelled CP granted 12-29-39, authorizing removal of trans., and changing antenna, at request of applicant; licenses for CPs granted KIUP, Durango, Col., WIP, Philadelphia, KRSC, Seattle, WRNL, Richmond, WCAE, Pittsburgh, WHOM, Jersey City, and WORD, Spartanburg, S. C.

SEPTEMBER 23

WGNY, Newburgh, N. Y.—Granted CP new trans.

WFCI, Pawtucket, R. I.—Granted mod. CP re new trans.

WBRW, Welch, W. Va.—Granted license new station 1310 kc 250 w unl.

WNLC, New London, Conn.—Granted license increase to 250 w.

SEPTEMBER 24

WING, Dayton, O.—Granted auth. transfer control of WSMK Inc., licensee of WING, to Charles Sawyer.

W2XOR, Carteret, N. J.—Granted CP change equip., and move to 444 Madison Ave., New York.

WBOE, Cleveland—Granted CP noncommercial educational station, change to 42.5 mc 1 kw FM.

SET FOR HEARING—WMBD, Peoria, and relay stations, applic. voluntary assignment licenses to Peoria Bcstg. Co.; NEW, Harbenite Bcstg. Co., Harlingen, Tex., CP 1420 kc 250 w unl.; NEW, Stephen R. Rintoul, Stamford, Conn., CP 1370 kc 250 w unl. IV; WGNY, Newburgh, N. Y., CP new trans., change to 1370 kc 250 w unl.; KOVO, Provo, Utah, voluntary assignment license to KOVO Bcstg. Co.

MISCELLANEOUS—KUJ, Walla Walla, Wash., and KRLC, Lewiston, Id., granted petition reconsider and grant applics. exchange frequencies etc.; WDGY, Minneapolis, granted extension time file answers to rehearing petitions of WOV, KWKH; W6XKG, W6XRE, Los Angeles, denied renewal high-frequency licenses, as entered 4-4-40; WTAL, Tallahassee, Fla., renewal hearing to be held 11-19-40 at Tallahassee; WWRL, Woodside, N. Y., granted further extension temporary license use former WMBQ time; KEVR, Seattle, denied waiver of Rule 1.368 and dismissed applic. 1370 kc unl.; WRTD, Richmond, Va., cancelled license heretofore issued for WRTD and deleted call letters WRTD and dismissed applic. change freq., increase license.

TEMPORARY RENEWALS—Prescott, Ariz.; WFPG, Atlantic City; WGTC, Greenville, N. C.; WLBJ, Bowling Green, Ky.; WPAB, Ponce, P. R.; WSAM, Saginaw, Mich.; KTW, Seattle; KSUB, Cedar City, Utah; WDAK, West Point, Ga.; WJHP, Jacksonville, Fla.; WSOO, Sault Ste. Marie, Mich.

SEPTEMBER 25

KCLO, Mason City, Ia.—Proposing to grant CP change to 1270 kc. 1 kw unl. (facilities KGCA and KWLC).

KIEV, Glendale, Cal.—Granted renewal license.

KFIO, Spokane—Proposing to deny without prejudice applic. CP change to 950 kc 1 kw unl.

SEPTEMBER 27

MISCELLANEOUS — WAAT, Jersey City, KTSM, El Paso, and WPTF, Raleigh, granted mod. CPs for new transmitters; KMYC, Marysville, Cal., granted license new station 1420 kc 100 w unl.; WKAR, E. Lansing, Mich., granted license increase to 5 kw; WMEX, Boston, granted license increase to 5 kw unl.; WLAV, Grand Rapids, Mich., granted license new station 1310 kc 250 w unl.

Applications . . .

SEPTEMBER 14

NEW, Rose City Bcstg. Co., Tyler, Tex. —CP 1370 kc 250 w unl., amended to 1500 kc, asks KGKB facilities.

KGNC, Amarillo, Tex.—CP increase to 1-5 kw, new trans. III-A.

WSUI, Iowa City—CP change antenna, change to 5 kw N & D.

NEW, Don Lee Bcstg. System, San Francisco—CP 43.5 mc 3,080 miles FM.

SEPTEMBER 17

WEOD, Boston—Mod. license to 156750, 158400, 159300, 161100 kc.

NEW, Ashland Bcstg. Co., Ashland, Ky. —CP 43.3 mc 5119.5 sq. miles FM.

WLWO, Cincinnati—Mod. license to 75 kw, 6080, 9590, 11710, 15250, 17800 and 21650 kc, unl. on 9590, 11710 and 15250 kc.

WJHP, Jacksonville, Fla. — CP new trans., directional N & D, increase to 5 kw, move trans. to Marietta, Fla.

NEW, Alexandria Bcstg. Co., Alexandria, La.—CP 43.3 mc 3025 sq. miles FM, amended to 44.7 mc.

WHBL, Sheboygan, Wis.—CP increase to 1 kw N & D, directional N III-A.

KVOX, Moorhead, Minn.—Transfer of control to David Shepard, John Boler and Howard Johnson.

WBAX, Wilkes-Barre, Pa.—Proposing to deny applic. renewal license.

SEPTEMBER 20

WMEX, Boston — License for CP increase power, etc.

WAKR, Akron—Mod. CP new station to change type of trans.

NEW, Carver, Williams and Ross, Lawton, Okla.—Amend CP applic. 1120 kc 250 w to omit name of Thomas B. Williams.

WCOS, Columbia, S. C.—Mod. license to 1050 kc, amended to 1140 kc.

KTSM, El Paso—Mod. CP increase power etc., to change type of trans.

SEPTEMBER 23

WAAT, Jersey City—Mod. CP increase power, re new trans.

WABC, New York—Mod. CP move trans. etc., re new trans.

WGR, Buffalo—CP move trans., amended to directional N, increase to 5 kw N & D.

WLWO, Cincinnati—Mod. license re frequencies.

WPTF, Raleigh, N. C.—Mod. CP new trans., for further changes in trans.

SEPTEMBER 26

New, Hawaiian Bcstg. System, Honolulu—CP 1340 kc 250 w unl.

WOV, New York—Mod. CP increase power etc., to change type of transmitter.

NEW, WBNS Inc., Columbus—CP 43.1 mc 12,400 sq. miles, amended to change type of transmitter.

WLOK, Lima, O.—Mod. CP increase power etc., for new transmitter.

KYAN, Cheyenne, Wyo.—Mod. CP for new transmitter.

SEPTEMBER 25

NEW, W. G. H. Finch, New York—CP 44.7 mc 4,400 sq. miles.

NEW, Atlantic Bcstg. Corp., Miami—CP 940 kc 500 w-1 kw unl., amended to 1280 kc, change antenna (1310 kc under treaty).

WCBD, Chicago—Mod. license to 830 kc 5 kw D, amended to CP 820 kc under treaty, 10 kw D.

KXO, El Centro, Cal.—Voluntary assignment license to Valradio Inc.

KAWN, Gallup, N. M.—Voluntary assignment license to A. W. Barnes.

NEW, Contra Costa Bcstg. Co., Richmond, Cal.—CP 1170 kc 500 w ltd. II.

FCC AND DEFENSE

Fly Tells How Commission Polices the Air

THE PART played by the FCC field force in the integrated national defense program is described by Chairman James Lawrence Fly in a transcribed address broadcast during the week of Sept. 23 on some 260 stations. The stations are collaborating with the Government through branches of the Office of Government Reports.

Main place of the FCC in the preparedness program is to police the air, Chairman Fly said in the interview—and to do it effectively. This field work, he explained, has been going on for many years on a smaller scale. He described progress in the radio art and lauded the cooperative spirit of various branches of communications.



WITH 50 times the power it formerly used (a jump from 100 watts to 5,000 watts), WMEX, Boston, on Sept. 9 began operating from this new transmitter building at Quincy, Mass. It is a two-story-and-basement type Colonial, with the upper floor comprising living quarters for engineers and the first floor accommodating the new RCA transmitter, tube storage and rest rooms. There are two Truscon towers, 210 feet overall in the background. The station is on 1470 kc. as a Class II outlet. The total cost of the new installation was about $100,000. Personnel will be increased in all departments.

GE Asks 50 kw. FM

GENERAL ELECTRIC Co. has asked the FCC to increase power of its FM station, W2XOY, from 2,500 to 50,000 watts. The station operates on 43.9 mc. and is located in the Helderberg Mountains overlooking Albany, Schenectady and Troy. With increased power it would serve an area of 16,030 miles with 1,560,000 potential listeners, GE says. The transmitter would be a standard GE commercial unit with a 250-watt and 3-kw. transmitter as exciter for 50-kw. amplifier. A special 3-bay turnstile antenna would be used. Programs would be relayed from Schenectady studios, along with transcriptions and relayed programs from other FM stations.

WBNY-ACA Pact

A NEW agreement between WBNY, Buffalo, and American Communications Assn., CIO union, has been signed to become effective Oct. 1 following the expiration of the agreement signed a year ago. Calling for an immediate increase of $2.50 per week, from $35 to $37.50, for present employes, the contract also specifies a closed shop, with all hiring done through the union; ACA to be sole collective bargaining agency; five-day, 40-hour week, with time-and-a-half for overtime; no split tricks; minimum starting salary of $35 a week with $2.50 a week raises annually; guarantee of job with full seniority and other rights if man is called away for military service; one part-time man may be employed at 87½ cents per hour, be guaranteed a minimum of three hours when called and a minimum of $20 per week; seven days vacation with pay for all men with six to 12 months' service and 14 days for all employed more than a year; four weeks sick leave with pay per year.

NLRB Orders Ballot

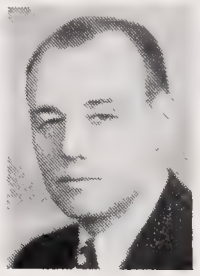
SECRET ballot within 30 days among transmitter employes of the Mason Dixon Radio Group was ordered Sept. 24 by the Labor Relations Board. Stations specified are WGAL, Lancaster; WORK, York; WILM and WDEL, Wilmington, Del. The operators will decide if they wish to be represented by Associated Broadcast Technicians Unit of International Brotherhood of Electrical Workers (AFL). The Board ruled that these four stations were appropriate units despite claim of the Mason Dixon group that all transmitters of its complete group of seven stations should be classified as a unit.

RCA MFG. Co., Camden, announces sale of the following equipment: KFBC, Cheyenne, Wyo., 250-K transmitter; WBML, Macon, Ga., 250-K transmitter; WINX, Washington, 250-K transmitter; WLOK, Lima, O., 250-K transmitter; WAKR, Akron, 1-EA transmitter; KYAN, Cheyenne, Wyo., 250-K transmitter; WLAW, Lawrence, Mass., 1-5D power amplifier unit; WGAN, Portland, Me., 1-5D transmitter.

TO HONOR Lowell Thomas' tenth year on the air, news commentators on Sept. 2 joined in a half-hour program on combined NBC-Red and Blue Networks as part of a celebration at the Waldorf-Astoria Hotel, New York. Thomas is currently sponsored on the Blue by the Sun Oil Co.

H. R. Gross to WLW; Signed for Sohio News

H. R. GROSS, veteran Midwest news commentator, who lost in the Republican gubernatorial primaries in Iowa by a narrow margin several months ago, has joined WLW, Cincinnati. He will handle three news programs daily from Monday through Saturday as the *Sohio Reporter*, sponsored by Standard Oil Co. of Ohio.



Mr. Gross

Mr. Gross is a graduate of the Missouri School of Journalism and worked on newspapers in the Midwest and Southwest prior to joining the United Press, serving in its Houston, Des Moines and Kansas City bureaus. He joined WHO, Des Moines, five years ago and as a result of his popularity in the State, was prevailed upon to seek the Republican gubernatorial nomination. He resigned from WHO last April to announce his candidacy.

GEORGE WILSON, formerly of the Chicago office of Howard H. Wilson Co., national station representatives, has been appointed head of the Kansas City branch. Ruth Riddell, formerly a student of Iowa U, has joined the Chicago office as secretary.

LUTHER REID, publicity director of WABC, New York, has resigned to engage in other activity. He joined CBS in 1936 as assistant news editor, advancing to news editor and then acting publicity director. Ted Weber, assistant publicity director of CBS, and Don Hagerty, of the news staff, will divide his duties.

BETZY TUTHILL, first girl member of the CBS production staff, New York, on Sept. 4 was married to John Lagemann, writer at one time with the CBS publicity staff.

MARTIN OEBBECKE, assistant technical supervisor of WIP, Philadelphia, sailed Sept. 23 for a two-week vacation cruise to Honduras.

HERBERT ECKSTEIN, master control supervisor and engineer of WIP, Philadelphia, is the father of a girl, born Sept. 23.

H. WIEAND (Hank) BOWMAN, formerly with the Tom Fizdale office in New York, takes over the publicity desk at Philco in Philadelphia.

DAVID O. ALBER, New York, and Irving Parker, Hollywood, have merged their publicity firms, Radio News Syndicate and Radio Feature Service respectively.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency **$17.50**
2. NEW CRYSTAL (less holder) **$22.50**
3. NEW CRYSTAL fully mounted .. **$30.00**

LOW DRIFT - APPROVED BY FCC

Scientific
RADIO SERVICE
124 Jackson Ave.
University Park, Md.

LATE *Personal* NOTES

HENRY T. ROCKWELL, formerly with the Buffalo office of BBDO, where he handled radio for Carborundum Co. and other clients, has been appointed radio director of Albert Frank-Guenther Law, New York agency specializing in financial accounts. Rockwell's first program in his new position is *But That's Not New York*, sponsored by Chase National Bank, New York, twice weekly on WJZ, that city.

MERVYN RATHBORNE was re-elected president of the American Communications Assn., CIO union, and Leonard Ohl was reelected vice-president of the union's broadcast division at the ACA 1940 general biennial elections.

DON WILSON, NBC announcer of the *Jell-O Show* starring Jack Benny and Maxwell House *Good News of 1941*, in November is to marry Peggy Ann Kent, daughter of Sidney R. Kent, president of 20th-Century Fox Film Corp.

JESSIE H. LIDE, for the last six years Westinghouse sales development manager in the Middle Atlantic district, has been appointed to the newly created post of assistant manager of the merchandise advertising and sales promotion department of the company.

OWEN VINSON, producer with Carl Wester & Co., Chicago, and Pauline Hopkins Vinson, writer with the same company, are parents of Kathleen Elizabeth Vinson, born Sept. 21 at Michael Reese Hospital, Chicago.

GEORGE O'LEARY formerly of the William G. Rambeau Co., Chicago, national station representative firm, on Sept. 28 joined the sales staff of George S. May Co., Chicago management engineering firm.

DON DAVIS, president of WHB, Kansas City, has been named a member of the Kansas City Aviation Advisory Board.

THOMAS GREENE formerly an account executive of Lorin Collins & Associates, Chicago advertising agency, on Sept. 30 joined the sales staff of William G. Rambeau Co., Chicago.

WILLIAM KLINKE, engineer of WJJD, Chicago, on Sept. 21 married Dorothy Webb.

BILL JONES, of the former *Atlanta Georgian*, has joined WGST, Atlanta, as salesman. Gordon Eaton replaces Mel Everitt on the announcing staff.

ARCHIE LEONARD, recently of WNAX, Yankton, KFJB, Marshalltown, and Des Moines stations, has joined KGNF, North Platte, Neb.

ARTHUR RADKEY, acting educational director of WLW, Cincinnati, and Virginia Harford, of Cincinnati, were married in late September.

W. LEON ADAMS, formerly of the Centenary College public relations staff and the Delta Air Lines at Shreveport, has joined WWL, New Orleans, as assistant promotional and publicity director.

FREDERICK C. BOND, formerly with David Warrick Griffith, Hollywood, has been named president of United Recording Co., Chicago.

FRANK MILLS, formerly of the KGKO Dallas studios, has been transferred to Fort Worth, replacing Howard Carraway, named continuity director.

WILLIAM B. WAY, vice-president of KVOO, Tulsa, was in charge of arrangements for the Tulsa visit of Wendell Willkie, GOP Presidential nominee.

THOMAS S. LEE, president of the Don Lee Broadcasting System, and J. C. Lewis, Los Angeles radio producer, authored a new tune, "Angel Beware", which was given its premiere by Dave Rose's orchestra over MBS.

AL SCALPONE, Young & Rubicam, Hollywood, commercial writer, on Sept. 21 married Patricia Leistikow, in Hollywood.

LAWRENCE ABBOTT, assistant to Dr. Walter Damrosch, NBC music counsel, has written two books, *Approach to Music* and *The Listener's Book on Harmony*, which will be released this fall.

BOB NOVAK, of Young & Rubicam, New York, a graduate of the NYA Radio Workshop, was guest Sept. 26 on the workshop's program, *NYA Varieties*, on WNYC, New York's municipal station.

LEE KIRBY, sports announcer of WBT, Charlotte, won a portable radio in a golf tournament during the Atlantic Refining-N. W. Ayer football conference in Philadelphia.

CARL GLICK, director, playwright and author for little theatres throughout the country, has been appointed head of the Little Theatre of the Air section of the Script Library, a division of Radio Events, Inc., New York.

FRANK MURTHA, sustaining broker of the NBC Aritists Service, married Emma Neugebauer Sept. 28 in Brooklyn.

GLAN HEISCH, program manager of KFI-KECA, Los Angeles, is the father of a girl, born Sept. 24.

HAY-ADAMS HOUSE

In hospitality, charm and dignity as well as service and cuisine, the Hay-Adams House perpetuates these two great names. An ideal location, directly opposite the White House, overlooking beautiful LaFayette Park. Write for free "Guide to Washington."

From $3.50 Single $5. Double
Completely Air Conditioned



SIXTEENTH STREET AT H
WASHINGTON D.C.

communications



Model SX-28 Super Skyrider is a 6 band, 15 tube receiver giving you complete front panel control over every phase of the circuit. 2 stages of preselection . . . high fidelity push-pull audio . . . calibrated electrical bandspread . . . micrometer scale on main tuning knob . . . 6-position selectivity control . . . band pass audio filter . . . automatic noise limiter . . . new crystal filter circuit . . . ball bearing tuning mechanism . . . semi-floating main tuning and bandspread condensers. Covers 540kc to 43mc. Panel is exact rack size. Chassis has rigid girder construction. Hallicrafters-Jensen Bass Reflex speakers available. With crystal and tubes, less only speaker . . . $159.50 NET

USED BY 33 GOVERNMENTS SOLD IN 89 COUNTRIES

Model S-27 is the first general-coverage U.H.F. communications receiver to incorporate Frequency Modulation reception. Covers 3 bands: 27 to 46mc; 45 to 84mc; 81 to 145mc. Switch changing from FM to AM reception. Acorn tubes in R.F. and newly developed converter system. High gain 1853 tubes in I.F. stages. Beam power tubes and 6C8G phase inverter in A.F. Amplifier. A VR 150 voltage regulator tube is used to assure excellent electrical stability. 955 plate-tuned oscillator. I.F. selectivity automatically sharpened to receive amplitude modulated U.H.F. signals or broadened for wide band frequency modulated signals. With tubes, less only speaker . . $175.00 NET



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KGLO Is Granted Fulltime Regional

Proposed Decision Gives It KGCA, KWLC Facilities

FACILITIES of the two time-sharing stations in Decorah, Ia., would be given KGLO, Mason City, Ia., under a proposed decision of the FCC Sept. 25 which announced its intention of granting KGLO's application to shift frequency from 1210 to 1270 kc. and increase its power from 100 watts night and 250 watts day to 1,000 watts fulltime.

The application of Charles W. Greenley for renewal of license of KGCA, Decorah, was denied as in default, resulting in ordered deletion of the station, while that of KWLC, Decorah, operated by Luther College, to use 1270 kc., was denied also, but without prejudice to filing of an application for another frequency.

Improved Service

The Commission found that granting of the KGLO application would result in improvement of service and would serve public interest better than granting of renewals to KWLC and KGCA. The service of the college station, it held. could be improved and extended by use of a local frequency such as that now used by KGLO, in lieu of its present assignment. KGLO is operated by the Globe Gazette Co. The FCC pointed out that no evidence was offered in support of the application of Greenley for renewal, and accordingly the application should be denied as in default.

In a second docket case the FCC granted the application of KIEV, Glendale, Cal., for renewal of license on 850 kc. with 100 watts daytime. The station had been cited for allegedly poor program service, particularly in connection with phonograph record renditions, but the FCC concluded that attempts have been made to improve programs. The facts developed at the hearing, the decision said, will be given "cumulative weight in dealing with any future questions involving the conduct of this station."

Findings proposing to deny without prejudice the application of KFIO, Spokane, to shift in frequency from 1130 to 950 kc., and increase power from 100 watts daytime to 1,000 watts fulltime, also were announced by the FCC. The proposed operation, the Commission held, would cause interference to CJRM, Regina, Sask., in violation of the North American Regional Broadcasting agreement, and would further complicate "the problem of the Commission in carrying out the provisions of the agreement".

Gulden Back to Radio

CHARLES GULDEN Inc., New York, on Oct. 15 resumes radio advertising for Gulden's mustard on six stations in the East. Quarter-hour variety programs twice weekly on WJZ, New York, and WGY, Schenectady, will be rebroadcast by transcription the following week on WOR, Newark, and WNAC, Boston. Company takes three participations weekly on *Make Believe Ballroom* on WNEW, New York, and starts seven weekly periods of AP news on WQXR, New York. Charles W. Hoyt Co., New York, handles the account.

Chooz on Big List

PHARMACO, New York, subsidiary of White Laboratories, has started a spot campaign for Chooz, using five-minute programs three times a week on WABC and WJZ, New York, and announcements, also three times weekly, on about 35 stations. William Esty & Co., New York, is the agency.

Nine Get Gordon Discs

GORDON BAKING Co., Detroit, has started a spot campaign for Silver Cup bread, using five-minute transcriptions on WEAF, WABC, WNEW, New York; WBBM, WMAQ, WGN, Chicago, and WJR, WWJ, WXYZ, Detroit. Campaign was placed through Barton A. Stebbins Adv., N. Y.

HOTEL ASTOR, New York, has renewed its *Memories of Broadway* series of musical programs with announcements in Spanish, broadcast Wednesdays from 9:15 to 9:45 p.m. to South America on the NBC international stations, WRCA and WNBI, for an additional 13 weeks. Agency is Swafford & Koehl, New York.



BEST PICTURE of the American Legion national convention parade in Boston Sept. 24 was this panorama which included the WBZ booth, one of four pickup points used by that station. Photo was taken by the *Boston Globe* and was voted best parade picture by the National Legion Corp and will be given national publicity in Legion publications. WBZ also had Fred Cole in a parade car with portable transmitter, while Jim Pollard spoke from the Statler marquee and Arch McDonald from a booth.



SPECIAL FCC dispensation enabled WORL, Boston, to stay on the air two hours after regular signoff to cover the national American Legion parade Sept. 25. Here is Gordon Wayne (left), a commentator, as Gov. Saltonstall of Massachusetts greets paraders.

WLWO DEDICATION

FDR Uncertain About Ability To Attend Ceremony

THE international situation may prevent President Roosevelt from attending the formal dedication of the new Crosley international broadcast station, WLWO, in Cincinnati, Oct. 12, the Chief Executive indicated at his press conference Sept. 24.

Commenting on national defense inspection plans, the President said he had been invited to speak at the Cincinnati dedication on Columbus Day, but that he did not believe he could get that far off base. In these times, he pointed out, it is difficult to make definite plans that far ahead. It is presumed that if the President does not personally attend the ceremonies, he will participate by remote control from Washington along with Secretary of State Hull, Ambassadors representing the South American countries and other dignitaries.

* * *

Formal dedication of WLWO, international shortwave adjunct of WLW, Cincinnati, will take place Columbus Day, Saturday, Oct. 12, with an elaborate 2½ hour program originating in Washington and Cincinnati. Representatives of the Department of State, ambassadors and ministers of most of the Latin American republics, and other nationally and internationally prominent figures will take part. The first hour of the ceremonies will also be heard over WLW, 8-9 p. m. (EST).

In addition to the diplomatic representatives, speakers will include Dr. Leo S. Rowe, director-general of the Pan-American Union; Thomas Burke, chief of the Communications Division of the State Department, and representatives of the FCC. In Cincinnati, Spanish commentary will be handled by Manuel Avila and Aristides Nodarse, both of the WLWO announcing staff.

The station operates with a power output of 50,000 watts, which by virtue of a directional beam toward South America reaches an optimum power of 600,000 watts in the territory it covers. Recently, an application to increase the power to 75,000 watts was filed with the FCC.

KEN NILES, Hollywood announcer, will appear in a Warner Bros. short, "The Sockaroo".

NAPA TO APPEAL RECORD DECISION

AN APPEAL to the Supreme Court of the United States for a rehearing of the so-called Whiteman case will be made by RCA before the Nov. 14 deadline, according to David Mackay, RCA counsel. Decision of the Federal District Court that broadcasters could not use phonograph records on the air without first securing permission of the recording company and, under certain conditions, of the recording artist, was reversed by the United State Court of Appeals in a verdict which found that the broadcaster has the right to play phonograph records without restriction from either manufacturing company or artist [BROADCASTING, Aug. 1].

National Assn. of Performing Artists, which handled Whiteman's part in the proceedings, will also probably appeal, although the final conclusion has not been reached. No appeal is contemplated by the National Assn. of Broadcasters, which handled the appeal of WNEW, station involved, before the Federal Court of Appeals, as the verdict of this court was entirely satisfactory to the broadcasters.

Meanwhile, NAPA has filed suit in Philadelphia against Westinghouse Electric & Mfg. Co. in its capacity as owner of KYW in that city, asking the Court of Common Pleas for an injunction permanently restraining the station from broadcasting phonograph records made by NAPA members without permission [see page 44].

Nestle Le Mur Resumes

NESTLE LE MUR Co., New York, recently resumed radio advertising for its cosmetics with three ten-minute programs on WNEW, New York, and a spot announcement series on WJZ, New York. District managers throughout the country have been advised to consider local stations for possible expansion of the campaign. R. T. O'Connell Co., New York, handles the account.

Meet Red Network Minimum

ADDITIONS of three stations to the outlets for *Stella Dallas* and of 18 to the *Backstage Wife* schedule, effective with the 52-week renewals of these daytime serials on NBC-Red, Sept. 23, bring the station list for each program to the more-than-50 required by NBC for advertisers on the Red network between 11 a.m. and noon and between 3 and 5 p.m. Ruling, which was promulgated last March, becomes effective with the expiration of all contracts for time on the Red in those hours and also between 10 and 11 a.m., when 35 stations is the minimum. Charles H. Phillips Chemical Co. and R. L. Watkins Co. sponsor *Stella Dallas* and *Backstage Wife*, respectively, with Blackett-Sample-Hummert, New York, placing both programs.

Rockne Film Premiere

WGN, Chicago, on Oct. 3 will originate a broadcast from South Bend. Ind., where the premiere showing of *Knute Rockne, All-American*, will take place the following day. Pat O'Brien, who plays the leading role in the film, and Gale Page, cast as Mrs. Rockne, will be featured on the broadcast, along with Bob Hope, screen and radio comedian, who has been engaged as m.c. Approximately ten other Hollywood notables who will be in South Bend at the time also will be heard. William A. Bacher, chief of programs and productions of WGN, will direct.

Muncie Merchants Say:

"YES, ADVERTISING ON WLW MOVES MERCHANDISE OFF OUR SHELVES!"

"That's a natural consequence of the fact that The Nation's Station is a regular Muncie listening habit."

Another natural consequence is that merchants in Muncie *capitalize* on the resulting consumer preference for WLW-advertised products, just as do merchants in the more than a score of other rich trading centers that compose WLW's primary area.

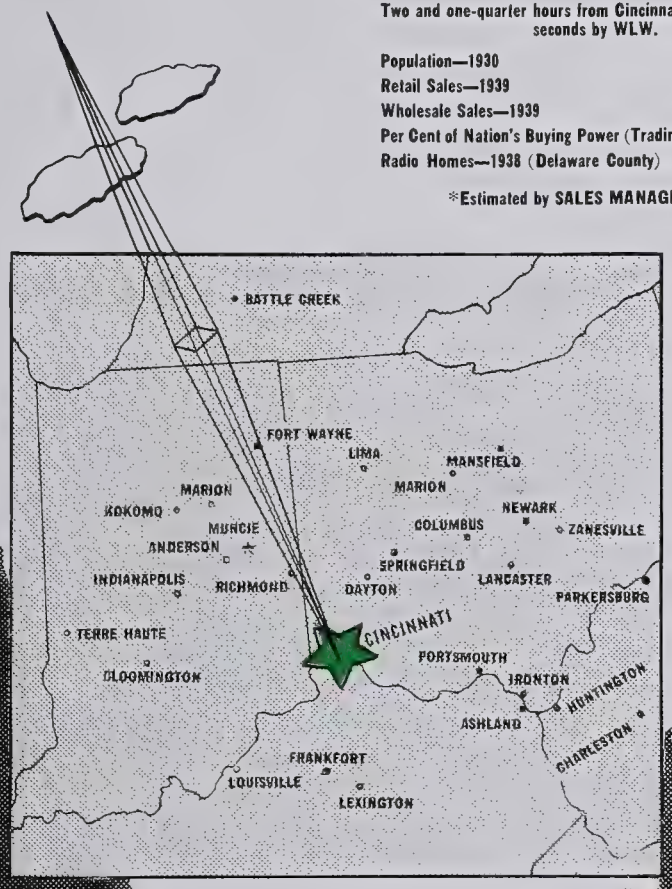
REPRESENTATIVES: NEW YORK—TRANSAMERICAN BROADCASTING AND TELEVISION CORP.; CHICAGO—WLW—230 N. MICHIGAN AVENUE; SAN FRANCISCO—INTERNATIONAL RADIO SALES

MUNCIE, INDIANA

Two and one-quarter hours from Cincinnati by train, but split seconds by WLW.

Population—1930	46,548
Retail Sales—1939	$20,350,000*
Wholesale Sales—1939	$16,812,000*
Per Cent of Nation's Buying Power (Trading Area)	.0932%*
Radio Homes—1938 (Delaware County)	17,590

*Estimated by SALES MANAGEMENT



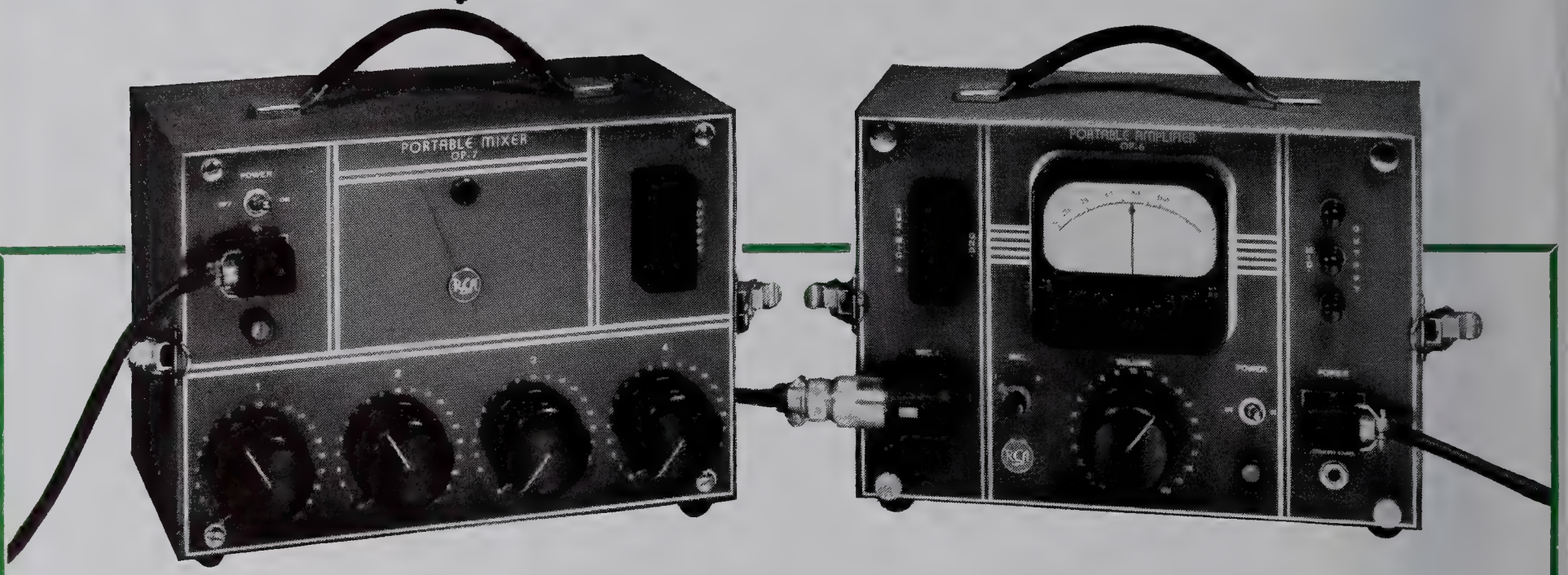
WLW THE NATION'S *most Merchandise-able* STATION

It's "Remote Pickup" Time



Here's the RCA Answer!

This is the *season* for remote pickup broadcasts ...from stadium, auditorium, or hall. And here is the *equipment* for remote pickups...for studio-quality audio, easiest operation, greatest reliability! RCA engineered, these precision-built units are the finest remote pickup investment your station can possibly make.



New RCA 4-Channel High-Level Mixer OP-7

Compact 22-pound RCA OP-7 Mixer feeds any amplifier having adequate gain. High-level mixing of up to four microphone channels for flexibility *without* the increased circuit-noise of low-level mixers. Used with the OP-6, the overall frequency response is within ±2 db., 40 to 15,000 cycles.

RCA

Broadcast Equipment

New RCA Portable Remote Amplifier OP-6 with Self-Contained AC Rectifier

Ideal without additional equipment where channel-mixing is not required, the new OP-6 amplifier weighs only 20½ pounds . . . with switch selector, two microphone inputs and three stages of amplification. Plugs into either an AC line or its compact battery box without circuit changes. Inverse feedback, varied automatically with gain, prevents tube overloading, keeps circuit-noise far below output at any level. 90 db. gain. Optional illuminated vu meter. Response is within 1 db., 40 to 15,000 cycles. Write for data and literature.



Easy to Carry!

Use RCA radio tubes in your station for finer performance.



RCA Manufacturing Co., Inc., Camden, New Jersey
A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Building
Dallas: Santa Fe Building • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

PRINTED IN U.S.A.

BROADCASTING

Broadcast Advertising

Vol 19 • No. 8

OCTOBER 15, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



"... AND 44.6% SPLIT THEIR VOTES AMONG SIXTEEN OTHER STATIONS!"

● The largest and most accurate radio poll ever taken in Iowa—conducted along exactly the same lines as famous "sampling" tests—shows that a majority (55.4%) of all the Iowa radio audience "listens most" to WHO—whereas the remaining 44.6% "listen most" to one or another of *sixteen* radio stations.

As a matter of fact, our *nearest competition* for the Iowa audience's preference gets only 9% of the vote—and six of the sixteen get less than 1%, each (daytime figures).

Honestly—when you consider that WHO costs hardly more than any *two* of these "competitors" —isn't this the station to carry your message out here? Tell us what your budget allows for Iowa. We'll send you an immediate analysis of the possibilities. How about *today?*

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . . National Representatives



Beautiful to Behold

but . . . .

What Goes on Inside?

AS AN eloquent spokesman of the traditions and accomplishments of a great nation, our Capitol building faces each day's rising sun with a silent awe-inspiring grandeur that has thrilled millions. $26,000,000 have gone into its hallowed walls—its stately Corinthian columns and pilasters—its magnificent dome, gloriously crowned by "Freedom". All this—and more—represents something that is truly fine and beautiful in the way of American living.

It is to this completely impressive symbol of the world's greatest body of free people that we look for those accomplishments that will continue to promulgate the American modes and manners of a people, which have been written in bold headlines with a pen dipped in the rich, red blood of true patriotism that all might read.

Next November 12 our Nation goes to the polls to say what shall go on inside this fairest of all the remaining symbols of democracy. Men will be chosen to represent our people in shaping the destiny of the Nation. The broadcasting industry advises, "LISTEN BEFORE YOU VOTE"!

And, like our own magnificent Capitol building, what goes on inside a business is what really counts most. It is the men who shape the instruments and not the building in which they are shaped, that measure the scope of success. The selection of the men is the thing!

In step with such reasoning, may we suggest to American business institutions bent on reaching the 3,051,000 people in our primary service area of Eastern Ohio, Western Pennsylvania and Northern West Virginia ("The Steel and Coal Belt of the Nation") that they check what goes on inside WWVA. True, we have the best in equipment and appointments, but it is the manner in which these physical properties are handled by the men inside, that inspires our greatest pride for the outstanding accomplishments we have achieved down through the years.

SERVING THE THRIVING STEEL AND COAL BELT OF THE NATION

5,000 Watts
Day and Night

WWVA

Wheeling,
West Virginia

REPRESENTED IN ALL MARKETS BY JOHN BLAIR & CO.



Everyone Knows the Home-Town Doctor!

BUTCHER, baker, laborer, office worker, banker—small tots, teeners and grown-ups—with everyone, everywhere in the home town the doctor is the best known person, the public character held in the highest esteem.

In its familiarity to everyone in every walk of life, and the regard in which it is held, the home-town radio station occupies a similar position. No distant, disinterested-in-home-town-affairs source of information and entertainment can attain or retain the particular loyalty given to a service that is so definitely and intimately a vital part of the community.

The Colonial Network is composed of home-town stations covering 18 important key buying areas in New England. The obvious advantages which this type of contact provides, plus the economical cost, make The Colonial Network a "natural" for any campaign in one of America's most populous and prosperous markets.

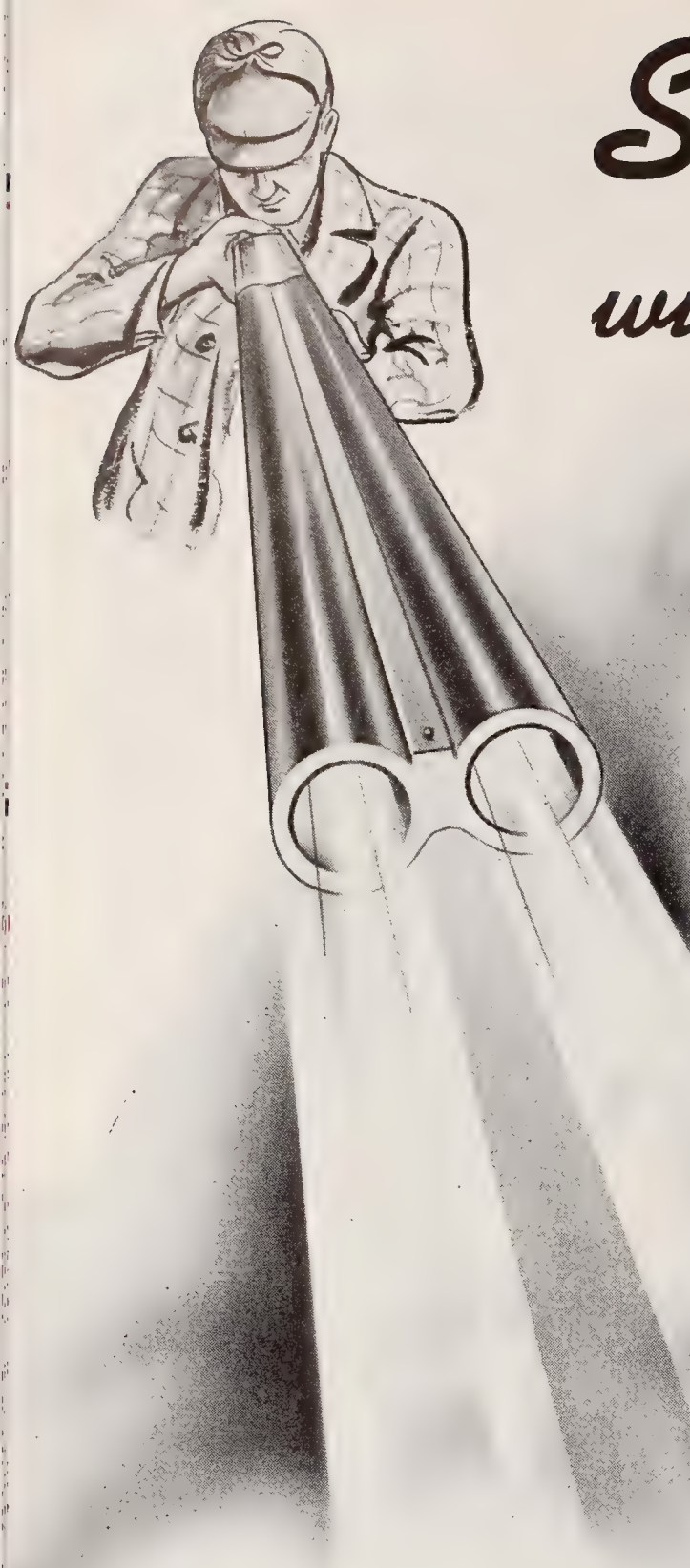
WAAB	Boston
WEAN	Providence
WICC	Bridgeport New Haven
WLLH	Lowell Lawrence
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WTHT	Hartford
WATR	Waterbury
WBRK	Pittsfield
WNLC	New London
WLNH	Laconia
WRDO	Augusta
WHAI	Greenfield
WCOU	Lewiston Auburn
WSYB	Rutland

THE COLONIAL NETWORK

21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *National Sales Representative*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



Standard Radio lets go with BOTH BARRELS!

1 Standard Radio's New TAX-FREE LIBRARY

Right now: one of the largest **NON-ASCAP** services, with 1600 **TAX-FREE** selections, and not less than 60 new selections monthly.

By January 1941: we can offer 2000 **TAX-FREE** selections and 100 new selections monthly.

Available in whole or in part at lowest prices.

2 Standard Radio's New SPOT-ADS

Your investment in Standard Library now pays you cash dividends. Complete units of unique, easily sold dramatized commercials averaging 35 seconds each. Series A for USED CARS, Series B for RETAIL CLOTHING and Series C for RETAIL FURNITURE—now being distributed to Standard subscribers. Additional series now in production.

Are Your Transcriptions Up to Standard? Make your answer **YES**—assure yourself of the best solution to the copyright music question—and provide yourself with selling aids that **SELL!**

Write for information on Standard Radio Library Service, Standard Radio's new Tax-Free Library, and Standard Radio's SPOT-ADS.

Standard Radio

HOLLYWOOD CHICAGO


KXOK
KXOK
KXOK
ST. LOUIS . . . WILL CHANGE TO
630 KC.
and
5000 WATTS
DAY AND NIGHT
ABOUT OCTOBER 19TH
NBC
AFFILIATE
EFFECTIVE JANUARY 1, 1941
★ ★ ★
NATIONALLY REPRESENTED
BY WEED AND COMPANY
NEW YORK . CHICAGO
DETROIT . . SAN FRANCISCO
★ ★ ★
AFFILIATED WITH KFRU,
COLUMBIA, MISSOURI
OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES

REL IABILITY ASSURES ECONOMY

by F-M's Pioneer and Foremost Transmitter Manufacturer

WHEC
INCORPORATED
40 FRANKLIN STREET ROCHESTER, N.Y.
COLUMBIA BROADCASTING SYSTEM
STONE 1320

October 7, 1940

MAURICE H. CLARKE
CHIEF ENGINEER.

Mr. Charles M. Srebroff,
President,
Radio Engineering Laboratories,
Long Island City, New York

Dear Mr. Srebroff:

Our R. E. L. type 519 FM transmitter was placed in operation during Jan[illegible] of this year and I feel that we have had sufficient opportunity to study its performance from every standpoint.

We have maintained an operating schedule of 12 hours a day for the past nine months and I am pleased to say that your equipment more than meets the standards of fidelity expected by the users of FM receivers and also the standards of dependability and economy of operation demanded by our company as the operators of FM station W8XAD. Speaking of economy it may interest you to know that with one exception the original tube complement of the transmitter is still in use.

Several applicants for FM assignments have personally inspected our installation and I have had no hesitancy in highly recommending to them not only the equipment which your company manufactures but also the excellent cooperation which you and your associates have shown us in our efforts to make available to the listeners of this area the advantages of the Armstrong system of frequency modulation.

Sincerely yours,

Maurice H. Clarke

Maurice H. Clarke
Chief Engineer
WHEC, Inc.

Mr. [illegible]eng

NATIONAL REPRESENTATIVES: PAUL H. RAYMER COMPANY
NEW YORK CHICAGO SAN FRANCISCO

REL is the only F-M manufacturer employing the Armstrong phase shift method for broadcast stations.

The pioneer F-M stations, W2XAG (Yonkers, N. Y.) and W2XMN (Alpine, N. J.) have been built by REL in collaboration with the inventor of F-M, Major E. H. Armstrong.

For Profitable F-M Broadcasting Use

REL

Gardner Advertising Company finds dealers enthusiastic about "Betty & Bob"

"HERE'S PROOF THAT WE'RE GOOD!"



HERE, at low cost, is a sales stimulating program of proven ability! It's "Betty and Bob," for eight years the favorite of millions on the networks. Now, at the height of its popularity, this program is available to spot and regional advertisers as a five-a-week recorded series. Among the advertisers already on the air with "Betty and Bob" are Union Biscuit Company, Stokely Brothers & Co., A. E. Staley Mfg. Co. and Manhattan Soap Co. Written and directed by the same men who brought the network show to its highest program rating, it's a sure-fire sales getter! Write for details, availability and rates.

"BETTY AND BOB" BRINGS YOU NEW MERCHANDISING FEATURES NEVER BEFORE OFFERED WITH A SYNDICATED RECORDED SHOW

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

RCA Building, Radio City, New York • Merchandise Mart, Chicago • Sunset and Vine, Hollywood



Did you Know?

WTIC covers the best market in the whole United States.

WHO SAYS SO? Sales Management in its September 1st issue. Here is why.

The estimated current effective buying income for the twelve months ending October 31st, 1940, shows the ratio of change for Connecticut to be 108.8, the highest of any state in the Union. (U. S. A.—100.)

The per family annual effective buying income for Connecticut is estimated at $3,423.00, the highest of any of the United States and 39% higher than the average which is $2,460.00. This means 39% more cash response to your advertising—in a market that blankets all of Connecticut and much of the rest of New England.

WTIC can put your message across with the impact of 50,000 Watts—and the authority of over 15 years as the favorite station of this rich territory.

WTIC 50,000 WATTS

A *"MUST"* FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET

The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network

Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco



It's KPO's Musical Clock—and it can sell your product to early birds all over the West!

That's a pretty funny way to put it, we admit, and of course we don't mean that everybody within hearing distance tunes to KPO at six o'clock every morning of the week except Sunday.

But KPO (or your nearest NBC spot sales representative) can show you mail returns to the Musical Clock program from the eleven western states, Canada, and even Alaska. And this mail response, incidentally, was purely voluntary—not prompted by any premium offer.

Musical Clock, an hour and a half show under the direction of two masters of ceremonies, is a wide selection of recorded music, interspersed with time signals, weather reports, news flashes and important announcements. Its clientele is diversified—including bakeries, creameries, clothiers, nurseries, furriers, railroads, candy manufacturers and book stores.

A portion has been earmarked for *your product!*

Here's what you get! The repetition value of a daily message. The prestige of your own quarter hour program. An available audience of both women and men. Six fifteen minute shows a week on Northern California's largest, most popular station—and all at a cost of only $225 per week, including talent.

See your NBC representative today—or write KPO for a full presentation.

KPO
SAN FRANCISCO
50,000 WATTS · 680 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · CLEVELAND · DENVER · WASHINGTON · HOLLYWOOD

EIGHTH OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE



MANAGER, LOS ANGELES OFFICE
One year, Henri, Hurst & McDonald
One year, Thomas M. Bowers Advertising Agency
Six years, various Macfadden publications
Four years, The John H. Dunham Co.
One year, Broadcast Checking Bureau
Free & Peters, since July, 1939

Yes, he's hard to "ty"—

HAAN J. TYLER!

Some people say that a salesman should see only his own side of a problem—never the other fellow's. But here at F&P, we believe our job is to *see your angle*—to so conduct our business as to be of maximum help to *you*. Many of us here at F&P have had years of experience on *your* side of the desk. For example, Haan J. Tyler, manager of our Los Angeles Office, includes in his advertising background six years as a successful space and time buyer.

"Ty" is our constant reminder that time-buying is a delicate art, requiring far more skill and knowledge than is needed in buying almost any other type of merchandise. Through his type of agency experience, and our constant contacts with almost every busy time-buyer in the nation, we have found ways to help simplify the time-buyer's job. We know what you want and expect of radio and of us, and are hence far better able to deliver *what* you want, *when* you want it. And the net result is that we can help conserve your time and energy, rather than consume it. . . .

This is a function to which all fourteen of us have set ourselves. With six offices all over the nation, we can easily be your fact-finders, your reference library, your "eyes and ears" for the whole field of radio. That is the way we *like* to work, in this pioneer group of radio station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
WDAY . . . . . FARGO
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KGKO . . . FT. WORTH-DALLAS
KOMA . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **DETROIT:** *New Center Bldg.* Trinity 2-8444 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **LOS ANGELES:** *650 S. Grand.* Vandike 0569 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 19 No. 8 WASHINGTON, D. C., OCTOBER 15, 1940 $3.00 A YEAR—15c a COPY

'Broadcasting' to Go Weekly in January

To Appear Every Monday With Same Format and Policies; Reflects Rapid Growth of Radio Advertising Medium

BEGINNING its tenth year as the independent trade journal devoted entirely to the interests and welfare of broadcasting and broadcast advertising, BROADCASTING announces that it will appear as a weekly effective next January.

Taking cognizance of the demand for weekly publication, the magazine's owner-editors announced that the last semi-monthly issue will appear under date of Jan. 1, 1941. A post-card survey conducted among BROADCASTING'S subscribers last Spring revealed a 4-to-1 margin in favor of weekly publication, and had a bearing on the decision.

Policies to Continue

Publication of the weekly will not result in any substantial changes of format or editorial policies, and the ownership and management will remain the same. The magazine will appear every Monday with complete industry news stressing broadcast advertising, regulatory aspects, radio success stories—all presented in accurate, uncolored and comprehensive fashion.

Martin Codel, publisher, and Sol Taishoff, editor, will continue in their executive capacities. In anticipation of the weekly publication, both the Washington headquarters and New York bureau staffs have been augmented in recent weeks. Maury Long, advertising manager, will continue to headquarter in New York, and Bruce Robertson, associate editor, will direct the enlarged New York news staff. Business manager is Norman R. Goldman, headquartering in Washington with J. Frank Beatty as managing editor, also in Washington.

The Hollywood office is managed by David Glickman, veteran Pacific coast radio correspondent. Edward Codel is the manager of the Chicago office. Both offices will be expanded with the weekly publication.

CONGRATULATIONS FROM PRESIDENT

THE WHITE HOUSE
WASHINGTON

October 8, 1940

My dear Mr. Taishoff:

My hearty congratulations on the steady progress which enables you to mark the beginning of the tenth year of Broadcasting Magazine by making this journal a weekly instead of a semi-monthly publication.

This proposed change emphasizes the importance that radio has attained in every phase of our national life. The rapid growth in radio and in the technique of broadcasting have been truly amazing during the past decade.

In all probability we are still in the infancy of this field of communication. New developments, such as television, are certain to broaden radio's service. Moreover, radio has an increasing obligation to keep the public fully informed. A free radio is just as essential as a free press. In sending my good wishes may I express the hope that your magazine will ever work to promote free, competitive broadcasting.

Very sincerely yours,

Franklin D. Roosevelt

Mr. Sol Taishoff,
Editor,
BROADCASTING Magazine,
Washington, D. C.

BROADCASTING published its first issue on Oct. 15, 1931, as the first national trade journal devoted entirely to the business and regulation of the industry. From rather humble beginnings with a staff of four, it now has a full-time staff of 22, bureaus in four cities, and string correspondents in other important news centers.

At its inception, Codel and Taishoff were editors of the semi-monthly BROADCASTING, each having relinquished his post as radio editor of a newspaper syndicate at the time. The late Harry Shaw, prominent Iowa publisher and broadcaster and in 1932 president of the NAB, gave the publication its financial backing, but retired from its ownership during his NAB incumbency. In February, 1933, BROADCASTING acquired the publication rights to *Broadcast Advertising*, monthly trade journal published in Chicago. The name was combined with that of the then 16-month-old semi-monthly, and remains a part of BROADCASTING'S masthead.

Radio's Rapid Growth

Radio's meteoric growth as an advertising medium as well as its enlarged and indispensable scope in the American scene, contributed to the decision to inaugurate weekly publication. In 1931, the gross income from sale of time, according to then available figures, was about $40,000,000. In 1939 it was $170,000,000, and this year is expected to reach $200,000,000.

Growth of the industry also has been reflected in the pages of BROADCASTING during the last nine years—pages that provide a contemporary history of radio in all its aspects. During its early days, BROADCASTING'S editions ran about 40 pages, then 48 and 56 and upward in four and eight-page jumps. Today the semi-monthly issues average 100 pages, exclusive of the 450-page Yearbook, published annually since 1935, the first such encyclopedia to be issued for the broadcast advertising field.

As a weekly, BROADCASTING will not diminish its news coverage—a fear expressed by those subscribers who registered against the plan in the poll last Spring. It will strive to improve its news columns, and to serve all of the elements that make up the broadcasting business.

Platform Unchanged

The magazine's editorial platform of keeping radio "as free as the press", and of fearlessly espousing a system of free, competitive broadcasting against the inroads of showbusiness, or other competitors, will be vigorously pursued.

New developments in radio, such as television and FM broadcasting, which are destined greatly to broaden radio's public service and capacity as an advertising medium, will continue to be covered comprehensively.

Most existing departments in BROADCASTING'S news pages will be retained essentially in their present form. Others, however, will be added, with emphasis on business news, new campaigns and radio success stories. Complete coverage, as in the past, will be the keynote.

A new advertising rate-card, carrying frequency discounts for 7, 13, 26 and 52-time display advertisers, shortly will be issued. The present base 24-time minimum rate will become the new 26-time rate, with new discounts for more frequent advertisers.

All current subscribers will be carried over on the weekly basis, though the subscription rate will be increased slightly. The circulation department is headed by Bernard Platt. The *Yearbook*, as in the past, will go to all subscribers.

Industry Leaders Felicitate BROADCASTING Broadcast Advertising As It Enters Its Tenth Year

NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SERVICE
RCA BUILDING · RADIO CITY
NEW YORK, N. Y.

NILES TRAMMELL
PRESIDENT

October 8 1940

Mr Martin Codel, Publisher
Broadcasting Magazine
Room 870, National Press Building
Washington, D C

Dear Mr Codel:

I welcome this opportunity to congratulate "Broadcasting" as it enters the tenth year of its service to the radio industry. It has been a valuable medium for the exchange of news and views in the broadcasting field.

"Broadcasting" has reported without bias the story of what is occurring in radio, and its critical analyses of policies and procedure have been made without prejudice, which has been a fortunate fact for broadcasters and their audiences. You and your staff may well be proud of the completeness with which your publication covers the news and the trends in events effecting radio. "Broadcasting" has helped to bring together station owners and operators, artists, writers and those in the merchandising and technical divisions, and the result has been to improve radio's service to the public.

Congratulations and best wishes for the continued success of "Broadcasting".

Cordially
Niles Trammell
Niles Trammell

ADDRESS ALL COMMUNICATIONS TO THE SECRETARY

T. J. SLOWIE, SECRETARY

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D. C.

October 10, 1940

E FLY, CHAIRMAN
Y PAYNE
THOMPSON
OWN

Broadcasting Publications, Inc.
National Press Building
Washington, D. C.

Gentlemen

Please accept my best wishes for contimued success as Broadcasting enters the last twelve months of a decade of service to radio.

I understand that beginning January 1, 1941, it is planned to issue your publication weekly. To the broadcasting industry whose keynote is progress and whose aim is continuing advance, this should come as no surprise. For I think it will be generally agreed that in radio frequent reports are needed to stay abreast of the many developments which follow so quickly on each other's heels and clamor for attention.

In reporting this current history of radio from the industry's point of view, Broadcasting has joined in a most useful service. Its discussion of important issues and clarification of differing viewpoints assists in making possible that give and take in the regulatory process which is so essential to cooperative endeavor. That the task you have assumed has been well done is attested by the reliance of broadcasters on your pages.

In the weeks ahead there can already be foreseen vistas of opportunity for a larger public service. My every good wish goes with you.

Sincerely yours
James Lawrence Fly
Chairman

Executive Committee
MARK ETHRIDGE, WHAS, LOUISVILLE
WALTER J. DAMM, WTMJ, MILWAUKEE
L. B. WILSON, WCKY, CINCINNATI
JOHN SHEPARD, 3RD WAAB, BOSTON
SAMUEL R. ROSENBAUM, Chairman WFIL, PHILADELPHIA

Vice Chairman & Acting Treas.
PAUL W. MORENCY
WTIC, HARTFORD

INDEPENDENT RADIO NETWORK AFFILIATES, INC.
(I. R. N. A.)
A SECTION OF THE
NATIONAL ASSOCIATION OF BROADCASTERS
(N. A. B.)

Chairman's Office
200 BANKERS SECURITIES BUILDING
PHILADELPHIA

October 7, 1940.

Messrs. Martin Codel and Sol Taishoff,
Broadcasting Magazine,
National Press Building,
Washington, D.C.

Dear Marty and Sol:

Your magazine is a tower of strength to those in the broadcasting industry who need and appreciate the value of a trade organ which combines efficient modern journalism with clear, readable, literary style and intelligent analysis of events as they occur, and trends as they become manifest. You have the respect of the industry for your accomplishments and fearless integrity.

IRNA wishes you well in the new life you are entering.

Cordially yours,
Samuel R. Rosenbaum
Chairman

WOR

BAMBERGER BROADCASTING SERVICE, INC. · NEWARK, NEW JERSEY
NEW YORK BUSINESS OFFICE · 1440 BROADWAY, NEW YORK, N. Y.

Office of the President

October 9, 1940.

BROADCASTING
National Press Building,
Washington, D. C.

Gentlemen:

No one could possibly take more satisfaction than I in felicitating you upon crossing the threshold of your tenth year of publication. A little less than ten years ago you came to me with your publishing idea. I did not even ask to see the dummy of your proposed publication, but on behalf of WOR signed the first advertising contract with "BROADCASTING" based on faith that you had a basically sound idea, that the industry needed such a trade organ as you proposed and that you were the men to do the job.

Needless to say, all of us at WOR (which, incidentally, has never failed to have at least a full page advertisement in every one of your semi-monthly issues since you began publishing on October 15, 1931) are highly gratified by your success. We expect the same fine accomplishments, the same integrity, to be reflected in the pages of the weekly you intend publishing in 1941.

May BROADCASTING live a long and prosperous life.

Sincerely,

Alfred J. McCosker
President

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE, NEW YORK
WICKERSHAM 2-2000

OFFICE OF THE PRESIDENT
WILLIAM S. PALEY

October 9, 1940

Dear Martin:

It gives me real pleasure to offer my congratulations to you and your associates on the tenth anniversary of BROADCASTING.

It hardly seems possible that nine years have already elapsed since you told me of your plan to start a broadcasting trade journal; and yet, I do not suppose that any other industry has ever packed into such a short period as much activity and as much progress as has the radio broadcasting industry during the past decade.

Ever since the inception of your publication, it has been an integral part of the industry and has made its full and proper contribution to the successful development of broadcasting. It has kept broadcasters fully informed about the development of radio and has treated the numerous and complex problems of our industry in an intelligent and forthright manner.

Your decision to publish on a weekly instead of a semimonthly basis with the commencement of your tenth year is consistent with your policy to shape the course of your paper so that it conforms to the changing needs of broadcasting.

I congratulate you on your accomplishments during the past nine years and sincerely hope that BROADCASTING will continue its praiseworthy service for many years to come.

Very truly yours,

Mr. Martin Codel
Publisher, BROADCASTING Magazine
National Press Building
Washington, D. C.

NATIONAL ASSOCIATION OF BROADCASTERS
NORMANDY BUILDING-1626 K STREET, N W
WASHINGTON, D C.

October 9, 1940

Mr. Martin Codel, Publisher
Mr. Sol Taishoff, Editor
BROADCASTING MAGAZINE
870 National Press Building
Washington, D. C.

Gentlemen:

I am sure that every broadcaster in the land joins with the NAB in conveying congratulations and best wishes on the advent of BROADCASTING MAGAZINE's tenth year.

The revolutionary and kaleidoscopic changes in technical, social, economic and governmental aspects of the art which have emerged throughout the past decade, BROADCASTING has faithfully and fully reported. This alone is sufficient to entitle you to the gratitude of the industry.

But BROADCASTING has been more than a comprehensive and indispensable reporting service. It has served as analyst and interpreter for the broadcaster, the government, the advertiser and the public. It has consistently fostered the best interests of the American system of broadcasting. It has not hesitated to speak out fearlessly and with conviction against those within and without its wide field who wittingly or unwittingly jeopardized its best interests. Through the necessary ups and downs of a growing and swift-changing industry, yours has been the steadying voice, the unifying thread linking all elements of broadcasting together with common knowledge and understanding.

There is no other enterprise in the field so uniquely situated to render such comprehensive service to broadcaster, advertiser and the public, because no other publication concerns itself solely with broadcasting, its problems, its people and its progress.

The inauguration of BROADCASTING's second decade as a weekly publication comes as welcome news to all. It reflects the accelerated growth of American radio and bears testimony to the entrenched position it has won for itself in the loyalty and affection of the industry.

Again, our heartiest congratulations.

With kindest regards, I am

Very truly yours,
Neville Miller
Neville Miller

HAROLD A. LAFOUNT, PRESIDENT
630 FIFTH AVENUE, NEW YORK CITY

EDWARD A. ALLEN, VICE PRESIDENT
WLVA, LYNCHBURG, VA.

LLOYD

NATIONAL INDEPENDENT BROADCASTERS INCORPORATED
OFFICE OF THE PRESIDENT

October 9, 1940

Messrs. Martin Codel and Sol Taishoff
Broadcasting Publications, Inc.
National Press Building
Washington, D. C.

Dear Martin and Sol:

It is a joy to me, particularly inasmuch as I have known you both since you were newspaper reporters covering my office, among others, at the old Federal Radio Commission, to extend to you my congratulations as you enter your tenth year of publishing "Broadcasting Magazine."

You have done a splendid job, and I know you will do even better with your projected new weekly. As a public official, I could always depend upon you for accuracy and integrity. As executive of the Bulova stations and as president of the National Independent Broadcasters, my dependence upon your fine publication and my fondness for you personally has grown.

"Broadcasting" is without doubt the bible of our industry. It is fair, honest, complete and dependable. Best of all, it recognizes the little fellow in the business as faithfully as the big. You have done a great job for the broadcasting and broadcast advertising industries. That you will continue to do so, I haven't the slightest doubt.

Very sincerely,

NATIONAL INDEPENDENT BROADCASTERS, Inc.

Harold A. Lafount
President

Further Intrusion Into Clears Seen By FCC Actions

Ban on Owning More Than One Station in City Indicated

NEW POLICY trends, portending further breakdown of clear channels and a possible ban on ownership of more than one station in the same city by the same interests, are apparent in current action and deliberations of the FCC.

Even before the Havana Treaty allocations become effective next March 29, there is the possibility that additional clear channels will be broken down through East-West duplication. The first such action may be in connection with KOA, Denver, operating on 830 kc. WHDH, Boston, has long sought an assignment on that channel.

If current reports mean anything, three members of the FCC—Walker, Thompson and Payne—definitely will vote for the duplication, with Commissioners Craven and Case against further breakdowns. Chairman Fly was absent on official business when what might be described as a test vote occurred recently. The seventh vote—that of Thad H. Brown—was not recorded since he is not sitting on Commission affairs due to pendency of his nomination for a new term before the Senate.

Multiple Ownership Trend

The multiple ownership trend has been manifested in several recent actions of the FCC. When the Commission granted the *Tampa Tribune* a new regional station in that city on 940 kc. recently, it did so on condition that it divest itself of its controlling interest in WFLA, now earmarked for sale to the City of St. Petersburg, which operates WSUN, sharing time with the Tampa station. Similarly, in granting full time to WSBT, South Bend, Ind., the FCC did so on condition that the *South Bend Tribune* divest itself of interest in the 100-watt WFAM in that city.

Applications of existing licenses for new or increased facilities in the same or nearby communities are being designated for hearing with regularity. Moreover, several FCC members, including Chairman Fly, have taken occasion to advise broadcasters in individual cases that multiple ownership in the same community, tending toward a purported monopoly of sources of public opinion, will not be tolerated.

The clear-channel issue has flared up intermittently at the FCC for years. Proponents of clear channels, led by Commissioners Craven and Case, regard them as essential to provide rural coverage. Chairman Fly also apparently has veered toward that view in recent weeks, particularly in the light of national defense requirements, with fullest possible rural and remote coverage considered a necessity.

The existing FCC rules specify 26 clear channels, having been drawn in compliance with the provisions of the Havana Treaty. Proponents of clear channels contend that no further breakdowns can be authorized unless the rules first are amended. This, however, does not appear to deter the anti-clear channel group.

Should the 830-kc. breakdown occur, observers feel it will be the forerunner of further duplicated assignments on the remaining channels.

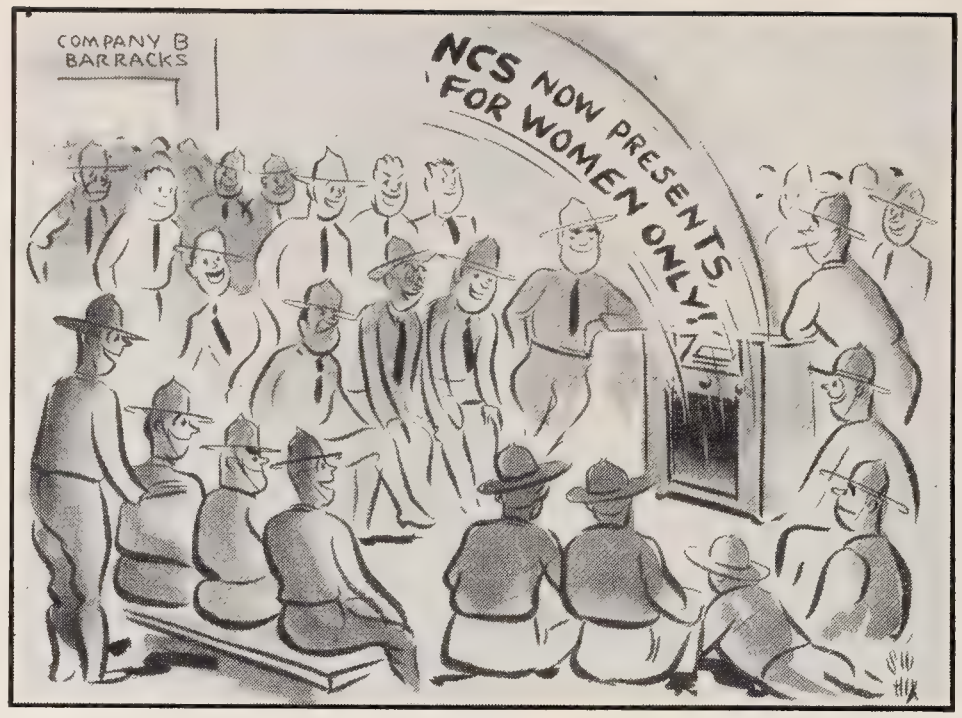
When FCC action comes on the 830 kc. case, it will be in the nature of a proposed decision rather than a final decree. Considerable controversy entered the case, because of the contention by NBC, licensee of KOA, that the application involved a violation of FCC regulations. Questions arose as to the right of NBC and the Clear Channel group to participate in the meeting.

New York Case

Another case involving a clear channel breakdown is the application of WNYC, New York City municipally-owned station, to operate fulltime on 810 kc. clear channel of WCCO, Minneapolis, owned by CBS. In this case, too, the same FCC split is foreseen, with the balance depending on Chairman Fly and on the seventh commissioner—whether he be Col. Brown or some new appointee in the event the Senate fails to confirm the Ohio Republican as now appears likely. New York Mayor LaGuardia personally has directed the WNYC quest for fulltime, appearing at hearings before the FCC several months ago.

The anti-clear channel group apparently wants to break down all clear waves so as to duplicate assignments, by placing at least three stations on each clear channel. The contention is that through use of directive antennas, minimum interference would be caused and vastly increased service would be provided throughout the country. How the rural coverage problem would be solved is not explained.

Chairman Wheeler of the Senate Interstate Commerce Committee, an avowed opponent of clear channels and superpower, has been consulted in recent days by the anti-clear channel advocates. The 830 kc. action was indicated shortly after one of these conferences.



Drawn for BROADCASTING by Sid Hix

Several Thousand Industry Employes To Register Under Conscription Law

BECAUSE radio is a "young man's game", several thousand of the industry's personnel must necessarily register Oct. 16 under the requirements of the first peacetime conscription law in history. The number actually to be drafted, based on the mathematical averages, probably will not be great. It is a certainty, however, that the effect will be felt in industry ranks as time passes.

Many of those in radio are "specialists". This is particularly true of technicians and operators. On the programming side, many radio men are qualified for public relations or intelligence work. All between 21 and 35 inclusive in radio should emphasize as best they can, in filling out the registration forms Oct. 16, that they are specialized. Technical men, for example, are best fitted for Signal Corps functions.

BROADCASTING desires to keep apprised of all radio trainees. It will appreciate the cooperation of all managements in stations and related fields in supplying it names and positions of those conscripted or who volunteer.

Theatre Promotion

UNITED THEATRE Promotions Philadelphia (theatre premiums), will use radio extensively in promoting the giveaway of nationally advertised merchandise in motion picture theatres throughout the country. The initial campaign, for Silex coffee pots, Chase & Sanborn cooperating, started in Philadelphia Oct. 14, and every three weeks moving to another city, eventually taking in the entire country. The promotion in each city is for 30 days, using three spot announcements daily on two stations in each territory on alternate weeks. WIP and WFIL are being used in Philadelphia and spot campaigns have already been set for New York promotion on WHN. Account is handled by Solis S. Cantor Agency, Philadelphia.

Broadcasts Help Defense Activities

Stations and Networks Assist In Registration Program

WITH registration day just around the corner, Oct. 16, the radio industry has risen in a body to promote public understanding of the Selective Service Act of 1940. Cooperating to the nth degree with National Selective Service Headquarters in Washington, radio is becoming the official communications media in selective service activity. Working closely with headquarters, the NAB is acting as a coordinating agency to insure the most efficient use of air time in promoting national defense.

Apart from the immediate action in laying an educational groundwork for successful operation of the Selective Service Act, the industry has rallied to a man in promoting the various other phases of national defense. In its role as liaison between the industry and the military, the NAB's defense functions extend at present to five separate categories, all promising an increasingly important role for broadcasters.

Teaching the Public

1. Carrying on a long-range educational and informational program in connection with conscription, starting before Registration Day and continuing through the initial lottery and subsequent drawings.

2. Arranging intermittent use of radio time for discussions of primary defense needs, cooperating with the National Defense Advisory Commission.

3. Conducting a radio campaign to secure a large number of skilled civil service employes for vital defense industries. With the first 100,000 quota filled, a second 100,000 now is being sought.

4. After trainees are inducted under selective service, continue to promote recruiting in the Army, National Guard and Naval Reserve.

5. Continuing the educational program in connection with the alien registration activities of the Department of Justice.

Faced with a need for quick action in informing the public on just how the selective service setup will operate, the National Selective Service headquarters turned to radio for an intensive educational campaign leading up to Registration Day. On Oct. 1 Neville Miller, NAB president, circularized United States radio stations with a letter calling for complete cooperation in "an important and welcome opportunity for service to our nation and our listening audience."

Enclosed in the letter was the first of a series of one-minute announcements worked out jointly by the selective service organization and the NAB. Subsequently a series of four other announcements was sent to all the stations, all of which are designed to clarify the registration procedure.

Apart from an intensive schedule of spots on local stations throughout the country, radio activities on behalf of selective service have extended also to networks. At present a regular schedule of five-minute programs is carried on the national networks — 10:15-10:20

(*Continued on page 110*)

Army to Create Separate Radio Section

Kirby Mentioned as Possible Chief; Information Board Discussed

By SOL TAISHOFF

MOBILIZATION of radio in the national defense picture, projected on a more tangible basis, appears in the immediate offing as the spread of hostilities in Europe and Asia threatens to draw this country into the conflict.

The first direct step toward conditioning of public opinion is seen in the decision of the War Department to establish a separate Radio Section, the function of which will be to effect more extensive use of the air for the military establishment. From the President down, however, there is no evident deviation from the repeatedly pronounced policy of maintaining the status quo insofar as commercial radio operations are concerned.

Kirby Considered

A possible selection for the post of officer in charge of the new Army Radio Section is Edward M. Kirby, public relations director of the NAB and a former Army officer. While no formal word has been forthcoming, it is learned reliably that the NAB board of directors has been polled regarding a leave of absence for Mr. Kirby, to permit him to resume his Army reserve status and take over the radio liaison post.

Mr. Kirby was graduated from Virginia Military Institute in 1926 as a second lieutenant in the Field Artillery. If called to active duty, it is assumed from recent precedent, he would be elevated in rank to major and would promptly organize the Radio Section. When questioned by BROADCASTING Mr. Kirby had no comment.

The Public Relations Department of the Army already has a Radio and Pictoral Section. The units, however, will be separated, and the radio branch expanded under the plan now on paper. Lieut. Col. Ward H. Maris, chief of the Public Relations branch of the department, heads the entire operation, and radio is under his immediate supervision along with press, motion pictures and other publicity activities.

It is understood the request for a leave of absence for Mr. Kirby, presumably for duration of the emergency, came to NAB President Neville Miller from Col. Maris, and specified Mr. Kirby because of his military background as well as his broad acknowledge of radio and his wide contacts with religious, educational and civic groups during his NAB tenure.

The Radio Section would handle all radio liaison for the Department during the current period of non-involvement. There is no censorship factor involved, at least at this stage. The project simply is that of better coordination of relations with radio in fostering recruiting and in keeping the public informed. Recruiting activity, for example, is expected to extend beyond the Oct. 16 registration date.

Under the officer in charge, the Radio Section will have an enlarged staff of script writers as well as contact officers in the various corps areas. There is the job of keeping conscripted "trainees" in touch with home activities, and of maintaining public morale. Moreover, the task of planning for future developments, against the day of actual conflict, must get under way.

Information Agency

Meanwhile, there is much activity in all other military quarters. Talk has been revived about creation of a Federal information agency, to function much in the fashion of the George Creel board during the last war in handling public information and in combating foreign propaganda. The task now is far more comprehensive, with all aspects of radio in the picture. If censorship comes—and it is regarded as inevitable on a "voluntary" basis for both radio and press in event of war—this work will be of paramount importance.

Mentioned as the head of such a Federal information agency is Lowell Mellett, recently named a special assistant to the President. He formerly was director of the National Emergency Council and until last month was chief of the Office of Government Reports. Mr. Mellett for years was executive editor of the Scripps-Howard newspapers and ranks high in Administration councils.

The Defense Communications Board named by President Roosevelt Sept. 25 is working on mobilization of communications for war purposes. It held another meeting Oct. 10, the first since Sept. 27. Plans of the Army and Navy drafted months ago are being reviewed preparatory to the appointment of industry advisory committees, expected shortly.

It becomes more and more apparent that DCB will function only as a planning agency for the Chief Executive. If and when a war emergency develops, this committee will present to the President a proposed Executive Order effectuating, under the broad-guaged Section 606 (c) of the Communications Act, those necessary moves to afford maximum benefits to the military establishments. But in all this planning, insofar as the military establishments are concerned, broadest facilities are left unhampered.

Slated for New Post



EDWARD M. KIRBY

Original plans which might have meant deletion of certain coastal stations on the lower frequencies now have been abandoned, it is reliably reported. The Government belief is that radio, unmolested, can do its job best as an operating medium, and by coordinating its functions with those of the Government.

A Vital Industry

Even station personnel, except for those within draft-age brackets, will be affected to a minimum degree, if the existing philosophy is followed. Radio is regarded as an essential national defense pursuit, as are newspapers and other media for the dissemination of information. Nothing is intended in the way of mobilization that might undermine or interfere with full-scale station operations.

The procedure in selecting a reserve officer such as Mr. Kirby for the Army radio post is a significant indication of the way the military establishment is working. Thus a man thoroughly conversant with broadcasting by virtue of nearly a decade in radio would take over Army contacts with the industry. Mr. Kirby, 34, has been public relations director of the NAB since its reorganization in 1938. Prior to that he was promotion manager of WSM, Nashville, and of its parent company, National Life & Accident Insurance Co., learning his radio under the tutelage of Edwin W. Craig, prominent industry figure.

Active duty for Mr. Kirby will not be a great surprise, based on Army precedent and particularly in the light of the new cooperative procedure. In the last World War 89% of all living graduates of VMI were Army officers although only 5% were actually career military men. General George Marshall, chief of staff of the Army, is a VMI graduate.

Defense Board Survey

While little formal word has been forthcoming from DCB regarding immediate plans, it is apparent that it proposes first to complete an objective survey of the whole defense communications picture and then embark upon appointment of advisory committees. This would be preparatory to the actual drafting of any plan for submission to the Chief Executive.

Actually, the board is gearing all of its operations toward a practical war situation. Emphasis is being placed upon coordination of wire line and radio communications, rather than broadcasting per se. Broadcasting falls within the sphere of intelligence operations from the censorship angle rather than in the technical planning of the board.

In one responsible quarter, for example, it was said that the board's function would be largely that of drafting an executive order under Section 606(c) of the Communications Act, and place it before the President in case of war. Broadcasting figures in the picture from the planning end in the event of actual invasion. Then, for example, the plans will encompass silencing of stations in areas under

(Continued on page 103)



THE ROLE OF RADIO and other communications in event of war is being planned by the Defense Communications Board named Sept. 24 by President Roosevelt. Around the table (l to r) are Maj. Gen. Joseph O. Mauborgne, Army Chief Signal Officer; Rear Admiral Leigh Noyes, director of Naval Communications; FCC and DCB Chairman James Lawrence Fly; Herbert E. Gaston, Assistant Secretary of the Treasury; Breckenridge Long, Assistant Secretary of State. This photo was made at the board's meeting Oct. 10.

BMI Aquires Big Ricordi Catalog

Band Leaders Seek to Reopen BMI-ASCAP Negotiations

DESPITE overtures from band leaders, union musicians and others to reopen negotiations between ASCAP and broadcasters, Broadcast Music Inc. is working overtime in aligning non-ASCAP catalogs for performance over its member stations' facilities effective Jan. 1.

Acquisition by BMI of the radio performing rights to the G. Ricordi & Co. catalogs, it was announced Oct. 10, brings the BMI music copyright total to 240,000 titles, about 75,000 of which are original copyrights.

Meanwhile, activity continued on other copyright fronts, with a group of orchestra leaders seeking to reopen conversations between ASCAP and BMI, loking toward some agreement prior to Dec. 31 when present ASCAP contracts with stations expire.

Neville Miller, NAB-BMI president, and Sydney M. Kaye, BMI-vice-president and general counsel, were to meet Oct. 16 with Fred Waring, heading a band leaders' committee to discuss the ASCAP problem. The networks, also invited to the sessions, said Mr. Miller would represent him.

It was learned Oct. 11, that the Bulova-Lafount group of stations operating from Philadelphia to Boston, might conclude contractual arrangements with ASCAP soon. The stations are WOV, New York; WPEN, Philadelphia; WCOP and WORL, Boston; WNBC, New Britain; WELI, New Haven. All of the stations are BMI members.

Dept. Justice Preparing

On the litigation front, the Department of Justice is still pursuing its preparation for renewed prosecution of the five-year-old anti-trust suit against ASCAP, alleging it to be a monopoly in restraint of trade. Revival of the suit is regarded as a certainty. ASCAP contract files and other documents subpoenaed recently by the Department of Justice, are being analyzed by Victor Waters, Special Assistant Attorney General in charge of the case, and two statisticians recently assigned to him to assist.

Through its acquisition of the radio performance rights to the catalog of G. Ricordi & Co. of Milan, BMI has made available to radio one of the finest and largest musical repertoires in the world, it was stated. Including some 124,000 titles, ranging from early church music to modern dance tunes, the catalog of this 132-year-old music publisher swells the number of copyrights which BMI member stations will be able to broadcast after Jan. 1, 1941 to a total of 240,000 titles. Approximately 75,000 of these represent original copyrights; the rest are in the public domain.

Under the terms of the contract, which became effective Oct. 7, 1940 and runs for several years, all contracts already in existence between Ricordi and stations which are members of BMI have been assigned to BMI. This means that these stations will no longer be obligated to pay Ricordi for the use of its music, but may continue to use it with no additional charge than their regular subscription to BMI.

As this catalog is not covered by the contract between ASCAP and the Italian governmental society, the rights acquired by BMI do not fall within the scope of the ASCAP contracts. The BMI-Ricordi contract was signed by Dr. Renato Tasselli, American representative of Ricordi, and M. E. Tompkins, vice-president and general manager of BMI.

Probably the best known works in the new catalog to American audiences are the operas of Puccini, including *Madame Butterfly, Tosca, Girl of the Golden West, La Boheme* and many others, and the tone poems of Respighi such as *The Pines of Rome* and *The Fountains of Rome.* Some 500 operas and several hundred symphonic works are included in the catalog, which contains the standard editions of the works of Verdi, Donizetti, Bascagni, Rossini and Boito. In the Buenos Aires listings of Ricordi are a large selection of tangos, rhumbas and congas.

Orchestra Group

While BMI thus took another lengthy stride towards its goal of establishing a source of music for the broadcasting industry that will guarantee radio's independence of the ASCAP monopoly for all time to come, the leaders of a number of popular orchestras formed a committee which is attempting to reopen negotiations between ASCAP and the broadcasters in the hope of averting a break that, on Jan. 1, 1941, would require every leader to drop all ASCAP numbers from all of his broadcasts.

Committee, headed by Fred Waring and including Eddy Duchin, Johnny Green, Ben Cutler, Nathaniel Shilkret and Meyer Davis, was formed following meetings of the name band leaders in New York with representatives of ASCAP, with BMI executives, and with the officers of Local 802 of the American Federation of Musicians, to which the leaders belong. Prodded by ASCAP, which on Sept. 21 sent an open letter to all band leaders urging them to revolt against the networks' "boycott" of ASCAP tunes, and agitated at letters from NBC and CBS requesting an increased proportion of non-ASCAP music on sustaining programs, the leaders first met on Sept. 26, when they were addressed by John G. Paine, general manager of ASCAP, who assured them that there was nothing to worry about because by Jan. 1 "every station and every network will have an ASCAP license" [BROADCASTING, Oct. 1].

Quite a different picture was painted by Sydney Kaye, general counsel of BMI, who addressed the leaders Sept. 30. Pointing out that the demands of ASCAP would absorb the entire net incomes of the networks and leave them in business "for fun", Kaye bluntly told the band leaders that the odds are all against any settlement by the first of the year and that the only thing for them to do is to start getting their repertoires ready now for that time by adding numbers they know they can play on the air after the present ASCAP contracts with broadcasters expire Dec. 31.

Gradual Transition

Stressing the fact that band leaders and broadcasters are linked together in this battle because they both serve the same public and if they don't please it they will both suffer, Kaye explained that the present restrictions on ASCAP numbers by the networks were necessary to "cushion" the total restriction that will come on Jan. 1.

By familiarizing the public with some non-ASCAP music now, he stated, the break will be less abrupt at that time, whereas if no preparation is made in advance, the com-

(*Continued on page 104*)



RADIO'S most famous fisherman and huntsman, Bob Edge, CBS sports commentator, was snapped during a fishing expedition for giant tuna at the Rip, off Wedgeport, Nova Scotia. Bill Lewis, CBS program vice-president and himself a deep-sea fisherman of parts, shot the picture and suggested the title be "Alert for Strike". Mr. Lewis hooked into a big one that got away after being played for 45 minutes and coming to the surface about 20 feet from the boat. His consolation, however, is that he landed a 467-pounder last season.

Lake Columbia

A CANADIAN LAKE may be named "Lake Columbia" after CBS if plans of Bob Edge, rod and gun commentator for the network, are successful. He left Sept. 27 on a hunting and fishing trip in the Gatineau region in Western Quebec, taking a CBS banner to plant on the shores of a lake he likes in this region where scores of lakes are unnamed. On his return he will ask the Canadian Geographic & Geodetic Society to make the title official.

Treaty Conflicts To Be Discussed

Informal November Meeting On Allocation Planned

THE NEXT tangible step in the standard broadcast reallocation under the Havana Treaty is expected to be the convening of an informal engineering conference in Washington in early November to compose allocation conflicts arising as a result of proposed assignments made by the signatory nations.

The FCC now is awaiting replies due Oct. 15, to its invitation to broadcasters in this country to comment on the proposed allocations, which will involve 777 of the 862 stations, with the switch-over scheduled for March 29 in this country, Mexico, Canada and Cuba.

The FCC already has begun its study of the proposed Mexican, Canadian and Cuban allocations. Analysis of the conflicts preparatory to the calling of the technical conference is consuming most of the time of its broadcast engineering department.

Canadian Assignments

The conflicts apparently fall in the category of excessive interference, improper use and designation of channels, and unsatisfactory locations. The proposed allocations of Mexico and Cuba have not been made public but the Canadian list is published on the opposite page.

The Canadian allocations generally, it is indicated, will not cause any appreciable difficulty, though there are proposed assignments which will require adjustment. The Cuban list probably will require drastic changes in the light of existing allocations and indiscriminate assignment of stations on restricted frequencies. Under the treaty, the Mexican border stations, which have presented perhaps the most vexing problem in continental allocations, are slated for extinction. Mexico's exclusive channels are earmarked for assignment in the interior of the country to serve its own nationals.

AAAA - NAB to Study Standard Order Forms

REVISION of standard order forms and standard invoice for broadcast time will be discussed at a meeting between committees representing the American Assn. of Advertising Agencies and the NAB, tentatively scheduled for Oct. 30. The NAB committee was formed at the invitation of the AAAA.

Members of the NAB committee named by NAB President Neville Miller are Harry C. Wilder, WSYR, Syracuse, chairman; Richard H. Mason, WPTF, Raleigh; Dale Taylor, WENY, Elmira; Lee B. Wailes, Westinghouse Stations; Frank A. Seitp, WFAS, White Plains, N. Y. Ex-officio members are Mr. Miller, Paul F. Peter, NAB research director, and Russell Place, NAB counsel. Heading the AAAA committee will be Fred Gamble, managing director.

Log of Canadian Broadcast Stations Effective March 29, 1941

Call Letter List Showing New Assignments Under Havana Treaty Allocations

(As released by Radio Branch, Department of Transport, Dominion of Canada, Ottawa)

ABBREVIATIONS

D—Daytime. N—Night Time. DA—Directional Antenna

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Class
CBK	Watrous, Sask.	50,000	540	540	I-A
CFNB	Fredericton, N. B.	1,000	550	550	III-B
CKOV	Kelowna, B. C.	1,000	630	560	III-A
CJKL	Kirkland Lake, Ont.	1,000	560	560	III-B
CKUA	Edmonton, Alta.	500	580	580	III-B
CKPR	Port Arthur, Ont.	1,000	580	580	III-B
CKCL	Toronto, Ont.	1,000—DA	580	580	III-B
CJOR	Vancouver, B. C.	1,000	600	600	III-A
CFQC	Saskatoon, Sask.	1,000	600	600	III-A
CFCF	Montreal, Que.	500	600	600	III-B
CJRC	Winnipeg, Man.	1,000	630	610	III-A
CJAT	Trail, B. C.	1,000	910	610	III-A
CHNC	New Carlisle, Que.	1,000	610	610	III-A
CJRM	Regina, Sask.	1,000	950	620	III-A
CJCA	Edmonton, Alta.	1,000	730	630	III-A
CFCY	Charlottetown, P.E.I.	1,000	630	630	III-A
CFCO	Chatham, Ont.	100	630	630	IV
CBF	Montreal, Que.	50,000	910	690	I-A
CBL	Toronto, Ont.	50,000	840	740	I-A
CKSO	Sudbury, Ont.	1,000	780	790	III-B
CKLW	Windsor, Ont.	5,000	1030	800	II
CFRB	Toronto, Ont.	10,000	690	860	I-A
CKAC	Montreal, Que.	5,000	730	900	II
CBO	Ottawa, Ont.	1,000	880	910	III-B
CFJC	Kamloops, B. C.	1,000	880	910	III-A
CBM	Montreal, Que.	5,000	960	940	I-B
CFAC	Calgary, Alta.	1,000	930	960	III-A
CHNS	Halifax, N. S.	1,000	930	960	III-A
CKCK	Regina, Sask.	1,000	1010	980	III-A
CBV	Quebec, Que.	1,000	950	980	III-B
CKWX	Vancouver, B. C.	1,000	950	980	III-A
CKY	Winnipeg, Man.	15,000	910	990	I-A
CFCN	Calgary, Alta.	10,000	1030	1010	I-A
CBA	Sackville, N. B.	50,000	1050	1070	I-B
CBR	Vancouver, B. C.	5,000	1100	1130	I-B
CKX	Brandon, Man.	1,000	1210	1150	III-A
CKOC	Hamilton, Ont.	500—N. 1,000—D.	1120	1150	III-B
CHSJ	St. John, N. B.	1,000	1120	1150	III-B
CHAB	Moose Jaw, Sask.	250	1200	1230	IV
CJCJ	Calgary, Alta.	100	690	1230	IV
CFCH	North Bay, Ont.	100	930	1230	IV
CKNX	Wingham, Ont.	100	1200	1230	IV
CKTB	St. Catharines, Ont.	100	1200	1230	IV
CHGB	Ste. Anne de la Pocatiere, Que.	100	1200	1230	IV
CKVD	Val d'Or, Que.	100	1200	1230	IV
CKBI	Prince Albert, Sask.	250	1210	1240	IV
CFPR	Prince Rupert, B. C.	50	580	1240	IV
CBJ	Chicoutimi, Que.	100	1120	1240	IV
CKMC	Cobalt, Ont.	50	1210	1240	IV
CJCS	Stratford, Ont.	50	1210	1240	IV
CKCH	Hull, Que.	100	1210	1240	IV
CHLT	Sherbrooke, Que.	100	1210	1240	IV
CKNB	Campbellton, N. B.	100	1210	1240	IV
CJCB	Sydney, N. S.	1,000	1240	1270	III-A
CJBR	Rimouski, Que.	1,000	1030	1300	III-A
CHML	Hamilton, Ont.	100	1010	1310	IV
CFRN	Edmonton, Alta.	100	960	1340	IV
CKCO	Ottawa, Ont.	100	1010	1340	IV
CKCV	Quebec, Que.	100	1310	1340	IV
CHCK	Charlottetown, P. E. I.	50	1310	1340	IV
CJLS	Yarmouth, N. S.	100	1310	1340	IV
CFGP	Grande Prairie, Alta.	250	1310	1340	IV
CHWK	Chilliwack, B. C.	100	780	1340	IV
CKPC	Brantford, Ont.	100	930	1380	IV
CJOC	Lethbridge, Alta.	100	1370	1400	IV
CFAR	Flin Flon, Man.	100	1370	1400	IV
CKRN	Rouyn, Que.	250	1370	1400	IV
CHRC	Quebec, Que.	100	580	1400	IV
CKCW	Moncton, N. B.	100	1370	1400	IV
CFPL	London, Ont.	100	730	1400	IV
CFOS	Owen Sound, Ont.	100	1370	1400	IV
CKMO	Vancouver, B. C.	100	1410	1410	IV
CKLN	Nelson, B. C.	100	1420	1450	IV
CKCA	Kenora, Ont.	100—N. 250—D.	1420	1450	IV
CBY	Toronto, Ont.	100	1420	1450	IV
CHLN	Three Rivers, Que.	100	1420	1450	IV
CFLC	Prescott, Ont.	100	930	1450	IV
CJGX	Yorkton, Sask.	1,000	1430	1460	III-A
CKGB	Timmins, Ont.	1,000	1440	1470	III-B
CFCT	Victoria, B. C.	500	1450	1480	III-B
CHGS	Summerside, P. E. I.	50	1450	1480	IV
CKCR	Waterloo, Ont.	100	1510	1490	IV
CFRC	Kingston, Ont.	100	1510	1490	IV
CHLP	Montreal, Que.	100	1120	1490	IV
CJIC	Sault Ste. Marie, Ont.	100	1500	1490	IV
CKRC	Revelstoke, B. C.	100	1500	1490	IV

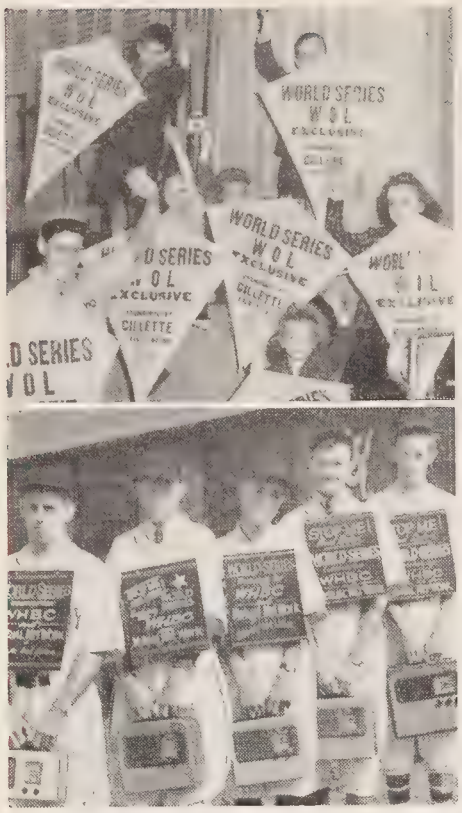
NOTE—These allocations are made under the provisions of the North American Regional Broadcasting Agreement, subject to such adjustment as may be necessary to eliminate conflicts arising from the allocations of other countries and without prejudice to applications now pending for new or increased facilities in Canada.—Sept. 27th, 1940.

CANADIAN Broadcasters were advised officially Oct. 8 by the Radio Branch, Department of Transport, Ottawa, of a shift in their allocations effective March 29, 1941. Of the 86 actively operated stations (licensees with construction permits only are not included), 13 will not have to shift, while 73 will have new frequencies. Of those shifting 50 will move up or down from one to three channels, with 23 switches to scattered frequencies throughout the band.

The official list carries a note to the effect that it is issued "subject to such adjustments as may be necessary to eliminate conflicts arising from the allocations of other countries and without prejudice to applications now pending for new or increased facilities in Canada."

A number of 100-watt stations are known to have applications pending for power increases. It is expected the Class I-A stations under 50 kw. will make applications for power increases to the limit under the treaty, though the government-operated Canadian Broadcasting Corp. is known not to favor as a matter of policy any such high power stations except those it operates itself.

Because of an embargo on crystals for radio stations in the United States, where most Canadian stations obtain their crystals, the Canadian Assn. of Broadcasters, at the suggestion of one of its members, has circularized the Canadian stations in regard to a plan to "swap" crystals when the change-over takes place. The CAB has also sent out lists of the new set-up to all stations.



TWO THOUSAND Washington youngsters descended Oct. 1 on the studios of WOL, Washington MBS key, in response to an announcement inviting them to come down and get free kites plugging the exclusive MBS World Series broadcasts starting the next day. A bunch of them paused briefly for a picture before the WOL studio building, including one of the "baseball boys" who delivered countless "armchair seat" tickets to prominent local residents. In Canton, O., baseball fans had the Series served them on a bunch of portable receivers sent through the streets by WHBC, local MBS outlet. The station delivered the games to the man on the street by using five messenger boys, dressed in baseball uniforms, who roamed the business district carrying portable sets. The lads stopped on request to give shoppers the latest dope on the Detroit-Cincinnati games. Many fans followed the boys from stop to stop, and invariably each stop attracted large groups of listeners. KWK, St. Louis, pulled a similar stunt, sending 20 radio-toters into downtown St. Louis.

Medico Pipes Starts

S. M. FRANK & Co., New York, makes its debut as a radio advertiser about the middle of October when it starts promoting Medico pipes with a series of football programs on WOR, Newark; WBBM, Chicago; KHJ, Los Angeles; KFRC, San Francisco; KALE, Portland, Ore.; KOL, Seattle. On WOR it is sponsoring quarter-hour discussions of the next day's games by Lou Little, Columbia College coach. Starting Oct. 19, it will sponsor scores on the remaining stations. E. T. Howard Co., New York, handles the account.

My-T-Fine Campaign

PENICK & FORD, New York, is conducting a 13-week campaign, which started in mid-September, of six weekly transcribed one-minute announcements for My-T-Fine desserts on WLLH WGY KTUL KOMA WICC WTIC WNAC WBRY WTAG WJAR WCSH WMAS. On WBAL and WJSV, the announcements are live on the same schedule. Agency is BBDO.

Disc Group Urges FCC to Eliminate Announcement, Order Good Equipment

AMENDMENT of FCC regulations to eliminate the requirement for announcement of electrical transcriptions as such, along with issuance of standards under which all broadcast stations would be required to use equipment capable of reproducing the high-fidelity characteristics of transcriptions, was urged Oct. 8 by the Assn. of Radio Transcription Producers of Hollywood Inc., in the first major brief to be filed in the FCC's network-monopoly inquiry. Briefs are due Oct. 25.

The association supported the FCC Network Monopoly Committee's conclusions as to transcriptions, but deprecated its failure to make a definite recommendation for elimination of the announcement. The brief was filed Oct. 8 by Ben S. Fisher, Charles V. Wayland and John W. Kendall, Washington attorneys. Members of the association are Standard Radio, Fields Brothers, Edward Sloman Productions Ltd., Radio Transcription Co. of America, C. P. McGregor, Raymond R. Morgan Co., Allied Phonograph & Record Mfg. Co., and Mertens & Price.

Would Eliminate Rule

Specifically, the brief asked that Rule 3.93, pertaining to transcriptions, be entirely eliminated, or that at least that portion of it requiring that electrical transcriptions be announced before they are broadcast be eliminated. The second plea was that the Commission "promulgate standards which will insure that the high fidelity characteristics of transcriptions are reproduced into the transmitter of a broadcast station so that the maximum quality of the broadcast is maintained."

The association explained it appeared at the Network-Monopoly Committee hearings in an endeavor to have removed from transcriptions the stigma "which had become attached to them because of the Commission's rule requiring announcement at the beginning and end of a program if it is a continuous transcribed rendition extending for 15 minutes and not longer than 30 minutes." By eliminating the announcement requirement, the brief stated, it is felt that transcriptions will have a reception by the public based solely on the quality of the reproduction and will not have a prejudice built up before the listener has an opportunity to be the judge.

Mass Programming

The association said it was in entire accord with the committee's findings that the evidence showed transcriptions are so technically satisfactory that their use should not be discriminated against. The transcription rule was held to be a holdover from the days when broadcasting was in its infancy and neither the methods of transmission nor the methods of recording and transcribing were up to present-day standards.

Under present methods of both recording and transcribing, it was argued, no injury will result to any listener by elimination of the announcement requirement. The association, it was added, is not adverse to the Commission's promulgating a rule prohibiting the broadcasting of transcribed programs with accompanying continuity which give the impression that the artist or artists are present in the station studio.

Use of transcriptions was held the most economical method of mass programming. It was estimated that in one year the networks spend approximately $5,000,000 for telephone lines. "By using transcriptions in lieu of telephone lines, it would be possible on an expenditure of only $3,000,000 a year to program four complete channels, 17 hours per day," said the brief. "This means that every station in the country could be programmed by electrical transcriptions 17 hours a day except stations in cities having more than four stations."

Suggesting that the FCC adopt technical standards, the association said that in many instances because of poor producing equipment maintained by stations the high-fidelity of transcriptions are lost. The Commission now requires that transmitters be maintained up to certain standards, it was pointed out, but there are no regulations requiring that reproducing machines feed high-quality reproductions of transcriptions into the transmitters. It was estimated that that, for an expenditure of about $775, a station could install a double turntable reproducer with the latest diamond-point arm which will give high-fidelity reproductions.

"The association believes that for the good of the general public a rule requiring high-fidelity reproducing equipment should be promulgated by the Commission. By creating standards for reproducing equipment, the Commission will also indirectly place standards on the manufacture of transcriptions. Those transcriptions which are not manufactured with the greatest care in order to obtain the best possible results will not reproduce satisfactorily and will, therefore, be eliminated from the air."

Competition

THE promotion department of KOME, MBS outlet in Tulsa, placed World Series score sheets, bearing the sponsoring Gillette Razor advertising, in two local barbershops!

duPont's Anti-Freeze

E. I. duPONT de NEMOURS & Co., Wilmington, Del., beginning Oct. 14, started varied schedules of three spot announcements weekly for Five Star Anti-Freeze on WCAE WBAL WXYZ WGR KSD WFAA WFIL WGAR WAAB. Schedule calls for a five-week late fall campaign. On Oct. 28, duPont starts a two-week campaign for the same product, using three time signals weekly on WGN, Chicago. BBDO, New York, is the agency.

G. T. FULFORD Co., Ltd., Toronto, is conducting a six-month test campaign for Dr. Williams Pink Pills, using weekly spot announcements on a limited group of stations. Campaign was placed by Spot Broadcasting, New York, for Street & Finney, the agency.

Radio Reporters Abroad Work Under Handicaps

FOREIGN radio correspondents are on duty these days as much as 21 hours per day, according to Paul White, CBS director of public affairs, when he spoke informally Oct. 9 at the second meeting of the Radio Executives' Club, New York. Mr. White told how much more cooperation American networks were receiving from foreign broadcasters in arranging shortwave and direct programs than was given several years ago. Censorship in Britain today is strict only in banning sentences which give valuable information to the enemy.

In Germany, censorship is often "meaningless," Mr. White said, where a triple force consisting of the Ministry of Propaganda, the War Office and the Foreign Ministry, must supervise all scripts before broadcast. Rome has the most "impossible" censorship of all, and has already twice suspended Cecil Brown, CBS representative in that city, for merely giving a short description of his daily life.

Marlin Blades Back

MARLIN FIREARMS Co., New York, has started a spot campaign to advertise its razor blades on eight stations in the East with one-minute transcribed announcements. This is the first time the company has used radio since several years back when it had a program on one station. Craven & Hedrick, New York, handling the account, has lined up WOR, Newark; KPO, San Francisco; WICC, Bridgeport; WNAC, WHDH and WORL, Boston; WFBL, Syracuse; and KYW, Philadelphia.

THEODORE GRANIK, conductor of the *American Forum of the Air* on MBS, has been named civilian advisor to the radio division of Selective Service Headquarters, acting as liaison between headquarters and the NAB.



THE TOAST of Gotham, Carol Bruce, young actress and baseball fan, is interviewed in Times Square by Red Barber, ace MBS announcer for the recent World Series, just before releasing 1,000 balloons carrying the legend: "Dial WOR for World Series". Some of the balloons carried a special tag entitling the finder to a free Pilot portable radio on which to hear the exclusive MBS broadcasts of the Series. Additional series promotion stunts by WOR included distributing to New York editors pencils shaped like baseball bats and sending out roaming messenger boys with portable radios tuned to WOR's broadcasts of the baseball classic.

They Came--and They Paid-in Milwaukee, Too!



Above: Some of the 7,000 people in the grandstand. Right: Ramblin' Red Foley; Otto takes a pause to refresh before climbing into "cannon" for Barn Dance gag; Salty Holmes and the Prairie Ramblers in a comedy number.

MORE than 7,000 people paid 75¢ each to see the WLS National Barn Dance broadcast this fall, for the third successive year, as the opening night attraction of the Wisconsin State Fair in Milwaukee. This program, produced, presented and promoted by radio station WLS and featuring the "Hayloft Gang" from the WLS National Barn Dance, proves again, far better than any surveys or theories, that the WLS audience listens—acts—and responds—and in Milwaukee, too!

WLS

The Prairie Farmer Station, Chicago . . . Burridge D. Butler President . . . Glenn Snyder, Manager . . . 870 Kilocycles, 50,000 Watts . . . Clear Channel . . . NBC Blue Affiliate . . . National Representatives, John Blair & Company . . .

NBC Revamps Executive Operations

Royal Is Appointed V-P For New Activities; Strotz Replaces

WITH the appointment of John F. Royal to the newly-created post of vice-president in charge of new activities and developments of NBC, President Niles Trammell on Oct. 8 announced a series of executive department changes, including redefinition of the duties of several executives.

Succeeding Mr. Royal as vice-president in charge of programs is Sydney N. Strotz, who on Oct. 15 relinquishes his post as vice-president in charge of the Central Division, Chicago. Harry C. Kopf, sales manager in Chicago, was promoted to succeed Mr. Strotz as Central Division manager.

Shifting of Duties

In the redefinition of duties, Frank E. Mason, vice-president in charge of information, will devote his full time to NBC press department supervision. Heretofore he also has been in charge of international broadcast activities, which functions now are shifted to Mr. Royal.

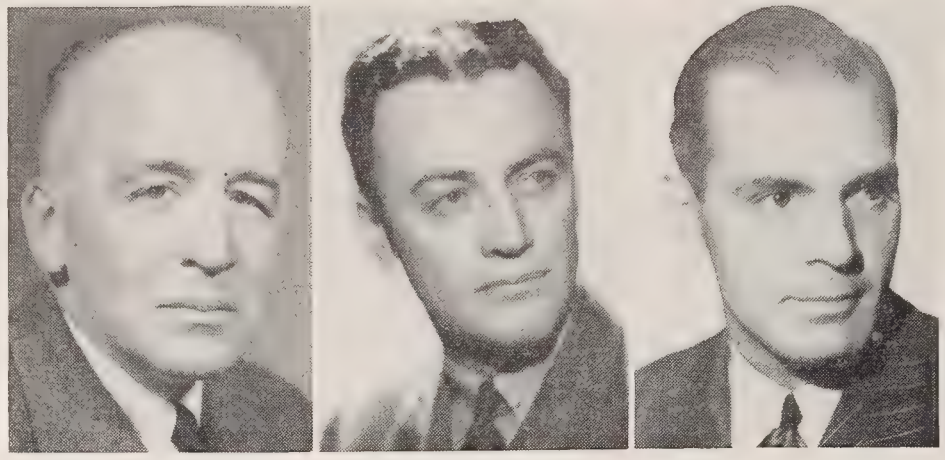
L. P. Yandell, formerly in charge of commercial shortwave broadcasts, has been appointed manager of the International Shortwave Division and also will report to Mr. Royal. Clayland T. Morgan, assistant to the president in charge of public relations, is named director of institutional promotion, reporting to Mr. Royal, although his duties remain unchanged.

Designed to assure the necessary advance planning and coordination of new and experimental broadcasting services and techniques to facilitate their future introduction into the field of commercial broadcasting, the new position puts Mr. Royal in charge of the programming and general public service in the fields of television, FM, facsimile and international shortwave broadcasting. He will also have charge of NBC's institutional promotional activities.

Establishment of the new position will effect a separation between planning and operations, it is said, with Mr. Royal's duties those of policy and contact work designed to prepare NBC for future developments, while the regular operations of the various departments continue much as at present. In the international field, for example, Mr. Royal will supervise all activities pertaining to international relations and the NBC personnel abroad. The program department, however, will continue to handle routine operations and the scheduling of programs originating abroad but broadcast in the United States.

That is, Fred Bate in London, Max Jordan in Berlin and NBC's other foreign representatives will report to Mr. Royal, but their broadcasts on the NBC networks will be handled as heretofore by A. A. Schechter, director of the news and special events division of the program department, who reports to Mr. Strotz as head of that department.

Shifted to New Executive Posts



MR. ROYAL MR. STROTZ MR. KOPF

Alfred H. Morton, vice-president in charge of television, retains that position, but the progress of his department will now be coordinated with NBC's other experimental activities under Mr. Royal's general supervision. The announcement of Mr. Royal's appointment stated that one of his first projects will be an exploration of the possibilities of further development of television in its various aspects.

Coming to radio in 1929 after a youthful reportorial career, followed by 20 years in the vaudeville management business, Mr. Royal started as manager of WTAM, Cleveland, and within the next two years had been placed in charge of all NBC programs, a responsibility he has carried through the succeeding years.

Trammell Lauds Royal

In announcing the new appointment, Mr. Trammell stated: "John F. Royal has been largely responsible for a ten-year development of NBC's program activities, with the creation of many of radio's outstanding public service features and a long list of commercial successes. He is, therefore, ideally fitted for the wider responsibilities which he will now undertake. With international events and relations assuming even greater importance to our broadcasting activities, Mr. Royal has already prepared for the extension of our efforts in this direction, having just returned from a tour of South America and a brief business trip to Europe."

Mr. Strotz joined NBC in 1933 as manager of the program and artists service departments of the Central Division, becoming manager of the division in January 1939 as successor to Mr. Trammell who was at that time transferred to New York as executive vice-president. In December 1939 he was made vice-president in charge of the division. Before joining NBC he had organized and headed the Chicago Stadium Corp., which built and operated the largest indoor sports arena in the country. As president of this organization, Mr. Strotz had promoted almost every form of entertainment from championship fights to grand opera and had been instrumental in bringing Sonja Henie to America for her first exhibition tour.

Mr. Kopf had served in the advertising sales departments of the Hearst organization, A. W. Shaw Publishing Co. and the *Literary Digest* before joining NBC's sales staff in Chicago in 1931. He was appointed Chicago sales manager in January, 1939.

FCC INVESTIGATES COMMUNIST CLAIM

ACTING upon formal complaint of the Communist Party that eight NBC-Blue stations refused to carry the Earl Browder broadcast of Sept. 25 on NBC-Blue, the FCC Oct. 3 launched an investigation. The stations named were asked to advise the Commission promptly whether they had declined the broadcast and their attention was directed to Section 315 of the Communications Act, which makes mandatory allocation of equal time for competing political candidates for public office.

Browder, in some States, is the Communist candidate for President. In a number of States where he is not a qualified candidate within the meaning of the State statutes, stations have concluded, on the basis of legal opinion, that they are not bound to carry addresses by him or on his behalf.

The FCC letter, bearing the signature of T. J. Slowie, is as follows:

"The Commission is in receipt of the following telegram from Alexander Trachtenberg, National Election Campaign Committee, 35 East 12th St., New York:

> NBC reported clearances with stations on our broadcast Sept. 25. Informs following stations WHK, Cleveland, WREN, Kansas City, WMPS, Memphis, WAGA, Atlanta, KFDM, Beaumont, Tex., not carrying broadcast. Also have informtaion that stations WEAN, Providence, R. I., WSYR, Syracuse, WTCN, Minneapolis, refuse to carry broadcast. Respectfully urge your investigation. Will appreciate report results your action.

"Please inform the Commission promptly whether the foregoing is an accurate statement of the situation with respect to your station, together with such other comments as you may care to make. In this connection, your attention is invited to Section 315 of the Communications Act."

Public Shows Sympathy For Communist Problem Of Radio, Says Gallup

RADIO'S dilemma with respect to the acceptance of Communist speakers during the present campaign has plenty of sympathetic support from the public. That can be adduced from the Oct. 8 Gallup poll which showed a large majority of voters against allowing Communist candidates the same amount of time on the air as candidates of other parties.

Two sets of questions were asked, one dealing with free time on the air and the other omitting any specification whether time should be granted free or paid for. The first question asked, "Should Communist Party candidates be allowed the same amount of time on the radio as the Democratic and Republican candidates?" The replies were: Yes, 29%; No, 71%, with one voter in 10 undecided.

Next question was, "Do you think Communist Party candidates should be allowed any time on the radio?" Answers were: Yes, 37%; No, 63%, with one in eight expressing no opinion.

A separate but exactly comparable cross-section of voters was asked the next two questions, first, "Should Communist Party candidates be allowed the same amount of free time on the radio as the Democratic and Republican candidates?" Answers were: Yes, 25%; No, 75%, with one voter in nine having no opinion.

This group was then asked, "Do you think Communist Party candidates should be allowed any free time on the radio," The answers were: Yes, 31%; No, 69%, with 15% of the voters undecided.

For the most part the reason given by those opposing the broadcasts was that Communist principles are opposed to the democratic form of government.

Coca-Cola Plans

COCA-COLA Co., Atlanta, is considering an hour network program for presentation this winter, probably on CBS, in the interests of its soft drink, which has been promoted chiefly through spot advertising for the last few years. No details have been arranged, according to D'Arcy Adv. Co., St. Louis, the agency.

Remington-Rand Spots

REMINGTON-RAND, Buffalo, starts a spot campaign of five-minute transcribed announcements on about 20 stations the week of Oct. 14 to advertise Remington portable typewriters. Stations to carry the announcements three to six times weekly have not been entirely set. Franklin Bruck Adv. Agency, New York, handles the account.

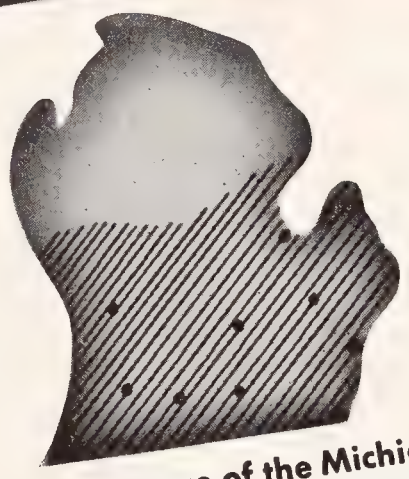
Janis Joins BMI

EDDIE JANIS, formerly West Coast representative of Forster Music Co., has joined Broadcast Music Inc., as professional manager and is headquartered at 1509 N. Vine St., Hollywood. He succeeds Harry S. Humes. Richard W. Hartman continues as West Coast manager of the song manuscripts and transcriptions division. Hannah Green, formerly of Leo Fiest Inc., is Hollywood office manager.

AMERICA'S *Top Payroll* MARKET IS THE MICHIGAN RADIO NETWORK'S PRIMARY MARKET



This is Michigan—America's production center with the highest per capita wage rate.



The primary coverage of the Michigan Radio Network serves this area comprising a population of over 4 million.



88% of Michigan population resides here. Balance of State is America's vacationland.



95% of Michigan wages are paid to workers in this portion of Michigan's Lower Peninsula.

National Sales Representative—PAUL H. RAYMER CO.

WXYZ

KEY STATION MICHIGAN RADIO NETWORK

5000 WATTS *daytime* . . . 1000 WATTS *nighttime*

Basic Detroit Outlet NBC Blue Network

WKZO	Kalamazoo	WFDF	Flint	WBCM	Bay City	WOOD—WASH	
WELL	Battle Creek	WJIM	Lansing	WIBM	Jackson		Grand Rapids

You Can't Say That!—Without a Suit

Infringement Spectre Forever Haunts All Titles

By ALBERT W. GRAY
Member, New York Bar

LIKE the ghost in Hamlet, the anathema of copyright infringement of titles stalks every radio copy writer.

"You can't say that." The accusing finger drops on the title of a popular work of fiction buried in the script.

"Why not?"

"That's the title of a copyrighted book."

"Copyright doesn't protect the title."

"We broadcast the title of a copyrighted book the other day and it cost us five hundred."

"Then you were a sucker."

The interview closed.

The ghost is always there. A line of court decisions going back



through decades fail to exercise it. It may be the ghost of Morley, a piece of cheese, only a bit of undigested mutton. Nevertheless it still endures.

A Different Story

Last year occurred a case against one of the broadcasting companies that conjured again that ghost of copyright infringement. Characters, episodes and plot in a sustaining program were taken bodily from a copyrighted novel. There the Copyright Statute interfered. That was no ghost. "If it should appear that in these broadcasts the defendant (the broadcasting company) has appropriated without the plaintiff's (copyright owner's) consent the plot and principle characters of the novel and the use being made of her literary production was such as to injure the reputation of the work and of the author and to amount to a deception upon the public, it may well be that relief would be afforded."[1] Here is a different story. The property of the copyright owner had been appropriated. When a book or script or play is copyrighted, that copyright covers the book or script but that is all it does. The title is no part of it. The owner of the copyright has no monopoly on the phrase that is the title.

A little over five years ago an air pilot, Jimmy Collins, lost his life in a "crack up" at Farmingdale, Long Island. For years he had been a test pilot. His experiences in that nerve racking job had been written by him into stories and published from time to time. After his death these stories were collected by his widow and published under the title, *Test Pilot*. The book was copyrighted.

Shortly a moving picture company produced a photoplay, "Test Pilot." The ghost of copyright infringement of titles walked again. Mrs. Collins sued the producer. This use of the title she claimed to be an infringement. Deciding otherwise the court said, "The words 'Test Pilot' are merely descriptive; they can be no more appropriated than any other descriptive terms."[2]

Remember Nick!

In the memory of many, there was in the early years of this century a detective named "Nick Carter". He was the scion of a detective magazine and became the delight of thrill-seeking youngsters and a remunerative offspring for the owners of the publication. "Nick Carter" was famous. In those days he wore the mantle of sangfroid and daring, since shifted to other shoulders. At that time "Nick Carter" was wrapped in all the sanctity of the copyright law.

Then appeared a moving picture, "Nick Carter, the Great Detective, Solving the $100,000,000 Jewel Mystery". Scenario writers of a producing company had looked upon "Nick Carter" and found him good. The suit for infringement was dismissed. In the opinion of the U. S. Circuit Court of Appeals occurred this comment, "The copyright of the book does not prevent others from taking the same title for an-



other book though the copyright has not expired."[3]

The predecessor of "Nick Carter" was "Old Sleuth".[4] His biography, also clothed in the sanctity of the copyright law, was substantially that of his later counterpart. The sponsors of this nineteenth century "G" man here, too, found the copyright protection of title but the mutterings of the ghost, an old wives' tale.

Shortly after the demise of "Old Sleuth" came the birth of Trilby. The publishing firm of Harper & Brothers owned the copyright of the novel. While the copyright was still in force an enterprising author, without authority, dramatized the book, using not only the plot and characters of the novel, but the name as well. Harper & Brothers sought to prevent the use of the title, "Trilby". "The application," said the court, "for an injunction against the mere use of the name 'Trilby', as the title of any dramatic composition which does not present such scenes, incidents, plot or dialogue, or simulate a colorable imi-



tation thereof, is denied. It is the name in connection with the novel, not the name alone, which the copyright law protects."[5]

St. Elmo Incident

One of the most famous decisions, where the oft-questioned right of the owner to the exclusive use of the title of a copyrighted work stood out most distinctly, was in the St. Elmo litigation of 40 years ago. At the close of the Civil War Augusta Evans wrote a story called *St. Elmo*. The book was copyrighted in 1866 and later the copyright was renewed for another 14 years.

In 1907, a year before the copyright expired, the author gave permission for a dramatization of the story. This play, in turn, was copyrighted in 1907, while the original copyright of the novel was still in force.

In 1908, a year after the novel copyright had expired but during the life of the copyright of the drama, Neil Twomey, like the authors of the "Nick Carter" scenario, feeling it unnecessary either to toil or spin in the creation of a new plot, adapting the St. Elmo story to a play, took along with everything else, the title itself. It apparently was little cause for consideration that another dramatic production, already protected by copyright, had the same characters, the same episodes, the same plot and the same name.

Then came the inevitable suit with the protest against the use of the title "St. Elmo". Disposing of the question the court said: "The authorities preponderate that a copyright of a book does not prevent other persons from taking the same title for another book, even in the case of an entirely unexpired copyright".[6]

The reasoning is sound. The title is a mere designation of the work. To give the copyright proprietor the exclusive ownership of the title would be ridiculous. The exclusive right to "The Ten Commandments" as a title would make the statute an absurdity.

[1] Prouty vs. National Broadcasting Co., 26 Fed. Suppl. 265.

[2] Collins vs. Metro-Goldwyn, 25 Fed. Suppl. 781.

[3] Atlas vs. Street and Smith, 204 Fed. 398.

[4] Munro vs. Smith, 42 Fed. 226.

[5] Harper vs. Ranous, 67 Fed. 904.

[6] Glaser vs. St. Elmo, 175 Fed. 276.

AP News Service Taken by Don Lee

Contract Thought Forerunner To Mutual-AP Agreement

ASSOCIATED PRESS and Don Lee Broadcasting System have completed an arrangement whereby AP news is available to the Pacific Coast regional network on a 24-hour daily basis for use on either sustaining or commercial broadcasts. Contract is based on the same "exchange of news" plan used in the AP contracts with NBC and CBS [BROADCASTING, Sept. 15] and generally follows the terms of those contracts, although with the necessary modifications to make it suitable for a regional instead of a national network.

The Don Lee contract, which went into effect Oct. 7, is believed to be a major step toward the signing of a nationwide AP contract for the Mutual Broadcasting System, which has been under discussion for some time.

Contracts for the use of AP news on commercial programs have been signed by WBZ-WBZA, Boston, and Springfield, and WTAG, Worcester. The WBZ-WBZA deal was handled through the *Boston Transcript* and the WTAG arrangement through the *Worcester Telegram & Gazette*, both AP member papers. These contracts were similar to that of WNEW, New York, calling for a base rate plus a percentage of station revenue from the sale of the AP news broadcasts to sponsors.

Network Pacts Ratified

At the board meeting of the Associated Press in New York Oct. 9-11, the board approved action of the management in signing the contracts with NBC and CBS. Action was in the nature of a formality, as the contracts had gone into effect Sept. 10, the date they were negotiated. No other action concerning radio was taken by the AP board, it was stated.

Preparations for a processed radio report are progressing rapidly, it is learned, with hopes that it will be placed in operation before Dec. 1. This radio report, which will be a condensation of the regular AP news as furnished to member newspapers rewritten in such shape as to be ready for putting on the air without further editing, has been requested by a large number of AP station-owning members, especially in the smaller cities where the cost of editing the news locally for radio is out of proportion to the income to be derived from the sale of an AP news broadcast to a local advertiser.

Arcady Spots

ARCADY FARMS MILLING Co., Chicago (livestock & poultry feeds), on Nov. 4 will start a 26-week varying schedule of one to six-weekly one-minute live announcements and five-minute programs of transcribed music and live announcements on 13 stations. At the same time a 31-week schedule of weekly quarter-hour programs will start on WIBU, Madison, Wis. Stations selected are WLS WFBM WOWO WGBF WKZO WCAR WHIO WICA WHJB WSVA WCMI WJLS WRVA. Erwin, Wasey & Co., Chicago, is agency.



highly recommended for nursing accounts

A new product launched on WOR in April—with no sales—was selling to the tune of 2600 dozen tubes per month in December.

A product that toddled into this station with 50 dealers was on the order pads of more than 600 in exactly five months.

An automobile gadget that needed chain store distribution was in every outlet of two large chains 5 weeks after coming to WOR.

A cosmetic introduced on WOR obtained 100% distribution and was top seller in its field 5 months after the first broadcast.

WOR *—that power-full station*

FORMULA—a good product or service, engagingly presented and backed by WOR's *impact of 135,000 watts at a very low base rate.*

IRNA-Net Group Progresses Toward Solving Spot Problem

Encroachment on Affiliates' Time Is Discussed; Easing of Trailer Announcements Foreseen

REPORTING satisfactory progress in their conversations with top executives of NBC and CBS on steps to forestall "alarming encroachment by network advertisers on spot announcement periods" which stations construe as their property, committees representing affiliates of the two networks under the auspices of Independent Radio Network Affiliates reported Oct. 5 that a basis appears to be established for cooperation with the network in formulation of operating policies. The committees met with the network executives on Sept. 23 and another meeting is scheduled for Nov. 18.

At the conferences, the first to take place under the new plan for discussing trade practices arranged during the NAB convention in San Francisco last August, basic agreement was procured on amelioration of the "trailer announcement" practice of network advertisers. As to station-break spots between contiguous program periods bought by one sponsor, it was concluded that steps toward their ultimate elimination should not be taken or expected before Jan. 1, 1941.

Merchandising Plans

A new problem was encountered in connection with a reported CBS network plan to establish "elaborate merchandising departments" as part of which some affiliates feared they might be asked and expected to furnish free to network advertisers some of the merchandising services provided by competing media, notably newspapers. This subject was fully discussed with each network committee and will be discussed further at the Nov. 18 meeting, it was explained.

The committee which met separately with CBS was made up of Mark Ethridge, WHAS, Louisville; Don S. Elias, WWNC, Asheville; and I. R. Lounsberry, WGR-WKBW, Buffalo, with President William S. Paley, Executive Vice-President Edward Klauber and Station Relations Vice-President Herbert V. Akerberg present for the network. The NBC committee of IRNA was made up of Paul W. Morency, WTIC, Hartford, vice-chairman and treasurer of IRNA; Samuel R. Rosenbaum, WFIL, Philadelphia, chairman of IRNA; Martin Campbell, WFAA-WBAP-KGKO, Fort Worth-Dallas; Edwin W. Craig, WSN, Nashville. George W. Norton, WAVE, Louisville. Present for the network were President Niles Trammell, Station Vice-President William S. Hedges, and Washington Vice-President F. M. Russell.

The major topic, as directed by the IRNA convention in San Francisco, dealt with purported network advertiser encroachments on station time. "This refers principally to the station-break spots between contiguous program periods bought by one sponsor," said the executive committee letter to all affiliates. It also covered the "so-called trailer announcements inserted just within the bounds of a program period, but so produced as to be independent of it."

Regarding trailer announcements, the committees agreed with the networks that so long as the total length of commercial copy does not exceed the Code limitation, there is no valid reason to oppose a trailer merely because it advertises a separate product. The networks, however, agreed to exercise their best efforts and influence with sponsors to change the present method of production. Instead of coming in "cold" after the closing theme so that the trailer would sound like an independent spot announcement, the theme would be continued as background and would close out strong after the trailer, so that the listener would understand the trailer is part of the previous program period.

Views of Sponsors

Where sponsors have been producing both a trailer and a following spot in the station-break, every effort would be made by the networks to induce sponsors to use only one and to produce that as a trailer announcement under the proposed new procedure.

As to station-break spots between contiguous programs, IRNA reported that it did not believe it advisable to take an "extreme position at the present time when it is desirable to get full cooperation of advertisers in other industry problems." Due respect, affiliates were told, must be paid to the views of the comparatively small number of large advertisers who are claiming these spots on the ground that it was their business that built up the daytime revenue of radio and this must be considered together with the risk of driving revenue away from radio to other media by arbitrary restrictions.

Because the committee felt it is impossible to preserve the claim of affiliates to all such spots, it was recommended as a private trade practice that the station break spots which fall on the even hour and the half-hour should be retained in full by the stations to enable them to comply with FCC regulations on call letter announcements. When so retained, the IRNA group ruled stations may exercise the right to sell them if they choose, but in no case for a product competing in any way with contiguous programs on either side.

"However, it is believed that it would be unwise to ask the networks to antagonize advertisers unduly at this juncture, and it is therefore regarded as satisfactory if steps in the recommended directions should not be taken or expected until after Jan. 1, 1941 has passed."

The executive committee also recommended that for the present no effort be made to retrieve the station break spots on the quarter-hour and the three-quarter-hour when such periods are contiguous but that when separate advertisers' programs either end or start at the quarter-hour or the three-quarter hour that stations may continue to use these spots for commercial announcements or otherwise.

"While your committees are not authorized to say the networks will raise no objection to such procedures, it is believed affiliates generally will find that correct trade practices, as defined by the better opinion in the industry, will prevail. It is suggested that any requests or complaints based upon departure from the above be promptly communicated to your committees so that these matters may be followed up.

"It should be added that affiliates cannot expect cooperation from networks or network advertisers in establishing these practices, if affiliates do not likewise carry them out in their dealings with local and national spot advertisers."

Five-Minute Periods

In disclosing the "elaborate" merchandising plan of CBS, the executive committee stated that this was regarded with great concern on the ground that such practices are unsound. The negotiating committees insisted on taking part in these preliminary discussions in order to reach sound conclusions as to merchandising, it was stated. A further report on this question will be sent stations soon, it was explained.

The committees also delved into five-minute network periods, two of which are on CBS and one on NBC Blue. The networks declared they did not intend to offer such periods generally and that they are now limited to news programs only and placed at appropriate times to build up audience interest. The networks, it was reported, will try to sell the remaining time to other advertisers to fill out the customary length of program periods.

"It seems clear," said the letter, "such reduced program periods are not strictly contemplated by the affiliation contracts, and assurance was given by the networks that cooperation by affiliates in accepting such business would not serve as a precedent to warrant selling periods of less than 15 minutes to other advertisers as a practice or to permit purchasers of 30 or 60-minute programs to fill them up with contiguous programs of five minutes or ten minutes duration." Such a rumor had been spread, it was said.

Gratification was expressed by the negotiating committees at the progress already made by the networks in reducing free commercial plugs under the guise of sustaining programs, as in the case of motion pictures, office buildings and hotels, and further improvement

(Continued on page 93)

Hinds' Spot Campaign

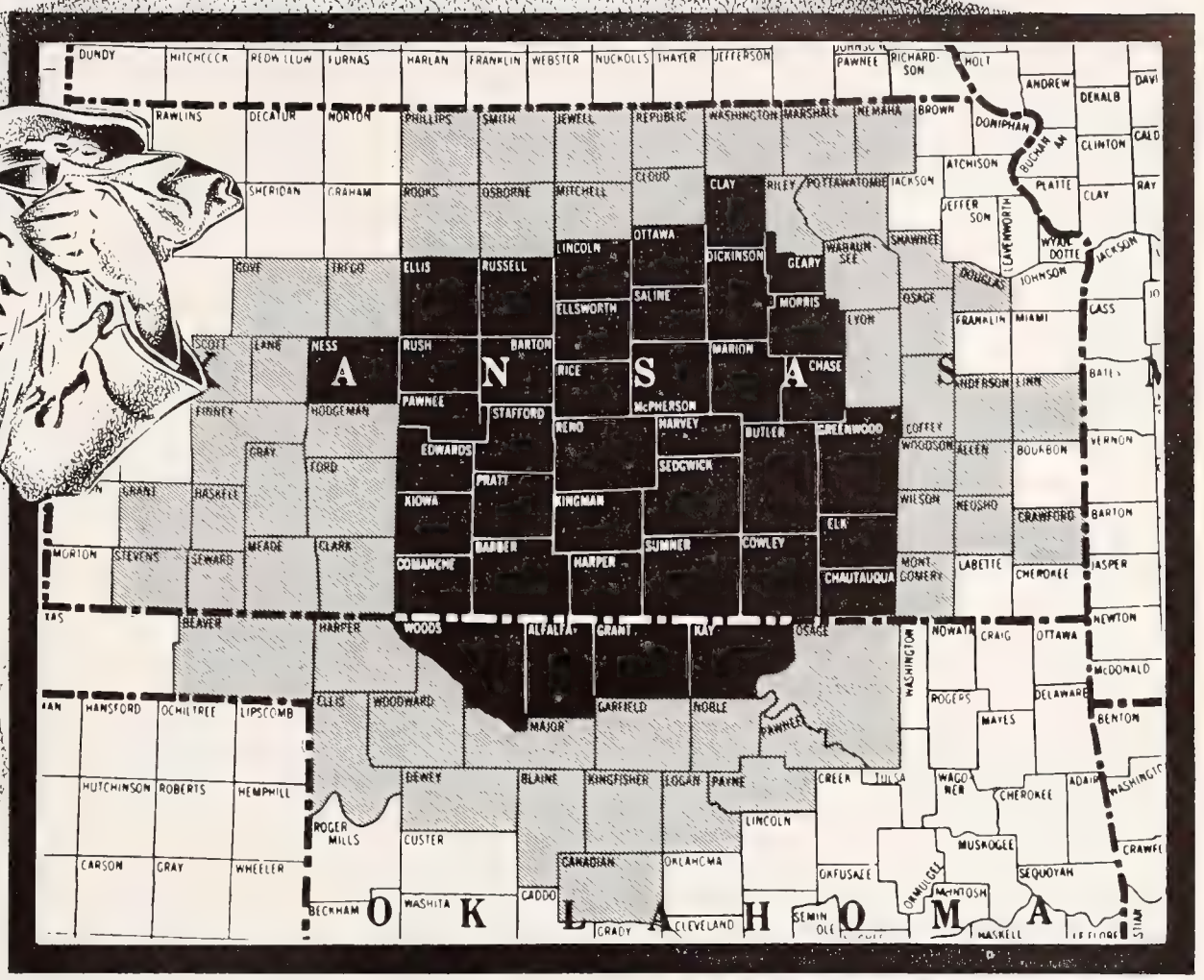
LEHN & FINK Products Co., New York, on Oct. 1 started a seven-week spot campaign on about 60 stations to advertise Hinds Honey and Almond Cream. Campaign, placed by William Esty & Co., New York, consists mainly of chain break announcements, though on WEAF, New York, the company has a daily five-minute news period. Stations used include KFAB KOIL WBEN WGY KOMA KVOO WJAR WIS KTSM KSL WCHS KGHF WMT WCSH WJDX KSOO WWNC WHP WCSC KLUF KPAC WRVA WDBJ KFI KPO KOA WSB WMAQ WIRE WWL WBZ WJR KSTP KMBC KMOX WBT WLW WCAU WSM WFAA-WBAP KTRH WOAI WAPI KOY KTUC KLRA WTIC WMBD WGBF WOWO WIBW KWKH WBAL WJZ.



AT THE CONCLUSION of the seventh consecutive year of sponsorship by Alka-Seltzer of the *WLS National Barn Dance*, Sept. 28, Burridge D. Butler, president of the Chicago outlet, cut a birthday cake. Anxiously awaiting their shares are (l to r) Al Boyd, production manager; Joe Kelly, *Barn Dance* m.c., showing his boss the size of the piece he expects; Mr. Butler, and T. L. Rowe, chief engineer, who supervises the network feed of the show.

It's TOUGH to be





the MAILMAN at KFBI!

But it's not tough to be the KFBI advertisers whose mail the mailman brings. In fact, it's a thrilling experience!

For KFBI, with its new selling vitality, is rapidly establishing a new record for pulling commercial mail from Kansas and Oklahoma listeners. Proof of this statement is shown in the new semi-annual mail map shown above.

An analysis of the last 6 months mail on KFBI shows that KFBI is pulling mail in quantity* from 69 Kansas and Oklahoma counties.

And, of vital importance to you is the fact that during the past 5 months (since May 1) KFBI mail returns have increased 100% over the same period last year.

You, too, can be one of the advertisers whose mail returns make the KFBI mail man groan . . . if you place your sales story on the Pioneer Voice of Kansas, the station that's **STAFFED FOR SELLING.**

*PRIMARY MAIL COVERAGE . . . . 25% of home county in pieces per 1000 radio homes.
SECONDARY MAIL COVERAGE . . 5% of home county in pieces per 1000 radio homes.

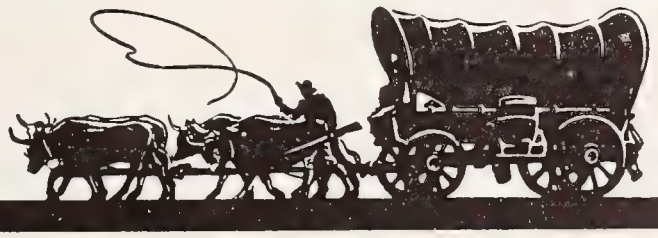
KFBI Monthly Mail Returns

	1940	1939	Per Cent of Increase
April	657*	4,434	
May	3,819	3,073	24.3%
June	11,192	1,861	501.4%
July	3,431	2,200	56.0%
August	2,865	3,660	
September	4,361	2,041	114.8%
Percentage increase for 5 months from May 1			99.98%

*April 1940 mail is for the last nine days of April only following removal of KFBI to Wichita on April 21.

Write, wire or phone for Time Availabilities TODAY!

KFBI WICHITA



Pioneer Voice of Kansas

AFFILIATED WITH MUTUAL BROADCASTING SYSTEM AND KANSAS STATE NETWORK

REPRESENTED BY HOWARD H. WILSON COMPANY

Music Problems Head Agenda for NIB's Convention

Fly to Be Principal Speaker; Spence Is Slated for Post

WITH music copyright clearance the salient topic, a special convention of independent broadcasters has been called for Oct. 21 at the Waldorf-Astoria, New York, by National Independent Broadcasters Inc. FCC Chairman James Lawrence Fly will be the principal speaker at a closed session, with the likelihood that he will answer questions regarding broadcast regulations, particularly those relating to the war situation.



Mr. Spence

Formal call for the meeting was issued by Harold A. Lafount, president, and Lloyd C. Thomas, secretary-treasurer. Another speaker may be a prominent advertising agency figure.

To Elect Spence

Called as the annual meeting of NIB, organized several years ago to look after the interests of non-network stations along with low power outlets, the session will be the association's annual meeting. Among those understood to be under consideration for election to the presidency for the ensuing year are, in addition to Mr. Lafount, Ed Craney, KGIR, Butte; Ralph L. Atlass, WJJD-WIND, Chicago-Gary, and Edward A. Allen, WLVA, Lynchburg. Mr. Lafount is not a candidate to succeed himself, but a number of independents are urging his reelection.

It is expected that Edwin M. Spence, veteran broadcaster and former secretary-treasurer of the NAB, will be elected secretary-treasurer, with headquarters in Washington. Mr. Spence now is an applicant for a new local station in Washington. His management of this proposed station, it is reported, would have no bearing upon his projected work for NIB. Andrew W. Bennett, Washington attorney, is general counsel.

Listed subjects for discussion and action were music license proffers of ASCAP, BMI, SESAC, National Assn. of Performing Artists and Associated Music Publishers, along with clearance of special music groups. Second on the agenda are the musician and talent employment issues precipitated by American Federation of Musicians and American Federation of Radio Artists, dealing with national agreements and local contracts.

Other topics were listed as national and regional chain relationships, transcription "chains", NAB code and "per inquiry" business, FM, merchandising commercial programs, foreign language programs, FCC rules and regulations, legal representation at Washington, and NIB membership and activities.

Independent stations eligible to attend were defined as all stations which do not have a national chain relationship and all low power "local stations" no matter whether affiliated with a chain or not. Attendance, participation and discussion, it was emphasized, will not be limited to NIB membership, though all stations not members will be solicited. Stations not able to attend were asked to send to NIB communications advancing their ideas on the agenda.

Latin Football

STARTING Oct. 5, with the season-opener between Penn and Maryland U, WCAB, Philadelphia, started a regular schedule of weekly football broadcasts in Spanish to Latin America. The international shortwave station, an adjunct of WCAU, Philadelphia, each week until Nov. 23 will carry a play-by-play Spanish description of U of Pennsylvania home games for Latin American listeners. Adrian Rubio and Alfonso Luis handle the play-by-play assignment direct from the press box at Franklin Field. Besides the Saturday broadcasts, which include explanations of the game, two quarter-hours on Tuesdays and Thursdays also are devoted to a description of football, its rules and how it is played in the United States.

Steel Firm in Spanish

REPUBLIC STEEL Corp., Cleveland, on Oct. 1 started a series of 13 weekly half-hour programs directed to South America on WGEO, General Electric's shortwave station in Schenectady. The series, in Spanish, will be titled *Your Faithful Servant*. It will feature all of the major industries of the United States. The steel tie-up is the value of the product in making these industries possible. At the end of the 13 weeks, the series will probably be renewed, according to G. M. Basford, New York, agency handling the account.

Latin Series Renewed

S. C. JOHNSON & Son, Racine, Wis., continuing to advertise in the Latin American market, on Oct. 11 renewed for 13 weeks, a weekly foreign-language series on NBC shortwave stations WNBI and WRCA, both Bound Brook, N. J. The program, *The Stars of Hollywood* is broadcast in Spanish and Portuguese on both stations. Erwin, Wasey & Co., New York, handles the company's foreign advertising.

Commercial Series for Latin Nations Viewed as Aid to Hemisphere Relations

WITH 13 companies as sponsors of NBC international shortwave programs broadcast to Latin America, American firms are contributing materially toward national defense by helping cement friendly relations between the countries of the Western Hemisphere. This observation was made recently by Lunsford P. Yandell, NBC director of international commercial broadcasting, speaking on "A New Advertising Service to Meet a New National Need" before the Advertising Women of New York at the Advertising Club of New York.

Listing present and projected sponsors of NBC Latin American programs, Mr. Yandell declared that in presenting the new international broadcast service for sponsorship by United States business, care was taken to offer it only "to companies who fully realize that no one has a greater stake in Latin America than good-will."

Included in the 13 sponsors on NBC's shortwave WNBC and WRCA listed by Mr. Yandell were Adam Hat Stores, Astor Hotel, Columbia Pictures Corp., S. C. Johnson & Son, Metro-Goldwyn-Mayer Pictures Corp., Paramount Pictures, Inc., RCA Mfg. Co., RKO Radio Pictures Inc., Standard Oil Co. of New Jersey, United Fruit Co., Universal Pictures Co., Waldorf-Astoria Hotel, Warner Bros. Pictures Inc. [BROADCASTING, Oct. 1].

Sold for Half of Cost

"The first company that accepted our proposal was the United Fruit Co.," Mr. Yandell commented. "We offered 15 minutes every night for a year for $25,000. They started last December and have been on the air ever since, broadcasting Associated Press news in Spanish for 15 minutes from 9 to 9:15 every night. We issued a rate card in March because we felt we had to widen the base on which this service could be used. That rate card offers United States advertisers time for as little as $33 for 15 minutes for coverage from Cuba to Mexico, and all the way down through the Horn.

"We have priced this service at about half what it actually costs us to operate it, because we are trying to make a definite contribution to the public service of this country in the important field of foreign public relations. At first, we offered this service on two premises, sales promotion and public relations, and many companies accepted it primarly for its value in these two fields.

Hemispheric Solidarity

"Since the Axis' success in Europe, another very important factor has entered the picture. It is the growing conviction of Government officials and advisors, and of business leaders in this country, that the country can be served in a very important way by broadcasting to Latin America in the interest of hemisphere solidarity. Now the companies that are using our service and those that are considering it are looking at it not only for its value to their own interests, in sales promotion and public relations, but also as a means of contributing materially toward national defense.

"This is not being done by active propaganda, such as is used by other nations. Instead, by presenting themselves and their goods and services to Latin America, some of the leading companies of this country are giving Latin Americans a picture of the dividends that democracy pays, for comparison with what can be observed in Europe. In addition to this picture, they seek to convince Latin America of the fact that the purpose of U. S. business interest in Latin America is to create, not to exploit."



USING stations in ten major markets, John Richardson, advertising manager of Allied Mills, Fort Wayne, signs a 26-week contract for the weekly transcribed quarter-hour, *Wayne Mail Box*, on behalf of Wayne poultry and livestock feeds. Ranged around the signer are (l to r) W. C. Swartley, manager of WOWO-WGL, Fort Wayne; Louis E. Wade, president of the agency bearing his name; Medford Maxwell, account executive handling the campaign.

SIX-MONTH DRIVE FOR ALLIED MILLS

ALLIED MILLS, Fort Wayne, Ind., on Oct. 7 started a 26-week campaign for Wayne poultry and livestock feeds which by Oct. 28 will include a list of 10 stations. The transcribed *Wayne Mail Box* series is originated at WOWO-WGL, Fort Wayne. A heavy merchandising campaign throughout the Midwest will supplement the program. Stations being used are WOWO; WBT, Charlotte; WHO, Des Moines; KFAB, Lincoln; WMT, Cedar Rapids; WLS, Chicago; KSD, St. Louis; WNAX, Yankton, S. D.; WHKC, Columbus; WLW, Cincinnati.

Included in the promotion campaign for the quarter-hour program are 250,000 reprints of trade paper advertisements for consumers, sales letters to dealers from members of the *Wayne Mail Box* cast, posters, giant telegrams, 5,000 cardboard RFD mail boxes tying in with the theme of the program. All regular advertising also carries a tag on the program, and each Allied salesman carries a 15-minute transcription to play to dealers. The sponsor also uses five spot announcements weekly on each outlet for program promotion.

As part of the program, which features a group of small town folk led by "Elmer Perkins", a typical Wayne Feed dealer, all WOWO talent, weekly contests are held, with a total of $1,000 in cash prizes. The contest is designed to bring participants into contact with local Wayne Feed dealers. Agency handling the accounts is Louis E. Wade Inc., Fort Wayne. Medford Maxwell is account executive.

Brazil Series Praised

THE REVISED *Washington Merry-Go-Round*, under sponsorship of the Government of Brazil on NBC-Blue since Sept. 29 drew the congratulations of President Roosevelt and others in public life to Drew Pearson and Robert S. Allen, political commentators featured on the program. With the inclusion of news and comments on Brazilian affairs, the program will improve relations between the Americas, said the President's telegram. Similar messages came from Henry A. Wallace, Charles L. McNary, Sam Rayburn and Joseph W. Martin.

WRC Hittenmark WAKES UP WASHINGTON

For over five years Gordon Hittenmark's "Your Timekeeper" program has been awakening the thousands of Washington wage earners (and housewives too) who have to get up between 6 and 9 A. M.

39 clients are now using "Your Timekeeper" to sell soap, ice cream, coal, jewelry, etc. They report excellent results. At $12.50 per announcement (less discounts) "Your Timekeeper" is proving a most effective way to create sales.

Hittenmark, one of the most popular figures in Washington radio, has just received the 1940 Citizenship Award of the American Legion. He has been identified with the President's Cup Regatta, the Metropolitan Police Boys Club, Radio Open Golf Championship (3rd year), and many other outstanding Washington radio successes.



Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · WASHINGTON · CLEVELAND · DENVER · HOLLYWOOD

WGY Operation Is Started by GE

Nine-Year NBC Pact Ended; Hager Stays as Manager

FOLLOWING the lead of Westinghouse, General Electric Co. on Oct. 1 took over complete operation of WGY, Schenectady, terminating a nine-year arrangement under which NBC had managed program and sales operations of the station. WGY is scheduled for hearing before the



Mr. Hager



Mr. Peare

FCC Oct. 21 because of this NBC management contract, in which the FCC proposes to determine whether GE actually had transferred the station's license in violation of Section 310 of the Communications Act. On Oct. 7, however, GE asked the FCC to cancel the hearing in view of the new agreement.

National Sales Unchanged

Coincident with announcement of the cessation of the NBC contract, L. D. Coffman, General Electric attorney in Schenectady, informally notified the FCC of the arrangement. GE then petitioned the FCC to reconsider its action setting the WGY renewal application for hearing, on the ground that the condition complained of now has been remedied by cancellation of the NBC management contract. Such a move was made by Westinghouse on behalf of four of its stations formerly program managed by NBC after which the FCC dismissed the hearing notices in a strongly worded opinion [BROADCASTING, Sept. 15].

The new arrangement, it was announced Oct. 3 by J. V. McConnell, national spot and local sales manager of NBC, does not involve changes in handling of national spot sales and service for WGY. Mr. McConnell's organization will continue to act as national sales representatives for the station, just as it does for the Westinghouse stations.

In addition to WGY, other stations cited for hearing on management contracts are WHCU, Ithaca; WAPI, Birmingham; WWL, New Orleans, and WGST, Atlanta [BROADCASTING, Sept. 15].

The new WGY contract with NBC as filed with the FCC is considerably broader than the standard form of affiliation contract, apparently taking cognizance of some of the criticisms leveled against network relationships with affiliates contained in the controverted FCC Network Monopoly Committee Report. The contract, it is reported, specifies that WGY shall be a Red Network outlet, whereas the old form simply covers affiliation with NBC and does not specify either of its networks. Moreover, the contract is reported to provide greater latitude for the station in accepting or rejecting network programs, under the optioned time provisions.

The optioned time clause in the new contract specifies that because of "your public responsibility your station, for any reason satisfactory to you, may reject any network program, on condition, however, that you do not broadcast over your station during the time of such rejected network program any non-political commercial program without NBC's consent". Arrangements for compensation to NBC, in the event the time is used for commercials, also are specified.

The clause dealing with network programs provides: "During network optional time we agree to supply your station with our basic Red network programs; during all other time we agree not to make any of our basic Red Network programs available to any other broadcast station located in the Schenectady, Troy, Albany Metropolitan area, unless you shall have refused to broadcast any such program over Station WGY".

Robert S. Peare, manager of broadcasting and publicity for GE, announced also that Kolin Hager, manager of WGY since its inauguration in February 1922, save for a two-year period, will continue in that executive capacity. Technical operations will continue under direction of W. J. Purcell, another radio pioneer. Mr. Purcell was engineer of the station when it first went on the air and has been associated with its technical operation during the last 18 years.

Others Not Involved

KOA, Denver, and KGO, San Francisco, also owned by GE, are not involved in the new contractual relationship. Despite their GE ownership, the stations actually are licensed to NBC, which has full control over sales and program operations. As a consequence, these stations were not cited under the management contract inquiry of the FCC.

WGY started operation in 1922 with 1,500 watts. Later it procured 5,000 watts and in 1924 began operation with 50,000 watts. Many basic engineering experiments dealing with higher-powered transmitters were completed at the GE plant on a 54-acre plot at South Schenectady.



FUTURE radio executive gets an early start, might be the proper title of this snapshot. It shows Arthur Sinclair Morris, age 15 months (left), appearing to pop the question to Cicely McConnell, age 2. Little Arthur is the son of Tom Morris, of the sales staff of KTUL, Tulsa, and grandson of Arthur B. Church, operator of KMBC, Kansas City. Cicely, named for Mrs. Church, is the daughter of Jim McConnell, director of the KMBC Artists Bureau.

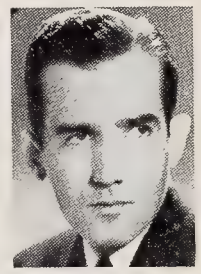
Ronson Spots

ART METAL WORKS, New York, has prepared a spot campaign to increase Christmas sales of Ronson lighters. Now on WQXR, New York, with 28 live announcements weekly, the company will sponsor announcements, starting about the second week in December, on eight United States and nine Canadian stations. Stations lined up for the campaign by Cecil & Presbrey, New York, include: WJZ and WQXR, New York, WMAQ, Chicago; WNAC, Boston; WJR, Detroit; KPO, San Francisco; KFI, Los Angeles, and WCKY, Cincinnati. In Canada: CFCN, Calgary, Alta.; CJOR, Vancouver, B. C.; CKY, Winnipeg, Man.; CHSJ, St. Johns, N. B.; CKCO, Ottawa, Ont.; CFRB, Toronto, Ont.; CKAC and CFCF, Montreal, Que., and CHRC, Quebec, Que.

MURROW HONORED

Press Group Pays Tribute To London Reporter

NEW YORK'S Overseas Press Club, composed of former foreign correspondents, has selected Edward R. Murrow, chief of the CBS European staff in direct charge of its London bureau, as "the foreign correspondent who, during the first year of the Second World War, has contributed the most, as a result of his work, toward the information of the American people and the formulation of American national policy in international relations."



Mr. Murrow

William L. Shirer, CBS chief correspondent in Berlin, was runner-up in the radio selection. Awards for overseas newspaper reporting went to Leland Stowe, of the *Chicago Daily News* foreign service, and Hallett Abend of the *New York Times*.

Murrow's prize was a typewriter with an engraved plate, which was presented to him through Paul W. White, CBS director of public affairs, at a gathering of public officials and newsmen in New York Oct. 2 at the New York World's Fair.

"Ed" Murrow has served on the European news front since May, 1937, having been sent abroad after serving as CBS director of talks. All through the aerial bombardments of London, he has stuck to his post. A bomb recently blasted the CBS London offices out of use but did not interrupt his scheduled broadcasts. He is 36 and a native of Greensboro, N. C.

Vick on Coast

VICK CHEMICAL Co., Greensboro, N. C. (Vatronol), on Sept. 30 started a thrice-weekly quarter-hour musical program, *Wake Up & Sing*, on 10 NBC-Pacific Coast Red stations (KFI KPO KHQ KGW KOMO KMJ KOH KWG KFBK KERN), Mon., Wed., Fri., 7:30-7:45 a. m. (PST). Contract is for 26 weeks, and programs feature Jay Burnett, singer and novachordist. Jim Brannon is announcer-producer. Morse International, New York, has the account.

50 kw. Operation Is Awarded KYW

WNEW, WDSU and Others Are Granted Increases

PHILADELPHIA gets its second 50,000-watt station, with the grant by the FCC Oct. 2 to KYW, Westinghouse Red Network outlet, to increase power from its present 10,000 watts on 1020 kc. The station, however, shifts to 1060 kc. under the Havana Treaty allocations effective March 29. The construction permit authorizes changes in equipment and use of directional antenna day and night, as a Class I-B outlet.

KYW expects to start 50,000-watt operations in November. E. H. Gager, plant manager, said it would take several weeks before technical changes could be made at the transmitter at Whitemarsh, Pa. "For the past several months we have been doing considerable work in modernization of the plant so that the change when authorized by the Commission would be accomplished with a minimum of time and effort," he said. The present 250-foot masts will be replaced by four 470-foot self-supporting towers. Westinghouse equipment will be used throughout.

Horizontal increases in power for stations on two regional channels, giving them 5,000 watts at night, in accordance with engineering provisions of the treaty allocations, also were authorized Oct. 2. WNEW, New York, and WDSU, New Orleans, both on 1250 kc., were given construction permits for 5,000 watts night with directional antennas. WKST, New Castle, Pa., was given a construction permit for 1,000 watts fulltime on the same channel, with a directional antenna for night use, in lieu of its present daytime assignment.

Southern Grants

On 930 kc., WDBJ, Roanoke, and WBRC, Birmingham, were given construction permits for night power increases to 5,000 watts, with directionals at night. WSBT, South Bend, Ind., was granted a construction permit to change equipment, including installation of a directional for both day and night use, and to shift from 1360 kc. to 930 kc., with 500 watts fulltime instead of sharing with WGES, Chicago.

The latter grant, however, was made upon condition that the *South Bend Tribune*, licensee of both WSBT and WFAM, dispose of its interest in WFAM. The latter station operates on 1200 kc. with 100 watts.

KMED, Medford, Ore., was granted modification of license to increase its night power from 250 to 1,000 watts on 1410 kc. It has used 1,000 watts day. WPAR, Parkersburg, W. Va., was granted a construction permit to install new equipment and increase its power from 100 to 250 watts fulltime on 1420 kc.

Rochester Cases to Hearing

PROPOSAL of WSAY, Rochester, to change its status to that of a regional has been ordered for hearing by the FCC. WSAY now operates with 250 watts on 1210 kc., and seeks 1,000 on 1340 kc. Also ordered for hearing was the application of Edward J. Doyle, Rochester oil dealer and large local radio advertiser, seeking a new station in that city to operate with 1,000 watts fulltime on 1340 kc.

WANTED... *in "America's Money Belt"*

Enough Toothpaste to Clean All the Bridgework from the Golden Gate to the Empire State



NOTE: More than $4,601,293 were spent for Dentifrices last year in America's Money Belt. More will be spent this year.

WILL YOU SELL IT?

JUST imagine a Hollywood smile — all the way from Hedy's back door to Al's 102-story bungalow in Gotham. Yes, the toothpaste sold annually in America's Money Belt could be spread over a smile that wide! And if *you* want to sell your share, a heavy schedule on the Cowles Stations is the answer.

We say the Cowles Stations, because that's the only way you reach every nook and cranny of the rich Money Belt region.

And in America's Money Belt, folks are buying toothpaste — and millions of dollars of other drug articles—from more than 3,048 drug stores in the area. With agricultural and business conditions better than ever, this year they're going to buy still more. You can sell it—with the help of the *"four-way voice of the Money Belt."*

WHICH OF THESE DO YOU SELL?

Annual Retail Sales in "America's Money Belt"

Dentrifices	$ 4,601,293
Face Powders	1,446,120
Talcum Powders	788,793
Hair Tonics	657,327
Face Lotions	1,051,724
Hair Dressings	788,793
Deodorants	460,129
Manicure Preparations	657,327
Shaving Creams and Soaps	1,248,922
Face Creams	2,300,646
Perfumes	1,117,457

(Total drug commodity sales — $49,216,000)

The Cowles Stations

WMT ★ **KRNT** ★ **KSO** ★ **WNAX**

CEDAR RAPIDS WATERLOO — DES MOINES — DES MOINES — YANKTON SIOUX CITY

WMT KRNT KSO WNAX

Affiliated with **THE REGISTER AND TRIBUNE, Des Moines, Iowa**

Represented Nationally by THE KATZ AGENCY

FM Rules to Speed Up Applications

Trade Areas Defined in New, Less Severe Requirements

ACCELERATED demand for new commercial frequency modulated broadcast stations is anticipated with revision by the FCC of rules governing FM allocations. A definite system of flexible allocations with no rigid mileage coverage limitations is established.

To be accompanied shortly by easing of the more rigid requirements in the FM application form (No. 319), the amended rules are expected to give impetus to development of commercial FM, which has lagged during the last several weeks due to the onerous requirements both as to qualifications of applicants and allocations. Thus far some 40 FM applications have been filed, of which substantially half appear to comply with the revised rules. The remaining score will be returned to applicants for revision.

Fixed Mileage Dropped

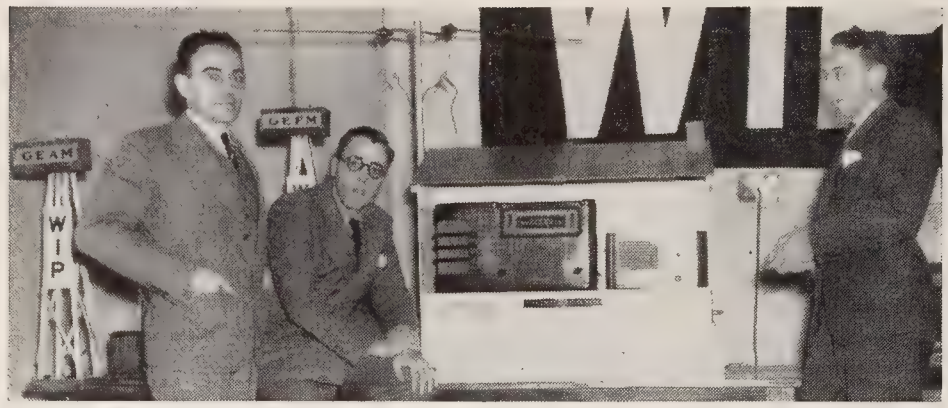
The FCC adopted the modified allocation rules Oct. 3 by unanimous vote following a final conference of staff officials Sept. 30 with representatives of the industry. While there was not full agreement on the new regulations as between the FCC and the industry representatives, there was unanimity on the elimination of maximum mileage requirements and of the establishment of specified basic trade areas and limited trade areas. It was concluded that the former rules, setting up fixed mileages, were artificial and that the new provisions set up a more scientific approach.

The new rules are immediately effective. However, it was made clear that they are subject to modification if they do not accomplish the desired goal of maximum FM service and horizontal competition in each trade area. The next step is actual testing of the allocations "in the field," which means operation of stations under the standards.

The new rules retain the three-group classifications with the 35 FM channels of 200 kc. width (wide-band FM) distributed as heretofore. The same number of channels is allotted to each class of station. But each class now is comprehensively defined, with the areas to be covered to be determined by use of available market study data.

The terms "basic trade area" and "limited trade area" are added to radio nomenclature. In addition, however, rural areas are also recognized, with Class C stations, or those in the largest category, required to render rural service.

Actually, a new class of station was defined, to be identified as Class D, and which will have service functions differing from those of the three primary classes. But this type of station will be probationary, in that it must be shown that no "unfair competition" will arise. Such stations will be assigned to one of the seven channels allotted for Class C service, in which the principal coverage function would be that of serving a large rural area.



MORE than 500 station clients and Philadelphia radio station executives attended the first practical demonstration of FM in Philadelphia arranged by WIP in cooperation with General Electric Co., Sept. 31, Oct. 1-2. Two miniature stations, GEAM and GEFM, operating on the same principle as broadcast stations, were used in the demonstrations conducted in the WIP studios by D. Lee Chestnut (left), GE engineer, shown with Benedict Gimbel Jr. (center), WIP president, and Clifford Harris, WIP technical supervisor.

Full text of revised rules governing commercial FM allocations will be found on Page 96.

It was evident, in the FCC explanation of the modified rules, that the objective was to provide more effective use of the limited number of channels available, and at the same time prevent larger stations (Classes C and D) from procuring ultimate competitive benefits which might permit them to "skim the cream" of urban area coverage.

Attending the final industry-FCC session preparatory to adoption of the modified rules were FCC General Counsel Telford Taylor, Chief Accountant William J. Norfleet, Assistant Chief Engineer in Charge of Broadcasting Andrew D. Ring, DeQuincy V. Sutton, head accountant, and T. L. Bartlett, attorney, for the FCC. Industry conferees included NAB President Neville Miller; Maj. Edwin H. Armstrong, FM inventor; John Shepard 3d, president of FM Broadcasters Inc.; Paul W. Morency, WTIC, Hartford; Philip G. Loucks, Washington attorney; Paul A. DeMars, Yankee Network vice-president, and Lynne Smeby, NAB director of engineering.

Basic Trade Areas

The FCC explained that the new definitions of coverage areas were selected as the best means of establishing the service of FM stations. The meaning of rural area (all land area outside incorporated towns or cities with population greater than 2,500 and where the density of population is less than 150 per square mile) is substantially the same as that defined by the U. S. Census Bureau.

There will be approximately 625 basic trade areas, to be established by the FCC on the basis of a showing made by applicants and other Government economic radio coverage data. The definitions were established "because the limitation of the trade areas as established corresponds in general with the social and cultural interests of the community and also the area which a high-frequency broadcast station can serve with good technical service both day and night corresponds in a large measure with the majority of such areas," said the FCC.

It was explained that the aggregate of all the basic trade areas includes the entire area of the country. Thus, under the plan, the whole population will receive service "except where technically and economically it is not possible to render service throughout some areas."

In establishing boundaries of trade areas, the FCC said special consideration will be given to the radio coverage limitations, but as far as possible the retail trading area will be followed. Each area will have one or more stations, but since the area may vary widely in size, the facilities allotted (antenna height, plus antenna gain, plus power) will likely vary in different areas.

No Change in Channels

"To permit the stations in the large cities to extend their areas beyond the trade area," it was stated, "would necessarily result in a situation where some areas which could otherwise support a station would not be able to do so, and, as a result, the plan for uniform distribution of service where technically and economically feasible would be impaired."

The main station classification (Class B) will be accorded 22 channels of the 35 available. Stations qualifying will serve basic or limited trade areas, of cities with a population of more than 25,000. Six channels (Class A) are reserved for the basic and limited trade areas in which the city has population of less than 25,000. The remaining seven channels are for Class C and (in isolated instances) Class D stations having the primary rural function. It is only in this instance that a mileage limitation is retained. Here the rules specify that a rural area of at least 15,000 square miles must be covered, except in special cases.

Limited trade areas, it was explained, are established to permit service to cities and their trade areas so the many cities which are not listed as primary or basic trade areas may have FM service to

(*Continued on page 97*)

FCC To Prepare New FM Forms, Easing Questions

Severity Conceded as Study of New Forms Is Started

TACITLY admitting that some questions propounded in its broadcast application forms, covering both standard and FM assignments, are burdensome, the FCC formally announced Oct. 3 that its staff has undertaken preparation of new forms "that will obtain essential information without imposing too great a burden on the applicant".

FCC Chairman James Lawrence Fly started the move toward revision and simplification of the forms several weeks ago, after a deluge of complaints had come from the industry, particularly in connection with the new FM application form which had retarded filing of applications for such stations. Conferences arranged between the industry and the FCC Rules Committee resulted in the conclusion that both forms should be modified.

Exchange of Ideas

The Commission announced that pending preparation of the new forms, likely to entail several weeks, the broadcasters and the FCC "are mutually agreed that in instances where particular questions in the present forms necessitate the furnishing of exceptionally involved and lengthy data, the applicant may be permitted to make general answers with explanation". After the examination of such general answers, the announcement said, the Commission would require the furnishing of further data only where necessary for the purpose of its action on the application.

Exchange of ideas with the representative broadcast groups, the Commission said, resulted in the determination to modify certain of the requirements. Conferences were held Sept. 12 and 13 by committees representing NAB, FM Broadcasters Inc. and National Independent Broadcasters with the FCC Rules Committee and other FCC officials [BROADCASTING, Sept. 15].

The Commission said that reduction of some of the "paper work" would expedite applications without sacrificing facts and figures necessary to enable the Commission to make determination.

"It was through similar cooperative endeavor that the Commission has further defined and clarified certain high-frequency broadcast rules and regulations, which will also tend to stimulate that new type of program service," the FCC said.

On Oct. 3, the FCC received from E. C. Pulliam, WIRE, Indianapolis, chairman of the NAB Conference Committee, and John V. L. Hogan, WQXR, New York, chairman of the FM Broadcasters group, statements reducing to writing the suggestions made to the FCC Rules Committee at the conferences last month. These written suggestions, along with one from NIB submitted by Harold A. Lafount, president, and Andrew W. Bennett, counsel, will be studied by the Rules Committee and FCC departments prior to the calling of a final meeting.

The FCC made it clear in its announcement that the revisions will apply to applications for high-frequency (FM) stations as well as for standard broadcast service.



DON LEE FALL BUSINESS UP 78%

Don Lee chalks up another record increase in fall business. It's a simple formula we use . . . give the advertiser's message strength where it counts . . . where the people live! The Pacific Coast has the largest percentage of radio homes in the United States, and the Don Lee Network reaches better than 9 out of 10. Our constant increase in network business is evidence that advertisers are getting what they want in response. Their sales record is proof of results where they count . . . at the cash register.

A PARTIAL LIST OF NEW ADVERTISERS SCHEDULED FOR DON LEE NETWORK

Langendorf Bakeries
Sunnyvale Packing Company
Liberty Magazine
American Safety Razor
P. Lorillard & Company
Peter Paul, Inc.
True Story Magazine
Standard Oil Company
Feenamint
Safeway Stores
Haven of Rest
D. Ghirardelli Company
Noxzema Chemical Company
Wheeling Steel Company
Gillette Safety Razor Company
Fels and Company
The Wander Company
Union Pharmaceutical Company
Van Dyck Cigars
Roma Wine Company
Look Magazine
American Economic Foundation

MUTUAL **DON LEE** BROADCASTING SYSTEM

1076 W. 7th St., Los Angeles, Calif.
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
Affiliated with Mutual . . . Represented by Blair

THE NATION'S GREATEST REGIONAL NETWORK

Plan to Permit Superpower As Defense Measure Studied

Administration Proposal Opposed by Wheeler; Improved Coverage of Rural Areas Claimed

LIFTING of the ban on superpower for broadcasting stations as a national defense measure is being strongly advocated in some Administration circles, but already has collided with stout resistance in Congressional quarters.

Premised on the desire to increase rural coverage so the farm population can be kept advised on all current developments and be within consistent earshot of official Washington, the plan has been broached by FCC Chairman James Lawrence Fly to Senator Burton K. Wheeler (D-Mont.), chairman of the powerful Interstate Commerce Committee. Two years ago, when the superpower battle before the FCC was at its height, the Senate adopted a resolution offered by Senator Wheeler expressing opposition to power in excess of 50,000 watts.

The Answer Is No

Chairman Fly, in talking with Senator Wheeler a fortnight ago, asked the legislator's opinion as to whether the Senate would lift the present power limit in view of the national emergency. The answer, it is reliably reported, was an emphatic "No", with the result that the new move was slowed down but evidently not entirely stopped.

The plan, roughly, is understood to embrace a proposal that a half-dozen stations on clear channels, strategically located, be given power of 500,000 watts or greater to saturate rural and remote areas. Justification for this move, which might be temporary, is the desire for widest possible dissemination of information during the emergency period. In its present nebulous state, the plan covered regular commercial operation for the stations but presumably with certain time guaranteed for Government reports bearing on national defense.

Actual selection of stations likewise had not been determined. There are now 13 stations with pending applications for 500,000 watts. Only one station since the advent of broadcasting has held an authorization during regular program hours to operate with power in excess of 50,000 watts—WLW, Cincinnati, which held special experimental authority from April, 1934 until March, 1939, for 500,000 watts. WLW, however, lost the privilege in one of the most bitterly fought legal contests in radio history.

Stations with applications pending for 500,000 watts, in addition to WLW, are KFI, Los Angeles; WSM, Nashville; WOR, Newark; WGN, Chicago; WSB, Atlanta; WJR, Detroit; WJZ, New York; WGY, Schenectady; WHAS, Louisville; WHO, Des Moines; KSL, Salt Lake City; WOAI, San Antonio. These applications have been designated for hearing but actually are in a suspended status, with no hearing date set.

Chairman Fly, who also heads the Defense Communications Board, national defense policy-making body for communications, is believed to have been impressed with the superpower plan for a number of reasons, all bearing on national defense. The claim often has been advanced that rural and remote areas do not receive adequate service under the present allocations and that only through power increases for clear-channel outlets can some semblance of saturated coverage be attained. This claim repeatedly has been refuted by regional stations. Moreover, it now is contended that the Havana Treaty allocations, which are slated to become effective March 29, will provide horizontal increases for stations all down the line and that most of the slack in remote coverage will be caught up.

Fears Monopoly

Chairman Wheeler is reliably reported to have expressed emphatic disapproval of the superpower network plan. His reaction, expressed many times in the past, was that such a move would result in ultimate ruination of regional and local stations, because of competition. Moreover, he has strongly stressed the "monopoly" aspect, contending that superpower places too much potential influence in the moulding of public opinion in the hands of the licensees. Such a move, he feels inevitably would result in Government ownership of all broadcasting.

Senator Wheeler's answer to the complaint of insufficient rural coverage by networks from national program centers was that the major networks can be required to provide service to independently-owned stations in sparsely settled areas, even if it represents a financial loss. Big city stations commanding high advertising rates should be forced to carry along a reasonable number of unprofitable small city outlets and thus be required to provide actual nationwide service, he believes.

Where the superpower network effort started is not clear. Since development of the national emergency, however, the talk has been heard in FCC and other radio circles. Aside from the desire to saturate the entire population by radio, superpower carrier signals would have a definite value for air transportation and training, it is claimed, since pilots would be enabled to use them as homing beacons.

Since losing its 500,000-watt license in 1939, WLW has desired reinstatement of that power. Denial of the renewal came not because of technical shortcomings but on economic, competitive and political grounds. Moreover, a number of other clear-channel outlets have sought superpower authorization and at least one station, in installing a new 50,000-watt transmitter two years ago, actually purchased a basic 500,000-watt unit, with the idea of adding stages if and when the FCC lifted the ban.



FIFTY YEARS of service with the company were rewarded Oct. 1 when Dr. Frank Conrad, known as "the father of radio broadcasting", received a diamond-studded gold lapel emblem from Westinghouse Electric & Mfg. Co., of which he is assistant chief engineer. Dr. Conrad (left), technically responsible for what Westinghouse claims the first regularly scheduled radio broadcast—Nov. 2, 1920, on KDKA, Pittsburgh—here receives his 50-year emblem from Dr. R. E. Hellmund, Westinghouse chief engineer.

Whereas superpower has been regarded as a sort of hybrid political and economic issue since the WLW litigation, the national defense aspect gives the whole subject new impetus, it is felt.

Opposed by Regionals

When the superpower issue first arose, National Assn. of Regional Broadcast Stations, under the leadership of John Shepard 3d, president of Yankee Network, strongly opposed the trend largely on economic grounds. It contended that regional stations, now performing service in cities and contiguous rural areas would be deprived of national network service and national spot business. Thus, it was claimed, the whole broadcast structure would be deteriorated.

Proponents of superpower, on the other hand, took the position that maximum technical advantage of available facilities should be required and that vast rural areas, which need radio most, are not getting acceptable primary service. Whereas city residents have a multiplicity of station service, as well as other modes of entertainment and relaxation, the deep rural dweller has only radio and usually very little of that. Stations with power wallops, they argued, can provide service for these people as a "public contribution" and place more nearly into full effect provisions of the Communications Act calling for equitable distribution of radio service to the entire nation.

Rescision Necessary

Before the FCC would be disposed to act on any of the pending full-power applications, whatever the motivation, it would first await rescinding by the Senate of its anti-superpower resolution. While that legislation is on the books, the FCC, from the practical standpoint, cannot authorize power beyond 50,000 watts during regular program hours, even on an experimental basis. The present FCC rule governing station power states simply that stations on clear channels shall use 50,000 watts power, which technically leaves the way open for higher power.

Coincident with the disclosure of the superpower move there developed reports of possible Government intervention. Several years ago a plan for a Government-owned superpower station actually was considered in inner circles of the Administration. It died aborning, however, after strong opposition developed within the Government itself.

Now, with revival of superpower talk, the same interests are said to be discussing a variation of the plan. This apparently is on the theory that, during a national emergency, the Government can assume the task of keeping the public informed. Because of the objections to superpower operation by commercial stations, both from the competitive standpoint and because of the monopoly aspect, this newest Government movement appears to have been launched.

Might Prove Boomerang

Such a development, it is openly stated, would be a boomerang, and the possible forerunner of "nationalization" of broadcasting. The industry long has felt that if the Government ever undertakes operation of any broadcast stations, whatever their classification, politicians and ambitious brain-trusters soon would grasp the opportunity to "nationalize" the structure.

Another concern is the Defense Communications Board itself. Should the board as a measure of national defense recommend superpower operation, it is assumed the President, to which the recommendation would be made, could take steps for such a temporary structure. Thus far, as near as could be ascertained, this matter has not been discussed by the Defense Board.

Roma Wine in West

ROMA WINE Co., Lodi, Cal., on Oct. 1 began sponsorship of *Cracker Barrell Forum* with Art Linkletter, m.c. from Telenews Theater, San Francisco, over 16 Don Lee stations in Cal. and 3 in Arizona, Tuesdays and Thursdays, 6:45-7 p. m. (PST). This replaces *World's Fair Party*, sponsored by Roma for two years from Golden Gate Exposition. Account placed through Cesana & Associates, San Francisco.

Humble Grid Series

HUMBLE OIL & REFINING Co., Houston, on Oct. 5 started sponsoring a combination of 21 Southwest Conference and intersectional football games on Texas Quality Network and Lone Star Chain stations. TQN outlets carrying the series are WBAP, Fort Worth; WFAA, Dallas; WOAI, San Antonio; KPRC, Houston. LSC stations are KGKO, Fort Worth; KXYZ, Houston; KTSA, San Antonio; KRIS, Corpus Christi; KRGV, Weslaco; KFDM, Beaumont. Agency is Franke-Wilkinson-Schiwetz, Houston.

Wings on 40 in Canada

TUCKETT'S TOBACCO Ltd., Hamilton, Ont. (Wing cigarettes), started on Sept. 30 transcribed spot announcement campaign with 24 spots weekly on 40 Canadian stations. Account placed by MacLaren Adv. Co., Toronto.

NATIONAL SPOT TIME BUYERS:

Only **FACTS** *can help you select Stations*

7

1 *Independent coincidental Survey of Cleveland audiences March 1938*

2 *Independent coincidental Survey of Cleveland audiences June 1938*

3 *Independent coincidental Survey of Cleveland audiences January 1939*

4 *Independent coincidental Survey of Cleveland audiences April 1940*

5 *N B C Urban Personal Call Survey 1939*

6 *N B C Rural Post Card Survey 1939*

7 *C A B Station audiences October 1939 to April 1940*

SURVEYS confirm 3 facts about WTAM..

In Metropolitan Cleveland

WTAM has almost as many listeners as all other Cleveland stations combined

In the Urban Centers

Ten times as many people "listen most" to WTAM as to any combination of Stations in the area

In the Rural Areas

Six times as many people "listen most" to WTAM as to any combination of Stations in the area

More Listeners mean more Sales and lower cost per unit sale. Obviously, this explains why WTAM SELLS 83% MORE National Spot time than any other Cleveland Station

WTAM
CLEVELAND
50,000 WATTS · 1070 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · WASHINGTON · CLEVELAND · DENVER · HOLLYWOOD

Political Series On 40 Stations

Two Weekly Periods Sold to America First Committee

WHAT LOOKED like a loss of substantial business for some 40 stations was transformed into a paid political series to run until election day by virtue of telephonic negotiations Oct. 4 between John Barton, BBDO Chicago vice-president, and Edgar L. Bill, WMBD, Peoria, chairman of the NAB Code Compliance Committee. NAB headquarters in Washington sat in by remote control.

A series of two 15-minute programs per week offered stations throughout the country for the "America First Committee" through BBDO on Oct. 1 was ruled to be "controversial", and the NAB Code Committee promptly advised all stations the programs could not be accepted on paid time. Under the code they could only be placed as free sustaining matter.

Mr. Barton, in his conversations with Chairman Bill, agreed to change the complexion of the programs to conform with the political section of the code, making possible use of paid time. The committee revised the script to describe itself as a non-partisan organization supporting the election of all candidates for public office who advocated the principles it espoused, essentially that America be protected first, and opposing all possible aid "short of war" to Britain.

Mr. Bill asked H. Preston Peters Inc., to confer with Ed Kirby, NAB public relations director in Washington, on the matter. It was finally resolved in the telephonic exchanges that the series was acceptable until the elections, under the classification of paid political time.

Previously, the Code Committee had held that the published objectives were such as clearly to show a "public controversial issue". The notice to stations advising them they could not accept the series as paid time promptly was rescinded after the BBDO revision and the new ruling of the NAB Committee.

* * *

The America First Committee is headed by R. Douglas Stuart Jr., son of the vice-president of Quaker Oats Co., Chicago. Although its home office is in Chicago, prominent persons throughout the country are on the Committee's national board. Among them are Avery Brundage, John T. Flynn, Henry Ford, Lessing Rosenwald, Jay C. Hormel, Gen. Hugh H. Johnson, Mrs. Alice Roosevelt Longworth, Hanford MacNider, Eddie Rickenbacker, Louis Taber, Oswald Garrison Villard, Mrs. Burton K. Wheeler and Gen. Robert E. Wood.

Transcriptions being used on national spot include Senator Arthur Capper (R-Kan.), Boake Carter, Senator David I. Walsh (D-Mass.), Senator Edwin S. Johnson (D-Col.) and Rep. James E. Van Zant (R-Pa.). Incidental music is by a choir.

Transcribed broadcasts have started on WBBM WCAU WJR WRVA KFI KSD WNAC WCAE WISN WGR WCCO WTCN WWL WKRC KMBC KOMO WIRE WHEC WHAS KOIN KPRC WBNS KLZ WFBR WSB WAPI WJAR KOIL WFBL WTAG WKY WSM WHO KHQ WDAY WMBD WAVE WLW WIS KTUL WOC WCKY KOMA KGKO KIRO KROW WOR KSFO WFIL WGAR WOL WOW WHAM. Expected to start within the month are WDBJ WSMB WGN, with more stations expected to be added. BBDO, Chicago, handles the account.



ALL-AMERICAN Nile Clark Kinnick (right), who last year nosed out Joe DiMaggio in the sports writers selection of outstanding athlete of the year, now has a sponsor, Iowa Dairy Industry Commission. He does intermission comments for KRNT, Des Moines, and WMT, Cedar Rapids during Iowa U football games. Here Gene Shumate (left), KRNT sportcaster, talks it over with Kinnick and Carl Menzer, radio director of WSUI, Iowa U station, prior to a game.

Schick Adds Dodgers

LAST of the teams of the National Professional Football League to secure a commercial radio sponsor [BROADCASTING, Sept. 15] is the Brooklyn Dodgers, with Magazine Repeating Razor Co., New York (Schick razors), taking over the five games from Nov. 3 to Dec. 1 on WOR, Newark. The same sponsor previously had signed for all 11 games of the New York Giants over WHN, New York. Dodgers games prior to Nov. 3 are being carried sustaining by WOR.

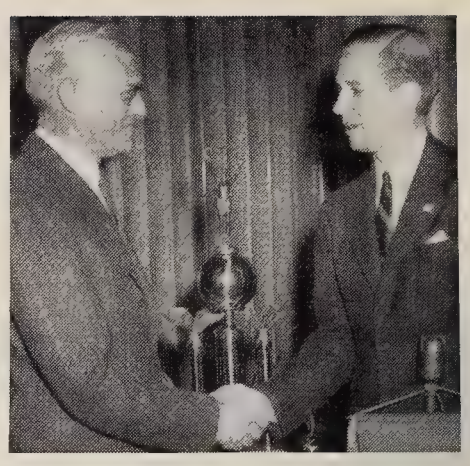
KINNICK SPONSORED

Grid Satellite Gives Comments At Iowa U Games

NILE CLARK KINNICK Jr., All-America halfback of the University of Iowa's 1939 football team and acclaimed the greatest grid star of last year, has been signed to do intermission commentary for KRNT, Des Moines, and WMT, Cedar Rapids. He gives predictions and color, and reviews stories of last year's football games before and during the half-time intermissions of the Iowa U games.

Gene Shumate, of KRNT, and Bert Puckett, of WMT, do the play-by-play commentary. Kinnick, assistant freshman football coach of Iowa, is studying law, having turned down a chance with several pro football teams, one which offered him $8,000 for the season. He is the grandson of a former Iowa Governor, is interested in politics and has done considerable stumping for Wendell L. Willkie.

The games this year will be sponsored by the Iowa Dairy Industry Commission, a State promotional setup for the selling of Iowa dairy products. The Iowa Legislature voted to tax each dairy producer one cent on each pound of butterfat sold between May 1 and May 15. Approximately $95,000 was raised in this manner this year. Arrangements had to be made with ranking State officials to permit Kinnick to broadcast since he is an employe of a State university and the concession was made only because he was on the selling end of a public service program.



WINNER of the *Sporting News* baseball announcing trophy, Bob Elson (right), WGN-MBS announcer, receives the handsome reward from William Harridge, president of the American League. Ceremonies were broadcast on MBS Oct. 2, keyed from WKRC, Cincinnati.

ELSON IS AWARDED BASEBALL TROPHY

BOB ELSON, MBS and WGN sports announcer, was designated as the outstanding major league baseball broadcaster for 1940 by *The Sporting News*, national baseball weekly. The award was announced Oct. 2 over a nationwide hook-up from Cincinnati following the opening game of the World's Series.

Elson, who for the 12th consecutive year was one of the announcers for the recent World's Series, was presented with a trophy by J. G. Taylor Spink, publisher of *Sporting News*.

Elson was selected on the basis of a consensus, gathered by *Sporting News* from many sources in determining the baseball publication's annual award to the broadcaster who had contributed the most to the game and to the radio, attracted the largest following and demonstrated unusual ability as a baseball reporter.

It was the fourth annual award to be made to a baseball broadcaster by *Sporting News*. Those selected in previous years were France Laux, KMOX, St. Louis, 1937; Tom Manning, WTAM, Cleveland, 1938; Walter Lanier (Red) Barber, WOR, New York, 1939.

Bell System to Provide Wide Channels For Relays As Needed by the Industry

WHEN BETTER transmission channels than those now generally used for network relays are desired by the broadcasting industry, such as probable requirements for FM, the Bell System companies expect to be in a position to meet that need. That is the word received by BROADCASTING from American Telephone & Telegraph Co. in response to inquiries as to the availability of wire lines, as opposed to radio relays, for FM network operation or for lines from transmitter to studio capable of passing frequencies up to 15,000 cycles.

The AT&T, which now maintains a network of more than 100,000 miles of special program circuits, made the following analysis of the wire-line availability matter:

Recent discussions of the use of frequency-modulation broadcasting stations have in some cases included statements that inter-city program transmission networks provided by the telephone companies are not capable of transmitting the tonal richness which will distinguish frequency-modulation from present-day broadcasting. It may be that such statements result from the fact that the principal broadcasting organizations now use inter-city networks which transmit programs from about 100 to 5,000 cycles, while the frequency-modulation broadcasters, in recognition of the ability of most people to hear frequencies substantially above 5,000 cycles, have been talking in terms of 50 to 15,000 cycles.

Present Limitations

Under listening conditions normally encountered in homes and at other points where broadcasting receivers are generally operated, comparatively little is gained from the standpoint of program appreciation by the transmission of frequencies above 7,000 or 8,000 cycles since it is difficult for most listeners, under such conditions, to appreciate the presence of higher frequencies. Furthermore, most present-day broadcast receivers do not respond to audio frequencies above 5,000 cycles.

The telephone company has given to the principal broadcasting companies demonstrations of program transmission channels capable of handling a frequency band width some 60% greater than the 5,000 cycles now ordinarily employed. These demonstrations have been made over circuits as long as 2,000 miles and the broadcasters have been assured that the Bell System is prepared to provide facilities for transmitting this wider band if and when needed.

In the case of more than 50 transmitting stations, studio-transmitter channels which will transmit from about 50 up to about 8,000 or 10,000 cycles are now being furnished by the telephone companies. In a number of instances, channels transmitting frequencies up to 15,000 cycles have been provided between studios and transmitters of frequency-modulation broadcasting stations.

In anticipation of an interest in further improvements in program transmission and reception, a demonstration was made by the Bell System in 1933 during which an audience in Washington listened to the music of the Philadelphia Symphony Orchestra playing in Philadelphia. For this demonstration the wire channels between Philadelphia and Washington transmitted a frequency range of 40 to 15,000 cycles and a volume range of about 10 million to one.

The Bell System companies have had extensive experience in the operation of broad band transmission systems, some of which employ frequencies up to more than 100,000 cycles. If better program transmission channels than those now generally utilized are desired by the broadcasting industry, the Bell System expects to be in a position to meet that need.

MAP REVISIONS HIT COLORADO, TOO

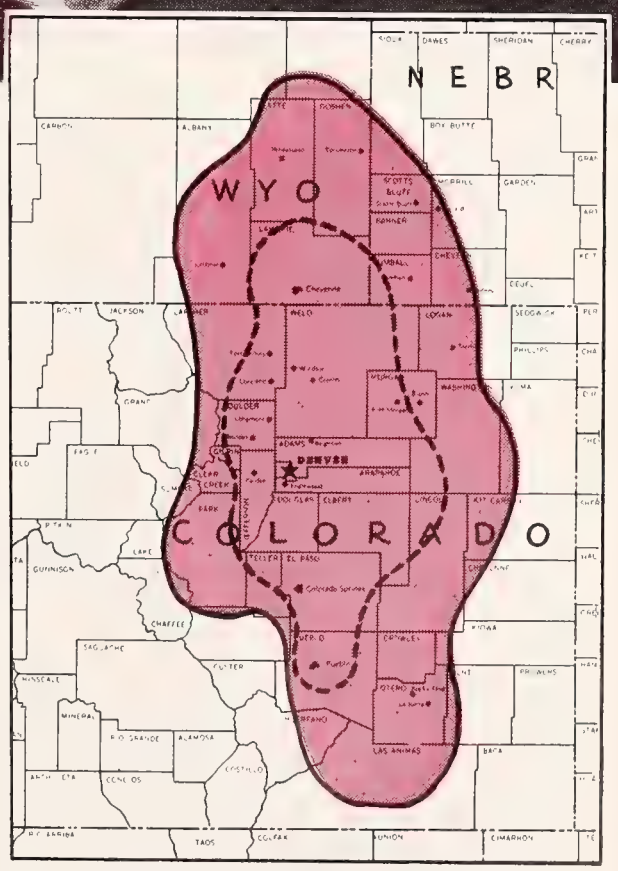


Study 1941 Coverage for 1941 Results

• The kaleidoscopic shifting of Europe's map has rendered 1939 travel folders useless for today's traveling. Buyers of radio time in the Denver-Rocky Mountain region are faced with the same situation. You can't buy on the basis of what you knew a year ago, or two years ago. If you do, you may overlook the best buy in radio today in the Rocky Mountain area.

When its new directive antenna system and its fivefold nighttime power increase to 5,000 watts became effective July 1, 1940, KLZ created a new coverage pattern in this region. A 25% increase in daytime coverage and a 33% increase at night make previous data obsolete.

KLZ now directs and concentrates its increased power in the most densely populated areas of Colorado. In the eastern half of Colorado, where people live, where buyers gather, 93% of the population lies inside KLZ's new ½ mv. contour. In southeastern Wyoming and western Nebraska KLZ adds additional primary coverage.



KLZ'S NEW COVERAGE PATTERN means that Colorado's outstanding radio entertainment and news features are now available to 176,400 more people at night and 182,389 more people in the daytime than ever before.

KLZ *Denver*

CBS Affiliate—560 *Kilocycles*

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

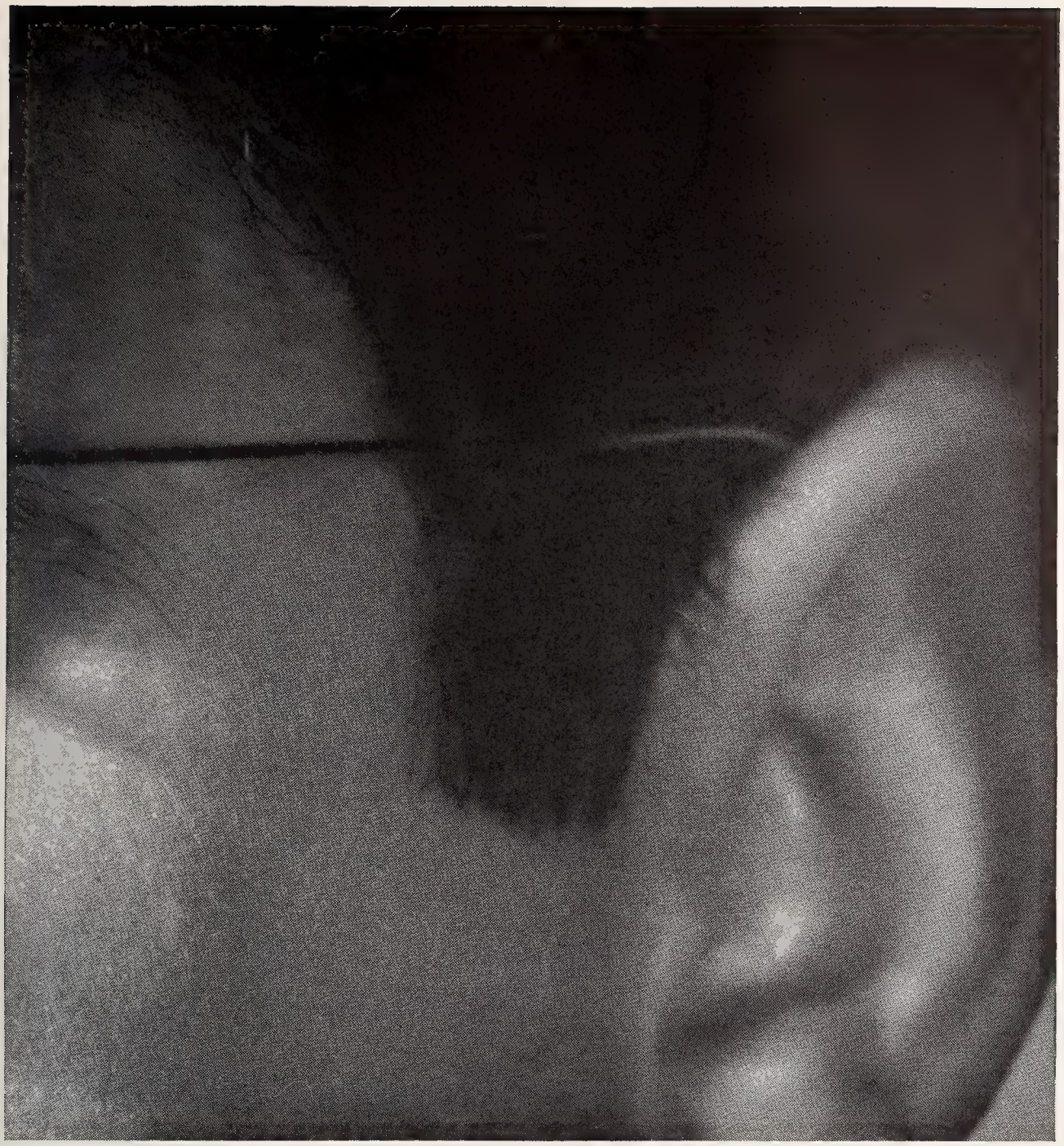


LOOK AT YOUR LISTENING AUDIENCE THRU RED-COLORED GLASSES!

and you'll discover why the NBC Red gives you more sales and profits for your advertising dollar!

"Them that has, gets" is an expression that is literally applicable to this business of radio. The network that *has* most of the favorite programs and most of the best stations, just naturally *gets* the most listeners—and gets them most of the time.

The network that has and gets, is the Red. And if you look at your listening audience thru Red-colored



glasses, you'll discover that its size materially increases, because:

1. Coast-to-coast the Red is listened to regularly by 89.1% of America's listening families.
2. Coast-to-coast the Red is *preferred* (listened to most) by 41.7% *more families than any other network.*

These facts were revealed in radio's First All-County Census, the most comprehensive study of radio listening ever made. And the audience superiority they prove, which results from program and station superiority, is *why* the NBC Red gives you more sales and profits for your advertising dollar.

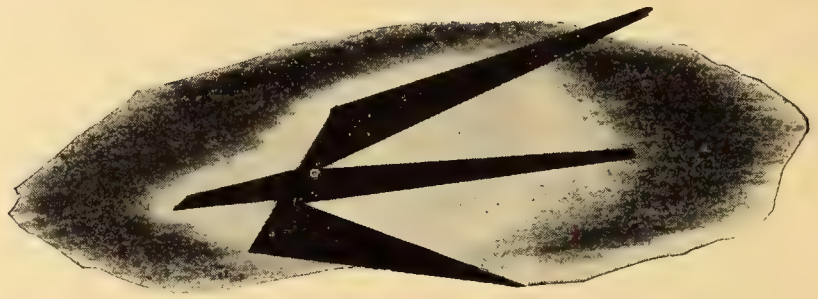
• • •

National Broadcasting Company. A Radio Corporation of America Service

NBC Red NETWORK
THE NETWORK *MOST* PEOPLE LISTEN TO *MOST*

THIS AD RAN 9 YEARS AGO

IT'S TRUE TODAY...ONLY MORE SO



NINE years is a long time in an industry as vital and expansive as radio. Yet, in all this period World transcriptions have progressively led the field in quality.

Peruse the old ad at the right. Its facts of yesterday are true today . . . *only more so.* To noiseless recording and World technique of 1931 has been added a method so revolutionary that since its advent transcriptions are classified as either *vertical* or *lateral*—vertical being synonymous with World's Wide Range transcriptions—recognized by leading scientists in the field of sound recordings as the most perfect vehicles of sound transmission. Here is some evidence:

1. *Leading stations two years ago voted World quality a 9 to 1 preference over the most important competition. Station engineers voted a 12 to 1 preference.*
2. *Fortune Magazine recently pointed to World as the outstanding source of recordings that give* true high fidelity, *and expressed the hope that some day phonograph owners would be able to enjoy this quality, not now available in spite of millions spent for phonograph records.*
3. *FM stations are turning to World as the one recording source for the extra "Wide Range without distortion" that FM broadcasting demands.*

This sounds boastful, but we are not selling *steel* at so much a pound but *sound* plus a method of sound transmission, and that takes specific evidence. Better still is the ear test. Advertising men are cordially invited to bring in samples of all types of transcriptions for comparative auditions in any of our studios.

WORLD BROADCASTING SYSTEM

NEW YORK • CHICAGO • HOLLYWOOD • SAN FRANCISCO • WASHINGTON





IN THE FIRST ISSUE OF BROADCASTING *Oct. 15 1931*

"On a Stream of Ether Floating"

Comes an entirely new method of broadcasting, by means of Western Electric Noiseless Recording. Indescribably clear. Every hint of extraneous surface background is swept away. Music and voice are silhouetted brilliantly as on a stream of ether. Nothing like this has ever before been heard in broadcasting. The musical range is almost doubled, reproducing fully the depth of music as well as the heights, the overtones, the color. The Bell Laboratories have perfected this method after six years of experiment. It is now offered to national advertisers by the World Broadcasting System, Inc., and its subsidiary, Sound Studios of New York, licensee for Western Electric Sound Recording System. Only a few weeks ago this new method of broadcasting was heard for the first time by advertising executives. The response was immediate. Already the list of users includes distinguished companies* who insist on the best which radio has to give. *Listen to a World Broadcasting program! You will notice the finer quality instantly. It is the aristocrat of radio productions. For full information on this important development write for booklet: SMART BROADCASTING, 1932.*

World Broadcasting System, Inc.

World Broadcasting Building, 50 W. 57th St., New York City
SOUND STUDIOS OF NEW YORK, INC. (Subsidiary World Broadcasting System, Inc.)
WESTERN ELECTRIC LICENSEE
179 King Street, West, Toronto
333 North Michigan Ave. Chicago
6-242 General Motors Building, Detroit
Baker Hotel, Dallas, Texas

Western Electric
NOISELESS RECORDING

* Chevrolet Motor Company
Vick Chemical Company
Drug, Inc.
Life Saver, Inc.
John H. Woodbury, Inc.
Maxwell House Coffee
Remington-Rand, Inc.

RESULTS

61%

OF ALL

WBBM CLIENTS

ARE ON

RENEWED CONTRACTS

The Air Theatre

WBBM CHICAGO

25,000 Watts--389.4 Meters--Clear Channel



My Gad, My Baby Picture



It doesn't do us justice. The picture was good in '31. Of course it's better now. Now 89% of our clients are on renewed contracts...66% for 52 weeks. For the past eight years WBBM advertisers have liked their results well enough to keep our renewal ratio well above 80%.

All of which simply confirms the long, stable picture of Chicago stations. WBBM is first choice. First choice with listeners, with dealers and with advertisers in this market of ten million people. First choice by a long way because it has produced first place advertising results for a long, long time.

A CBS STATION **WBBM** 50,000 WATTS • CHICAGO

Owned and operated by the Columbia Broadcasting System.

Represented by RADIO SALES: New York, Chicago, Detroit, St. Louis, Charlotte, Los Angeles, San Francisco

When Annie Lived on the Party Line

Rural Telephone Gave Pioneer Broadcast Entertainment

By LEWIS T. NORDYKE

EVEN KDKA and WWJ can't dispute the claim of Dad Nordyke that he organized the first network and was the first broadcaster. In fact, he was so far ahead of the current entrepreneurs that he didn't even have a transmitter. Instead he used the good old rural switchboard, and the first broadcast was an event of the Christmas season in 1913. While Rag-Time Annie doesn't live on that party line any more, the memory lingers in the minds of old-timers. Dad's boy Lewis was the announcer. Lewis is now living in Amarillo, Tex. This article first appeared in 'Telephony', with whose permission it is reprinted.

DAD was a fiddler. A good one he was, too, for he was known for miles around because he broadcast over a party telephone line. Although his renown as a tantalizer of feet with Rag-Time Annie, Turkey in the Straw, Sally Goodin', The Irish Washerwoman, The Chicken Reel, Snowbird in the Ashbank and other break-down classics of the square-dance halls, was limited to our rural section, he probably was the first person ever to broadcast music over a network.

Many a year before a radio receiver set was installed in the town nearest our community, Dad was broadcasting over a network. What is more, he was receiving fan mail and had proved to his satisfaction, and professional pride, that listeners preferred a live performer to recorded music.

All Right, Dad!

Dad started broadcasting because a neighbor living two miles away wanted to hear Rag-Time Annie played on a fiddle at least once a week. The much belittled rural party telephone line—long considered a channel for the flow of gossip—made possible the early broadcasts, the popularity of which led to the first network.

When bitter winter days housed us in we had only one contact with the world. That was our telephone. We used it plenty. Many times every person with a telephone on our line joined in general session which lasted for hours, or until Central plugged in and announced the line was needed for an important call.

It was one of the general community discussions on an independently-owned exchange that fathered the broadcasts. Approximately ten men were using the line one cold day during the Yule holidays. After the discussions had skipped from horses to road working and dozens of other subjects, one of the neighbors suggested to Dad that he "get down the old gourd and play Rag-Time Annie."

Others on the line joined in the request for fiddle music. Dad obliged. The idea took hold. Be-



fore long the broadcasts became frequent events, at least weekly, during the winter and the summer rainy seasons.

The idea for the network, like the one for the broadcasts, was not a child of thought. A neighbor moved 20 miles away and had to be changed to another telephone line on the same exchange.

Then we had to go through Central to telephone him. One day he called Dad and asked for a few tunes. That was the first network; at least the initial use of more than one line for broadcasting fiddle music in our community. It grew.

At parties and dances, where Dad always was the main fiddler, there was talk of the broadcasts; and



neighbors on other lines asked to be called so they could listen. We didn't call them broadcasts. The programs, usually "sponsored" by the man who liked Rag-Time Annie, were referred to as "Laddybuck playing the fiddle." Before long, persons on three or four lines were calling to listen to dad play. That produced a problem not unlike those of the big radio networks of today.

There had to be an announcer and someone to control the wires. Central, a well-informed lady who liked fiddle music, handled the lines. I announced. Central listened-in. When there was a call for one of the lines in the network, she asked the calling party whether he had rather listen to the fiddle music awhile before getting his call. Most of them preferred the fiddle—and each call meant a bigger network, a larger audience.

At times the program was interrupted for calls. At that, it had its advantages over present radio networks. It was a two-way system.

Just Like Rubinoff

Dad stood near the telephone and played into the transmitter, just as Rubinoff does into the microphone this evening or the next. I stood out of Dad's way with the receiver to my ear. When Dad finished a piece, the listeners commented.

"Why, man, that's fine," said Mr. Harris. "I can hear it just as plain as if I was right in the room with it."

"So can I," said Uncle Jess. "Sure fine. Ask him to play Rye Whiskey."

"How about Tom and Jerry?" asked Mr. Marsh.

"Or Glory Land," requested Aunt Maggie.

And so it turned into a request program. Even Central had a favorite; I believe it was The Kelley Waltz. There never was a program, though, that didn't include Rag-Time Annie. Our neighbors' persistent requests for that piece brought a few wisecracks to the network. Perhaps they were the first broadcast wisecracks, some of which are still in use on networks. But our neighbors got Rag-Time Annie.

Dad's fame spread. He had only one competitor. There was no feud, however, for Dad was the only one to invite the competitor to the network.

Uncle Jess, whose telephone was on No. 32 (as I remember it, his ring was two shorts and a long), had a gramophone that played cylinder records through a pretty horn with flowers painted on the outside and the picture of a beautiful woman on the inside. Uncle



Jess had two records Dad liked. They were The Mocking Bird and Fisher's Hornpipe.

The Pioneer Plug

The man who played for the record could make the bird whistle in The Mocking Bird. Dad couldn't, although he had tried for years. He also liked the fiddler who played Fisher's Hornpipe on the record.

Because he liked to hear those pieces, Dad asked Uncle Jess to put the gramophone to the telephone and play the two records; and that day was introduced the first commercial announcement to the first network. When the gramophone started, it scratched for about a minute and then gave the title of the number and the name of the musician. Then, before the music started, there came this announcement: "Edison Record."

Uncle Jess was never asked to play more than the two records, although he had many good selections, including Rag-Time Annie. The audience seemed to prefer Dad's playing to that of the records, and Dad was gratified. His greatest enjoyment came in playing his fiddle and many fiddlers said he was the only one in the world who could play Snowbird in the Ashbank. That tune can't be described on paper and it is hard to handle on the dance floor.

Snowbird in the Ashbank, incidentally, brought the network its first fan letter. A woman living several miles away wrote Dad telling him how much she enjoyed the tune.

The men, who years later developed the great radio broadcasting networks, likely would have had an easier task had they heard Rag-time Annie on the party line.

Dad—C. T. Nordyke—still lives in the Cottonwood, Texas, community where the broadcasts were heard over our network in the days before radio. He still plays the fiddle but not over the telephone. The days of such programs have passed, but the rural party telephone line has the distinction of having carried the first musical broadcast over a network.

SCHENECTADY TRIO IN JOINT HEARING

COMPETING applications for a new local station in Schenectady, N. Y., one of which was granted recently, were consolidated and ordered set for a joint hearing at a date to be determined by action of the FCC Oct. 2. The Commission set aside its grant of Aug. 14 authorizing Van Curler Broadcasting Corp. to construct a 250-watt station on 1210 kc., and it will be heard along with the applications of Mohawk Radio Inc. and Western Gateway Broadcasting Corp., both also seeking the same facilities.

The Van Curler grant [BROADCASTING, Sept. 1] is thus, in practical effect, rescinded or at least held in abeyance. The station was to be called WGMA, and its officers and stockholders are M. L. Cramer, oil dealer, president and treasurer, 60%; E. F. McCabe, Westport, Conn., 15%; Frank Van Der Pool, garage man, 15%; George A. Fox, printer, 10%.

Mohawk Radio Inc. and Western Gateway Broadcasting Co. petitioned for and secured the rehearing. The officers and stockholders of Mohawk Inc. are Mathias P. Boersch, an attorney, 5%; James M. McNearney, wholesale distributor, vice-president, 14.5%; Harold E. Smith, director and part owner of WOKO and WABY, Albany, secretary-treasurer, 51%; Dennis C. Dempsey, former GE engineer and now WPA manager for the Schenectady district, 23.5%; John English, general manager of the United Baking Co. and wholesale grocer, 6%. All except Mr. Smith are Schenectady residents.

Western Gateway's officers and stockholders are Winslow P. Leighton, president, 24 shares; George R. Nelson, vice-president, 26 shares; William G. Avery, secretary-treasurer, 2 shares; Joseph A. Field, 4 shares; James T. Healey, 4 shares; Prentiss Carnell Jr., 5 shares. Leighton & Nelson operate an advertising agency in Schenectady by that name.

K·M·B·C

"First—
*in the Heart
of America"*

Now
Becomes
a Key
Station
of the
Columbia
Network

Adding—
*Additional
Prestige
Listener
Interest
Value*

Midland
Broadcasting Co.
Pickwick Hotel
Kansas City, Mo.

KMBC Trade Press Announcement in Broadcasting November 1, 1931.

In These Ten Years Since BROADCASTING *Was Born..*

KMBC, too, has grown. Our modest ad in Broadcasting was prophetic of things to come. Here are a few dates we have recorded as station breaks herald the growth of hours into years in radio:

August, 1930: Studio facilities increased five times... **October, 1931:** KMBC becomes key station of CBS. KMBC was the first and still is the only station in Kansas City to originate regular programs to a network. More than 3,000 programs have been originated to CBS. **January, 1932:** First recording department in the Middle West. **August, 1933:** First integral plant-antenna in the country put into operation. **March, 1935:** KMBC adds first full-time news editor in Kansas City, Erle Smith. KMBC now has four full-time news men. **May, 1935:** First mobile unit in Kansas City... **March, 1936:** KMBC adds first full-time home economics director in Kansas City, Beulah Karney. **September, 1939:** KMBC adds first full-time Director of Farm Service in Kansas City, Phil Evans; KMBC, pioneers of Farm Service programs since 1927, was also first to adopt all live talent on early morning programs. **December, 1939:** First station in Kansas City to win Variety Showmanship Plaque for Program Orginating Station. **June 1, 1940:** Licensed for full-time 5,000 watts operation. **October, 1940:** Staff now numbers 88, not including television and high frequency broadcasting personnel—over 300% increase in ten years!

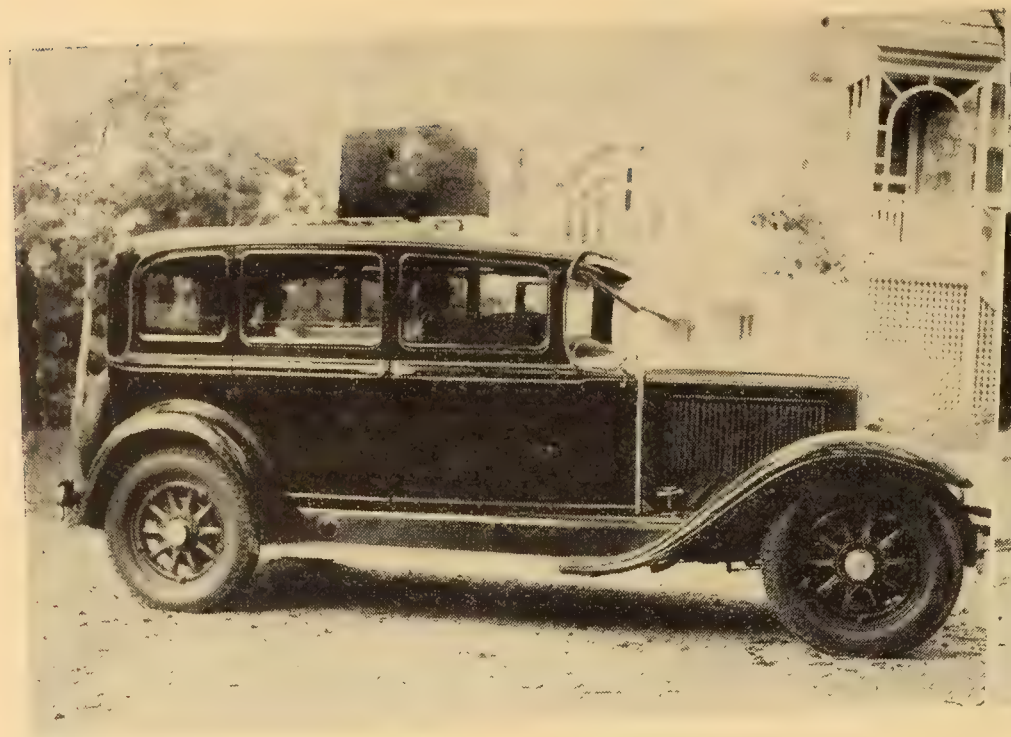
KMBC was one of the first stations in the country to merchandise programs for advertisers, first to build and test programs for national advertisers on network or spot, first to televise and broadcast a network program simultaneously. Today KMBC programs and KMBC-trained talent, coast-to-coast, comprise a veritable "Who's Who" of broadcasting. Advertising men everywhere know it's a mass appeal program whenever they hear the network announcer say, "This is an Arthur B. Church Production."

KMBC's newest improvement is its great antenna tower—highest structure in Kansas or Missouri—broadcasting 5,000 watts day and night. In the ten years to come, KMBC will continue to improve its technical facilities, expand its program service, deliver even more effective results for advertisers in this rich Middle Western market.

Arthur B. Church, President—Karl Koerper, Vice-Pres. and Managing Director

KMBC
OF KANSAS CITY

Only CBS Basic station serving Kansas and Missouri



EQUIPPED FOR THE ROAD



FIELD CAR EQUIPMENT AND PERSONNEL

READY TO DETERMINE THE COVERAGE *of* YOUR STATION

SCIENTIFIC methods for accurately measuring the coverage and "potential audience" of broadcasting stations are now available. These involve surveys in the field which determine both reception conditions as well as the strength of signal produced throughout the area served.

Our work is based on field experience with the problems of broadcast coverage, which dates back to the beginnings of broadcasting itself. The uniformity and impartiality with which we conduct our studies and computations result in a degree of accuracy never before obtainable and not capable of approach by other methods.

From field studies on your station we prepare a "CERTIFIED COVERAGE REPORT" analyzing both primary and secondary coverage data on the basis of United States Census Bureau population and receiving set figures.

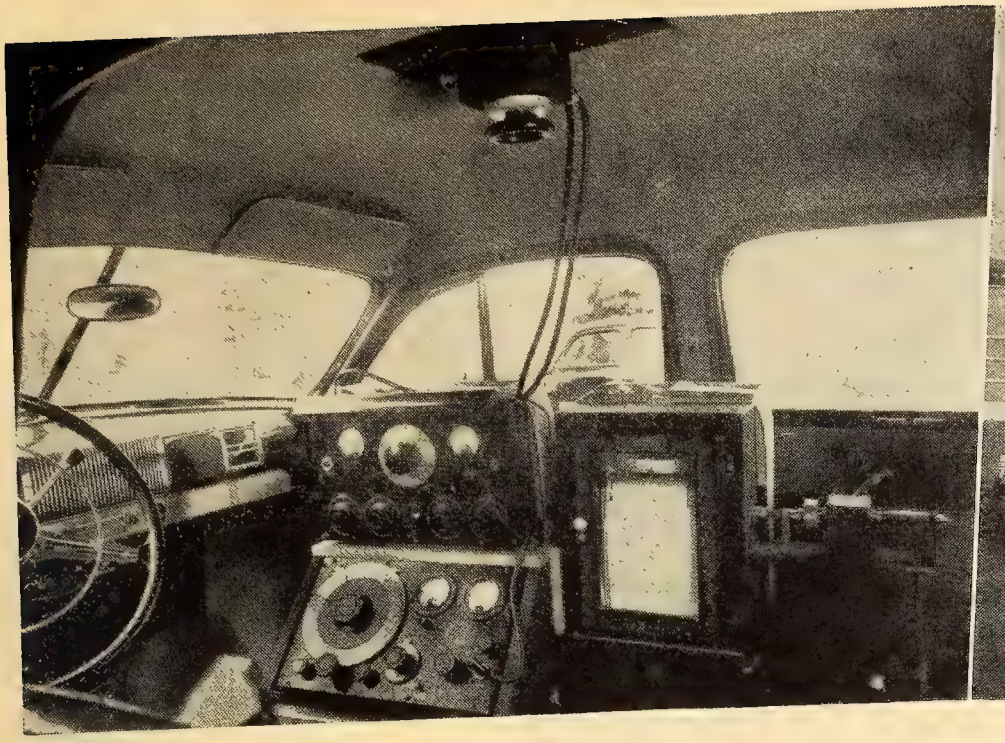
THE NET RESULT IS ACCURATE COVERAGE DATA WHICH WILL COMMAND THE CONFIDENCE OF THE ADVERTISER.

We will be glad to supply further information together with copies of coverage reports based on surveys we have already made.

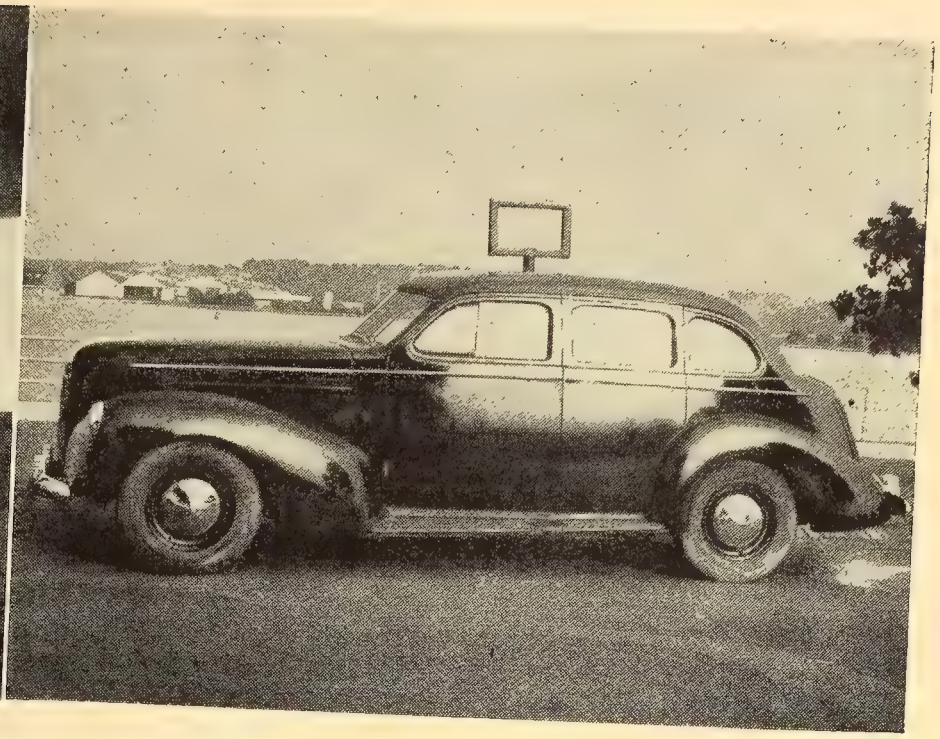
Uniform Standardized Methods of Measurement Impartially Applied to all Broadcasting Stations

JANSKY & BAILEY

NATIONAL PRESS BUILDING. WASHINGTON, D. C.



1940 MODEL JANSKY & BAILEY FIELD MEASURING SET



1940 MODEL FIELD CAR

PROGRESS IN THE DEVELOPMENT OF FIELD INTENSITY MEASURING APPARATUS AND METHODS

. . . . is graphically symbolized by the pictures at the top of these two pages.

Jansky & Bailey, the oldest and largest firm of Consulting Radio Engineers serving the broadcast industry, which began operations just **ten** years ago with a staff of three people, now has increased its personnel to **fourteen.**

Office and drafting room space in the building in which Jansky & Bailey began business has been greatly expanded. Extensive laboratory facilities have been established. New and improved field apparatus has been developed and built. Much fundamental research work has been carried out and sponsored.

Illustrative of the position of leadership held by Jansky & Bailey has been the construction and operation of Washington's first frequency modulation broadcast station. (W3XO, 1-KW, 43,200 kc. owned and operated by Jansky & Bailey)

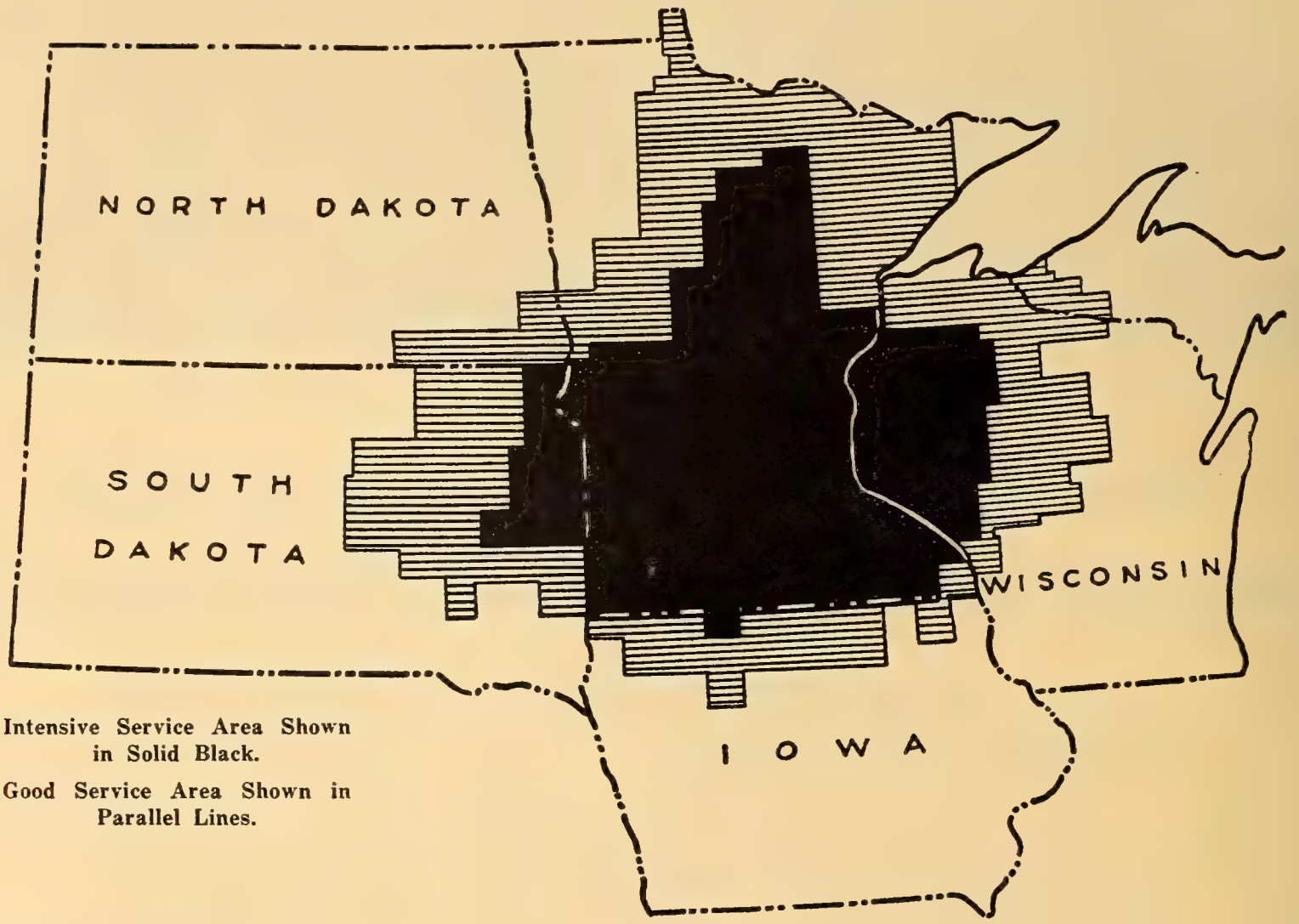
An Organization of Qualified Radio Engineers Dedicated to the Service of Broadcasting

JANSKY & BAILEY

National Press Building • Washington, D. C

MINNEAPOLIS **WCCO** SAINT PAUL

Cleared Channel -- 810 Kilocycles



Intensive Service Area Shown in Solid Black.

Good Service Area Shown in Parallel Lines.

$0.00052

Half an hour's evening time on WCCO at the general one-time rate, costs fifty-two-one-thousandths of a cent for each receiving set in WCCO's demonstrated intensive and good service area.

414,130

Receiving sets are in this good service area, as shown on the map. In the intensive service area there are 283,551 sets.

A 2-Cent Stamp

Covers the cost of delivering a half-hour's evening program from WCCO, normal talent cost included, to twenty-five receiving sets in the intensive and good service area.

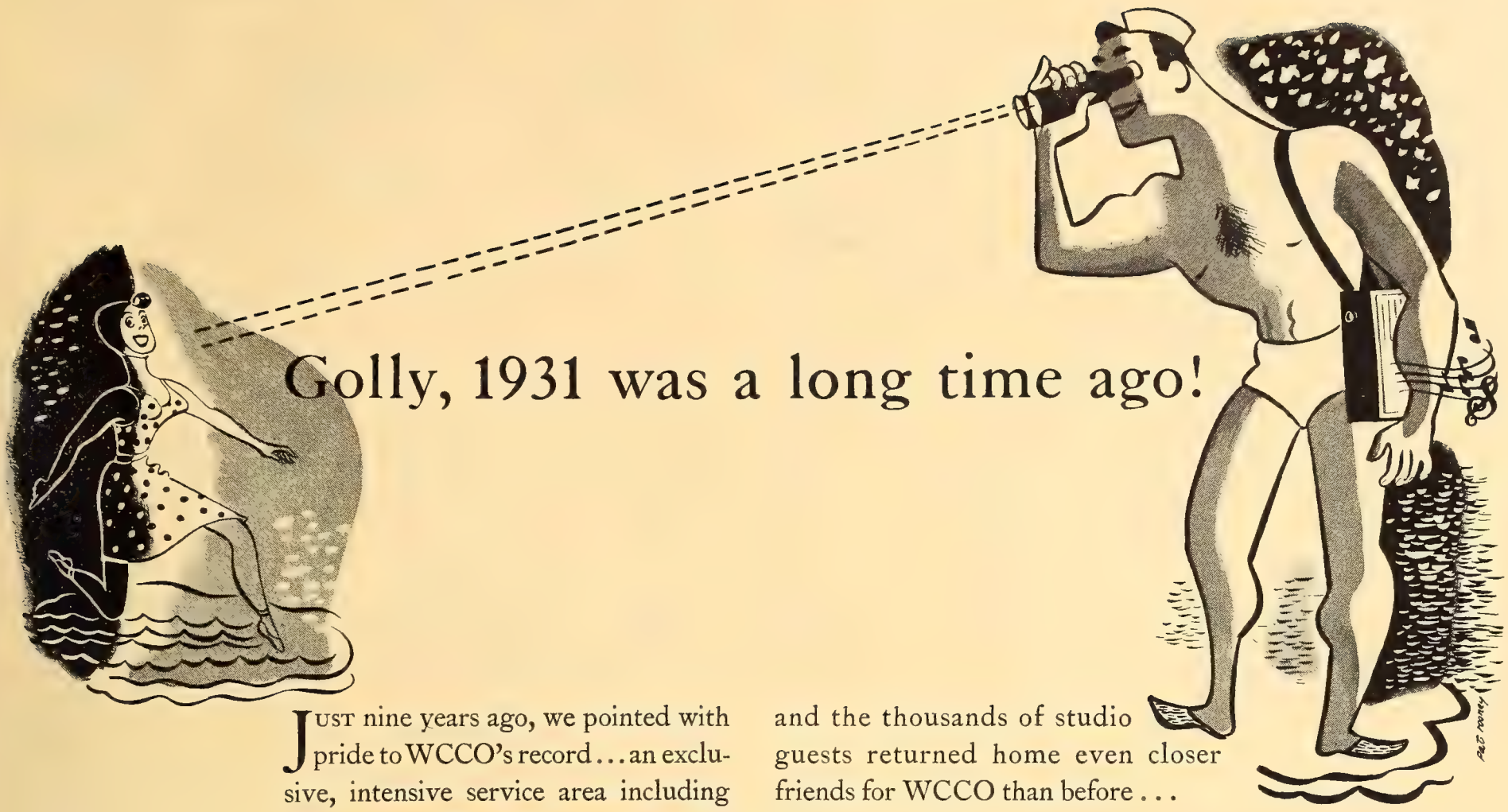
The foregoing figures are based on the following factors:

1. The recent survey made by WCCO to determine its area of dependable service, full details of which are available on application.
2. The United States Census Bureau's 1930 figures for radio receiving sets in homes.
3. WCCO's published rate card.

What other medium can offer such wide regional coverage at so small a cost?

NORTHWESTERN BROADCASTING, *Inc.*

H. A. BELLOWS, Pres. — Offices: Nicollet Hotel, Minneapolis — E. H. GAMMONS, Vice Pres.



Golly, 1931 was a long time ago!

JUST nine years ago, we pointed with pride to WCCO's record... an exclusive, intensive service area including the populous Twin Cities and much of the rich Northwest... more delivered circulation at less cost than was ever before possible in the Northwest.

But, golly, 1931 was a long time ago! Look what's happened since:

IN 1932, WCCO's power was boosted to 50,000 watts—a ten-time increase...

IN 1937, a conservative listening area study disclosed 684,760 radio families in WCCO's nighttime primary area... an increase, from 1931, of 141%...

IN 1938, WCCO, keeping pace with radio's pace, moved into new studios that set a standard for all the Northwest... technically, artistically, they ranked with America's finest... they were the center of attraction for the Twin City visitors (and still are)... and the thousands of studio guests returned home even closer friends for WCCO than before...

IN 1939, WCCO put into operation a 658-foot vertical antenna, increasing the half-millivolt area by 78.5%...

Nine years have meant, for WCCO, 3285 days to do more things—better—than we did the day before. The WCCO Artists' Bureau grew, through this period, to one of the leading talent sources in radio...the WCCO program department established "first" after "first" in Northwest programming ...the WCCO mobile unit—taking WCCO *physically* out to the homes of its listeners—has cemented an already close relationship between our audience and our advertisers...

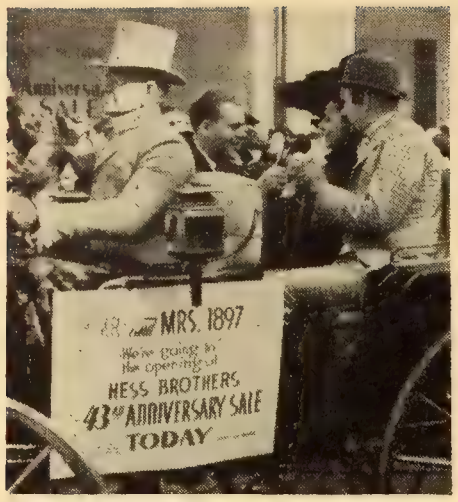
In 1931 we asked, "What other medium can offer such wide regional coverage at so small a cost?" In 1940, we repeat it.

WCCO

MINNEAPOLIS-ST. PAUL

50,000 WATTS WHERE IT COUNTS THE MOST

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, Los Angeles St. Louis, San Francisco, Charlotte, N.C.



GAY NINETIES were revived in Allentown when Hess Brothers, Allentown department store, observed its 43d anniversary. Johnny Van Sant (bareheaded), of WCBA-WSAN, interviewed Mr. and Mrs. Shopper of 1897 during the anniversary parade.

Honored by Juilliard

H. ARTHUR BROWN, program and musical director of KROD, El Paso, is one of two graduates of the Juilliard School of Music to be invited to conduct the Juilliard Symphony Orchestra in a special concert Nov. 23 in New York. Mr. Brown is conductor of the El Paso Symphony.

Cantor Anniversary

EDDIE CANTOR celebrated his tenth anniversary on the air Oct. 9 on his *Time To Smile* program, sponsored on NBC-Red by Bristol-Myers Co., New York. The comedian made guest appearances in 1921 but has been regularly on the air only since 1930 when he started his own series on NBC-Red.

RADIO'S 20th ANNIVERSARY FETE

NAB Sponsors Nationwide Celebration, With Suggested Types of Local Promotion

TWO DECADES of broadcasting will be celebratd Nov. 11-30 on an industry-wide national basis through the NAB-sponsored *Radio's Twentieth Birthday* promotion. Plans for the comprehensive industry promotion, based on the chronicle of radio's phenomenal growth from the crystal stage of 1920 to present-day development as principal social and commercial force, are outlined in a large brochure published by the NAB.

The 20th anniversary is reckoned from 1920, cited as "the year when a number of radio experimenters began transmitting regular programs". The brochure distributed by the NAB is designed as a cue-sheet for radio operators and includes suggested promotions to be developed during the "birthday party" period. In a foreword to the brochure, in the form of a letter dated Oct. 8 "to all broadcasters everywhere", Neville Miller, NAB president, commented:

Special Tieups

"In the midst of stress and strain at home and abroad, including a Presidential campaign, national defense activities, and the start of the football season, let us not forget that, this year, radio is 20 years old. It is an important and significant anniversary. It means something to every one of our 132,000,000 fellow citizens. It means something to the church, to the school, to the civic and cultural life of our communities and of our nation. It means something to business and to labor, to farmer and to city-dweller, to young and old. It means something to broadcasters whose pioneering efforts, courage and ability have demonstrated that a free system of privately-managed, competitive radio —the American System of Broadcasting—is the finest and greatest in the world. We have reason to be proud. This anniversary is important. In the national emergency through which we are now passing, it is important that the public understand and appreciate the blessings of a free radio, parallel to a free press, free worship and free assembly."

The birthday celebration, as envisaged by the NAB, will incorporate the cooperative efforts of operators and advertisers, clubs and organizations, set distributors and dealers, radio servicemen and parts distributors. Promotions include everything from special radio birthday cakes and ice cream, produced by bakery and ice cream sponsors, to long-range tie-ins with commercial programs and historical features developed by individual stations.

With the 20th anniversary as the theme, Radio Birthday Parties held by the stations, local merchants or business houses are suggested. Another proposal is a Radio Birthday Party in night clubs whose bands are picked up for regular broadcast—with the bands playing BMI music.

Historical dramatic programs, pertaining to the industry as a whole and to each participating station, are to be another feature of the anniversary celebration, according to the NAB. Chronological reviews of radio's development, supplemented by local station history, are advanced as a program idea. The 1940 BROADCASTING YEARBOOK NUMBER, pages 396-399, is cited among other publications as a source for chronological material. Suggestions for special programs also include shows built around radio personalities developed by particular stations, dramatizations of public service or an unusual job of news reporting or merchandising.

The NAB also urges participating stations to exploit the celebration through their merchandising departments, with window displays, special functions and tie-ins with commercial accounts. Another important angle in the promotion is directed at securing cooperation of the radio trade, on both a local and national scale, in pushing radio repairing and the sale of new receivers to replace outmoded sets and thus improve quality of reception and increase listening.

Clipped to each Radio Birthday Party broadside is a note signed by Arthur Stringer, of the NAB Washington headquarters staff: "Listener loyalty can't be bought, can't be ordered. It is given freely when listeners understand and appreciate fully the worth of your daily services. Promotion of your interpretation of Radio's Birthday Party will increase such understanding. Suggestions will be appreciated by NAB".

Reproduced from November 1, 1931 BROADCASTING

IF YOU ARE INTERESTED IN

The Iowa Market

We Are in Position to Give You

Certified Facts

regarding the coverage of

WMT

Write for detailed Information

The Waterloo Broadcasting Co.

WATERLOO, IOWA

. . . AND NOW

WMT

has the greatest daytime coverage, both primary and secondary, of any station in

IOWA

Cedar Rapids and Waterloo

5000 Day • 1000 Night • 600 Kc.

Basic CBS

Guestitorial

RADIO AND NATIONAL DEFENSE

From the October 'Dialog' of WRVA, Richmond

DEDICATED from its inception to the service of humanity, and long recognized as a vital factor in the every day life of our people, broadcasting may be relied upon to make its contribution to the defense program of the nation.

The broadcasting industry has pledged its support to national, state and local defense councils and is freely giving of its facilities as it provides the most direct way for bringing official and private life of the country closer together in a common interest. Although expenditures of public funds in contacting and educating the citizenry in connection with the preparedness movement may be considered legitimate, broadcasters are receiving commendation for demonstrating a spirit of patriotism in providing all facilities for the different governmental appeals and releases, with no thought of making a charge for this service.

A New Era Impends

As the WRVA *Dialog* for October goes to press, the nation stands upon a threshold of a new era as an unprecedented mobilization of men and industry is in progress. As a station dedicated 15 years ago to the service of state and nation, and as a member of the NAB which has gone on record in placing its resources at the disposition of the country WRVA confirms that position today. During the next few weeks there will be frequent occasions whereon governmental officials will speak over this station concerning important objectives toward which they are working, and giving reports of their progress. New and complicated rulings and instructions must be issued and explained. Information relative to the proper method for registration of all who are affected by enactment of the nation's conscription law, and notice of the selection of those designated for training will be broadcast, such programs having preferment over the usual schedule.

Mindful of the potentiality of radio's contribution toward maintenance of a high morale for those soon to be called into service and those from whom they are separated, we trust but temporarily, we shall look forward to every opportunity for providing a bond between the integral parts of a nation's solidarity, which is a vital factor in both the normal and emergency periods.

Special programs designed to reach this objective will be announced in the near future and we hope that these efforts may contribute to both the welfare of those in training for possible national service and those who serve in the different pursuits of a nation at peace. We hope that radio may be a vital force, not for the development of a mass hysteria in which even patriotic citizens become a menace to the national security, but a factor for the unifying of our interests as we proceed calmly and sanely with a conviction that there should be no conflict between the building of an adequate system of protection and the adherence to the principles of peace and the avoidance of involvement in international strife.

Formally presented to the public soon after the close of the World War and developed as an agency of goodwill, linking together all parts of the earth, may broadcasting in time of international distress continue to keynote the theme of brotherhood even as it makes its contribution toward the dawning of that objective of our prayers—a world at peace.

DOUBLE THANKSGIVING

ANA Lists States and Their Holiday Selections

THIS YEAR, as last, the double Thanksgiving Day is causing headaches among program producers, especially of network programs, as 31 States will celebrate on Nov. 21, holiday designated by President Roosevelt, and 16 will hold by the traditional last Thursday, Nov. 28, with Wisconsin still undecided.

According to a poll of Governors made by the Association of National Advertisers, Thanksgiving will be celebrated Nov. 21 in Alabama, Arizona, California, Colorado, Delaware, Georgia, Idaho, Illinois, Indiana, Louisiana, Maryland, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, New Jersey, New Mexico, New York, North Dakota, Ohio, Oregon, South Carolina, Texas, Utah, Virginia, Washington, Wyoming, and probably Kentucky and West Virginia.

The States whose Governors will proclaim Nov. 28 as Thanksgiving include the following: Arkansas, Connecticut, Florida, Iowa, Kansas, Massachusetts, Nevada, New Hampshire, North Carolina, Oklahoma, Pennsylvania, Rhode Island, South Dakota, Tennessee, Vermont and probably Maine.

Taylor Meat Discs

TAYLOR PROVISION Co., Trenton, N. J. (meat products), started its annual fall campaign on Oct. 1 for Taylor Pork Roll, marking the largest campaign in the 85-year history of the firm, the advertising appropriation for 1940-41 having been tripled as compared to the preceding year. A transcribed announcement series, with recordings cut by Westinghouse, Philadelphia, covers seven stations in the territory from Boston to Norfolk, Va. A total of 546 announcements will be heard during the 26-week campaign, using three announcements weekly on each station. It is planned to continue the campaign through the year, renewing for another 26-week period, at which time other stations in the same territory will be added to the schedule. Stations include WBAL, WBZ, WBZA, WTAR, KYW, WRVA, WRC. Agency is Carter-Thomson Co., Philadelphia.

Our Advertisement in . . . Vol. 1, No. 1 of BROADCASTING Stated . . .

PROGRAMS build AUDIENCE!

• WMBD has assumed a vital part in the life of Central Illinois. Our summer programs have included such outstanding local features as these:

Broadcast of the Outboard Motor Boat races from the judges barge in the middle of the Illinois River. State Convention of the American Legion. Stroke by stroke account of the City Amateur Golf Championship match. Play by play of Peoria III-League baseball games. Matinee performance of Ringling Brothers Circus, direct from the "big top." News flashes three times daily; two daily sport reviews. 107 speakers of State and National prominence and leaders of 30 local organizations.

Outside programs cannot compete with us for listener interest. One of our advertisers received 3400 replies to one sponsored broadcast. Let us give you the details.

WMBD

"from the heart of Illinois"

Owned and operated by

PEORIA BROADCASTING COMPANY

Edgar L. Bill, Pres. and Manager

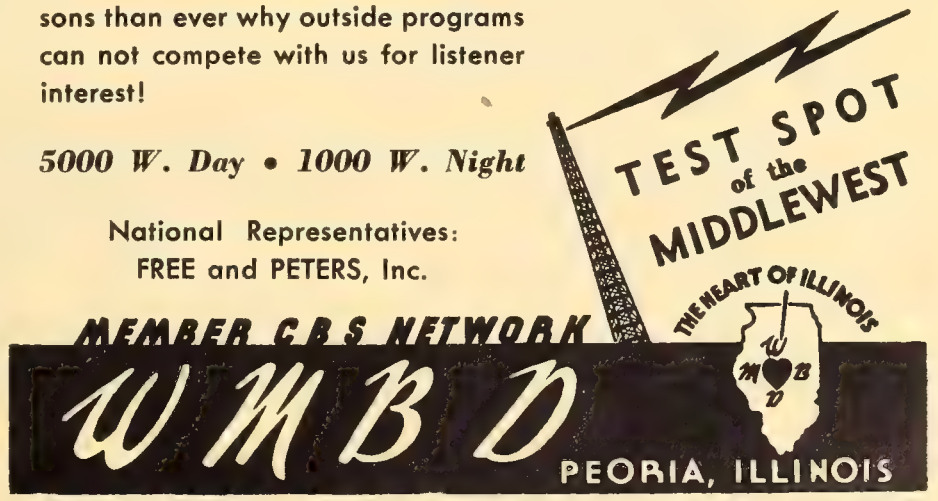
PEORIA ILLINOIS

. . . We Have Fulfilled Our Promise!

Reproduced above is our "pledge" as it appeared in the FIRST issue of BROADCASTING, October 15, 1931. And, today, the status of WMBD more than bears out every promise therein stated. WMBD continues to provide exclusive service to its Central Illinois territory. This audience tunes to WMBD for more than 25 hours of Columbia Network programs weekly, in addition to a very large schedule of national transcribed and locally produced live talent shows. During 1939 this audience was served with more than 500 broadcasts of Civic events and talks of local organizations. Stronger reasons than ever why outside programs can not compete with us for listener interest!

5000 W. Day • 1000 W. Night

National Representatives:
FREE and PETERS, Inc.



''COVERAGE''

DOESN'T LISTEN



"Station coverage" is one thing; "audience" is something else. It is, at least, if you are talking to a representative of Westinghouse Radio Stations. And the difference is not a mere "distinction;" it's a difference amounting to thousands of radio contacts per night in the case of almost any station you want to talk about.

COVERAGE (as we use it) means just this: The number of receiving sets reached by an adequate signal from the station in question. That takes in a lot of territory for any first class station . . . including a lot of territory that doesn't mean much to the buyer of broadcasting time.

AUDIENCE (in the Westinghouse Radio Station's vocabulary) means what it sounds like: The actual listeners to station programs.

Coverage may be interesting to know . . . but it's AUDIENCE that makes broadcasting time pay its way.

Westinghouse Radio Stations have developed a new method for measuring AUDIENCE. You can now know with more certainty than ever before the **audience value** of the time you buy. We can tell you in actual trading areas what is the primary zone of influence of Station KDKA, for instance. Also the daily average number of listeners to KDKA in that zone. Month to month records are available of changes in number of listeners.

When you're planning a radio campaign, get the facts about AUDIENCE VALUE. "Coverage" doesn't listen.



WESTINGHOUSE • RADIO • STATIONS

WBZ-WBZA
990 kilocycles

Boston, Mass., Hotel Bradford
Springfield, Mass., Hotel Kimball

KDKA
980 kilocycles

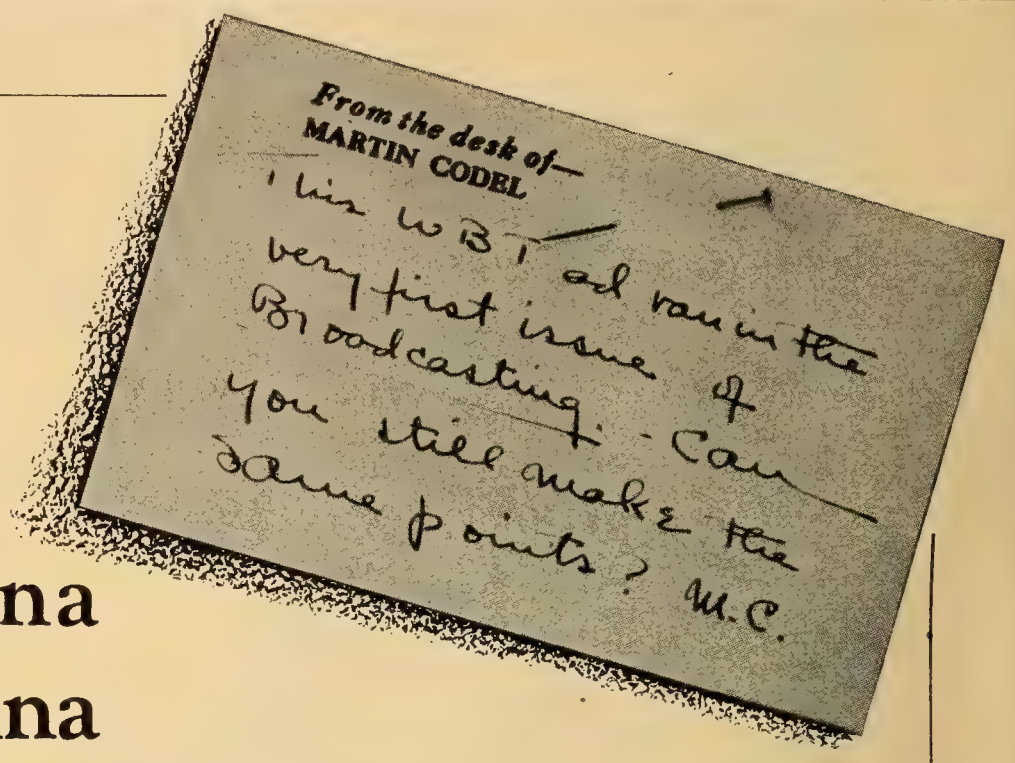
—— COMMERCIAL OFFICES ——
Pittsburgh, Pa., Hotel William Penn

KYW-KFKX
1020 kilocycles

Chicago, Ill., 1012 Wrigley Building
New York, N. Y., 50 East 42nd Street

Yesterday's already a year ago, for the sands of time move fast in radio. So we give only a nod to our pioneering and achievements of the past and fix our gaze on today and the days of progress to come. Because that's when Westinghouse Radio Stations do their best job for you.





first
in North Carolina and South Carolina

. . in power

WBT's 5000 watts makes it the most powerful station in the Carolinas; 100% modulation, full time and clear channel gives fullest audience assurance.

. . . prestige

Pioneer radio broadcaster of the South, WBT has grown to its commanding position with a loyal audience constantly interested in its varied and colorful program schedule.

. . . market

Strategically and centrally located to serve the rich Piedmont section of the Carolinas, concentration point of wealth and population.

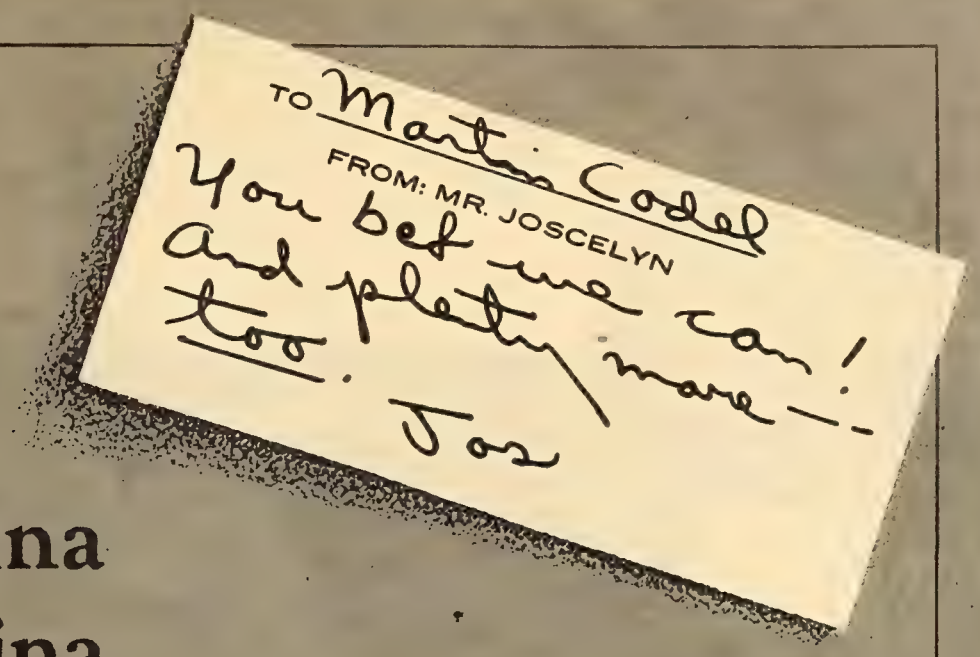
Here is a market well worth conquering! Rich, responsive, compact, it offers tremendous possibilities to manufacturer and advertising agency. Lacking only in the razor-edged competition of metropolitan markets, the Piedmont Carolinas offer large rewards to aggressive invaders of commerce!

WBT's equipment and staff is competent to effectively promote any commodity; its executives are capable in creating broadcast advertising plans and programs productive of gratifying sales records. Get the details . . . NOW!

Station WBT, Inc.

Key Station of the Dixie Network of the Columbia Broadcasting System

Wilder Building Charlotte North Carolina



first
in North Carolina and South Carolina

50,000 WATTS

. . . in power

WBT's 5000 watts makes it the most powerful station in the Carolinas; 100% modulation, full time and clear channel gives fullest audience assurance.

20½ hours per day (!) ← demanded by WBT listeners

. . . prestige

Pioneer radio broadcaster of the South, WBT has grown to its commanding position with a loyal audience constantly interested in its varied and colorful program schedule.

and offering the only single station coverage of this 65-county heart of the South's best balanced market,

. . . market

Strategetically and centrally located to serve the rich Piedmont section of the Carolinas, concentration point of wealth and population.

of 3,000,000 people evenly divided between industry and agriculture

Here is a market well worth conquering! Rich, responsive, compact, it offers tremendous possibilities to manufacturer and advertising agency. Lacking only in the razor-edged competition of metropolitan markets, the Piedmont Carolinas offer large rewards to aggressive invaders of commerce!

(are) WBT's equipment and staff (is) competent to effectively promote any commodity; its executives are capable in creating broadcast advertising plans and programs productive of gratifying sales records. Get the details . . . NOW!

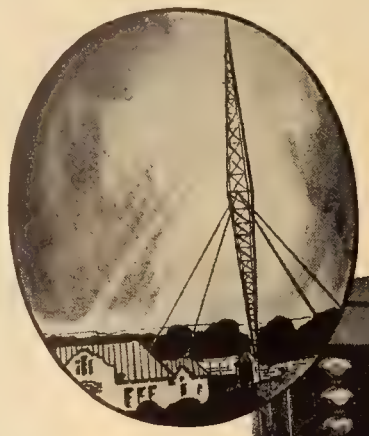
WBT — 50,000 WATTS

~~Station WBT, Inc.~~ (too well known for this)

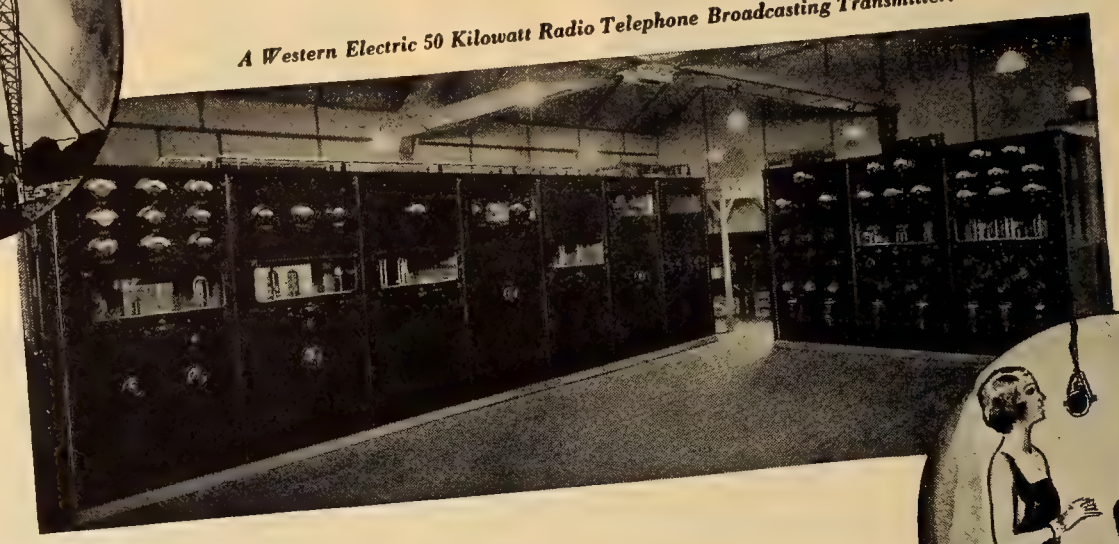
Owned and operated by ~~Key Station of the Dixie Network of~~ *the Columbia Broadcasting System*

Wilder Building Charlotte ~~North Carolina~~

Represented by Radio Sales: New York, Chicago, Detroit, St. Louis Los Angeles, San Francisco



A Western Electric 50 Kilowatt Radio Telephone Broadcasting Transmitter.





Broadcasting equipment . . *by* BELL TELEPHONE MAKERS

The correct type of apparatus for stations of all sizes is included in the complete line of Western Electric radio telephone broadcasting equipment. Transmitters, for example, range from small 100 Watt to huge 50 Kilowatt models. The name Western Electric vouches for the performance of this apparatus. Every piece is made to the same high standards of precision exacted in the telephones made by this company for the Bell System. For detailed description of this equipment—write the distributor, Graybar Electric Co., Graybar Building, New York, N. Y.

175

Western Electric Equipped Radio Broadcasting Stations now in operation from Coast to Coast.

Also made by Western Electric—radio telephone equipment with which many cities are furnishing their police departments. Reliable to an unusual degree—a time saver between report and response. Information also upon request to the distributor.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by GRAYBAR *Electric Company*

Offices in 76 Principal Cities

BROADCASTING • *October 15, 1931*

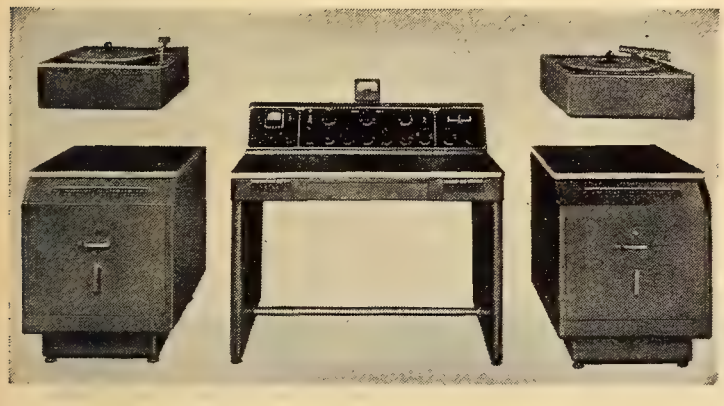
Page 2

With all the changes that have taken place in the field since Western Electric ran this ad in the first issue of Broadcasting, one thing remains unchanged: *the high quality standards of Western Electric equipment for Better Broadcasting. Ask your engineer!*



Designed for FM...
Built by Western Electric
...installed by WOR...
ASK YOUR ENGINEER!

Studio Control Desk Speech Input Equipment for YOU!



Arrange It To Fit Your Requirements

Table unit houses pre-amplifiers and control circuits—one or two pedestal units house main and monitor amplifier circuits and accessory equipment—turntables mount on top of pedestals. Use whatever units you need—arrange them to suit yourself. Complete *circuit* flexibility, too.

Here is the most complete, flexible, compact Studio Control Speech Input Equipment you could ask for!

Developed by Bell Telephone Laboratories and used with WOR'S new Western Electric *Synchronized* FM Transmitter, these Desk Units can be "custom-equipped" and arranged to the exact needs of *your* station —whether FM or AM.

Quality equipment in every way—these units are built to help you easily attain and maintain overall system transmission standards established by FCC for FM.

Your sponsors will be attracted by their clean-cut *beauty* —your staff will find them easy to install, easy to operate, easy to maintain.

• • •

Get full details—ask Graybar for Bulletin T1758.

GraybaR Distributed by GraybaR ELECTRIC COMPANY

DISTRIBUTORS: *In U.S.A.:* Graybar Electric Co., Graybar Bldg., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Western Electric

Reproduced from November 1, 1931 BROADCASTING

KMOX

ST. LOUIS ●

KEY STATION OF THE MISSISSIPPI VALLEY

50,000 watts

• Advertisers are now making reservations for 1932. No evening time is available for the remainder of this year. A few choice morning and afternoon periods for the balance of 1931 are now available for early reservation.

KMOX • is located at the most strategic point in the United States. KMOX broadcasts from the center—not the rim.

KMOX • with its 50,000 watt transmitter on a cleared channel, is heard regularly throughout the entire Mississippi Valley. (Write for the KMOX Listening Area Map, measuring its *minimum* habitual audience).

KMOX • dominates its immediate district. It is the only radio station capable of providing full time reception to listeners in St. Louis and its trade territory.

KMOX • maintains the finest network program standard 18 hours a day, insuring for its audience the best radio entertainment and special broadcasts.

THE VOICE OF ST. LOUIS, INC.

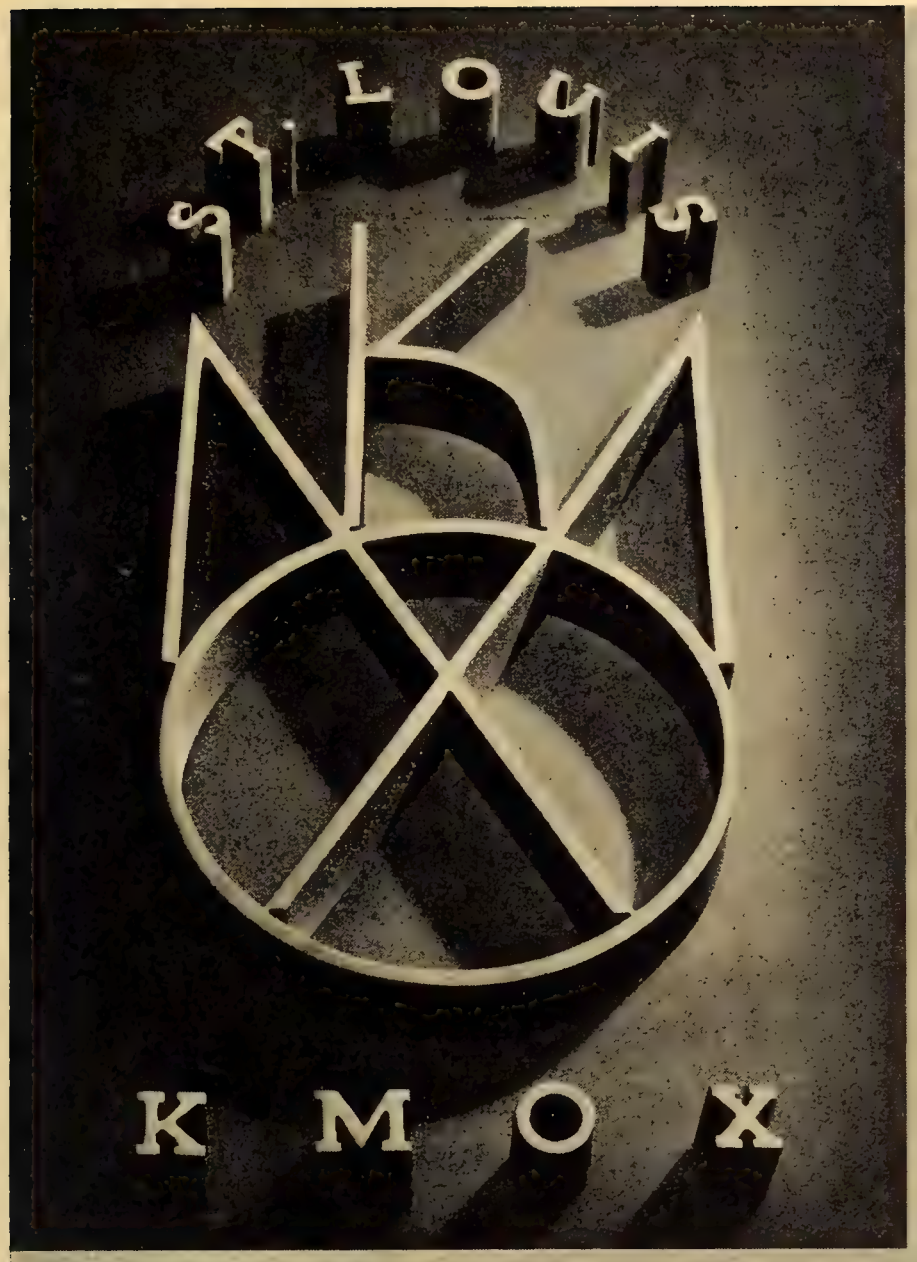
OPERATING

KMOX

50,000 Watts • 1090 Kilocycles • 275.1 Meters

Studios and Offices: Mart Building, St. Louis, Mo.
Transmitter: Baumgartner Road, St. Louis County

BASIC STATION OF THE COLUMBIA BROADCASTING SYSTEM



KEY STATION OF THE MISSISSIPPI VALLEY

50,000 WATTS

HISTORY REPEATS. Advertisers throughout the past season have reserved Fall-Winter time on KMOX. No evening time available for the remainder of this year.

KMOX continues, as nine years ago, to be located at the most strategic point in the United States; continues to be the only station in St. Louis or the entire state of Missouri to broadcast with 50,000 watts on a cleared channel; continues to dominate its immediate district and continues to maintain the finest program standard in St. Louis.

But today it's also true that . . .

KMOX is First in Listeners; has more than all other St. Louis stations combined.

KMOX is First in Advertisers, with more commercial quarter-hours (both network and spot) than any other St. Louis station.

KMOX is First in Dealer Influence, with dealers in more lines actually expressing their preference for KMOX than for all other stations combined.

KMOX today delivers audiences at the lowest cost-per-listener of any St. Louis station.

KMOX ★ 50,000 WATTS · THE VOICE OF ST. LOUIS

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, Charlotte, N. C., San Francisco, Los Angeles

in the CONTROL ROOM

WILLARD TIFFANY, formerly of KQW, San Jose, Cal. has been appointed chief engineer of KJBS, San Francisco. He succeeds Kenneth Owen who resigned to join the Navy at the Mare Island Navy Yard, Cal.

BILL NEILL has been made a permanent member of the engineering staff of WFIL, Philadelphia. Advancement of Arnold Nygren to chief engineer and Jack Schantz to field supervisor left an opening he had been filling temporarily.

RALPH H. CANNON, formerly chief engineer of KFDA, Amarillo, Tex., has joined the new WINX, Washington, in the same capacity.

JOHN T. DOWDELL, for the last two years chief transmitter engineer of WIBX, Utica, N. Y., has been named chief engineer of the station.

GEORGE ALLISON, formerly of KHQ, Spokane, has joined KGVO, Missoula, Mont., as chief engineer, succeeding T. E. Atherstone, Jr., who has joined the FCC monitoring staff.

REINALD WERRENRATH, JR., formerly an NBC viedo effects engineer, has resigned to become assistant to William Eddy, in charge of construction of a new Balaban & Katz television project in Chicago. Mr. Eddy recently resigned as NBC video-effects engineer to take the new post. At NBC, Mr. Werrenrath was his assistant.

GEORGE HERRICK, assistant chief engineer of WINS, New York, and of the New York Broadcasting System, has been appointed instructor of radio communications at the Brooklyn Technical Night School.

Auspicious Start

NOT SURE whether it set a record by installing its 250-watt plant in exactly 30 days, WSLS, Roanoke, Va., nevertheless claims a record listening audience for a new station's first day on the air. By airing the exclusive MBS broadcasts of the World Series, starting Oct. 2, the station claims thousands of residents in the Roanoke area became WSLS-conscious a few hours after it started operation.

DOUGLAS WALLACE, since 1938 Graybar district manager at Jacksonville, Fla., has been named assistant general sales manager, reporting to D. H. O'Brien, recently appointed a general sales manger of Graybar Electric Co., New York. L. C. Fields succeeds Mr. Wallace at Jacksonville.

STANLEY CUTLER, for several years sales engineer of Norman B. Neely Co., Los Angeles technical sales representatives, has enrolled in California Institute of Technology to continue his technical training.

NEIL MEAD has joined the engineering staff of KSCJ, Sioux City, Ia.

CHET GEISE, of the technical staff of WHAT, Philadelphia, recently underwent a tonsilectomy.

W. H. LOCKYEAR, new to radio, has joined the engineering staff of KIUP, Durango, Col.

FRANK R. KRULCE, formerly of WOPI, Bristol, Tenn., has joined the engineering staff of WBRW, Welch, W. Va.

PRESTON PEARSON, formerly of WLPM, Suffolk, Va., has joined the engineering staff of WRAL, Raleigh.



PIONEERS of radio discuss its early days at the dedication of the New York World's Fair Hall of Fame. At right Dr. E. F. W. Alexanderson, General Electric scientist, talks things over with David Sarnoff, RCA president and NBC board chairman. Dr. Alexanderson's inventions contributed importantly to the first radio broadcast, the first television broadcasts and Transatlantic telephony. Mr. Sarnoff, like Dr. Alexanderson, came to America as an immigrant boy. Both are among the 600 Americans on the Hall of Fame panels.

TO THE FAR NORTH
KDKA Resumes Broadcasts to Isolated Region

KDKA, Pittsburgh, on Oct. 5 started another season of its Saturday night broadcasts to the Far North. The series started in 1923, when the station carried an emergency broadcast to help locate an expedition lost in the North Atlantic in an oar-propelled boat, and has been on the air every winter since then.

The weekly programs consist entirely of messages to people in isolated spots in the Far North of the continent. Letters to be read on the air come from all over the world. Starting as a trickle in October, the volume increases until on Christmas and New Year's Eve it is not unusual for KDKA to stay on the air until 4 or 5 a. m., sending greetings from relatives and friends. The broadcasts are carried on KDKA's regular frequency, 980 kc., as well as by shortwave.

Dec. 11 Hearing Is Set For WBBM-KFAB Shift

SEVERAL TIMES postponed, a new hearing date of Dec. 11 has been set by the FCC for the proposed shift under which two CBS-owned stations would alter present assignments to make way for full-time clear channel operation for WBBM, Chicago. The hearing involves the application of KFAB, Lincoln, to shift from 770 kc. with 10,000 watts, where it synchronizes at night with WBBM, to 1080 kc. with 50,000 watts. On the latter frequency it would duplicate with WBT, Charlotte, which now has a clear-channel assignment.

In so doing, WBBM would have 50,000 watts with unlimited time and no synchronous operation on 770 kc. The hearing also involves the applications of WJAG, Norfolk, Neb., to shift from 1060 kc. to 770 kc. with 1,000 watts daytime and of WMBI, Chicago, to operate on its present assignment on 1080 kc. under the proposed realignment on the frequency.

Wilmotte Opens Office in Capital

RAYMOND M. WILMOTTE, well-known consulting radio engineer and designer of the first directional antenna for a broadcast station ever to be installed, on Oct. 1 opened offices in Washington after several years of consulting practice in New York.



Mr. Wilmotte

Mr. Wilmotte's new offices are in the Bowen Bldg., 15th and H Sts. For five years he has maintained headquarters in the New York offices of John V. L. Hogan, consulting radio engineer, and was associated with the technical development of WQXR, first "high-fidelity" broadcast station in the country.

A graduate of Cambridge in 1921, Mr. Wilmotte has specialized in antenna development and theory both abroad and in this country. In 1932 he designed and installed the directive antenna for WFLA, Tampa, to protect the service area of WTMJ in Milwaukee, constituting the first installation of that type in the world. FCC Commissioner T. A. M. Craven, then consulting engineer for the Florida station, retained Mr. Wilmotte for this pioneering task. Since that time use of directive antennas has become recognized internationally and constitutes a fundamental aspect of allocation engineering in this country.

In 1938, coincident with the reorganization of the NAB, Mr. Wilmotte was retained as engineering consultant and handled preparation of industry technical data at FCC hearings dealing with broadcast allocations and other engineering considerations. He served as a consultant for the trade association until early 1940, when Lynne Smeby became technical director of the NAB.

After graduating from Cambridge, Mr. Wilmotte became associated with the National Physical Laboratory of England, the British counterpart of the U. S. Bureau of Standards. In that work he specialized in antenna development. In 1929, he came to this country. He is now an American citizen and has taken up permanent residence in Washington.

Video Session Planned By Motion Picture Group

WITH an entire session devoted to television, members of the Society of Motion Picture Engineers will be brought up to date on the progress in video broadcasting at their fall convention, to be held Oct. 21-25 at the Hollywood Roosevelt Hotel.

H. R. Lubcke, in charge of television for the Don Lee Broadcasting System, will give a paper on "Photographic Aspects of Television Operation"; P. C. Goldmark, chief television engineer of CBS and chairman of the SMPE television committee, will read the committee's report; H. See, of NBC's television staff, will describe "NBC Television at the Republican National Convention of 1940" and C. F. Wolcott, Gilfillan Bros., will discuss "Problems in Television Resolution".

Reproduced from October 15, 1931 BROADCASTING

We don't claim the World—
BUT
WPTF
***at* Raleigh**
the capital of North Carolina, is the only station within a radius of 90 miles.

•

National, Local and NBC Chain Clients have been using this station with profit—Why not investigate?

•

1000 WATTS
Western Electric Radio and Reproducing Equipment

← *Then!*
1000 watts
★
Soon!
50,000 WATTS
★
WPTF
RALEIGH

WSTV, Steubenville, O., Schedules Oct. 22 Debut

WITH construction nearing completion, the new WSTV, Steubenville, O., is expected to be on the air not later than Oct. 22, according to General Manager John Laux, formerly manager of KQV, Pittsburgh. Mr. Laux also has announced personnel additions, including John L. Merdian, formerly of WJAS and KQV, as program director and Jack Thomas, of WJW, Akron and Garry McKelvy, on the sales staff, along with Joseph Troesch, formerly in radio in the Pittsburgh area, as chief engineer.

WSTV has contracted with United Press for a regular 20-hour daily news service. The station also has subscribed to the Lang-Worth transcribed library service and has signed as a member of Broadcast Music Inc., according to Mr. Laux.

Pierce's Discs

PIERCE'S MEDICINES, Buffalo (Golden Medical Discovery), early in October started a 13-week schedule of four-weekly one-minute transcribed announcements on 29 stations, WOKO WHAM WFBL WGR WCAU WHP WBIG WXYZ WJR WOOD WJJD WENR WIND WISN WDZ WTAM WCAE WLW WCHS KWK KFRU KRNT WMT WNAX WHB KWTO WIBW XEAW WWVA. Agency is H. W. Kastor & Sons, Chicago.

CALL LETTERS of the regional outlet in Syracuse, N. Y., granted July 17 by the FCC to the Sentinel Broadcasting Corp. [BROADCASTING, Aug. 1, 15], have been changed from WLAF to WAGE.

Time Sales in Three-Quarters of 1940 Nearly 16% Ahead of Figure Last Year

COMBINED gross time sales on NBC Red and Blue, CBS and MBS for September totaled $7,271,690, an increase of 19.4% over the September 1939 figure of $6,089,008. For the nine-month period, combined time sales grossed $68,299,063 this year as compared with $58,-936,860 at the three-quarter mark last year, a gain of 15.9%.

MBS registered the largest percentage increase for September 1940 over totals for the same month last year with a rise of 34.6%. January-September figures show MBS with $2,777,833 in 1940, an increase of 23.1% over last year's figure of $2,256,817.

For the third consecutive month NBC-Red had the highest billings, while CBS, leader for the first six months, was second for the month, although still ahead for the year to date. NBC-Red time sales for the nine-month period total $28,673,091, an increase of 8.8% over the $26,-351,829 total for the first nine months of 1939. NBC-Blue January-September figures show an increase of 19.1% since last year, reading $7,335,264 for 1940 and $6,158,520 for 1939. For NBC as a whole, the nine-month total is $36,008,355, a rise of 10.8% over the 1939 figure of $32,510,369. Combined NBC September billings are $3,879,779, up 17.0% over the 1939 figure of $3,315,307.

Cumulative CBS time sales at the end of September grossed $29,512,-875, higher by 22.0% than last year's nine-month total of $24,-169,694.

Gross Monthly Time Sales

	1940	% Gain over 1939	1939
NBC-Red			
Jan.	$3,496,393	8.9%	$3,211,161
Feb.	3,226,983	8.5	2,975,258
Mar.	3,338,440	1.2	3,297,992
April	3,128,685	8.7	2,879,571
May	3,216,940	6.3	3,025,538
June	2,919,405	5.8	2,759,917
July	3,141,902	15.8	2,713,798
August	3,072,338	12.2	2,737,926
Sept.	3,132,005	13.9	2,750,668
NBC-Blue			
Jan.	908,815	10.5	822,730
Feb.	905,101	17.0	773,437
Mar.	965,904	10.7	872,860
April	912,833	34.0	681,415
May	817,682	20.9	676,564
June	722,695	16.1	622,487
July	688,536	20.8	569,757
August	665,924	15.9	574,644
Sept.	747,774	32.4	564,619
CBS			
Jan.	3,575,946	34.2	2,674,057
Feb.	3,330,627	31.0	2,541,542
Mar.	3,513,170	20.1	2,925,684
April	3,322,689	16.4	2,854,026
May	3,570,727	15.3	3,097,484
June	3,144,213	9.9	2,860,180
July	3,071,398	32.8	2,311,953
August	2,875,657	22.8	2,341,636
Sept.	3,108,448	21.3	2,563,132
MBS			
Jan.	317,729	0.8	315,078
Feb.	337,649	22.1	276,605
Mar.	390,813	27.3	306,976
April	363,468	38.4	262,626
May	322,186	37.2	234,764
June	299,478	31.2	228,186
July	235,182	8.6	216,853
August	227,865	10.9	205,410
Sept.	283,463	34.6	210,589

BILL GOODWIN, Hollywood announcer, has been signed by RKO Radio Pictures to portray himself in the film, "Let's Find a Song".

IOWA BARN DANCE ANNIVERSARY FETE

START of the 10th season of *Iowa Barn Dance Frolic* Oct. 5 was observed with special ceremonies by WHO, Des Moines. With addition of several new acts, the 2¼-hour show featured appearances by radio and advertising agency figures identified with the program. The grand opening program offered a cast of 75.

Edgar L. Bill, operator of WMBD, Peoria, Ill., and who at WLS, Chicago, first brought *Barn Dance* programs into the big time, was a featured visitor, along with J. O. Maland, vice-president and general manager of WHO, Ed Fellers, of Presba, Fellers & Presba, Chicago agency representing Mantle Lamp Co. (Aladdin lamps), first sponsor of the *Iowa Barn Dance Frolic*, also made a personal appearance. Another guest was Jim Murphy, agricultural writer.

In addition to Mantle Lamp Co., sponsors of the long show are Murphy Products Co. (feeds), Burlington, Wis.; Keystone Steel & Wire Co. (fences), Peoria; Consolidated Products Co. (vitamin products), Danville, Ill.; Flex-O-Glass Mfg. Co., Chicago. Stan Widney writes and produces the show, which draws an average weekly theatre audience of 3,000 persons. Assisting with m.c. duties are Ernie Sanders, Dick Anderson, Jack Kerrigan and Max Robinson.

CRANE WILBUR, Hollywood producer-editor of the CBS *Big Town*, sponsored by Lever Bros. (Rinso), is dramatizing "Kingdom Come," sketch used on that series last season, and is planning it as a Broadway production.

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SHREVEPORT, LA.
50,000 WATTS
CBS

Complete coverage of a rich tri-state market

For more information about KWKH, one of the sixteen CBS 50,000 watt stations, inquire of The Branham Company

SERVING THE RICH TRI-STATE MARKET

IN PUBLIC
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FIRST in POWER

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BROADCASTING and Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published by
BROADCASTING PUBLICATIONS, Inc.

Executive, Editorial And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● EDWARD CODEL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
Subscription Price: $3.00 per year–15c a copy • Copyright, 1940, by Broadcasting Publications, Inc.

[*Reprinted from* BROADCASTING, *Oct. 15, 1931*]

We Make Our Bow

"Edmund Burke said that there were Three Estates in Parliament, but in the Reporters' Gallery yonder there sat a 'Fourth Estate' more important far than them all."
—Carlyle's *Heroes and Hero Worship.*

AND now, Radio! Who is there to gainsay its rightful status as the Fifth Estate? Powerful medium for the conveyance of intelligence and entertainment to the masses, Radio Broadcasting has come to take its place alongside "the Lords Spiritual, the Lords Temporal, the Commons and the Press" to whom the redoubtable Burke alluded in one of his unpublished flights of oratory.

Radio as the mouthpiece of all the other Estates occupies a peculiar position of its own in American life. It furnishes all of man's other high Estates voices that reach far beyond their cloistered chambers, their limited social circles, their sectional constituencies and their circulation areas.

But beyond all that, it brings new cheer, new intelligence, new light to the multitudes in providing all the many and diversified forms of education and entertainment that the human ear can convey to the mind. Soon sight will be added to radio's voice; when and how, it is too soon to say, but that it will the best minds of radio are agreed.

All this broadcasting does in this country while sustaining itself as an economic entity, without the direct aid or subsidy of government. It does all this, under the American scheme, while lending new stimulus to business by making available to business a new vocal medium of sales approach. It does all this, we believe, without encroaching upon, but rather in close cooperation with, the other realms of education, entertainment and business.

BROADCASTING makes its bow firm in its belief in the American system of radio. With all its youthful faults, Radio by the American Plan still expresses a certain genius of the American people—the genius of free enterprise.

It would be idle here to expatiate upon the blessings, the faults and the future hopes of radio. The columns of BROADCASTING will be devoted to the news of radio, particularly to bringing the various elements that make up this great art and industry to a greater awareness of another. BROADCASTING intends to report, fairly and accurately, the thoughts and the activities that motivate the field of broadcasting and the men who are guiding and administering broadcasting.

To the American system of free, competitive and self-sustaining radio enterprise, this new publication, accordingly, is dedicated.

Chisels & Throats

A NEW "time chisel" menace has invaded radio. And, as always, the broadcasters' own folly—his willingness to accept "free commercials"—is responsible.

A surprising increase in the efforts of recognized and legitimate advertising agencies to snag time without cost to their advertisers is apparent. It isn't the old-time chisel of the fly-by-night publication handing out transcriptions or scripts keyed to publication dates, or manufacturers seeking time direct or through phoney agencies, or even "per inquiry" deals (though the latter are still prevalent and some stations are still suckers for them).

Now certain recognized agencies, some of the biggest, are seeking free time on a regular basis. And, we understand, several hundred stations are handing it out. It's no longer the adequate merchandising demand but actual time that is sought, to offset efforts of competing agencies in soliciting their accounts. One responsible agency reports that so long as radio stations accept such material and so long as competing agencies use it as evidence of their ability to secure more results for the advertisers, it would be forced to compete by similar efforts. The fact that free time is not commissionable, and therefore brings no revenue to the agency, does not deter it from meeting the competition.

It is clear that many stations accept such propositions on the foolish notion that it will set them right with the agency and mean other business later on. Others, carrying a volume from the particular agency, apparently feel compelled to do a favor. Both theories are fallacious. The stations getting little or no national business are committing hari-kari, because agencies know that if they give it away, they can't sell it. And the "good fellow" who gives away just a little, simply encourages more and more of the same thing.

The answer is simple. Unless stations stop accepting such deals, they will lose not only their self-respect but also will foreclose the immediate possibility of getting national spot and contribute to the breakdown of what should be a most lucrative source of revenue.

Radio's War Job

WAR CLOUDS are beginning to envelop radio. The tempo becomes swifter as the military services increase their recruiting and informational functions, using radio as an anchor medium, and as the Defense Communications Board digs into the details of what amounts to a task of communications war planning.

The most significant and gratifying outlook, however, is that the Government, from the President down, has not veered from the originally avowed precept of minimum interference with broadcasting as it now functions. Instead, every plan is premised upon coordination of the present broadcast structure with defense requirements and under its present civilian management.

In this issue we publish a letter from President Roosevelt. He alludes to radio's "increasing obligation to keep the public fully informed". And he adds that "a free radio is just as essential as a free press". Those are significant words, which certainly do not connote dire things for radio.

From the War Department we learn that a Radio Section is being created under the General Staff. This is indicative too of the reliance being placed upon the medium in keeping the public informed accurately and swiftly. In setting up this section we hope the Department will select men conversant with the problems of the broadcaster and familiar with radio "shop" operations. By so doing, the Army will go a long way toward simplifying its own job of procuring maximum cooperation from the industry, and at the same time ease the time load of the stations and the networks.

We hear that Ed Kirby, energetic public relations director of the NAB, is under consideration for the Army radio post. By virtue of his military background, as well as his intimate knowledge of radio in all its aspects, he is admirably qualified. The industry would more than welcome such an appointment.

The weeks and months ahead will be critical for radio—not because of any danger to the industry itself, but because of the responsibility it must shoulder as a public relations medium. Radio so far is doing its job well, and to the satisfaction of public and Government.

Friendly Neighbors

WHEN the Government of a sovereign nation buys time on the American radio, whether to stimulate the friendly spirit or to promote the market for its export products, then radio has reached the acme of acceptance as a public service as well as an advertising medium. The Brazilian Government has done just that, sponsoring a pair of Washington news commentators Sunday nights on NBC-Blue. The avowed purpose of the campaign is to "present public information and facts regarding Brazil and her problems which will be of sincere interest to the American people."

Propaganda? To be sure—but propaganda of the American brand, the kind of propaganda making for neighborly understanding and for hemispheric solidarity. If Brazil should find that the use of the American radio incidentally helps it to dispose of its coffee crop, no one can possibly begrudge her that right and opportunity. The American radio is proud to be handmaiden to this good neighbor effort, and may many more of our Latin American neighbors profit by Brazil's example.

We Pay Our Respects To —



MARK WOODS

SINCE Jan. 1, 1922, when he began setting up an accounting system for the radio department which the American Telephone & Telegraph Co. had started not so long before, Mark Woods has been actively engaged in the business of broadcasting. For more than 18 years, most of them as an officer of NBC, he has watched radio's rapid growth and has played an important part in establishing policies to turn its mushroom-like spread into an orderly development.

Though one of commercial radio's earliest pioneers, Mark Woods is more interested in its future than its past and would much rather discuss the changes that will be brought about by television and other technical developments than reminisce about the "good old days when radio was young".

One explanation is that, along with being NBC's oldest officer in point of service, he is one of the youngest in point of age, with his 40th birthday still ahead. Another is an incurable fascination with radio and a firm belief that, whatever its past progress, radio has taken only the first few steps towards its destined position, a state of mind that has caused Mark to turn down many financially tempting offers to enter other fields of endeavor.

Born in Louisville, Dec. 27, 1901, Mark spent his boyhood in Jacksonville, Fla., where his family had moved while he was still an infant. Here he attended the public schools and also got his first business training working with his father, custodian of the American Naval Stores Co., during summer vacations. Came the war and Mark, rejected by the Navy because of his youth, capitalized on his practical experience to land a job as foreman of a pneumatic tool gang in the shipyard of A. Bentley & Sons. Later he became the head of the personnel department and supervised employment of all workers. After the war he became a salesman for a large soda fountain manufacturer.

Alone in the world, both parents having died during the war years, Mark headed for New York to seek broader fields. His first job was with the Thomas A. Edison Industries, as an accountant, having learned about trial balances, ledgers and the like in high school and at business college. In 1920 he joined the revenue accounting division of the New York Telephone Co., but before long he was transferred to the accounting staff of the parent company, the AT&T, which at that time was actively engaged in the broadcasting business as owner of WEAF, New York.

Following his radio debut via the accounting route, Woods advanced as rapidly as the medium itself, and by 1926 he was assistant treasurer, assistant secretary and office manager of the Broadcasting Co. of America, an AT&T subsidiary set up to operate WEAF, which by then had been hooked up into the first radio network, whose policies Mark had helped to formulate. Somewhat earlier he also joined with other broadcasters in forming a trade association, which they incorporated as the National Association of Broadcasters.

On Nov. 1, 1926, when the AT&T broadcasting operations were turned over to NBC, which made its debut that day, Mark Woods went to NBC as assistant treasurer, assistant secretary and office manager. A year later he was named treasurer of NBC, retaining that post until April, 1934, when he was placed in charge of the network's operations as assistant executive vice president reporting to Richard Patterson, then NBC's executive vice-president.

In December, 1936, following an internal reorganization at NBC which brought in a new president who himself took charge of operations, Mark resumed his financial duties as vice-president and treasurer. In addition, he is presently directly responsible for the operation of the Artist Service, Engineering, International Shortwave, Television, Radio Recording and General Service departments. His posts also include that of assistant secretary, the one position he has held straight through his more than 13 years with NBC.

The coordination of the company's activities in connection with the ASCAP difficulty has recently been assigned to him by Niles Trammell, newly-elected president of NBC.

He is a director and a member of the finance committee of the National Better Business Bureau as well as an officer and director of the different NBC subsidiary companies.

Although not indicated by his title, one of Mark's most important jobs, and one which takes a great deal of his time, is that of handling NBC's labor relations. Possessing as keen an interest in people as he has in figures—plus an enviable ability to make friends that have confidence in him—Mark has long represented NBC in its negotiations with the various unions of radio personnel, and he takes a good deal of pride in the fact that he is well liked by the labor group for his fair attitude. He was never formally assigned to this post, Mark says, but through his financial supervision of all of NBC's contacts he gradually took over the relations with labor groups.

Mark lives at Short Hills, N. J. His wife is the former Edith Carolyn Dittrich and they have two children, Patricia Walton, 12, and Albert Edward, 9. His chief hobby is golf. His is a member of the Baltusrol Golf Club, Circus Saints and Sinners, and St. Bartholomew's Club.

Personal NOTES

ASHTON DUNN, former superintendent of training in the NBC personnel division, has been appointed personnel manager, succeeding Dwight G. Wallace, resigned [BROADCASTING, Sept. 15]. As training head he arranged a series of company discussions in which NBC executives speak informally to employes.

GUY C. HICKOK, director of the NBC international division, left Oct. 3 by Clipper for a month's business and pleasure trip to South American stations. To study reception of broadcasts and program requirements, Mr. Hickok will visit Rio de Janeiro, Buenos Aires, Santiago, Arica, La Paz, Lima, Quito and Cristobal.

WALTER SCOTT NEWHOUSE Jr., formerly with the Graduate Group of WQXR, New York, has joined the station's sales staff. He was formerly with Barron G. Collier Inc., New York, and *Brooklyn Eagle*.

LEON RACUSIN, formerly of the Retail Reporting Corp. of New York, has joined the sales staff of WJJD, Chicago.

BERNARD BERK, chief owner, has assumed the duties of general manager of the new WAKR, Akron, scheduled to start operating by Oct. 15. He succeeds Mendel Jones, formerly of WCKY, Cincinnati, who resigned Sept. 30.

LOUIS G. COWAN, author of *Quiz Kids*, *Mu$ico*, and head of the Chicago publicity company carrying his name, is the father of a son, Paul Smitz, born Sept. 21.

ERNEST LEE JAHNCKE, Jr., assistant manager of the NBC-Blue station relations department, on Oct. 7 became the father of an eight-pound baby girl.

DAVID SARNOFF president of RCA and chairman of the board of NBC, on Oct. 9 addressed the American Life Association convention in Chicago. His subject was *Science and Security*.

CARL CALMAN, formerly manager of WINS, New York, and in the industry 20 years, has joined the business staff of International News Service, taking charge of the New York sales area, according to Walter E. Moss, INS sales manager.

DON PONTIUS, formerly head of the traffic department of MBS, Chicago, has been transferred to the newly-formed merchandising and sales department.

THOMAS P. HAWLEY, formerly of *This Week* magazine and Pacific Railways Adv. Co., has joined the sales staff of the San Francisco office of KQW, San Jose, Cal.

STANLEY E. HUBBARD, president of KSTP, St. Paul, has been made commander of the newly-organized Flotilla 2 of the U. S. Coast Guard Reserve. The new group serves the Minneapolis-St. Paul area and promotes safety on navigable waters.

NORM DAVIS, account executive of KOIN-KALE, Portland, Ore., has been elected to the board of governors of the Advertising Federation of Portland.

MARIE BATTEY, formerly a sales executive in a local direct mail agency, has joined the sales staff of KOME, Tulsa, Okla.

ARTHUR A. BRANDT, for three years identified with the advertising and promotional activities of General Electric radio, has been named general sales manager for GE radio and television receivers, with headquarters in Bridgeport, Conn.

WINFRED H. WILEMAN, formerly of KASA, Elk City, Okla., KFDA, Amarillo, Tex., and KWGB, Hutchinson, Kan., has joined KICA, Clovis, N. M., as assistant manager. Karl Schroeder, KICA, program director, has resigned to join KGGM, Albuquerque. Jay Eubanks has been promoted to KICA program director.

GORDON S. HENRY, formerly manager of CFAC,, Calgary, Alta., has joined CJCA, Edmonton, as manager.

JOHN T. CALKINS, general manager of the *Elmira Star-Gazette*, including WENY, Elmira, N. Y., on Oct. 3 underwent a major abdominal operation.

WALTER VILBERG, formerly of WISN, Milwaukee, and WIBA, Madison, has joined the sales staff of WROK, Rockford, Ill. Wynn Neely, formerly of WEMP and WISN, Milwaukee, has rejoined the WROK sales staff.

STANLEY DAVIS, formerly in radio on the West Coast, has been named manager of the Gary studios of WJOB, Hammond, Ind., in line with station's plan to expand service in Gary.

ELIAS, I. GODOFSKY, Brooklyn, formerly publisher of three weekly newspapers, has joined WCNW, Brooklyn, as commercial manager.

EDWARD H. WOLFE, new to radio, has joined the sales staff of WIL, St. Louis.

RAY LIVESAY, salesman of WDZ, Tuscola, Ill., is the father of a girl born in September.

FRED H. FORD, commercial manager of WJNO, West Palm Beach, Fla., has been re-elected president of the Better Government League of Green Acres City for the third successive term.

WILLIAM SHEA, account executive at KYA, San Francisco, and Caroline Reynolds were married Sept. 28 in the historic Carmel Mission, near Carmel, Cal.

N. E. KERSTA, assistant to the NBC vice-president and television coordinator, Alfred H. Morton, and Jack Hartley, of the special events division, have left temporarily to take a month's training in the Navy. Both are reserve officers.

S. NILES GATES, sales manager of C. P. MacGregor Co., Hollywood transcription concern, and Beth Linthicum, of Beverly Hills, Cal., have announced their engagement.

BEHIND the MIKE

DAVE DRISCOLL, director of special features and news for WOR, Newark, has been named a member of the Advisory Committee of the National Selective Service Administration of New York City. He will serve as a liaison officer between the Selective Service Committee and New York radio stations.

MONTE ROSENWALD, formerly of KGNC, Amarillo, has joined Russell-Seeds Agency, Chicago, as announcer of the new *Wings of Destiny*, which started on NBC Oct. 4. J. B. Linn, for the last year with KFYO, Lubbock, has rejoined the KGNC announcing staff.

JOHN POTTER, newscaster of KROW, Oakland, Cal., late in September slipped on a curb and fractured an ankle. Potter is continuing his regular broadcast schedule, using crutches and with his foot in a plaster cast.

AL NEWMAN, radio editor of *Newsweek*, on Oct. 7 became the father of a baby boy, John Henry.

WAYNE GRIFFIN, sales manager and program director of KFYR, Bismarck, N. D., on Sept. 28 married Francis Bodwin. Robert MacLeod, KFYR production director, on Oct. 18 is to marry Thora Beattie.

DON HANCOCK former announcer of WBBM Chicago, has been named announcer for *The Goldbergs*, sponsored on CBS by Procter & Gamble Co. Cincinnati, for Oxydol.

CLINTON MOSIER, formerly with the Washington bureau of the *Brooklyn Eagle*, has joined the press department of NBC in New York.

JOE PARKER producer of the NBC *Fibber McGee and Molly* show, is convalescing after an appendectomy.

NATHEN SCHWARTZ, concert violinist and music teacher, on Oct. 7 was appointed musical director of WFIL, Philadelphia. He replaces Anthony Candelori, who goes to the Ritz-Carlton Hotel, Philadelphia.

CHARLEY WOOD, announcer at WCAU, Philadelphia, on Sept. 29 married Ruth Cummings, singer at WLW, Cincinnati.

JANE FREDERICKSON of the sales promotion department of WOWO-WGL, Fort Wayne, resigned recently to marry M. Earl Sparks, local oil dealer. Anne Joseph, new to radio, has succeeded her at the station.

BOB POLLOCK, of WCAU, Philadelphia, on Oct. 16 rejoins the announcing staff of WSB, Atlanta. He replaces Dana Waters who resigned recently to enter the ministry.

LEONARD J. O'CONNOR, formerly of the *Davenport* (Ia.) *Times*, has joined the NBC Central Division news and special events department. He replaces Edward G. Weber, who joined the NBC Central Division Blue-network sales department as an assistant.

ANICE IVES returns to WFIL, Philadelphia, Oct. 15, as director of women's programs. She will handle three morning half-hour programs weekly, to be sold on a participating basis.

OWEN VINSON, Chicago production director of the NBC *Road of Life* series, is the father of a girl, Kathleen Elizabeth, born Sept. 21.

JAMES C. BUCHANAN, formerly with the United Press bureau in Chicago, has joined the news staff of KMOX, St. Louis.

BRAD ANSLEY, formerly newscaster of WSB, Atlanta, has joined the Associated Press in New York. He is succeeded at WSB by Doug Edwards, former WSB announcer who has been with WXYZ, Detroit, for several years.

JESS KIRKPATRICK, announcer of WGN, Chicago, played in the finals of the Chicago Towers Club handball tournament.

HAL LAWRENCE, formerly of CHML, Hamilton, Ont., has been named news editor of CKGB, Timmins, Ont.

OSCAR B. SUNDBERG, announcer of KHSL, Chico, Cal., recently married Frances Jones.

JAMES V. MONTGOMERY, formerly of WGAZ, Carthage, Ill. and WIBU, Poynette, Wis., has joined the announcing staff of KSCJ, Sioux City, Ia.

MAURY FARRELL, staff announcer of WAPI, Birmingham, has enlisted in the U. S. Civilian Pilot Corps, a branch of the U. S. Army Air Corps.

JACK MORRIS, formerly of WMBH, Joplin, Mo., has joined the announcing staff of KOME, Tulsa, Okla. Dick Carter, KOME announcer, has been elected president of the A Capella Choir of Tulsa U, where he is a student.

ARNOLD STINSON, formerly of CHML, Hamilton, Ont., and Northern Ontario stations, has joined the announcing staff of CKLW, Windsor.

ROYAL O'REILLY, of the production department of KRE, Berkeley, Cal., suffered a slight concussion recently when he fell on the studio floor.

JOE PARKER, NBC Hollywood producer, has returned to his network duties after an appendicitis operation.

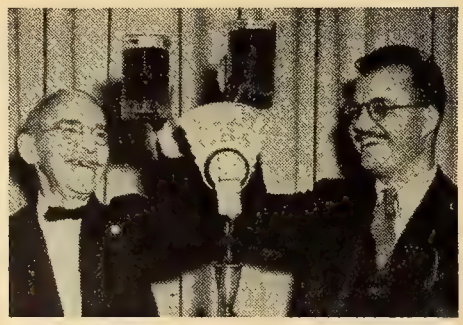
MELVILLE RUICK, Hollywood announcer on the CBS *Lux Radio Theatre*, sponsored by Lever Bros. (Lux), has been assigned the role of an orchestra leader in the film, "Kitty Foyle", to be produced by RKO Studios.

CHARLES BURGMAN, NBC Hollywood page, has resigned to join the production staff of KDON, Monterey, Cal. Besides supervising newscasts, he is producing five shows weekly, including a Hollywood film gossip program.

JACK LITTLE, for the last season an announcer at the Golden Gate Exposition, has joined the announcing staff of KQW, San Jose, Cal.

EDDIE LIPPERT and Ernie Brashear, NBC Hollywood maintenance man and tour guide, respectively, under names of Loring and Cross, have collaborated in writing a new song, "Too Late". It was introduced Oct. 4 on the NBC *Friday Mixup* program, by Ben Gage, singing announcer.

GEORGE VOLGER, NBC Hollywood announcer, is convalescing from a major operation.



PROSIT! brings broad smiles from Fred Garrigus (right) and his guest, Frederick Heuser, known as the oldest waiter in Boston. Mr. Heuser recently appeared on Garrigus' *Around the Hub* program on WEEI, Boston, for an interview on the anniversary of his 47th year with a famous local German restaurant. Making his first microphone appearance, he appeared at the studio in his waiter's garb, bearing a pair of big beer steins.

Meet the LADIES



CAROL GAY

WOMEN commentators are legion on the American radio, but women news commentators continue to be the exception rather than the rule. Carol Gay, of KWK, St. Louis, broadcasts views on major world news as well as on books, plays and movies during her five-weekly morning programs *This Women's World*. Five afternoons weekly she also discusses *Fashions in Review*, based on her regular trips to New York for the fashion shows, her conducting of fashion shows in three local department stores and her reportorial activities. She has been in radio five years, coming to KWK from department store promotion work. Her ten 15-minute programs weekly, her two children and her 150 or more speaking engagements per year keep her busy indeed.

On Three Networks

CHARLES STARK, recently named announcer for *Mother of Mine*, sponsored on NBC-Blue by Harold Clapp Inc., Rochester, is one of the few announcers to have shows on three networks. He is also announcer on *I'll Never Forget*, sponsored on MBS by Macfadden Publications, New York, and *Strange as It Seems*, sponsored on CBS by Colgate-Palmolive-Peet, Jersey City.

BOB JOHNSON, who handled relief assignments during the summer, has joined the regular announcing staff of KFBB, Great Falls, Mont.

MARY DUFFY, formerly of Crowell Publishing Co. and more recently with MLA Publications, has joined the Chicago staff of Tom Fizdale Inc.

BILL CROKER, formerly program director and announcer of WDMJ, Marquette, Mich., has joined the news department of WGN, Chicago.

GEORGE W. FUERST, traffic chief of KGO-KPO, San Francisco, on Oct. 19 is to marry Jill Cody.

BART SLATTERY, publicity director of WIL, St. Louis, recently married Lily Abel, formerly staff pianist of WEW, St. Louis.

BOB MacDONALD, of the news staff of KMOX, St. Louis, recently married Margaret Temple King, also of KMOX.

TOM REYNOLDS, formerly of KBST, Big Spring, Tex., and KRBC, Abilene, recently joined the announcing staff of KABC, San Antonio. Bob Knox, formerly of the KBST continuity department, also has joined KABC.

BRUCE CHICK, newscaster and announcer of CKLW, on Oct. 1 became head of the station's continuity department, succeeding Don Sims, new manager of WMSL, Decatur, Ala. Frank Burke has been named in charge of CKLW promotion.

DEL ALLEN, formerly of KORN, Fremont, Neb., has joined the announcing staff of KTRI, Sioux City, Ia.

VAN PATRICK, formerly sports announcer of WDSU, New Orleans, and Fred Smith, announcer of KTRI, Sioux City, Ia., have joined the staff of WHBF, Rock Island, Ill.

BILL HERSON, announcer of WBAL, Baltimore, is the father of a girl born recently.

SYDNEY MOSELEY, noted British journalist, on Oct. 14 started a five-minute daily news review program on WMCA, New York, 1-1:05 p.m.

JOHN K. CHAPEL has joined the news staff of KROW, Oakland, Cal. The station recently added a morning newscast to its schedule, making 10 daily news periods.

PAUL WEST and Phyllis Louden, both in the continuity department of KSFO, San Francisco, have announced their engagement.

GLOYD THRAILKILL, formerly continuity editor of KWTO, Springfield, Mo., has been appointed to the same position with KMMJ, Grand Island, Neb. She will continue to write *The Answer Man* for the Script Library, New York.

ED FITZGERALD, conductor of a news program on WOR, Newark, is teaching a course in radio writing at Newark U.

PIERRE PAULIN, announcer of KDKA, Pittsburgh, late in September married Frances Genevieve Martin.

DAVE DRUMMOND of the KPO-KGO production staff, San Francisco, is now author of *Hawthorne House*, sponsored by Wesson Oil & Snowdrift Co. over NBC Red on the Coast, succeeding Ted Maxwell, who went to Chicago to enter radio production.

DON HANCOCK, CBS Chicago announcer of the *Stepmother* show, leaves for New York to announce *The Goldbergs*, CBS serial. He will be succeeded by Carlton Kadell.

OWEN CRUMP, Hollywood radio and screen writer, and Lucile Fairbanks, actress, were married Oct. 12 at Montecito, Cal.

CHARLES VICTOR, formerly of WKRC, Cincinnati, has joined the announcing staff of WGN, Chicago.

MIKE FRANKOVICH, KFAC, Los Angeles, sports announcer, and Binnie Barnes, film actress, were married Sept. 29 in Beverly Hills, Cal.

JOHN STINSON, formerly of WJR, Detroit, and WKPT, Kingsport, Tenn., has joined the announcing staff of WIOD, Miami. Sam Parker, WIOD announcer, has returned to work after a three-month layoff resulting from a ruptured appendix. Parker's profile and voice were used in Max Fleischer's feature-length "Gulliver's Travels" cartoon.

HOWARD M. PAUL has joined the continuity and publicity staff of WTMJ, Milwaukee.

JOHNNY CARPENTER and Art Kirkham are handling football broadcasts sponsored by Associated Oil Co. on KOIN-KALE, Portland, Ore.

STUART MIMS, announcer of WAPI, Birmingham, has resumed his duties as head of the radio department of Birmingham-Southern College, which has just completed a new broadcasting studio.

GENE KING has resigned as conductor of the daily program *Jamboree* on WEVD, New York, from midnight to 4 a.m. to preside over a daily record series on WOR, Newark, entitled *Danceland*, which started Oct. 14, 3-3:30 p.m.

AL SIMON, publicity director of WHN New York, in conjunction with Jo Ranson, radio editor of the *Brooklyn Eagle*, will teach a spring semester course in "Radio Broadcasting" at Long Island U starting Feb. 5.

JACK KREAMER, formerly of *Radio Press*, fan publication in Philadelphia, has joined WINX, Washington, as script writer.

LOUISE BENBOW, of the national sales office of NBC Chicago, has announced her marriage two months ago to Fred Nygren, of that city.

THOMAS B. SMITH, program director of WPEN, Philadelphia, has resumed teaching radio program preparation at Temple U.

FRED WOOD, who announces the all-night *Dawn Patrol* at WIP, Philadelphia has passed his tests for a private airplane pilot's license.

JEAN RUTH, of Detroit, has taken over the *Women's Shopping* programs at WHAT, Philadelphia, and is in charge of all women's features.

DOROTHY GOODMAN formerly of the publicity department of WINS, New York, is handling publicity for B. S. Bercovici news commentator and lecturer who recently resigned as publicity director of WINS.



PRETTY EDYTHE WRAY, of Richmond, had no sooner returned from Miami, where she won the 1940 contest for Radio Queen of the South, sponsored by the Miami Beach Hotel Assn., than she was signed as feature star on *Flavor Time*, sponsored on WRNL by Southern Dairies. Seventeen-year-old Edythe, a beautiful brunette, began her radio career on WRNL's *Kiddy Show* when she was 4 and has been featured on programs of her own over that station for the last two years. Here she is shown being congratulated on her new sponsorship by Mallory Freeman (left), WRNL production manager, and J. Lynn Miller, president of Advertising Inc., which handles the local Southern Dairies account.

KRIC, Beaumont, Tex., Makes Changes in Staff

REORGANIZATION of the executive staff of KRIC, Beaumont, was announced Oct. 1 by Jack Neil, who last month became general manager. He was formerly manager of KPAC, Port Arthur. G. L. Kirk, former commercial manager of KPAC, has taken the same post with the Beaumont station. Joseph S. Trum, continuity editor of KPAC, has assumed similar duties at KRIC and Jack Alexander and Tony Chastaine, also of KPAC, joined the KRIC announcing staff.

Don Mitchell, chief engineer of KRIC, resigned Sept. 25 to join the FCC field force in its expanded monitoring operations. He had been technical head of the station for two years. C. C. McDaniel, engineer, was named chief engineer and Kirby Smith of Brownsville, was appointed to the technical staff.

WAAT Sales Staff

WAAT, Jersey City, in preparation for operation on 1,000 watts, full-time, beginning Jan. 1, 1941, has added two men to the New York sales force, according to A. B. Schillin, vice-president and general sales director. Robert A. Catherwood, for six years on the sales staff of WOR, Newark, has been appointed national sales director, and Edmund S. Lennon, former partner of the now dissolved Phillips-Lennon Adv., New York, and more recently a salesman in the New York office of Hearst Radio Inc., has been named assistant to the national sales director.

Manages 2 in Georgia

JOHN F. ARRINGTON Jr., formerly with WCHV, Charlottesville, Va., has been named general manager of WMJM, Cordele, Ga., and WGOV, Valdosta, Ga. WMJM is owned by the *Cordele Dispatch* and WGOV by Gov. E. D. Rivers, of Georgia.

Promotion Post at NBC Given Charles B. Brown

CHARLES B. BROWN, formerly NBC sales promotion manager of the western division, has been appointed NBC manager of station promotion in New York, succeeding B. J. Hauser, who has been transferred to NBC-Blue network promotion.



Mr. Brown

Mr. Brown was born in Victoria, B. C., in 1897, and attended the U. of San Francisco and the U. of California. In 1921 he handled district sales promotion for International Magazine Co., and later held sales positions with several different West Coast companies and for ten years was sales promotion manager of Foster & Kleiser, western outdoor advertising firm. He joined NBC in January 1938 as sales promotion manager of KPO and KGO, San Francisco, and a year later moved to Hollywood as western division sales promotion manager.

Mr. Brown is married and has one son. He arrived in New York Oct. 10 to assume his new duties at NBC headquarters.

Oboler Writing Film

ARCH OBOLER, Hollywood writer-producer of the weekly half-hour NBC *Everyman's Theatre*, sponsored by Proctor & Gamble Co. (Oxydol), in addition, has been signed to a film writing-directing contract by Frank Lloyd Productions. His first assignment will be scripting and directing "The Flying Yorkshireman," from Eric Knight's short novel. Production is expected to start about Jan. 1, with Oboler having already started writing the screen version.

MRS. SERENA CARLSON, mother of Emmons C. Carlson, sales promotion manager of the NBC Central Division, died Sept. 24.

Elliott on Duty

ELLIOTT ROOSEVELT, son of the President and head of the Texas State Network, newly-commissioned a captain in the Army Air Corps specialist reserves, reported for duty Oct. 9 at Wright Field, Dayton, O. He will serve for a year. In the meantime, his wife has been named president of TSN while the active management will be in the hands of H. A. Hutchinson, vice-president who has been managing the Roosevelts' KFJZ, Fort Worth. TSN employes gave Elliott a party at the Fort Worth Club Oct. 5.

Lowe, Feagin in Charge As WBML, Macon, Bows

WITH Henry E. Lowe as general manager and Robert Feagin as station director in charge of sales and production, the new WBML, Macon, Ga., goes on the air Oct. 15 as a full-time 250-watt outlet on 1420 kc. It was authorized for construction last May by the FCC and is RCA equipped with a Lehigh radiator. Mr. Lowe is head of the local Lowe Electric Co. Mr. Feagin formerly was commercial manager of WTOC, Savannah.

Mr. Feagin announced the following staff selections: Earl J. Pudney, from WAGA, Atlanta, program director; Dave Bain, from the old WRTD, Richmond, chief engineer; Charles Pittman, Macon, office manager; Alfred Lowe, Warren Bateman and Carl Williams, all of Macon, salesmen; Lawrence Walker, from WLVA, Lynchburg, Va., assistant chief engineer; R. V. Pearson, of Tampa, engineer. The station is licensed to Middle Georgia Broadcasting Co., in which 25% stock each is held by E. D. McKenzie, Mrs. Martha Faulk Lowe and E. M. Lowe. Mr. Black and Mr. McKenzie are also owners of Central Cotton Oil Co., of Macon.

Education Group Calls Conference

Radio Problems on Agenda of Meeting in Iowa City

TO DISCUSS problems common to the radio industry and education, commercial broadcasting and educational representatives will participate Oct. 17-19 in the first annual Conference on Problems in Applied Radio, to be held in Iowa City under auspices of Iowa U. A highlight of the three-day conference will be formal dedication of the university's new WSUI studios. WSUI operates with 5,000 watts day and 1,000 night as a fulltime non-commerical outlet.

Dr. James Rowland Angell, NBC educational counselor, will open the conference with an address on "The Place of Radio in a Democracy". The agenda also includes round-table discussions, demonstrations and experimental broadcasts on WSUI. Earle McGill, CBS casting director and frequent producer of *American School of the Air* and *Columbia Workshop* programs, is to conduct a demonstration broadcast illustrating production technique.

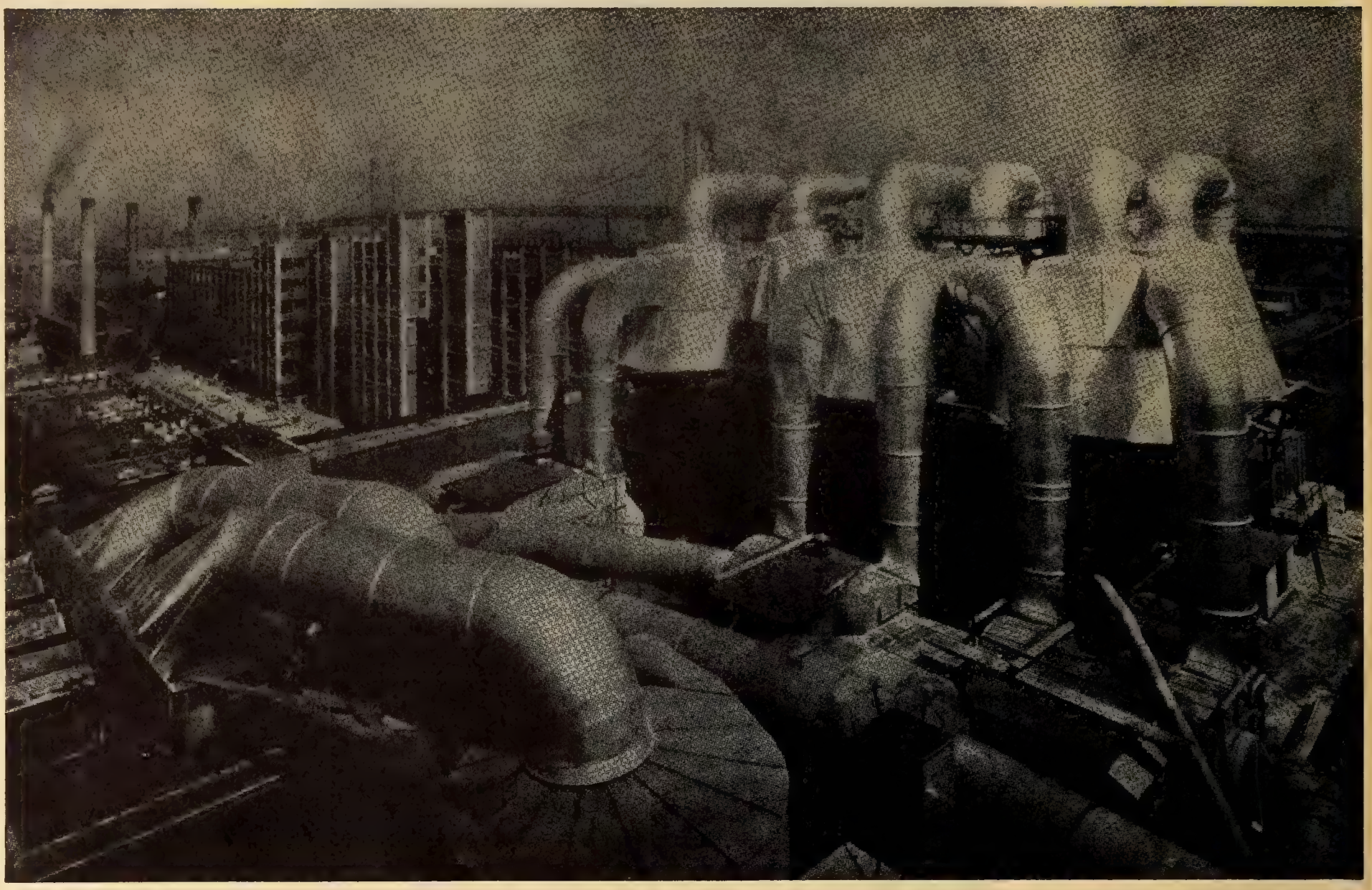
Special Topics

Other highlights of the conference include discussions of agricultural broadcasts, led by Ed Mason, farm program director of WLW, Cincinnati; a panel on research in radio, conducted by Prof. H. B. Summers, of Kansas State College; a section on news and special events broadcasting, jointly led by J. Oren Weaver, CBS director of public affairs; Jack Shelley, WHO, Des Moines, and Douglas Grant, WMT, Cedar Rapids. Other scheduled activities are a panel on the place of the educational director in radio, led by Lavinia Schwartz, CBS Midwest educational director; Judith Waller, NBC Midwest educational director; Harriet Hester, of the educational staff of WLS, Chicago, and Harriet Edwards, KMOX, St. Louis; another on broadcasts for organizations and clubs, with Thomas D. Rishworth, KSTP, St. Paul, presiding. Luella Hoskins, of the Chicago Radio Council, will demonstrate utilization of typical educational broadcast material in the WSUI studios.

Also scheduled to make appearances at the conference are George C. Biggar, program director of WLW, speaking on "Twenty Years of Radio"; John J. Gillin Jr., general manager of WOW, Omaha, speaking on "Building the Radio Audience"; Agnes Samuelson, chairman of the department of education of the General Federation of Women's Clubs and executive secretary of the Iowa State Teachers' Assn. Dr. H. Clay Harshbarger is director of the conference.

Ken Carpenter Heads AFRA

KENNETH CARPENTER has been elected president of the Los Angeles chapter of American Federation Radio Artists. At the Sept. 25 election members also approved an amendment to by-laws requiring that candidates for offices in the future must have served as members of the executive board. Successful candidates for the executive board were Carpenter, Theodore Bliss, Georgia Fifield, Thomas Freebairn-Smith, Lucile LaPoint, Knox Manning, Fred McKaye, Elizabeth Wilbur, J. Donald Wilson, Lee Sweetland and Arthur Gilmore. Recording secretary is Elizabeth Wilbur, and Bliss is treasurer-elect.



The meaning of "RADIO HEADQUARTERS"

THE activities of the RCA Victor organization are not confined to the manufacture and sale of radio receivers, but are diversified in every branch of the radio broadcasting and radio entertainment field. Aside from the fact that more millions of listeners are today enjoying their radio programs and their phonograph selections through the medium of equipment bearing the famous RCA seal and the familiar Victor trademark than through any other medium, the RCA Victor organization has developed and has furnished the nation with the finest in Broadcast Transmitters, Power Radiotrons, and associated equipment to originate the programs which create and sustain "listener interest."

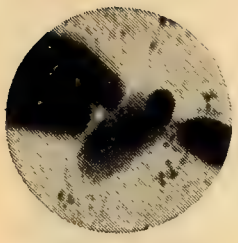
Add to this the fact that the world's greatest library of recorded selections has been compiled and is being maintained by this same organization, both for broadcasting and for home entertainment purposes,—that this same organization has produced recording equipment for the home, is equipping the nation's schools, hotels, apartments, hospitals, and other institutions with Centralized Radio Systems, and is cautiously leading the way to practical Television minus ballyhoo in the best equipped radio research laboratory and with the best engineering talent available,—and you will begin to grasp an idea of the magnitude of the industry which is concentrated at

RCA Victor Company, *Inc.*

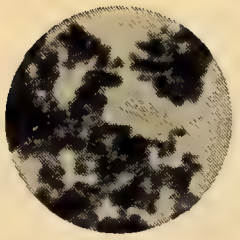
ENGINEERING PRODUCTS DIVISION

Camden, N. J.

RCA "HIS MASTER'S VOICE"



Bacillus S. paratyphi, magnified 12,000 diameters



Lacquer pigments, magnified 27,000 diameters

FROM RCA LABORATORIES COME

Radio Eyes FOR MICROBE HUNTERS



Anthony van Leuwenhoek of Amsterdam was the first to peer into the universe of the infinitesimal. With his crude microscope, he discovered in 1683 the "small beasties" which Pasteur and Koch and Theobald Smith later branded the most dangerous enemies of man—the germs of disease.

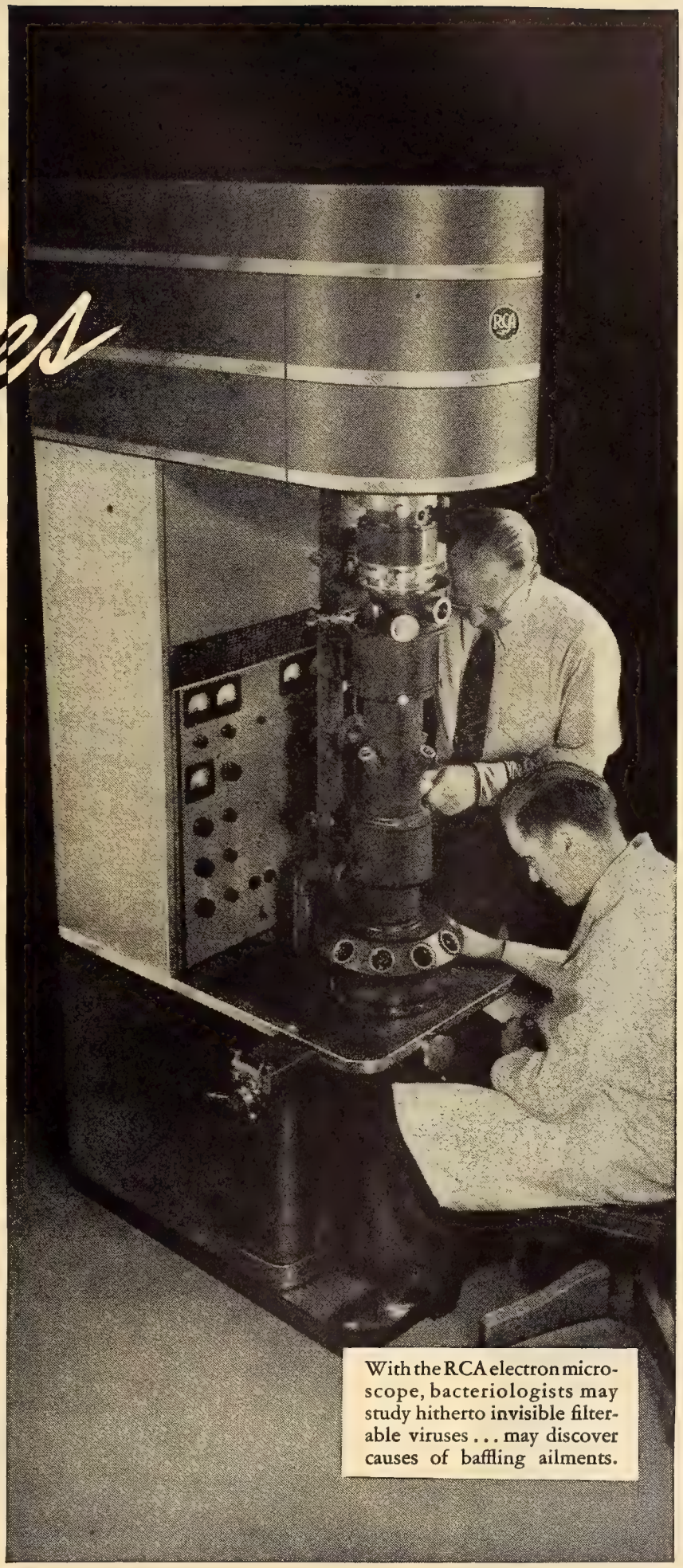
BUT there are micro-organisms too small for optical microscopes to detect. These instruments operate by visible light, which cannot resolve objects much smaller than the wavelength of the light. Bacteriologists have been able to see only the larger microbes. They have been able only to hope that somewhere, somehow, an instrument would be found that would magnify not 1,500, but 20,000...50,000...100,000 diameters!

Scientists in RCA Laboratories have engineered such a microscope. They studied the electrons active in radio and television, whose length was but a tiny fraction of that of a light wave. Research proved these electrons could be used as "seeing" rays. Focused by powerful magnets upon photographic film, they would reveal what had hitherto been invisible.

Research is Radio's Road to Progress

RCA's contribution to the development of the electron microscope is the result of a far-seeing policy laid down by the founders of the company in 1919: *that fundamental research must be the keystone of every activity of RCA.*

RCA research has made broadcasting better. It has made receiving sets better. It has perfected a magic voice for the motion picture. It has pioneered in television. It has developed facsimile transmission of pictures and printed matter. It has made substantial contributions to industrial progress in fields outside of radio...From *continuing* RCA research will come still more progress ...still greater services to America and to the world.



With the RCA electron microscope, bacteriologists may study hitherto invisible filterable viruses ... may discover causes of baffling ailments.

RADIO CORPORATION OF AMERICA

RADIO CITY, NEW YORK

RCA Manufacturing Co., Inc.
RCA Laboratories

Radiomarine Corporation of America
R. C. A. Communications, Inc.

National Broadcasting Company
RCA Institutes, Inc.

Complete Merchandising Service Inaugurated by KSTP to Assist Radio Advertisers and Agencies

Northwest's Leading Radio Station Develops New Department to Give Broadcasters Essential Sales Promotion Facilities

With the inauguration of a complete Merchandising Service for the advertiser, KSTP, St. Paul-Minneapolis, has again set the pace in the development of radio station facilities and announcement of the organization of the new department has been received with approbation by agencies and advertisers generally.

The new KSTP service provides a long-sought means of conducting sales campaigns which require special field work in the local market and the correlation of broadcasting with all other forms of advertising and merchandising activities.

"Just what we have wanted for a long time," said representatives of a leading national advertiser.

"KSTP will be doing a big job for the advertiser in making radio tie in the various elements of a selling campaign so that it will be fully effective."

The KSTP Merchandising Service department is operated by men and women experienced in sales promotion and advertising and the service may be used in its entirety or in part as may be required by the advertiser. It includes market research, field surveys, contacts with distributors and dealers, promotional work with local sales representatives, placement of window and other displays, distribution of direct mail pieces and flyers, supplemental advertising and sales help to dealers and all other essentials of an efficient merchandising service.

This new facility provided by KSTP makes it possible for advertisers to capitalize fully on their sales promotion campaigns in the great Twin Cities market. It fills the gap and delivers the final punch that makes for success in terms of sales because it can be used to merchandise not only the radio advertising campaign, but also the products or services to be advertised through KSTP, even before the first broadcast.

Through KSTP the sales message goes to the largest radio audience, double that of any other station serving this market, the most responsive audience held by the heaviest schedule of the most popular national (Red and Blue NBC and spot) regional and local entertainment and service features. The KSTP Merchandising Service augments this capacity for continued leadership by enabling the advertiser to produce maximum results by correlating all sales promotional activities.

10,000 WATTS
100% MODULATION
FULL TIME

KSTP

SAINT PAUL AND MINNEAPOLIS

NORTHWEST'S LEADING RADIO STATION

that was one more KSTP FIRST in 1931

. . . here is one more KSTP *FIRST* for 1941

. . . THIS ONE IS

*Planalyzed Promotion**

This Exclusive KSTP Service Adds to the Long List of "Firsts" Which Makes KSTP the Dominant Station in This Rich Market — One of America's "Big Ten"!

KSTP is First in Listener Preference — with authentic surveys proving its loyal audience.

KSTP is First in Value — with most listeners per dollar.

KSTP is First in Programs — with all the big NBC Basic Red Network shows plus top local programming.

KSTP is First in News — with a five-man staff to reprocess the more than 70,000 words of news which pour into KSTP's news bureau each day.

KSTP is First in Talent Facilities — with a top-flight array of performers to meet every program requirement.

KSTP is First in Showmanship — with the unusual ability to create and produce top features.

KSTP is First in the Nation delivering a 150,000 Watt equivalent to its great market — with its unique directive array antenna intensifying — directing — and concentrating KSTP's 50,000 Watts to triple their impact to Minneapolis and the West.

*Planalyzed Promotion — First the careful analysis of your sales problems in the KSTP market — then, the tailor-made plan. Ask about it!

KSTP 50,000 WATTS CLEAR CHANNEL

NBC BASIC RED NETWORK • MINNEAPOLIS • ST. PAUL

CREAM *of the* NEW ENGLAND COVERAGE

Every other home in the New England States owns a radio —according to the United States Census Bureau. This figure is as of April 1, 1930. In the eighteen months that have elapsed since that date, the proportion of radio-owning families has substantially increased.

This rich, responsive market has proven a profitable territory to local and national advertisers. This is evident by the exceptionally large number of WCSH advertisers on renewed contracts.

Southern Maine and Eastern New Hampshire are among the richest concentrated population areas in all New England. They are the areas dominated by _ _ _

WCSH *Portland, Maine*

Affiliated with the NBC Basic Red Network

1000 Watts .. .. Full Time .. .. 940 Kilocycles

Owned and Operated by the CONGRESS SQUARE HOTEL CO.

IT'S STILL CREAM!

TODAY—NINE YEARS LATER

91 percent of the homes in our service area are now radio homes.

In southern Maine and eastern New Hampshire are over a half million thrifty Americans who spend their money wisely. They know values. But they provide well for their families. Many own their homes, the majority own automobiles and they trade them often. They use electrical home devices and automatic fuel burners. They also buy cereals—cosmetics—cigarettes. They are better than average prospects for your goods.

And they are in the principal area served by WCSH.

WCSH advertisers have been loyal. Many of them have renewed contracts year after year.

And WCSH has kept pace with better broadcasting. Our studios are as modern as you'll find. Our equipment is the best. Our new antenna system is designed to give us maximum coverage on our increased power—five kilowatts day and night.

WCSH listeners are consistent because they like the nation's preferred radio entertainment from the NBC-Red Network, augmented by up-to-the-minute news service and other regional and local features; not overlooking the promotional endeavors that WCSH supplies in cooperation with state and local agencies for educational, spiritual and civic progress.

WCSH

PORTLAND, MAINE

Affiliated with the NBC-Red Network, the Yankee Network
and the Maine Radio News Service

REPRESENTED BY WEED AND COMPANY

5000 Watts • Full Time • 940 Kilocycles

Merchandising & Promotion

Canada Data—Time Trouble—Jay's Bucks—Letters to Bury—Paper's Tieup—Trio in Georgia

A NEW volume of coverage statistics for the regional and national networks of Canadian Broadcasting Corp. has just been published for distribution to the trade. Based on intensive surveys and analyses over a two-year period, the book presents day and night coverage maps, with corresponding market data, for the CBC regional and national networks as well as CBL and CBF, the CBC's 50,000-watt stations in Toronto and Montreal.

Field strength data were supplied by the CBC Engineering Division and almost a million letters from listeners were analyzed. Census and market data are printed with the colored coverage maps. The brochure is ring bound, with ornamental cover and heavy transparent plastic wrapper.

* * *

Splurge for Sponsors

OFFERING listeners a complete weekly schedule of programs on WFAA-WBAP and KGKO, Dallas-Fort Worth, a full-page ad every Sunday in the *Dallas Morning News* provides an opportunity to publicize the sponsors. Programs for the coming week occupy the upper and lower portions of the page, with the name of the sponsoring product beside its show. An eight-column by eight-inch spread across the middle of the page is made up in newspaper style with cuts and promotion material plugging various programs. An average of two double and two single-column cuts and approximately 1,200 words of copy are used in the space each week. Several hundred proofs of the ad on book paper are mailed weekly to advertisers and agencies for promotion use.

Peoria Games

CALLING attention to its broadcasts of Illinois U and Bradley College football games, WMBD, Peoria, Ill., ran a three-column advertisement in the *Peoria Journal-Transcript* listing the seven games on the broadcast schedule, along with the four sponsors. The schedule includes all the Illinois home games as well as the leading Bradley contests, with Hank Fisher handling the play-by-play description. Sponsors of the grid broadcasts are Peoria Water Works Co., Jarvis Downtown Chevrolet Co., Farmer's Auto Insurance Assn. of Pekin, Pekin Park District.

* * *

Back to Normal

SPECIALLY edited, the weekly day and night schedule for October of WWL, New Orleans, does an extra job in giving a complete list of time changes and return of programs after the summer layoff. In addition to the regularly published monthly program folder, WWL purchased newspaper space to list the complete schedule.

* * *

Patriotic

WBNS, Columbus, early in August offered listeners flag stickers bearing the words "One Flag, One Country". After short announcements on five successive days 6,958 requests were received.

National Brands

AMID intense promotional activity, WLW, Cincinnati, ushered in Nationally Advertised Brands Week, observed Oct. 4-14 by druggists throughout the country. A special edition of *Buy Way*, station newspaper reaching more than 10,000 retailers and wholesalers, was devoted entirely to the week, calling special attention to drug items advertised on the station. For use as window posters, reprints of the front page, along with an announcement banner, were distributed to druggists in the WLW area. Display windows at the WLW studios in the Crosley Bldg. at the New York World's Fair also were given over to promotion of the week, along with windows at the Cincinnati studios. The station on Oct. 7 carried a special broadcast dedicated to the trade event. Promotion also extended to special announcements on regular programs and banners at all WLW remote pickup spots.

* * *

Yellow Cab Jingles

YELLOW CAB Co., sponsoring Norman Jay, "Who Has Plenty To Say," on WCAU, Philadelphia, adds a jingle contest to the air columnist's weekly stanza in changing the program time to 6:15 p.m. on Saturdays. Listeners are invited to send in four-line jingles incorporating taxicab riding and the program in the poetry. The ten best jingles each week are awarded Yellow Cab Coupon Books worth $2 in taxi fares. Display cards are planted in all cabs heralding the contest as well as display ads in all the Philadelphia newspapers. Aaron & Brown agency, Philadelphia, handles the account.

* * *

Bucks for Flubs

WTMJ, Milwaukee, is beneficiary of a number of unexpected publicity puffs in a new *Milwaukee Journal* feature, brainchild of Edgar Thompson, radio editor, titled *Broadcast Boners*. Thompson pays $5 for the first submission of a radio "boner" selected for use in this feature. The verbal slip-up is then cartooned and published in the screen and radio section of the *Journal*.



SPONSOR'S ware, Breakfast Cheer coffee, is promoted on the street as well as on the air through this new mobile recording unit of KDKA, Pittsburgh. For the new *Hear Yourself* program, sponsored by Campbell & Woods Co., Philadelphia, KDKA every Wednesday and Friday rolls the sign-laden truck up to a local grocery store. Bill Hinds, KDKA announcer, treads through the store with a microphone extension interviewing customers, giving each interviewee a pound of Breakfast Cheer coffee. Wednesday interviews are broadcast Fridays and Friday interviews the following Wednesday. Dollar prizes are given for questions used in the interviews.

* * *

Nursery Tune

TYING in with its thrice-weekly *Meet the Ladies* program on WHK, Cleveland, the local West End Laundry has equipped its trucks with musical horns which play the tune of the old nursery rhyme, "This Is the Way We Wash Our Clothes", theme song of the program. The company also is installing one of the horns on the coupe driven by Wayne West, m.c. of the program.

* * *

Letters to Bury

THERE'S absolutely no need of the "N. C." in references to WBT, Charlotte, N. C., says Bill Carley in sending to the trade two wooden initials, N and C, with request that they be buried at sea or consigned to razor-blade receptacles. Since Charlotte has over 100,000 population and since WBT has 50,000 watts, the alphabetical tag long has annoyed Manager A. E. Joscelyn.

* * *

Favorite Players

MORE THAN 250,000 votes were cast in the recent contest for the Baseball Popularity Award conducted Sept. 3-20 by Falstaff Brewing Corp. on its sports broadcasts on KWK, St. Louis. Listeners were invited to drop in at Falstaff taverns and vote for a favorite Cardinal and a favorite Browns player.

Reproduced from November 1, 1931 BROADCASTING

"Voice of the Alleghenies"

WFBG

ALTOONA, PA.

Near the Famous Horse Shoe Curve

COVERS CENTRAL PENNSYLVANIA with population area of 300,000.

IN THE HEART of rich farming, railroad and mining section.

LOCAL STATION that gives only reliable service available in a forty mile radius.

Equipped with 33 1/3 and 78 r.p.m. turntables.

Still First and Always

in the

Altoona Trading Area

WFBG

ALTOONA, PA.

- NBC RED
- 250 WATTS
- FULL-TIME OPERATION
- RAILROAD SHOPS ON FULL - TIME SCHEDULE

WFBG provides the **only** full coverage of the Altoona trading area.

Representatives

HEADLEY - REED COMPANY

Reproduced from November 1, 1931 BROADCASTING

The only chain affiliated station in Washington taking electrical transcriptions.

SPOT YOUR SPOT BROADCASTING OVER

WMAL

Washington, D. C.

500 Watts • 630 K. C.

The station that completely covers that area of the United States that rates 4th in radio population percentage (U. S. Census).

. . . and now

WMAL

the third oldest radio station in an area serving over a million people, has been granted a permit for 5,000 watts and shortly after Jan. 1, 1941, will use this increased power to put over a better sales job for local, national spot and network advertisers.

to put it over . . . put it on

WMAL

BLUE OUTLET OF THE *NATIONAL BROADCASTING CO.*

Washington, D. C.

Lew and Betsy

YOUNG LISTENERS of MBS and readers of the *Chicago Tribune* have a chance to win $10,000 in cash prizes in competition to select the most typical Lew Loyal and Betsy True, leading characters in the weekly half-hour Friday feature, *Lew Loyal*, 7-7:30 p.m. (CST) which started Oct. 11 on the network. The show, produced by Blair Walliser, is a story of subversive intrigue and foreign spies and originates at WGN, Chicago.

In the serial Lew Loyal is a typical American boy, 14, who aids his Uncle Mack, a Federal agent, in tracking down fifth-column plots.

The *Chicago Sunday Tribune* is running weekly coupons which must be filled in by prospective Lew Loyals and Betsy Trues and mailed together with a photograph to the Chicago station. Each week $500 will be given to winners—ten boys and ten girls, receiving $25 prizes. The *Tribune's* rotogravure section will carry pictures of the weekly winners. Likewise, boys and girls are invited to join the "Lew Loyal Patriots of America" and receive free a red, white and blue membership card and badge.

Jack Bevins, Chicago juvenile, has been cast as Lew Loyal, and Patti Willis as Betsy True. Bret Morrison is heard as Uncle Mack.

* * *

Southern Triumvirate

THE Georgia Trio is sending to agency and advertiser executives a two-part promotion piece. In an envelope labeled "the problem" are the pieces of a jig-saw puzzle, which when assembled show three figures, hand in hand and labeled Atlanta, Savannah and Macon, beneath the question: "How to cover Georgia?" Second envelope, "the solution", contains a folder including a description of the Georgia Trio (WGST, WTOC and WMAZ), coverage map, market data and rates. Piece was prepared by The Katz Agency, representative of the group.

BROCHURES

NBC—Four-page folder promoting *Isabel Manning Hewson*, sustaining program on NBC-Red.

KSFO, San Francisco—Four-page folder, die-cut to resemble a shirt, with department store success story.

CBS—"The lost word . . ." explaining the reduced cost of reaching listeners.

WORLD Broadcasting System—Broadside on "listen-ability" of World transcriptions.

KVOO, Tulsa—Summary of promotion activities.

WLS, Chicago—Four-page file-size brochure, "They Saluted Us", depicting success of remote broadcasts from McLean County, Ill.

WDRC, Hartford, Conn.—Die-cut coverage brochure, "Pick an ace for your test campaign".

WBAL, Baltimore—File-size 13-page brochure titled *Pertinent Facts About WBAL*, emphasizing service to clients.

MACQUARIE NETWORK, Sydney, Australia—45-page catalog with individual and group station rates, etc.; 117-page book of photographs and stories on 100 announcers and artists of member stations.

FOOD SHOW RECORD

WOW Promotes Exposition and 40,000 Attend

FEATURING three network shows brought to Omaha by WOW, the Omaha Food Show early in October broke all attendance records of the last 35 years, with 40,000 persons watching Food Show entertainers during the week. At the closing session Oct. 5, appearance by the entire cast of the Alka-Seltzer *National Barn Dance* and the Ivory Soap *Truth or Consequences* show, both broadcasting from the Food Show stage, drew 6,000 paid admissions and more than 2,500 others were turned away.

Food Show Week opened Sept. 30 with appearances by the Avalon Cigarettes *Show Boat* cast. The *Barn Dance* cast, headed by Walter Wade, president of Wade Adv. Agency, and accompanied by Jack Farnell, Herb Moss, and Storrs Haynes, of Compton Adv., spent the week in Omaha, presenting stage performances four nights, climaxing with two network shows Oct. 5. WOW arranged for the appearances and handled promotion for the Food Show.

* * *

Diamond Doggerel

AL BLAND, pilot of the *Morn Patrol* of WCKY, Cincinnati, is printing in book form a collection of his daily "baseball pomes", supposedly written by Mose, blackface character done by Bland on the program. The verses record the day-to-day history of the Cincinnati Reds during the 1940 baseball season, including their World Series games. Books are offered by Bland at 35c. More than 2,000 orders have been sent in by listeners in advance of printing. It is planned to print about 5,000 copies.

* * *

Alaska's Color

TO MORE thoroughly acquaint advertisers and others in Alaska as a major market, KFAR, Fairbanks, has released through its Seattle office a 30-minute, 16-mm. color movie. The film includes shots of industrial activity, aviation, summer and winter sports, city and rural life and the part KFAR is playing in Alaska's development. The closing reel of the promotional picture is devoted to KFAR studio programs, special events broadcasts, news gathering facilities and transmitter scenes.

* * *

Armour's Treat

ARMOUR & Co., Chicago, is sponsoring a contest for stations and listeners on 54 stations throughout the country carrying its *Your Treat*, thrice-weekly transcribed program. Prizes to stations will include three bronze plaques suitably engraved and ten certificates of honorable mention. Awards will be based on what the judges consider the most effective, thorough and intelligent merchandising job in behalf of the program and the product it advertises, Spam. Station size is taken into consideration so that all have an equal opportunity.

* * *

Cash for Letters

TO STIMULATE interest in the program *Where Are You From?* on WOR, Newark, and in Mission V. V. Vitawater, which it advertises, the Vitamin Beverage Co., New York, will give away five money prizes on each program for best letters. Maxon Inc., New York, handles the account.

When you think of

NEW ORLEANS

you think of:

The OLD FRENCH MARKET



and

WWL NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

Purely PROGRAMS

OUTSTANDING West Coast football player of the previous week is awarded a statuette during the weekly half-hour *Football Show* recently started on NBC-Pacific Blue network. Dick Hyland, *Los Angeles Times* football writer, makes predictions for the week. In addition he reads telegrams from sports editors of college newspapers on last-minute condition of teams to play the following day. Ken Carpenter is m.c. and announcer, with Ned Tollinger, producer.

Mutual-Don Lee network has started a weekly half-hour audience participation quiz program, *Football Follies*, which originates from Filmarte Theatre, Hollywood. Participants are picked at random, and during the broadcast play a game of football, scoring yardage with cash prizes awarded for correct answers. In addition, each winning team gets an extra prize. Art Baker is m.c., with Dave Rose's orchestra and Betty Jane Rhodes, singer, supplying musical salutes to teams and colleges. Jimmy Burton announces, with J. C. Lewis producing under supervision of Van C. Newkirk, program director of Don Lee network, Los Angeles.

* * *

Pre-Radio Days

NEW five-minute show, *Flashback*, on WGAR, Cleveland, is sponsored thrice-weekly by the local Central National Bank. The program is straight narration, whisking listeners back in history to epochal events and showing how they might have been described if radio had been around. Script is written by Robert Lee, with narration by Bill Forman. Another WGAR feature, a football prediction show conducted by Bob Kelley, is sponsored by Fleetwing Gasoline. Kelley goes on the air twice weekly, Thursdays, when he airs predictions of weekend football results, and Saturday with the actual results. Predictions are made by a board of experts composed of the coaches at local colleges—Case, Western Reserve, Baldwin-Wallace and John Carroll—and the coach of the professional Cleveland Rams.

* * *

Music and Life

MUSIC PROGRAMS scheduled in the CBS educational series, *American School of the Air*, which started its 12th consecutive year Oct. 7, include *Wellsprings of Music*, series in two parts to be broadcast alternate Tuesdays and designed to show children the relation between music and life. One part dealing with American folk music, in charge of Alan Lomax, of the Library of Congress, shows music in its connection with basic human needs and ideas; the other consists of a symphonic repertoire of interest to children. Commentator is Philip James, NYU music director.

* * *

Famous Likes

FAMOUS personalities tell their musical preferences on *I Know What I Like*, weekly half-hour program on WQXR, New York. Sam Jaffe, noted actor, as guest on the first broadcast Oct. 15, will discuss his "pet peeves" in music and illustrate his points with recordings.

* * *

After the Game

IN A NEW sports show on KSAN, San Francisco, *Today's Football Tonight*, Frank Arthur attends one of the games in the local prep series. He makes notes of play-by-play sequences and at 7:10 p.m. goes on the air with a recreation.

Songs to Come

A PRE-VIEW of "song hits of the week after next" is afforded by *Music Publishers' Workshop*, recently started by WOV, New York, as a Friday evening half-hour feature. All music publishing houses have been invited by the station to submit their newest numbers for inclusion in the program, which features dramatizations of the "story behind the song" variety as well as the new tunes, sung by girl vocalists. A folio of the songs used on the broadcast, each autographed by its composer, is being offered for the best letter on the program received from a listener each week.

* * *

Cadet Letters

SIMULATED epistles from a flying cadet to his mother are read on the new Sunday afternoon quarter-hour, *Letters From a Hicks Field Flying Cadet*, which started Oct. 6 on WBAP, Fort Worth. The letters, read by Announcer Bill Arms, supposedly are from a young Hicks Field cadet to his mother, recounting his experiences from the time he enters training until he completes his solo flying requirements. Maj. B. S. Graham, director of the field, assists on the program by answering questions concerning enlistment in the U. S. Army Air Corps.

* * *

From Federal Files

J. E. THORNTON, special agent in charge of the Southern District of Illinois for the Federal Bureau of Investigation, recently started a series of weekly talks on WMBD, Peoria. Programs are designed to give listeners actual cases from the files of the FBI.

* * *

Fairy Tales Dramatized

WFIL, Philadelphia, on Oct. 13 began a weekly series of programs dramatizing fairy tales. The readings are by Sylvia James, who records the children's stories for RCA Victor.

News Code

TEN Commandments for news commentators are: 1, Be sure of your facts; 2, be sure of your timing; 3, be sure of your pronunciation; 4, be sure of your opinion; 5, be sure of your background; 6, be sure of your quotation; 7, be sure of your English; 8, be sure of your history; 9, be sure of your sources; 10, be sure of yourself. List was compiled by H. V. Kaltenborn, dean of NBC commentators, at the request of his son Rolf, who is giving a course in radio at the New School for Social Research, New York.

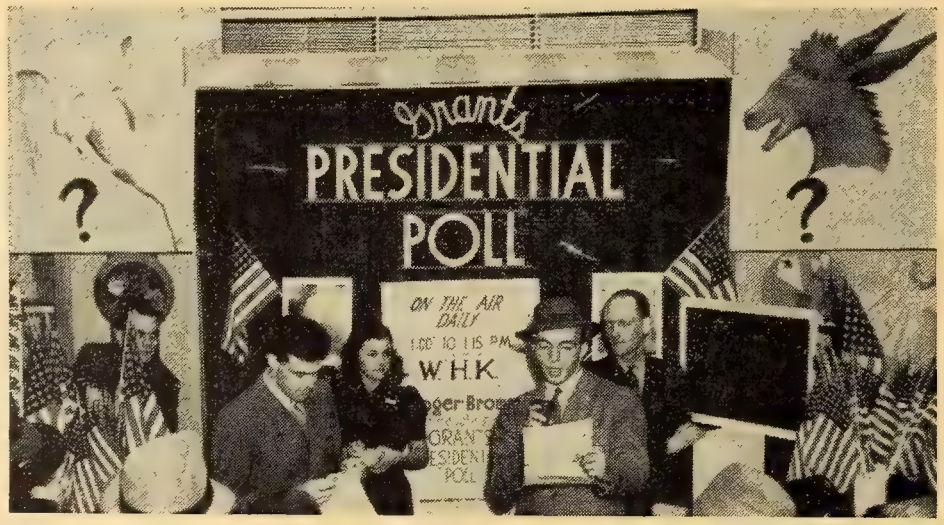
Minnesota's Past

A SERIES of 13 dramatic adaptations of novels by well-known Minnesota writers, *Once in Minnesota*, started Oct. 6 on WCCO, Minneapolis. Heard Sundays, 7-7:30 p. m., the programs are broadcast on behalf of the Children's Memorial Library under auspices of the Minnesota Congress of Parents & Teachers and the Minnesota State Library Assn., with cooperation of National Youth Administration. Stories include such best-sellers as "Wild Geese" by Martha Ostenso, "Giants in the Earth" by O. E. Rolvaag, "Early Candlelight" by Maud Lovelace and nine others.

* * *

Between Games

WEEKLY quarter-hour of criticisms of last week's gridiron performances and predictions concerning next Saturday's contests is *Arm Chair Coaches Club*, Thursday evening feature of WEVD, New York. Gib Supple, radio traffic manager of Erwin, Wasey & Co., and Bud Faulder of the agency's export division, write and broadcast the programs.



WHEN the W. T. Grant chain department store opened a new Cleveland branch Sept. 30, it went on WHK with a daily program titled *Presidential Poll* remoted from a platform on the main floor. Programs consist of interviews with shoppers in which they are quizzed on the Presidential choices. Roger Brown (holding script at left), conducts the program with the assistance of Don Hyde (holding mike). Each person interviewed is presented with an American flag and a button indicating his choice for President. Votes are tabulated on a small blackboard and results announced at the end of the program, with weekly totals announced Friday nights. Hubbell Adv. Agency, Cleveland, handles the account.

NBC Covers Army

TO GIVE the folks back home on-the-scene accounts of the life of the defense army, to let them hear the boys in uniform themselves and to show what army training means, NBC's mobile unit, with studios, power plant and transmitters all mounted on a traveling car, will start a tour of the country's 13 training camps early in November, shortly after the first civilians are called to service under the Conscription Act. The unit will cross the country in the North to the Pacific Coast and return East through the South. Two announcers, George Hicks and Bob Stanton, have been assigned for that trip, along with engineers Don Whittemore and John Larson.

* * *

Weather

DOVETAILED with school work, a new morning weather show has started on KSTP, St. Paul, through a tie-up with the *Minneapolis Star-Journal*. The show, in addition to regular weather forecasts, incorporates also odd facts about the weather, news stories on atmospheric conditions, freak weather and the like. Later in the season the program will point out areas in Minnesota where snow is available for skiing and ice for skating. The show is designed to fit in with the work of science classes in the schools and provides students with material for notebooks on weather studies. In emergencies, the program will be used to bulletin news of school closings because of bad weather.

* * *

Arizona Salutes

SEVEN salute broadcasts, one for each of the other six stations of the Arizona Broadcasting Co. network and a finale for the entire network, are being originated Sunday evenings as a full network feature on KTAR, Phoenix. The half-hour salute, featuring J. Howard Pyle as m.c., includes a historical sketch of each honored city, written by Jimmy Creasman; the KTAR Choral Symphony, directed by Paul Giroux; Lloyd Blair's studio ensemble. The network includes, besides KTAR, KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe; KYCA, Prescott; KCRJ, Jerome.

* * *

Bonus for Parenthood

GORDON HITTENMARK'S *Stork Club*, new feature of WRC, Washington, offers a bonus for parenthood. Any child born during the hours when Gordon Hittenmark is on the air, 6-9 each weekday morning, receives a gold band baby ring, the gift of A. Kahn, Washington jeweler. The mother is sent a bouquet of flowers by John S. Jacobsen, local florist. Mr. Hittenmark is arranging a suitable present for papa, too. The gifts are delivered by arrangements with Western Union.

* * *

Dollars to Donuts

AN UNUSUAL twist to radio quiz shows, *Dollars to Donuts*, made its debut over WIP, Philadelphia, Oct. 10. Prior to each broadcast four contestants are selected, each being given five $1 bills. Fred Wood, chief question-asker, makes a dollar-to-doughnut wager with each contestant for each question asked. Should the query be answered incorrectly, Wood takes back one of the dollars and the listener gets a freshly baked doughnut.

Musical Cruisers

RADIO CRUISERS in various towns and cities in the coverage area of CFRB, Toronto, and CFCO, Chatham, Ont., are used in a new musical quiz program sponsored by Mother Parker's Tea Co., Toronto. During the half-hour program stories and songs are aired and listeners guess titles of songs in this "add-a-line" program. Twenty silver dollar prizes are awarded to listeners sending in correct songs, with $5 awarded if answer is accompanied by tea label. Radio cruisers are sent during program to addresses picked at random from telephone directories of towns and cities in coverage area, addresses being announced during program. Listeners having correct answers when radio cruiser calls on them are awarded $5, and if in possession of tea label, $25.

* * *

Safety Scouts

KERWIN FOOD PRODUCTS Co., Los Angeles (chicken pies), new to radio and placing direct, in a four-week test campaign ending Oct. 26 is sponsoring on KECA, that city, a weekly quarter-hour mid-morning quiz program designed to interest children in safety and sportsmanship. Titled *Uncle Dan's Safety Scout Quiz,* the program, conducted by Dwight Halstead, emphasizes safety questions. Weekly five juvenile contestants from city and county schools participate. All are presented with either cash prizes or merchandise. To merchandise the series, a city-wide Safety Scout Club is being organized. Series is sanctioned by the Los Angeles Police Department and California Department of Motor Vehicles.

* * *

Real Background

IMAGINARY army air cadets in the radio serial *Johnny, Get Your Wings* heard thrice-weekly on WMCA, New York, Dick Abert and Albert Aley, co-stars, have taken steps to become true cadets and get their first airplane ride. They have applied for admission to the Army Air School to get some real-life experience to make their roles on the air more convincing. The program is under the auspices of the U. S. Army and intended to promote public interest in aviation careers.

* * *

Defense Dramas

BY A SERIES of impressionistic pictures rather than a connected story, problems of national defense are dramatized by WNYC, New York's municipal station, in a series of weekly half-hour programs called *American Parade.* The technique is to present spot scenes of American history in each program with a break between each scene.

* * *

Trade Slants

NEWS program with a different slant is *Across the Desk—A Businessman Looks at the News,* heard thrice weekly on WING, Dayton, O. The feature presents only the sort of news interesting to the average businessman—taking the emphasis off war headlines. Sponsor is Archie Sherer Furniture Co.

* * *

State's Authors

CHATS about New York State started on WINS, New York, Sept. 30 in a weekly series entitled *Know Your State.* The feature of the quarter-hour series is the presentation of distinguished authors, poets and other writers.

Figures in Music

TO PROMOTE sales in its corset department, Wise-Smith's Dept. Store has purchased a popular music series on WDRC, Hartford. Program is heard at 9:45 a.m. thrice weekly and is titled *Figures in Music.* It is proving effective, reports the station.

Little Red Schoolhouse

W. D. BUCKLEY Ltd., Toronto (proprietary), started on CKCL, Toronto, Oct. 3, a quiz show *The Little Red Schoolhouse* at a moving picture theatre during the regular evening performance. The program is conducted as an old-fashioned school room, with the "teacher" asking questions. Listeners send in questions to ask the "teacher" at the end of the program, with prizes if the "teacher" cannot answer then correctly. Account was placed by Richardson-Macdonald Adv. Service, Toronto.

Long, Long Ago

SUNDAY evening half-hour, *That Was the Year,* on WROK, Rockford, Ill., is built around a transcribed quarter-hour offering dramatic reviews of outstanding news headlines of former years. The feature has a local tie-in through a commentary on Rockford happenings by Frank Edmison, columnist of the *Rockford Register-Republic,* which with the *Morning Star* presents the show. An institutional commercial is carried through a brief talk by John Stafford, promotion manager of the newspapers, which run both stories and advertising on the feature. The transcribed portion of the program is released by Radio Transcription Co. of America, Hollywood.

* * *

Mother's Troubles

TO HELP mothers in child training, NBC-Blue on Oct. 14 started *The Adventures of a Modern Mother.* The weekly quarter-hour series of dramatizations re-enact situations which every mother meets in her daily life.

Student Authors

FOUR colleges in the Cleveland area have accepted the invitation of John F. Patt, manager of WGAR, to participate in a competition in which students will write, direct and produce original radio programs. The new series is to start Nov. 16, with each college given five consecutive weekly periods to broadcast their programs. No restrictions have been placed on type of program. Participating institutions include Western Reserve U, Penn College, John Carroll U and Baldwin-Wallace College.

* * *

Homes of Authors

LIVES AND WORKS of 31 famous American prose authors are featured in *American Pilgrimage,* weekly series which started on NBC-Blue Oct. 13. Ted Malone, NBC commentator, will tour the country to broadcast each Sunday for seven months from the home of a different author. Last year Mr. Malone made a pilgrimage to homes of 32 American poets, a tour of 12,000 miles.



BASIC CBS—NAT'L REPRESENTATIVES, PAUL H. RAYMER CO.

Books for Kids

QUARRIE Corp., Hollywood (encyclopedias and dictionaries), placing through Ernest Hix Agency, that city, has started a weekly quarter-hour *School Kids Kwiz* on KECA, Los Angeles. Contract is for 12 weeks. Conducted by James Samuel Lacy, principal of Dayton Heights Schools, Los Angeles, the quiz covers a variety of subjects. Participants are children from the fifth to eighth grades, who are chosen from various city schools by lot. Copyright program is endorsed by local principals and teachers who are cooperating by passing out application blanks to children who wish to participate. Weekly prizes include a 19-volume World Book encyclopedia and New Century dictionary.

* * *

Southern Hymns

COOPERATING with the Southern Training College of the Salvation Army, WSB, Atlanta, on Oct. 10 started the new *Hymns From the Fireside* series. With Maj. Sidney Cox, president of the college, as m.c., the program includes a 25-voice chorus and various instrumentalists, along with a brief inspirational message. The show is carried at 11 p.m.

* * *

Erin Origins

ERIC BODEN, staff producer at KYA, San Francisco, recently launched a program titled *Your Irish Name.* Each Saturday at 6 p. m. he traces the history of different Irish names submitted by listeners and tells about its origin. Boden spent two years with an Irish network in Dublin and likewise worked for the BBC in London.



Men of History

STORIES of the men of history who played prominent roles in developing Latin America are presented on the new *Pan-Americana* show on WSB, Atlanta. The dramatic half-hours each are individually compelte but form a panoramic series designed to heighten interest in Latin America. The WSB staff orchestra and George Hamrick at the Hammond organ provide musical backgrounds for the broadcasts.

* * *

Grocery Knowing

BROADCAST each Friday afternoon direct from the sponsoring Red Owl Super Market, *Know Your Groceries* is a new grocery quiz show on WDAY, Fargo, N. D. Shoppers are confronted by Bill Dean, m.c. of the program, with queries on cooking, groceries and homemaking. Baskets of groceries are awarded for correct answers, with coffee as a consolation prize.

* * *

Budget Boosters

TO TELL WOMEN how to earn money on talents developed in the home, *Pin Money Party* started Sept. 30 as a Monday morning series on NBC-Red. In charge of the programs are Alma Kitchell and Helen Trimpe, who bring to the microphone women who have made money in business.

* * *

Phoney Tips

UNHELPFUL hints for housewives and many other wacky sequences are included in the *Saturday Morning Party,* recently started on KNX, Hollywood. Don Prindle and Ken Niles are joint m. c's.



THOUSANDS gaped as Henry Orbach, *Editor-of-the-Air* of KARK, Little Rock, interviewed "Shipwreck" Kelly, famed pole-sitter, atop a 60-foot mast. The broadcast was carried in connection with the opening of a new Kroger grocery store in Little Rock. Orbach ascended the pole in a boatswain's chair to chatter with Kelly for 15 minutes. Kelly was on his perch 72 hours before the store opening. KARK broadcast the number of a telephone installed atop the pole and from then on Kelly's line was swamped with calls.

* * *

Salute to the Boys

AS A RESULT of many reports that the station was being heard at Fort Dix, N. J., WBAB, Atlantic City, arranged for a series of programs, *A Salute To The 157th,* dedicated to all local men stationed at the Federal camp. Designed to create a closer contact between the boys at camp and the folks at home, the program contains up-to-the-minute information of what is going on locally, news of camp activities for the information of local listeners, and musical selections requested by the boys at camp.

* * *

Trade Talk

BUILDING audience interest by revealing behind-the-scenes radio, CJOR, Vancouver, B. C., has started a new quiz program in which staff members act as "experts" and are quizzed on the work of departments other than their own. Don Laws, commercial manager, Wallie Peters, musical director, and Jim Gilmore, operator, sit as "experts", answering questions fired by Dorwin Baird.

* * *

Medical Hour

DESIGNED to advise young people considering medicine as a profession and to keep the general public posted on developments in the field, WRVA, Richmond, has started a new public service program, *The Medical College Presents.*

SPONSORS COOPERATE
As WIS Breaks Into Programs With Vote Results

TORN between network commitments and public service in carrying Democratic primary election returns, WIS, Columbia, S. C., recently combined statistics with entertainment to the satisfaction of both sponsors and listeners. Through a tie-up with the *Columbia State,* the station and newspaper had arranged for joint coverage of both the regular and run-off Democratic primaries in South Carolina. The only hitch in the projected plan arose because election day fell on a Tuesday, when WIS had an evening schedule of 3¼ hours of NBC commercial programs.

Finally the station broached the problem to individual sponsors of the NBC programs and received permission to break into portions of the shows with one-minute tabulations. Accordingly a schedule of two one-minute bulletins was established at five minutes after the beginning and five minutes before the end of each commercial show. Timing was worked out to avoid breaking into commercial or talking portions of the programs.

Sponsors received front-page publicity for their cooperation when the paper ran a complete broadcast schedule of returns, including names of the sponsors. Broadcasts not cut into network shows were sponsored by Hudson-Carolina Motor Co. Network shows cooperating included Philip Morris' *Johnny Presents,* Horace Heidt's *Treasure Chest, Musical Americana, Fibber McGee & Molly, Uncle Walter's Doghouse* and H. V. Kaltenborn.

* * *

Naturalized Americans

AS A SEQUEL to *I'm an American,* which recently ended, NBC-Blue started on Oct. 13 a second series with the same title to continue Sundays, 1-1:15 p.m. As in the first series, distinguished naturalized citizens, including actors and actresses, musicians and scholars, will explain the privileges and responsibilities of American democracy. Program is presented in cooperation with the Immigration & Naturalization Service of the U. S. Department of Justice.

* * *

Station's Own Gallup Poll

A SPECIAL weekly "sampling" of Minnesota voters between now and elections is being conducted by the Midwest Research Council, newly-formed survey group, for KSTP, St. Paul. Findings of the poll are broadcast each Friday night, with Val Bjornson, commentator of the station, interviewing Dr. C. R. Wasson, executive secretary of the polling organization, a non-partisan group.

* * *

Americana

WAAF, Chicago, has started a weekly series, *This Land of Ours,* written and produced by Henry Kingston of the Radio Club of the Central YMCA College of Chicago. The series presents dramatized programs relating to the States, their industries and the people who contribute to their greatness. Radio players from the YMCA College take part in the programs each Sunday afternoon.



WHEN BRITISH and Canadian born film stars in Hollywood staged their benefit program over Mutual-Don Lee network recently for the Canadian Red Cross, they appointed this capable group of Southern California radio executives to handle details for its successful culmination. They are (l to r), C. P. MacGregor, head of C. P. MacGregor Co., Hollywood transcription concern, general chairman; Harry Maizlish, manager of KFWB, Hollywood, in charge of publicity, promotion and arrangements of broadcasting facilities; Van Newkirk, program director of Don Lee, who supervised production. As a result more than 3,000 persons jammed the KFWB studios, at $1 each, to witness the broadcast, which included cut-ins from Toronto where Premier MacKenzie King and Dr. Allen Dafoe spoke, with the Dionne quints singing as their contribution to the cause.

NBC SPOT SALES AT RECORD LEVEL

SPOT SALES on NBC managed and represented stations for the past nine months and bookings for the last quarter of the year mark 1940 as "the greatest advertising year for those stations in the history of NBC," according to James V. McConnell, NBC spot and local sales manager.

In New York, for example, WEAF and WJZ did 62% more business from January through September 1940 than during the same period in 1939. For all the M&R stations billings are 33% ahead of 1939, while September of this year scored a gain of 52% over September of last year.

"While a part of the increase in sales is undoubtedly due to the generally increased activity in spot broadcasting throughout the country," said Mr. McConnell, "we feel that an even larger part is due to organizational ad ustments and increased sales activities. We expect the last three months of 1940 to show bigger billings than any other three-month period of the year."

Mail Order Series

CHICAGO MAIL ORDER Co., in mid-September started a 13-week schedule of thrice-weekly quarter-hour transcribed programs on six stations, featuring Jane Alden, the company's home economist. Stations are WLS, Chicago; KDKA, Pittsburgh; WFAA, Dallas; WBT, Charlotte, N. C.; KSCJ, Sioux City, Ia.; KMA, Shenandoah, Ia. Buchanan & Co., Chicago, placed the business.

Network Tobacco Sales Hit Record

Sponsors' Business Soars as Additional Time Is Used

WITH the current schedule of ten major evening programs sponsored on CBS by tobacco companies, that category of sponsors records its largest nine-month total billings on the network with $4,814,450 for January through September, 1940, an increase of 28.7% over $3,740,285 for the same period in 1939, also a record total.

The contracts, which continue for the balance of the year, should hit a new high, well exceeding the 1939 total of $5,297,181, and far ahead of the 1928 total of $387,030, when the industry first started to use radio to a large extent.

Increased Sales

CBS states that it has led all other single networks in billings by tobacco advertisers, clearing $5,000,000 in tobacco time billings, both in 1937 and in 1939. Of the ten best-selling brands in 1939, eight used programs on CBS during the year.

Increased billings for this group have been reflected in increased sales. Starting in 1933, sales of cigarettes alone in billions have boomed from 111.9 to 172.4 in 1939, while radio time expenditures for all tobacco products on CBS, NBC and MBS have moved from $2,909,632 in 1933 to $11,668,090 in 1939.

The ten evening programs on CBS sponsored by tobacco companies are *Your Hit Parade*, by the American Tobacco Co., for Lucky Strikes; *Paul Sullivan Reviews the News*, by Brown & Williamson Tobacco Corp., for Raleighs; *Glenn Miller's Orchestra* and *Professor Quiz*, by Liggett & Myers Tobacco Co., for Chesterfields and Velvet Pipe and cigarette tobacco, respectively; *Vox Pop*, by Penn Tobacco Co., for Kentucky Club pipe tobacco; *Johnny Presents* and *Crime Doctor*, by Philip Morris & Co., for its cigarettes; *Blondie* and *Al Pierce Show*, by R. J. Reynolds Tobacco Co., for Camels and Prince Albert smoking tobacco, and *Pipe Smoking Time*, by U. S. Tobacco Co., for Dill's Best and Model smoking tobacco.

Wheatena Spot Series Placed on 17 Stations

WHEATENA Corp., Rahway, N. J., which started a spot campaign on Sept. 30 to advertise wheat cereal with the transcribed serial *Wheatena Playhouse*, now has the quarter-hour discs on 17 stations in the East and Midwest, four and five times weekly. Series consists of dramatizations of famous novels, with each drama running about four weeks. Compton Adv., New York, which handles the account, has lined up the following stations for the series five times weekly: WEAF, New York; WTAR, Norfolk; WNAC, Boston; WTIC, Hartford; WJAR, Providence; KYW, Philadelphia; WWJ, Detroit; WMAQ, Chicago; WRC, Washington; WGY, Schenectady; WCAE, Pittsburgh; KFSO, San Francisco; KNX, Los Angeles; and four times weekly: WTAG, Worcester; WTAM, Cleveland; WFBL, Syracuse; WCSH, Portland, Me.



Now! A ~~HALF~~ BILLION DOLLAR MARKET

The latest surveys show tremendous business gains for the rich Mid-South market. Formerly assessed at a *half* billion dollars valuation, the wholesale trade volume of the Mid-South is now established at ONE BILLION dollars.

Cotton *alone* provided residents in the Memphis trading area with a cash income of more than $183,000,000.00!

Why not take advantage of this *doubled* buying power? Give these 399,540 enriched radio homes your sales message over WMC, the pioneer radio station of Memphis and the Mid-South.

WMC GETS SALES WHERE THE GETTIN'S GOOD

WMC

MEMPHIS

OWNED AND OPERATED BY

THE COMMERCIAL APPEAL

NBC RED NETWORK ★ 5000 WATTS DAY 1000 WATTS NIGHT

MEMBER OF SOUTH CENTRAL QUALITY NETWORK

WMC—MEMPHIS KWKH-KTBS—SHREVEPORT
KARK—LITTLE ROCK WSMB—NEW ORLEANS
WJDX—JACKSON, MISS.

THE BRANHAM CO., *National Representative*

Agencies

MARVIN S. KNIGHT, for seven years a vice-president and a director of J. Walter Thompson Co., New York, on Oct. 1 joined William Esty & Co., New York, as a vice-president associated with the management.

LORD & THOMAS, Chicago, announces recent additions to the radio department as follows: Mercedes Ledet, formerly of Edward Petry & Co., secretary; Florence Sweemer, formerly associated with Chicago agency work, handling billings; Richard Fisher, transferred to the radio department as an assistant.

JACK RUNYON, formerly Hollywood radio director of Buchanan & Co., is in New York to negotiate a similar post with another major agency. With discontinuance of the Hollywood end of CBS *Texaco Star Theatre*, under sponsorship of Texas Oil Co., Buchanan & Co. closed its Hollywood radio production offices.

JOHN W. DARR, trustee of Commercial Investment Trust (CIT) Safety Foundation and conductor of its radio contests, has been appointed vice-president and managing director of The Institute of Public Relations, New York, according to an announcement by Bernard Lichtenberg, president.

ANDERSON, DAVIS & PLATTE, New York agency, has opened West Coast offices at 6253 Hollywood Blvd., Hollywood. Dorothy M. Stewart, formerly of Barton A. Stebbins Adv. Agency, Los Angeles, is manager.

IRVING PARKER'S Radio Feature Service, Hollywood, and Radio News Syndicate, New York, headed by David Alber, have made a cooperative arrangement to publicize clients of both organizations.

ROSWELL H. MERRITT, formerly of the guest relations department of NBC Chicago, has joined the radio department of Henri, Hurst & McDonald, Chicago.

ROBERT RILEY CRUTCHER, Hollywood writer, has been added to the script staff of Young & Rubicam, that city, as alternate writer with True Boardman on the CBS *Silver Theatre*, sponsored by International Silver Co. (silverware).

MRS. ALICE SMART, assistant secretary to J. W. Pepper Inc., New York, has been appointed time-buyer and program director of the agency's radio division.

HOWARD H. DUBOIS has joined S. E. Roberts Inc., Philadelphia agency.

HAROLD HIXON, formerly with J. Stirling Getchell, has joined the New York staff of Ward Wheelock Co., Philadelphia agency.

ALBERT CAPLAN, former publisher of the *South Jersey News*, weekly newspaper in Camden, N. J., has joined Julian G. Pollock, Philadelphia agency, as advertising associate.

SCHWIMMER & SCOTT, Chicago advertising agency, has expanded its facilities to include a number of new offices on the 13th floor of the Mather Tower, 75 East Wacker Drive.

HUNTER L. SCOTT, formerly of Beaumont & Hohman, Omaha, has been appointed advertising and sales promotion manager of Sun-Maid Raisin Growers Assn., Fresno, Cal. He succeeds George Gage, who recently resigned to join Lord & Thomas, San Francisco.

GEORGE KERN, formerly a space buyer with Blackett-Sample-Hummert, New York, has joined Benton & Bowles, New York, as a time buyer.



A GOOD TIME was had by all, reports this group from the dramatic program, *Those We Love*. Currently sponsored by Procter & Gamble Co. (Drene), on 69 CBS stations, occasion was to celebrate return of the serial to the air after several months lapse. It was formerly sponsored by Standard Brands. Group includes agency executives and program cast. They are (l to r) Robert Jennings, radio director, H. W. Kastor & Sons Adv. Co., Chicago; Edward Kay, musical director of the serial; Gordon Hughes, agency Hollywood manager and producer; Richard Cromwell (Kit); Virginia Sales (Martha); Mary Gordon (housekeeper); Nan Grey, star of the series who portrays Kathy; Donald Woods (Dr. Foster); Alma Kruger (Aunt Emily); Oscar O'Shea (John Marshall).

W. R. RAMSEY, radio director of Procter & Gamble Co., Cincinnati (Oxydol), and L. D. Milligan, executive of Blackett-Sample-Hummert Inc., Chicago, on that account, were in Hollywood for the start of the weekly program, *Everyman's Theatre*, which started Oct. 4 on 60 NBC-Red stations, Friday, 9:30-10 p.m. (EST). Joy Storm, Hollywood announcer, originally signed as narrator for the series, has been replaced by Frank Martin.

MURRY BROPHY, manager of Columbia Management of California Inc., has recovered from injuries received recently when he fell down stairs on leaving his offices in the CBS Hollywood studio building.

JOE DONOHUE, formerly Hollywood manager of Wm. Esty & Co., has joined Ward Wheelock Co., New York.

CHARLES SMITH, NBC Hollywood Artists Service executive, is convalescing from an appendicitis operation.

W. P. RODMAN has rejoined Heintz, Pickering & Co., Los Angeles agency, as account executive.

HARRY E. DORSETT, formerly with Los Angeles newspapers, has joined General Adv. Agency, that city, as production manager and copy writer.

ALEX ROBB, Hollywood NBC Artists Service manager, is in New York to confer with home office executives of that organization, on talent for fall network shows.

DICKIE-RAYMOND, Boston agency, on Oct. 1 opened a New York office at 521 Fifth Ave. Leonard J. Raymond is in charge. Telephone number is Murray Hill 2-4212.

Conrad Quits McCann-Erickson

FRANK CONRAD, radio time-buyer of McCann-Erickson, New York, for four years, and his assistant, Bert Adams, previously in NBC station relations, resigned Oct. 9, but as BROADCASTING went to press had not announced future plans. Successor to Mr. Conrad will be Robert Tannehill, production writer with McCann-Erickson. He will be assisted by Miss Margaret Jessup of the agency's production department.

MRS. COURTLAND D. FERGUSON, wife of Courtland D. Ferguson, Washington agency head, is the composer of "For One Lovely Moment", a popular tune sung Oct. 2 by Lanny Ross on his CBS broadcast. Mrs. Ferguson, nee Lucille Pierce, formerly was staff organist at WJSV, Washington.

Nelson Gets Radio Post At Pacific Coast Agency

JOHN W. NELSON, well-known in West Coast radio and advertising as writer-producer-announcer, has been appointed radio director of Raymond R. Morgan Co., Hollywood. He succeeds Sam Pierce, who resigned that post to join the Hollywood production staff of Lennen & Mitchell as assistant to William N. Robson, West Coast manager. R. E. (Joe) Messer continues as production manager of Raymond R. Morgan Co. Before coming to Hollywood Nelson conducted the weekly *Tonight's Best Buys*, sponsored by J. A. Folger & Co. (coffee), on KSFO, San Francisco. He also was writer-producer of several CBS West Coast programs.



Mr. Nelson

Nelson will direct all radio activity of the agency, including the weekly program, *What's on Your Mind?* sponsored by Planters Nut & Chocolate Co., San Francisco, on 7 CBS West Coast stations; local and network shows of Los Angeles Soap Co., (White King soap); Folger Coffee Co., and other accounts. Agency has also added C. R. Creamer to its staff as junior account executive and copy writer.

Nielsen Addition

A. C. NIELSEN Co., market research firm operating *Nielsen Radio Index* and other services, on Oct. 6 announced plans to construct an addition to its Chicago headquarters building which will double the firm's office space. The new addition is an extension of the present building. Contracts for erection of the structure have been let and construction is to start immediately. The architectural firm of Walton & Kegley designed the structure, to be ready for occupancy by May 1, 1941.

Colin F. Whittier

COLIN F. WHITTIER 71, cofounder and retired president of Richfield Oil Co., Los Angeles, died at his home in that city Oct. 6 after a protracted illness.

L & T Appoints Fonda As Coordinator of Radio

IN A realignment of personnel, Lord & Thomas, Hollywood, has appointed James Fonda coordinator of all radio programs handled by that agency in Southern California. He functions under supervision of Tom McAvity, the agency's Southern California radio director. Thomas Conrad Sawyer resigned as writer-producer of Don Lee Broadcasting System, Los Angeles, to join Lord & Thomas, and has taken over Fonda's former duties as producer of the thrice-weekly quarter-hour *Hedda Hopper's Hollywood*, sponsored by California Fruit Growers Exchange (Sunkist), on 29 CBS stations.

Bill Lawrence, formerly a CBS Hollywood writer-producer, recently joined the agency as co-director of the NBC *Bob Hope Show*, which resumed Sept. 24, under sponsorship of Pepsodent Co., after a summer-layoff. He also produces the weekly *Where & When* show, sponsored by Union Oil Co., Los Angeles, on 13 NBC-Pacific Red stations, Monday, 8:30-9 p.m. (PST).

Sanford to Ayer

HERBERT C. SANFORD, since 1928 with BBDO in a production and executive capacity, on Oct. 14 joined the New York office of N. W. Ayer & Son as assistant to H. L. McClinton, vice-president in charge of radio production. During his 12 years with BBDO Mr. Sanford produced many well-known shows. A member of the Lambs Club, he also is a composer of popular songs, several of which have been published.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

N.B.C.

MISSISSIPPI IS
High Up Down SOUTH

Mississippi Leads

. . . all four bordering states in percentage increase of ordinary life insurance sales.

. . . three in passenger car sales increase and value of checks drawn.

. . . two in household refrigerator sales and farm income gain.

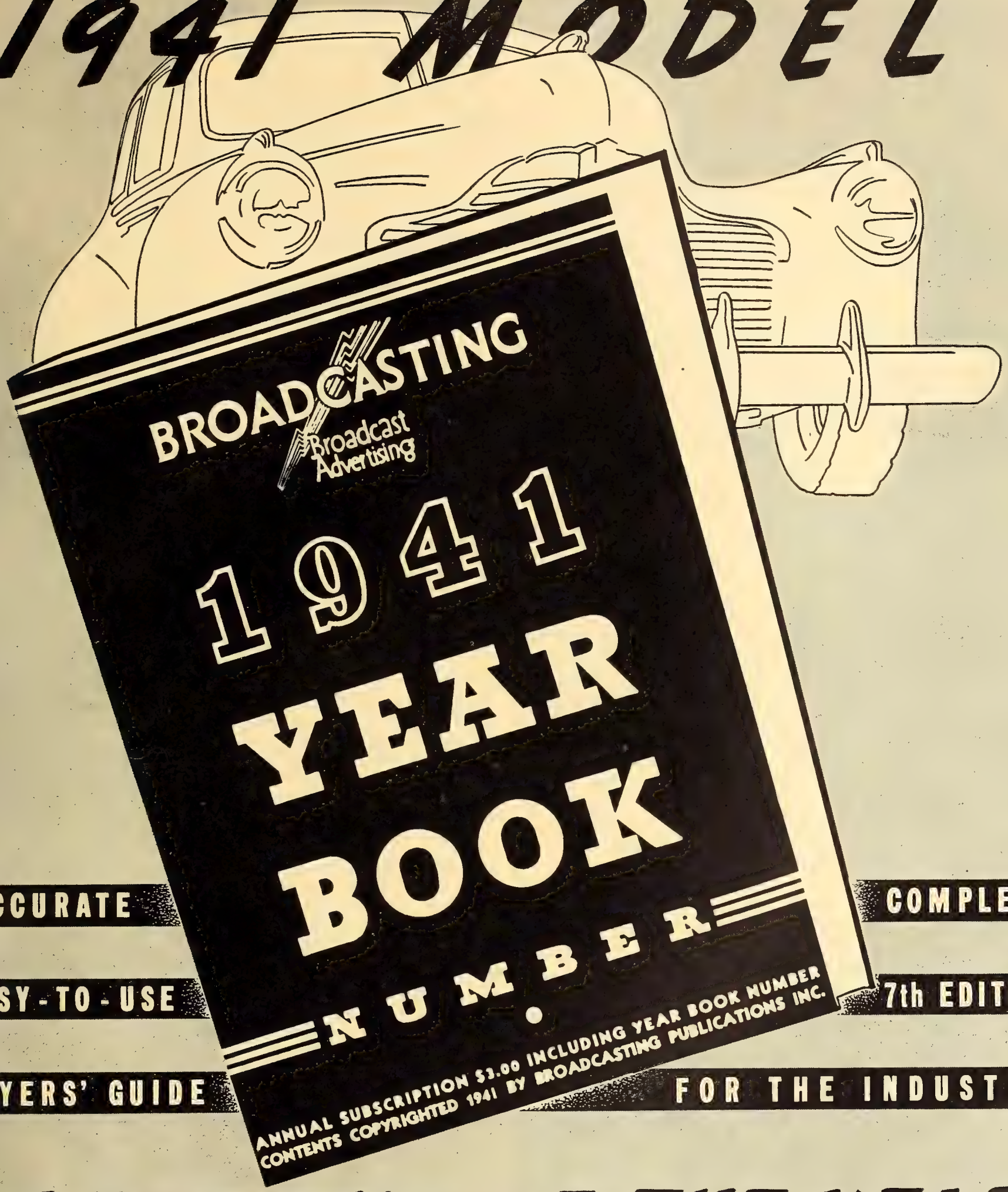
Invest your advertising dollars with WJDX—dominant radio station in Mississippi's active and growing market.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

1941 MODEL



ACCURATE

COMPLETE

EASY-TO-USE

7th EDITION

BUYERS' GUIDE

FOR THE INDUSTRY

MUST BUY OF THE YEAR

Reserve Space Now

WOCB In Operation

AUTHORIZED for construction in May, 1938, the new WOCB, West Yarmouth, Mass., covering the Cape Cod territory, began regular operations Oct. 2 and is now operating fulltime with 250 watts on 1210 kc. The station is owned by Harriett M. Alleman and Helen W. MacLellan, Cape Cod realtors, who co-manage it. The staff was completed in latter September with the appointment of Harrison Flint as program director and Arthur Newcomb as commercial manager. Both are from WLAW, Lawrence, Mass. Chief engineer is Rodney Merrill, formerly with WEAN, Providence. Chief announcer is Edward Conture, formerly with WFBG, Altoona. Head of the musical department is Ralph Lawton, formerly a professor in a musical conservatory in Vienna.

CUNNINGHAM TURNS TO RADIO

Heavy News Schedule, With Identifying Symbol, Leads to Increase in Chain's Sales

By IVAN FRANKEL
Radio Director
Simons-Michelson Co.,
Detroit

CUNNINGHAM DRUG Co. Inc., with its chain of 98 modern drug stores, is one of the most important outlets for drug and sundry merchandise in America. Its operation is confined to the State of Michigan with greatest concentration in Detroit's metropolitan area. In 1939 total retail sales amounted to over $10,000,000. Aggressive, foresighted management headed by Nate S. Shapero, president, and Ches B. Larsen, vice-president, is largely responsible for constant growth which calls for further additions of five super units in 1941.

Advertising has of course influenced Cunningham's dominant position in the drug field and this is a story of a specific case of successful retail advertising, success that is measured by an 8% sales increase. Based on a $10,000,000 volume this is no ordinary upswing, nor for that matter is the radio promotion that stimulated this additional business an ordinary idea.

More Times Per Day

Prior to the introduction of the Cunningham *News Ace* broadcast, this drug chain had no radio history. Its expenditures were largely confined to newspapers. Considerable research and investigation of program effectiveness and time placement was made in compiling numerous possibilities before a definite plan of promotion was determined. Based on our own findings and backed by confirming surveys made by *Fortune* Magazine, we unanimously agreed that a straight presentation of news would make up the program material.

The problem thereafter was to see how far we could spread a given budget to include the greatest number of news broadcasts possible. Inasmuch as the news broadcast is basically a service program, we wanted to get Cunningham's on the air more times per day, day after day, than had ever been attempted by any other advertiser before. Our time-buying objective was to purchase every available established five-minute news broadcast in this market which included the Detroit stations WWJ, WXYZ, CKLW, WJBK and WCAR, in Pontiac.

These stations were invited to submit their available schedules of daily five-minute established news periods. Final selection of time was made with an eye to giving Cunningham's news coverage from 6:30 in the morning to 10:30 at night. All told, 124 programs weekly were selected, Sunday through Saturday. Starting at 6:45 a. m., a weekday schedule continues with 7, 8, 9, 10 and 11 a. m., 12 noon, 12:30, 3, 4, 5, 6, 7:45, 9, 9:30, 10 and 10:30 p. m.

With such intensive coverage it was important that Cunningham's news broadcasts be given some unusual identification that would help clearly identify sponsorship. That was accomplished by using a power dive zoom of airplanes, with this theme: "Stand by! Cunningham's *News Ace* zooms into your home with lightning news flashes from the four corners of the earth—continually, all day long—America's most complete news service."

Whose Zooms!

This particular formula leaves no question as to sponsorship. The query, "What zooms into your home?", in most every case gets a quick comeback, "Cunningham's *News Ace*". And small wonder, with the mythical *News Ace* zooming into homes 124 times a week. The selling effort of these programs necessarily had to be compact because of the five-minute time limitations. We wanted to get as much news into these broadcasts as possible, and still do a selling job.

Planned to get quick sales action, Cunningham's advertises one *News Ace* Giant Special on each program—a real, honest-to-goodness bargain. This is a 75-word commercial just prior to the opening news. Every store features this item on a special *News Ace* Table, and in many cases the article advertised has resulted in a sellout. The selection of the advertised offer is the result of careful analysis of product desirability, usually some low cost item with high turnover. These Giant Specials have helped wonderfully to dramatize the slogan, "You always save at Cunningham's". All merchandise is guaranteed to meet specifications and detailed description as advertised. This policy adds strength to commercial copy and lends considerable weight to any offer made on the Cunningham *News Ace* broadcasts.

The *News Ace* idea has been carried out extensively in all merchandising. Window displays highlight *News Ace* advertised items. Counter cards direct customers to such products. The soda fountain has its *News Ace* features. So too, the toilet goods department, tobacco department, etc. Delivery trucks post big banners directing attention to the *News Ace*. In brief, every branch of advertising and display in the Cunningham's stores has been coordinated to concentrate sales effort around the *News Ace* programs.

Now a Household Word

The *News Ace* has become a household word. As a matter of fact, it is no uncommon incident to meet with radio listeners who can repeat, word for word, the opening form of each program, "Stand By! Cunningham's *News Ace* zooms into your home with lightning news flashes from the four corners of the earth—continually all day long—America's most complete radio news service."

Although Cunningham sales have increased 8%, this is not truly indicative of the considerable sales advantage given to nationally advertised products offered on *News Ace* broadcasts inasmuch as other drug stores and sales outlets benefit by the promotional effort put behind such products by Cunningham's. On the other hand, where a certain product has been advertised elsewhere than a *News Ace* broadcast, it is not unusual for Cunningham's to have a sympathetically vibrating sales curve for that item.

The annual Cunningham appropriation is $100,000.

After many months of broadcasting marking up more than 3,000 broadcasts, there is sufficient factual proof to establish Cunningham *News Ace* broadcasts as one of the most successful retail selling promotions on the air today. Radio has done a remarkable job in this instance and the *News Ace* will continue zooming into homes for a long time to come.

Folger Now on 24

J. A. FOLGER & Co., Kansas City (coffee), on Sept. 30 increased to 24 the number of stations releasing its five-weekly quarter-hour transcribed series, *Judy & Jane*. Contracts vary from 39 to 52 weeks. Stations being used are KOB KFYR WMT WFAA KOA WHO KDAL WEAU WDAY KPRC WDAF WMC WCCO WKY WOW WMBD KSD WOAI KWTO WIBW KVOO WDZ KFBI WNAX. Lord & Thomas, Chicago, is agency.

YOU DON'T PAY US FOR COIN (Ky.)!

If you're looking for a sales boom in Coin (Ky.), *don't!* As in so many other tiny towns in these parts, there simply isn't enough cash *or population* to make any sizable dent on your sales-quota! . . . But here in the great Louisville Trading Area, the million-*plus* buyers have more purchasing power than the rest of Kentucky combined! . . . You can tap this rich market with WAVE *alone*—at a cost that will frankly surprise you! Shall we send the details?

LOUISVILLE'S WAVE

1000 WATTS 940 K. C. N. B. C.



NAT'L REPRESENTATIVES FREE & PETERS, INC.,



INKING the contract to make Vano, a liquid cleaner, the first product advertised on a show sold under the new NBC setup of individual departments for the Red and Blue sales department, Mortimer Fleishhacker Jr. (sitting) acts for Chemicals Inc., San Francisco. The twice-weekly quarter-hour morning Vano show features Bennie Walker. Watching the fine Spencerian flow are (l to r) Stanley Swanberg, vice-president of Botsford, Constantine & Gardner, agency handling the acount; Herman Harris, Chemicals' sales manager; Gene Grant, NBC-Blue network account executive in San Francisco.

Radio Beats Press

SPARKED by a three-base hit by Johnnie Neblett, KWK sportscaster, in a crucial fourth-inning rally, St. Louis radio announcers on Sept. 29 won the second of three annual No-Star baseball games with local sportswriters. Neblett brought his team from behind when two runners scored on his three-bagger. Final score was 5 to 3. Johnnie O'Hara, also a KWK sportscaster, was awarded the Sam Breadon Trophy as manager of the winning team. A play-by-play description of the game was broadcast on KWK by Martin Bowin.

UNITED WRITERS Inc. has been organized in Hollywood to represent a limited number of radio and film writers for live or transcribed shows, custom-built and ready-made. Offices have been established at 1680 N. Vine St., and incorporators are Edmund J. Holden, of the comedy team of Frank Watanabe and Honorable Archie, NBC-Pacific Blue network sustaining feature; Irvin Brennan, free lance writer and formerly sales manager of Times-Mirror Co., and Ben L. Blue, attorney.

SOUTH CAROLINA'S
ONLY REGIONAL
CBS STATION
WCSC



CHARLESTON, S. C.
1000 WATTS
FREE & PETERS, INC., Exclusive National Representatives

National Radio Records Issues First Report on National Spot Accounts

NATIONAL RADIO RECORDS, New York, has issued the first of its monthly reports on national spot advertising, following two years' preparation by N. Charles Rorabaugh, president of the company, and is distributing the August study of 89 accounts to qualified subscribers and over a score of agencies cooperating with the service.

The reports, covering spot radio defined by NRR as "all radio advertising which is not broadcast through the facilities of NBC, CBS or MBS", are confidential to subscribers and charter agencies and are not for publication. According to Mr. Rorabaugh, the studies will be issued about the 15th of each month and will cover regional networks as well as local individual stations. Competitive time costs can be computed and compared, market studies can be made and more effective campaigns can be planned.

Member agencies supply NRR with the information on accounts, which are classified under the general headings, automotive, financial, general and retail. For programs, the reports give the number of broadcasts on each station monthly, length of broadcast, time and whether live or transcribed; for announcements, the monthly total on each station, length, time, whether participating, and whether live or transcribed. Program times are local for the given cities.

New Studios of WPEN To Be Dedicated Oct. 23

WPEN, Philadelphia, will dedicate Oct. 23 its new studios on the 21st and 22d floors of 1528 Walnut St. Bldg., although actual operations started Oct. 15. Herb Moore, president of Transradio Press, turned on the teletype machines marking the start of that news service for the station.

Another feature of the hour's program, starting at 10 p.m., will be the reception of a message from *S. S. America*, flagship of the United States Lines, from Thomas J. Cerio, chief radio officer of the ship, which will be on high seas at the time, and a two-way radiotelephone conversation with Alex Vadas, the ship's chief radio telephone officer.

Arthur Simon, general manager of WPEN will read special messages from President Roosevelt and from several South American ambassadors. The new studios are completely equipped anew by RCA and include a new Hammond organ. The top floor provides for two large studios, two smaller studios, a master control room with space provided for an FM transmitter, a reception room, press room and Mr. Simon's offices. WPEN moves from the old Childs' mansion at 20th and Walnut, where it was located for seven years.

ZENITH RADIO Corp., Chicago, has announced a foot-controlled auto radio development which permits the driver to change stations at will, completely silence the radio, or turn it on instantly with a single foot control while the driver keeps his eyes on the road and his hands on the wheel.



Lively
SHOWMANSHIP
wins larger audiences
in the
Intermountain
Market
for
KDYL
The
POPULAR Station
Salt Lake City
NBC
RED
NETWORK
National Representative:
JOHN BLAIR & CO.

Pacific AAAA to Hear Leaders in Advertising At Del Monte Meeting

RADIO will take an important place on the program of the Pacific Council of the American Assn. of Advertising Agencies, at Del Monte, Cal., Oct. 24-25. "How Not to Sell Radio" will be the title of a humorous skit on the night of Oct. 24, with Jack Smalley, manager of the Hollywood office of BBDO and chairman of the radio committee of the Pacific Council, in charge.

The program opens with a talk by Lewis Allen Weiss, manager of the Mutual-Don Lee network on the Coast, on the wrong method of selling radio. Bud Hiestand, master of ceremonies, then takes his cue from Weiss' speech in introducing an imaginary prospect. Weiss will end the show with a brief talk on "The Right Way to Sell Radio".

Atherton W. Hobler, New York, president of Benton & Bowles and chairman of the executive board of AAAA, will speak on "The Future of Advertising". Dr. Kenneth Dameron, New York, author, will discuss the consumer movement.

Among other speakers scheduled are: John Benson, New York, national president of the AAAA; Kay Kamen, associated with Walt Disney Studios, Hollywood, who will discuss premiums; L. M. Clark, New York, advertising and marketing specialist, reader interest; Harwin T. Mann, Lord & Thomas, and H. C. Bernstein, manager Pacific Coast Division, Bureau of Advertising, joint report on newspaper study; E. B. MacNaughton, Portland, Ore., president of the First National Bank of Portland; Raymond Reeves, J. Walter Thompson Co., San Francisco; Frank Twist, Pacific National Adv. Agency, Seattle; Roswell Cochran, McCann-Erickson, San Francisco; Fairfax Cone, Lord & Thomas, San Francisco; Don Belding, Lord & Thomas, Los Angeles, president of the PACA.



WINNER of the 1940 city softball championship is this team representing KFRU, Columbia, Mo. With two leagues of eight teams each entered in the Columbia Recreation Commission's softball activities this season, the KFRU squad first won 16 out of 21 games to win the local National League crown and then proceeded to beat the American League champs in the all-city Little World Series. The championship held special flavor for KFRU since it was the first year the station had entered a team in the league. The squad includes (seated, l to r) Mark Cox, Charles Procter, Red Lawhon, Harold Douglas, KFRU sportscaster; (back row), Chet Thomas, KFRU manager and star pitcher, Harry Apple, Jack Roth, KFRU salesman, Bill Nowell, Ed Renfro, Bob Haigh, KFRU chief engineer, Wesley Welden, of the maintenance department of the station.

THE Federal Trade Commission recently accepted from Universal Mills, Fort Worth, Tex., a stipulation in which the firm agreed to cease and desist from certain advertising representations for Red Chain Feeds for poultry and livestock.

INTEREST IN WSAV IS SOLD BY LUCAS

ARTHUR LUCAS, co-owner of the Lucas-Jenkins theater interests of Georgia and one-third owner of WRDW, Augusta, will relinquish his control of WSAV, Savannah, if the FCC grants an application filed Oct. 2 for sale of part of his shareholdings to E. E. Murrey Sr., of Nashville. Mr. Murrey, president of the Paramount Insurance Co. of New York, president of the First Mortgage Co. of Nashville and head of Murrey-Young Co., Nashville realtors, proposes to buy 32 shares in WSAV Inc. for $3,200.

At present Mr. Lucas owns 50.33% of the stock, and the sale to Mr. Murrey would leave him with 39.66%. The other stockholders would remain the same, namely, Harben Daniel, manager, 39.66%; N. W. Brandon, commercial manager, 3.33%; Aaron Shelton, of WSM, Nashville, 6.66%. WSAV is a 250-watt outlet on 1310 kc., which first went into operation last Dec. 1.

All in the Family

UNIQUE is the announcing arrangement on the CBS *Big Town* series, sponsored by Lever Bros. (Rinso). Ken Niles, Hollywood announcer, is doing straight announcing duties on the weekly program, and also plugs the product. His wife, Nadia Niles, supplies corroborative evidence, having been signed to assist him in the commercials.

FTC Challenges Lindlahr Claims

Serutan Advertising Named; Hall, Crazy Water Cited

CHARGING misrepresentation in the sale of medicinal preparations, the Federal Trade Commission has moved against a number of proprietary firms. On Oct. 10 the FTC announced complaints issued against Healthaids Inc., Jersey City, long-time user of radio for Serutan; The Journal of Living Publishing Corp., New York, and Victor H. Lindlahr, editor of *The Journal of Living*.

The FTC complaint charged specifically that the respondents represented through radio, newspaper, periodical and circular advertisements, among them *The Journal of Living*, that Serutan has substantial therapeutic value as well as other properties constituting a cure or remedy for constipation.

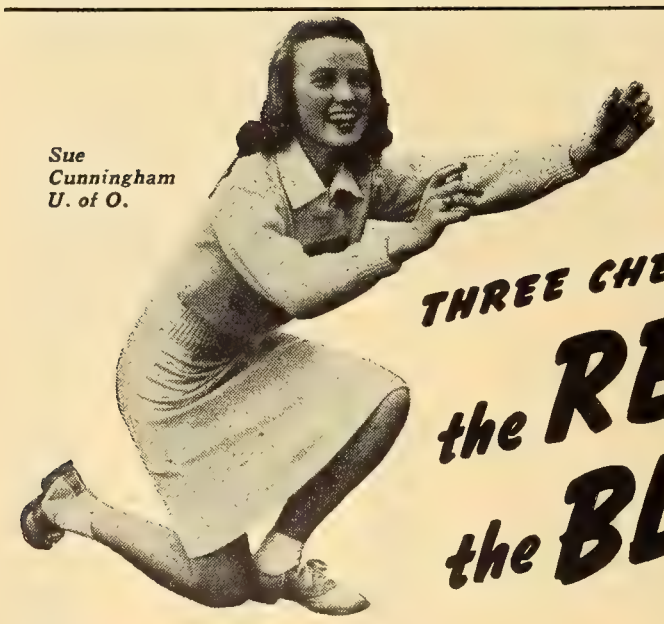
Claims Challenged

The complaint alleges that Secrutan "has no therapeutic value with respect to restoring or maintaining natural elimination; that it is not capable of accomplishing the results claimed; that it possesses no therapeutic value in the treatment of constipation except insofar as its laxative properties may assist in the temporary evacuation of the intestinal tract; that the active ingredient of the preparation consists of the mucilaginous portion of psyllium seed, and that the presence of this ingredient serves to give the preparation the properties of a mild laxative, aside from which properties the product is wholly without therapeutic value." Alleging violation of the Federal Trade Commission Act, the complaint grant respondents 20 days to answer the charges.

At the same time a complaint was announced against E. W. Hall, St. Louis, charging false representations in radio continuities and other media for Texas Wonder as a cure for various internal ailments. The complaint alleges that use of Texas Wonder "does not produce the results claimed and that the preparation does not have therapeutic value in treatment of the ailments mentioned, in excess of slight symptomatic relief . . . in cases of swollen joints and pains in the back, afforded by reason of its properties as a mild diuretic."

Along the same line, the FTC recently issued a complaint against Crazy Water Co., Mineral Wells, Tex., also a large user of radio time, alleging misrepresentation in advertising for Crazy Mineral Water, Crazy Water Crystals and Crazy Fiz. The complaint charges that advertising for Crazy products claims them to be a cure or remedy for some 30 ailments through curing or effectively treating constipation and "faulty elimination". The complaint further states that the products possess no therapeutic properties in excess of those of a cathartic or laxative and that the various diseases mentioned in the advertising are not necessarily due to constipation or "faulty elimination."

DELL GIBBS, 23-year-old announcer of WFAA-KGKO, Dallas, has been admitted to practice before the FCC. He received his law degree in May at U of Florida.



Sue Cunningham U. of O.

Take a look at your map and you'll see that KGW on the RED and KEX on the BLUE are the only basic NBC outlets in the entire Oregon country. To the north the nearest NBC station is 200 miles away, and to the south it is nearly 600 miles by airline to the nearest stations carrying full NBC schedules. So in order to hear Jack Benny or Charlie McCarthy, folks in these parts tune to KGW. And for "Information Please" or Ben Bernie to KEX. To the proven power of NBC programs to attract the bulk of radio listeners; add aggressive, far-sighted station operation and the prestige of OREGONIAN ownership and you have a situation that brings cheer to the heart of any buyer of radio time.

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC RED

RADIO STATIONS OF THE **OREGONIAN** PORTLAND • OREGON

KEX 1160 KC 5000 WATTS CONTINUOUS NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

Youngstown mills are making more steel than ever before. Cover this prosperous market best with . . .

WFMJ

AGENCY Appointments

CUBAN HONEY Inc., Lansing, Mich., to Premier Adv. Agency, Lansing.

PEDIMOLL Co., Los Angeles (antiseptic foot cream), to Glasser Adv. Agency, that city.

AUTONATOR LABS., Chicago (Hot Donut water heater), to Martin A. Pokrass Adv., Chicago. No radio plans at present.

COOPER, WELLS & Co., St. Joseph, Mich. (hosiery), to Frankel-Rose Co., Chicago. Plans not yet decided.

F. L. KLEIN NOODLE Co., Chicago (food products), to Martin A. Pokrass Adv. Agency, Chicago. Using two-weekly chain-break announcements on KFYR, Bismarck, N. D. for 26 weeks. Additional stations will be used starting in mid-November.

DICTOGRAPH SALES Corp., New York (Dictograph intercommunication telephone system, hearing aids), to Roy S. Durstine Inc., New York.

TURNER & SEYMOUR MFG. Co., Torrington, Conn. (tools and castings), to F. W. Prelle Co., Hartford.

HERSHEY ESTATES, Hershey, Pa. (Hershey's Cocoa Butter Toilet Soap and Soap Granules), to McKee & Albright, Philadelphia.

CAREY SALT Co., Hutchinson, Kan., to McJunkin Adv. Co., Chicago. To use radio and other media.

ARCADY FARMS MILLING Co., Chicago (livestock & poultry feeds), to Erwin-Wasey & Co., Chicago. Radio will be used.

OMAR Inc., Omaha (Omar flour), to Hays MacFarland & Co., Chicago. Currently using nine-weekly spot announcements on 16 stations.

CHICAGO MAIL ORDER Co., Chicago, to Buchanan & Co., Chicago.

FLORSHEIM SHOE Co., Chicago, to Wesley Assoc., N. Y. (women's shoes only).

CHR. HANSEN'S LABS., Milwaukee area only,, to Bert S. Gittins Adv., Milwaukee.

LEVER BROS. Co., Cambridge (Swan soap), to Young & Rubicam, N. Y.

THE ARMSTRONG FAMILY, Los Angeles (mortuary), to Ted Dahl Adv. Agency, that city. New to radio. On Oct. 14 started for 52 weeks five-weekly quarter-hour program, Wade Lane as *Strollin' Tom*, on KFWB, Hollywood.

K'S BEVERAGES, San Pedro, Cal., to Crundall & Lester Adv. Co., Los Angeles. Currently sponsoring transcribed musical program, *Sing With Your Favorite Band*, on 3 Don Lee stations (KHJ KFXM KTKC), Tues., 8:30-9 p.m.

ECKERT BREWING Co., Los Angeles (beer), to Charles H. Mayne Co., that city, on Sept. 26 started for 52 weeks 4 spot announcements weekly on KHJ, Los Angeles.

IMPERIAL MUTUAL Life Insurance Co., Los Angeles, to Ted Dahl Adv. Agency, that city. Currently testing on KMPC, Beverly Hills, Cal., and KHJ, Los Angeles, with 5-minute transcribed talks.

WFBL

SYRACUSE

1st in Food and Drug Advertising

Because

1st in Merchandising Service

WRITE for details

WFBL

SYRACUSE, N. Y.

or Free & Peters, Inc.

National Representatives

Newburgh News

A SCOOP was claimed recently by WGNY, Newburgh, N. Y., during a local pickup of the regular meeting of the Roosevelt Home Club on the lawn of the President's Hyde Park estate. Prefacing his announcement with the observation that it was "an open secret that will be on the wires in 10 minutes", President Roosevelt at the meeting revealed the appointment of Frank Walker as U. S. Postmaster General—all into the WGNY microphone. Eleven minutes after the station aired the pronouncement in the President's own voice the flash came through on the news tickers. Later *Life* magazine depicted the scene in a picture-of-the-week showing clearly WGNY's microphone, along with Manager Harold Gassill and Bill Jenkins, WGNY studio manager of the Poughkeepsie division.

Local Sponsors Signed For Dorothy Thompson

REGIONAL BROADCASTERS Assn., New York, which has been lining up advertisers for cooperative sponsorship of Dorothy Thompson's news comments, on Oct. 6 started a weekly series by Miss Thompson on MBS titled *Personalities in the News*, Sundays, 8:45-9 p.m. Local sponsors, lined up by Frederick Mayer, New York agent, total nine on as many Mutual stations, as follows:

Pilot Radio Corp., New York, on WOR, Newark, thru Lester A. Loeb Adv. Agency; and handled direct, Gould Furs, on WLOL, Minneapolis; Bycks Dept. Store, WGRC, Louisville; Hudson Auto Dealers, WOL, Washington; Travelers Insurance Agency, WCBM, Baltimore; Edward's Dept. Store, WGR, Buffalo; Security Mutual Life Insurance Co., WNBF, Binghamton; Wolfe Wile Dept. Store, WLAP, Lexington, Ky.; Blustein's Dept. Store, KPAC, Port Arthur, Tex. Miss Thompson is represented by John Moses, her personal representative.

Insurance Series

ALL-STATE INSURANCE Co., Chicago (auto insurance), on Oct. 15 started a varying schedule of live announcements on approximately a dozen stations. Additional stations are being selected daily. The campaign will run through February, 1941. E. H. Brown Adv. Agency, Chicago, handles the account.

WOR Now Sells Breaks

WOR, Newark, for the first time in its history is selling day and night station-break announcements to advertisers, instead of following its former policy of restricting announcements to specified times, usually during the day. The station-breaks, under the new policy, are limited to 35 words, with the following rates: For one or two announcements, $75 each per day, $115 night; three, four or five, $65 each per day, $110 night; six, $60 each per day, $105 night. First sponsor purchasing the station-breaks is Wilbert Products Co., New York, for No-Rub Floor Wax, as of Oct. 7, Mondays, Thursdays, Fridays at 12:45 p.m. Agency is W. I. Tracy, New York.

Safeway Series

SAFEWAY STORES, Oakland, Cal. (grocery chain), recently started a radio campaign on behalf of Julia Lee Wright bread on 3 Washington stations, WMAL, WRC, WJSV. On WMAL it is using a 15-minute participation on the *Breakfast* Club. It is using a home economy participation on WRC as well as 10-weekly transcribed one-minute dramas on WRC and WJSV for four weeks. Account placed through J. Walter Thompson Co., San Francisco. WRC, WJSV, Washington, and WMBG, WRVA, Richmond, are being used by the same sponsor for Duchess Salad Dressing, with minute announcements daily. Lord & Thomas, San Francisco, is agency.

N. Y. Keys Cut Time

WJZ, New York, has followed the example of WEAF, also that city, in reducing its operating day by 90 minutes, starting at 7 a.m. instead of 6:30 and signing off at 1 instead of 2 a. m. WEAF's move was made to allow testing time for the station's new transmitter; WJZ's puts both NBC keys back on a pre-war operating basis. WABC, CBS station in New York, operates from 6:25 a.m. to 2 a.m., and WOR, MBS key, is on from 6 a.m. to 2 a.m.

MBS 6th Anniversary

MBS celebrated its sixth anniversary Oct. 2. Formed Sept. 15, 1934, by WOR, Newark, WGN, Chicago, WLW, Cincinnati, and WXYZ, Detroit, first programs were transmitted Oct. 2, 1934.



MY FRIENDS—!!!

Talk about spell-binding! Here in Roanoke and the surrounding territory, home of 309,160 radio families, WDBJ gets better than a 90% listening audience (CBS statistics)! This, from a region of riches that spends $400,000,000 a year for retail goods! Would you like us to do some spell-binding for you?

WDBJ ROANOKE, VIRGINIA

FREE & PETERS, INC.
Exclusive National Representatives

Owned and Operated by the TIMES-WORLD CORP.

CBS Affiliate • 5000 Watts Day • 1000 Watts Night

Glassmans to Acquire Control of New KONB

THE brothers Ross C., William V. and Blaine V. Glassman, businessmen of Ogden and Salt Lake City, have taken an option to purchase the projected new KONB, Omaha, 250 watts on 1500 kc., authorized for construction last June 25 by the FCC. Subject to FCC approval they propose to purchase the station, not yet constructed, for $15,000 cash, buying the stock of C. J. Malmsten, John K. Morrison and Arthur Baldwin, Nebraska businessmen who formed MBS Broadcast Co. and acquired the construction permit. Their shares represented the only paid-up capital in the project, although several others were included in the original list of subscribing stockholders.

The Glassmans are brothers of A. L. Glassman, who controls KLO, Ogden, and is publisher of the *Ogden Standard-Examiner*. None is connected with KLO, although Ross Glassman, a theater man, is listed as a director of that station.

Bulova Using 203

IT WAS INCORRECTLY reported in BROADCASTING, Oct. 1, that the Bulova Watch Co., New York, in adding 22 stations to its spot campaign, had a total of 103 stations carrying time signals. The correct total is 203 stations. Agency is Biow Co., New York.

CAB Revises Telephone Call Schedule To Shorten Recall Time, Raise Sample

FOLLOWING more than a year of experimental testing, the Cooperative Analysis of Broadcasting has announced that, effective with the end of Daylight Saving Time and the return to Standard Time, it is putting into effect a revision of its "telephone recall" technique designed to increase the accuracy of its comparative program ratings.

From now on the number of daily interviewing periods will be eight instead of the four previously employed, shortening the recall period from four or five hours to two hours. The gross sample has also been enlarged from 500,000 to 700,000 annually.

Revision of Schedule

Formerly, CAB investigators in the 33 major cities covered by the reports made their telephone interviews at 12 noon, covering the morning listening; at 5 p.m., covering the afternoon listening; at 8 p.m., covering the early evening, and the following morning to find out about the late evening listening.

Under the new system interviews are scheduled at 9 and 11 a.m., 1, 3, 5, 7 and 9 p.m. and the next morning for programs after 9 p.m. Under this new method, it is pointed out, the average elapsed time between the broadcast of a program and the interview covering that broadcast is practically the same for all programs, when the various time zones are taken into consideration. Therefore, the new system should eliminate discrepancies in ratings due to differences in the length of times between broadcast and interview under the previous method.

Another advantage indicated for the new method is that the maximum number of programs any listener is now asked about is eight, during the day when most programs are quarter-hour broadcasts, so that a more accurate report may be expected than formerly, when at times a listener was asked to recall listening or not during as many as 16 quarter-hour periods. While still directed primarily at measuring listening to network programs in the 33 cities, the CAB reports will also provide a more accurate check on programs broadcast locally in those cities than was hitherto possible, it was stated.

CAB spokesmen refused to predict the effect of the new system on program ratings until the first reports have been prepared from data collected at the new frequency. It is probable, however, that there will be little change in the rating figures of the well-established, easy to remember programs, but that the ratings will be raised for new programs and for programs broadcast infrequently or irregularly, that is, for programs that might be more difficult to recall if a greater amount of time elapsed between hearing the broadcast and being asked to recall hearing it.

More Expensive

From the tests, which included intensive research into the meter method of measuring listening, the CAB believes that its new method will combine the advantage of the coincidental survey technique in measuring actual listening with the advantage of the recall system in keeping down the number of calls necessary to provide an adequate statistical sample.

Increased costs that will result from the increased number of interviews will be met by a new method of scaling subscription rates in accordance with the number of programs and the amount of radio time subscribers buy and sell, it was stated. However, the CAB reports that advertisers, advertising agencies and the major networks readily accepted the rate increases in view of the improvements in service, although their share of the research expense has been materially increased. NBC and CBS have been exceptionally generous in their cooperation, it was said.

The CAB has also announced that with the inauguration of the new system it plans to develop and supply more information regarding radio programs than the CAB has issued heretofore. Just what these additional data are was not disclosed, it being stated that several plans for additional research are currently being considered.

WILLIAM D. HUDSON, mayor of Clarksville, Tenn., and member of the Tennessee Railroad & Public Utilities Commission, has applied to the FCC for a new 250-watt station there on 1370 kc.



"THE ANGEL" may not be the world's champeen of the gentle art of grunt and grapple, but he can lay claim to the title of the most widely publicized exponent of his profession. He who calls himself the "world's most homely human" (wearing beret), makes it his business, we judge, to be mike-viewed in every city on the circuit. He's shown here with Maj. Edney Ridge (wearing fedora), general manager of WBIG, Greensboro, where he was auditioned as a singer. Last reports did not state whether the Major got his hand back. (Ed. note: This "angel" picture ends all Angel pictures.)

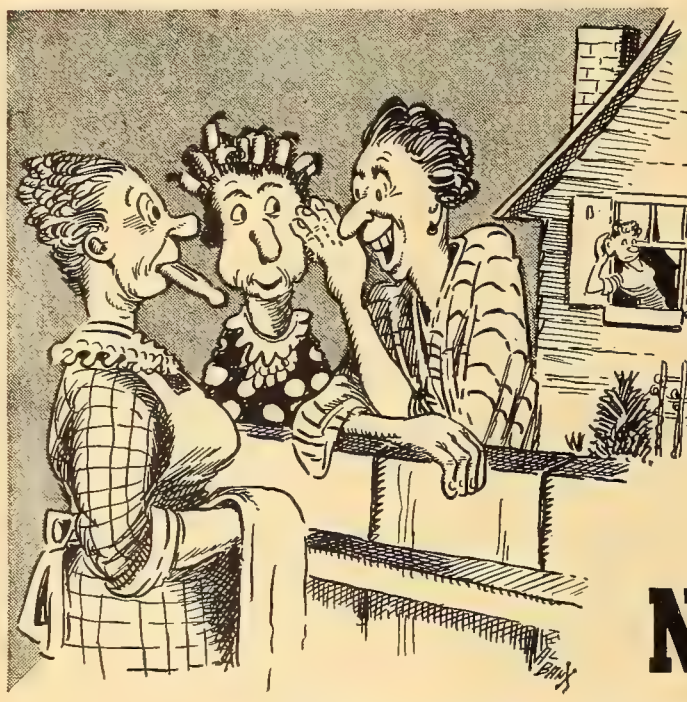
WLW SCHOLARSHIPS
Ten Students to Get Awards At Music College

TEN $100 radio scholarships, offered jointly by the educational department of WLW, Cincinnati, and the Cincinnati College of Music, were announced Sept. 29. The scholarship awards provide one year's tuition in residence at the college in three out of four radio courses—radio production, acting, announcing and sound effects engineering.

The scholarships are to be awarded on the basis of auditions held early in October at the WLW studios. The faculty of the radio department of the College of Music is headed by Uberto Neely, assistant conductor of the college symphony orchestra and a member of the WLW musical staff. Others on the faculty include Arthur Radkey, also of WLW, assistant director; Harold Carr, WLW production manager; James Leonard, staff announcer; Don Winget Jr., WLW sound effects engineer.

Acquires Film Rights

TELEVISION and film rights to the Judge Priest stories, written by Irving Cobb, have been acquired by Charles E. Ford, Hollywood independent motion picture producer. Ford was formerly associated with Jerry Brandt in formation of Pyramid Pictures Corp. which is to make the *Scattergood Baines* series for RKO release.



News!

Back fence gossip is always well covered, but no more thoroughly nor completely than WTAG's news broadcasts cover Central New England homes — *containing 1,014,400* people.* No other station features Central New England news, and no other station offers an entree to the buying wealth of this important market.

**Details upon request*



WTAG

WORCESTER

NBC BASIC RED AND YANKEE NETWORKS

EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

WOW

590 Kilocycles

John J. Gillin, Jr., Mgr.

★ On the NBC Red Net ★

OMAHA, NEBRASKA

WMAZ Gets New Grant Pending New Allocations

SPECIAL temporary authority to operate unlimited time on 1180 kc. with 5,000 watts day and 1,000 watts night, for one month "pending the allocation of new facilities" was given WMAZ, Macon, Oct. 7 by Commissioner T. A. M. Craven, under FCC procedure placing him in charge of such operations for the month. It was the first such grant since the FCC announced the proposed Havana Treaty allocations on Sept. 10, to become effective next March 29. WMAZ, now operating until 9 p.m. on 1180 kc., is slated for assignment on 940 kc. under the treaty, with fulltime possible through installation of directive equipment.

Maxwell House Title

GENERAL FOODS Corp., New York (Maxwell House Coffee), has changed the name of its weekly half-hour *Good News of 1940* to *Maxwell House Coffee Time*. Program continues to utilize 86 NBC-Red stations, Thurs., 8-8:30 p.m. (EST), with West Coast repeat, 8:30-9 p.m. (PST). Weekly show is centered around the Baby Snooks skit which features Fanny Brice in that role, and Hanley Stafford as Daddy. Other cast members are Mary Martin and Dick Powell, vocalists, with the latter also as m.c.; Meredith Wilson's orchestra; Maxwell House Chorus; and Don Wilson, announcer. Phil Rapp writes the show. Mann Holiner is Benton & Bowles producer, with Dave Elton representing NBC.

WHO PROFIT-SHARING PLAN

Palmers Create Trust Fund Based on Regular Percentage of Employe Salaries

COL. B. J. PALMER and his son, D. D. Palmer, president and vice-president respectively of Central Broadcasting Co., operating WHO, Des Moines, have announced a profit-sharing plan for all regular employes excluding officers and directors.

The plan is unique in that the company has entered into a trust agreement with Central National Bank & Trust Co., Des Moines, by which the bank becomes trustee of a trust fund which the company will create. On Sept. 1 the company paid to the trustee an amount equal to 10% of regular salaries for August. A like payment was made on Oct. 1 and like payments will continue each month at the same rate until the rate is changed by the board of directors of the company. No immediate change in rate is contemplated; but if and when made it will be determined by earnings, hence may be higher or lower than the prevailing rate.

Withdrawing Funds

Once a payment is made to the trustee, the funds cease to be under any jurisdiction of the company and are wholly under control of the trustee for the account of the individual employes whose names will be reported to the trustee each month with the amount paid for the account of each employe.

Withdrawals may be made from the trust fund under certain conditions: (1) any employe who leaves the employ of the company for any reason whatever may receive his proportionate share of the trust; (2) upon the death of an employe said employe's share is payable to his or her named beneficiary; (3) any employe after reaching the age of 55 may withdraw all or from time to time any part of the amount held for his benefit by the trustee; (4) prior to age 55 and after the funds have been held by the trustee for five years or more, any employe may make application to the board of directors of the company for withdrawal of all or part of moneys to his credit in the trust fund, citing full reasons for the proposed withdrawal; and if the application is approved the trustee will make payment accordingly.



B. J. Palmer



D. D. Palmer

No employe can make any disposition of his or her interest in the trust fund until actual cash payment has been made by the trustee, and in case of bankruptcy he loses any control over his share and in that case the trustee has sole charge of said share for the benefit of the bankrupt only.

In view of the fact that service with the armed forces of the Government is interpreted by the company as leave of absence, the status of any employe absent from duty for that reason will remain static so far as the trust is concerned.

Central Broadcasting Co. has paid a Christmas bonus for several years past to all regular employes with more than a year's service. The base for determining the amount for each employe is a percentage of a year's salary as follows: 10% to employes serving five years or more, 9% for 4 years service, 8% for 3 years, 6% for 2 years and 5% for one year.

It is the intention of the Palmers that the profit-sharing plan shall be in addition to the Christmas bonus, which is an outright lump sum cash payment.

Planters Nut on Coast

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa., made its debut as a network advertiser Oct. 4 when it started the half-hour program *What's On Your Mind* on nine CBS Mountain and Pacific coast stations to advertise Planters Peanuts and Peanut Oil. The program, heard Fridays, 7:15-7:45 (PST), p.m., brings to the microphone persons with unusual stories to tell or ideas to expound. Raymond R. Morgan Co., Hollywood, handles the account. Stations are KNX, Los Angeles; KLZ, Denver; KSL, Salt Lake City; KARM, Fresno; KOIN, Portland; KSFO, San Francisco; KIRO, Seattle; KVI, Tacoma; KFPY, Spokane.

You always get your limit whether it's hunting in North Dakota or advertising on



KFYR

. . . here's an invitation to do both!

NBC Affiliate
550 Kilocycles

Meyer Broadcasting Company

5000 Watts Day
1000 Watts Night

BISMARCK, NORTH DAKOTA

JOHN BLAIR & CO., *National Representatives*

Du Mont Video Antenna Has Winch Attachment

AN AERIAL mast with a winch attachment that will permit its being lowered into the derrick-like base for repairs or alterations is an outstanding feature of the antenna recently erected atop 515 Madison Ave., New York, for use in transmitting the television signals of W2XWV, Du Mont video station which expects to begin regular operation before Jan. 1. The transmitter is now being built and will shortly be installed on the 42d floor alongside the studios.

The 50-foot steel mast, surmounting a 100-foot base on the roof of a 42-story building, has its tip some 650 feet above the sidewalks of New York. Through the winch arrangement it can be lowered so that engineers standing on the top platform of the base can make repairs or alterations on the aerial as called for by the experiments with various types of aerials for both vertical and horizontal polarization which the company is planning. Aerials will be equipped with de-icers, heating elements within the aerial rods.

Convention Coverage

TO OWNERS of television receivers NBC has sent a folder, "The Eyes Have It", describing NBC's television coverage of the national political conventions and the reactions of set-owners to those telecasts. With the folder went a letter explaining that while "there's still a lot of work to be done (in moving the video station to its new frequency) we're pushing it."

Plans Are Announced by NBC For Video Center in Capital

Wardman Park Hotel to Serve as Site of Studio and Transmitter; Program Relay Projected

PROMISING regular television service to the nation's capital, NBC on Oct. 3 announced plans to establish a "television center" in Washington. The announcement that the network would begin construction of its second video station, to become a key in a projected television network, as soon as FCC approval is given the site came immediately after NBC President Niles Trammell had signed a lease for station and studio facilities in Washington's Wardman Park Hotel.

Selection of the hotel site presumably rounds out the FCC's Aug. 2 grant authorizing the new station, W3XNB, to operate on Channel No. 2 with 1,000 watts power for both visual and aural transmission.

Program Plans

Representing an estimated $150,000 to $200,000 overall cost, the new Washington television center will provide the capital with its first visual broadcast service since cessation of the Jenkins mechanical television experiments about a decade ago. NBC plans not only to present televised coverage of sports and special events to Washington viewers, but also dramatic productions identical with those presented on the network's original New York video outlet, W2XBS. And when relay facilities are developed, NBC plans to feature coverage of Washington events on a syndicated basis for other parts of the country.

The lease covers space for television studios, transmitting equipment and permission to erect an antenna tower. The Wardman Park facilities have drawn enthusiastic approval of NBC executives. The location of the hotel along Rock Creek Park in the middle of the newer residential section of the city is regarded as ideal. Also it was found that the stage of the Wardman Park Theatre, an integral part of the hotel building, has virtually the identical dimensions of the television stage of the New York studios. With this in mind it is foreseen that the entire casts and properties of New York productions can be brought to Washington and a duplicate of the New York shows presented with a minimum of revised settings and actors' positions on the stage.

Chief reliance on live program material in Washington is to be placed on Governmental activities and remote coverage of special events, with a mobile television unit to pick up the events newsreel fashion. NBC's plans call for installation of a 1,000-watt television plant, with visual and sound transmitters. The main studio will be the 500-seat Wardman Park Theatre, which has a stage approximately 30 x 50 feet. A film-scanning studio also is to be built in the hotel.

Washington is regarded as an ideal experimental center for television. With over 100,000 Government employes in the city, practically all drawing "white collar" salaries, the per capita income of residents is one of the highest in the country. Residents also are regarded by credit firms as among the best-paying installment buyers. Both these economic factors are of interest to television operators and manufacturers.

Source of Material

"We chose Washington as the site of our second experimental television station for several reasons," commented Mr. Trammell. "In broadcasting we find the nation's capital to be of vital importance in our service to a nation of listeners. It is only reasonable to assume that Washington eventually will also be an important source of interesting material for tomorrow's nationwide television network.

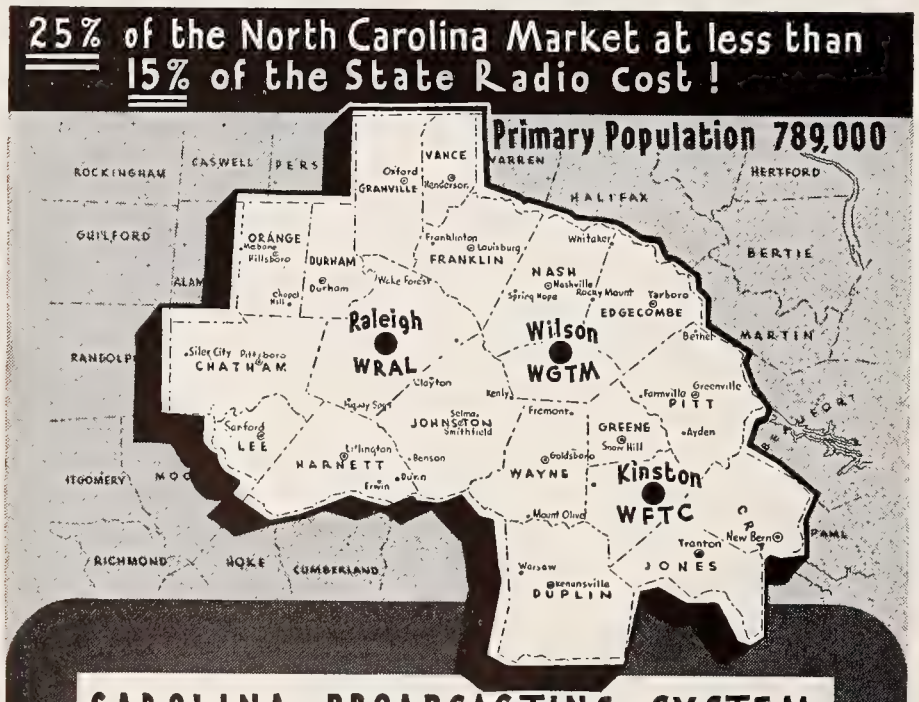
"We hope also to make Washington the originating point of a television service that will link the national capital with Philadelphia and New York City. An automatic relay developed by RCA promises to provide a satisfactory means for interconnection. When such relays are established, we will be able to experiment with the problems of television program syndication. Then it will be possible for televiewers in Washington, Philadelphia and New York to see events from any of the three cities. For the immediate future, however, we must content ourselves with carrying forward a broad program of experimental work here in Washington, laying particular emphasis on the artistic and technical problems involved in televising programs of governmental and national affairs."

Washington also may get a second television station, since Allen B. DuMont Laboratories on July 20 [BROADCASTING, Aug. 1] received a grant for a 1,000-watt video outlet on Channel No. 1. However, no DuMont plans for building the station have been announced.



VISUAL BROADCAST service definitely appeared on the horizon for residents of the nation's capital when NBC on Oct. 3 announced plans for opening television studios in Washington's Wardman Park Hotel. The projected visual broadcast station will be NBC's second, and Washington's first since a decade ago with the demise of the Jenkins experimental operations in mechanical television. Signing the lease for Wardman Park Hotel quarters, including the Wardman Park Theatre, which will become a large video studio, are (l to r) Niles Trammell, NBC president, Alfred H. Morton, NBC vice-president in charge of television, and Thomas D. Carson, president of Washington Properties Inc., representing the hotel interests.

25% of the North Carolina Market at less than 15% of the State Radio Cost!



CAROLINA BROADCASTING SYSTEM
Affiliated with Mutual Broadcasting System

NORTH CAROLINA'S BUSINESS IS GOOD!

Franchise, income, sales and beverage tax collections in North Carolina in July and August, 1940, were 6.1% greater (at same rates) than in July and August, 1939.

That means that Tar Heels are doing more business, making more money, spending more and living better.

GET YOUR SHARE OF THIS INCREASED BUSINESS THROUGH WRAL—WGTM—WFTC—THE HEART OF EASTERN CAROLINA!

Contact GILL MURRAY, Gen. Mgr. WRAL, Raleigh, N. C., or Sears & Ayer, NEW YORK, CHICAGO.

GOOD BYE
To Distribution Worries If You Take This
GOOD BUY
In Spot Radio
Home Town Editor
4:30-4:45 p.m., Mon., Wed., Fri.
5,000,000 AUDIENCE
Guaranteed Distribution and Display of Your Products in 1500 Retail Outlets
NORTH CENTRAL
(Minnesota, No. & So. Dakota)
BROADCASTING SYSTEM
Empire Bank Bldg., St. Paul, Minn.

'Juke Box' Action Is Filed by NAPA

Artists Would Restrain Use Of Nickel Phonographs

THE NATIONAL Assn. of Performing Artists, having already instituted suits against broadcasting companies to prevent them from playing phonograph records unless the recording artists are paid, is now directing its attention for the first time toward the distributors and renters of the nickel-in-the-slot phonographs. On Oct. 4, in Philadelphia, Maurice J. and Herbert A. Speiser, counsel for NAPA, filed three suits in Common Pleas Court against three distributors of "juke boxes" and one restaurant proprietor renting a phonograph.

The defendants named in the suits are: Edward Klein, trading as the Premier Automatic Music Co.; Irwin Newman, trading as the Modern Music Machine Co., and Maurice Finkel and Alexander Weiss, trading as the High Point Amusement Co., joined with Ida C. Rosenblut, trading as the Gay Nineties, a center city cafe. James J. Walker and Fred Waring, president and vice-president, respectively, of NAPA, joined in filing the suits as trustees for the association.

Seeks Split of Profits

The bill in equity, essentially the same in each suit, is designed either to break the "juke box" business or make it split profits with the recording artists who make the phonograph records.

It is charged there are 300,000 "juke boxes" in the nation and that the revenue from them is between $175,000,000 and $200,000,000 a year. Each machine earns upward to about $10 a week and the money is split, they said, by the distributor of the machines and the persons in whose establishments the machines are set up.

Similar suits were instituted against broadcasting stations Sept. 19 in Philadelphia Common Pleas Court, seeking an injunction against KYW [BROADCASTING, Oct. 1].

KRKO Gets Renewal

REVERSING its proposed decision of last June, the FCC Oct. 9 announced that it had granted the application of KRKO, Everett, Wash., for renewal of its license and for voluntary assignment from Lee E. Mudgett to the Everett Broadcasting Co., Inc. It did not take final action, however, on the application insofar as it sought unlimited time on 1370 kc., which was held in abeyance pending decision on the application of KEVR, Seattle, to change frequency from 1370 to 1420 kc. The station operates with 50 watts, but was granted a construction permit to move, install new equipment and increase its power to 100 watts night, 250 watts local sunset, sharing with KEVR.

S. C. JOHNSON & SON Inc., Racine, Wis. (Wax-O-Namel), the week of Oct. 21 will use BMI music exclusively on its daily 8:30-8:45 a.m. *A Brighter World* program on WBBM, Chicago. Selections from the Standard Library Service will be used. Needham, Louis & Brorby, Chicago, handles the account.

EVERYTHING WRONG
KABC Hits a Bad Day When Mistakes Prevail

KABC, San Antonio, on Sept. 20 observed its own individual "Black Friday". With the station scheduled to broadcast dedication ceremonies of the new Alamo Stadium, the KABC continuity department worked like nailers to complete copy for the dedication and double-header football game which followed. In the midst of this travail a new program, to take the air the same night, was dropped in the continuity writers' laps. In the rush and bustle the name of another sponsor popped up twice in continuity for the new program—and went on the air that way. The new sponsor was hopping mad.

Dave Young, handling commercials for the Smith Motor Sales evening newscast, transcribed his plugs in order to get to the stadium to handle a sportscasting assignment. The transcription backtracked. And another sponsor started kicking. Then just to top off the day, the p.a. system at the stadium created such a feedback the parabolic pickup of dedication speeches was all but ruined.

Fruit Industries Spots

FRUIT INDUSTRIES Ltd., Los Angeles (F I Brand wine), through Brisacher, Davis & Staff, that city, on Oct. 4 started for 10 weeks using daily one-minute transcribed dramatic announcements on WJW, Akron. Firm is also currently using 10 similar spots weekly on KFEL, Denver.

HOW LAPP DOUBLED THE STRENGTH

OF THE PORCELAIN COMPRESSION CONE, WITHOUT CHANGING DIMENSIONS, WALL THICKNESS OR WEIGHT

The advance of modern industrial science has been achieved largely through making minute changes in physical or chemical form to effect tremendous changes in performance characteristics. Consider the matter of steel. *If you know how,* you can take a pound of common nails, add about ⅛ ounce of carbon and make tool steel with double the tensile strength and five times the hardness. • • • As pioneers in radio tower insulation, Lapp men had to develop whole new engineering conceptions. Recognizing early that the tremendous mechanical loads could be carried by porcelain loaded only in compression, they developed the porcelain compression cone for use in all types of footing and guy insulators. And, then, not content with their first efforts along these lines, they set out to improve the design—with the result that by changing slightly the contour of the cone, they *doubled the strength of the insulators.* • • • It's the *know-how* of Lapp engineers that has kept Lapp the dominant force in insulation for radio broadcast. Today, if you contemplate installation of a new transmitter, or modernization of present equipment, you can't afford not to consider Lapp for tower footing and guy insulators, for porcelain water cooling systems, for pressure gas-filled condensers.

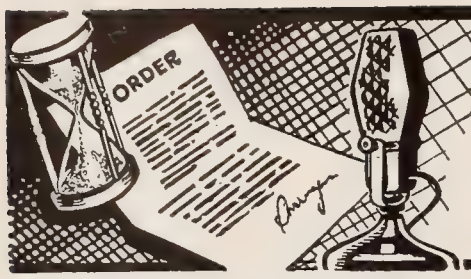


Left, early Lapp Compression Cone. Right, curved side compression cone—same dimensions, wall thickness and weight—twice the compression strength of the straight side cone—the design used in all footing and guy insulators (see below) since 1932.



LAPP

INSULATOR CO., INC., LE ROY, N. Y., U. S. A.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFBR, Baltimore

Benrus Watch Co., New York, 364 *sa*, thru J. D. Tarcher Co., N. Y.
Brown & Williamson Tobacco Co., Louisville (Wings), 36 *sa* weekly, thru Russell M. Seeds Co., Chicago.
Fels & Co., Philadelphia (soap), 45 *sp*, thru Young & Rubicam, N. Y.
Grove Labs., St. Louis (Bromo Quinine), 132 *sp*, thru J. Walter Thompson Co., N. Y.
Household Finance Corp., Chicago (loans), 52 *sp*, thru BBDO, Chicago.
International Salt Co., Scranton, Pa., 78 *sa*, thru J. M. Mathes Inc., N. Y.
Justrite Co., Rochester (bird seed), 39 *sa*, thru Richard A. Foley Adv. Agency, Philadelphia.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 104 *ta*, thru Joseph Katz Co.. N. Y.
Olson Rug Co., Chicago, 18 *t*, thru Presba, Fellers & Presba, Chicago.
Phila. & Reading Coal & Iron Co., 26 *sa*, thru McKee & Albright, Philadelphia.
Potter Drug & Chemical Co., Malden, Mass. (Cuticura soap), 624 *ta*, thru Atherton & Currier, N. Y.
P. J. Ritter Co., Bridgeton, N. J. (food), 26 *t*, thru Clements Co., Philadelphia.

WNEW, New York

General Motors Corp., New York (Chevrolet), 6 *ta* weekly, 2 weeks, thru Campbell-Ewald Co., Detroit.
Oakland Chemical Co., New York (Dioxogen face cream), 3 *sp* weekly thru Kleppner Co., N. Y.
Compagnie Parisienne, San Antonio (perfume), 7 *sp* weekly, thru Northwest Radio Adv. Corp., Seattle.
Dill Co., Norristown, Pa. (Espotabs), 13 *sa* weekly, direct.
Catspaw Rubber Co., Baltimore (rubber heels), 13 *sa* weekly, thru S. A. Levyne, Baltimore.
Westinghouse Electric & Mfg. Co., New York, 10 *sp* weekly, thru Fuller & Smith & Ross, N. Y.
S. A. Schonbrunn, New York (Savarin coffee), 3 *sp* weekly, thru Gussow-Kahn & Co., N. Y.
Gordon Baking Co., Detroit (Silver Cup bread), 6 *t* weekly, thru Barton A. Stebbins Adv., N. Y.

KOA, Denver

Lever Bros. Co., Cambridge (Spry), 11 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Plough Inc., Memphis (aspirin), 6 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.
Oyster Shell Products Co., New Rochelle, N. Y. (chicken feed), 52 *sa*, thru Brown & Thomas Adv. Corp., N. Y.

KHJ, Los Angeles

Superior Sea Food Co., Los Angeles, 20 *sa*, thru Hillman-Shane Adv. Agency, Los Angeles.
Reid, Murdoch Co., Chicago (Monarch coffee), 5 *sa* weekly, thru W. B. Ross & Associates, Los Angeles.
Brown Military Academy, Los Angeles, 12 participations, thru Lisle Sheldon Adv. Agency, Los Angeles.

WJZ, New York

Seeman Bros., New York (White Rose Tea), 5 *sp* weekly, thru J. D. Tarcher & Co., N. Y.

WIRE, Indianapolis

Stokely Bros. & Co., Indianapolis (food products), 5 *t* weekly, thru Gardner Adv. Co., St. Louis.
Richman Bros. Co., Cleveland (men's clothing), 6 *sp* weekly, thru McCann-Erickson, Cleveland.
National Biscuit Co., New York (Cubs cereal), 3 *sp* weekly, thru Lord & Thomas, N. Y.
Reid, Murdoch & Co., Chicago (Monarch foods), 2 *sp* weekly, thru Rogers & Smith, Chicago.
Vick Chemical Co., New York, 6 *sp* weekly, thru Morse International, N. Y.
Studebaker Corp., South Bend, Ind., 3 *t* weekly, thru Roche, Williams & Cunnyngham, Chicago.
General Electric Co., Indianapolis (Goldentone radios), 6 *sp* weekly, direct.
Beech-Nut Packing Co., New York (Beechies gum), 14 *ta* weekly, thru Newell-Emmett, N. Y.
Welch Grape Juice Co., Westfield, N. Y., 7 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Standard Oil Co. of Indiana, 14 *ta* weekly, thru McCann-Erickson, Chicago.
Peter Paul Inc., Naugatuck, Conn. (candy), 7 *ta* weekly, thru Platt-Forbes, N. Y.
Standard Brands, New York (Fleischmann's yeast), 14 *ta*, thru Kenyon & Eckhardt, N. Y.

WHK, Cleveland

Walgreen Co., Chicago (drug chain), 8 *sa*, thru Schwimmer & Scott, Chicago.
Commercial Credit Co., Baltimore, 65 *sp*, thru O'Dea, Sheldon & Canaday, N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 52 *sa*, thru Sherman & Marquette, Chicago.

WIP, Philadelphia

Beaumont Labs., St. Louis (4-Way tablets), 110 *sa*, thru H. W. Kastor & Sons, Chicago.
Ex-Lax Mfg. Co., Brooklyn, 134 *sa*, thru Joseph Katz Co., Philadelphia.

WCLE, Cleveland

Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 52 *sa*, thru Sherman & Marquette, Chicago.

WHKC, Columbus

Commercial Credit Co., Baltimore, 39 *sp*, thru O'Dea, Sheldon & Canaday, N. Y.

KFRC, San Francisco

Tea Garden Products Co., San Francisco (food), weekly *sp*, thru Brisacher, Davis & Staff, San Francisco.
Roma Wine Co., San Francisco, 2 *sp* weekly, thru Cesana & Associates, San Francisco.
National Funding Corp., Los Angeles (loans), 5 *sa* weekly, thru Smith & Bull, Los Angeles.
Insurance Management Co., San Francisco, weekly *sp*, thru Allied Adv. Agencies, San Francisco.
Lydia Pinkham Medicine Co., Lynn, Mass. (proprietary), *ta* series, thru Erwin, Wasey & Co., N. Y.
White Labs., New York (proprietary), *ta* series, thru H. W. Kastor & Sons, Chicago.
Electric Appliance Society of Northern California, San Francisco, *sa* series, thru Jean Scott Frickelton Agency, San Francisco.
Gas Appliance Society of Cal., San Francisco, 30 *sa*, thru Jean Scott Frickelton Agency, San Francisco.
Gardner Nursery Co.; Osage, Ia. (seeds), 12 *t*, thru Northwest Radio Adv., Seattle.
Book-a-Week Club, New York, 5 *t*, thru H. C. Morris & Co., N. Y.

WGN, Chicago

Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Vick Chemical Co., New York, 3 *sp* weekly, thru Morse International, N. Y.
Grove Laboratories, St. Louis (Bromo-Quinine), weekly *t*, thru Stack-Goble Adv. Agency, Chicago.
Tunis Johnson Cigar Co., Grand Rapids, Mich. (Van Dam cigar), 6 *sa* weekly, thru Spector-Goodman Adv., Chicago.
Sawyer Biscuit Co., Chicago (cookies & crackers), 6 *sa* weekly, thru Neisser-Meyerhoff, Chicago.

KFBB, Great Falls, Mont.

Creomulsion Co., Atlanta (proprietary), 104 *ta*, thru Harvey-Massengale, Atlanta.
Ford Dealers Adv. Fund, 7 *sa*, thru McCann-Erickson, Detroit.
Fuller Paint Co., San Francisco, 52 *ta* thru McCann-Erickson, San Francisco.
Russell Miller Milling Co., Minneapolis, 78 *sp*, thru N. W. Ayer & Son, N. Y.

WINS, New York

K. Arakelian, New York (Mission Bell wines) 60 *ta* weekly, 51 weeks (correct), thru Firestone Adv., N. Y.



"You've gotta admit I've got coverage."

Write for Map: Montana Broadcasters, Box 1956, Butte, Montana.

Pd. Adv.

WGAR, Cleveland

Packer's Tar Soap, New York, 12 *sa* weekly, thru Ivey & Ellington, Philadelphia.
Michigan Mutual Liability Co., Detroit (insurance), 6 *sa* weekly, thru Rickerd Inc., Detroit.
Justrite Co., Philadelphia (bird food), 4 *sa* weekly, thru Richard A. Foley Agency, Philadelphia.
S. C. Johnson & Son, Racine (Wax-o-Namel), 4 *sa* weekly, thru Needham, Louis & Brorby, Chicago.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 3 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
American Chicle Co., Long Island City (Beeman's gum), 4 *sa* weekly, thru Badger & Browning & Hersey, N. Y.
Wilson & Co., Chicago (Ideal dog food), 3 *sp* weekly, thru U. S. Adv. Corp., Chicago.
Hershel Cal. Fruit Products Co., San Jose (Contadina tomato paste), 2 *t* weekly, thru Aaron & Brown, Philadelphia.
Musterole Co., New York (proprietary), 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.
E. I. DuPont de Nemours Co., Wilmington (anti-freeze), 3 *sa* weekly, thru BBDO, N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 5 *sa* weekly thru Sherman & Marquette, Chicago.
G. T. Fulford Co., Toronto (Dr. Williams Pink Pills), 2 *sa* weekly, thru Street & Finney, N. Y.

WOR, Newark

Consolidated Cigar Corp., New York (cigars), 3 *sp* weekly, thru Erwin, Wasey & Co., N. Y.
Wheatena Corp., New York (Wheatena cereal), 3 *sp* weekly, thru Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati, 10 *t* weekly, thru Compton Adv., N. Y.
Pilot Radio Corp., Long Island City (Pilot receivers), weekly *sp*, thru A. Loeb Adv., N. Y.
Air Conditioning Training Corp., Youngstown, weekly *sp*, thru National Classified Adv. Co., Youngstown.
Hartz Mountain Products, New York (Bird and Pet products), weekly *sp*, thru George H. Hartman Co., Chicago.
B. T. Babbitt, New York (Bab-O), 3 *sp* weekly, thru Maxon Inc., N. Y.
Roma Wine Co., Fresno, Calif., 5 *sp* weekly, thru Bermingham, Castleman & Pierce, N. Y.
A. Goodman & Sons, New York (noodles), weekly *sp*, thru Al Paul Lefton Co., N. Y.
Beaumont Co., St. Louis (4-Way cold tablets), 3 *sa* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Modern Industrial Bank, New York, weekly *sp*, thru Metropolitan Adv. Co., N. Y.

WQXR, New York

Conti Products Corp., N. Y. (Conti's soap, shampoo and face cream), 5 *t* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Vick Chemical Co., Greensboro, N. C. (Vicks Vaporub and Vatronol), 5 *sa* weekly, 26 weeks, thru Morse International Adv., N. Y.

WHOM, Jersey City

Bilbara Publishing Co., New York (Movie Life magazine), *sa* series, 13 weeks, direct.
Petri Cigar Co., San Francisco (Van Camp and La Natividad cigars), 6 *sp* weekly, thru Piedmont Agency, N. Y.

KFI, Los Angeles

Ford Motor Co., Dearborn, Mich. (motor cars), 7 *ta*, thru McCann-Erickson, Detroit.
Armand Co., Chicago (face powder), 65 *sa*, thru Russel M. Seeds Co., Chicago.

KYA, San Francisco

7-Up Bottling Co., San Francisco, 6 *sa* weekly, thru Allied Adv. Agencies, San Francisco.
Vitax Dog Food Co., San Francisco (pet food), weekly *sp*, direct.

Radio Advertisers

FIVE large Indianapolis stores have been signed by WIRE as regular advertisers. L. S. Ayres Co., recently started a daily news period 5:30-5:45 p.m. H. P. Wasson & Co. is using spot announcements. William H. Block Co., in addition to morning newscasts, resumed its Saturday morning *Children's Hour*, competitive amateur performances, and its Saturday afternoon *High School Scholarship Hour*. L. Strauss & Co., started *College Circle*, featuring Louise Edwards, Sunday 12-12:15 p.m. George J. Marott Shoe Co., continues the nightly organ and song program featuring Dessa Byrd and Dick North, vocalist.

BREMMEN BROS., Chicago (Elfin crackers), on Oct. 1 started five-weekly station-break announcements on WGN, Chicago. Contract is for 52 weeks. Firm in addition is using daily spot announcements for 26 weeks on WLS, same city. McJunkin Adv., Chicago, handles the account.

JOHN B. CANEPA Co., Chicago (Red Cross marcaroni products), on Oct. 9 started a 13-week schedule of half-hour variety programs, *Melody Street*, featuring Harold Stokes' orchestra and guest soloists on WGN, Chicago, Wednesday, 7-7:30 p.m. (CST). Show is being fed on MBS lines to WKRC, Cincinnati. J. Edward Long. Adv. Agency, handles the account.

BEAUMONT Co. (sub. of Grove Labs.), St. Louis, Mo. (4-Way cold tablets), on Oct. 7 started a 26-week schedule of one-minute transcribed announcements on 95 stations. Contracts were placed through H. W. Kastor & Sons, Chicago.

POLLACK & NIELSON, Chicago (Winser clothes), on Sept. 29 started a weekly quarter-hour musical program on WIND, Gary. Program for 13 weeks, Sunday 11-11:15 a.m., is handled by Norm Pierce. Firm started similar program Sept. 16 for 52 weeks on WAAF, Chicago, featuring Joel Douglas. Agency is Morris & Davidson, Chicago.

TWIN CITY SHELLAC Co., New York is using spot announcements on WMCA and WHN, New York, to advertise Dan-Lee floor polish and wax. It is sponsoring 3 announcements weekly on WMCA and one weekly on WHN. Contracts for one year with each station were signed by Devine Adv., New York.

AMERICAN CHICLE Co., Long Island (Chiclets), on Oct. 5 expanded its advertising schedule on WABC, New York, from daily minute and a half announcements, which it used one week, to a single quarter-hour news period weekly. Jack Knell, CBS announcer, tells the news Saturday afternoons prior to Ted Husing's broadcasts of football games on CBS. Agency is Badger & Browning & Hersey, New York.

NELSON BROS. Co., Chicago (furniture), consistent user of local radio, on Sept. 30 started *10:15 at the Blackhawk* in a six-weekly quarter-hour series on WGN, Chicago. Program originates at the Blackhawk Restaurant. Contract for 52 weeks was signed by George H. Hartman Co., Chicago.

HOTEL ABBEY, New York, has started a test campaign of news programs and transcription announcements on three New England stations. If the test succeeds in bringing business to the hotel more stations will be added, but probably not until the first of next year, to include most of the Atlantic Coast cities. Burke Publicity Bureau, agency handling the account, has lined up WORL, Boston, to carry a news program; WSPR, Springfield, and WNBC, New Britain, for the announcements.

QUAKER OATS Co., Chicago, which has advertised its cereal products in Puerto Rico for several years, is continuing to do so with the Spanish program *Murder in 400* which it recently bought from the Script Library, New York. Program in 26 episodes will start in October on WKAQ, San Juan. Translation is being made by National Export Adv., New York, which handles the account.

FITZPATRICK BROTHERS, Chicago (soap & soap flakes), on Sept. 30 renewed its six-weekly quarter-hour *Meet the Missus* program on WBBM, that city, for 52 weeks. Program features Tommy Bartlett. Neisser-Meyerhoff, Chicago, is the agency.

FLAMINGO SALES Co., Los Angeles (nail polish), consistent user of spot radio, on Sept. 29 started for 52 weeks using three live announcements weekly on KFI, that city, and a similar number on KPO, San Francisco. In addition the firm is using six announcements weekly on KECA, Los Angeles. Agency is Milton Weinberg Adv. Co., Los Angeles.

McCOLL-FRONTENAC OIL Co. Ltd., Toronto, is bringing into Canada on CFRB, Toronto, the Fred Allen show sponsored by Texaco. Account was placed by A. McKim Ltd., Toronto.

Rival Expands

RIVAL PACKING Co., Chicago (Rival dog food), in September expanded its radio activities to include six-weekly temperature report announcements on WBBM, Chicago, and six-weekly ten-minute participation periods on the *Musical Clock* program of WCAU, Philadelphia. Both contracts are for 52 weeks. The company has had a daily early morning period on KDKA, Pittsburgh, for the last four years. Chas. Silver & Co., Chicago, handles the account.

ADOHR MILK FARMS, Los Angeles (dairy products), frequent user of radio time, is sponsoring a thrice-weekly quarter-hour informal quiz, program, *Flying Football*, on KHJ, that city. Contract is for 13 weeks ending Dec. 25. Mike Frankovitch, sports commentator, conducts the series, interviewing football authorities on forthcoming games. Twice weekly part of the broadcast is devoted to football kicking contests, with high school students as participants, and prizes awarded. Thomas Conrad Sawyer is producer for Lord & Thomas, Hollywood, agency servicing the account.

EAGLE OIL & REFINING Co., Santa Fe Springs, Cal., (Golden Eagle gasoline), on a 26-week contract ending March 22, 1941 is sponsoring a thrice-weekly 10-minute news program, *Sports Reviews* with Braven Dyer, commentator, on KNX Hollywood. Current series devoted to football has a contest angle. First prize of $50 in cash and 99 other awards consisting of the sponsor's product, has the account.

PHONOLA RADIO Co., Kitchener, Ont. (radio receivers), has started a Sunday musical program with songs by Eddie Allen on CFRB, Toronto. Account was placed by Richardson-Macdonald Adv. Service, Toronto.

THRIFTY DRUG Co., Los Angeles (chain), a consistent user of Southern California radio, on Oct. 7 started for 52 weeks six early morning and seven evening 15-minute newscasts weekly on KFWB, Hollywood. Firm on Sept. 29 started sponsoring a six-weekly quarter-hour news analysis program, *Inside the News*, on KFI, Los Angeles, under a 52-week contract, and also currently sponsors, five times a week, a 15-minute newscast on KECA, that city. In addition, Thrifty is using spot announcements, on a scattered schedule, on KFI KECA KHJ KNX KFVD KMTR KGFJ KIEV. Milton Weinberg Adv. Co., Los Angeles, is agency.

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Nine words—defining a basic principle that for eight years has permeated the work of the John Blair organization in its relations with advertisers, agencies and radio stations.

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO	NEW YORK	DETROIT	ST. LOUIS	LOS ANGELES	SAN FRANCISCO
520 N. Michigan Ave.	341 Madison Avenue	New Center Building	455 Paul Brown Building	Chamber of Commerce Bldg.	608 Russ Building
SUPerior 8659	Murray Hill 9-6084	Madison 7889	Chestnut 4154	Prospect 3584	Douglas 3188

BOOK-A-WEEK CLUB, New York, has been using five-minute transcriptions five times weekly for several weeks on WHDH, Boston, and WCPO, Cincinnati, to describe its services and attract members. Agency is H. C. Morris & Co., New York.

COOK COUNTY Distributors, Chicago (used cars), on Oct. 6 started a weekly quarter-hour series, *Tod Hunter's News Review*, on WBBM, Chicago. Program is heard Sunday, 11-11:45 a.m. Account was placed direct.

HUB DEPARTMENT STORE, Steubenville, O., has contracted for 52-week sponsorship of two United Press news programs daily on the new WSTV, Steubenville, effective Oct. 22, when the station is scheduled to open officially.



A CORSAGE to assuage the agonies of fatherhood goes to Charlie Fisher (right), manager of the Kansas City Bond Clothing Stores. Sam H. Bennett, sales director of KMBC, Kansas City, does the honors in pinning the doilied bloom on the lapel of the recent papa. The corsage came from Walter J. Neff, president of Neff-Rogow Agency, New York. Concurrently celebrated was the first anniversary of Bond's sponsorship of a KMBC newscast, placed by Neff-Rogow.

SUPREME BAKERY Co., Los Angeles (Town Talk Bread), has started sponsoring a six-weekly quarter-hour newscast on KECA, that city. Program features Pat Bishop as commentator, and contract is for 52 weeks, having started Sept. 30. Firm also uses spot announcements on KNX, Hollywood, and contemplates using other radio during late fall. Agency is Olian Adv. Co., St. Louis.

KAVANAGH FOODS Ltd., Toronto (Toasted Prairie Nuts), started Oct. 1 a weekly transcribed quarter-hour program *The In-Laws* on CHSJ, St. John, N. B., and CHNS, Halifax. Account was placed by Richardson-Macdonald Adv. Service, Toronto.

SALERNO-MEGOWEN Biscuit Co., Chicago (cookies), on Oct. 6 started a weekly quarter-hour program *The Kick Off* on WGN, Chicago. Bob Elson, sports announcer, gives intimate slants and inside information on the plays and players, as well as predictions. Program is heard Saturdays just preceding broadcasts of college football games. Agency is Schwimmer & Scott, Chicago.

ASSOCIATED GROCERY Industries Council, Chicago, comprising 1,262 independent grocers in the Chicago area, on Oct. 1 started *Your Friendly Grocer* thrice-weekly quarter-hour early morning show on WBBM, Chicago. Tom Moore, heard on the CBS Sunday feature *Design for Happiness* is m.c. Agency is Newby, Peron & Flitcraft, Chicago.

WGN, Chicago, on Oct. 3 started one-minute spot announcements thrice-weekly on the *June Baker Home Management* program for Nestle's Milk Products, New York (Nescafe). Contract is for 13 weeks. Agency is Leon Livingston Adv., San Francisco. Henry C. Lytton & Sons, Chicago (The Hub), on Oct. 12 started *The Boys' Parade*, a weekly half-hour boys' program which originates at the company's downtown store Saturdays, 9-9:30 p.m.

ROOS BROTHERS, San Francisco (clothing store chain) on Oct. 7, started sponsorship of *Who Done It?* murder drama with audience participation on KFRC, San Francisco, Tuesdays—8:30-9:00 p.m. (PST). Account placed through Lord & Thomas, San Francisco.

CANNELL & CHAFFIN, Los Angeles (decorators), seasonal user of spot announcements, through Heintz, Pickering & Co., that city, has started a weekly half-hour panel discussion program, *So You Think You Know History?* on KMPC, Beverly Hills, Cal. Contract is for 13 weeks, having started Sept. 29. Clete Roberts presides over the discussion, which is conducted by three well known Southern California college professors. Alan Cameron produces.

POSTAL UNION Life Insurance Co., Hollywood (insurance), new to radio, and placing direct, in a test campaign is sponsoring twice-weekly Homer Griffith's *Friendly Philosopher* program on KFI, Los Angeles. Contract is for 13 weeks, starting Oct. 14.

CANADIAN CANNERS, Hamilton, Ont. (canned foods), on Oct. 14 started a thrice-weekly dramatized transcribed spot announcement campaign on nine Canadian stations, with gift offer tieup. Account placed by Russell T. Kelly Ltd., Hamilton.

NATIONAL HOME PRODUCTS Co., New York (KM cleanser), on Oct. 7 started a thrice-weekly series titled *Know Yourself* on WMCA, New York, in the 8:15-8:30 p.m. period vacated on that date by the news programs of Elliott Roosevelt, who has given up radio work to join the Army. The program is conducted by Harry Balkin, who analyzes the vocational capabilities of the radio audience and the personalities of people in the news. Agency is J. W. Pepper, New York.

DR. L. D. LEGEAR MEDICINE Co., St. Louis (Nicotine Kamala pills & Poultry Worm Powder), on Sept. 30 started a 13-week thrice-weekly quarter-hour transcribed series on WLW, Cincinnati, and WDZ, Tuscola, Ill. On the same date it started a 26-week schedule of six-weekly quarter-hour *News Roundup* programs on XEAW, Reynosa, Mexico, replacing is *Melody Roundup*, hillbilly show which had been on the station a year. Cramer-Krasselt Co., Milwaukee, is agency.

CALIFORNIA COMMERCIAL College and McKay Business College, Los Angeles, new to radio, through Ted Dahl Adv. Agency, has started using thrice-weekly participations in Al Jarvis' recorded *Make Believe Ballroom* on KFWB, Hollywood, and a similar number each week in the *Andy and Virginia* program on KMPC, Beverly Hills, Cal. Firm also uses 20 transcribed one-minute announcements weekly on KMTR, Hollywood.

BIG STORE YIELDS
Hecht Co. Enters Radio With Baukhage Series

IT TOOK David Stein, radio director of Kal Advertising, Washington, D. C. agency, five years to persuade The Hecht Co., major department store of the capital city, to utilize radio as a primary medium. He consummated in early October a deal whereby Hecht, which also operates a big store in Baltimore, will sponsor Baukhage, noted NBC commentator, locally over WRC nightly except Sundays from 6:30 to 6:40 o'clock starting Oct. 28. This is the first such feature ever to be purchased by a Washington department store, and is believed to be one of the first sponsor tieups of its kind in radio.



Baukhage

Baukhage (H. V. Baukhage) is a newspaperman of long experience, and during the first week in October has been doing a personal appearance in the local Palace Theater in connection with the showing of the film "Foreign Correspondent". He formerly was a newspaper correspondent in Paris and London, and early in the present war visited Berlin as an NBC commentator. In early October he gave a series of lectures in various Pennsylvania cities.

Dr. Lambert Resumes

DR. J. E. LAMBERT Ltd., Montreal (proprietary), has resumed its radio activities with the quarter-hour transcribed *Memoirs of Dr. J. E. Lambert*, in French and English, for 26 weeks on 18 Canadian stations. The English program is heard weekly on CBM, Montreal; CHNS, Halifax; CJCB, Sydney; CJLS, Yarmouth; CFCY, Charlottetown; CKCW, Moncton; CHNC, New Carlisle; CKGB, Timmins; CKSO, Sudbury; CKOC, Hamilton; CKCL, Toronto. The French program is presented twice-weekly on CKAC, Montreal, and recorded there for CHRC, Quebec; CBJ, Chicoutimi; CKCH, Hull; CHNC, New Carlisle; CKSO, Sudbury; CKGB, Timmins. Agency is J. E. Huot, Montreal.

Soble's Amateurs

ROYAL CANADIAN TOBACCO Co., Toronto, on Oct. 13 started *Ken Soble's Amateurs* on CFRB, Toronto; CBL, Toronto; CFRC, Kingston, Ont.; CKCO, Ottawa; CFCF, Montreal; CHML, Hamilton, Ont., and in French on CKAC, Montreal; CHRC, Quebec; CHLN, Three Rivers, Que.; CHLT, Sherbrooke, Que., Sunday, 12:30-1 p.m. (EDST). Repeats on transcriptions are carried the following Sundays on CFCN, Calgary; CHSJ, St. John, N. B.; CJRC, Winnipeg; CJOR, Vancouver. Agency is Metropolitan Broadcasting Service, Toronto.

ARTHUR GODFREY, conductor of the early-morning *Sun Dial* on WJSV, Washington, and a lieutenant commander of the U. S. Naval Reserve, on Oct. 27 will be m.c. of a CBS Navy Day broadcast. The CBS program is to feature addresses by Admiral Harold R. Stark, Chief of Naval Operations, and Secretary of the Navy Frank Knox.

National Defense Program brings 25,000 new people and hundreds of thousands of dollars to Savannah area. We sell this market . . . at the lowest per person cost of any medium.

RED NBC BLUE

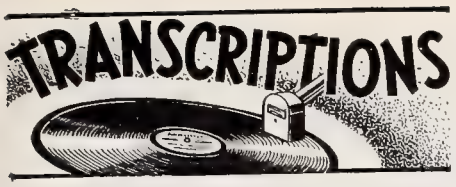
WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

TO DETROIT MARKET
TO JUST ANY PLACE

DON'T GET LOST
at THE CROSSROAD!

Take the right road to complete coverage of the great Detroit market via CKLW! This station's 5,000 watt power, day and night insures strong, clear coverage to the farthest reaches of this important area. Our program showmanship, alertness to local trends, and live-wire community spirit means a big, loyal audience among the able-to-buy families you want to reach. If you want the right road to complete, thrifty coverage of America's 4th market, you want CKLW!

CKLW
5000 WATTS DAY and NIGHT • CLEAR CHANNEL
Representative: Joseph Hershey McGillvra
MUTUAL BROADCASTING SYSTEM



STANDARD RADIO announces the following new and renewal subscribers to its Standard Program Library Service: WBNY, Buffalo; WDGY, Minneapolis; WHDH, Boston; KYAN, Cheyenne; KTKC, Visalia, Cal.; WIZE, Springfield, O.; KFOX, Long Beach, Cal.; WDAE, Tampa.

GRAND-MELVILLE Co., Hollywood radio production unit, has established offices at 8782 Sunset Blvd., that city. C. C. Beem is manager, with C. E. Melville as executive producer. Steven Wilkinson is program director.

EARNSHAW RADIO PRODUCTIONS, and Earnshaw-Young has moved its offices from downtown Los Angeles, to 1675 N. St. Andrews Place, Hollywood.

WCNW, Brooklyn, has signed Federal Transcribed Programs Inc., New York, to make a series of 13 quarter-hour transcriptions on Pan-American travel which it is offering to other stations. Selling point is that stations will be able to get steamship companies and travel bureaus to sponsor the series. Clive Davis, WCNN news commentator, does the narrations. Series was to start on WCNW Oct. 15.

ERECTION of a synchronous booster station in Wilkes-Barre, Pa., is proposed in an application filed with the FCC Oct. 8 by WBRE of that city. The station seeks a construction permit for the booster to be operated on 1310 kc. with 100 watts unlimited time, synchronous with the present 250-watt WBRE transmitter on that frequency.

COLUMBIA RECORD APPOINTS MURRAY

JAMES W. MURRAY, whose background in the phonograph record industry includes seven years in Japan, has been appointed executive vice-president and general manager of Columbia Recording Corp., CBS subsidiary, according to Edward Wallerstein, president.



Mr. Murray

Entering the recording field in 1928 as comptroller of the old Columbia Phonograph Co., Murray left in 1932 to go to Japan as vice-president, treasurer and director of Nipponophone Co. Ltd., Japanese record manufacturer. When the company was sold in 1935 to Japan Industries Co., largest holding company in the Orient, Murray became managing director of Nipponophone and advisor to the holding company in general affairs.

The following year he returned to America to negotiate the merger between Nipponophone and the RCA Victor Co. of Japan, subsequently becoming managing director of the combined companies. Resigning that position in 1939, he returned to New York as a representative of various foreign interests, which work he is now dropping to devote his full time to CRC. He will make his headquarters at the company's Bridgeport plant.

Gospel Series Returns

GOSPEL BROADCASTING, Assn., Los Angeles (religious), in early October started its sixth consecutive year of broadcasting and is sponsoring the weekly *Old Fashioned Revival Hour* on 145 Mutual-Don Lee stations, Sunday, 9-10 p.m. (EST), having added 75 new outlets to its list this fall. In addition the association is using transcribed versions of the program on 65 independent stations nationally. It is being shortwaved via WLWO, Cincinnati, to South America, having started Oct. 13 for 52 weeks. The program is also released in transcribed form on CJCX, Sidney, Nova Scotia; HP5K, Colon, Panama; HCJB, Quito, Ecuador; KZRH, Manila, and in Havana, Puerto Rico as well as Honolulu. R. H. Alber Co., Los Angeles, is agency.

IRNA-Net Group

(*Continued from page 24*)

in this direction has been requested. Affiliates were asked to make recordings and notify the committee of instances where they think such courtesies are being abused.

Similarly stations were requested to keep their affiliate committees informed regarding station-break and trailer announcements, and to make recordings of instances which appear to depart from the new trailer practice. The negotiating committees, it was emphasized, wished to follow up this development and support the networks in efforts to work out the problem with advertisers.

Appreciation also was expressed to the networks on the manner in which they are giving increased recognition and credit to affiliates which carry sustaining programs of a public service nature. The networks now are mentioning their affiliated stations on such programs at rather frequent intervals.

Emphasis was placed upon the fact that affiliates can hardly expect networks to conform to standards different from those enforced by the affiliates in local business. Affiliates were asked to send their NBC comments to Mr. Morency and the CBS comments to Mark Ethridge. Members of the Executive Committee signing the Oct. 5 letter were Messrs. Rosenbaum, Morency, Campbell, Elias, Lounsberry, and H. K. Carpenter, WHK, Cleveland.

IF HITLER HAD WHAT EAST TEXAS HAS HE MIGHT? WIN THE WAR



KFRO
"Voice of East Texas"

. . . Yes sir, Longview is setting on top of the world's largest oil field; where 1,000,000 people live with *ready cash* to spend for the things they want to buy. That's why KFRO belongs on your next schedule.

For complete market information consult James R. Curtis, Longview, Texas, or our National Representatives.

COVER East Texas from the CENTER

WHOM's

(*New Western Electric*)

1,000 WATT TRANSMITTER NOW ON THE AIR

New York City's Outstanding Foreign Language Station

JOSEPH LANG, Mgr.
New York Office & Studios
29 W. 57th St., N. Y.

JACK BENNY CHARLIE McCARTHY "FIBBER McGEE & MOLLY"
"KRAFT MUSIC HALL" BOB HOPE "ONE MAN'S FAMILY"
KAY KYSER "INFORMATION PLEASE" "FITCH BAND WAGON"
EDDIE CANTOR BURNS & ALLEN "THE ALDRICH FAMILY"
"GOOD NEWS OF 1940" RUDY VALLEE ALEC TEMPLETON
"NATIONAL BARN DANCE" "CITIES SERVICE HOUR" "DR. IQ"
"VOICE OF FIRESTONE" H. V. KALTENBORN RICHARD HIMBER
FRED WARING "SHOW BOAT" "ESSO NEWS" and NUMEROUS OTHER FINE SHOWS

KYW is the Philadelphia Station which brings the Nation's Leading Programs (NBC-RED) to 8 1/2 Million Listeners in America's 3rd Market!

WESTINGHOUSE
KYW
"RED network station in PHILADELPHIA"
Represented by NATIONAL BROADCASTING CO

In Chicagoland
300,000 Lithuanians
Listen and Respond to
THE
LITHUANIAN
HOUR
Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily
• • •
A few facts:
1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.
• • •
for participation details, write
SALTIMIERAS
RADIO ADVERTISERS
6912 S. Western Avenue
Telephone: Prospect 4050
CHICAGO, ILL.

Record of Sponsor Radio Expenditures Shows Power of Medium, Karol Claims

"JUST TEN YEARS ago the total amount spent on network advertising was $19,000,000. Last year over $83,000,000 was spent for network facilities—an all-time high," John J. Karol, CBS market research counsel, told the Production Men's Club of New York Oct. 1, in an address on "Ten Years of Radio Research".



Mr. Karol

Pointing out that $83,000,000 is "neither hay nor a measure of businessmen's suppressed desire to get into the show business," Mr. Karol continued: "It is an investment of private capital, an investment that must be returned in full and with generous interest before there will be any reinvestment. For years there has not only been reinvestment but increased investment. The simple year-to-year record of expenditures of advertisers for radio broadcasting during the past ten years is perhaps the most convincing illustration of the effectiveness of radio advertising.

Food and Radio

"The food industry, for example, showed a 120 per cent gain in network radio during the past ten years and last year food advertisers spent $24,600,000 for network time alone. The percentage of gains for other industries are almost two striking to quote, so to be conservative let me give you a few dollar-volume figures of radio expenditures during the past five years: The big-three soap advertisers, for example—Lever Brothers, Colgate-Palmolive-Peet, Procter & Gamble—increased their buy of network time from $4,000,000 in 1935 to approximately $15,000,000 in 1939; the cigarette and tobacco industry increased from $3,400,000 in 1935 to $11,600,000 last year; and the drug and cosmetic industry, one of radio's largest users from the very first, has advanced year to year, going from $15,900,000 in 1935 to $22,400,000 in 1939. (As you know, many advertisers in this latter classification are not acceptable to the major networks.)

"In looking through the list of advertisers using our facilities in 1930 as compared with last year, we note a number of interesting changes. For example, ten years ago two categories of advertisers—radio set manufacturers and publications—accounted for about 30 per cent of our total revenue. Last year advertisers in these classifications amounted to less than 1 per cent of our total billing. On the other hand, the automobile industry in 1930 accounted for about ½ of 1 per cent of our revenue, whereas last year the automobile industry accounted for 6½ per cent of our billing, increasing from $31,000 to $2,200,000.

Got Going in 1930

"Daytime broadcasting was just getting under way in 1930. It amounted to slightly over $1,000,000, or about 1 per cent of our total revenue. Last year advertisers spent over $12,000,000 for CBS facilities prior to 6 p.m. and that amounted to over 35 per cent of our total revenue—in other words, over 1000 per cent increase in daytime broadcasting on CBS. Daytime advertising was considered highly experimental ten years ago and even certain nights of the week were considered poor. For example, Sunday night was thought to be an off-night in radio until it was popularized by Chase & Sanborn with Eddie Cantor, Major Bowes and other headliners. Current surveys indicate that Sunday evening is the peak of the week in terms of sets in use. Another interesting point is that advertisers shied away from program competition in 1930, whereas the recent Crossley reports indicate that six out of the ten leading hour programs compete directly with one another.

Typical

FAVORITE program of the typical American family is *Your Hit Parade*, which American Tobacco Co. sponsors on CBS each Saturday night for Lucky Strikes. At least that's the choice of the Albert H. Karges family of Evansville, Ind., and this family — father and mother and two children, a boy 12 and a girl 8—was chosen the typical American family and spent a week living in the model FHA house at the New York World's Fair, with time off Saturday night to join the studio audience at their favorite program.

"Now what about radio programs ten years ago compared with today? What were some of the favorite programs in 1930? Head and shoulders above the rest were *Amos 'n' Andy*, with a popularity rating that has been exceeded only once since that year. Other leaders in approximate order of their popularity, were the Squibb program with Will Rogers, the *Fleischman Hour* with Rudy Vallee, the *Palmolive Hour* with Olive Palmer and Paul Oliver, the *Collier's* program, the *General Electric Hour* with Floyd Gibbons, the General Motors program with Don Voorhees, the *Lucky Strike Hour* with B. A. Rolfe's orchestra, the *Ever Ready Hour, Real Folks, Maxwell House, Cities Service, Atwater Kent, Armstrong Cork, A. & P. Gypsies, Cliquot Club Eskimos*, and the *Interwoven Pair* with Jones and Hare.

"Many of the sponsors of these early favorites are still on the air but only two of these programs are still in substantially their original form—*Amos'n' Andy* and the *Cities Service Concert Hour*, and the latter has been cut to a half-hour program. Among other familiar programs on the air in 1930 were Kate Smith for La Palina, Floyd Gibbons for *Literary Digest, Seth Parker* and *Show Boat*, both sustaining programs at that time.

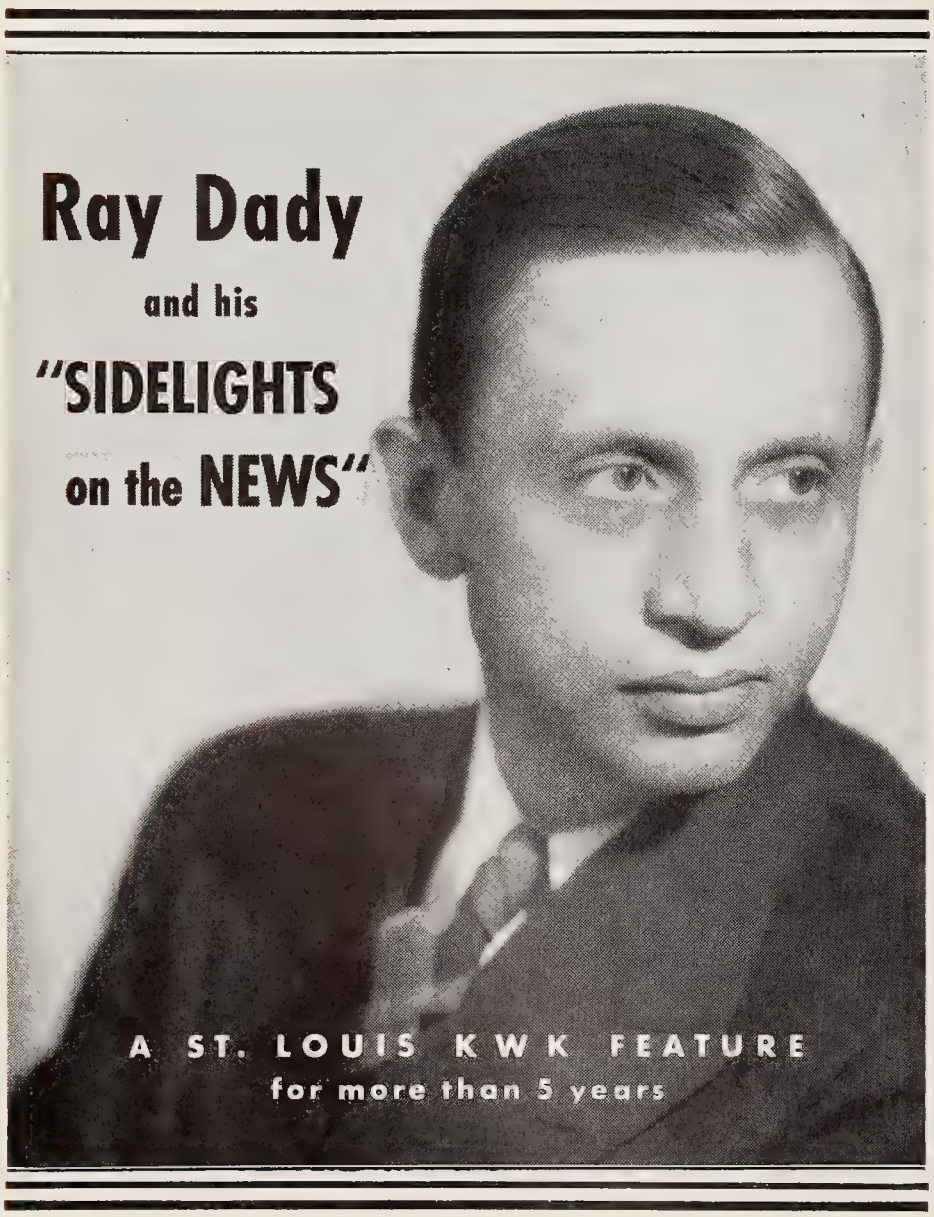
CAB Report on Leaders

"Now what about the programs of today? The latest comprehensive report of the Cooperative Analysis of Broadcasting—the so-called Crossley survey—indicates that these programs were among the evening leaders in popularity; *Chase & Sanborn, Jack Benny, Lux Radio Theatre, Kraft Music Hall, Major Bowes, Fred Allen, Kay Kyser, Good News, One Man's Family, Kate Smith, Fibber McGee and Molly* and *Bob Hope*.

"Some of you may assume from the figures I gave you regarding tremendous increase in expenditures for network time that the cost of broadcasting has similarly increased. Let me give you just a few figures to prove that the reverse is actually true. In 1930 CBS had 61 stations and provided primary coverage of 7,600,000 radio homes. In 1940 CBS comprises 118 stations providing primary coverage of 27,552,000 radio families, an increase of 259 per cent since 1930. Now if we compute the gross cost per 1,000 radio families in Columbia's primary listening areas on the basis of the half-hour evening rate, plus 50 per cent of time for talent cost, we find that the average cost per 1,000 radio families in 1930 was $1.48 as compared with 77c per 1,000 radio families in 1940, or a drop of 48 per cent.

Omar Using 22

OMAR Inc., Omaha, on Sept. 16 started a four-week campaign, to run alternate weeks, of one-minute spot announcements, thrice-daily and three days weekly, on 16 stations for its Omar Flour. Also, a similar campaign for its bakery products started Sept. 23 on six stations. Stations promoting the flour include KOA WLS KMMJ KGNF KVRS KOB WSAU WMT WTMJ WHO WOWO WNAX KDFN KFXJ KGKY WCBS; bakery division—WTMJ KFIZ WHBU WIRE WHBL WLBC. Lyle T. Johnston Co., Chicago, handles the account.





FREE FOOD for radio editors in and around New Orleans came recently when George Crandall, CBS assistant director of publicity, arrived for a visit to the city and WWL, CBS outlet, and played host at a luncheon. Grouped for this picture at the function are (l to r, seated) Mr. Crandall and Rev. F. A. Cavey, S. J., faculty director of WWL; (l to r standing) A. Louis Read, WWL commercial manager, Jimmie Willson, program manager, W. H. Summerville, general manager, Henry Dupre, director of publicity and special events for the New Orleans station.

Salute to WWVA

WWVA, Wheeling, W. Va., in addition to carrying broadcasts of college football games, regularly broadcasts play-by-play accounts of Ohio Valley high school games as well as devoting two sports programs weekly to prep school scores and comment. As a surprise gesture of appreciation to WWVA on Oct. 4 the 60-piece band of Martins Ferry, O., saluted the station on the gridiron between halves of the Wheeling-Martins-Ferry game. Strutting about in colorful lumberjacks and gold and blue straw hats before a crowd of 7,000, the band went through a marching routine climaxing when the entire band formed the letters "WWVA" in the middle of the playing field.

N. Y. Hockey Sponsored

PABST SALES Co., Chicago (Blue Ribbon beer), will sponsor all home hockey games of the National Hockey League on WHN, New York, when that station starts play-by-play descriptions of the Rangers and Americans contests for the second successive year on Nov. 14. Bert Lee will be at the microphone with Dick Fishell handling color from Madison Square Garden, New York. Pabst also will sponsor the Stanley Cup playoffs on WHN at the end of the season. Lord & Thomas, Chicago, is the agency. A special broadcast, saluting the two teams, was heard on WHN Oct. 10, featuring Col. John Reed Kilpatrick, president of the Garden, and Ed Morris, Pabst vice-president.

Carey Salt Test

CAREY SALT Co., Hutchinson, Kan., on Sept. 30 started a ten-week schedule of daily one-minute transcribed announcements on WIBW, Topeka, Kan.; WMT, Cedar Rapids, Ia.; WKY, Oklahoma City; WHO, Des Moines, and WOW, Omaha, on behalf of its stock and meat curing salt. Late in October the commercials will switch to Carey's Table Salt and special premiums will be offered to housewives. Additional stations may be used at that time. McJunkin Adv. Co., Chicago, handles the account.

WOR LIGHT TESTS

Poppele Using Beam to Carry Waves Across City

A BEAM of light, originating on the roof of WOR's studio building at 1440 Broadway, New York, and ending more than a mile away at 444 Madison Ave., site of W2XOR, WOR's FM transmitter, will be used experimentally to carry programs from studio to transmitter. Principle of using light to transmit music is well known and has often been used in scientific shows such as the General Electric "House of Magic", but this is believed to be its first adaptation for actual broadcasting.

The light beam is being set up as an emergency circuit in case of mishap to the existing telephone wire link and the research will also include work with fog-piercing infrared rays for use in weather that would block normal white light, according to J. R. Poppele, WOR chief engineer.

Nova-Kelp in Canada

NOVA-KELP, Ltd., Toronto (health food) started on Oct. 7 a thrice-weekly transcribed spot announcement campaign on 12 Canadian stations. Transcriptions were cut by Radio Centre, Toronto, and account placed by Benison Co., Toronto.

'DIVORCE' SERIES MOVES TO MUTUAL

THE *I Want A Divorce* program, sponsored cooperatively by the Food & Beverage Broadcasters Assn., previously scheduled to start over a nationwide CBS network Oct. 18, has been shifted to the entire Mutual network of about 150 stations, starting the same date, Emil Brisacher of Brisacher, Davis & Staff announced Oct. 7 in San Francisco.

The program will be heard at 9:30 p. m. (EST) Fridays with repeat for the Pacific Coast at 8:30 p. m. (PST). Joan Blondell will star.

On Oct. 7, 39 Mutual stations had been signed to carry the program under cooperative sponsorship, with the list expected to be considerably enlarged before the series starts.

Tea Garden Products Co., San Francisco (food products), will sponsor the series on 31 Don Lee-Mutual stations on the Pacific Coast. Acme Brewing Co., San Francisco, will sponsor via transcription, on KGMB, Honolulu; KHBC, Hilo; KLO, Ogden, Utah, and KGBU, Ketchikan, Alaska.

Other cooperative sponsors include: Shefford Cheese Co., Green Bay, Wis., on WGN, Chicago; Vess Beverage Co., St. Louis (Whistle and Cleo Cola), on KWK, St. Louis; C. F. Mueller Co., New York (macaroni products), on WOR, Newark, and Holmes Bakery on WOL, Washington. *I Want A Divorce* will originate in Hollywood. Agency is Brisacher, Davis & Staff, San Francisco.



OPEN LETTER

To The Boys At Weed & Co.—

". . . You're doing a fine job of Spot Broadcasting in Canada, fellows— . . . and when you're selling Canada's Third Market, don't forget to stress that *on both Standard and Short Wave bands, CKWX-CKFX serves more of British Columbia than any other Vancouver outlet!*"

1000 watts
950 KC

CKWX-CKFX (Short Wave)

Vancouver, Canada

U. S. Representatives: WEED & COMPANY

IN BALTIMORE IT'S **WFBR**

NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

ON THE NBC RED NETWORK

BIG SHOWS

mean

Guaranteed Audience

Just check the WSPD Schedule

—and it's easy to see why so many National advertisers use this station to cover Northwestern Ohio and Southern Michigan.

NBC Basic Red

★

5000 Watts

★

Represented Nationally by The Katz Agency

WSPD

A Fort Industry Station

Toledo, Ohio



The KMBC Food Scout

Sales with spinach? Sure, spinach and the thousand-and-one other fruits and vegetables which are the subject of Kansas City's oldest established Market Newsbroadcast, direct from the City Market. At 8:30 A.M. Daily.

Here's a "spankin' new" idea in Food Service programs—the ideal medium for any alert manufacturer who distributes his product through retail food stores in this rich Kansas City Market.

—Boosts Food Store Traffic!

—Builds Good-Will for Retail Grocery Trade!

Each broadcast prepared in cooperation with U. S. Dept. of Agriculture, in KMBC's own Department of Home Economics — directed by BEULAH KARNEY, nationally-known home economist.

AVAILABLE NOW!
for a bang-up selling job

GET THE WHOLE STORY from FREE & PETERS

KMBC Kansas City

Text of Revised Rules Governing Commercial FM . . .

High-Frequency Broadcast Rules

The FCC on Oct. 2 adopted the following proposed amendments to its Rules and Regulations, effective immediately:

Sec. 3.222. *Service Areas—Definitions.*

For the purpose of determining the areas to be served by high frequency broadcast stations, the following definitions apply:

(a) "Basic trade areas" and "limited trade areas" consist of areas the boundaries of which are determined by the Commission on the basis of showings made in applications as to retail trading areas or consumer trading areas and from government data.[1] Each basic trade area includes one "principal city". The boundaries of the basic trade areas are adjoining and the aggregate of all such areas is the total area of the United States. Each "limited trade area" includes one city. The boundaries of limited trade areas are not necessarily adjoining. Such areas may include portions of other limited trade areas and may extend into more than one basic trade area.

(b) "Principal city" means the largest city or the city or cities designated as "principal city" by the Commission, within a basic trade area. "City" means any city, town, or borough in a basic trade area except the principal city. Each "city" has a limited trade area.

(c) "Rural area" means all land area outside incorporated towns or cities with population greater than 2500 and where the density of population is less than 150 per square mile. Incorporated towns or cities with population from 2500 to 5000 without a high-frequency broadcast station and not adjacent to larger cities may be considered rural area.

Sec. 3.223. *Service Areas—Established.*

The Commission in considering applications for high-frequency broadcast stations will establish service areas. Such stations will be licensed to serve areas having the following characteristics:

(a) An area comprising a limited trade area and a city. The station shall render good service to the city and its service area shall conform generally with the limited trade area.

(b) An area comprising a basic trade area and a principal city. The station shall render good service to the principal city and its service area shall conform generally with the basic trade area.

(c) An area of at least 15,000 square miles comprising primarily a large rural area, and particularly that part of basic trade areas which cannot be served by stations assigned basic trade areas due to economic and technical limitations. The service area may include one or more principal city or cities, provided that in rendering service to such cities, the service to rural areas which the station is designated to serve is not impaired. The transmitter of such a station shall be located in such a manner that the service area, (1) shall extend into two or more basic trade areas, (2) shall not conform generally with a basic trade area, and (3) shall not merely extend beyond a basic trade area.

[1] There are several current and recognized authorities on retail trading areas or consumer trading areas from which the applicant may prepare its showing and to which the Commission will give consideration in making its determination. Among these recognized authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas), Rand McNally Map Company (Trading Areas), and Hagstrom Map Company's Four Color Retail Trading Area Map. Although the foregoing sources of data are expressly recognized, the Commission will also give consideration to data furnished from other sources which may have probative value on which the applicant may desire to prepare its showing. See separate release of the Commission on "Concerning Application For High Frequency Broadcast Stations."

FM Rules Changes

FOR those in radio who are "keeping book" on the development of commercial FM, the actual changes in FM rules and engineering standards ordered by the FCC Oct. 3 will be of interest. The rules and the engineering standards were published in full text in the July 1 issue of BROADCASTING and the supplement to that issue. Changes are as follows:

Section 3.222, subsection (f) of Section 3.224 and Section 3.225 of the Commission's existing rules are repealed.

New Sections 3.222 and 3.223 are added.

Sections 3.223 and 3.224 are renumbered as 3.224 and 3.225, respectively.

Subsections (g) to (l) inclusive of renumbered Section 3.225 are renumbered as subsections (f) to (k), respectively.

New Sections 3.226 and 3.227 are added.

Existing Sections 3.226 and 3.229 inclusive are renumbered as 3.228 to 3.231, respectively.

New Section 3.225 is hereby amended to read as follows:

"(a) That the area which the applicant proposes to serve has the characteristics of an area described in Section 3.223 hereof."

(d) An area having substantially different characteristics (social, cultural, or economic) from those areas specified in subsections (a), (b) and (c) of this section where, by reason of special conditions, it is shown that a need (which cannot be supplied by a station serving areas under subsections (a), (b) or (c) of this section) for the proposed service both program and technical exists which makes the establishment of the service area in the public interest, convenience or necessity. The Commission will give particular consideration in this connection to competitive advantages which such stations would have over other stations established under other provisions.

(e) In case it is not economically and technically feasible for a station assigned a basic or limited trade area to serve substantially all such area, the Commission will establish the service area on the basis of conditions which obtain in the trade area.

(f) In case an applicant proposes a change in an established service area, the applicant shall make a full showing as to need for such change and the effect on other stations serving the area.

Sec. 3.226. *Channel Assignments.*

The channels set forth below with the indicated center frequencies are available for assignment to high-frequency broadcast stations to serve the areas provided in Sec. 3.223:

(a) An applicant for a station to serve an area specified in Sec. 3.223(a) or (b), to be located in a principal city or city which has a population less than 25,000 (city only) shall apply for one of the following channels:

48900	49100	49300
49500	49700	49900

(b) An applicant for a station to serve an area specified in Sec. 3.223 (a) or (b), to be located in a principal city or city which has a population greater than 25,000 (city only) shall apply for one of the following channels:

44500	44700	44900	45100
45300	45500	45700	45900
46100	46300	46500	46700
46900	47100	47300	47500
47700	47900	48100	48300
	48500	48700	

(c) An applicant for a station to serve primarily a large rural area, specified in Sec. 3.223 (c) or an area specified in Sec. 3.223 (d) shall apply for one of the following channels:

43100	43300	43500
43700	43900	44100
	44300	

Sec. 3.227. *Special Provisions concerning assignments.*

(a) Stations located in the same city shall have substantially the same service area.

(b) High-frequency broadcast stations shall use frequency modulation exclusively.

(c) Stations serving a substantial part of the same area shall not be assigned adjacent channels.

(d) One channel only will be assigned to a station.

Wis. Rapids Debut

WITH its dedication planned about Nov. 1, the new WFHR, Wisconsin Rapids, Wis., announced Oct. 7 that Bruce Beichl has been appointed commercial manager. Mr. Beichl has been known professionally on the West Coast as Bruce Richards. He was formerly with WIBU, Beaver Dam; KGMB, Honolulu; KFIZ, Fond du Lac; WEMP, Milwaukee, and WRJN, Racine. The station will operate on 1310 kc. with 100 watts night, 250 watts day. William F. Huffman, publisher of the *Wisconsin Rapids Tribune*, is station owner.

More FM Programs

UNDER an expanded operation schedule, W9XYH, FM adjunct of WEBC, Duluth, now includes three hours daily of exclusive studio originations, along with NBC pick-ups. Big feature of the schedule is a 90-minute afternoon musical show, highlighting the WEBC staff orchestra. Once a week WEBC airs a program originating with W9XYH, designed to acquaint listeners with FM reception and programs.

AMERICAN citizens in the East Indies and Australia rely primarily on shortwave broadcasts from the United States to keep track of the news, Clem J. Randau, vice-president and general manager of UP, stated upon his return recently from a visit to UP's South Pacific and Oriental bureaus. The news available locally is strictly censored, he stated, illustrating his point with the fact that upon reaching "uncensored" Manila, he discovered that he had been missing much of the news.

THE JOB of making an "inaudible sound" has been handed to MBS engineers in connection with the program *Peter Quill*, of which the hero is a scientific wizard who keeps inventing weapons for national defense. His weapons have continually kept the engineers busy inventing ways to simulate sounds. Program is sponsored by Paul F. Beich Co., Bloomington, Ill., for Whiz candy bars.

Karl Wyler says:

"JUST THOUGHT A LOT OF FOLKS WOULD BE GLAD TO KNOW WE'RE NOW ON 500 WATTS."

KTSM NBC Blue & Red
EL PASO, TEXAS
Geo. P. Hollingbery Co. Nat. Reps.



DESPITE seven lionesses, a leopard and a puma, Tom Cafferty and Emerson Smith, KDYL Inquiring Reporters, went into the cage at the Utah State Fair, Salt Lake City, to interview Captain Lucky Bill (left), animal trainer, while he put his feline friends through their paces. After 15 minutes of sidestepping nine cats KDYL's pair emerged from the cage unscratched.

Trend to FM Is Noted In Educational Stations

WITH the Cleveland Board of Education's non-commercial shortwave broadcasting station, WBOE, shifting over to FM with 1,000 watts on 42.5 mc., and with the New York school system's WNYE also planning to change to FM, the U. S. Office of Education reports that other educational organizations are preparing to enter the FM field to broadcast to classrooms.

City College of New York, says a press release from the Office of Education, has expressed an interest in an educational station. San Mateo (Cal.) Junior College and the Chicago school system have indicated they will file applications soon. Oklahoma A. & M. is considering establishing a rural service. Rensselaer Polytechnic Institute, which operates WHAZ, Troy, N. Y., as a part-time commercial outlet, is reported to be building an FM station. U of Illinois, Wyoming U and New River State College, Montgomery, W. Va., are collecting equipment, it is stated, and an alumnus is said to have offered the U of Michigan equipment for an FM station.

Stromberg-Carlson FM Book

AS PART of its sales campaign for FM receivers Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., has published a 16-page booklet, "FM for Finer Music". Slanted for layman reading, the pamphlet briefly outlines development of the Armstrong system of frequency modulation and its present application and advantages in staticless, high-fidelity reception. The booklet is offered through a coupon in Stromberg-Carlson advertising.

FREED RADIO Corp., New York, manufacturers of combined FM-AM receiving sets, began publication on Oct. 8 of a weekly digest of newspaper, magazine and trade paper articles entitled *FM News*. The first issue called attention to FM program listings in daily newspapers and the number of FM programs being broadcast as well as other pertinent matters.

FM Speedup

(*Continued from page 30*)

"cover the sphere of economic influence." These areas in general were described as much smaller than basic trade areas and do not follow a uniform pattern throughout the country "but are determined by location of cities in their respective spheres of economic influence."

Data Required

Explaining the manner in which the new rules will function, the FCC said that where an application is for a station to serve an area which has not been established and recognized by its engineering department as a service area for FM, the applicant must submit the necessary data to permit the establishment of the area. In case of basic trade areas, a composite map should be made, based on several sources covering retail trading areas. The rules specify these sources as the J. Walter Thompson study of *Retail Shopping Areas* and Hearst Magazines Inc. *Consumer Trading Areas* [available from the Government Printing Office, Washington, for $2.50 per copy as contained in the Market Data Handbook, U. S. Domestic Commerce Service No. 30 or from the companies themselves]; Rand McNally Map Co. study on *Trading Areas* [available at that company's offices, 536 South Clark St., Chicago, for $11], and the Hagstrom Map Co. *Four Color Retail Trading Area Map* [available at that company's office, 20 Vesey St., New York, for $10].

May Use Other Data

If other reliable sources of information are available, the Commission asserted, they also may be drawn on the composite trade area map. The map may best be made on copy drawing paper with the area boundaries from various sources in different colors. Stations designed to cover a limited trade area also must have an established service area, the FCC announced, suggesting that the Hagstrom Trading Area Map "may best be used to assist in determining the service area."

Additional observations of the FCC on drafting of applications were as follows:

In covering a trade area, the transmitter must be so located that good service is delivered to the trade center of such area and the field intensity contour bounding the service area of the station should conform generally with established boundary of the trade area. In rugged terrain or sparse population, special consideration must be given to the service area in light of the engineering and economic factors involved. A station designed to serve a basic trade area in which the principal city constitutes one of the metropolitan districts, as determined by the Census Bureau, must deliver a signal of at least 1 mv/m throughout the business district of each city in the metropolitan district with population over 10,000.

Seven channels are assigned for stations designed to serve primarily large rural areas which cannot be served satisfactorily by stations serving basic and limited trade areas due to technical or economic limitations. These stations are permitted to serve principal cities or other cities provided that in giving this service, they do not sacrifice their rural service which the station is designated to serve. These stations cannot be located so that their service area coincides with limited or basic area station. The location ordinarily would utilize high topographical locations to permit of the coverage of large rural areas which must be at least 15,000 square miles except in special cases provided in the rules. The purpose of these stations is to round out the service to the rural area which these stations can supply, but could not be supplied by the stations designated to serve trade areas. The key to these stations is large rural coverage without competitive advantages over trade area stations.

By Section 3.223 (d), an area of unusual characteristics is recognized as a service area which does not fall under the pattern as outlined above. Such an area will be recognized as the service area of a station only in special cases where a definite need can be shown and where unfair competition will not arise. The general plan as outlined for the areas in Section 3.223(a). (b) and (c) is necessary to give a well rounded out technical service and create a sound economic basis for allocation. This special service area is established only for the very unusual case which may arise but which must not result in a substantial departure from the purpose and plan in rendering service to the public by means of high frequency broadcast stations.

AMERICAN GREETING Publishers on Sept. 30 started six-weekly transcribed spot announcements on WGN, Chicago. Contract for nine weeks was placed by Simons-Michelson Co., Detroit.

WIBC

INDIANAPOLIS

•

Indiana's Fastest Growing Station!

•

Has the Greatest Listening Audience (Daytime) of Any Station in Central Indiana

•

WIBC

1050 K C—1000 WATTS
Indianapolis
Howard H. Wilson, *Nat'l Rep.*
Chicago — New York





WHO for Iowa Plus!

DES MOINES — 50,000 WATTS

FREE & PETERS, Inc., National Representatives

URGE COOPERATION WITH SERVICEMEN

CLOSE association between the radio industry and servicemen's organizations was urged Oct. 1 at a meeting of the Philadelphia Radio Servicemen's Assn. by Fred Dodge, assistant to Roger W. Clipp, general manager of WFIL, Philadelphia. A broadcast of part of the meeting was carried by WFIL, a roundtable discussion of trends in new radio receivers participated in by Thomas F. Joyce, RCA Mfg. Co. vice-president in charge of advertising; G. L. Beers, RCA television research engineer, and Dr. J. A. Wharton, head of the RCA electronic research laboratory.

Urging close association with the radio industry by radio servicemen, to offset competition to servicemen from hardware stores, Mr. Dodge pointed to newspaper cooperation with radio as a parallel situation. "Hardware stores, formerly only interested in plumbing and tinning, are now service stores specializing in air conditioning, hydraulics, refrigeration, ventilation and electricity. They are going to be competition for you radio servicemen," he declared.

"Newspapers, recognizing the intense competition of radio, have been advised by their trade associations to buy any radio station it is possible to obtain. Best newspaper minds are thinking about the industry's future. I'm not a radio serviceman. But if I were . . . I'd go to the hardware man who is specializing in service and building himself to be my competitor. I'd point out that it would be to his advantage either to let me service the radios he sells or to exchange radio 'leads' for 'leads' I might be able to give him on air conditioning, hydraulics, ventilation, electricity et cetera. I would work with him before he worked against me."

Quaker Oats on NBC-Red

QUAKER OATS Co., Chicago (cereals), on Oct. 27 starts a weekly half-hour musical-dramatic show, *Your Dream Has Come True,* on 39 NBC-Red stations, Sundays, 5:30-6:00 p.m. (NYT). Programs will originate in Chicago. Ruthrauff & Ryan, Chicago, is the agency.



TELEVISING its first football game as part of its experimental video development, Philco Radio & Television Corp. on Oct. 5 brought something new to Philadelphia area lookers with a visual play-by-play account of the U. of Pennsylvania-U. of Maryland game via W3XE, Philco experimental station. In top picture officials of Philco, Atlantic Refining Co., which sponsors regular broadcasts of the Penn games, and N. W. Ayer & Son, Atlantic agency, view the game on an experimental receiver installed at the downtown Warwick Hotel. Left to right are Ernest B. Loveman, Philco advertising manager; Wally Orr, Ayer account executive; C. Halstead Cottington, vice-president of the agency in charge of radio; J. A. Corey, Atlantic domestic sales manager; Joseph R. Rollins, Atlantic advertising manager. In the bottom picture (at right) is the newly-developed RCA Orthocon video pickup taking long-range shots of action on the Franklin Field gridiron. In addition to cameraman, the working crew for each of the two stands included an engineer and observer. The second camera stand, overhanging from the upper tiers of the stadium at the other 20-yard line, is seen in upper right corner.

Lever Bros. to Sponsor 'Grand Central Station'

LEVER BROS. Co., Cambridge, Mass., has purchased the weekly half-hour program *Grand Central Station* from Lambert & Feasley, New York, agency with rights to the series, which currently is heard on CBS under sponsorship of the Lambert Pharmacal Co., St. Louis, for Listerine. Lambert will drop the program Oct. 18, and on Nov. 12 Lever Bros. will start the series for Rinso on the 39 NBC-Blue stations in the 9-9:30 p.m. period Tuesdays now occupied by another Lever show, *Uncle Jim's Question Bee* for Spry.

The latter program will shift to Tuesdays, 8:30-9 p.m., the half-hour now held by Canada Dry Ginger Ale's *Information Please,* which on Nov. 15 changes sponsor to American Tobacco Co. and moves to Fridays on NBC-Red. Agency handling the Lever Bros. account for Rinso and Spry is Ruthrauff & Ryan, New York.

New Sunrise Sponsors

CALIFORNIA PACKING Corp., San Francisco (Del Monte coffee), through McCann-Erickson Inc., that city, on Oct. 7 started for 21 weeks, participation six days weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood, Coast Fishing Co., Wilmington, Cal. (Balto Dog Food), in a 13-week campaign started Oct. 7, is using daily participation in those programs. Agency is Dan B. Miner Co., Los Angeles. Another new participation sponsor is Washington State Apples Inc., Wenatchee, Wash. (apples), which started Oct. 9 for 13 weeks, with placement through J. Walter Thompson Co., Seattle.

NBC's Direct Mail Awards

IN RECOGNITION of its direct mail promotional activities, NBC received an award and two honorable mentions for the work of its central and western divisions in the 12th annual contest sponsored by the Direct Mail Advertising Assn. for users of direct mail. NBC was the only organization to receive three citations this year. An award also was made to Robert A. Schmid, MBS director of advertising and sales promotion, for the outstanding excellence of his direct mail work for Mutual. The awards were made by L. Rohe Walter, president of the Association and advertising manager of the Flintkote Co., at a banquet in Atlantic City, Oct. 3. Earlier in the day members of the association heard a talk by E. P. H. James, NBC advertising manager, on how radio has helped dramatize direct mail advertising.

Di-Mon-Glo Uses Radio

DI-MON-GLO WAX PRODUCTS Co., Los Angeles (furniture, floor and auto wax), has appointed Ted Dahl Adv. Agency, that city, to direct its national advertising, and will use radio with other media. Firm on Oct. 28 starts for 13 weeks, sponsoring four times weekly, a quarter-hour transcribed adventure drama, *The Enemy Within,* on KFWB, Hollywood, and on Nov. 11 starts participation, six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, that city. Latter contract is also for 13 weeks. In addition, thrice weekly participation in *Art Baker's Note Book* on KFI, Los Angeles, will be used starting Nov. 12. Other radio is contemplated.

Youthful
GRAYBEARD



"Old Heads," in radio, are found on young shoulders. Few are the "venerable" institutions—such as WOAI—that offer advertisers a service based upon 18 years of experience.

\+ { POWER, PRESTIGE, CLEAR CHANNEL, LISTENER PREFERENCE

WOAI San Antonio
50,000 WATTS
NBC AFFILIATE—MEMBER TQN

REPRESENTED BY EDW. PETRY & CO., INC.

Facts on Non-English Service Asked in FCC Questionnaire

Detailed Information to Form Basis for Shaping Of Definite Policy for Regulation of Service

IN ITS EFFORT to shape definite policy regarding foreign language programs, the FCC sent, Oct. 8, to all stations a detailed questionnaire tapping all shades of non-English renditions, including commercial values. Though it is powerless under existing law to censor any types of programs, the FCC has been confronted with the problem of deciding whether to advise curtailment of such programs, lest they are used to incite hostile reactions, or to follow its present procedure of urging close scrutiny with emphasis on Americanization aspects.

The FCC, stated the headsheet of the questionnaire, "is desirous of securing information concerning the present extent and character of broadcasts in languages other than English (within the borders of the continental United States), the part which these broadcasts play in the lives of the foreign language groups, and the comparative value of such broadcasts to advertisers and others as a means of reaching such foreign language groups".

Types of Programs

Each station is asked to provide "full and careful" response to the questions propounded. The nature and sponsorship of programs or announcements broadcast in language other than English first is sought. If the station now is broadcasting regular programs in any other language, it must supply full information on tabular sheets making up part of the question. Programs of national or native music are not included if the announcements relating to them are made in English.

The tabulation carries a top bracket on the "nature of program". This is broken down to cover the language, whether the program is music, drama, news and comment, educational or cultural, religious, market reports or commercial. A second head on sponsorship calls for the name of the sponsor, and whether the program is "sustaining or free time", sponsor's address, and the officers or representatives of sponsor with whom arrangements are made.

Details as to the identity of the announcer or performer are sought. Names of the announcer, commentator, or speaker principally involved are requested, along with artists or others customarily featured on the particular program. Finally, the tabulation elicits the scheduled time or times on the air and the total time per week. The sheet also carries a summary on total time per week in hours and minutes for each foreign language.

Stations are asked for their policy on foreign language programs. If they are not now carrying any foreign language schedules, they are asked to state what programs, if any, they have carried during the last six months, along with detailed information generally corresponding to that on the tabular sheet. They are requested to specify reasons for the discontinuance of any program or announcements lists.

Special Programs

Tapping further the six-month foreign language history of all stations, the questionnaire asks whether stations have broadcast during that period any spot or special announcements or programs, as distinguished from regular or recurring programs, in any language other than English. If the answer is affirmative, full details are requested. If the station during the preceding six months has refused to accept any such programs, reasons are requested.

To check the degree of individual station surveillance of programs, a question is propounded on the availability of "competent and responsible" personnel to examine and pass upon the continuities before foreign language programs are broadcast.

"Please describe fully your procedure in this regard", the questionnaire asks, "indicating whether you require the submission of translations into English of the programs, whether the employes examining these continuities are familiar with the foreign language in question, whether any attempt is made to ascertain or prevent deviation from the written script, and whether the continuities and/or translations are preserved".

Stations finally are asked whether they make transcriptions or recordings of foreign language programs, and if so, how long they are preserved. Stations were invited to comment generally upon the programs, "particularly with reference to their comparative popularity with advertisers or the public, their relative importance to your business as a whole, quality of the programs themselves, size of the audience reached by such broadcasters, etc."

SWORN ACCURACY
Affidavits Aid WCNW Control Of Foreign Tongues

FURTHER strengthening control over its foreign language programs, WCNW, Brooklyn, among other regulations now requires its announcers and production supervisors to swear to an affidavit citing that the broadcast exactly conformed with the script approved by the program director 24 hours before the actual broadcast. Affidavits, along with the original scripts and recordings, are permanently filed.

All scripts and programs on the station are submitted by the foreign language producers 24 hours ahead of the scheduled broadcast. The program director and an expert linguist scrutinize the scripts in both the foreign language and the literal English translation. The English translation is furnished to make certain no foreign language phrase may have a hidden English meaning. Immediately after the broadcast, if the script and program have been approved, the production manager and announcer swear out the affidavit. The linguist also listens to the program as broadcast and compares the presentation with the approved script. The station started the new plan to prevent possibility of ad lib insertions or deviations from the approved script.

Newest Youngest

NEWEST candidate in the "youngest announcer" competition is Howard Fisher, 15-year-old Amarillo High School student heard regularly on KFDA, Amarillo, Tex. Howard joined the KFDA announcing staff when he was only 14 and now handles news, sports and ad lib shows.

Must Pay Television Licenses

NEW YORK CITY taverns and restaurants which have installed television sets for the entertainment of customers will be forced to pay monthly license fees, according to the license law of the New York City Dept. of Licenses. The existing law covering motion pictures also can be applied to television in levying a fee on "a display, on a moving screen or other device, of pictures or objects in motion or rapidly changing scenery. To exclude television sets, special action by the City Council to amend the law would be necessary.

EL Paso
A "natural monopoly" $118,786,000 market is best reached by
KROD
the Southwest's newest station - the only
Columbia Outlet
serving the REAL SOUTHWEST

IN THE HEART OF THE MOTOR INDUSTRY!
WCAR
1000 Streamlined WATTS
LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST
WCAR
PONTIAC, MICHIGAN
National Representatives
RADIO ADVERTISING CORP.
New York • Chicago • Cleveland

5000 WATTS IN BOSTON
WMEX
FULL TIME • 1470 KILOCYCLES
National Representative
JOSEPH H. McGILLVRA

REGIONALS GIVEN POWER INCREASES

A HORIZONTAL increase in power for four regional broadcast stations on 780 kc., authorizing boosts to 5,000 watts fulltime, was granted Oct. 8 by the FCC pursuant to existing engineering standards.

WTAR, Norfolk, WEAN, Providence, KECA, Los Angeles, and KGHL, Billings, were granted construction permits to install directional antennas for night use and increase their night power to 5,000 watts on the regional frequency.

WBHP, Huntsville, Ala., was granted a construction permit to increase from 100 to 250 watts on 1200 kc., unlimited time.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

TESTING?

Testing a program or a product? WDRC is the nation's choice — the advertising test station in the advertising test city. Start on the right foot— make your test here. WDRC, Hartford, 5,000 watts.

Basic CBS for Connecticut

Studio Notes

KDYL, Salt Lake City, late in September presented an RCA television demonstration during the Utah State Fair. Some 6,000 persons attended the demonstration, with schools all over the State, including three universities, suspending classes for the day to give students a chance to watch the demonstration. The RCA portable television system was used for the demonstration, with John M. Baldwin, KDYL chief engineer, and Charles Stockdale, assistant television engineer, in charge.

WLW, Cincinnati, late in September expanded its operating schedule to 21 out of 24 hours by advancing its starting time 15 minutes, to 5:30 a.m. instead of 5:45 a.m. The earlier sign-on is directed to farmers, truck drivers, all-night workers and early-rising factory workers, as well as restaurants. The station signs off at 2:30 a.m.

DEDICATED to the 50,000 druggists in America, and nationally advertised brands week was *Powder Puffs and Pills*, program broadcast on NBC-Blue Oct. 11, 9:30-10 p.m. It glorified in comedy sketches and jingles the growth of drug stores.

KFRC, Don Lee station in San Francisco, has issued a new rate card, No. 18, effective Oct. 1. The card carries an increase of approximately 10% over No. 17, in line with KFRC's recent power increase to 5,000 watts fulltime and the increase in the number of radio homes in the KFRC primary area.

WDAY, Fargo, presented C. J. Hambro, president of the Norwegian Parliament, on a recent speaking tour. He was guest on the *News in Norwegian* Scandinavian program and *Meet Your Neighbor*.



WATCHING BALLGAME between staffs of WFAA, Dallas, and WBAP, Fort Worth, at a joint picnic are executives of both stations. Facing the camera are (l to r) George Cranston, WBAP manager; Martin Campbell, managing director of WFAA-WBAP/KGKO; Alex Keese, WFAA manager, and Ralph Nimmons, WFAA program director. Standing with head turned is Nelson Olmsted, former WBAP announcer, now writing and producing *World's Greatest Short Stories* for NBC, Chicago. The game, incidentally, ended in a 13-13 tie.

A TOTAL of $355 has been distributed among members of its *Mailbag Club* by sale of articles made by members, according to WLW, Cincinnati. A special shop for selling the member-made articles has been operated in the Crosley Bldg. at the New York World's Fair. It is planned to establish a permanent craft shop in Cincinnati after the New York Fair closes. The project is to be discussed Oct. 17 at the semi-annual meeting of the organization's grand chapter at Columbus, O. Minabelle Abbott, postmistress of the Club, conducts the weekly *Mailbag* program each Saturday morning.

KTAR, Phoenix, Ariz., on Oct. 7 started the 10th year of its *School of the Air* program. The educational series, offering instruction in English and Spanish, is conducted in cooperation with the Phoenix Junior College and high school.

STRESSING adult as well as classroom appeal, MBS is starting a group of seven weekly educational programs originated in the studios of the U of Kentucky, Lexington. Individual quarter-hour programs, heard during each week in the 2:30-3 p.m. period, include *Hymns and Their Stories, Let's Talk About the Weather, Pursuit of Recreation, Chemical Interludes, Music of George Gershwin, Recent American Short Stories, Concert Miniatures.*

ADDITIONAL evidence of the softening of the feeling between newspapers and radio in San Francisco was set forth October 8 when four local stations broadcast the dedication ceremonies for the *Call-Bulletin's* new home. KFRC, KPO and KGO broadcast the ceremonies which revolved around the burial of a time capsule in the foundation of the new structure. KYA transcribed the half-hour program and released it later.

WFIL, Philadelphia, this season will be used to feed a split Mutual network of 19 Midwestern stations and Don Lee stations with the religious program of Rev. Percy Crawford.

Get on WJHP's new highway to Jacksonville's buyways!

NBC BLUE

WJHP

JACKSONVILLE FLORIDA

H. G. WELLS, JR., General Manager

Represented nationally by JOHN H. PERRY ASSOCIATES

WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY

CHICAGO DETROIT ATLANTA PHILADELPHIA

THE INFLUX of added personnel at WFIL, Philadelphia, revealed that five of those added to the staff in the past 18 months came from N. W. Ayer & Son. Fred Dodge, assistant to General Manager Roger W. Clipp, spent three years with the agency in Philadelphia 15 years ago. Jack Surrick, sales manager, was with Ayers for 10 years as account executive. Promotion Manager William Caskey was with Ayres for 12 years, for a time in charge of the Battle Creek, Mich., office, and his secretary, Ruth Bosler, is a former Ayres stenographer. Fred Fielding, the most recent addition to the sales staff, was formerly radio department head for the agency in New York.

CBS Hollywood has remodeled and enlarged its sound effects headquarters in Columbia Square Bldg. Al Span is CBS West Coast sound effects director.

SERIES OF dramas about work in 13 fields, entitled *On Your Job*, returned to NBC-Red on Oct. 6 and continues Sundays at 1:30 p.m. Programs are based on research into vocational problems done by Frank Ernest of the American Assn. for Adult Education, New York. Dr. Harry D. Kitson, professor of education at Columbia U., is commentator.

A DRAMA GUIDE to the series of *Great Plays*, which started on NBC-Blue Oct. 13, has been prepared for listeners by Blevins Davis, supervisor of NBC's educational programs.

URUGUAY has joined the 13 other American nations cooperating in the production and broadcasting of the CBS *American School of the Air*, which began its 12th consecutive year Oct. 7 [BROADCASTING, Oct. 1].

WBBM, Chicago, on Oct. 7 started a five-weekly five-minute program *Shortwave Listening Post*. The program of shortwave news received direct from European stations by the WBBM listening post will be presented by J. Oren Weaver, chief of the WBBM-CBS news and special events division in Chicago, Mondays thru Fridays, 2:55-3 p.m.

NEW YORK office of WIBX, Utica, has moved to the Belmont Plaza Hotel, Lexington Ave. and 49th St. Telephone: Wickersham 2-1200. M. L. Swars is in charge.

WJJD, Chicago, on Sept. 30 started a one-hour six-weekly afternoon program *Laugh Music Hall* starring Bill Anson, featured on many Chicago programs as mimic and m.c. Program will be sold on participation basis with Cook County Distributors (used cars) first in line with quarter-hour periods daily for 52 weeks. Program is heard Mondays thru Saturdays, 1:30-2:30 p.m.

WBBM, Chicago, on Oct. 5, in the first of a series of special events broadcasts, *This is Chicagoland*, covered the U. S. Naval Reserve Aviation activities at Curtiss Airport. The series will tour spots of interest in Chicago. John McCormick, WBBM-CBS announcer, opened the series to be heard Saturdays 4:15-4:30 p.m.

THE Tele-News Theatre, San Francisco newsreel house, is constructing a radio studio with control booth, stage, and auditorium seating 100. Theatre patrons will be invited to witness broadcasts originating from the theatre studios for release over various networks. The innovation is the idea of Manager Ellis Levy, who was formerly associated with the Don Lee Mutual network.

FOLLOWING a successful tie-up with a Portsmouth, Va., theatre, WRVA, Richmond, arranged with the Palace Theatre in Newport News to originate *Tidewater Talent Time* from its stage Thursday nights. WRVA and the theatre both highlight the amateur talent contest in their Newport News advertising and publicity. WRVA also is alternating an all-kid show on Saturdays between Richmond and Norfolk. Joe Brown handles the WRVA remotes from the Tidewater area.

★ *It's a good story:*

WRITE YOUR OWN MORAL

From August 1 to October 1, Radio Advertising Corporation secured for the stations it represents a total of 334.6 hours of commercial programs ranging from chain breaks up.

★

You don't need a slide rule to figure that this time would keep any one station, operating on an eighteen-hour basis, *going solidly for two weeks, four days, ten hours, thirty-six minutes.*

★

That's a lot of time!

★

The way it was sold was to keep the best availabilities of good stations before alert time buyers.

★

Which, after all, is pretty fundamental.

Radio Advertising Corporation

9 EAST 40TH STREET, NEW YORK CITY

KYW, Philadelphia, Oct. 2 added two new twice-weekly participating sponsors to its recently scheduled daily home economy program under the direction of Ruth Welles. They are Landwehr Heating Corp., Philadelphia (McIlvaine Balanced Heat), thru Oswald Advertising Agency, Philadelphia, and Dr. M. W. Locke Shoe Shop, Philadelphia (shoes), thru Aaron & Brown, Philadelphia. William S. Scull Co., Philadelphia (Boscul coffee), has renewed its contract for George Putnam's weekly news broadcast on KYW, effective Sept. 30, thru Compton Advertising, New York. At the same time, G.H.P. Cigar Co., Philadelphia (La Azora cigars), also renewed Kerby Cushing's thrice-weekly sports periods thru Aitken-Kynett, Philadelphia.

WOR, Newark, is presenting movie and play reviews on *Howard Barnes Reviews*, five-minute program which started Oct. 7 and is heard at midnight Monday through Friday. Mr. Barnes, motion picture reviewer for the *New York Herald Tribune*, will ocassionally turn his attention to night clubs, opera and other entertainment.

FOLLOWING the popular approval and success of NBC's program on Oct. 7 when seven British refugee children in America broadcast to their parents in England, NBC has decided to present such a program every two weeks on WEAF, New York, as a regular part of the *News Room of the Air* program, heard six days weekly, 7:15-7:30 p.m. The feature, planned to make the refugees feel more at home and to cheer the parents in war-torn Europe, was arranged by A. A. Schechter, NBC director of news and special events.

WIBG, Philadelphia suburban station at Glenside, Pa., went to 1,000-watt operation with simple ceremonies Oct. 7. Glen Gray, orchestra leader, appearing at the Earle Theatre, threw the switch on the new transmitter. The station has operated at 100 watts on a part-time basis since going on the air in 1925.

KIUP, Durango, Col., on Oct. 1 took the air with its new 250-watt power fulltime on 1370 kc. Special programs were presented Oct. 1-5 dedicating the new transmitter and power increase. The dedication ceremonies, which included an address by Gov. Ralph L. Carr, of Colorado, concluded Oct. 5 with a five-hour variety show, using BMI music entirely.

WITH the FCC having granted KECA, Los Angeles, permission to operate day and night on 5,000 watts, Harrison Holliway, general manager, announced in early October that Earl C. Anthony Inc. will erect a new 275-foot directional antenna on the transmitter site at Moynier Lane and Jefferson Blvd., that city, and start operating with increased power around the first of next year. "Although the power boost will materially increase KECA's coverage for this area, we plan no rate increase or other policy change at the present time", he said.

DOING THE NEWS JOB IN THE SOUTH!

KWKH now has 'round the clock facilities of the world's two greatest news gathering systems, the ASSOCIATED PRESS and UNITED PRESS, plus complete local coverage by the editorial staffs of the SHREVEPORT TIMES and KWKH. These features present a perfect picture to an eager public.

★ **50,000 WATTS** ★

A SHREVEPORT TIMES STATION

KWKH

Represented by The Branham Co.

CBS

Shreveport Louisiana

DOWN WITH A SAFE

What Should Go Up, Goes Down, WPEN Discovers

CHARLIE BURTIS, chief engineer of WPEN, Philadelphia, and Lew London, record librarian, while helping move the large station safe from its old quarters to the new studios had an experience they won't forget for a long time.

The safe was successfully moved to 1528 Walnut St. Bldg. and placed in an elevator headed for the 21st floor. But instead of going up, it went down—deep into the basement. The safe, weighing 1,800 pounds, was too much for the counter weights on the lift, not helped any by the addition of Burtis' 200-pound frame, London's 183 pounds and the three moving men.

For three hours an emergency crew worked, placing an extra ton of lead on the elevator lift. The passengers missed their dinner—and the ride to the 21st floor as well.

CKLW, Windsor. as one of its war services raised $5,000 of a $15,000 fund gathered in Windsor, Ont., to help Windsor, England, buy a Hurricane fighter airplane. CKLW for nine successive nights at 11:15 p.m. put on a half-hour request program for donations phoned in to the station, and on one night received phoned promises for $1,000. Donations ran from $1 to $250

KFDA, Amarillo, Tex., on Oct. 2 at 6 a.m. went on the air on its new 1200 kc. frequency. The FCC granted the frequency change in September.

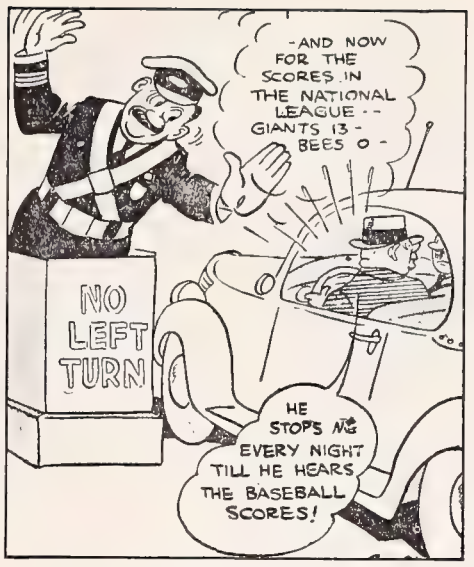
WCAU, Philadelphia, on Oct. 14 extended its broadcasting day to 21 hours. The transmitter opens an hour earlier, at 5 a.m., with an hour of transcribed hillbilly music. Regular 2 a.m. closing time continues. The only other station in the city with a longer daily schedule is WIP, on the air 24 hours.

CHARACTER ANALYSIS of studio audiences is the feature of *Know Yourself*, quarter-hour program which started on WMCA, New York, on Oct. 7. M. C. Harry H. Balkin, analyzes members of the audience and helps them select their most appropriate vocation on the basis of personality traits. Program is aired Monday, Wednesday and Friday, 8:15-8:30 p.m.

EVERY interviewee appearing on Scott Weakley's "Man on the Street" program on KROW, Oakland, sponsored by Davidson & Licht Jewelry Co., is presented with a 20-page election handbook. The booklet contains methods of electing presidents, electoral voting by States from 1804 to 1936, popular vote by States from 1928 to 1936 and full information on all of the American presidents.

STERLING FISHER, CBS director of education, has made plans for the network to participate in the fourth school broadcast conference to be held Dec. 4-6 in Chicago under the auspices of the Radio Council of the Chicago Board of Education. Speakers include Mr. Fisher; Clifton Utley, head of the Foreign Policy Assn. of Chicago; Alan Lomax, conductor of *Wellsprings of Music* on CBS, and Lyman Bryson, chairman of the CBS board of adult education.

DON CARNEY, known as "Uncle Don" to listeners of WOR Newark, will give two performances Dec. 15 in his third annual Charity Show in New York at the Hotel Astor. The entire proceeds will go to various metropolitan charities.



Bob Bliss in Boston Globe

WLOL's St. Paul Studios

WLOL, the new 1,000 watt fulltime station in Minneapolis, owned by the Hon. John P. Devaney, former Chief Justice of the Minnesota State Supreme Court, has opened St. Paul studios in the Hotel Commodore, St. Paul. Headquarters of the North Central Broadcasting System. John Boler, president, a regional network of 11 Minnesota and North and South Dakota stations, for which WLOL is the key station, also has offices in connection with WLOL's St. Paul studios. Programs to the NCBS network will originate from the new St. Paul studios. WLOL went on the air June 17, 1940, as a basic MBS outlet.

TIED UP with KGFW, Kearney, Neb., the new KHAS, Hastings, Neb., 50 miles distant, was formally dedicated Sept. 30 under the supervision of Lloyd C. Thomas, KGFW owner. The new Hastings station is controlled by Fred A. Seaton, publisher of the *Hastings Tribune*.

NBC STATION **WCCO**

MINNEAPOLIS ST. PAUL

Offers You

2 MARKETS FOR THE PRICE OF ONE

MINNEAPOLIS and ST. PAUL

WITH A COMBINED POPULATION OVER 800,000

Owned and Operated by the St. Paul Dispatch-Pioneer Press and Minneapolis Tribune and Times-Tribune

FREE & PETERS, Inc., National Representatives

New York—Chicago—Detroit—Los Angeles
San Francisco Atlanta



• From that telephone on your desk you can reach more than twenty-one million telephones!

What an able assistant to have in any business where you must work fast — and accurately! To take care of last-minute script changes . . . instructions to network stations . . . time clearances . . . the telephone is always ready with quick, dependable service.

Count on *your* telephone to help you get more things done — whether your call takes you across the street or across the continent.

BELL SYSTEM
AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES

Industry Accord Over Television Standards Seen

Technical Committee Reports Progress of Its Studies

HOPE that the National Television Systems Committee will complete its task of achieving industry agreement on basic standards for television broadcasting by Jan. 1, 1941, was expressed by Dr. W. R. G. Baker, manager of the General Electric radio and television department and chairman of the committee, in a report on its progress to date made at the Radio Manufacturers' Assn. convention at the Hotel Roosevelt, New York, Oct. 7-8.

Three of the nine panels for studying the various aspects of the general problems have already practically completed their work and have final reports in preparation, he stated.

Panel Meetings

Established under the auspices of the RMA with the sanction of the FCC, the NTSC membership includes sixteen representatives of manufacturing companies, research organizations and utilities that are in or affiliated with the radio industry [BROADCASTING, Aug. 15]. Eight of the voting members—the chairman having no vote—are from companies associated with the RMA and there is also a representative of the RMA of Canada who acts as an observer only.

The panels handling the detailed analytical work contain a total of 138 members representing 41 companies, Dr. Baker stated, of which 19 are receiver manufacturers; five are manufacturers of both receivers and transmitters; nine represent universities or research organizations; four, utilities; three, broadcasting companies, and one a consultant.

While certain of the panels whose work involves consideration of color television and the possible application of frequency modulation still have a great deal of work ahead of them, making it too early to say definitely whether the Jan. 1 deadline can be met, Dr. Baker said the following schedule for the completion of each panel's task has been set:

Panel 1—System Analysis, Nov. 1
Panel 2—Subjective Aspects, Nov. 1.
Panel 3—Television Spectra, Oct. 15.
Panel 4—Transmission Power, Oct. 15.
Panel 5—Transmitter Characteristics, Oct. 15.
Panel 6—Transmitter-Receiver Coordination, Oct. 15.
Panel 7—Picture Resolution, Nov. 1.
Panel 8—Synchronization, Nov. 15.
Panel 9—Radiation Polarization, Dec. 1.

Commenting on the project as a whole Dr. Baker said that while there will probably be some minority reports he expected most of the group to agree on most of the standards by the time all the work has been completed. The RMA board, at a meeting following the membership sessions, provided for financing the NTSC work, partly by the RMA itself and partly by assessments on participating companies who are not RMA members. Bond Geddes, RMA executive vice-president and general manager, was appointed financial agent of NTSC.

Cooperation With NAB

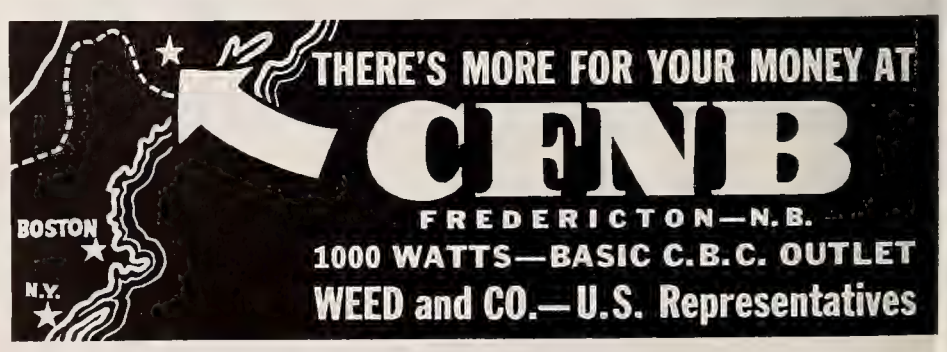
The board also authorized the RMA to cooperate with the NAB in promoting the 20th anniversary of the beginning of broadcasting in a 20-day promotional campaign, to be staged Nov. 10-30. In response to a message from Stacy May, director of the bureau of research of the National Defense Commission, the RMA board authorized the appointment of a five-man committee to study the entire radio requirements of the country's armed forces and civilian population and the supply of material, labor and producing organizations, to the end that an adequate supply of all radio equipment that may be needed by the national defense program may be assured.

The 17th annual RMA convention will be held at the Stevens Hotel, Chicago, June 10-11, 1941, it was announced. Other board action included the creation of a special committee on advertising to include the advertising managers of all member companies who will meet periodically to discuss advertising policies for all sets and parts so that all radio advertising may be in line with best industry practice as well as with the requirements of the Federal Trade Commission, Better Business Bureau, and other regulatory groups.

On Oct. 8 the board attended a special demonstration of the CBS system of color television, at which FCC Chairman Fly was present.

Game Deferred

SATURDAY, Oct. 5, was Homecoming Day at the U of South Carolina, with the South Carolina-Georgia football game a headline feature. The game was planned for 1 p.m. Someone suddenly realized that WIS, NBC outlet in Columbia, was scheduled to broadcast the fourth World Series game the same afternoon, starting at 1:15. Fearing the broadcast would cut into attendance at the game, college authorities arranged with WIS to postpone the football game until 3 p.m.—with WIS feeding the Series broadcast into the public address system at the Municipal Stadium.



Western Electric Adopts Personnel Draft Benefits

CONSCRIPTED employes of Western Electric Co. are provided for under a new company policy announced Sept. 30 by C. G. Stoll, president. The plan makes identical provision for employes who may be called up for military service under the Selective Training & Service Act of 1940 and members of the National Guard or Organized Army Reserves in Western Electric employ who may be called into Regular Army service.

For the first three months of military service, employes of a year or more will receive their regular company pay less Government pay, under the plan. Under the Western Electric pension plan employes called into military service will receive full credit for their previous term of employment plus the period of Government service upon reinstatement in the company's service. Eligibility for company death benefits will not be affected, the company making up the difference between the Federal and State benefits and the total provided under its own plan. All regular employes called up for training or service will be granted leave of absence for 12 months. Upon application within 40 days of the conclusion of military service, employes will be reinstated in their previous positions or positions of comparable status and pay, unless the company's circumstances are so changed as to make it impossible or unreasonable to do so.

NBC, RCA Employes to Get Military Bonus

EMPLOYES of NBC and other RCA subsidiaries, of six months or more standing, who may be called or who may volunteer for service in the armed forces, will be paid the difference between what they earn in their last month of employment and what they receive for their first month's military service. This was announced Oct. 4 by David Sarnoff, RCA president, following the regular meeting of the board of directors. Such employes will also have their group life insurance policy premiums paid by the company.

The Brush-Moore Newspapers of Ohio, which operate WHBC Canton, and own half of WPAY, Portsmouth, announced Oct. 7 that all employes, including radio, will be paid one-half their regular salaries for one year after being called into military service by enlistment or conscription. They will also have their jobs returned to them at the end of their military service.



Army Radio Plans

(Continued from page 15)

aerial siege so broadcast signals cannot be used as "homing" beams.

Any idea of commandeering broadcasting stations as such is entirely dispelled in the board's work. Not even coastal stations, it is now explained, are involved in the preliminary plans. All military and naval equipment has been designed to operate on other than standard broadcast wavelengths. Communications channels may be commandeered, but only those essential to the military or naval operations.

Scare Rumors Dispelled

High-ranking officers in the military establishments decry published newspaper reports of "dangerous activity" by the FCC and other Governmental agencies pertaining to broadcasting. They emphasize that from the standpoint of operations, there is no thought of upsetting broadcasting as a going concern.

These officers, of course, have nothing whatever to do with the programming aspects. In that connection, it is pointed out that the development may not be vastly different from that during the last war, under the George Creel organization, which in effect was the Government emergency information office. The added factor, of course, will be the availability of radio as the swiftest means of bringing necessary information to the attention of the public.

How far the military establishment will go in recruiting radio personnel is another debatable question. Actually, the Army and Navy communications branches are training many of their enlisted men at both military and private schools for communications work. Broadcasting, along with other communications services, is regarded as an essential pursuit in the national scene and will be disturbed, from the personnel standpoint, as a little as possible.

Of course, this attitude will have little bearing on the conscription of man power. Because broadcasting is made up preponderantly of young men, at least several thousand of whom will fall within the draft age limits of 21 to 35, it is expected there will be some drain on the industry. Those drafted who qualify will be expected to enter training, but those in specialized pursuits, particularly technical men, may find themselves diverted to the Army Signal Corps where their opportunities would be greater than in the line.

Roxy Clothes in N. E.

ROXY CUSTOM CLOTHES Corp., New York, has started a spot campaign to advertise retail clothes on WICC, Bridgeport, WMAS, Springfield, Mass., WPRO, Providence and WTAG, Worcester. News programs and five to ten station break announcements are being used. Peck Adv., New York handles the account.

MISSED THE DANE
Mrs. Dumm Loses Valuables From Parked Car

HAD Wesley I. Dumm, principal owner of KSFO, San Francisco, and KROW, Oakland, followed his custom of bringing along his Great Dane watchdog on a recent trip from Pasadena to Oakland, Mrs. Dumm in all probability would not be out $5,000 worth of jewels, furs and other valuables. The goods were stolen from Dumm's car while parked in front of a restaurant in Oakland. When they came out they found a window in the machine had been jimmied.

Stolen were Mrs. Dumm's wardrobe case, an airplane luggage hat box and a portable radio. In Mrs. Dumm's effects were her jewel box, containing a platinum bracelet set, a wrist watch, a pearl necklace, an amethyst ring, a pair of matched silver fox furs and a mink coat. The coat was later recovered when it was hurled from an auto two hours after the theft.

Monarch on Coast

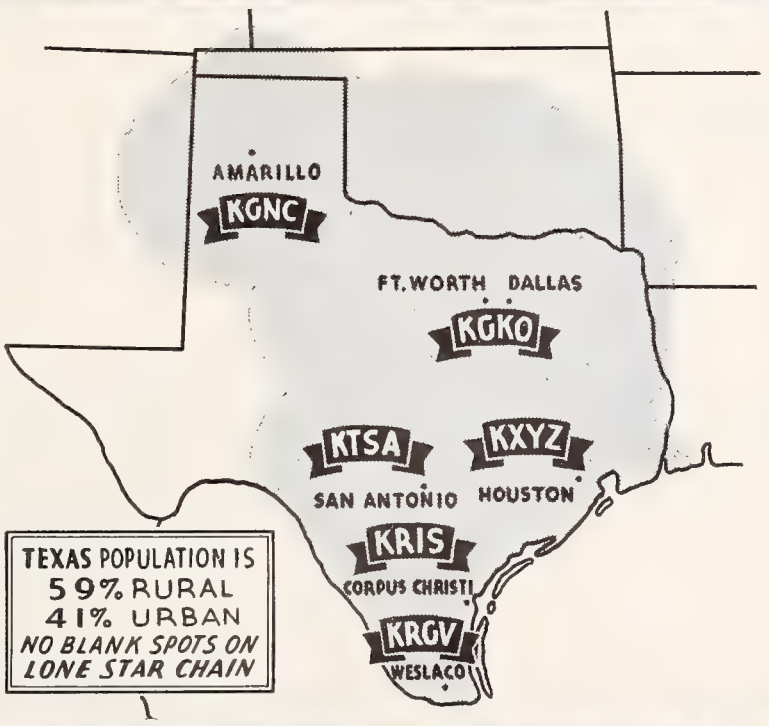
REID, MURDOCH & Co., Los Angeles (Monarch coffee), in a 52-week contract started Sept. 23, is sponsoring participation five times weekly in *Norma Young's Happy Homes* on KHJ, that city. In addition, the firm is using seven and five spot announcements daily on KIEV, Glendale, and KFAC, Los Angeles, respectively. Agency is W. B. Ross & Associates, Los Angeles.

Columbus, Miss., Bow

THE NEW WCBI, local outlet in Columbus, Miss., authorized by the FCC May 21 to operate with 250 watts on 1370 kc. [BROADCASTING, June 1], went on the air Oct. 1. Staff includes Birney Imes Jr., station manager; Walter G. Allen, commercial manager; W. E. Williams, program director and sportscaster. Announcers are Paul Cresap and Gene Edwards. Engineering staff consists of Robert Montgomery as chief engineer and Jimmy Arendale, operator. Studio and transmitter, housed in the Gilmer Hotel, are RCA equipped throughout, with a 200-ft. Wincharger radiator. Station is licensed to Birney Imes, publisher of the *Columbus Commercial-Dispatch.*

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
590 On the dial
1000 Watts
COLUMBIA'S EXCLUSIVE FULL TIME OUTLET FOR WESTERN MICHIGAN
Representative: HOWARD H. WILSON CO.

The LONE STAR CHAIN
HOLEPROOF COVERAGE
IN A TWO BILLION DOLLAR MARKET



CARRYING YOUR MESSAGE FOR LESS THAN TEN CENTS PER THOUSAND HOMES
For rates and availabilities contact any LSC station, Howard Wilson Co., or James W. Pate, LSC Managing-Director. Star Telegram Building, KGKO, Fort Worth

Court's Power Sustained In Tacoma-ASCAP Suit

FOLLOWING the hearing Sept. 28 in the case of *Tacoma vs. ASCAP*, at which the special master's report asserted that the local Federal court has jurisdictional powers in the action, as determined by the U. S. Supreme Court, both sides now have 30 days in which to file briefs, and 15 days are allocated for filing of answers to them.

In the case of *Nebraska vs. ASCAP*, a hearing was held Oct. 12 to ascertain the character of the record which will go up to the U. S. Supreme Court in connection with the State's appeal for a new trial after its anti-ASCAP law was declared unconstitutional. Louis Frohlich and Herman Finkelstein of Schwartz & Frohlich, ASCAP counsel, went to Omaha for the hearing.

Sackett Back in KVAN

SHELDON F. SACKETT, publisher of the *Coos Bay Times*, Marshfield, Ore., and the *Oregon Statesman*, Salem, Ore., and owner of KOOS, Marshfield, has repurchased 50% interest in KVAN, Vancouver, Wash., opposite Portland, and has taken over its active management. Ben E. Stone, manager of KOOS, will be managing director. Walter L. Read has retired from the company, selling his interest to Mr. Sackett, who was one of the original stockholders when the station was founded in October, 1939, but who later sold his interest to Mr. Read.

BYE-BYE RED INK!

Black Ink is always in vogue in the Winston-Salem market — that is for sponsors who choose this sales-producing station. For a real money-maker, choose—

WAIR

Winston-Salem, North Carolina

National Representatives
Sears & Ayer

BMI Acquires Ricordi Catalog

(Continued from page 16)

plete switchover on the first of the year would necessitate a change so radical that neither the broadcasters nor the band leaders could make it successfully.

Asked if the broadcasters would continue to require non-ASCAP music from the bands if an agreement with ASCAP was reached, Kaye emphatically stated there would be no such requirement.

All the broadcasters want, he declared, is to have music played that they can legally use, whether it be ASCAP or any other music. But as long as ASCAP sees fit to place a prohibitive price on its music, he continued, radio is forced to find a way to get along without it—which is being done through the medium of BMI as a new source of music for the industry.

Band Leaders Meet

On Oct. 2 the band leaders met privately with Jacob Rosenberg, president of the New York local of AFM, who is reported to have warned them against taking sides in this battle or doing anything except protect their own interests. Following this meeting, at which the committee was named, letters were sent to Niles Trammell, NBC president; William S. Paley, CBS president; Alfred J. McCosker, president of WOR and chairman of the board of MBS, and Neville Miller, president of NAB, inviting them to attend a preliminary conference with the orchestra leaders' committee to discuss plans for reopening negotiations with ASCAP.

Letter was answered Oct. 9 by Mr. Miller, who declared that "until ASCAP indicates its own willingness to negotiate—and holding a gun at your heads and ours is not negotiating—it seems to me that your suggestion will not accomplish anything." Mr. Miller added he would be glad to meet with the committee and made the arrangements for the Oct. 16 session.

The press release sent out by the orchestra leaders' committee stated that an invitation had also been sent to Gene Buck, ASCAP president, but at ASCAP headquarters it was reported that no such letter had been received. However it was stated Mr. Buck would be glad to confer at any time. Absence of the name of Russ Morgan, who called the band leaders together, from the committee roster was explained by the fact that following the conclusion of his engagement at the Pennsylvania Hotel in New York he had left the city for a series of one-night stands.

Production Speeded

Whether the band leaders will be successful in getting the broadcasters and ASCAP together and, if so, whether an eventual compromise will be reached, there is no indication in broadcasting circles of any lessening in preparations for a total break with ASCAP on Jan. 1, 1941. With the addition of 25 arrangers to its staff, BMI has stepped up its production of new popular tunes from 7 to 14 weekly, as promised by Mr. Tompkins in his report to the BMI board last month [BROADCASTING, Oct. 1], and has also increased the number of arrangements of public domain music from 25 to 35 weekly.

Networks are keeping careful check to insure compliance with their requirements for non-ASCAP as well as ASCAP tunes on sustaining programs, and further increases in the amount of non-ASCAP music are expected until, about Dec. 1, these sustainers will contain only tunes outside the ASCAP-controlled catalogs. BMI tunes, partly due to these restrictions and partly to the fact that artists are finding them worth using and exploiting, are maintaining their prevalence on the lists of most-played-on-the-air numbers and on the *Hit Parade*. Kate Smith, previously reported as one of the most obdurate holdouts against BMI music, sang *The Same Old Story* on her Oct. 11 program.

More Stations Join BMI

Individual stations are also cooperating in promoting BMI music. WHEC, Rochester, for example, staged a "BMI Week" from Sept. 29 through Oct. 5, when nine programs by the staff orchestra and four remotes from the Hotel Seneca included nothing but BMI numbers. Stations which have previously not joined BMI are now becoming members in what might be described, if the deadline were not still three months away, as a "last-minute rush". During the last two weeks the following have become BMI members: WOCB, West Yarmouth, Mass.; WSYB, Rutland, Vt.; KTSM, El Paso; WNBF, Binghamton; KBND, Bend, Ore; WSTV, Steubenville, O.; WIBG, Glenside, Pa.; WHCU, Ithaca, N. Y.; WHBY, Appleton, Wis.; WTAQ, Green Bay, Wis.; KGHI and KLRA, Little Rock; WLNH, Laconia, N. H.; WXYZ, Detroit; WOOD-WASH, Grand Rapids; KUJ, Walla-Walla, Wash.; KRLC, Lewiston, Ida.; KXL, Portland, Ore.

The American Hotel Assn., at its convention in Seattle, Oct. 3-5, adopted a resolution instructing its president to appoint a committee "to make a careful study of other sources of music supply than ASCAP and to cooperate with any group or organization formed for the purpose of relieving users of copyrighted musical works from the imposition of such arbitrary fees" as those levied upon the users of music by ASCAP, by whom hotels as well as broadcasters are licensed.

Cooperating with the Lewis-Howe Co., which on Oct. 17 begins sponsoring *Fame & Fortune* on NBC-Blue, BMI will publish the three songs submitted by members of the listening audience which Tommy Dorsey, conductor of the program, and his committee select as the best each week. In addition to the regular royalties paid by BMI, the writer of the prize-winner will receive $100 from the sponsor, with the writers of the second and third choices receiving $25 each.



WHEN the dove season opened in California recently, Ed Barker (left), salesman of KGO-KPO, San Francisco, had a good enough eye to bag this string of birds which he presents to Al Nelson, general manager of the stations.

Weiss Foresees Victory In Fight With ASCAP

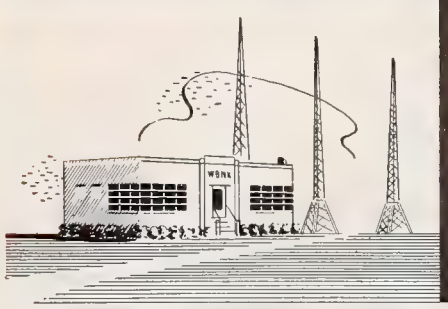
LEWIS ALLEN WEISS, Pacific Coast manager of the Mutual-Don Lee network, discussed the status of the radio-ASCAP controversy and how the radio industry expects to "win this fight", at the annual radio departmental of the San Francisco Advertising Club recently. Weiss declared there is no quarrel with ASCAP, but added that the radio industry is in the business of buying and selling music and entertainment, and reserves the right to pay only for what it uses.

Philip Lasky, manager of KROW, Oakland, was another speaker. He stated that 255,000 copyrights already are available for use by Broadcast Music Inc., plus another 4,000 recently acquired Latin-American tunes. C. P. McGregor, owner of the transcription firm bearing his name, told the ad men that 9,000 tunes available to BMI already are transcribed.

Fels Changes Agency

FELS & Co., Philadelphia, has transferred its advertising for Fels Naptha soap and chips to S. E. Roberts, Philadelphia agency. Advertising plans have not been announced, but Fels has been a consistent radio user.

Directional over New York



Now! 5000 WATTS DAY *and* NIGHT

WBNX YOUR BEST NATIONAL SPOT BUY

A NEW APPROACH TO THE NEW YORK MARKET

KMBC Also Asks 50 kw. on 690 kc.

THE SCRAMBLE for assignment on the 690 kc. channel, available for use in the Midwest under the Havana Treaty, was intensified Oct. 5 with the filing of a 50,000-watt application for that facility by KMBC, Kansas City, pioneer station operated by Arthur B. Church.

A Canadian I-A channel under the treaty, the facility can be used by Class II stations in the United States either in Kansas or Oklahoma. The proposed allocations announced by the FCC Sept. 10 assign this channel to KGGF, Coffeyville, Kan., and to the college-owned WNAD, Norman, Akla., on a time-sharing basis, since their present assignments on 1010 kc. are eliminated by allocation of that channel to Canada.

Other Applicants

KOMA, Oklahoma City, already has applied for the 690 kc. facility with 50,000 watts as has a new applicant, the Fred Jones Broadcasting Co., seeking it for Tulsa. [BROADCASTING, Sept. 1] In view of the pendency of these applications, plus that of KMBC, a hearing is likely in advance of the treaty effective date, March 29.

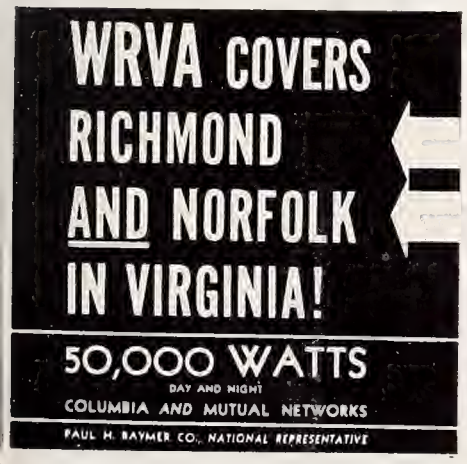
The KMBC application is the first to come from the Kansas City area for a high-power station. The application specifies the station would be located midway between Kansas City, Kan., and Leavenworth. A 900-foot antenna—which would be the tallest in the country—is sought in the application, filed by William J. Dempsey and William C. Koplovitz, KMBC counsel.

The application stresses the need for increased rural coverage in the Kansas and Missouri areas, and points out that KMBC, by procuring the facility, would be enabled to expand the rural service it has rendered since its establishment in 1922 under the call letters WPE. It is pointed out that the area constitutes one of the most important stock and grain centers in the world and that the proposed service would fill an existing need.

From the President's Train

THE THREE major networks and WLW, Cincinnati, broadcast direct from President Roosevelt's private car Oct. 12, 9-9:30 p.m., at Dayton, O., the first such broadcast in history, it is believed. Peter Grant handled the program for WLW, with WLWO relaying it to South America as part of its dedicatory ceremonies.

SIMPLEX SHOE Co., Milwaukee (Flexies), on Oct. 14 resumed *Flexies Pixies* on WGN, Chicago. The musical program, designed for kiddies, features Len Salvo at the organ and Ed Allen. The series is heard Monday through Friday, 5:35-5:40 p.m., placed direct.





COTTON-PICKERS chanted their spirituals and field tunes into the microphone of WSPA, Spartanburg, S. C., on a program carried recently by the station under sponsorship of Southern Cotton Oil Co., New Orleans, manufacturer of Sco-Co fertilizers. Using a remote unit, WSPA went right into the cotton field to originate the broadcast. Between workers' songs Announcer Cliff Gray, Charles Hearon, WSPA public relations director, and Program Director Sterling Wright described the scene, giving detailed descriptions of cotton picking and weighing on the spot. Standing beside the truck, grouped around the microphone, are (l to r) Monroe Lancaster, owner of the farm, and a friend, Program Director Wright and Announcer Gray.

FCC-Industry Groups Consider Plans For Stricter Shortwave Supervision

PLANS to exercise stricter control over international shortwave programs were discussed Oct. 7 by FCC officials at an informal meeting with representatives of international shortwave station operators. The special conference was called to get operators' views on a proposed change in the international broadcast rules provision, of which would require mandatory recording of all persons and other lightening up of program operations.

Attending the conference were 26 representatives of NBC-RCA, CBS, Crosley, Westinghouse, General Electric, World Wide Broadcasting Corp., NAB and the FCC. In addition to the recording provision, the proposed change included close scrutiny and preservation of scripts to prevent any deviation from program content as approved before broadcast. It is understood the proposal drew particularly heavy fire from the broadcasters, who maintained that the proposed rule would straightjacket the spontaneity of international broadcasts.

To Prevent Ad Libs

With the operators opposing the amendment and taking a stand against disturbing the existing rules, the FCC is reported to have pointed out that the purpose of the proposed change is not to give the Government an opportunity to censor the programs, but rather to protect broadcasters against the possibility interpolated ad lib statements. It is thought possible the FCC may forego the amendment insofar as it might bring about any immediate change and only require transcriptions of programs for reference purposes. It is understood also that at the meeting the broadcasters indicated all scripts would be scrutinized carefully in advance.

Those attending the Oct. 7 meeting were: NAB—Neville Miller, Paul F. Peter, Russell P. Place; NBC-RCA—Frank M. Russell, Frank E. Mason, Oswald F. Schuette, P. J. Hennessey Jr.; CBS—Harry C. Butcher, Paul A. Porter; Crosley Radio Corp.—Wilfred Gunther, Wm. C. Koplovitz, W. E. Branch; Westinghouse—J. B. Rock, F. P. Nelson; General Electric Co.—B. J. Rowan, L. D. Coffman, John Sheehan; World Wide Broadcasting Corp.—Walter S. Lemmon, M. M. Jansky; FCC—Gerald C. Gross, Philip F. Siling, Joseph L. Rauh Jr., T. L. Bartlett, E. M. Webster, DeQuincy V. Sutton, Andrew D. Ring.

FCC's Proposed Changes

The proposed amendment to the FCC international broadcast rules, Section 4.43 (f), follows:

(1) Each licensee of an international broadcast station shall have in its possession at the time of broadcasting any program a complete typewritten transcript of such program and shall not permit deviation from such transcript.

(2) If the broadcast is in a language other than English, such licensee shall have in its possession prior to the broadcast such complete transcript together with a complete translation in English.

(3) Such licensee shall make provision for the making of verbatim records of such programs in all cases where for causes beyond the control of the licensee the original transcript is not followed.

(4) Transcripts, translations, and records shall be kept by the licensee for a period of one year after the date of broadcast and shall be furnished the Commission or be available for inspection by representatives of the Commission upon request.

(5) The foregoing provisions of this subsection shall not only apply in case of musical selections in English which have been copyrighted. In such cases, the title of the selection only need be made of record, provided the selection was rendered exactly as copyrighted. In the case of musical selections which contain no words, only the title need be made of record.

(6) The Commission may grant exemptions from the foregoing requirements in the case of particular broadcasts or classes of broadcasts.



"Yes Sir!! I'm puttin' the whole roll on WPEN:—right across the board."

Why? . . . because . . . WPEN is a consistent winner. New records every week. Take a tip and try it yourself across the board, and you'll come home . . . "in the money"! ! !

WPEN PHILA. 1000 WATTS



A CHRISTMAS RADIO SHOW

"STREAMLINED FABLES"

The Kids will love it! The "Kidults" will eat it up!

THE KORALITES— 6 YOUNG PEOPLE WHO TALK IN RHYTHM AND CREATE SOUND EFFECTS VOCALLY REALLY "GO TO TOWN" WITH THEIR SWING VERSION OF FAIRY TALES — AS MODERN AS TELEVISION.

Ready for Broadcasting on 15 min. R.C.A. discs.

Merchandising Tie-ins!

AS USUAL . . . BECAUSE ITS UNUSUAL . . . ITS PRODUCED BY

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue . . . NEW YORK CITY

Party Purchases Of Time Reveal Recent Increase

Active Climax Is Indicated; Time Bought Efficiently

AFTER loping along for several weeks, radio schedules for the national political campaign are showing a burst of speed with the Nov. 5 election day little more than a fortnight away. For the home stretch drive, final schedules for both Democratic and Republican parties have been virtually set, according to G. W. (Johnny) Johnstone and Wells (Ted) Church, radio directors of the Democratic and Republican national committee, respectively.

Full crescendo in the Democratic radio efforts will be reached on election eve, with the party buying about $100,000 worth of time on all four national networks between 10 p. m. and midnight Nov. 4.

Present indications are that although combined radio expenditures by the two principal parties will pass original budget estimates, the aggregate runs far below estimates made early in the campaign year. It is estimated the Democrats will spend about $350,000 for radio, and the Republicans only about $150,000. Reduced budgets for radio resulted from a shortage of campaign funds, claimed by both parties, as well as from the statutory limit of $3,000,000 placed on individual party campaign expenditures by the Hatch Clean Politics Act. With a $3,000,000 limitation, general overhead costs eat up a great share of the available funds, although radio has received a relatively large share of the funds from both parties.

Most-for-the-Money

Leaders of both parties have indicated satisfaction at the success of their radio directors in working out most-for-the-money schedules. Practically all political time purchases by the two national committees have been made for open periods, resulting in a minimum of talent rebates for displacing regular programs. It is believed to be the first time in radio-political history comprehensive broadcast schedules have been completely arranged so far in advance. "There never has been a more efficient use of radio time by political parties," commented GOP Radio Director Church to BROADCASTING.

Going into the final month before Election Day, both parties stepped up their broadcast activities. The Democrats used quarter-hours on MBS Oct. 4 for a coast-to-coast campaign speech by John M. Carmody, Federal Works Agency administrator; NBC-Blue on Oct. 7 for Secretary of Commerce Jesse Jones; CBS on Oct. 9 for Attorney General Robert H. Jackson. The party on Oct. 11 also sponsored a half-hour address by Henry A. Wallace, Democratic vice-presidential candidate, on NBC-Red, 8:30-9 p.m. in the eastern and central zones, and a repeat performance at midnight for the mountain and Pacific zones.

Senator James F. Byrnes (D.-S.C.) is handling a three-night stand Oct. 14, 15 and 16 on NBC-Blue, at 7:15-7:30 p.m., with an 11:15-11:30 repeat each night. Other scheduled broadcasts on behalf of the Democratic campaign include: Oct. 14, Secretary of Agriculture Wickard, 8:30-8:45 p.m. on MBS; Oct. 15, CBS, Senator George Norris, 10:15-10:45 p.m.; Oct. 16, NBC-Blue, 9-9:30 p.m., symposium on national defense, with Senator Walsh, of Massachusetts, Senator Sheppard, of Texas, Rep. Carl Vinson of Georgia; Rep. Marvin Jones, of Texas, and Dan Tobin, head of the AFL teamsters' union; Oct. 17, CBS, an unnamed speaker, 10:15 - 10:30; Oct. 18, Secretary of State Cordell Hull, introduced by Senator Key Pittman, MBS, 8-8:30 p.m.

The Democratic radio campaign will climax on election eve, Nov. 4, when the party has bought two full hours, from 10 p.m. to midnight, on NBC-Red and Blue and MBS, and the 11-midnight period on CBS. This is by far the largest single block of time sold during the entire campaign.

Republican Time

The Republican National Committee also has made plans for a vigorous climax to its radio efforts. In addition to an Oct. 16 appearance by Thomas E. Dewey on NBC-Blue, 9:35-10 p.m., the party is presenting a series of eight broadcasts featuring its Presidential candidate, Wendell L. Willkie. Mr. Willkie will be heard Oct. 15 on NBC-Red, 10:30-11 p.m. (EST); Oct. 17 on CBS from St. Louis, 10:30-11 p.m.; Oct. 21 on NBC-Blue from Minneapolis, 10-10:30 p.m.; Oct. 22 on NBC-Red, 10:30-11 p.m.; Oct. 29 on NBC-Red, 10:30-11 p.m.; Oct. 31 on CBS, probably from Chicago, 10:30-11 p.m.; Nov. 2 on CBS, from the Republican rally in Madison Square Garden, 10:15-11 p.m.; Nov. 4 on CBS, along with GOP Vice-Presidential Candidate Charles L. McNary and Rep. Joseph Martin, chairman of the Republican National Committee, 10:15-11 p.m.

GOP Spot Material

Although the Republican National Committee itself is not sponsoring any spot campaign as such, it has made available through its agency, J. Walter Thompson, spot material suitable for local sponsorship by Republican organizations. The local organizations are making some use of this material, as well as sponsoring independently produced local programs. The National Federation of Republican Women's Clubs has sponsored a network broadcast by Mr. Willkie, and other independent Republican organizations have been sponsoring special programs in their localities, including time on some foreign-language stations.

The Democratic National Committee has placed about 300 quarter-hour spots and 400 one-minute announcements, including a few transcriptions, to be broadcast in 22 foreign languages on 60 to 70 stations reaching foreign-speaking audiences. It is estimated this will cost about $15,000.

International Ladies Garment Workers Union, New York local, is sponsoring a series of political broadcasts on eight stations of the New York Broadcasting System, on WOR, Newark, and WJZ, New York, in cooperation with the American Labor Party, to promote the Roosevelt-Wallace ticket. Saturdays at 10 a.m. from Oct. 5 through Nov. 2 it presents Democratic speakers on a full-hour program which includes band music, and dramatic sketches. Special campaign broadcasts are scheduled on WOR, Nov. 3, and on WJZ, Nov. 4. Stations carrying the Saturday broadcasts are WINS, New York; WJTN, Jamestown; WKNY, Kingston; WMBO, Auburn; WBNY, Buffalo; WIBX, Utica; WSAY, Rochester; WABY, Albany.



A BIG CONTRACT moved to the Mutual-Don Lee network Oct. 18 when *I Want a Divorce* was shifted to the nationwide network. Participating in the contract signing in the offices of Brisacher, Davis & Staff, San Francisco, were (l to r) Weston Settlemier, account executive for Tea Garden Products Co., one of the cooperative sponsors; Ward Ingrim, sales manager of KFRC, San Francisco; Emil Brisacher, agency president; Merwyn McCabe, KFRC salesman, and William D. Pabst, KFRC manager.

No Chiseling

WHEN screen comedians Laurel and Hardy arrived in Minneapolis on a personal appearance tour, they took radio stations by storm. At least, as far as WCCO's records go, they're the first act in history to buy spot announcements over the station at card rates—and then entertain radio and press at a cocktail party.



Fall River Case Raises Local Monopoly Issue

THE QUESTION of purported local monopoly in public opinion, through joint ownership of newspaper and station, was raised at the FCC Oct. 8 when a majority of the Commission sent to hearing the application to transfer the license of WSAR, Fall River, from the Doughty & Welch Electric Co. to the Fall River Broadcasting Co., principal owner of which is the *Fall River Herald-News.* The transaction involved a $175,000 purchase price, of which half would be in cash and half payable in five years [BROADCASTING, May 15].

On motion of Commissioner Thompson, the FCC by a 3 to 2 vote denied the station's petition for reconsideration and granting of the application without a hearing. Commissioners Walker and Payne voted for the hearing and Commissioners Case and Craven against, with Chairman Fly absent.

Occident Flour Spots

RUSSELL MILLER MILLING Co., Minneapolis, has started a spot campaign on 23 stations to advertise Occident flour. Transcribed quarter-hour series *Frank and Julia At Home,* featuring Frank Crumit and Julia Sanderson, is being used on most of the stations three times weekly. Recordings were made by WBS. N. W. Ayer & Son, New York, handles the account. The following stations will carry the recordings: WBZ-WBZA WGR WAZL WBRE WGBI WLS WNAX WMT KDKA KRNT KGLO KSTP KROC KYSM KFAM WDAY KFYR WTAQ KFBB KGIR KPFA KRBM KGHL.

Dr. Caldwell Under Way

DR. W. B. CALDWELL Inc. Monticello, Ill. (Syrup Pepsin), on Sept. 30 started its fall campaign of one-minute transcribed announcements, varying from one to three daily, five days weekly, on approximately 100 stations throughout the country. In addition, *The Deacon,* a ten-minute daily live show has been placed on WGN, Chicago, and ten-minute strips are being used in Detroit and Louisville. Sherman & Marquette, Chicago, placed the business.

Stovin to Start Own Rep Office

Canadian Veteran Resigns to Open Tri-City Business

HORACE N. STOVIN, station relations supervisor of the Canadian Broadcasting Corp., is leaving that organization to set up a station representation firm under his own name with offices in Toronto, Montreal and Winnipeg. The move has come as a surprise to the broadcasting industry, as Stovin has been with the CBC and its predecessor Canadian Radio Broadcasting Commission since 1933, but is the outcome of a change in the commercial operation of the two Winnipeg stations CJRC and CKY [BROADCASTING, Sept. 1].



Mr. Stovin

Stovin starts out with the exclusive commercial representation, both local and national, of CKY and CKX, Brandon, stations owned by the Manitoba provincial government's telephone system.

No successor as station relations supervisor has yet been picken by the CBC management, leading to the assumption that Stovin may act in an advisory capacity in the station relations department for some time, until a new department head has been picked. Meanwhile, Malcolm Neill, son of J. S. Neill, owner of CFNB, Fredericton, N. B., Stovin's assistant, and Andrew Bell, Stovin's assistant on regulations, will handle the department.

Stovin has been in radio since 1912, when as a boy he had a spark transmitter in Moose Jaw, Sask. After the First World War, while operating a drug store at Unity, Sask., he again became an amateur, turned his station into broadcasting station CMSC from 1922-27, for two years worked on broadcasting problems for the Saskatchewan Wheat Pool, and in 1929 became manager of CKCK, Regina, from which post he joined the Canadian Radio Broadcasting Commission as Western Canadian program director, becoming station relations supervisor in 1937, shortly after the CBC took over CRBC.

Stovin has not yet appointed a manager for his Montreal office. He will himself headquarter in Toronto, while his Winnipeg office will be in charge of A. J. (Tony) Messner, newly appointed commercial manager of CKY and commercial supervisor of CKX, formerly with All-Canada Radio Facilities staff at CKY.

141 radio stations from coast to coast now using

TEL-PIC WINDOW DISPLAYS

with its daily mailed picture service

TEL-PIC SYNDICATE, Inc.

1650 BROADWAY, NEW YORK

P.S. Our new reciprocal plan is without cost to station.

Representatives

GORDON HEATER, account executive of Homer Owen Griffith & Associates, Hollywood, station representatives, has been appointed Northern California manager of that firm, with offices at 681 Market St., San Francisco. The firm also functions as West Coast division of Howard H. Wilson Co.

WTAX, Springfield, Ill., has appointed The Foreman Co. as national representative.

ROGER (Dutch) HUSTON, Hollywood manager of CBS Radio Sales, is on a four-week business trip to owned and operated CBS stations.

NORMAN V. FARRELL, on the sales staff of Weed & Co., New York, has announced his marriage last August to Monica E. Weyand.

ARTHUR H. SHERIN Jr., formerly with pedlar & Ryan, New York, has joined the sales staff of International Radio Sales, New York.

Appliance Drive

GAS APPLIANCE SOCIETY of California, San Francisco, is conducting a radio campaign on 20 stations in Central and Northern California (KPO KGO KSFO KFRC KJBS KLX KWG KMJ KROW KRE KQW KSRO KMYC KTRB KHSL KVCV KDON KYOS KIEM KFBK). During the two-week campaign, which ends Oct. 19, a total of 396 spot announcements is being used as well as 92 participations on home economics programs. Account is handled by Jean Scott Frickelton Agency, San Francisco.

Promoting N. Y. Auto Show

NATIONAL AUTOMOBILE SHOW in New York Oct. 12-20 is being promoted on sustaining programs on more than 30 stations in the New York vicinity, including most of the city's stations, according to Korbel & Colwell, handling publicity for the show. Network advertisers, including Chrysler Corp., Texas Co. and Firestone Tire & Rubber Co., will also promote the show on their regular programs. NBC-Blue saluted the show in a special broadcast Oct. 13 and other networks are cooperating similarly. Local stations are expected to use some of the publicity and news material which automobile dealers have sent them.

WCBM

BALTIMORE, MARYLAND

Affiliated With The

MUTUAL

Broadcasting System

JOHN ELMER, *President*
GEO. H. ROEDER, *Gen. Mgr.*

National Representatives

THE FOREMAN COMPANY

247 Park Ave., New York
Wrigley Building, Chicago



AFTER bagging the limit on opening day of pheasant season, Earl Reineke, president of WDAY, Fargo, N. D., and Commercial Manager Barney Lavin squat with their dog and admire the day's bag.

UNCLE SAM'S FISH

Federal Spots on 98 Stations Aid Fish Industry

CLAIMING 100% cooperation from contacted radio stations, the Fish & Wildlife Service of the Interior Department has started a spot announcement campaign designed to push consumption of fish, ultimately resulting in advancing national defense by enabling the fishing industry to keep its vessels and equipment "in a state of orderly repair to meet any national emergency". Under direction of Don Block, in charge of public relations of the fisheries branch of the Fish & Wildlife Service, 98 picked stations in the vicinity of Seattle, Chicago, New Orleans, Boston, New York and Jacksonville are being used in the drive.

In each of these fishery centers the FWS market news office is distributing to participating stations a regular schedule of 20 to 40-word scripts, to be used at station convenience. Four scripts are furnished weekly to each station, with recommendation that they be included if possible on the station's morning schedules when they will reach the housewife. The announcements are built around menu suggestions emphasizing fish in the household diet.

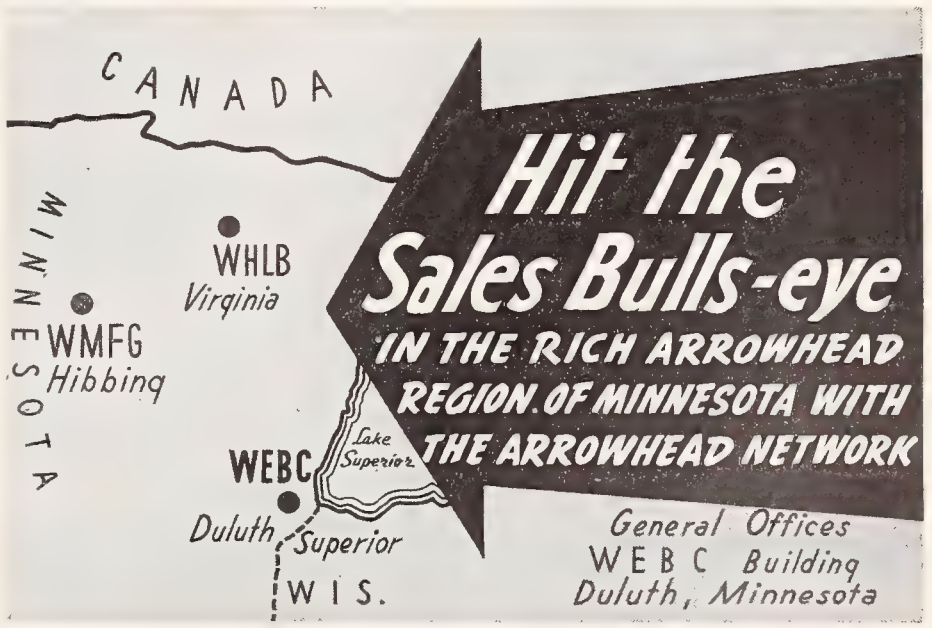
WNEW, New York, gave exclusive coverage Oct. 2-4 and 6-9 of the seven games played in the Little World Series between the Newark Bears and the Louisville Colonels, under sponsorship of Atlantic Refining Co., Philadelphia. Earl Harper and Joe Hasel covered the games from New York and Newark. Agency is N. W. Ayer & Son, Philadelphia.

STAGE SHOW DISCS USED BY SPONSORS

OSCAR SERLIN Productions, New York, in offering stations a "free" series of 13 quarter-hour transcriptions which advertise the stage show "Life With Father", playing in New York, Boston and Chicago [BROADCASTING, Oct. 1], is permitting sponsorship of the discs. Stations accepting the recordings can sell time to play them to advertisers, or advertisers can get the series free and buy time. Eleven local sponsors have been approved by the production firm through its agent, Kermit-Raymond, New York transcription firm which made the recordings.

The sponsorship question has been thoroughly ironed out in the past two weeks in a series of conferences on whether Julius Grossman Shoes, New York, could sponsor the transcriptions on WJZ, New York. Contract has been signed when newspaper announcements informed Eddie Cantor, comedian featured in the first recording, that the program was to be sponsored. He complained that he had understood the discs were to be sustaining only. Sponsored, he said, they would be violating his contract with Young & Rubicam, New York, agency handling his radio program for Bristol-Myers Co. After conferences of NBC executives, representatives of Sterling Adv. agency handling the Grossman account, and Kermit-Raymond, Grossman was permitted to sponsor the series without the Cantor recording. On Oct. 15, two weeks later than initially planned, Grossman starts the series on WJZ. In the two-week period, Serlin Productions made sure that other artists appearing on the discs understood that they might be sponsored.

The ten other sponsors and the stations they will use for the series are: Morrison Neese Furniture Co., WBIG, Greensboro, N. C.; P. J. Ritter Co., WCAU, Philadelphia; Abernathy-Clarkson-Wright, Inc. (department store), WCAX, Burlington, Vt.; Wander Clothing Store, WFBR, Baltimore, and WMAL, Washington; Lewis Furniture Co., WJLS, Beckley, W. Va.; J. R. Miller Co. (department store), WLVA, Lynchburg, Va.; Albert Steiger (department store), WMAS, Springfield, Mass.; Reliable Clothiers, WMBG, Richmond; Harry Suffrin (men's clothing), WXYZ, Detroit; Admiral Radio Co., (receivers), WSVA, Harrisonburg, W. Va.



Network Accounts

All time EST unless otherwise indicated.

New Business

ILLINOIS CENTRAL RAILROAD, Chicago, on Nov. 3 starts *Cameos of New Orleans* on 10 NBC-Red stations, Sun., 3:30-3:45 p.m. Agency: Caples Co., Chicago.

COLGATE-PALMOLIVE PEET Co., Toronto (Palmolive shave cream, Cue), on Oct. 5 started *Share the Wealth* on 31 Canadian Broadcasting Corp. stations, Sat., 8.30-9 p.m. Agency: Lord & Thomas of Canada, Toronto.

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa. (Planters peanuts and peanut oil), on Oct. 4 started *What's On Your Mind* on 9 CBS Mountain and Pacific Coast stations, Fri., 7:15-7:45 p.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

NO THIRD TERM, Los Angeles (political), on Oct. 11 started for 4 weeks, *Political Talks*, on 16 California Don Lee stations, Mon., Wed., Fri., 9:15-9:30 p.m. (PST). Agency: Richard F. Connor Adv. Manhattan Beach, Cal.

WHEELING STEEL Corp., Wheeling, W. Va. (institutional), on Oct. 6, resumed *Musical Steelmakers* on 46 MBS stations, Sun., 5-5:30 p.m. Agency: Critchfield & Co., Chicago.

ALBERS BROS. MILLING Co., Seattle (Friskies dog food), on Sept. 29 resumed *Adventures of Dr. Hunt*, on 9 CBS Pacific Coast stations, Sun., 4:30-4:45 p.m. (PST). Agency: Erwin, Wasey & Co., Seattle.

NASH DIVISION of Nash-Kelvinator Corp., Detroit (1941 Nash cars), on Sept. 30 started *John B. Kennedy* with AP news on 65 NBC-Blue stations, Mon. thru Sat., 9:30-9:35 p.m. Agency: Geyer, Cornell & Newell, N. Y.

MENNEN Co., Newark (shave products), on Sept. 29 started *Colonel Stoopnagle's Quixie-Doodle Contest* on 52 CBS stations, Sun., 5:30-6 p.m. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

LEVER BROS., Cambridge, Mass. (Rinso), on Nov. 12 starts *Grand Central Station* on 39 NBC-Blue stations, Tues,. 9-9:30 p.m., shifting *Uncle Jim's Question Bee* currently in that period for Spry to 48 NBC-Blue stations, Tues., 8:30-9 p.m. Agency: Ruthrauff & Ryan, N. Y.

QUAKER OATS Co., Chicago (cereals), on Oct. 27 starts *Your Dream Has Come True* on 36 NBC-Red stations, Sun., 5:30-6 p.m. Agency: Ruthrauff & Ryan, Chicago.

THOMAS J. LIPTON Ltd., Toronto (tea), on Oct. 6 started *Tea Musicale* on 33 Canadian Broadcasting Corp. stations, Sun. 6:15-6:45 p.m. Agency: Vickers & Benson, Toronto.



TOPNOTCH news commentators, radio editors and business executives, on Sept. 29 were guests of Niles Trammell, NBC president, at a buffet supper in New York celebrating Lowell Thomas' 10th anniversary on the air. During the anniversary event, highlighted by a special broadcast participated in by commentators from all the networks, the veteran NBC-Blue commentator was presented with his original microphone, gold-plated for the occasion. Participating in the presentation were (l to r) Mr. Trammell, Mr. Thomas and Walter C. Pew, general sales manager of Sun Oil Co., the sponsor.

VICK CHEMICAL Co., Greensboro, N. C., (Vatronal), on Sept. 30 started for 26 weeks, *Wake Up & Sing*, on 10 NBC-Pacific Red stations, Mon., Wed., Fri., 7:30-7:45 a.m. (PST). Agency: Morse International, N. Y.

SAFEWAY STORES Inc., Oakland, Cal., (grocery chain), on Nov. 15 starts for 13½ weeks *Frost Warnings & Farm News* on 10 California Don Lee stations (KHJ, KGB, KFXM, KPMC, KVOE, KXO, KVEC, KDB, KTKC, KHSL), Mon. thru Sun., 9:15-9:30 p.m. (PST). Agency: Lord & Thomas, San Francisco.

P. LORILLARD Co., New York (Old Gold cigarettes), on Oct. 9 started for 13 weeks *Martha Mears* and Texas Rangers, on 7 CBS West Coast stations (KNX KARM KSFO KOIN KVI KIRO KFPY), Wed., Fri., 6-6:15 p.m. (PST). Agency: Lennen & Mitchell, N. Y.

P. LORILLARD Co., New York (Sensational cigarettes), on Oct. 1 started for 13 weeks, *Sensational Quizzes*, on 31 Pacific Coast Don Lee stations, Tues., Thurs., 7:45-8 p.m. (PST). Agency: Lennen & Mitchell, N. Y.

BAILEY HAT Co., Los Angeles (hats), on Oct. 3 started for 8 weeks, *Hats Off With Mike Frankovich*, commentator, on 16 California Don Lee and 3 Arizona Network stations (KOY KSUN KTUC), Thurs., 10:30-10:35 p.m. (PST). Agency: Lee Ringer Adv., Los Angeles.

ROBIN HOOD FLOUR MILLS, Montreal (flour), on Oct. 3 started *On Parade* on 41 Canadian Broadcasting Corp. stations, Thurs., 9:30-10 p.m. Agency: James Fisher Co., Montreal.

TUCKETT'S TOBACCO Ltd., Hamilton, Ont., on Oct. 7 started *Les Gais Lurons* on CKAC, Montreal; CHRC, Quebec; Mon. thru Fri., 9:45-10 p.m. Agency: Whitehall Broadcasting Co., Montreal.

STERLING DISTRIBUTODS Ltd., Windsor, Ont. (Ironized Yeast), on Oct. 3 started *Les Secrets du Dr. Morhanges* on 5 Canadian Broadcasting Corp. French network stations, Thurs. 8:30-8:55 p. m. Agency: Ruthrauff & Ryan, N. Y.

STERLING DISTRIBUTORS Ltd., Windsor, Ont. (Ironized Yeast), on Oct. 4 started *Canadian Theatre of the Air* on 32 Canadian Broadcasting Corp. stations, Fri. 10-11 p.m. Agency: Ruthrauff & Ryan, N. Y.

CREW OF THE GOOD SHIP GRACE Inc., Los Angeles (religious), on Oct. 1 started for 52 weeks, *Haven of Rest*, on 30 Pacific Coast Don Lee stations, Tues., Wed., Fri., 10-10:30 p.m. (PST). Agency: Cochran Adv., Los Angeles.

COLGATE-PALMOLIVE PEET Co., Toronto (Cashmere Bouquet soap), on Oct. 12 started *Sweet & Sing* on 31 Canadian Broadcasting Corp. stations, Sat. 8-8:30 p. m. Agency: Lord & Thomas of Canada, Toronto.

Renewal Accounts

FORD MOTOR Co., Dearborn, on Sept. 29 renewed *Ford Sunday Evening Hour* for its seventh consecutive year on 83 CBS stations, Sun., 9-10 p.m. Agency: N. W. Ayer & Son, Philadelphia.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Supersuds), on Oct. 7 renewed for 52 weeks *Ellen Randolph* on 44 NBC-Red stations, Mon. thru Fri., 10:30-10:45 a.m. Agency: Benton & Boyles, N. Y.

CHESEBROUGH MFG Co., New York (vaseline products), on Oct. 20 renews for 52 weeks *Dr. Christian* on 61 CBS stations, Wed., 8:30-8:55 p.m. (EST), with West Coast repeat, 8:30-8:55 p.m. (PST). Agency: McCann-Erickson, N. Y.

SIGNAL OIL Co., Los Angeles, on Nov. 10 renews for 52 weeks, *Signal Carnival*, on 14 NBC-Pacific Red stations, Sun., 7:30-8 p.m. (PST). Agency: Barton A. Stebbins Adv., Los Angeles.

JOHN LABATT Ltd, London, Ont. (beer), on Oct. 1 renewed *Romance of 'ti Jos* on CKAC, Montreal; CHLT, Sherbrooke, Que.; CHLN, Three Rivers, Que.; CKCH, Hull, Que.; Tues., 10-10:30 p.m. Agency: J. Walter Thompson Co., Toronto.

HEALTHAIDS Inc., Jersey City, (Serutan), on Oct. 5 renewed for 52 weeks, *Serutuan News*, on 6 West Coast Don Lee stations (KHJ KFRC KGB KOL KMO KALE), Sat., Sun., 9-9:15 p.m. (PST). Agency: Raymond Spector Co., N. Y.

Network Changes

ANACIN CO., Jersey City (proprietor), on Oct. 8 added 6 NBC-Blue stations to *Easy Aces* making a total of 51 NBC-Blue stations, Tues., Wed., Thurs., 7-7:15 p.m. Agency: Blackett-Sample-Hummert, N. Y.

LEVER BROS., Cambridge, Mass. (Spry), on Oct. 8 shifts *Uncle Jim's Question Bee* from CBS, Wed., 8-8:30 p.m., to NBC-Blue, Tues., 9-9:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

CAMPBELL SOUP Co., Camden (Franco-American spaghetti and macaroni), on Sept. 30 increased broadcasts of Lanny Ross on 56 CBS stations Wed. thru Fri. to Mon. thru Fri., 7:15-7:30 p.m. (repeat 11:15-11:30 p.m.). Agency: Ruthrauff & Ryan, N. Y.

PHILIP MORRIS & Co., New York (Philip Morris cigarettes), has added 10 NBC-Red stations to *Johnny Presents*, making a total of 96 NBC-Red stations, Tues., 8-8:30 p.m. Agency: Biow Co., N. Y.

Additions to the Blue

ADDITION of WKIP, Poughkeepsie, N. Y., and the new WLOF, Orlando, Fla., to the NBC-Blue network this month, brings the total of NBC affiliates to 204 as of Jan. 1, 1941. This includes the recently announced additions of WAKR, Akron, Oct. 7; WIZE, Springfield, O., Nov. 1; KFRU, Columbia, Mo., Jan. 1, 1941. WKIP, which joined the Blue Oct. 6, is available as a bonus outlet to advertisers using WABY, Albany, and operates with 250 watts on 1420 kc. WLOF, which joins the NBC-Blue Florida group Oct. 21, will be available at a base evening rate of $60 an hour and operate with 250 watts on 1200 kc.

FLORIDA CITRUS COMMISSION, Lakeland, Fla., started Mary Margaret McBride on Oct. 7, instead of Sept. 30 as previously announced, on 39 CBS stations, Mon., Wed., Fri., and 21 CBS stations Tues. and Thurs., 3-3:15 p.m., instead of 3:15-3:30 p.m. as originally planned. Agency: Arthur Kudner, N. Y.

MARS, Inc., Chicago (candy bars), on Oct. 21 shifts *Dr. I. Q.* from New York to Milwaukee on 95 NBC-Red stations, Mon., 9-9:30 p.m. Agency: Grant Adv., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Oct. 4 added four NBC-Red stations to *Everyman's Theatre*, making a total of 59 NBC-Red stations, Fri., 9:30-10 p.m. Agency: Blackett - Sample - Hummert, Chicago.

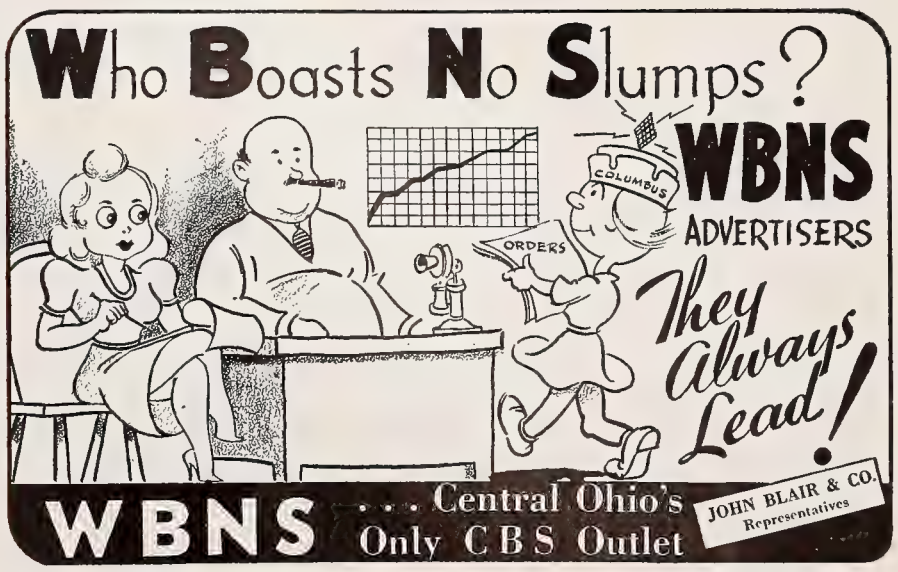
F. W. FITCH Co., Des Moines (shampoo), on Oct. 6 added 25 NBC-Red stations to the *Fitch Bandwagon* making a total of 109 NBC-Red stations, Sun., 7:30-8 p.m. Agency: L. W. Ramsey Co., Davenport, Ia.

GENERAL FOODS Corp., New York (Swansdown and Calumet), Diamond Crystal Salt), on Oct. 1 added 15 CBS stations to *Kate Smith Speaks*, making a total of 84 CBS stations, Mon. thru Fri., 12 noon-12:15 p.m. Agencies: Young & Rubicam, N. Y—Swansdown-Calumet; Benton & Bowles, N. Y.—Diamond Crystal Salt.

COLGATE-PALMOLIVE-PEET Co., Jersey City (toothpowder), on Oct. 7 shifted *Stepmother* on 28 CBS stations, Mon. thru Fri., from 9:45-10 a.m. to 9:30-9:45 a.m. Agency: Sherman & Marquette, Chicago.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Oct. 23 shifts *Kay Kyser's College of Musical Knowledge*, on 105 NBC-Red stations, Wed., 10-11 p.m. (EST), from Hollywood to New York. Agency: Lord & Thomas, N. Y.

BELL TELEPHONE SYSTEM, New York, on Oct. 7 added 3 NBC-Red stations to *The Telephone Hour* making a total of 90 NBC-Red stations, Mon., 8-8:30 p.m. Agency: N. W. Ayer & Son, N. Y.



WOL
WASHINGTON, D. C.
1,000 Watts
DAY & NIGHT
Affiliated With the
Mutual Broadcasting System
1230 KC.

AFRA-Network Compromise On Sustaining Scale Reached

Verbal Agreement Awaits Ratification by Union; Action Deferred on Transcription Contract

CONFIRMING expectations that the differences between the networks and the American Federation of Radio Artists over the terms of a new contract to cover the employment of talent on sustaining network programs would be dispelled by mediation [BROADCASTING, Oct. 1], a verbal agreement was reached early in the month. Lawyers for both union and employers spent last week reducing the contract to writing, and AFRA is now submitting the new pact to its members for ratification.

Meeting of the New York chapter of AFRA was to have been held Oct. 14. Chicago and San Francisco locals meet Oct. 15 and the Hollywood contingent Oct. 16. Locals are expected to ratify the new terms and support the action of the union's executive board just as at their last meetings a month ago these same locals approved the board's acceptance of the mediation offer, but authorized the board to take whatever action it deemed necessary, up to and including calling a strike, if the negotiations proved unsuccessful [BROADCASTING, Sept. 15].

A True Compromise

Announcement that an agreement had been reached was made by Jules S. Freund, executive secretary of the New York State Mediation Board, whose chairman, William H. Davis, had invited the union and network officials to reopen negotiations before taking other action, thus averting a nationwide strike of actors, singers and announcers on all network sustaining programs which the union had scheduled for the weekend of Sept. 14. Mr. Davis acted as chairman at the subsequent meetings.

Terms of the agreement have not been revealed and will not be until their ratification by the AFRA membership, but both sides are said to have made substantial concessions, with the final contract representing neither victory nor defeat for either side but a true compromise. Following the meetings of the local unions in the four cities in which most network programs originate, the AFRA board will submit the approved contract to the networks for acceptance. Meanwhile the terms of the previous contract, which expired Aug. 12 but was extended for a month and then for an indefinite period during negotiations, continue in force.

AFRA had hoped to conclude both this sustaining network contract and a national agreement covering talent employed on transcriptions before December, when negotiations are scheduled to commence with network and advertising agency executives on revisions in the present code for network commercial programs, expiring in February, 1941. Executives of the union refused to discuss the resumption of negotiations with the transcription committee, however, stating that until the sustaining contracts are ratified and accepted no other matters will be given consideration.

A one-year contract between AFRA and WHN, New York, was signed Oct. 4 by Herbert L. Pettey, manager of the station, and George Heller, associate executive secretary and treasurer of AFRA. Contract is the standard AFRA form, it was stated, providing for a 40-hour, five-day week, vacations and sick leaves, and other usual provisions.

RAY H. MANSON, vice-president and general manager of Stromberg-Carlson Telephone Mfg. Co., will deliver a graphic lecture on FM before the annual convention of the U. S. Independent Telephone Assn. in Chicago, Oct. 16.

AUDIENCE PROBLEM UP AGAIN

Dick Marvin Bars Onlookers From Studio for 'Meet Mr. Meek' and 'Blondie' Series

RECENT decision by Richard Marvin, radio director of William Esty & Co., New York, to prohibit studio audiences from future broadcasts of the Lever Bros. *Meet Mr. Meek* series on CBS as well as from R. J. Reynolds Tobacco Co.'s *Blondie* series on CBS, brings up the endless topic for radio people—whether studio audiences change the spirit of radio performances.

Mr. Marvin has a divided opinion on the subject, feeling that studio audiences hinder only dramatic programs such as *Blondie* and *Meet Mr. Meek*. "They hinder because many of the laughs are based on the visual rather than the auditory," he thinks. "This isn't fair to the home listening audience as the production is held up until the laughs subside. Perhaps the lines haven't been particularly funny. The home audience can't see the actors so they can't understand the wherefore of dead air punctuated with laughs they can't share.

"On the other hand," Marvin stated, "variety programs like *Al Pearce, Grand Ole Opry* and *Luncheon at the Waldorf* almost demand a studio audience for atmosphere. Variety shows are timed for studio laughs the same as a musical comedy is timed for laughs."

In complete disagreement with Marvin is Bill Tuttle, program director of Ruthrauff & Ryan, New York, who handles *The Shadow* program, sponsored on MBS by the DL&W Coal Co. Tuttle says, "The folks working on the show seem to feel a greater intensity about their activities when they're performing under theatrical conditions. They put more heart into their work, actually feeling they're in a dramatic production, and not isolated in a studio. There's just no substitute for a real, living audience, and I think studio audiences give radio just what it needs: a sense of reality."

Continuing the controversy is Basil Longhrane, also a program director, who doesn't believe studio audiences belong in any broadcast performances. Loughrane directs *Light of the World*, the General Mills serial on NBC, and states that "the true value of radio lies in what it can contribute of its own to drama. Studio audiences make the actors feel they are working in the legitimate theatre, and while they may enjoy that feeling, I think it is bad. Instead of concentrating on the job of expressing dramatic lines with every possible shade of expression in the human voice, the actors naturally play to the people before them and waste effort in putting on a visual acting performance."



SALES OFFICIALS and members of the station relations department of NBC-Blue on Oct 7 entertained officials of Harold H. Clapp Inc., Rochester baby food manufacturer, and Young & Rubican, Clapp agency, at a cocktail party in Radio City. The firm on Sept. 30 started the new *Mother of Mine* program, heard Monday through Friday, 4-4:15 p.m., on the network. Snapped during a conversational moment are (l to r) Dudley Rollinson, NBC-Blue salesman; Edgar Kobak, vice-president in charge of Blue Network sales; Milford Baker, Y & R account executive; Mrs. H. W. Roden and H. W. Roden, president of Harold H. Clapp Inc.

5000
WATTS DAY AND NIGHT
CBS
Building in Tulsa breaks ten year record — Home Construction at $3,929,715.
Tulsa's
KTUL
FREE & PETERS, Inc.

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

WWNC
17 Hours Daily—Continuous
Full-time CBS affiliate
ASHEVILLE N.C.
1000 WATTS 570 Kc.
Sole BLANKET COVERAGE of WESTERN NORTH CAROLINA

HALIFAX, NOVA SCOTIA
Where more radio sets are located than any other centre of the Maritimes.
Halifax is served by the key station of the Maritimes
CHNS
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

A DAY FOR DAMES
WSM to Operate Without Men
Conscription Day

ONLY WOMEN will be seen about the studios of WSM, Nashville, on Oct. 16 when the entire male staff goes to register under the new Selective Service Act. Since all WSM announcers are within the 21-35 year age limits, Manager Harry Stone has decided to make Oct. 16 an all-feminine day, calling in women actors to become announcers for the entire day's schedule.

According to announced plans, the women will perform all the chores of men announcers, including sportscasts and newscasts, farm programs and stock market and livestock reports. They also will man the 60-pound pack transmitter for a *Man on the Street* broadcast as well as a *Men at Work* pickup—strangely enough, interviewing the oldest garbage collector in the city. Another innovation for Defense Day, as it is called by WSM, is elimination of the NBC chimes and substitution of a special set ringing out on the quarter-hour the first melody line of "America"—"My country, 'tis of thee, sweet land of liberty".

MILLER FURNITURE Co., New York, on Oct. 14 started a week of spot announcements for its retail furniture on WHN, New York, and WAAT, Jersey City, and on Oct. 21 will change the campaign to thrice weekly quarter-hour participations on Art Green's program on WHN, and Paul Brenner's broadcasts on WAAT. Newly-appointed agency is Emil Mogul Co., New York.

October, 1940

Dear Mr. Advertiser:

To make a confession, **OUR BUSINESS WAS SWELL *this summer and* FALL BUSINESS IS EVEN BETTER. *But,* YOU SHOULD SEE OUR CLIENTS' BOOKS.**

They'll all tell you the same story. It's **WCBA-WSAN, ALLENTOWN, PA. *where you can*** **SERVICE 306,000 RADIO FAMILIES *with*** **NO COMPETITION. *Where*** **BUSINESS IS GOOD *(unemployment is only 2%).* *Where you get*** **COVERAGE PLUS *and a*** **LOYAL AUDIENCE.**

The answer for increased business is:

WCBA-WSAN

Lehigh Valley Broadcasting Co.

ALLENTOWN, PA.

NBC RED AND BLUE
QUAKER NETWORK
PENNA. REGIONAL

Broadcasts Help Defense

(*Continued from page 14*)

p.m., Wednesdays and Fridays on MBS and Tuesdays and Thursdays on CBS, and 6:15-6:20 p.m. six days weekly on NBC-Red. They feature network commentators and selective service officials, with explanations of how the selective service system works and reminders to listeners of Registration Day.

Special Pickups

Lieut. Col. Lewis B. Hershey, executive officer at National Selective Service Headquarters, also has been featured on a series of special network programs. On Oct. 8 Col. Hershey and a group of educators appeared on CBS on a quarter-hour special feature to answer specific questions on the effect of the selective service program on college students. On Oct. 9 he appeared on MBS; Oct. 10, on CBS, and Oct. 11, again on MBS. On Oct. 13 he participated in the *University of Chicago Roundtable* on NBC-Red.

All the networks are planning special pickups in connection with Registration Day, although full details of these special events undertakings have not been announced. Man-in-the-street opinions on the draft will be carried on CBS on a quarter-hour feature Oct. 16. Microphones will be set up in Selective Service Headquarters in Washington, in New York's lower East Side, in a farm community near Chicago and in a well-to-do section of Hollywood, according to present plans.

NBC is planning similar pickups, for both the Red and Blue networks, from New York, Chicago and San Francisco registration places, 1-1:15 p.m. (EST) on the Red and 11:15-11:30 p.m. on the Blue. Programs will cover both color descriptions and interviews with selective service officials and registrants.

Lottery Later

The networks also have indicated they will give extensive coverage to the ceremonies at the selective service lottery, to be held a few days after registration. The exact date and location for the drawing has not yet been announced, although it was indicated at Selective Service Headquarters that radio would be given a prominent place in the historic tableau. The drawing itself may consume as much as 12 hours or more. It is considered likely the first two hours or so will be covered completely, after which periodic pickups will be made as the drawing continues.

An ambitious series started Oct. 3 on WFIL. Program Director James Allan has developed a newsreel type of show, run in series form for 15 minutes each week, following with portable recording equipment the action of a Philadelphia recruit from the moment he expressed his desire to join the Army. The newsreel technique of recording and editing follows the recruit at camp until he becomes a first-class private. Lieut. Daniel Munster, former radio announcer, does the narration for the series, and William Gallegher, a member of the WFIL staff, edits the "reels".

WCAU Carries Several

WCAU contributes three half-hour programs weekly, *America Flys*, *Philadelphia Prepares* and *Of Stars and Stripes*. Lieut. Col. Frederick Schoenfeld, head of the Philadelphia District Army Recruiting office, has submitted a recording of a *Philadelphia Prepares* show to the War Department in Washington with the suggestion that it be used nationally. The stanza dramatizes the story of a boy enlisting in the Army, from the moment he steps into the recruiting office to the time he is sworn into service.

At WIP, Major Edward A. Davies, vice-president in charge of sales, is working on a series of radio programs for use by the United States Army to aid in recruiting.

WMBD, Peoria, recently broadcast five programs outlining enlistment opportunities in various branches of the U. S. military and naval service. A shortwave broadcast for the U. S. Naval Reserve was presented from submarine chaser No. 64, which saw service in the World War. Other programs came from the State Armory, the army, navy and U. S. Marine recruiting offices.

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

Albers Resumes on Coast

ALBERS BROS. MILLING Co., Seattle, on Sept. 29 resumed advertising for Friskies dog food on nine CBS Pacific coast stations with the mystery drama, the *Adventures of Dr. Hunt*. The program, previously on CBS, has been off the air for the last eight months. In the new series, contracted for 11 weeks, each program is a complete episode. Erwin, Wasey & Co., Seattle, handling the account, has lined up KLZ KSL KNX KARM KOIN KSFO KIRO KFPY KVI.

Del Monte Spots

CALIFORNIA PACKING Corp., San Francisco (Del Monte coffee), on Oct. 7 started a 21-week campaign using one-minute transcribed dramas, six times weekly, on WJR, KOB, WGY, KIRO and 12 times weekly on WFBM and KYW. In addition it is using 150-word participations six times weekly alternately on *Fletcher Wiley's Housewives' Protective League* and the *Sunrise Salute* on KNX, Hollywood. Account placed through McCann-Erickson, San Francisco.

George Podeyn Named WHJB, Greensburg, Mgr.

GEORGE PODEYN, recently general manager of the ill-fated Transcontinental Broadcasting System, has been appointed manager of W H J B, Greensburg, Pa., which along with WJAS and KQV, Pittsburgh, is owned by H. J. Brennen, prime mover in the TBS project. Starting in radio before the days of networks as a salesman for WEAF, Podeyn joined NBC at its formation and after pioneer work in the Midwest and West Coast headed the radio department of George Batten Co. and continued with the agency after the merger that created BBDO. For several years he served on the sales staff of World Broadcasting System, then becoming New York manager of the Texas State Network, from which position he was transferred to the TBS post by Elliott Roosevelt, then head of both networks. Podeyn remained with TBS after Roosevelt's withdrawal, assisting H. K. Boice in an effort to reorganize the proposed new national network.



Mr. Podeyn

Grove Starts Spots

GROVE LABORATORIES, St. Louis, on Oct. 7 started a thrice weekly series of quarter-hour news commentaries by Besse Howard, noted correspondent and lecturer, on KYW, Philadelphia. The programs are heard in the interest of Bromo Quinine, a campaign for which will start soon throughout the country. According to J. Walter Thompson Co., New York, agency, newly-appointed to handle spot radio for that product, announcements, news and participations will be used but the full schedule has not yet been arranged.

Motorist Series Sold

THE popular safety show on WGL, Fort Wayne, titled *Hey! Mr. Motorist*, has been sold to Accessory Lou, auto accessories dealer. Carl Vandagrift and Eldon Campbell interview motorists who are stopped by policemen for the purpose. Sponsor is merchandising the program with outdoor displays, newspaper ads, auto-key chain premiums which carry a plate for stamping the holder's license number, and interior store displays.

Jewel Time

JEWELRY firms are urged to use radio, particularly time signals, by E. Bastheim Co., Los Angeles wholesale jewelry house. A monthly trade letter prepared for the firm by its agency, The Mayers Co., and read by most retail jewelers in the West, recommends a time signal with a short spot announcement four or five times daily as giving the best results. The advice laid particular emphasis on the close connection between the time service and the jewelry store.



CHARTER MEMBERS of the KOIN Ten Year Club were honored Oct. 4 at a dinner attended by 150. The members are (seated, l to r) C. W. Myers, KOIN president; Owen Dunning, musician; Ruth Bjork, production; Earl Denham and Jack Lombard, technicians; (standing) Bruce Fichtl, account executive; C. Roy Hunt, manager; Tom Case, account executive; Johnnie Walker, production manager; Joseph Sampietro, musical director; Newt Hedin, account executive; Art Kirkham, announcer.

Stage Pickets at NBC But It Was a Mistake

NBC STUDIOS in New York were picketed by members of the International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators for two days in early October, mystifying NBC executives who first learned that they were "unfair" from reading the signs of the pickets.

After some hurried conferences the pickets were withdrawn with the explanation that it was all a "misunderstanding". Seems a report that the Westinghouse *Musical Americana* broadcasts were to be moved from the Ritz Theatre to Studio 8-H alarmed the IATSE members, as stagehands are employed for broadcasts originating in theatres but not for those emanating from the network's studios. When the union learned that the move was being made only in order to make the theatre available for the Eddie Cantor program on the same evening and that it would result in no loss of work for IATSE members, it was decided that NBC was not "unfair", and that was that.

Atwater Kent Plant Sold

THE former plant of A. Atwater Kent Mfg. Co., Philadelphia, pioneer radio manufacturer, was sold Oct. 9 to Bendix Aviation Corp., a subsidiary of General Motors, for national defense industrial work. Sale of the plant, with machinery to be installed, involved $3,500,000, with 10,000 men to be employed at peak production.

HAY-ADAMS HOUSE

In hospitality, charm and dignity as well as service and cuisine, the Hay-Adams House perpetuates these two great names. An ideal location, directly opposite the White House, overlooking beautiful LaFayette Park. Write for free "Guide to Washington."

From $3.50 Single $5. Double

Completely Air Conditioned

WASHINGTON D.C.

VETERANS OF KOIN
Ten-Year Employes Honored At Station Party

IN RECOGNITION of a decade or more of service, 13 members of the staff of KOIN-Portland, Ore., including C. W. (Chuck) Myers, president, were feted Oct. 4 at a supper. The honored members were given gold pins, and became the charter group of the "KOIN Ten Year Club".

The station's entire staff and guests, a gathering of nearly 150, ate turkey, talked old times and heard a challenge to all other stations to match KOIN's record of "faithful, long-term associates". Seven KOIN-ers reach the decade milestone next year, and as many again in '42.

Art Kirkman, chief announcer, acted as toastmaster. He is KOIN's "oldest" employe, having been with the organization 12 years. Presentation of the gold pins was made by Mr. Myers and C. Roy Hunt, treasurer and general manager of KOIN.

Vacation Mystery

EDITH MORGAN PERRON, of the NBC Chicago press department, returned from a Colorado vacation this week after unearthing a first class mystery and achieving considerable local publicity in the Rocky Mountain National Park area. While with a hiking party in the region of Chasm Lake, Miss Perron and Dr. Percy Dawson of Austin, Tex., discovered a human skull. The skull, with four gold teeth intact, was turned over to Chief Ranger J. Barton Herschler and Park Superintendent David H. Canfield who are endeavoring to connect the skull with the disappearance 19 years ago of a Los Angeles visitor. They are checking the teeth and dental work with dentists in California and also searching for other parts of the skeleton.

ALICE MARBLE, women's national tennis champion, has become a sports announcer on the staff of WNEW, New York, and on Oct. 11 started a Friday evening program devoted largely to predictions of football results.

RCA Mfg. Promotions

ROBERT SHANNON, executive vice-president of RCA Manufacturing Co., Camden, N. J., has announced seven executive promotions within the organization. E. W. Ritter, former manager of radio tube manufacturing, has been made vice-president in charge of all the company's manufacturing and production engineering. H. L. Sommerer, formerly manager of manufacturing, has been appointed assistant to Mr. Ritter in charge of all manufacturing activities in connection with the national defense industrial program, which includes an Army contract awarded Oct. 10 for $7,605,773 worth of radio receivers. E. W. Engstrom, former director of general research, has been promoted to manager of all research activities for the company. E. E. Lewis, general administrator of accounts and finance, has been named assistant vice-president. The promotions also include three assistant controllers, appointments going to H. L. Beisswenger, I. T. Kitzmiller and E. M. Moore.

RCA Mfg. CIO Contract

RCA MFG. Co., Camden, on Oct. 9 ratified a new contract with the United Electrical, Radio & Machine Workers of America, Local 103, CIO, representing more than 1,000 workers at the plant, which provides among other things that all men volunteering or conscripted for service with the armed forces be given back their jobs after completing military service. Other provisions of the contract include: Maintenance of the present basic wage scale; a 5% bonus for employes working on second or third night shifts, the bonus to be computed on hourly earnings; a week's vacation with a bonus of 2% for employes working one to five years; two weeks vacation with a 4% bonus for those employed five or more years. Such payments will amount to about $500,000.

Libel Suit Dismissed

LIBEL suit for $250,000 brought by Moses H. Polakoff, attorney, against CBS, American Tobacco Co. and Edwin C. Hill was dismissed Oct. 9 in New York Supreme Court by Justice Timothy A. Leary. Polakoff claimed he had been libeled by Hill on a CBS news program in 1938 during the trial of Lucky Luciano, for whom Polakoff was acting attorney. Decision was that evidence in the court had failed to support the charge.

Wythe Williams' Forum Pends

ALTHOUGH apparently still in the works, arrangements for the series of forum programs on national defense activities developed by Wythe Williams, MBS commentator, have not been consummated [BROADCASTING, Oct. 1]. Tentatively scheduled to begin Oct. 6, no definite action toward starting the White House-approved series has been announced. Both CBS and NBC reported as BROADCASTING went to press that no time reservations or other definite arrangements have been made.

PERMO PRODUCTS Corp., Chicago, manufacturer of Permo phonograph needles and recording styli, has started constructing an addition to its present plant, doubling the present factory floor space.

CHICAGO HERALD - AMERICAN, on behalf of circulation, during October is running a varied schedule of one-minute announcements on WBBM, WMAQ, WIND, WCFL and WAAF, plugging its "Game of Check" and encyclopedias. Bozell & Jacobs Inc., Chicago, handles the account.

Equipment

COLLINS RADIO Co., Cedar Rapids, Ia., has started constructing a new 52,000-square foot factory building, located on a 26-acre tract. The new $250,000 building will be used in conjunction with the present 40,000 square foot Collins plant. All research, engineering and precision manufacturing will be transferred to the new building, which is to be ready for occupancy about Nov. 1. The Austin Co., Chicago, is construction contractor.

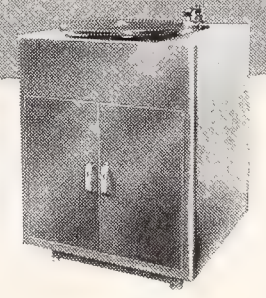
GENERAL ELECTRIC Co. has announced that contracts have been awarded for construction of a new building in its Schenectady works to be used in the manufacture of radio transmitters. The building is to be of brick and steel construction, 800 by 168 feet, with provision for multistory offices in front. Cost probably will exceed $500,000.

VICTOR J. ANDREW, Chicago, consulting engineer and manufacturer of radio antenna equipment, has issued Bulletin 90 cataloguing his full line of tower lighting equipment.

A HALLICRAFTER SX-28 receiver has been added to the news and special events department of WBBM-CBS Chicago. The 19-tube receiver, known as the Super-Skyrider, will improve the range and coverage of WBBM's shortwave *Listening Post* facilities furnished by Hammarlund Super-Pro long-range receiver and a smaller Hallicrafter Ultra-Sky-Rider, both of which have been in use for some time.

RCA MFG. Co., Camden, N. J., has announced a new Type 250-K 250-watt broadcast transmitter, along with a new 305-A RCA oscilloscope.

STYLED FOR Beauty
ENGINEERED FOR Silence
NEW
FAIRCHILD
Cabinet Model Transcription Turntables



Model F-81 Transcription Turntable

- New-style mounting for lower noise level.
- All-metal cabinet; gun-metal finish, chrome trim.
- Famous Fairchild units perform better than ever in these new cabinets. 30" high.
- Roomy disc storage cabinets.

Write for Complete Literature on F-81 Turntable Today!

"...it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

KATE SMITH was given the third annual Drake U Radio Arts Award, presented by Phi Beta Epsilon, honorary and professional radio arts fraternity of Drake U, on her *Kate Smith Speaks* broadcast on Oct. 11.

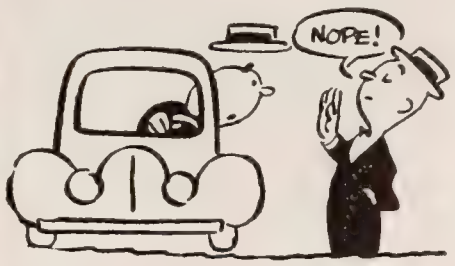
LANG-WORTH
planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

WHAT! NO RADIO!
Choosy Hitch-hiker Spurns —Cars Minus Sets—



Cleveland Press

IT HAPPENED in Cleveland, according to one of the local papers. A Cleveland citizen, driving along a suburban avenue, stopped his car to offer a curbstander a ride down town. Many drivers thereabouts pick up thumbers who look as if they might be neighbors. This one, with one foot on the running board, looked inside the car, then stopped. "What! No radio!" he said. "I'll wait for another car. Thanks just as much."

Defense Training Plans May Have Radio Course

AUTHORIZATION by Congress of $9,000,000 for an intensive national defense training program in eigineering schools over the country may provide radio engineers an opportunity to participate in engineering short courses, according to the U. S. Office of Education. The program is designed to meet the shortage of engineers in fields essential to national defense. Some 30,000 engineers ar expcted to be included in the program.

With appointment of an advisory committee on engineering training for national defense, the Office of Education is contacting engineering colleges and universities throughout the country. If radio engineering is included in the program and training is available at participating schools, it is thought possible specialized training in their field may be available to radio engineers. Funds available under the authorization will be administered by the Office of Education and will be used for payment of tuition and teaching costs for the short courses.

WALTER DAMROSCH, NBC music counsel, for the 13th consecutive season will conduct the NBC *Music Appreciation Hour* on NBC-Blue starting Oct. 18. The full hour concerts are divided into four series of half-hour programs, two of them for children, two for students and adults.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

CLIFFORD YEWDALL
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Newscaster—radio, news experience. Distinctive voice. Clear, natural enunciation, suitable for FM. Locate anywhere. Transcription available. Box 12, BROADCASTING.

Script, continuity, copywriter—young. Experienced program directing, handle all-around radio production. References, scripts, original programs available. Box 9, BROADCASTING.

Arthur Godfrey type veteran announcer, writer, producer. Prefers all night or Breakfast Club shows. Now employed. Proven novelties. Many voices. Services guaranteed. RADIO COLONEL, HENDLER HOTEL, JOHNSTOWN, PA.

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Engineer Press Operator—employed, ten years broadcast and marine desires change. First class radiotelephone and radiotelegraph. Transmitter, control room, maintenance. Box 6, BROADCASTING.

Station Executive—manager, sales promotion. Knows production. Desires position with station where ability will bring advancement. Efficient administrator with 7 years' experience. Will consider small salary and percentage arrangement. Box 1, BROADCASTING.

NETWORK PRODUCER WRITER ANNOUNCER—open for new connection. At present with national network as producer and news analyst. Thoroughly versed in local, regional and network programing. Best of pusiness and character references. Position as news editor and commentator preferred with any sized station. Open for any reasonable offer. Box 2, BROADCASTING.

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For Sale—a set of World turntables, control box, and vertical and lateral pick ups—$250.00. Box 13, BROADCASTING.

100-Watt Transmitter—here's a real Buy that should be investigated. Doolittle and Falkner, Type 100-B Transmitter, capable of conversion from 100 watts to 250. Is in excellent condition. Used less than four years and includes full set of tubes. Priced low to sell quick. Write or call The Fort Industry Company, Toledo, Ohio.

Sustaining Talent Is Clarified Under Wage-Hour Rule

Fleming Explains Decision; Training Course Ruling

CLARIFYING a "misunderstanding" on just what constitutes employment on a radio program, within the meaning of the Fair Labor Standards Act, Col. Philip B. Fleming, administrator of the Wage & Hour Division of the Labor Department, on Oct. 13 issued special supplementary instructions to regional wage-hour directors.

Under the revised interpretation, supplementing earlier opinions in the matter [BROADCASTING, Sept. 15, Oct. 1], voluntary public participants in civic educational programs, man-on-the-street and quiz game broadcasts are not considered employes of the radio stations within the meaning of the Act.

Many Inquiries

In announcing the new interpretation, Col. Fleming explained that "a large number of inquiries" had come to the Wage & Hour Division since a Sept. 16 interpretation on the subject of sustaining radio programs. The new instructions sent by Col. Fleming state:

In releasing instructions on the subject of sustaining radio programs on Sept. 16, the Division did not intend to give a blanket ruling that all performers on sustaining programs are employes of the radio stations. The factual situation involved in the instructions quoted in the Sept. 16 release was as follows: "The performers in question performed at the establishment of the radio station and rendered a service which was a functional part of the business of the station. The radio station obtained a distinct benefit from the services performed. Furthermore, the work was performed under the direction and control of the radio station".

Since the issuance of the Sept. 16 press release, the Division has received many inquiries as to the applicability of the ruling that certain performers on sustaining programs are employes of the radio station in the following cases: Members of high school and college glee clubs, orchestras, bands, dramatic clubs, etc.; members of community or "civic" bands, orchestras, glee clubs, dramatic clubs, etc.; members of American Legion and other fraternal organization bands, orchestras, glee clubs, dramatic clubs, etc.; children performing on "Saturday morning" programs; public voluntary participants in "man-on-the-street" programs; public voluntary participants in "quiz" programs, etc.; public speakers in "forum" programs; entertainers voluntarily contributing their services to public service programs such as Community Chest programs, Red Cross drives, etc.; members of church choirs, church organists, ministers, etc.; public officials and other speakers on public service prgorams; members of Boy Scout troops performing on Boy Scout programs; performers on National Youth Administration-sponsored and U. S. Employment Service-sponsored programs and other Governmental-sponsored public service programs.

Degree of Control

In the case of the above enumerated programs, certain distinctive factors exist which distinguish them from those situations in which the Division is of the opinion that performers on sustaining programs are employes of the radio stations. In the enumerated cases the interest of the civic organization sponsoring the program and of the listening public in the public service features of the broadcast far outweigh the material interest of the radio station in obtaining radio performers for broadcast purposes.

While the radio station may exercise a slight degree of control over the manner in which the performances are given, such control is not sufficient to create the employer-employe relationship between the radio station and the individual performers. Accordingly, you are instructed not to consider as employes of radio stations those performers engaged in bona fide broadcasts of the nature described above. You should also consider as within this instruction other cases which present similar factual situations as those enumerated above.

Apart from this revised interpretation, the Wage & Hour Division on Oct. 7 announced that the 40-hour work-week, as provided in the Fair Labor Standards Act, will go into effect starting with the first work-week starting after midnight, Oct. 23. Employers whose regular work-week starts before midnight Oct. 23 during that week need conform only to the present 42-hour limit before paying overtime. The prevailing 30-cent-per-hour wage minimum will remain operating under the 40-hour week. Labor contracts calling for a work-week of more than 40 hours without overtime are automatically changed as of Oct. 23, under the law.

Designed to encourage employe training programs, the Division also has ruled that employers could give employes training courses for better jobs, without pay for the training time, provided attendance at the training sessions met four criteria—voluntary attendance on the part of the employe, no production of goods or performance of any other productive work by the employe during training periods, the course must be given outside regular working hours, and the course must be intended to train the employes to a new or additional skill rather than just making him more efficient in his present job.

It is expected the Wage & Hour Division will announce revised definitions of "executives", "administrative workers", "professionals" and "outside salesmen" in a few days. At a hearing held on this matter some weeks ago, Joseph L. Miller, NAB director of labor relations, urged that the definitions be made more flexible.

WORLD SERIES DILEMMA

RCA and AT&T Cooperate with WKRC in Last Minute Setup So Cuban Announcers Can Cover Games

WITH the assistance of WKRC's chief engineer, Jack Tiffany, and his corps, what might have proved to be calamity was solved for Cuban broadcasters at the World Series, after they were given the nod to go ahead with their broadcasting plans by Judge Kenesaw Mountain Landis, high commissioner of baseball. Though the champion Cincinnati Reds team is owned by Powel Crosley, owner also of WLW and WSAI, exclusive rights to the series were held by WKRC by virtue of its MBS affiliation.

Three Cuban announcers made the trip from Havana to Cincinnati, expecting to step right in and begin broadcasting the 1940 baseball classic. They arrived Sept. 30, two days before the start of the series, only to find that Judge Landis had not agreed to let them air the series—word of which had been cabled them, but which they had not received.

It was Tuesday night, October 1, just about 15 hours before the start of the first game that the Judge finally gave his O.K. for the Cubans to go ahead. Shortwave circuits had to be ordered from RCA from New York to Havana. Then, RCA had to order lines from AT&T in Cincinnati and a local circuit installed from the Cincinnati phone company to the roof of Crosley Field, where the Havana announcers were to be stationed.

Special Equipment

Their broadcasting space was out in the open and Tiffany had to enlist the last-minute services of a carpenter to build equipment boxes and a table where the Cuban broadcasters could work. Then WKRC had to supply the engineers to operate for the Cubans.

The last two games of the World Series saw four engineers of WKRC's staff on duty at the ball park throughout the games. The press box, where MBS broadcasters worked through WKRC's facilities, served as a master control room where a three-way circuit operated from the main point of origination to the Havana temporary setup and to both the Reds' and Tigers' dressing rooms, where an engineer kept watch in the event the games were concluded on the sixth day of play, so that players could be interviewed.

As a public service to listeners, WKRC installed a sound service truck on Fountain Square in the heart of downtown Cincinnati, where the play-by-play description of the World Series games was picked up on a portable radio and fed to the public address system to be relayed to the thousands of Cincinnatians who gathered each day of the play to hear the accounts.

LB Honors Powel

WCKY, Cincinnati, on Oct. 8 broadcast a quarter-hour *Salute to Powel Crosley Jr.*, congratulating the president of WLW and owner of the Cincinnati Reds on the Reds' World Series victory. The program reviewed Crosley's career in radio and manufacturing, paying tribute to his abilities and civic spirit and crediting his efforts in building up the Reds to world championship stature.

19 States Listing Communist Party

Ballot Survey Made by NAB; WCKY Explains Refusal

CANDIDATES of the Communist Party, ranging from Presidential electors to State officers, have qualified and will appear on the ballots for the Nov. 5 election in 19 States, according to a survey announced Oct. 11 by the NAB. Under direction of Russell P. Place, NAB counsel, the Secretaries of State of all 48 States were canvassed and asked the status of Communist candidates.

The compilation by Mr. Place indicates that no Communist candidates qualified or will appear on the ballot in 23 States. In the remaining six States, according to the NAB survey, candidates of the Communist Party had filed, but the filing was challenged or refused, and in some cases the matter was being litigated.

Refusal of Time

With acceptance or non-acceptance of Communist-sponsored programs still a thorn in the side of many station operators, about a dozen stations are reported to have refused Communist broadcasts. One of the most spectacular refusals came from L. B. Wilson, president and general manager of WCKY, Cincinnati, who also declined a similar program last June. In turning down an Oct. 10 CBS broadcast of a speech by Earl Browder, Communist Presidentil candidate, Mr. Wilson announced that the station would present a patriotic drama in the 10:15-10:30 p.m. network spot occupied by Candidate Browder. The feature, *To* Be an American, was a prelude to a 13-week series titled *American, by Choice.*

Commenting on his refusal to accept the Browder broadcast, Mr. Wilson declared in a signed "statement of policy":

"The Communist Party has not enough money, nor can it ever have enough, to buy one minute of time on WCKY for use in endeavoring to insinuate anti-American doctrines into American minds. The results of these doctrines are daily apparent in the carnage and oppression now sperad over a large part of the world."

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CBC to Operate News Syndicate

Sponsorship to Be Permitted On Limited Basis Only

A NATIONAL news service is being established by the Canadian Broadcasting Corp. to start operation on Jan. 1, 1941 in accordance with a resolution of the finance committee of the CBC Board of Governors, passed at Ottawa early in October. The resolution calls for the use of this national news service by CBC stations, affiliated network stations and other privately-owned stations designated by the CBC as essential to maximum national coverage. This calls for 35 stations, ten of which are CBC-owned. Other stations may apply for the national news service without charge except line costs, but the news may not be sponsored.

Sponsored news is allowed, however, with an institutional announcement naming sponsor and business before and after newscast. No spots relating to the sponsor may be used preceding the institutional announcement. This ruling is under discussion by the CBC and the Canadian Association of Broadcasters, and will also be taken up by advertisers' and advertising agency associations. It is expected that some method of more lenient interpretation of this resolution will evolve before Jan. 1.

McArthur to Head

The CBC national news service is expected to be headed by Dan McArthur, newspaperman and present CBC superintendent of news broadcasts. An editorial department will be established under him with headquarters in Toronto, and branches in such principal regional centers as Halifax, Montreal, Ottawa, Winnipeg and Vancouver. The news service will receive teletype service from the bureaus of the Canadian Press and British United Press. It is not yet known whether the news services will give this service gratis to the CBC, since it will not be sponsored, or whether the CBC will pay for it.

At present the CBC pays the Canadian Press $20,000 annually for editing news for use on CBC national news broadcasts. National and foreign news will be teletyped from CBC news headquarters to stations taking the service, and regional CBC news bureaus will supplement this service with regional news supplied by the CP and BUP to regional CBC news bureaus.

Stations not taking the CBC news service and all private stations taking the service, can also take any approved news service (BUP and Transradio only enter Canada at present) for sponsored newscasts as long as the institutional announcement is used. Stations are allowed to continue operation of their own news staffs for local and sport news, which may also be sponsored.

Iris Coffee in California

HAAS, BARUCH & Co., Los Angeles (Iris coffee), through Robert Smith Adv. Agency, that city, on a 52-week contract which started Sept. 30, is using 35 spot announcements weekly on KNX, Hollywood. Firm plans expansion of its radio activities after Jan. 1 to include other Southern California stations.



FIRST NETWORK broadcast of Associated Press news under commercial sponsorship was broadcast by John B. Kennedy (seated, left) on NBC-Blue for Nash Motors on Oct. 7, 9:30--9:35 p.m. On hand for the occasion were A. J. McCambridge, assistant general manager of AP, in charge of radio (also seated), and (standing left to right) Edgar Kobak, NBC vice-president in charge of Blue Network sales; A. R. Boscow, advertising manager, Nash Division, Nash-Kelvinator Corp.; Eleanor Larson, radio director Geyer, Cornell & Newell, Nash agency; Niles Trammell, NBC president.

CRIME SERIES TO BE FILMED

Republic Productions Acquires Rights to the 'Mr. District Attorney' Program

IN A DEAL negotiated with Phillips Lord, through James Saphier, Hollywood agent, Republic Productions has acquired film rights to the NBC *Mr. District Attorney* series, sponsored by Bristol-Myers Co. (Vitalis). Contract is for two years with options. The film studio, at press time, was undecided whether to use material for a series of dramatic subjects or as a serial. Harry Herman is listed as writer, with Lord holding all rights to the series.

Policy of Republic Studios to cast radio acts in some of its productions has been carried to a high point with the current film, "Barnyard Follies". It is estimated that radio plugs for the picture will be made on at least 400 stations as a result of tie-ins arranged. Use of radio names, it was said, has resulted in increased sale for Republic productions in a number of localities. It has also paved the way for other company features.

Well-Known Radio Acts

Breakdown in radio acts and their programs being featured in "Barnyard Follies" is as follows: Mary Lee, singer appearing in the weekly *Melody Ranch* with Gene Autry on 67 CBS stations under sponsorship of Wm. Wrigley Jr. Co.; Caroline and Mary Jane Dezurik, yodeling duo, of *National Barn Dance*, sponsored by Dr. Miles Laboratories (Alka Seltzer) on 56 NBC-Red stations, who also participate as the Cackle Sisters in the thrice-weekly quarter-hour *Checkerboard Time* on 130 stations nationally; Isabell Randolph, portraying Mrs. Uppington during the *Fibber McGee & Molly* broadcast on 95 NBC-Red stations, under sponsorship of S. C. Johnson & Son Inc. (floor wax); Jim Jeffries, m.c. of the daily *Early Bird*, under sponsorship of Dr. Pepper Co., on 6 Texas Quality Network stations.

Also in the film will be Pappy Cheshire of the *KMOX Barnyard Follies*, long a weekly CBS feature released to some 50 stations. Then there is the *Kidoodlers*, a hillbilly group of musicians, who are featured on various network programs originating from Hollywood.

Monogram Studios is also going in for radio names, using them in the Tex Ritter western musicals. Bob Wills and his Texas Playboys, who broadcast regularly over KVOO, Tulsa, is being featured in "Oklahoma Bound", now in production. Other radio talent is being lined up for future use.

Cornell's Wired Radio

A WIRED radio network similar to those operated at Brown, Wesleyan, Williams and other Eastern schools, will be placed in operation by the Radio Guild of Cornell U, Ithaca. Construction was started last month. The station is designed to serve as a training course for students interested in radio. Those with ability will be given actual air experience on WHCU, university station. The system will be linked in the Intercollegiate Broadcasting System with other Eastern colleges having wired radio hookups.

Allison Goes to WLW; Name Barhydt Successor

WITH appointment of Milton F. (Chick) Allison, director of promotion and publicity of KMBC, Kansas City, as sales promotion manager of WLW, Cincinnati, announcement was made Oct. 9 of the designation of Frank Barhydt to the vacated post. Mr. Allison, well-known in mid-west radio, joins WLW Oct. 24, according to James D. Shouse. Crosley vice-president in charge of broadcasting.

Mr. Barhydt's appointment, effective immediately, was announced by Karl Koerper, KMBC managing director. He has been manager of client service of WHB, Kansas City, for five year, and was formerly head of the station's continuity department and in charge of publicity and promotion activities. He is a 1935 graduate of Missouri Journalism School.

Mr. Shouse said William H. Oldham continues as station promotion manager and research director and Miss Beulah Straway as director of merchandising. Mr. Allison will coordinate WLW's merchandising and promotional activities for use of the sales department, under Robert E. Dunville, general sales manager.

Jess Swicegood Takes Over in WKPT Shakeup

JESS SWICEGOOD, formerly general manager of WAGA, Atlanta, recently took over his new duties with WKPT, Kingsport, Tenn. After three years with WAGA, Mr. Swicegood resigned when Don Ioset was installed as managing director by George Storer, new owner of the station. He succeeds W. Harold Gray as director of WKPT, the latter having resigned. Other resignations at the station included Harman I. Mosely, commercial manager; John Stinson, program director; Mrs. Jess M. Longworth, due to illness.

New members of the WKPT staff include Steve Douglas, program director and chief announcer, formerly of WWNC, Asheville, N. C., and Mary Massengill, continuity writer and receptionist. The sales department includes Joe Tipton, Warren Denniston and H. E. Lane. No changes have been made in the announcing and engineering departments. WKPT, which went on the air July 14, in August became an NBC-Red and Blue affiliate as a bonus station with WFBC, Greenville, S. C.

"Union Now" Discs Offered

CLEARING Center for Union Now, a division of Federal Union Inc., New York, has offered stations a series of 13 transcriptions which include quarter-hour talks it sponsored on WMCA, New York, three evenings weekly for four weeks starting Aug. 26. Aim of the center is unity of the six existing democracies. Additional discs are being made of talks by Andre Maurois, author, and Genevieve Tabouis, former French political writer, and others to bring the total to 13. Seven stations are starting the series about the middle of October, most taking them twice weekly. Commercial Recording Studios, New York, which is making all the transcriptions, made discs of the WMCA talks as they were presented for the benefit of WRUL, Boston shortwave station, which sent them the following day to Europe and later to the Americas. Stations which have accepted the series on a sustaining basis are KSRO KOVC WCOV WKBZ WELI WARM WBRB.

Duplex Facsimile Shown by Finch

Compact, Light-Weight Unit Exhibited to Newspapermen

THE FINCH duplex facsimile unit, providing for simultaneous transmission and reception of written or pictorial material by wire or radio, received its press pre-view Oct. 9, when William G. H. Finch, president of Finch Telecommunications Inc., demonstrated the new equipment to a group of New York newspapermen at the company's plant at Passaic, N. J.

Dramatic highspot of the demonstration occurred at Bendix Airport, where reporters were taken up in the Finch "flying laboratory," an eight-place Fokker plane, to witness the apparatus in action. When they landed they were shown facsimiles of their messages in their own handwriting which had been received while they were in the air.

A Compact Unit

When they arrived at the plant they were shown additional facsimile copies, transmitted from the "field laboratory" trailer at the airport to the factory by wire. The duplex unit is surprisingly light and compact, measuring approximately 15 by 14 by 13 inches and weighing less than 50 pounds.

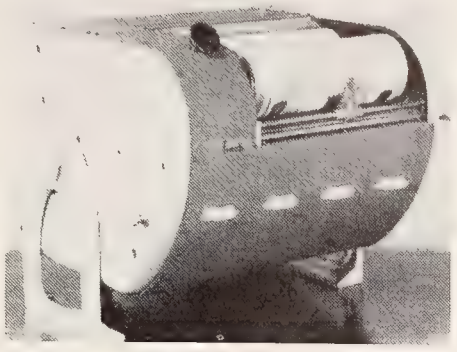
Explaining the apparatus, Mr. Finch said that its strongest immediate appeal would be to those interested in sending or receiving messages at points in motion, fields formerly without the means of written communication. Airplanes, trucks, military detachments in the field, ships, trains, police cars, etc., previously had only aural communication systems", he stated "which meant that the listener had to be in constant attendance and that there was frequent cause for error or complete loss of messages. For large industrial corporations, offices and plants, facsimile can be used with existing telephone or factory-call systems for inter-office communication."

Seek KWAL Deal Approval

FCC APPROVAL of a deal is sought by Chester Howarth and Clarence Berger, licensees of KWAL, Wallace, Idaho, whereby Mr. Howarth will divest himself of his 50% stockholdings in the station. Upon construction of the station last year, Mr. Howarth agreed to supply the entire $10,000 original capital for the new station and Mr. Berger was to undertake the actual work on the station. Each was to receive 500 shares or 50% of the stock. Mr. Howarth, however, failed to supply the capital and his holdings will be assumed equally by J. R. Binyon, local optician who holds an interest in the Cascade Broadcasting Co., applicant for a new station in Everett, Wash., and H. C. Nichols. Under the new setup Mr. Binyon will be secretary and Mr. Nichols, treasurer, each paying $2 500 for 250 shares. Clarence Berger continues as president, purchasing 500 shares for $5,000. As compensation for his services, Mr. Howarth is to receive $1,500 in station time.

SOUTHERN CALIFORNIA GAS Co., and Southern Counties Gas Co., Los Angeles (appliances), are jointly sponsoring, six times weekly, a two-hour late evening recorded program, *Evening Concert*, on KFAC, that city. Contract is for 52 weeks, having started Oct. 1. Perry King announces and supervises the program. Agency is McCann-Erickson Inc., Los Angeles.

New Finch Duplex Unit



New WEAF Plant Near Completion

Nov. 8 Opening Is Planned; Improved Signal Foreseen

NBC is rushing completion of its new transmitter for WEAF, New York, in time for opening early in November, with Nov. 8 tentatively set as the date it will go into regular service. According to O. B. Hanson, NBC vice-president and chief engineer, the move from Bellmore, L. I., location of the WEAF transmitter since 1927, to the new site at Port Washington, eight miles nearer the center of Manhattan, will eliminate all the previous headaches associated with Manhattan's piles of steel and concrete, covering the entire borough with a 25-millivolt signal.

The WEAF signal will also be received at the 25-millivolt level throughout Westchester County, Lower Connecticut, Northern New Jersey, and in Queens and Brooklyn, it was stated.

Practically all the equipment has been installed and preliminary tests are under way. However, NBC believes that more important than technical improvements in the physical plant is the location of the transmitter at a point from which its signal will travel to Manhattan directly over Long Island Sound, utilizing the high conductivity of salt water to extend the high signal contours. The 50-acre plot, purchased last year after numerous tangles with zoning ordinances, cost NBC nearly $80,000, said to be the largest sum ever paid for a transmitter location.

The site permits transmission into Manhattan over a path practically free of all obstructions, it was stated. To raise the signal level in territory west of the transmitter a two-tower directional antenna array has been built. Raymond Guy, NBC radio facilities engineer, who handled all details of the transmitter building from purchase of the land to installation of the equipment, says that the array will increase the field moderately toward New York and inland where it will do the most good, without depriving other areas of service.

The towers, of a quarter-wavelength, self-supporting vertical radiator type, are each 320 feet high and were built by Lehigh. They are located about 475 feet and 875 feet, respectively, from the transmitter building. They will be fed by individual coaxial transmission lines of a type developed by William S. Duttera, of the NBC radio facilities section. The lines have various improvements, including couplings and insulators which give them three times the voltage rating of the design they superseded.

Wrong Door

WJSV, Washington, installed a new sound effects door early in October. The only trouble was that the carpenter had done such a beautiful door-hanging job that the door opened and closed with startling silence, even the lock was oiled. The craftsman passed many a doleful glance as he went back and undid all this perfection, removing rubber padding and un-oiling the lock.

A NEW LOUDSPEAKER

Sound Board Said to Simulate Violin Principle

HAILED as "one of the most important advancements in musical reproduction since the invention of the loudspeaker", the new Tauscher Sound Board Unit is scheduled for public demonstration soon, according to E. H. Scott, president of E. H. Scott Radio Laboratories, Chicago. The new invention, included in the Scott FM receiver, is to be demonstrated in mid-October at Scott studios in Chicago, New York, Los Angeles, Buffalo and Detroit.

The "revolutionary" unit is built on the same principle as a violin sounding board, according to its inventor, Erno Tauscher, veteran violin maker. The Tauscher unit, composed of three sounding boards, is installed in front of the speaker of the receiver, and is designed to equalize distribution of sound, contrasted to "beams" of sound coming from ordinary loudspeaker apparatus. Tones or vibrations from the speaker cone are transferred to one or the other of the three boards. Vibrations from the rear and middle boards are transmitted through posts connecting them to the main sounding board, from whose wide surface the tones are distributed evenly throughout the listening room.

Barbasol Test

BARBASOL Co., Indianapolis (shaving preparations), on Oct. 1 started a five-minute thrice-weekly program *Close Shaves*, on WMAQ, Chicago. Program features Norman Ross on Tuesday, Thursday, Saturday, at 6:45 p. m. On each broadcast Ross recounts amusing and embarrassing experiences sent in to him by the listening audience. Prize awards are given listeners whose "close shaves" are used. Contract is for 39 weeks with placement through Erwin, Wasey & Co., Chicago.

Canadian Gypsum Spots

CANADIAN GYPSUM Co., Toronto (insulation), starts Oct. 21 a live spot announcement campaign three times weekly on CKPR, Fort William, Ont.; CJIC, Sault Ste. Marie, Ont.; CKSO, Sudbury, Ont.; CFOS, Owen Sound Ont.; CFPL London, Ont.; CKOC, Hamilton, Ont.; CKCL, Toronto; CFRC, Kingston, Ont.; CKCO, Ottawa; CFLC, Prescott, Ont.; CHLT, Sherbrooke, Que.; CKRN, Rouyn, Que.; CHNS, Halifax; CFNB, Fredericton, N. B. Account was placed by Walsh Adv. Co., Toronto.

Two-Way Video Circuit Is Built by Amateurs

RADIO AMATEURS recently built the first two-way television circuit in the New York area, thanks to the invention a few months ago of an inexpensive pick-up tube for amateur use by the RCA Laboratories at Harrison, N. J. [BROADCASTING, June 15]. RCA Mfg. Co., Camden, lent the necessary equipment to the W2USA Radio Club which then set up the circuit between its headquarters in the Communications Bldg. at the World's Fair and the Daily News Bldg., eight miles away in Manhattan. System comprises cameras, transmitters and receivers at each end.

The heart of the system, RCA's new iconoscope or pick-up tube which transmits 120-line pictures, is about seven inches long in contrast to the 20-inch commercial tube, but its price is only $24.50 as compared with $650 for the commercial iconoscope. The cheaper tube makes it possible for hams to build a sending-receiving system for $200 to $300. About 600 delegates to a recent convention of the American Radio Relay League at Indianapolis expressed approval of the tube's operation, which was demonstrated and described by RCA officials.

CBS Magnifies Image

AN EXPERIMENTAL "magnified" television image, obtained by fixing a magnifying lens over the nine-inch receiver screen used by CBS for its showings of color television to enlarge the image to the equivalent of a 12-inch screen without rebuilding another receiver, has been demonstrated before members of the FCC and also before the New York chapter of the Institute of Radio Engineers. Following the latter showing on Oct. 3, it was reported that work toward televising live pickups in color as well as motion picture film was progressing on schedule.

Fly Confers on Television

TELEVISION occupied the primary attention of FCC Chairman James Lawrence Fly during a three-day trip to New York Oct. 7-9. Returning to Washington Oct. 10, the chairman said he had conferred with Dr. W. R. G. Baker, General Electric Co. television executive and chairman of the National Television System Committee, and also met Oct. 9 with directors of the Radio Manufacturers Association. Commissioner Norman S. Case was acting chairman during his absence.



ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 28 TO OCTOBER 11, INCLUSIVE

Decisions . . .

OCTOBER 2

KPHO, Phoenix, Ariz.—Granted mod. CP change trans. new station.

W6XDL, San Francisco—Granted mod. CP video re trans. site.

KYAN, Cheyenne, Wyo.—Granted mod. CP new station re new trans.

WPAR, Parkersburg, W. Va.—Granted CP increase power to 250 w, new trans.

KMED, Medford, Ore.—Granted mod. license increase N to 1 kw.

KSUB, Cedar City, Utah—Granted voluntary assignment license to Southern Utah Bcstg. Co.

WDSU, New Orleans—Granted CP move trans., increase to 5 kw, directional N & D.

WNEW, New York—Granted CP increase N to 5 kw directional N & D.

WKST, New Castle, Pa.—Granted CP directional N, change to unl., 1 kw.

KYW, Philadelphia—Granted CP increase to 50 kw directional N & D.

WBRC, Birmingham—Granted CP increase N to 5 kw, directional N.

WDBJ, Roanoke, Va.—Granted CP directional N, increase N to 5 kw.

WSBT, South Bend, Ind.—Granted CP change trans., install directional N & D, change to 930 kc 500 w Sh.-WOES, on condition applicant disposes of interest in WFAM.

SET FOR HEARING—WHEB, Portsmouth, N. H., transfer control to R. G. LeTourneau; Van Curler Bcstg. Corp., Schenectady, FCC set aside order of 8-14-40 and set for joint hearing with Western Gateway Bcstg. Corp., and Mohawk Radio Inc.

MISCELLANEOUS — WJHP, Jacksonville, Fla., granted additional time answer rehearing petition of Fla. Bcstg. Co.; KWK, St. Louis, denied indefinite extension of time to submit antenna specifications and CP will be retired unless information is received by 11-2-40.

OCTOBER 4

WLOK, Lima, O.—Granted mod. CP for new trans.

KGFI, Brownsville, Tex.—Proposed findings of fact re revocation license set for oral argument 10-24-40.

KFAB, Lincoln; WBBM, Chicago; WBT, Charlotte; WJAG, Norfolk, Neb.; WMBI, Chicago—Granted joint petition postpone hearing to 12-11-40 re applications.

KTRB, Modesto, Cal.—Granted motion substitute KTRB Bcstg. Co. for McTammany & Bates as applicant CP increase power etc.

OCTOBER 7

WMAZ, Macon, Ga.—Granted temp. auth. 5 kw D 1 kw N for one month for public interest program.

OCTOBER 8

WBHP, Huntsville, Ala.—Granted CP increase to 250 w.

KGHL, Billings, Mont.—Granted CP directional N, increase N to 5 kw.

WEAN, Providence—Granted CP change directional N, increase N to 5 kw.

WTAR, Norfolk—Granted CP change directional N, increase N to 5 kw.

KECA, Los Angeles—Granted CP directional N, increase N to 5 kw.

SET FOR HEARING—NEW, Wm. H. Anesbury, Minneapolis, CP 630 kc 1 kw unl. directional; WSAY, Rochester, CP move trans., change to 1340 kc 1 kw directional; NEW, Edward J. Doyle, Rochester, CP 1340 kc 1 kw unl. directional; WCSC, Charleston, S. C., transfer control to John M. Rivers; KRMC, Jamestown, N. C., voluntary assignment license to Jamestown Bcstg. Co.

MISCELLANEOUS — WCAB, Newton Sq., Pa., granted extension effective date Sec. 4.45 of rules until 1-1-41; WOLF, WSYR, WFBL, Syracuse, dismissed petitions for rehearing or reconsideration re applic. Sentinel Bcstg. Corp., Salina, N. Y.; WHJB, Greensburg, Pa., dismissed petition for rehearing re grant of Sentinel Bcstg. Corp. applic., WROL, Knoxville, and WTMJ, Milwaukee, and denied supplemental petition for hearing and adopted decision and order on petition for rehearing; WDAH, El Paso, cancelled license and deleted call letters heretofore issued for WDAH because of grant of 1-10-40 authorizing KTSM to change to 1350 kc, increase to 500 w unl., subject to surrender and cancellation of WDAH license.

OCTOBER 9

MISCELLANEOUS — NEW, Worcester Bcstg. Corp., San Diego, set for oral argument 10-31-40 applic. CP 1420 kc 250 w unl.; NEW, J. D. Falvey, Ottumwa, Ia., and L & M Bcstg. Co., Ottumwa, set for oral argument 11-7-40 proposed findings re applic. CP new stations; WBOC, Salisbury, Md., granted license 1500 kc 250 w unl.; WMRC, Greenville, S. C., granted license 1500 kc 250 w unl.

KRKO, Everett, Wash.—Set aside proposed findings of fact and conclusions of 6-12-40, and granting applic. Lee E. Mudgett for renewal of KRKO license; for CP new equip., radiator, increase to 100-250 w Sh.-KEEN on 1370 kc, and for consent assign license to Everett Bcstg. Co. except that final action insofar as it seeks unlimited time on 1370 kc is held in abeyance pending decision on applic. KEVR, Seattle, to change to 1420 kc. (Payne dissenting).

OCTOBER 10

WSAR, and Fall River Bcstag. Co., Fall River, Mass.—Order denying petition for reconsideration and grant without hearing of applic. to assign WSAR license, was adopted (Craven, Case dissenting).

WPIC, Sharon, Pa.—Granted mod. CP increase power etc., re trans.

KTKC, Visalia, Cal. — Granted auth. change name to J. E. Richmond, Percy M. Whiteside, Homer W. Wood and Visalia Pub. Co., d/b Tulare-Kings Counties Radio Associated.

OCTOBER 11

WHJB, Greensburg, Pa.—Granted 30-day continuance hearing originally set for 10-23-40 re applic. CP 1 kw unl.

Applications . . .

NEW, Lewistown Bcstg. Co., Lewistown, Pa.—CP 1500 kc 250 w unl. IV.

NEW, William F. Maag Jr., Youngstown—CP 43.5 mc 12,304 sq. miles.

WCAU, Philadelphia—CP 44.3 mc 13,564 sq. miles.

WMRC, Greenville, S. C.—License new station.

WREC, Memphis—CP increase N to 5 kw.

NEW, Tom M. Bryan, Miami, Fla.—CP 44.5 mc 2,150 sq. miles.

NEW, Natl. Life & Acc. Insurance Co., Nashville—CP 44.5 mc 16,000 sq. miles.

KFH, Wichita—Mod. CP increase power etc. to change type of transmitter.

NEW, Brainerd-Bemidji Bcstg. Co., Brainerd, Minn.—CP 1230 kc 500 w 1 kw D unl., amended to 1550 kc 1 kw N & D III-A.

KVAN, Vancouver, Wash.—Mod. license to remain on 880 kc as Class II station under treaty instead of on 910 kc Class IV as proposed.

OCTOBER 2

WBOC, Salisbury, Md.—License new station.

WRUL, WRUW, Boston—Mod. licenses re frequencies.

KCRC, Enid, Okla.—CP move trans. studio, increase to 1 kw, amended to directional N & D.

KRLH, Midland, Tex.—CP change to 1200 kc 250 w new radiator, change trans.

NEW, W. D. and Violet H. Hudson, Clarksville, Tenn.—CP 1370 kc 250 w unl. IV.

NEW, Earle C. Anthony Inc., Los Angeles—CP 44.9 mc. 1,370 sq. miles.

WJR, Detroit—CP relay station 100 watts.

NEW, Seaboard Bcstg. Corp., Tampa, Fla.—CP 920 kc 500 w-l kw unl., amended to 1530 kc, 1590 kc under treaty, increase to 1 kw.

WSAV, Savannah, Ga.—Auth. relinquish control by sale of 32 shares from Arthur Lucas to E. E. Murrey Sr.

KONB, Omaha—Auth. transfer control to Ross C., W. W., and B. V. Glassmann.

WCLS, Joilet, Ill.—Mod. license to unl.

OCTOBER 5

NEW, Batavia Bcstg. Corp., Batavia, N. Y.—CP 640 kc 250 w D II, amended to 1500 kc (1490 under treaty) 250 w unl. IV.

NEW, Bamberger Bcstg. Service, New York—CP 44.3 mc. 10,300 sq. miles.

KMBC, Kansas City—CP change 950 kc 5 kw to 690 kc 50 kw, new trans., directional N, move trans. to Wolcott, Kan., asks facilities KGGF, WNAD, KFEQ as proposed by treaty.

KYA, San Francisco—CP change 1230 kc 1-5 kw to 560 kc 5 kw N & D, directional N, contingent grant of KSFO applic. change to 740 kc.

KTFI, Twin Falls, Id.—License for CP reinstating CP new equip. etc.

OCTOBER 8

WOCB, Yarmouth, Mass.—License new station 1210 kc.

WATN, Watertown, N. Y.—Mod. CP new station re antenna, trans. and studio sites.

WBRE, Wilkes-Barre, Pa. — CP synchronous station Battle St. and Providence Road, Scranton, 1310 kc 100 w unl.

WMJM, Cordele, Ga.—License new station.

KHAS, Hastings, Neb.—License new station 1200 kc.

OCTOBER 10

WSLS, Roanoke—License new station.

W2XOY, New Scotland, N. Y.—Mod. license increase to 2500 watts.

WTMA, Charleston, S. C. — CP new trans., directional antenna N, change to 1220 kc 1 kw III B, move trans.

KFIZ, Fond du Lac, Wis.—CP new trans., increase to 250 w.

WREN, Lawrence, Kan.—CP directional N & D, move trans., studio; amended to change directional antenna, increase N to 5 kw. directional N & D.

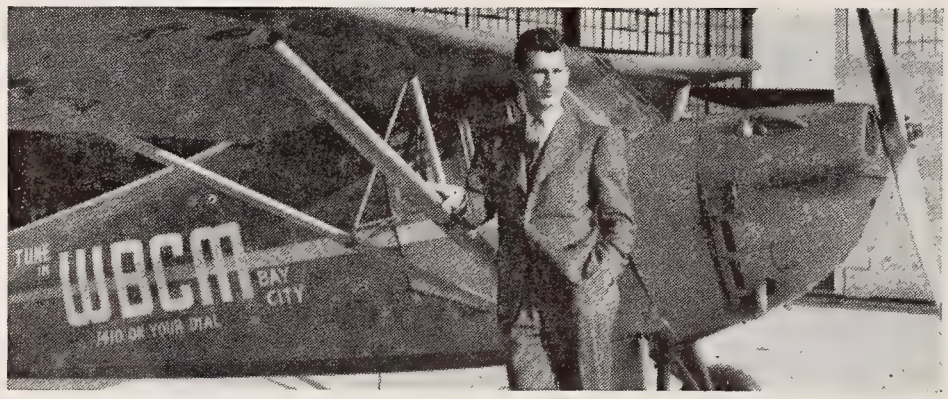
KODL, The Dalias, Ore.—Mod. CP as mod. change trans.

KRE, Berkeley, Cal.—CP change to 1060 kc (under treaty), increase to 500 w 1 kw D, new trans., antenna.

KWAL, Wallace, Id.—Voluntary assignment license to Silver Bcstg. Co.

Flaherty Now Heads KSCJ

GENE FLAHERTY has been appointed general manager of KSCJ, Sioux City, Iowa, succeeding C. W. Corkhill. A veteran broadcaster, Mr. Corkhill will remain in the industry, although his future plans are not yet announced. KSCJ is owned and operated by the *Sioux City Journal*.



FLYING NEWSMAN is the tag-line given Russ Lyon, news commentator of WBCM, Bay City, Mich., since the station acquired this plane for special events and news coverage. Newscaster Lyon holds a private pilot's license and spends most of his free time in the air. The plane is used primarily in obtaining pictures to tie in with WBCM special events broadcasts and are used in the WBCM "Radio Personalities" album, issued quarterly as a listeners' souvenir. The plane is an Aeronca 50 Chief, operated by the Hoffman Flying Service at the Bay City Airport.

New Appointment To FCC Possible

Committee Still Withholds Any Action on Brown Term

POSSIBILITY of a new FCC appointment by President Roosevelt to succeed Thad H. Brown, is being mentioned in official circles, by virtue of the apparent refusal of the Senate Interstate Commerce Committee to act on the Brown nomination for a new seven-year term and thereby permit that nomination to lapse.

Col. Brown's nomination has been pending since last June 30, when his term expired. Apparently by agreement, Chairman Wheeler of the Senate Committee does not propose to bring up the nomination prior to Congressional adjournment. Whereas there had been talk of an adjournment during October or at least recurring recesses until after the elections, it now appears likely that Congress will not adjourn at all. In that event, the Brown nomination would continue to pend before the committee until this Congress ends at the close of the year.

Probe Plans Pend

There is no indication that the President plans to withdraw the Brown nomination and substitute another name. Since there is no Congressional recess, a recess appointment cannot be made.

There are indications of campaigns on behalf of several men, mainly from the Far West, for the possible Republican vacancy. Because of the indefinite status of the Brown nomination, however, no concerted efforts are being made at this time.

When the Senate committee recessed Aug. 29 without acting on the Brown nomination, it also failed to take action on the pending Tobey and White resolutions for far-reaching inquiries into radio and its regulation. It is presumed these resolutions also will die with this sesion. There is possibility, however, that after the election in November the committee may adopt one or the other of these resolutions for a radio inquiry. There is considerable sentiment in both Houses of Congress for an investigation, because of recent developments in radio regulation.

Fear Easter List

FRED FEAR & Co., Brooklyn (Chick Chick egg eye), has placed on 10 stations its annual announcement campaign for Easter egg dyes. The 1941 drive includes daily one-minute spots starting 10 days before Easter. Stations are WMAQ WJR WCAU KDKA WTAM KNX WWL WIRE WCKY WOR. Agency is Menken Adv., New York.

RAY FERRIS, musical director of WLS, Chicago, and Harry Sims, staff violinist, have had their new song *Lylø Lou* published by Chart Music Publishing House Inc., Chicago.

FCC May Name Hilmer Deputy General Counsel

ELEVATION of Lucien Hilmer, since last July chief of the Broadcast Section of the FCC Law Department, to the post of Assistant General Counsel in charge of broadcasting, is expected in the near future. Mr. Hilmer would succeed George B. Porter, veteran FCC attorney who resigned last July 31 to enter private practice of law but who did not terminate his payroll status with the Government until Oct. 7.



Mr. Hilmer

Mr. Hilmer joined the FCC July 12, and immediately became "second man" in the Broadcast Section. Previously, he was in charge of the New York office of the Senate Interstate Commerce Committee in its railroad investigation, under Senator Wheeler (D-Mont.), chairman of the committee. A native of New York, Mr. Hilmer is 32 and a graduate of Williams College in 1928 and Harvard Law School in 1931. He practiced law in New York from 1931 until 1936 when he joined the Senate committee.

Mr. Porter has entered private law practice in Washington with A. G. Haley, former FCC attorney, under the firm name of Porter & Haley. He had been with the FCC in charge of broadcast matters since its creation in 1934 and had joined the predecessor Radio Commission in 1931 as attorney, serving as acting general counsel prior to formation of the FCC.

Air Line's Plans

UNITED AIR LINES, Chicago, will be the first air transportation system to use a regular program on a major network if present plans materialize to sponsor Boake Carter thrice-weekly on a lineup of ten MBS stations. The news series will be quarter-hours, probably Mondays, Wednesdays and Fridays, but starting date and stations have not yet been decided. N. W. Ayer & Son, Chicago, is the agency.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency **$17.50**
2. NEW CRYSTAL (less holder) **$22.50**
3. NEW CRYSTAL fully mounted . . **$30.00**

LOW DRIFT - APPROVED BY FCC

Scientific
RADIO SERVICE
124 Jackson Ave.
University Park, Md.

LATE *Personal* NOTES

HUGH RAGER, managing director of the First United Broadcasters, Chicago radio advertising agency, has announced the opening of a New York City branch office at 55 W. 42nd St., telephone Chickering 4-4462. Al Hodges, formerly associated with the local and national advertising department of New York newspapers and recently a member of the sales staff of George Hollingbery & Co., radio station representatives, will be in charge of the new office.

RICHARD NICHOLLS, radio director of Morse International, New York, and his wife suffered injuries in an auto crash recently, when their taxi was struck by a truck in New York City. They were returning from a farewell party to Bill Hines, who has resigned from Morse to join WTAQ, Green Bay, Wis., as national sales manager.

CHARLES GANZ, for the last 13 years account executive of KGFJ, Los Angeles, has joined Allied Adv. Agencies, that city, in a similar capacity. Jack Withington has also joined the agency's sales division. He was for about three years account executive of KFAC, Los Angeles. Louis Kennedy has been added to the agency as copy writer and assistant in production.

DUNCAN JENNINGS has succeeded O. K. Fagan as radio director of Logan & Rouse, Inc., Los Angeles agency. Fagan is now associated with Philip J. Meany Co.

WILLIAM CRAWFORD, formerly with NBC, New York, has joined Huber Hoge & Sons, New York Adv. agency, as art director and space buyer.

FRED LEVINGS, formerly of Russel M. Seels Co., Chicago, and now doing free lance publicity work, on Oct. 5 married Hildred Saunders, formerly of H. W. Kastor & Sons, Chicago.

GORDON HITTENMARK, "timekeeper" of WRC, Washington, has been called to active duty in charge of public relations for the local Selective Service Board. He also will be attached to the State staff of the National Guard as a captain.

RAY STEWART, advertising representative of WPIC, Sharon, Pa., recently married Peg Roberts. Margaret James, WPIC director of women's programs, on Sept. 28 was married to Dr. McCamant.

JOHN ANDERSON, formerly advertising and sales promotion director of Nehi Corp., Columbus, Ga., has joined J. M. Mathes, New York, to handle advertising for Spur, Canada Dry cola drink.

DICK ALTMAN, formerly of WROL, Knoxville, has joined the announcing staff of WSIX, Nashville. James A. Hudson, of WSIX, recently married Mildred Christine Morgan.

HANDI - MIKES

An indispensable part of all portable sound equipment . . . sports, call sys., sound trucks, sm. transmitters, etc. Clear, crisp voice reproduction. Bal. grip, pol. chrome plate, snap switch, 6 ft. flex. cord.



Choice of circuits and switches, single and double button carbon, crystals, dynamics, all impedances. At your dealer or jobber.

UNIVERSAL MICROPHONE CO., LTD.
Inglewood, Calif., U. S. A.

BY WOODBURY, musical director of KDYL, Salt Lake City, has been placed in charge of all production activities connected with the station's Radio Playhouse. John Woolf, assistant program director, has been transferred to the Playhouse offices, to work in conjunction with Woodbury. George Provol has been transferred from the Playhouse to the main KDYL studios, where he will handle all auditions, transcription and live shows originating from the Tribune-Telegram Bldg.

ERIC DAVIES, formerly announcer at CKY, Winnipeg, has been appointed program director of CKX, Brandon.

STUART BART, formerly of John A. Schwarz Co., New York, has opened his own agency, Stuart Bart Adv. Agency, at 114 E. 32d St., phone Murray Hill 5-9760.

CHARLES VICTOR, formerly of WKRC, Cincinnati, has joined the announcing staff of WGN, Chicago.

MAJOR ROBB has joined the announcing staff of WFVA, Fredericksburg, Va., replacing Everett Howard, resigned.

FRED B. COLE, for the last three years announcer of WBZ-WBZA, Boston-Springfield, has left for California where he will join the new Tommy Dorsey show as announcer.

BRUCE GEDDES, engineer of WJSV, Washington, sustained two broken ribs when he fell against a boat during a recent Chesapeake Bay fishing trip.

CHARLES E. DUKE, chief engineer of WHUB, Cookeville, Tenn., recently married Miss James Simmons, of Nashville.

DON PONTIUS, of the MBS staff in Chicago, has been transferred from the traffic department to sales promotion. Mrs. Myrtle Goulet has been placed in charge of traffic coordination.

ELLIOTT'S SACRIFICE

Income of $75,000 Given Up For Army Service

ELLIOTT ROOSEVELT, head of the Texas State Network, gave up a salary of $24,000 as president of that firm and additional income that brought his annual income to about $75,000, in order to become a captain in the Army Air Corps procurement division, it was disclosed Oct. 9 in Fort Worth, TSN headquarters. Capt. Roosevelt's additional income came from the sponsored commentary series he relinquished, which paid him about $1,000 a week.

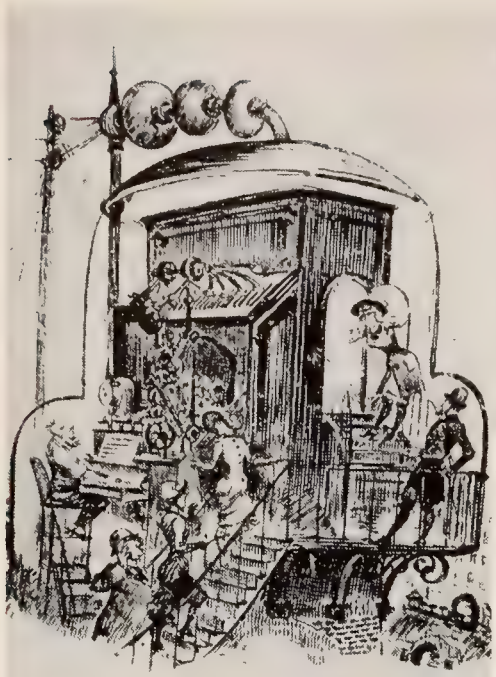
Mrs. Ruth Roosevelt, his wife, who succeeded him as TSN president, will receive no salary, it was stated. She joined him with their children at Dayton, O., where he reported for duty Oct. 9 at Wright Field. In the Army, his pay as captain will be $200 per month with allowances up to $116. His duties will be concerned primarily with supplying Air Corps radio equipment.

DAVID C. THOMAS, executive vice-president and treasurer and a director of Brown & Thomas Adv., New York, resigned Oct. 1. The name of the agency remains unchanged.

STUART FINLEY, formerly of WLW, Cincinnati, has joined the announcing staff of KYW, Philadelphia. Jo-Anne Yeston, secretary to Lambert B. Beeuwkes, KYW sales promotion manager, has resigned to marry Carlos Hernandez, Cleveland importer. She is succeeded by Kae Lucas.

COL. JIM HEALEY, for six years with WGY, Schenectady, has joined WTRY, Troy, to handle the thrice-weekly series for the Fort Orange Chemical Co. of Albany, promoting a line of beauty products retailed in dime stores in Eastern New York, Vermont and Massachusetts.









THESE 1882 LITHOGRAPHS, from the collection of The Bettmar Archive, New York, are by the French illustrator Albert Robida who predicted these various phases of radio would become realities by 1952. At left is a sketch he drew to show how "Paris will be centrally supplied with music broadcast from a huge musical power plant up in the air." Center illustration was titled "A Solace in Absence—the Telephonoscope" and envisions television. The explanatory line tells of an Empire builder in the heart of Africa who, at the touch of a switch, is able to see his wife and children in person-to-person telecasts. At right is a conception by Robida of radio equipment in a Paris home that would "furnish poetry, short stories and music by pushing a button".

SATEVEPOST SKETCH DISSECTS PETRILLO

A SAGA of personal sucess, the life and achievements of James C. Petrillo, president of American Federation of Musicians and the fabulous Chicago AFM Local 10, is chronicled in the Oct. 12 *Saturday Evening Post* in an article by Bruce Dennis, "He Was Always Good at Arithmetic".

Although the article deals principally with Petrillo's rise from newsboy to "the highest-paid labor leader in the country and, it is assumed, in the world", it gives some attention to his jousts with broadcasters, particularly the Chicago "platter-turner" episode and the 1938 AFM-industry agreement, along with the recent AFM-AGMA tiff.

Tracing Petrillo's ascendancy along with the paralleling affluence of Local 10, Author Denis comments, "Petrillo is a cannon cracker looking for a match. Indignation boils in his breast. He has a fighter's shoulders, but an almost flabby handshake which conceals the Petrillo punch as effectively as good tailoring hides the Petrillo paunch." Apart from his two high-pay jobs —AFM president at $20,000 a year and Local 10 leader at $26,000 annually—the article draws attention to a third job "for which he draws no salary", membership in the Chicago Park Board, with the comment, "He has used this position to feather the nest of many a union musician".

Success Story

Petrillo's success as head of the Chicago union is emphasized in the article. "Measure for measure and job for job, the Chicagoans are the highest-paid players in the country," the story states. "Local 10 has an income of well over $250,000 a year and has assets of more than $1,000.000. New memebrs pay an initiation fee of $100, and dues are $16 a year. Aside from these revenues, working members who make less than $35 a week pay a 2% tax. Players who get $35 and more pay a 4% income tax, with the exception of certain classes of radio and theatre musicians, who are assessed 5%. There isn't much growling; the musician in the theatre pit, who used to average $12 a week, now receives $99."

FCC Completes Special Monitor Setup Operating for Duration of Emergency

THE NETWORK of some 80 "secondary base" monitoring stations, manned by 400 radio engineers and operators on the Government's temporary rolls for the "duration of the emergency" virtually has been completed by the FCC Engineering Department with national defense funds authorized by the President.

Supplementing the work of seven primary monitoring stations and of four new primary stations being built, this new organization is working in close cooperation with the Federal Bureau of Investigation and other national defense operations as a field force. Its functions are entirely separate from the normal operations of the FCC field force, which includes station inspections, handling of operators' examinations and ship equipment clearances.

Since last June, when the President authorized a $1,600,000 fund for the work, the new national defense operations have been rushed to virtual completion under direction of FCC Chief Engineer E. K. Jett. In immediate charge is George Sterling, who has been detailed to duty as chief of National Defense Operations Section of the Field Division. Mr. Sterling's regular functions are as assistant chief of the Field Section under W. D. Terrell, veteran radio official.

Funds Authorized

The $1,600,000 fund has been augmented by another $175,000 authorized by Congress in mid-October in the Supplemental Civil Functions Appropriations Bill. This new fund is for the relocation of several primary monitoring stations (BROADCASTING, Oct. 1).

The new secondary base stations are distributed throughout the country in such fashion that each State and each of the possessions will have at least one such operation. The 200 new inspectors, many of them recruited from broadcast station staffs, and the 200 operators, are assigned exclusively to the national defense work, Lieut. Jett explained.

Each station has one mobile unit—a specially-equipped 1941 Hudson sedan, for speedy tracking down of unlicensed stations. Each car carries a cylinder-type recorder; two radio receivers which cover the entire radio spectrum including the ultra-high frequencies; a direction finder, with portable loop antenna, and an FM 30-watt transmitter and associated receiving equipment to permit intercommunication with cars. This latter equipment is similar to two-way police equipment.

The base stations, for the most part, are located on military reservations or on leased quarters —usually farms on the outskirts of cities where they have privacy of movement and also adequate space for antennas, and a minimum of noise level.

The seven primary monitoring stations have been augmented with new frequency measuring equipment and recording apparatus, as well as direction finders, all for the special defense work. Four more stations are being built, only one of which will be on continental territory—in Texas. The others will be in Hawaii, Puerto Rico and Alaska.

The defense equipment and personnel are not available for regular FCC activities, Lieut. Jett declared. The staffs are separate all down the line. The monitoring officers, manning the secondary base stations, have a Civil Service rating of $3,200 per year; assistant monitoring officers, $2,600, and radio operators, $1,620 and $1,800.

Tieup With FBI

Coordination of the FCC operations with those of the FBI, it was pointed out, is a logical one. FBI is charged with ferreting out of espionage, sabotage, violations of neutrality and subversive activities, it was explained. The FCC national defense organization does the practical job of policing the ether and of carrying out its functions of prosecuting unlicensed operations, through U. S. attorneys in the jurisdictions in which they are discovered.

The FCC is paying particular attention to international propaganda broadcasts from abroad, and is making spot check recordings regularly. Lieut. Jett explained that a staff of translators has been retained in Washington to examine the contexts of these foreign broadcasts. He emphasized that the FCC is not intercepting messages handled by common carrier services.

The FCC's policing function is not unlike that of other police organizations which patrol their particular "beats". In radio the "beat" is the ether, and occasionally improper operations are uncovered, he pointed out.

The entire FCC field force, with the temporary defense organization, now totals 520, of whom 120 are regular radio inspectors. In addition, a temporary staff of 25 has been enrolled in Washington to examine upwards of 100,000 proof-of-citizenship forms returned under FCC order.

The FCC is maintaining a wire teletype circuit between Washington and its 11 monitoring stations. It plans to have installed shortly a high-frequency circuit connecting the monitoring stations for the national defense operations and particularly for direction finding purposes.

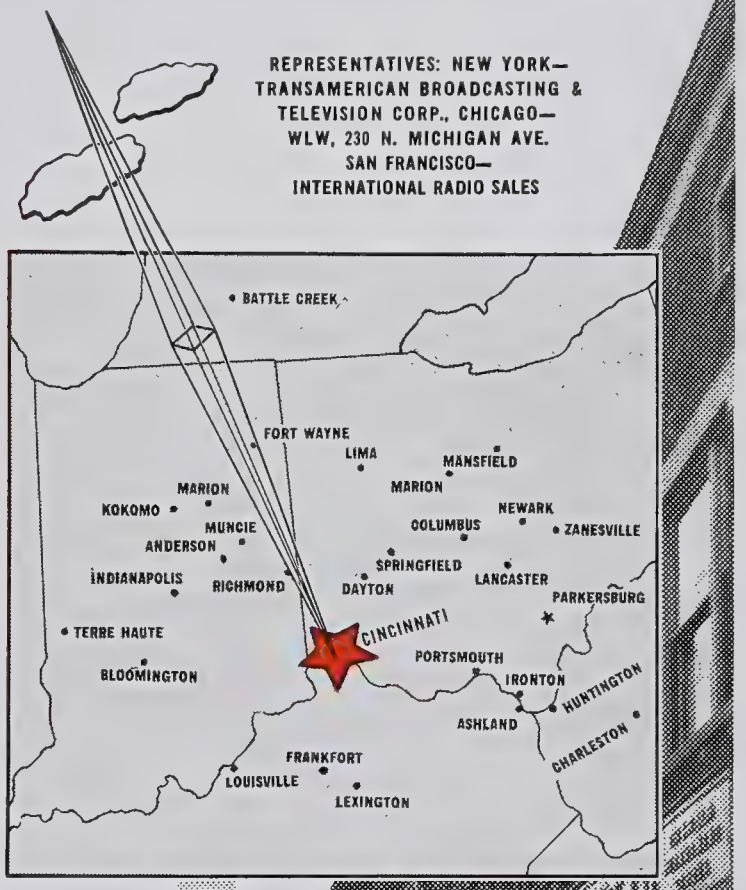
With Mr. Sterling detailed to national defense work exclusively, George Turner, former inspector in charge of the Atlanta office, temporary has been assigned as acting assistant chief of regular operations of the Field Section. Wayne Mason has been named assistant to Mr. Sterling, and is in charge of equipment procurement and maintenance of the National Defense Operations Section.

Food Institute Buys Time

AMERICAN INSTITUTE of Food Products, New York, broker for about 20 food manufacturers and dealers, is sponsoring for the second year programs on WMCA and WINS, New York. *Food Forum*, on WMCA one half-hour daily. presents Dr. Shirley W. Wynne, former New York City health commissioner, in talks on health and child guidance, playets, an audience participation show and a series of contests on Tuesdays titled *Kook Kwiz*, consisting of questions on cooking. Prizes are baskets of groceries, coffee makers and cash. On WINS, the Institute continues to open the station with *Musical Clock*, series of band recordings five times weekly and is sponsoring three INS news periods weekly. Business is placed by the Institute for national and local advertisers who are members.

WLW IS A 'BUY'-WORD IN PARKERSBURG

It's a 'buy'-word among Parkersburg people because they listen regularly to The Nation's Station and are naturally partial to the products they hear advertised on it. And it's a 'buy'-word among manufacturers with goods to sell in Parkersburg and a 'buy'-word among manufacturers, merchants and consumers in the more than a score of other rich trading centers.



PARKERSBURG, W. VA.

Four and one-half hours from Cincinnati by train but split seconds by WLW.

Population, 1930	29,623
Retail Sales, 1939	$14,279,000*
Wholesale Sales, 1939	$10,011,000*
Per Cent of Nation's Buying Power (trading area)	.0671%*
Radio Homes, 1938 (Wood County)	13,470

*Estimated by SALES MANAGEMENT.

WLW THE NATION'S *most Merchandise-able* STATION

PRINTED IN U.S.A.

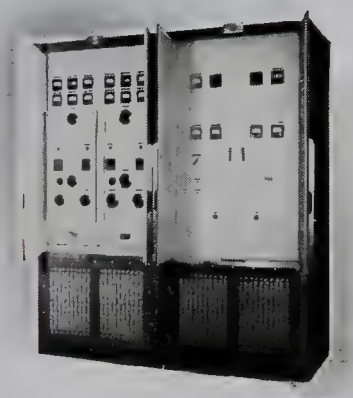
RATINGS UP..PERFORMANCE IMPROVED..PRICE UNCHANGED



RCA-833-A

R-F POWER AMPLIFIER, CLASS B MODULATOR

1.6 KW Maximum Power Output at Frequencies up to 20 Mc*



Chosen for RCA'S Outstanding New AVT-22 Communications Transmitter

A typical example of the capabilities of the RCA-833-A is found in the new, ultra-modern RCA AVT-22 General Communications Transmitter. Using two 833-A's in the final class C power amplifier and two 833-A's in the class B modulator, this equipment has a maximum power output of 2½ kw on frequencies of from 2½ to 12 megacycles, and an output of 2 kw from 12 to 19 megacycles. Power output of the AVT-22 can be doubled by using two additional 833-A's, in both the modulator and final stages. The unit, employing a total of eight RCA-833-A's, is then known as the AT-22A.

Measured by every characteristic from long life to power output—or any other factor by which tubes are judged—the RCA-833 has long enjoyed a reputation unexcelled. Now, with the famous RCA Zirconium-coated plate and with other processing refinements, a new, improved form of this type—the RCA-833-A—offers even greater value for r-f amplifier or class B modulator service. The 833-A provides an increased maximum plate dissipation of 450 watts (ICAS) *at no increase in price.* It can be operated in class C telegraph service with a maximum input of 2000 watts, (ICAS) at frequencies as high as 20 megacycles. (Forced air ventilation is required with ICAS ratings.) With CCS ratings, the maximum input is 1800 watts.

Small and compact, the 833-A offers Kilowatts of power in a tube less than 9″ in overall height and 4⅝″ in diameter! By employing forced-air cooling, it can be used to boost power substantially in applications now served by the popular RCA-833. Because of its high perveance, this new tube operates at high plate efficiency with low driving power. The plate, grid and filament are supported by their respective post terminals. This design provides a rugged structure which makes bases unnecessary.

MAXIMUM RATINGS AS R-F POWER AMPLIFIER—CLASS C TELEGRAPHY

	Natural Cooling	*Forced-air Cooling*	
	CCS	*CCS*	*ICAS*
D-C Plate Voltage	3000	4000	4000 volts
D-C Plate Current	500	500	500 milliamperes
D-C Grid Current	75	100	100 milliamperes
Plate Input	1250	1800	2000 watts
Plate Dissipation	300	400	450 watts
List Price			**$85.00**

**ICAS Ratings for class C telegraph service.*

RCA BROADCAST EQUIPMENT — From microphone to antenna

RCA

Transmitting Tubes

PROVED IN COMMUNICATIONS' MOST EXACTING APPLICATION

RCA MANUFACTURING COMPANY, INC., CAMDEN, N. J. • A Service of the Radio Corporation of Ameri

BROADCASTING

Broadcast Advertising

Vol. 19 • No. 9

NOVEMBER 1, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

VOTE

WOR

☛ *that power-full station.*

☛ *Brings you an impact of 135,000 watts at one of the lowest base rates in Greater New York.*

☛ *Advertising America's candidate for advertising's tough jobs of 1941!*

$ VOTE THIS SYMBOL FOR THIS STATION—WOR

LET'S CUT A CAKE FOR Martha!



SHE'S DELIVERED THE "PROFIT CAKE" TO WLS FOOD ADVERTISERS FOR 12 YEARS!

IN uncounted kitchens of Chicago and Mid-West America, Martha Crane is as welcome as sunshine and more important than the family cookbook. In October 1940, Martha celebrated her 12th anniversary with WLS—12 successful, selling years in which she has built a loyal audience of buying housewives.

On her "Feature Foods" half-hour program (assisted by Helen Joyce—who's about to celebrate her 8th anniversary on WLS too) she chats informally about problems of kitchen and home—and about the products of "Feature Foods" advertisers.



HELEN JOYCE

In addition, during the past two years, throughout Chicago and suburbs, these two WLS Homemaking experts have conducted "clinics" before more than 7,000 clubwomen—and cooperated with stores making displays of "Feature Foods" products, in more than 100 "store promotions" with Class A independent grocers and major chains.

"Feature Foods" is an unusual food-selling program—combining a most complete and highly successful sales and merchandising plan. Participation in all its activities, with three or six WLS broadcasts weekly, is offered advertisers of kitchen-used products. Write to WLS—for full details, success stories and case histories of the results it secures . . . or ask any John Blair man.



National Representatives • JOHN BLAIR & CO., CHICAGO

THE PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, *President* GLENN SNYDER, *Manager*



. . . the 18 Key Shopping Centers of New England with The YANKEE NETWORK

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport / New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WHAI	Greenfield
WBRK	Pittsfield
WLLH	Lowell / Lawrence
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston / Auburn
WSYB	Rutland

THERE is no substitute for the complete and intensive coverage provided by The Yankee Network, in this compact market.

Thirteen cities in 10 counties account for 68.5% of New England's retail sales — and in 13 counties, 75.6% of the retail sales are produced. In every strategic buying area The Yankee Network dominates in acceptance — in many markets its coverage is exclusive!

The particular type of local acceptance this provides, insures response that is possible only thru this combination of stations.

Now — with normal, prosperous industrial operations augmented by huge defense orders (New England Council reports $1,161,331,539 for June 13 to Oct. 5 alone) New England is one of the biggest ready-money markets in America.

Plan to take immediate action to get the benefit of this increased buying power with a consistent campaign on The Yankee Network.

THE YANKEE NETWORK

21 BROOKLINE AVENUE BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

LEADERSHIP *in Library Service*

Technical Perfection

—an Outstanding Characteristic of Standard Program Library Service..

Standard Radio's subscribers agree that the perfection of the Orthacoustic method of recording, as used by Standard, results in startlingly life-like realism, and a frequency range to satisfy the most exacting high-fidelity demands. These qualities make Standard Transcriptions particularly desirable for Frequency Modulation broadcasting; they are now in use by F.M. Stations W9XZR, Chicago, and W3XMC, Washington, D. C. The final touch of perfection is added by Standard Radio's Victrolac pressings, with their amazingly low surface, greater depth and brilliance, and remarkably long life.

Technical perfection is evident also in Standard Radio's "SPOT-ADS"—clever dramatized commercials which daily demonstrate their ability to sell *to* sponsors as well as *for* them. Series A for USED CAR DEALERS, Series B for CLOTHING STORES, Series C for FURNITURE STORES; other groups to be announced shortly.

Write for information on Standard Radio Library Service, Standard Radio's new Tax-Free Library, Standard Radio's SPOT-ADS and Standard's Super Sound Effects.

"...high quality of your recordings"

KFI
640 KC.
NBC RED NETWORK



Earle C. Anthony, Inc.
RADIO DIVISION
141 NORTH VERMONT AVENUE
LOS ANGELES • CALIFORNIA

KECA
780 KC.
NBC BLUE NETWORK

September 20, 1940

Mr. Gerald King
Standard Radio
6404 Hollywood Boulevard
Hollywood, California

Dear Jerry:

I think you will be interested in sort of a "blindfold test" that we made among our people here at the studio a couple of weeks ago. For our own amusement we were checking extreme frequency perception, in connection with a discussion on Frequency Modulation. The argument was naturally pro and con as to whether many ears could actually hear up to fifteen thousand cycles. We were using an oscillator as well as different recordings.

While it was incidental to the test, it so happened that most of the people checked were noticeably able to distinguish Standard Radio transcriptions from others. Comments were frequent as to the high-quality of your recordings.

It is very satisfying to know that when we start operating with our Frequency Modulation station we will at least have some recordings which will take advantage of the widefrequency range available.

You are doing a fine job.

Kindest regards.

Yours very truly,

General Manager

HarrisonHolliway/DR

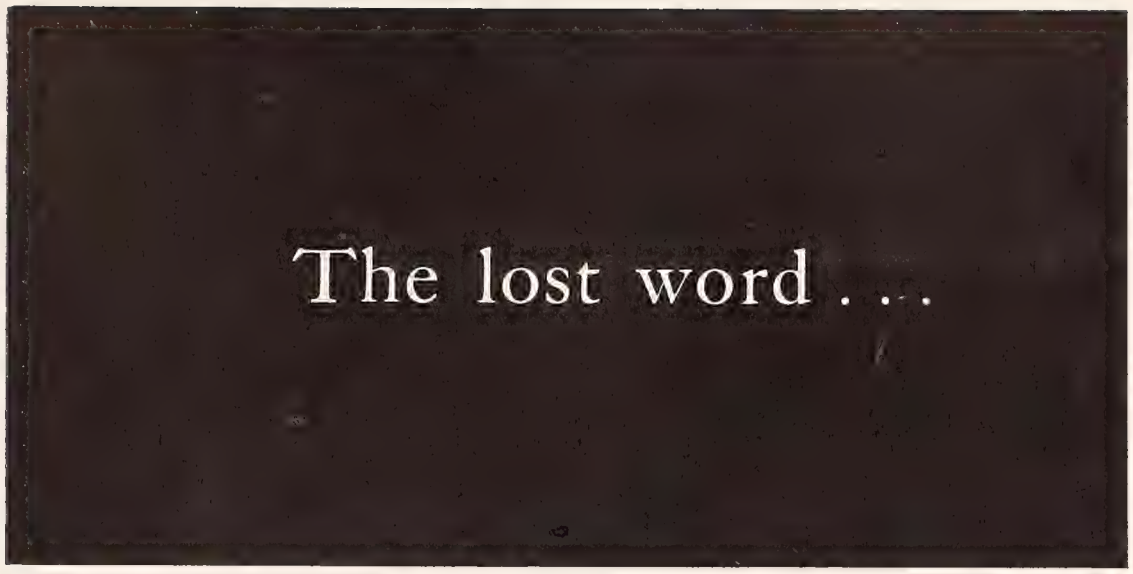
MEMBER NATIONAL ASSOCIATION OF BROADCASTERS

Are your Transcriptions up to Standard?

271 Standard Stations Answer: "Yes!"

Standard Radio

HOLLYWOOD CHICAGO



There is a word that has become lost in the world of radio.

Nobody uses it. No mind turns to it as to a needed and familiar aid.

Talk of radio and world news and you'll not speak it, for you'll need roomy phrases . . .

Talk of radio as fun, and you won't either, for you'll be talking in millions about Major Bowes or Kate Smith fans.

Or talk of radio as an advertising medium and you won't go near it, for you'll spin endless success stories and really pull out the verbal stops.

The truth is that radio is now so vast, so sprawling, so splayed out over states, countries, continents, seas, that the mind reaches always for the vast image, the big, big word, to attempt to meet this giant on its own ground.

How long since you've heard anybody use the word

smaller about radio?

Yet there is one thing about radio that has been growing smaller for years.

That thing is the cost of reaching a radio listener.

Today it's just about half what it was four years ago.

About half is a whole lot smaller.

And that "smaller" is maybe the biggest thing (there we go again) any advertiser should consider as he considers radio of 1940.

How did that "smaller" happen?

Many things happened to make it happen.

First of all something happened to this country. By 1930 Americans already liked radio—it wasn't a gadget or a gag any more; it worked, it amused and interested them. And they liked it fine. Twelve million families liked it enough to own a radio set.

Then from 1930 onwards, this country went overboard about radio, went hungrily, happily mad about radio. And now in 1940, twenty-eight million families own a radio. Or two or three or more radios.

(Regard that a minute. A country that has twenty million families without a telephone has only four million families without a radio!)

Secondly, going overboard, and being American with

the American's energy and enthusiasm, something happened to the habits of listening in this land. In 1930, the average radio family listened for 3.9 hours a day. Today 86% of all radio families listen an average of over *five* hours a day—something like 126 million hours a day, every day, of listening.

It's crazy, sure. It's impossible, maybe. But programs have got better, habits have got fixed, and that's how repeated polls, surveys, competitive surveys, non-competitive surveys, joint surveys, make it come out. That's America for you—nothing half-hearted about the way it goes for what it likes and wants and needs.

And while these two things were happening to the country (item: increase in ownership; item: increase in listening), two other things were happening to CBS.

In those same ten years CBS grew from 61 stations to 110—and its own listeners increased from over seven million families to over twenty-seven million a day.

And CBS programs grew too—grew in human appeal, in expertness; some got funnier, others finer, all found more and surer ways to make men and women look forward to them, never miss them, talk a lot of them to friends and neighbors.

This isn't just a theory. In the last four years alone, the typical CBS evening half-hour program has gone up 99% on the CAB program ratings. 99%!

Which means that the typical CBS evening half-hour program today is heard by twice as many families out of every hundred radio families as four years ago. With millions more radio families to draw on for that "twice as many".

And that's expansion on every frontier—ownership, listening, CBS station growth, CBS popularity.

The only contented laggards in all this forward march have been CBS time and radio talents costs. *Their* tempo has been quiet. They have been taking it easy.

Regard this one fact against all the preceding expansion and acceleration, and you come smack up against a mighty piece of news:

In *actually delivered, listening audience*, CBS today gives you nearly two thousand families at a price which got you only one thousand families just four years ago.

So CBS today is not only delivering the largest, most interested, most listening audience it ever has . . .

The net cost per listener in that audience is smaller than ever before.

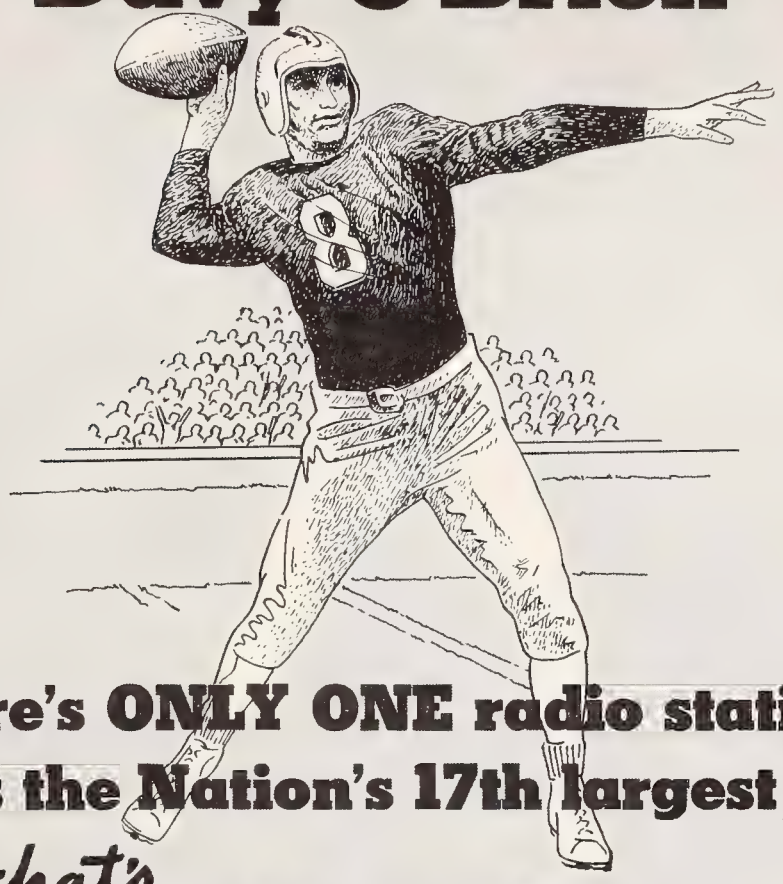
It's the biggest **smaller** in advertising history.

COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City

The detailed and charted facts behind this piece are brought together in a booklet called "More for the Money." It will be sent you at your request.

There's Only ONE Davy O'Brien



And there's ONLY ONE radio station that blankets the Nation's 17th largest market

that's **WGBI**

In the Scranton—Wilkes-Barre Market, the country's 17th largest, it's all WGBI. That's not hard to understand . . . for WGBI is the *only* regional or clear channel station serving its 652,000 people. More than that, recent field measurements prove that WGBI is the *one and only* station heard throughout this market. A comprehensive Dr. Starch and Staff survey revealed that 98% of the daytime listeners and 96% of the evening listeners in Scranton's home county keep their dials glued to WGBI.

Try WGBI. You'll soon discover there's a radio success story there for you.

A CBS Affiliate **WGBI** **SCRANTON, PA.**

1000 WATTS DAY • 500 WATTS NIGHT • 880 kc. • **Represented by JOHN BLAIR & CO.**





all sides get heard, these days

People used to get views and stick to 'em —good or bad—for life, because it was a lot of trouble to go listen to the other side (when you didn't much want to listen in the first place).

But today, thanks to radio, it's so little trouble to listen to "the other side" that people often listen in spite of prejudices.

Radio makes a pretty constant and conscientious business of presenting all sides of all vital public issues.

And we believe that this means a generally higher level of national intelligence.

We believe that there is less pernicious, provincial, uninformed bias and prejudice in America today than ever before.

At least, people of all sections come nearer to knowing all sides today, and to knowing *why* they believe this or that.

This, we believe, is the essence of democracy.

This, we believe, is one of the blessings of broadcasting as it is practiced in America today.

NBC is proud to have realized, early, radio's obligation and opportunity of public service in impartial presentation of all sides of all issues, and to have pioneered this principle and to have practiced it consistently from the beginning.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System

A Radio Corporation of America Service

Twenty Years Young . . .

WESTINGHOUSE

K D K A

PITTSBURGH

1920 1940



Today . . . 50,000 watt KDKA is the Master Voice in the Master Market

1920—Folks in many states thrilled to the new-born Art of Broadcasting . . . to the news that Harding was to be the next President.

1940—Our old friends may now listen to hundreds of broadcasting stations throughout the nation—yet KDKA receives, each month, mail from more than 30 of the 48 United States . . . proving listeners still remain loyal to the pioneer station.

Represented by NBC Spot Sales . . .

WISE EYES are on the "Second Three"



"As Smart as we are, Archibald? Hm-m-m-mph! What's so brainy about these sales and advertising birds who are buying radio time in Detroit, Los Angeles and Cleveland?"

"Get Wise to Yourself, Mortimer! Some pigeons spend all of their time scrapping with others for the grain in the biggest field. Ah . . . but the smarter ones know there's less competition over in the next field . . . sometimes find the pickin's better! Catch?"

Complete Coverage of these Booming 4th, 5th and 6th Largest Markets is yours with WJR, KMPC and WGAR

TEN to one you've already been thinking about stepping up your advertising in the "Second Three" markets. You *know* how Detroit, Los Angeles and Cleveland have been "on the boom." You're not going to pass up such opportunity. And perhaps, like many others, you've already discovered that the easiest, quickest method of blanketing these markets is through three radio stations . . . WJR, KMPC and WGAR!

It's the economical way, too. Fifteen minutes of Class A time on all three stations totals *less than four hundred dollars weekly* on a 52-week basis! Try to figure any other way of talking to nearly eight million families at such small cost! Yes, for in addition to the immediate trading areas of Detroit, Los Angeles and Cleveland . . . you also will get *bonus coverage in five different states!*

Be sure that the "Second Three" cities get the consideration they deserve in your plans for 1941. And be sure your advertising will do a job in these vital markets. *Put WJR, KMPC and WGAR on your schedules!*

WJR
THE GOODWILL STATION
Detroit
IN THE NATION'S 4TH LARGEST MARKET

KMPC
THE STATION OF THE STARS
Beverly Hills ★ Los Angeles
IN THE NATION'S 5TH LARGEST MARKET

WGAR
THE FRIENDLY STATION
Cleveland
IN THE NATION'S 6TH LARGEST MARKET

G. A. RICHARDS, PRESIDENT...LEO J. FITZPATRICK, JOHN F. PATT, LEO B. TYSON, VICE PRESIDENTS

BROADCASTING
and
Broadcast Advertising

Vol. 19 No. 9 WASHINGTON, D. C., NOVEMBER 1, 1940 $3.00 A YEAR—15c a COPY

ANA Learns About Radio From Ethridge

Advertisers Assured Supply of Music Will Be Ample; Divergent Views Heard on Effects of Defense Drive

By J. FRANK BEATTY

THOUGH it wasn't scheduled that way, the 31st annual convention of the Association of National Advertisers, Oct. 23-26, developed into a radioactive assemblage.

From the opening gavel Oct. 23 through the gridiron festival Oct. 26, several hundred national advertisers meeting at the Greenbrier, White Sulphur Springs, W. Va., discussed radio behind locked doors; heard Mark Ethridge of WHAS give a complete radio catechism in an hour and promise an ASCAP-less music supply by Jan. 1; analyzed the technical problem of commodity standards by means of a simulated radio program rehearsal; participated in a three-way conversation with news analysts in London and Berlin; enjoyed and participated in a typical quiz show.

The factual story of radio's growth, its achievements and its problems was presented by Mr. Ethridge Oct. 24 at an open session which had been billed as a "media forum." Actually it was a radio vs. magazine forum, as newspaper and outdoor representatives discussed current trends in business and government.

The more dramatic portion of radio's performance at the convention was built around the special productions staged by NBC and CBS. Impressive to the ANA members was the chance to pop questions at NBC's Fred Bate in London and Max Jordan in Berlin, who were connected directly to the Greenbrier auditorium. Abe Schechter, NBC special events director, arranged the hookup.

A CBS troupe took apart the complicated problem of commodity standards and sugar-coated it by means of a playlet built around a studio rehearsal. Sound effects, countless character parts, gags and all the trappings were woven into an educational feature by Earl McGill, CBS director.

CBS also entertained with a special version of the *Take It or Leave It* quiz show sponsored by The Wahl Co., Chicago (Eversharp), with Bob Hawk as interrogator. Some 120 genuine silver dollars in prizes helped draw a capacity crowd to the convention version of this quiz program.

NBC brought down a big company for the "Ad-Ribbers Club Show," the fifth of its kind in recent ANA history. Special music and gags were presented in musical comedy form. Wilfred Roberts produced the show.

Prospects for 1941

The defense problem and the international war situation entered into the cenvention procedings, but not to an outstanding extent. Whereas Paul B. West, ANA president, prophesied a prosperous advertising year in 1940, with most advertisers planning increased budgets, Leo M. Cherne, executive secretary of the Research Institute, warned of severe upheavals in business methods as the defense program develops and the country assumes a more warlike aspect.

In defense and war discussions, little mention was heard of "escape clauses" in advertising contracts, though I. W. Digges, ANA counsel, has drawn up a standard escape provision that applies in case a plant is taken over by the Government. This clause, of course, would permit advertisers to cancel contracts in such cases.

The New CAB

The relative efficiency and the cost of various types of audience surveys were gone into with considerable detail at closed meetings held during the opening day of the convention. It is at these closed meetings that advertisers air their media gripes and discuss ways of relieving them. Presiding at the radio roundtable were D. P. Smelser, research director of Procter & Gamble, and Al Lehman, of the ANA staff.

Of special interest was the extension of the Cooperative Analysis of Broadcasting (Crossley), which went into effect with end of Daylight Saving Time. A revised "telephone recall" technique has been adopted to obtain greater accuracy and the sample has been raised from 500,000 to 700,000 annually [BROADCASTING, Oct. 15].

ANA subscribers to the survey they underwrite were promised better rating of programs difficult to recall, since no listener is now asked to recall more than eight programs as compared with 16 under the former method. This is expected to combine advantages of the coincidental survey while utilizing the reduced number of calls required under the recall technique.

Further refinements and improvements in CAB rating were promised. A new plan of subscription rates was discussed by the advertisers.

Brief attention was given at the closed radio session to talent, union



THE ANA's official radio experts, Al Lehman and D. P. (Doc) Smelser, presided at the closed broadcast roundtable that marked the opening day's sessions. Lehman is a member of the ANA executive staff and assistant treasurer of Cooperative Analysis of Broadcasting; Smelser is research director of Procter & Gamble Co., Cincinnati.



THE BROADCASTING industry was there, too, with networks and stations well represented. Radio spokesman at the ANA meeting was Mark Ethridge (left photo, in center) flanked on his right by Preston H. Pumphrey, BMI, and on his left by Ex-Senator George Wharton Pepper, outdoor industry counsel. From Oklahoma City came Edgar T. Bell (center photo, left), business manager of Oklahoma Publishing Co. and E. K. Gaylord, publisher, who represented WKY-KLZ-KVOR as well as their newspaper interests. Between them is Arthur Hill advertising manager of Johnson & Johnson. Best dressed conventionite was Arthur Church (extreme right), president of KMBC, Kansas City, who was caught at the registration desk with C. L. Saperstein, of Thomas J. Lipton Inc., whose company is sponsoring *Helen Hayes Theatre* on CBS.



FOOD, refrigerators and vacuum cleaners were represented as four ANA delegates (left photo) were snagged by BROADCASTING'S cameraman. They are (l to r) Donald Colvin, advertising manager, Hoover Co.; W. E. Malone Jr., assistant advertising manager, Kelvinator Division, Nash-Kelvinator Corp.; George Morrell, publicity director of John Morrell & Co.; Joe Collins, advertising manager, Libby, McNeill & Libby. An interested triumvirate (center) consisted of Paul McElroy, advertising manager, Ethyl Gasoline Corp.; Lee Bristol, vice-president, Bristol-Myers Co.; John H. Platt, advertising manager, Kraft Cheese Co. Allen T. Preyer (extreme right), executive vice-president of Vick Chemical Co., and former ANA board chairman, chats with G. M. Robertson, GE sales promotion executive and an industrial advertisers' round-table speaker.

and music problems but these aspects of radio advertising received only cursory discussion. The broadcasting industry was credited with showing "guts" in its handling of the ASCAP problem, and apparently was deemed capable of working out the problem itself. The idea of sponsor-ASCAP licenses received no encouragament.

The anticipated battle royal among the four media—radio, newspapers, magazines and outdoor — developed into technical forays by Mr. Ethridge, on behalf of radio, and Roy Larsen, president of Time, Inc., on behalf of magazines. The newspaper and outdoor protagonists discussed politico-science trends of the era.

Newspaper Plea

On behalf of newspapers, Grove Patterson, editor of the *Toledo Blade*, said "the institutions of democracy rest more certainly and more securely upon the foundation of a free press than upon anything else in the world." He outlined contributions of newspaper to democracy and spoke of the growing inroads of government into business, advertising and publishing. He asked business to support the newspapers and not to withdraw national advertising from them.

Ex-Senator George Wharton Pepper, counsel to the outdoor industry, discussed development of business-control tendencies in the Federal Government. He recalled that the Federal Trade Commission, which began as an agency to guard against unfair competition, now is exercising control over advertising media and copy, along with labels and claims. The third-term issue is vital, he said, in that it takes "diversity of representation" from Commission appointments as more and more appointees owe their jobs to the current Administration.

After the two generalized speeches for newspapers and outdoor advertising, the media battle began in earnest when Mr. Ethridge started a straightforward story of what broadcasting offers the advertiser and what problems the industry faces. Introduced by Paul West, ANA president, as "a newspaperman who represents radio," Mr. Ethridge quickly diverted all thought from his newspaper

(*Continued on page 88*)

Radio Advertisers Indicate 1941 Budget-as-Usual Plans

WITH Paul B. West, Association of National Advertiser's president, indicating a general increase in advertising budgets next year, a checkup with a number of radio users tended to support the view that 1940 will be a good radio year despite the uncertainties that now confront business.

Mention frequently was made of the defense angle and the possibility of war, but most sponsors are going ahead as usual, with one eye on general business and the other on war news. In a number of cases new products are being launched, war or no war, and radio advertisers clearly showed they weren't frightened — not yet, at least.

Planning for Next Year

S. C. Gale, General Mills advertising manager, indicated the firm again would be active in baseball next year, though considerable risk is involved in signing for time and the right to broadcast games in view of the uncertain international situation. General Mills' lack of interest in football, he said, is due to the declining consumption of prepared cereals in the cooler autumn weather, and the long interval between games along with sporadic schedule arrangements.

Experiment of E. I. Dupont de Nemours & Co. in presenting Alexander Woollcott in a new type of *Cavalcade* program was on the mind of William A. Hart, advertising manager, as he discussed plans for the American narration and its episodic treatment, which will be heard in the next month or two. Mr. Hart said Dupont is placing announcements for Zerone and its new Zerex, both anti-freeze products, immediately after *Cavalcade* programs, without relating them too closely to the program itself. A radio campaign is planned later on for the Dupont paint line, he said.

Popular local shows on a large number of stations are proving effective for Va-tro-nol and Vaporub, according to Allen T. Preyer, executive vice-president of Vick Chemical Co., Greensboro, N. C. Mr. Preyer was an ANA director this year and in 1939 was chairman of the ANA board, highest post in the association.

Vick had negotiated early in the season for a serial version of *Gone With the Wind*, and had auditioned two episodes. The project was dropped for the time being when the David O. Selznick film interests declined to permit a radio version of the Civil War tale while the picture was still being exhibited on a road-show basis. In 1941 the film will be shown at popular prices but its radio future is undetermined.

Through extensive advertising the firm has developed an enormous market for its products, the campaigns always including heavy use of radio. Vick has used high-priced name talent through the years but of late has depended more on entertainment appeal and sales effectiveness rather than on the pulling power of big names. Morse International, New York, is the Vick agency.

C. L. Saperstein, advertising manager of Thomas J. Lipton Inc., Hoboken tea concern, said early reports on the new *Helen Hayes Theatre* are highly favorable and expansion of the CBS network at the first of the year is contemplated. Prior to the new network series, Lipton had been a user of spot, along with printed media.

Libby, McNeil Preparing

A program that's all dressed up with no place to go is being fondled by Libby, McNeill & Libby, Chicago. As soon as the desired air facilities can be acquired, Libby will be ready, it was indicated by Joe Collins, advertising manager. The firm, which has well over a hundred products, used radio earlier this year. Agency is J. Walter Thompson Co., Chicago.

Another new program that is pleasing its sponsor thus far is the John B. Kennedy news roundup on NBC at 9:30 p.m. The five-minute programs have been sponsored for several weeks by Nash-Kelvinator Corp., Kenosha, Wis., auto and refrigerator manufacturer. Nash-Kelvinator has been a potent factor in autumn markets with its new models and price reductions. W. E. Malone Jr., assistant advertising manager of Kelvinator Division, praised the coming entrance of BROADCASTING into the weekly field. He likes the idea, he said, because news will be fresher and there will be less reading matter to scan at one time.

The new ANA board chairman, H. W. Roden, president of Harold H. Clapp Inc., is also a new radio advertiser, having recently started a strip serial, *Mother o' Mine*, on NBC-Blue. While Clapp has used printed media in the past, it now joins other American Home Products subsidiaries in radio promotion. Most of the American Home units use radio almost exclusively.

Miles Labs Going Big

A leading radio user, Herbert S. Thompson, advertising manager of Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), looks for still greater national interest in the firm's popular *Quiz Kids* program. Among other Miles programs are *Alec Templeton* and the *National Barn Dance*. Later on the *Quiz Kids* may pit youngsters from various cities against each other.

Miles is in the midst of a startling distribution campaign in which it hopes to place a new product into the entire national market within 30 days. The new product is 1ADay, containing vitamins A and D. The Miles programs will carry 1ADay messages during the distribution drive and after its marketing setup has been established.

Cities Service Co., sponsoring one of the oldest programs on the air, *Cities Service Concerts*, finds that its half-hour audience is about as large as that built by the series when it lasted an hour. An immediate drop was noted, however, at the time the shift was made but recovery soon followed, according to J. J. Delaney, assistant advertising manager.

The power of news, especially when the "scoop" element is woven into continuity is illustrated by the MBS program featuring *Arthur Hale, Confidentially Yours*, according to Ben Pollak, advertising manager of Richfield Oil Corp. of New York.

White Collar Labor Status Clarified

Complaints of Industry Are Largely Met by New Decision

RE-DEFINED classifications of "white collar employes" exempt from provisions of the Fair Labor Standards Act, believed to remedy the bulk of broadcasters' wage-hour difficulties under the statute, went into effect Oct. 24, the same day on which the standard workweek under the Act became 40 hours. The amended regulations were announced Oct. 14 by Col. Philip B. Fleming, administrator of the Wage & Hour Division of the Labor Department.

In amending the definitions of "administrative," "executive," "professional" and "outside salesman," the Wage-Hour Division has broadened the exemption base considerably, effectively answering most of the complaints of broadcasters in this regard. Coupled with the Division's recent memorandum limiting the scope of "employment" of radio performers on sustaining programs, the modifications are thought likely to relieve much of the broadcaster-employer's burden, compared with conditions prevailing heretofore [BROADCASTING, Oct. 1, 15].

"Administrative" Exemption

The principal change in the "white collar" regulations is a separate definition for the "administrative" employe, formerly defined together with "executive". Under the revised definitions an "executive" remains one whose primary duty is management and who, among other qualifications, gets $30 or more weekly. Administrative employes are more broadly defined to include those whose duties, while important and associated with management, are functional rather than supervisory, and who are paid "a salary commensurate with the importance supposedly accorded the duties in question." The regulations require that such a salary be "not less than $200 a month." Thus, if these employes work at non-manual assignments requiring the exercise of discretion and independent judgment, and if they receive $200 a month or more, they need not record their hours or be paid overtime under the law.

Since the principal difficulty in the original definition of "executive" lay in the definition of "substantial" in the requirement that "an executive do no substantial amount of the work done by his subordinates", the new regulations set "more than 20% on an hourly basis" as the meaning of "substantial." Thus, a foreman (or chief engineer) listed on payroll records as exempt from overtime because he comes under the "executive" definition could work no more than eight hours weekly at the same kind of work done by his non-exempt subordinates, with the subordinates operating on a 40-hour week. If he worked more than eight hours at such work, he would be classed as a working foreman and the employer must pay overtime for hours in excess of 40 per week.

Artists Included

The definition of an employe in a "professional" capacity has been broadened by including the artistic professions and narrowed by the requirement that the "professional" employe exempt from overtime requirements must be paid at least $200 per month. However, this salary requirement does not apply to licensed members of the legal and medical professions.

The definition of "outside salesman" was broadened to assure exemption of advertising solicitors selling radio time and publication space, as well as driver-salesmen and freight solicitors.

Commenting to BROADCASTING on the effect of the revised definitions, Joseph L. Miller, NAB director of labor relations, who was active in pressing for broadening of the exemption base, commented:

"Substantial Improvement"

"Although the new definitions are not all the broadcasting industry had hoped for, they are a substantial improvement over the old ones. For one thing, the new definition of 'executive' makes it much easier to determine when an employe is an executive. Under the old definitions, no employe was an executive when he did a 'substantial amount' of work of the same nature as non-exempt employes. No two persons—including the Wage & Hour Division's lawyers—seemed to have the same idea of what constituted a 'substantial amount.' Now the Administration has substituted '20%' for 'substantial amount.' This definite figure makes a much better yardstick.

"The new definition of 'professional', likewise, is much better than the old. Radio announcers, writers, producers, actors, musicians and the like, whose work is 'predominantly original and creative in character' and who make $200 or more a month are now clearly exempt.

"The new definition of an 'outside salesman' also leaves no doubt as to the exemption of radio's outside salesmen.

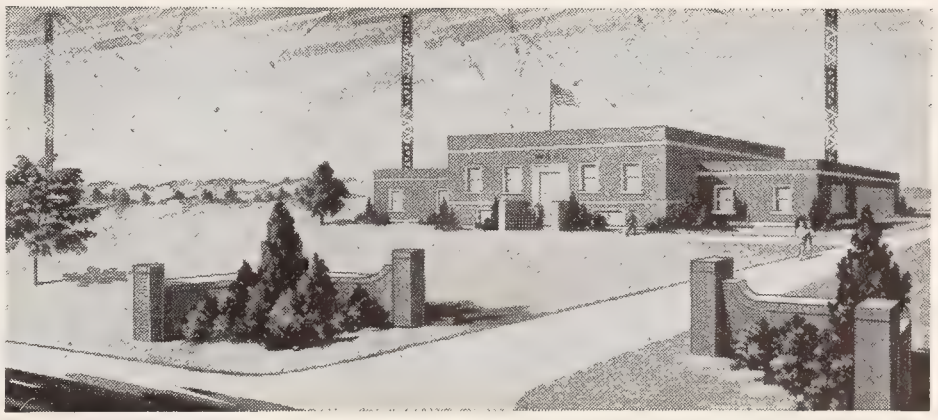
"It is an unfortunate coincidence that the Administration's re-definitions of exempt employes came out simultaneously with a new memorandum on the question of what performers on sustaining programs were employes. A great deal of confusion has arisen. Although the memorandum on sustaining performers listed a large number of categories which the Administration did not consider to be employes, a great many others were not touched upon, and their status is still in doubt. Many of these will have to be taken up with the Administration, case by case, to establish a pattern for all stations to follow."

Six "Professional" Tests

In an Oct. 24 letter to Joseph Curran, president of the Greater New York Industrial Union Council, Col. Fleming emphasized that the $200-per-month provision will not necessarily increase the number of exemptions to the extent it might appear at first glance, since additional conditions also must be met. He pointed out that the "professional" employe, to obtain exemption, must meet six different tests: His work must be intellectual and varied in character; it must require the exercise of discretion; it must be of the type whose output cannot be standardized; not more than 20% of the workweek can be devoted to non-exempt work; the employe must be paid not less than $200 per month; and finally, the work must fall within either one of the recognized learned professions or one of the recognized artistic professions.

"The old definition of 'professional' did not cover employes in the artistic professions," Col. Fleming pointed out. "Actually there is good reason for describing as 'professional' such persons as moving picture actors, to take a single example. Thus, there will be some union members who will be exempt as professionals who have not heretofore been exempt.

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NEW 50 KW. plant of WBAL, Baltimore, as conceived by Artist Otto F. Mahrenholz. A Westinghouse transmitter and three 500-foot American Bridge Co. towers have been ordered, contract for the former having been signed in October by General Manager Harold C. Burke in company with E. M. Stoer, manager of Hearst Radio Inc., G. W. Cooke, WBAL chief engineer, and representatives of Westinghouse. Authorized Sept. 10 to increase from 10 kw. to 50 kw., the new plant will be ready next spring.

Ed Kirby Slated As Army Liaison

Military or Civilian Status Is Not Yet Determined

POSSIBILITY that Edward M. Kirby, public relations director of the NAB, will join the War Department as a civilian aide on radio rather than as a commissioned officer, was seen in developments during the last fortnight relating to creation of a radio section in the public relations department of the Army.

Originally slated to become head of the new radio organization, with rank of Major [BROADCASTING Oct. 15], Mr. Kirby's actual status now appears to be the only remaining question. The NAB Executive Committee, at a special meeting in Washington Oct. 25, offered Mr. Kirby's services to the Army as a civilian expert on a "dollar-a-year" basis. The authorization of the Executive Committee was that Mr. Kirby be detailed to assist in the setting up of the radio branch for such time as his services might be needed, after which he would return to the NAB.

A Radio Liaison

The original plan was to reinstate Mr. Kirby in the Army Reserve and recall him to active duty. He graduated from Virginia Military Institute in 1926 as a Second Lieutenant in the Field Artillery and therefore holds a military status. Upon his call to active duty, it was planned to commission Mr. Kirby as a Major and place him in charge of the radio section.

The function of this new unit will be to handle all radio liaison for the Department during the current period of non-involvement. Coordination of relations with radio in fostering recruiting and keeping the public informed will be the principal activity.

The War Department now has a radio and pictorial section but the organization chart calls for separation of these functions. The importance of radio in keeping the public informed and in maintaining morale motivated the War Department in its decision to set up a separate section. There would be a staff of script writers as well as contact officers in the various corps areas to handle the radio job.

Axton-Fisher Plans

AXTON-FISHER TOBACCO Co., Louisville, frequent user of network radio, on Jan. 3, 1941, will start a 52-week program for Twenty Grand cigarettes on NBC-Blue. Titled *Happy Birthday to You*, the series will be heard Fridays, 9:35-10 p.m. No further details on the program have been released by Weiss & Geller, New York, agency in charge.

Remington 'Newsroom'

REMINGTON RAND Co., New York, on Oct. 30 starts Wednesday night sponsorship of NBC-Red's five times weekly *Newsroom of the Air*, which features John W. Vandercook in New York and pickups from various European capitols. The Remington program promotes typewriters and electric shavers and is handled by Leeford Adv. Agency, New York. Broadcasts are heard 7:15-7:30 p.m. on 26 Red stations.

Post-Election Era Expected To See Regulatory Changes

Wheeler Bill to Create New Radio Agency May Be Revived; Brown Successors Are Mentioned

By SOL TAISHOFF

WHETHER it's Roosevelt or Willkie on Nov. 5, Federal radio regulation appears slated for an overhauling.

Re-election of the President, it is felt in usually well-informed circles, might see revival of the McNinch-fostered plan of Feb. 9, 1939 to abolish the present Commission and create an entirely new agency. Such a bill, still pending, was introduced by Chairman Wheeler last year at the behest of Mr. Roosevelt. The President expressed himself pointedly at the time on revamping of the FCC.

A Willkie victory obviously would mean a top personnel reorganization of the FCC. But beyond that, because of strong Republican sentiment in Congress against the FCC, an investigation and then a reorganization is deemed inevitable.

Successor to Brown

Should the Republicans return to power, chairmanship of the Commission would pass from James Lawrence Fly to a new appointee, assuming the existing organization is retained. The only regular Republican on the FCC is Norman S. Case, former Governor of Rhode Island. With the withdrawal of the nomination of Thad H. Brown for a new FCC term by President Roosevelt, a non-Democratic vacancy now exists. The third non-Democrat is George H. Payne, of New York.

The Brown vacancy, as a matter of fact, may never be filled. If Mr. Roosevelt has in mind reorganization of the FCC, and if he is re-elected, he probably will not appoint a successor. He has announced that the new nomination, if any, will not go to the Senate until after the election.

Meanwhile, several campaigns are going forward for the Brown post. If normal processes are pursued, and a successor is named, emphasis is being placed on selection of a Western Republican because of the absence of representation of the Far West on the agency.

Withdrawal of Col. Brown's nomination to serve a seven-year term from last June 30 did not come as a surprise since it was generally known the nomination was stymied in the Senate Interstate Commerce Committee.

While a half-dozen names are being bandied about for the Brown vacancy, few appear to have substantial backing at present. Commissioner Frederick I. Thompson, named in April, 1939 to fill the unexpired term of Judge E. O. Sykes, which runs only until next June 30, is reported seeking the seven-year appointment vice Col. Brown. If this strategy is followed, a Democrat would be named for the long term, with the non-Democratic replacement for Col. Brown named only for the remaining eight months of the Thompson tenure.

Kendall Suggested

Greatest activity for the Brown successorship is emanating from the West. Former Judge John C. Kendall, of Portland, Ore., a radio practicioner on the Coast, appears to have strong industry and party support. Among others from the West mentioned are Ray C. Wakefield, of San Francisco, member of the California Railroad Commission and vice-president of the Ass'n of Railroad Commissioners, and former Gov. Phil LaFollette, of Wisconsin, a Progressive. Gov. LaFollette was mentioned a year ago for the Sykes vacancy. He now is practicing law in Milwaukee.

News reports published in Washington during the last fortnight named Willis J. Ballinger, economic adviser to the Federal Trade Commission, and a native Washingtonian, as a possible nominee. Inquiries in Administration circles, however, failed to yield any substantial basis for this report.

Another name heard was Nelson Lee Smith, chairman of the New Hampshire Public Utilities Commission, said to be supported by

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THE THRILL that comes once in a lifetime was experienced Oct. 29 by Stephen McCormick, chief announcer of WOL, while he was handling an MBS pickup from the selective service lottery in Washington. While Commentator McCormick described the lottery procedure he was nudged by Walter Compton, MBS presidential announcer, working with him on the broadcast. "Isn't your registration number 105?" asked Compton. "Yes, why?" McCormick answered. Then looking at the blackboard carrying the drawn numbers he exclaimed, "The 19th number is mine!" After a breathless moment he turned to Compton, opined: "Maybe you should interview me." Whereupon the pair entered into a bona fide MBS interview on how it feels to be drafted. NBC also claims some sort of "coincidence honor", what with two of its New York employes —Evan Wylie, of the special events department, and Alwin Foster, of the research department—holding numbers 158 and 192, the first two numbers drawn.

CONSCRIPTION LOTTERY DRAMA

Networks Carry Drawing of Numbers; McCormick Sees His Summons While at Microphone

CLIMAXING its intensive cooperation with National Selective Service Headquarters in laying the groundwork for the first U. S. peacetime conscription, radio played a stellar role in the drama of the selective service lottery, held Oct. 29 in the Departmental Auditorium in Washington. All three national networks brought microphones into the auditorium to carry President Roosevelt's address and chronicle the drawing of the first registration numbers.

A Thrilling Spectacle

It was a great show for radio. As the first number—158—was announced by the President into the microphones, a woman in the back of the auditorium shrieked. Her 21-year-old son held No. 158 in the Washington registration. All three networks interviewed her on the spot, along with her husband, who as an American Legionnaire was acting as a guard of honor at the ceremonies. At another point, as he was describing the scene, Stephen McCormick, WOL chief announcer handling the MBS pickup, witnessed the drawing of his own number—105—and was interviewed for the network immediately by Walter Compton, MBS presidential announcer.

All three networks carried a 45-minute pickup direct from the auditorium, and later in the day scheduled special features, including interviews with prospective trainees whose numbers were among those drawn early in the lottery. Handling commentaries for NBC was Carleton Smith; CBS, Bob Trout; MBS, Stephen McCormick and Walter Compton. From midnight to 3 a. m., Oct. 30, NBC-Red and Blue carried a special broadcast on which all the 8,500 numbers drawn in the lottery were recapitulated.

Tribute to radio's past in groundwork preparations for the selective service registration and lottery was paid Oct. 15 by Capt. Ernest M. Culligan, public relations officer at National Selective Service headquarters, on an NBC broadcast. "The American people understand Selective service only because the American press and radio news agencies continue to maintain their high tradition and unequalled efficiency in promoting a public understanding of national affairs and stimulating a public consciousness of national problems," he declared. "The splendid public service they have rendered in publicizing selective service is a demonstration of the importance of a free and uncensored press and radio in a free and democratic country."

USING her *Luncheon at the Waldorf* programs as a base, Ilka Chase, star of the series sponsored on NBC by R. J. Reynolds Tobacco Co., has written an article on "How To Give a Perfect Luncheon" for the Oct. 28 issue of the new *Stage* Magazine.

Party Purchases In Closing Days Above Estimates

Deluge of Radio Talks Marks End of Presidential Race

FEVERISH time-buying by political parties and their local and national organizations has lifted political broadcast business out of the doldrums as the Presidential campaign nears its end. The eleventh-hour rush for broadcast facilities in closing days may push revenues from political broadcasts as high as the $2,000,000 mark, according to estimates reaching BROADCASTING. This is a far cry from the early-season estimates of barely a half-million dollars and bears evidence of the important status accorded radio by campaign strategists.

The rapid rise began during the last month and will climax Nov. 4, eve of Election Day, with both major parties planning intensive last-minute radio appeals. With both President Roosevelt and GOP Candidate Wendell L. Willkie active in the campaign, networks and stations alike benefited from the resultant needling of campaign activity.

Payment Not Guaranteed

In view of the restrictions placed on campaign expenditures of individual political parties by the Hatch Clean Politics Act, there have been some conjectures as to just how the last-minute burst of radio activity is going to be paid for. However, it is known that the agencies handling the Republican and Democratic accounts are not guaranteeing payment to the networks. So presumably the broadcaster will be called upon to carry political parties' balances on his books until the parties can raise the money.

Based on time already used or contracted for, the three national networks have estimated total political revenue during the campaign period at about $1,350,000. Of this amount it is estimated NBC's Red and Blue will account for $750,000, CBS $450,000 and MBS $150,000. To this figure should be added an incalculable amount of locally sponsored time on local stations and regional networks. On the basis of these estimates, total revenue from political time sales may reach $2,000,000, it is thought.

According to an estimate of G. W. (Johnny) Johnstone, radio director of the Democratic National Committee, his organization will spend in the neighborhood of $600,000 on radio time by campaign-end. The Democrats have been spectacular in time purchases, making frequent use of all three networks at once. The party on election eve is buying what is regarded as the largest single block of political time ever sold, from 10 p. m.-midnight on NBC-Red and Blue and MBS and 11-midnight on CBS. The original radio budget of $250,000 has been more than doubled.

GOP Purchases

The National Republican Committee early in the campaign set a $150,000 budget for time-buying, according to Wells (Ted) Church, its radio director, and he has indicated that, apart from a possible rise of about $50,000 or so, this would be about all the committee

(*Continued on page 98*)

Industry Geared for Music Switchover

Support of NIB and New Members Brighten BMI Prospects

By BRUCE ROBERTSON

WITH ONLY two months to go before the New Year's Eve deadline, the broadcasting industry is proceeding rapidly and efficiently with its plans for making the switchover from ASCAP to non-ASCAP music.

Heartened by the unanimous vote of support given by the National Independent Broadcasters [see page 18] and by a membership roll that now exceeds 400 stations, Broadcast Music Inc., industry-owned organization for building up radio's own source of music, has increased its floor space, staff and output to proportions that make it far and away the largest music publishing company in the world.

Ruling on Remotes

CBS has notified the orchestra leaders that a larger proportion of non-ASCAP music must henceforth be included in all remote sustaining dance broadcasts and that as of Dec. 1 such programs must be wholly non-ASCAP, a move in which the other networks are expected to concur.

While there is still talk of a possible "deal" prior to the year-end deadline, it is not emanating from radio circles. Arbitration efforts of band leaders, led by Fred Waring, apparently have fallen on deaf ears so far as broadcasters are concerned. Following a meeting of the band leaders group with NAB-BMI officials Oct. 16, little basis for further conversations was indicated.

While no formal statement came from either camp, the way apparently was left open for further discussions. But in the broadcasting industry the prevalent feeling is that the die is cast and that radio will go on a non-ASCAP basis effective Jan. 1. The NAB Executive Committee at a meeting Oct. 25, reappraised the band leaders overtures and decided on no further action. President Miller, based on his appraisal of the situation, was represented as feeling there is no basis for negotiations with ASCAP.

Hubbard Enters BMI Fold

One of the last formidable holdouts against BMI—Stanley Hubbard's KSTP, St. Paul-Minneapolis—entered the fold Oct. 25 after he had made a private and thoroughgoing investigation in New York. He also brought into BMI the tunes of the new "Hellzapoppin", Broadway musical hit. Because Mr. Hubbard has amassed one of the most complete music libraries in the country and because he has been in the thick of all past copyright controversies, his decision to join BMI was welcomed by that organization and by NAB. NAB-BMI President Neville Miller said he heartily seconded Mr. Hubbard's statement that "BMI is definitely over the hump and it is assured of success."

Signing of WDAF, Kansas City, one of the first stations to procure the newspaper form of contract from ASCAP five years ago, also was hailed by BMI. H. Dean Fitzer, general manager of WDAF, long has been in the thick of the copyright controversy, and his signing with BMI is regarded as significant.

Individual stations in ever-growing numbers have also taken steps to accustom their audiences to other than ASCAP music, many stations having entirely eliminated ASCAP numbers from their sustaining programs and, as far as possible, from local commercials as well. National advertisers and a number of band leaders have changed their theme songs to new tunes that they will be able to use after Dec. 31 and BMI and public domain numbers are becoming more and more frequent on commercial as well as sustaining programs.

ASCAP, meanwhile, keeps hammering away at its publicity campaign based on the single theme that the broadcasters, and especially the networks, are "boycotting" ASCAP music. Judging from the number of columns reprinted from newspapers and from musical and entertainment periodicals and distributed to ASCAP's mailing list, many writers have accepted without question the Society's claim that the whole affair is due to an effort on the part of broadcasters to get music for nothing.

The ASCAP program at the San Francisco World's Fair on Sept. 24, which was not broadcast, has been the focal point of the "boycott" charges to date. Latest release on that subject, received Oct. 28, is headlined "Radio Chains Music! The Press Unchains It!", with the sub-head reading "The Power of the Press Brings Out Audience of 66,805 to Hear Music Festival Barred from the Air by the Radio Chains".

Kaye's Reply

Another headline in the same piece, "Press Tops Radio! Newspapers Defeat Muzzling of 'The Stars and Stripes Forever', 'God Bless America', and 'You're a Grand Old Flag'," indicates an apparent ef-

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Cooperative Net Sponsorship Is Ordered Banned by AFM

Networks Also Notified Band Leaders and Agents May No Longer Be Charged for Remote Lines

AMERICAN Federation of Musicians has notified the major networks that, at the conclusion of present commercial commitments, AFM members will not be allowed to work on programs broadcast on the networks but sponsored by various advertisers on a local-station basis.

Prohibition is the second to be promulgated within the last two weeks by the union, which has also informed the networks that as of Jan. 1, 1941, they shall no longer charge band leaders or booking agents for wire lines to remote pickup spots. Both edicts are in accordance with resolutions adopted by the AFM 1940 convention [BROADCASTING, July 1].

Called 'Unfair'

The resolution concerning network cooperative programs, explained that they are sold to advertisers "for less than the same number of local musicians would cost if the program was sold locally" and called this "the worst kind of unfair competition". It continued to forbid AFM members "to play network radio programs wherein said program is sold commercially to different sponsors in the various towns and cities covered by said network unless the same number of musicians, exclusive of staff musicians, are employed by and paid the local scale by the radio station in each jurisdiction in which said program is sold". Resolution, after its adoption, was referred to the union's executive board for action.

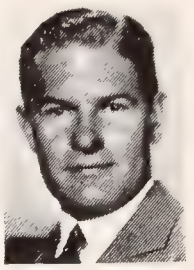
Only two major network programs are affected by the prohibition—NBC's *Breakfast Club* and Mutual's *Show of the Week*. Former, broadcast for an hour each morning on the Blue Network and available for local sponsorship in 15-minute units, will run out its present contracts on Dec. 28 and will resume its former sustaining status Dec. 30, NBC reports.

At MBS headquarters it was said the *Show of the Week*, Sunday evening half-hour produced and merchandised by Redfield-Johnstone, New York, has a 39-week contract with the network, which would carry it through June 22, 1941. MBS has a number of locally-sponsored programs, but all the others are script shows which are not affected by the ruling, unless it should make it necessary for them to drop their theme music.

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Francisco, Bickel On Defense Body

COORDINATING radio, press, movie and related activities in the Federal hemispheric defense organization, formation of a four-man Committee on Communications was announced Oct. 30 by Nelson A. Rockefeller, Coordinator of Commercial & Cultural Relations Between the American Republics, an offshoot of the Council of National Defense.



Mr. Francisco

Members of the new committee include Don Francisco, president of Lord & Thomas, who resigned Oct. 29 to accept the post; Karl A. Bickel, former president of United Press and now chairman of Scripps-Howard Radio Inc.; John Hay Whitney, motion picture executive and chairman of the board of Freeport Sulphur Co. Chairman of the group is James W. Young, director of the Bureau of Foreign & Domestic Commerce of the Department of Commerce.

Latin Relations

The committee will have supervision of the radio, press and motion picture programs of the Office of Coordination, functioning as part of the national defense setup of the State Department, and will pay particular attention to Latin American relations in these fields. Mr. Francisco, who resigned as Lord & Thomas president to become a committee member, has taken a leave of absence from the agency, but remains a stockholder, director and member of the executive committee. No successor will be named, according to Albert D. Lasker, chairman of the board of Lord & Thomas. Mr. Bickel is well-known for his radio activities and as an authority on Latin America.

Speaking Oct. 23 before the *New York Herald-Tribune Forum*, Mr. Rockefeller emphasized the important position held by radio, along with the press and motion pictures, in promoting commercial and cultural relations between the American republics.

33 Weeks on 33

AMERICAN DAIRY Assn., Chicago, in its initial radio effort to promote an increase in the national consumption of butter, cheese and ice cream, on Nov. 11 starts a 33-week varying campaign of three to 10 weekly chain breaks and one-minute transcribed announcements on 33 stations. This campaign constitutes the first portion of the sponsors $250,000 advertising program which will also include newspapers and point-of-sale merchandising. Stations selected are KFYR WEEI WNAC WBZ WORL WGN WMAQ WBBM WCFL WLS KRNT WHO WWJ WXYZ WJR CKLW WISN WTMJ KFBB WCCO KSTP WDGY WTCN WFIL WCAU KYW WIP KWK KMOX KXOK KSD KOMO KRJ. Lord & Thomas, Chicago, handles the account.

Independents Offer Support to BMI

Ask Per-Program Fees From ASCAP; New Post to Spence

A RESOLUTION pledging support of National Independent Broadcasters to Broadcast Music Inc. was unanimously adopted by the NIB convention at the Waldorf-Astoria, New York, Oct. 21-22, after lengthy discussion of the music situation by the 80 station executives in attendance.

Group also resolved to ask ASCAP for licenses on a per-program basis, unanimously re-elected the present officers and authorized appointment of Edwin M. Spence as the salaried managing director with offices in Washington for the conduct of NIB business.



LUNCHEON GROUP at the NIB convention in New York includes (l to r) Mrs. Harold A. Lafount; Mr. Lafount, NIB president; Lloyd C. Thomas, KGFW, Kearney, Neb., NIB secretary-treasurer; Hyla Kiczales, WOV, New York; George Lasker, WORL, Boston; T. S. Marshall, WOLF, Syracuse, N. Y.; Earl C. Hull, WHLD Niagara Falls; Andrew W. Bennett, NIB counsel; Arthur Simon, WPEN, Philadelphia.

Defense Job

Addressing the convention on the subject of "Radio's Part in the National Defense Program", FCC Chairman James Lawrence Fly assured the broadcasters that the Government has no intention of taking over the broadcasting industry and told them that their main job in a "period of stress" would be to maintain the quality and continuity of their present service.

"I don't know what the Government would do with your stations if it took them over," he declared. "You can't accomplish much in radio without an audience and the easiest way to lose the present audience would be for the Government to take over your jobs." It may be necessary for a particular hour or facility to be requisitioned, he added, but stated that in no event would the Defense Communications Board make any plans involving broadcasting without first discussing them with the industry.

At present, broadcasting is concerned in a lesser degree than cable, telegraph, telephone, trans-Atlantic wireless and similar point-to-point communications, he said. Chairman Fly also warned the broadcasters against alarm when their facilities and services are examined by the Board, explaining that its peacetime function is to plan against any emergency that may arise.

Asked if the FCC had considered lowering qualifications for chief engineers of stations whose technical staffs were being depleted by the demands of Government and military agencies, Mr. Fly said this might be done later, but urged that as far as possible vacancies be filled by promotion from the ranks and employing new men to fill the lesser technical jobs. Asked about union closed shop provisions in certain cities, he said he could "confidently expect" the full cooperation of all unions in keeping the industry competently staffed, regardless of how many men were called from their regular posts for defense purposes.

Federal Time Requests

The question of foreign language programs and of pickups of programs from abroad he described as one to be answered by the broadcasters themselves, stating that the Commission is placing its main reliance on the fact that the broadcasters are American citizens who are doing their best to serve their audiences and to keep their stations active in the interests of democracy. The strength of the broadcasting industry, he declared, has been the manner in which it has accepted responsibility for its program material and he expressed the hope that it should never become necessary for the FCC to promulgate regulations for programming.

Queried about the multiplicity if requests for time from the Army, Navy and the various Government bureaus, Mr. Fly stated that no broadcaster is under any compulsion to take any program, but added that since the broadcasters naturally want to cooperate as far as possible, it might be advisable for a central clearing house to be set up in Washington so that all requests on broadcasters would clear through a single source which could more easily avoid making excessive calls upon any station or group.

Local Interference

Numerous instances of interference with local station coverage resulting from the great increase in the number of stations licensed by the Commission were heard with apparent surprise by Mr. Fly who said that if there were so many cases of trouble the Commission would have to get to work on the problem. Asked whether licensees of existing stations would be given preference over others in the granting of FM licenses, Chairman Fly answered emphatically that they would not. "There will be no vested interests in FM," he declared. "Radio needs new blood and a broadened base. FM must be free to move forward and not forced to drag the anchor of a heavy investment in the present type of broadcasting."

The NIB resolutions on the music situation read as follows:

"Resolved that the National Independent Broadcasters support Broadcast Music Inc. in its effort to create a permanent and adequate supply of music for broadcasting and urge that all independent stations immediately cooperate with BMI to the utmost of their ability."

"Resolved that the National Independent Broadcasters request from ASCAP a license agreement which would require payment only on music controlled by the members of the Society and actually performed."

Adoption of these resolutions came only after debate which occupied most of the convention time and which was responsible for continuing the meeting through the morning of the second day, instead of completing its work in a single day as originally planned. Fear of network domination of BMI and of the recording industry that might leave the independent stations at the mercy of the networks for all of their music; fear that the networks might make a last-minute deal with ASCAP that would place the entire burden of music payments on the independents; doubts that BMI could supply enough music, especially in re-

(*Continued on page 96*)

Per-Piece ASCAP Contract Sought for NIB by Lafount

ON THE heels of the mandate of the convention of National Independent Broadcasters favoring a "pay as you use" basis for ASCAP music, Harold A. Lafount, NIB president, Oct. 25 asked ASCAP to recognize the measured service basis for independent stations prior to the expiration of current percentage-wise contracts at the end of the year.

In a letter to John G. Paine, ASCAP general manager, Mr. Lafount stressed the burden of the flat percentage basis upon independent stations, some 250 of which operated at a loss during 1939. He pointed out that the percentage of gross basis was unacceptable and that the NIB convention Oct. 21 directed that a request be made for a measured service method.

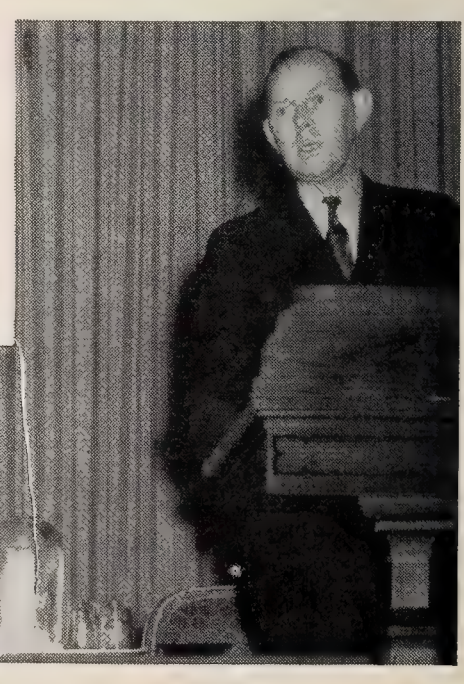
On Oct. 29, Mr. Paine responded to the Lafount letter, declaring there was no reason at all "why we cannot explore" the suggestions. He proposed a meeting "the early part of next week."

Responding the next day, Mr. Lafount said he would be glad to open discussions "if you will state that the Society is willing to issue a [per piece] license". He explained that if ASCAP is not willing to issue a license on this basis of payment, the discussion suggested "would be useless except to cause delay". He asked for a "definite answer" so that the discussions, "if they are to take place, may be had immediately".

As precedent for measured service, Mr. Lafount pointed out that for the last eight years ASCAP has issued contracts to a group of newspaper stations recognizing this principle under which they pay 5% of their income only when the income is derived from programs using ASCAP music. Moreover, mention was made of the license agreement whereby KGIR, Butte, Mont., operated by Ed Craney, is working out a per-piece basis with ASCAP.

Mr. Lafount asked that ASCAP

(*Continued on page 97*)



ON THE ROSTRUM, listening and speaking at the NIB convention in New York, are (l to r) Andrew W. Bennett, NIB counsel; Lloyd C. Thomas, KGFW, Kearney, Neb., NIB secretary-treasurer; Harold A. Lafount, NIB president; FCC Chairman James Lawrence Fly.



Treaty Shifts Are Proposed Conflict in Cuban Assignments

Mexican Allotments Also Offer Chance of Delay Early Conference With Canada Deemed Likely

ALTERATIONS in the proposed broadcast allocations ordered by the FCC pursuant to the North American Regional Broadcasting Agreement, were suggested in a score of petitions filed with the FCC Oct. 15 in response to its recent invitation. The treaty allocation, affecting 777 of the 862 stations in operation or authorized, is slated to become effective next March 29. [BROADCASTING Sept. 15.]

How soon the FCC will complete its task of adjusting conflicts in assignments under the treaty remains conjectural. The broadcast engineering department is now comparing Canadian and Mexican allocations with those earmarked in this country.

The State Department revealed Oct. 23 that some delay has been occasioned in the submission of the proposed Cuban allocations. The original list was in serious conflict with treaty terms and the Cuban communications ministry is understood to be drafting its new list in relation to assignments proposed in the United States and Canada. It may be several weeks, it was learned, before the final Cuban list will be available.

Preliminaries Are Slow

There is no indication of any change in the March 29 effective date. But there are signs that the preliminary work is moving more slowly than had been expected. The Canadian allocations generally are believed to be in accord with those projected for this country. The Mexican assignments, however, are believed to present a number of serious conflicts which might entail considerable across-the-table negotiations. Border stations, pursuant to the treaty terms, are earmarked for interior assignments with possibly one or two exceptions. But because of the pressure of certain border station operators, the final outcome is viewed with some skepticism.

A conference with Canadian engineers probably will be called within the next month or six weeks to adjust conflicts between assignments of United States and Canadian stations. This conference presumably will be followed by similar technical sessions with delegations from Mexico and Cuba prior to the end of the year.

The majority of the "comments" filed with the FCC as of Oct. 15 in response to its invitation of Sept. 10 dealt with individual station assignments. A number of the petitions sought facilities other than those earmarked for the stations under the proposed allocations.

Three Seeking 690 kc.

There were three separate petitions involving proposed assignment of 690 kc. to KGGF, Coffeyville, and WNAD, Norman, Okla. This assignment is available for Class II operation with possible power of 50,000 watts. KMBC, Kansas City, KOMA, Oklahoma City, and the Fred Jones Broadcasting Co., Tulsa, each filed separate petitions seeking this assignment. Each seeks 50,000 watts. The 690 kc. assignment is earmarked under the treaty for use either in Oklahoma or Kansas. The FCC assigned KGGF and WNAD, time-sharing stations, to the facility under the proposed allocations because their present assignment on 1010 kc. no longer will be available.

KSFO, San Francisco, filed a petition in support of its present application for assignment to 740 kc. under the allocation, in lieu of KQW, San Jose. The proposed FCC allocations earmarked the facility for KQW since its present assignment on 1010 kc. likewise will not be available.

WOAI, San Antonio, suggested that the assignments on 1200 kc. and 1210 kc. be shifted so that WCAU, Philadelphia, will operate on 1210 kc. with WOAI on 1200 kc. The suggestion, the petition said, was made not in the spirit of claiming or urging any legal right, but rather in the hope and belief that it will be of assistance to the FCC in bringing about an improved broadcast service to the public.

KWKH, Shreveport, filed exceptions to its proposed assignment as a Class II station and asked reconsideration and a Class I-B assignment on 1130 kc.

KEX Cites Complication

KEX, Portland, in its petition raised some question about its proposed assignment on 1190 kc. under the treaty terms. It pointed out that the complication would not have arisen had the station been assigned to 1170 kc. as was originally contemplated under the Havana Treaty. It declared its intention, however, to operate with 50,000 watts unlimited time on such frequency as may be assigned to it provided it is enabled efficiently to serve the audience in the Pacific Northwest. It said its petition was filed only to preserve and protect its classification as a I-B station under the Havana agreement.

KOB, Albuquerque, in a lengthy petition objected to its assignment, under the proposed allocations, to 1030 kc., operating simultaneously with WBZ and WBZA, Boston-Springfield, as a Class II station. The proposed assignment, it was stated, would reduce KOB from the status of a Class I station to a Class II station, though it could operate with 50,000 watts. Under the original plan, KOB was to have been assigned to 1200 kc., operating simultaneously with WCAU, Philadelphia.

WBZ, Boston, protested the proposed allocations, in that its status would be reduced from I-A to I-B on 1030 kc. by the proposed assignment of KOB to the channel. It contended that serious loss of service would result through such duplicated operation and breakdown of the channel and requested that WBZ be given a Class I-A assignment as contemplated.



TWO COUPLES thus equipped with portable General Electric radios and sandwich signs strolled the downtown avenues of Mason City, Iowa, during KGLO's broadcast of the Iowa-Wisconsin football game in mid-October, pausing on request to give the score as they heard it on KGLO. The broadcast was fed by KGLO to KVFD, Fort Dodge, and stations of the North Central Broadcasting System in North and South Dakota, Minnesota and Wisconsin.

Second Million

GEORGE SCHMIDT, senior salesman of WOR, Newark, hit the $2,000,000 sales mark in October with the signing of a contract with the General Shaver Division of Remington-Rand for sponsorship of election return announcements. He is believed to be one of the few, if not the only salesman, in the industry to have sold this much time. He joined WOR in 1934 and hit the $1,000,000 mark in December, 1937, the first WOR salesman to do so.

WHDH Requests Fulltime

WHDH, Boston, operating daytime on 830 kc. with 1,000 watts, in its petition protested its proposed assignment as a Class II station on 850 kc. with only limited time operation. KOA, Denver, is the dominant station on the channel. WHDH had pending an application for fulltime on the channel, reducing it in status from I-A to I-B. It asked the FCC to act on this fulltime operation effective with the treaty.

KJR, Seattle, brought to the Commission's attention a condition of adjacent channel interference resulting from assignment by Canada of CKWX, Vancouver, on 950 kc. with 1,000 watts. KJR operates on 970 kc. with interference re-

(*Continued on page 74*)

Change Proposed In Political Rule

Communistic Problem Brings Requests for a Revision

DESIRABILITY of revising FCC regulations relating to political broadcasts, to clarify the interpretation of a "legally qualified candidate", may be considered by the FCC following the Nov. 5 elections. The issue was provoked by refusal of several stations to carry the Communistic candidates on paid time because of varying interpretations given by stations of the term "legally qualified candidate" as applied to the Presidency.

While the FCC has asked stations against whom complaints had been made by the Communist Party to explain why they rejected specific addresses, it is not expected that any serious issue will be raised. As a matter of fact, it was pointed out, the time demands of the Communists, on a paid basis, have been limited and few network affiliated stations have failed to carry addresses of Earl Browder and James H. Ford, Communistic Presidential and Vice-Presidential candidates, respectively.

Right of Refusal

At a recent FCC meeting, the question of the right of stations to refuse the Browder broadcasts, particularly in States where he is not regarded as a "legally qualified candidate" was fully discussed. By a vote of 5 to 1, with Commissioner T. A. M. Craven dissenting, the FCC took the position that the constitutional requirements relating to Presidential candidates are such that technically any man who is native-born, has lived in this country for 14 years and has reached 35, is a "legally qualified candidate". It was added, however, that he must be a "serious" candidate. Commissioner Craven, it is understood, on the other hand held that in the specific case involving Ohio stations, the courts already had held that the Communist leader's name could not be printed on the ballot.

The whole issue was precipitated when Alexander Trachtenberg, of New York, an official of the Communist party, complained because a number of Blue Network stations had refused to carry a scheduled network broadcast. The FCC promptly asked the stations to give their reasons for the refusal.

Amended Law Suggested

The suggestion has been advanced that Section 315 of the Communications Act, affording equal time to all legally qualified candidates for public office, be amended to bar candidates who are members of parties subservient to some foreign government or who advocate the overthrow of the United States Government.

The whole incident is regarded as a tempest in a teapot, particularly since the Communists have, in effect, procured virtually all the network and station time requested on a regular basis. It is likely that an informal conference will be called by FCC attorneys with a view to procuring suggestions on possible revision of the regulations covering Section 315 with particular reference to presidential candidates.

Bates to Acquire Several Accounts In Colgate Shift

Sherman & Marquette Also to Get Super Suds Business

COLGATE - PALMOLIVE - PEET Co., Jersey City, which ranked eighth among all national advertisers last year, after Dec. 31 will move all advertising of its products from Benton & Bowles, New York, for joint handling between Sherman & Marquette, Chicago, and a new agency to be formed by Theodore L. Bates, currently a vice-president and director of Benton & Bowles.

Sherman & Marquette, which acquired ownership of Benton & Bowles-Chicago early this year [BROADCASTING, Feb. 1], has been appointed to handle advertising for Concentrated Super Suds and continues in charge of the following Colgate accounts: Cashmere Bouquet soap and Beauty Preparations, Vel, Halo Shampoo, Crystal White laundry soap, Colgate brushless and lather shaving cream, and Colgate toothpowder.

Bates Plan

The new agency, to be known as Theodore L. Bates Inc., will set up offices in New York late in November and after Jan. 1, 1941, will handle Colgate dental cream, Octagon soap, Klek package soap and Palmolive's shave and brushless creams. Mr. Bates joined Benton & Bowles in 1935 after ten years with BBDO, New York, as copywriter and later a vice-president and partner. The first of this year he was placed in charge of the Colgate account when James S. Adams left the agency to join Colgate as an executive vice-president. Also to go to the Bates agency from Benton & Bowles is the Continental Baking Co. account, which Mr. Bates handled while at BBDO and later at Benton & Bowles.

Although Mr. Bates has made no formal announcement on the personnel of his agency, it is understood that Edgar P. Small of the B&B media department will be radio timebuyer for the Bates agency, Thomas J. Buechner, B&B contact man on the Colgate account, will continue in this capacity in the new agency, and Thomas J. Carnese, B&B director of traffic and production, also will join Mr. Bates.

Of the Colgate accounts not yet accounted for, only two remain: Cue dentifrice and Palmolive soap, for which several agencies are now bidding.

The timebuying staff at Benton & Bowles is now headed by George Kern, who joined the agency a few months ago from Blackett-Sample-Hummert, New York. Jack Latham, former manager of the B&B radio department, has resigned and has not yet announced his plans. Also resigned are John Crandall of the agency's spot radio department, and Benson Inge of the publicity department.

Staff Changes

With the shift in agencies by Colgate - Palmolive - Peet Co. came the announcement by E. H. Little, CPP president, of a shift in executive personnel. Roy W. Peet, advertising director of the company since last January, becomes assistant to Mr. Little and to James Adams, executive vice-president. Mr. Peet has

Change Colgate Posts



Mr. Peet



Mr. McKay

been associated with various divisions of the company since 1918, becoming advertising manager in 1936.

Hugh McKay, formerly in charge of CPP's European advertising and appointed advertising manager of the toilet articles department last January, replaces Mr. Peet as advertising director. Mr. McKay previously was vice-president in charge of the New York office of Joseph Katz Co., later joining Lord & Thomas, New York, to handle the Palmolive account, then with that agency.

The Colgate company spends over $6,000,000 annually on advertising, about half of which goes to radio. Currently it is sponsoring the following network programs: *Stepmother* (Colgate Toothpowder), 38 CBS stations, Monday thru Friday, 10:30-10:45 a.m. (rebroadcast, 4:45-5 p.m.); *Wayne King's Orchestra* (Cashmere Bouquet products and Halo), 66 CBS and 29 CBC stations, Saturday, 8:20-8:55 p.m.; *Woman of Courage* (Octagon soap), 40 CBS, Monday thru Friday, 10:45-11 a.m.; *Ask-It-Basket* (Colgate dental cream), 64 CBS, Thursday, 8-8:30 p.m. (rebroadcast 11:30-12 midnight); *Strange as It Seems* (Palmolive shave and brushless cream), 57 CBS, Thursday, 8:30-8:55 p.m. (rebroadcast, 12 midnight - 12:25 a.m.); *Hilltop House* (Palmolive soap), 78 CBS, Monday thru Friday, 4:30-4:45 p.m.; *Myrt & Marge* (Super Suds), 79 CBS, Monday thru Friday, 10:15-10:30 a.m. (rebroadcast, 4:15-4:30 p.m.); *Ellen Randolph* (Super Suds), 79 NBC-Red stations, Monday thru Friday, 10:30-10:45 a.m., and *Bill Stern* (Colgate Shave Cream) 45 NBC-Blue stations, Sunday, 9:45-10 p.m.

Continental Baking Co., spending an annual million in advertising, mostly for radio, currently sponsors *Marriage Club* for Wonder Bread and Hostess Cake on 47 CBS stations, Saturday, 8-8:30 p.m. with rebroadcast, 11-11:30 p.m.

GENERAL BAKING'S REGIONAL AGENCIES

TO ADAPT advertising to certain locales, General Baking Co., New York, after placing its advertising for 21 years with the same agency, BBDO, New York, is dividing the account among four agencies, each of which will develop plans for the local bakeries in its area. Agencies already selected are Newell-Emmett Co., for New York and New England; Mitchell-Faust Adv. Co., Chicago, for the central division, and Ivey & Ellington, Philadelphia, for the Pennsylvania division. Not yet chosen is the agency for the southwestern division.

The company, noted in its radio advertising for sponsorship of such children-appeal programs as *The Lone Ranger*, also spends much of its large advertising appropriation on spot radio and sports programs. According to A. Waldron Stone, advertising manager, the new arrangement will provide better coverage of smaller groups in each area where one of its 42 owned and operated bakeries is located. Also Mr. Stone added, four agencies are expected to provide more diversified ideas for the company's advertising than could one.

Executive Shifts At Lord & Thomas

Lasker New G. M.; McAvity To N. Y., Morrell to Hollywood

[*For sketch of Mr. Lasker, see page 57*]

A GENERAL realignment of Lord & Thomas top personnel was announced by Don Francisco, agency president, following the recent resignation of Sheldon R. Coons as executive vice-president. Edward Lasker, formerly vice-president in charge of radio, has been elected first vice-president and general manager, and L. M. Masius, vice-president formerly in charge of Lord & Thomas' European business, has been made manager of the New York office.

Thomas McAvity, who has been manager of the office in Hollywood, has been elected a vice-president and transferred to New York, where he succeeds Mr. Lasker as general director of all the agency's radio activities. He has been in radio for the last 10 years, coming to Lord & Thomas from NBC. McAvity joined the agency approximately eight years ago.



Mr. Morrell



Mr. McAvity

His appointment as vice-president and radio director of the agency was announced almost simultaneously with his engagement to Helen Mack, Hollywood film actress, on Oct. 16. They were married Oct. 23 in Santa Barbara, Cal.

Morrell to Hollywood

Norman W. Morrell, of the New York radio department, will follow Mr. McAvity as manager of the Hollywood office, taking over about Jan. 1, 1941. W. B. B. Fregusson has been elected managing director of Lord & Thomas Ltd., London, to succeed Mr. Masius.

Resignation of Mr. Coons will become effective Dec. 31, after which date he plans to serve as personal consultant in problems of merchandising, management and advertising to a small group of non-competitive national concerns. Mr. Coons joined Lord & Thomas about ten years ago, leaving the position of executive vice-president of Gimbel Brothers, New York department store, with which he had been for 12 years.

Mr. Masius has been with Lord & Thomas since 1926, serving first in the New York and then the Chicago office. Since 1929 he has been vice-president and managing director of the agency's European activities.

McCann-Erickson and Maxon Devising Plans to Handle Ford Auto Accounts

SWITCHING of the Ford Motor Co. advertising account from N. W. Ayer & Son to McCann-Erickson and Maxon Inc. last month was the first automobile account to change in nearly three years, and was the first major upheaval in auto advertising circles in a much longer period.

To McCann-Erickson went the larger share of the account, the Ford national advertising. This agency already was responsible for Ford branch advertising, which includes a large share of localized radio and newspaper purchases.

Maxon will handle the Mercury advertising, in addition to Lincoln division advertising, which changed hands a month previous.

Ayer is continuing to handle the CBS *Ford Sunday Evening Hour*, largest program sponsored by any auto company, but effective Dec. 8 McCann-Erickson will take over the Ford radio account.

* * *

Personnel Changes

At McCann-Erickson, the head of the Detroit office, Donald Hight, will be in charge of the account, with Frank Townsend continuing contact work on behalf of branch advertising. Joining in the contact work for the present is John Jameson, a vice-president of the agency hitherto stationed in Chicago. D. Thomas Curtin takes over direction of publicity work. It was indicated that the greatest share of space and time buying would be done at the New York headquarters of McCann-Erickson.

This agency will shortly move to two upper floors of the Penobscot Bldg., giving them much more space than their present suites on the lower floors.

Arrangement were not yet complete on details of handling the Mercury and Lincoln accounts at Maxon. Harry Wismer, former sports announcer at WJR Detroit, had already been announced as account executive on Lincoln at the time this division shifted, and one report was that he would add supervision of the Mercury account to his duties. Dudley Carson, well-known in automotive publicity circles, takes over publicity direction for both divisions.

Loss of the greater share of the Ford account reduced in major degree the activity of the Ayer agency branch at Detroit. However, there are a number of smaller accounts in the area serviced by the Detroit office, and a reduced staff will handle these as well as the *Sunday Evening Hour*.

New Miles Product

MILES LABS, Elkhart, Ind., has appointed Wade Adv. Agency, Chicago, to handle its new product One-A-Day Vitamin A and D Tablets. Although plans are not complete as yet for a program of its own, the product will be introduced on the company's NBC shows for Alka-Seltzer, *Alex Templeton Time* and *Quiz Kids*. L. J. Nelson is the account executive.



"THIS WILL BUY AN HOUR ON STATION K-L-U-C-K!"

● Wait, friend! An hour on KLUCK will be heard by precisely seven guys—and four of them are members of the staff! So what about Station WHO?

Station WHO too high-hat to bother with your dough, you say? Not on your life!—the biggest accounts we have are ones that started very, very small. In fact, if you want to see some *action*, just give us a chance to show you what we really think of promising little jobs. Let us tell you about the unknown cereal that we helped to build into Iowa's largest seller. Let us show you what we did for a group of little retail hardware stores. Ask about the job WHO is doing now for a new advertiser who is actually spending less than $75 per month!

Sure, WHO is *big*—big as all the Iowa outdoors! But you'll be interested in knowing that we haven't forgotten how we *got* big—and that we're still using the same formula for getting *bigger*. Truly—drop us a line—or just ask Free & Peters.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

Plans Complete for Election Coverage

Networks and Stations Ready for Thorough Ballot Reports

PLANS to make radio's coverage of the Nov. 5 balloting the most extensive and elaborate of any Presidential election in radio history have been announced by the nationwide networks and many independent stations.

Celebrating the 20th anniversary of broadcasting—the first national election broadcast ever to be arranged and announced in advance was that of the Harding-Cox campaign in 1920 over KDKA, Pittsburgh—the radio industry is prepared to bring to every American listener, and by shortwave radio to the rest of the world, a vote-by-vote report that will begin as early in the evening as the first returns start dribbling in and continue until the final result has been announced.

From Studio 8-H

At NBC a staff of more than 50 newsmen, announcers analysts, technicians and engineers under the direction of A. A. Schechter, director of news and special events, will keep the audiences of the Red and Blue networks abreast of developments. For the one night only, Studio 8-H of Radio City, world's largest broadcasting studio, will be turned into a newsroom with a huge election chart filling the back wall. Before the chart a battery of teletype machines will bring the returns from every part of the country, as gathered by correspondents of Associated Press, United Press and International News Service. Still farther forward will be the news desk, where Schechter and his staff will prepare bulletins for announcers and commentators.

At either side of the news desk news studios and control rooms for the Red and Blue networks will be located. Separate coverage is planned for each of the NBC chains. Raymond Clapper, Washington columnist, and John B. Kennedy, veteran newscaster, will summarize developments for the Blue Network, with George Hicks handling the bulletin returns. For the Red, Earl Godwin, NBC's own Washington observer, and H. V. Kaltenborn will discuss trends while Graham McNamee reports the returns.

The CBS Setup

At CBS a similar set-up will prevail, headed by Paul W. White, CBS director of public affairs, under whose direction a staff of more than 40 persons will marshal the vote tallies. In Studio 22, within CBS' new studio building opposite network headquarters, ten special long-distance telephone circuits, six private-line connections with remote points, four special Morse wires and nine AP, UP and INS printers will bring the elections news to the streamlined copy desk. Editors will pass the returns along to tabulators equipped with head-and-chest phone sets and stationed at a giant white tally board where returns will be scored by States.

Other information will be forwarded to the broadcasting platform, where Bob Trout, ace reporter, will give the returns; Elmer Davis will analyze and interpret the progress of the Presidential race; Albert Warner, CBS Washington correspondent, will comment on the Congressional and Gubernatorial contests, and Dr. Elmo Roper, director of the *Fortune* survey, will compare the actual results with the forecasts of his own and other polls of public opinion.

Mutual from Chicago

MBS is establishing its headquarters in Chicago, where Fulton Lewis Jr., Mutual's Washington chief, and Boake Carter will head a staff of newscasters including Quin Ryan, Arthur Sears Henning, Arthur M. Evans and Cedric Foster, as well as announcers and special features men stationed in New York, Los Angeles, Boston, Baltimore, Harrisburg, Pa., Jefferson City, Mo., Detroit, San Francisco, Denver, Des Moines, Indianapolis, Minneapolis, Kansas City, Lincoln, Hartford, Columbus, and Lexington, Ky., who will report on the progress of the elections in their regions.

All networks will have lines into the national headquarters offices of the Republican and Democratic parties, as well as Hyde Park, where President Roosevelt usually spends election day, and Rushville, Ind., or wherever Mr. Willkie is located. Whatever the outcome, as soon as it is certain both the victorious and defeated candidates will be sought out for a word to their supporters.

Beginning in the early evening with the first scattered returns, the networks are prepared to make election news the order of the day, starting out with occasional bulletins and increasing their length and frequency as the news becomes more regular until in the later evening hours all the time is devoted to keeping the public informed of returns. Arrangements have been made with sponsors for interruptions in their programs or complete cancellation if necessary to bring election news to the listening audience. Usually returns will be announced during musical numbers, but at least one sponsor, S. C. Johnson & Sons, has prepared a spot for returns in his broadcast, *Fibber McGee & Molly*. In the script for that evening the couple are spending the evening at home and somewhere during the broadcast Fibber will say: "Let's listen to the election returns." An NBC announcer will then give the latest tabulations.

In addition to the straight returns and the analyses and commentaries, a number of election features are being planned. CBS is searching out the oldest and youngest voter, to be interviewed on the air. NBC's mobile unit will cruise around Times Square, New York, to describe the crowds and interview some typical voters. Political figures will also be brought to the microphones from time to time at the party headquarters to comment on the progress of their candidates.

In New York owners of television receivers will be able to see the election returns on charts and maps in NBC's television studios, where Baukhage will be stationed and where other NBC commentators will make special telecasts during the evening. NBC will also telecast the pre-election rallies of the major parties in Madison Square Garden.

At WOR, Newark, a special method of handling election returns has been devised by Dave Driscoll, director of special features for the station. Instead of the usual method of reporting returns, WOR's announcers will say: "At —— p.m. with ——% of the votes in —— State already tabulated, —— leads —— by —— votes, or a ratio of —— to ——." Starting at 6:55 p.m., Driscoll and Frank Singiser, news announcer, will broadcast five-minute summaries each half-hour until 11:35, under the sponsorship of General Shaver Division of Remington Rand. UP news will be used. BBDO, New York, is the agency.

At WFIL, Philadelphia, the Ford Motor Co. Dealers of Metropolitan Philadelphia and New Jersey have purchased all election returns from 9:45 p.m. until the election has been decided. Except for the station's two regular news periods at 10:30-10:45 and 11-11:15, all other commercial periods have been cancelled and all time will be devoted to the Ford-sponsored election news. McCann-Erickson, New York, placed the business.

A. A. SCHECHTER, NBC director of news and special events, has written, in conjunction with Edward Anthony of the Crowell-Collier Publishing Co., a book *I Live on the Air*, to be published early next year by Frederick A. Stokes Co., New York.

CBS NEWSROOM ELECTION SETUP

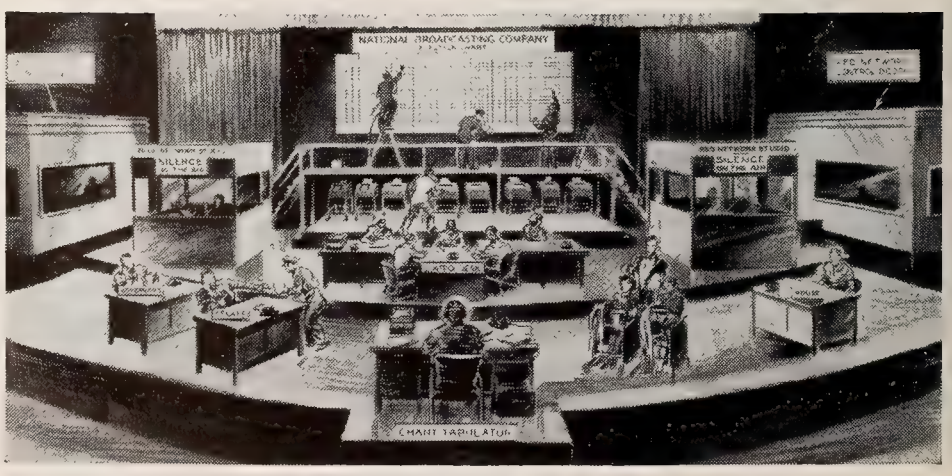


For television activities in connection with the elections, see page 106.

Sponsor for Duchess?

N. W. AYER & Son, New York, is understood to be looking around for a sponsor to underwrite a series of network programs by the Duchess of Windsor to be broadcast from Nassau, proceeds of which would go partly to the British War Relief Fund as a donation by the Duchess. Although it is rumored that a cosmetic account is interested, the agency has released no definite information on the project.

LAYOUT OF NBC'S NEWSROOM



Announcing



WXYZ DETROIT

5000 WATTS
NIGHTTIME POWER INCREASE
IN OPERATION DECEMBER 1ST
MORE MARKETS—MORE LISTENERS

Contracts Accepted
At Present Rates
Until February 1st, 1941

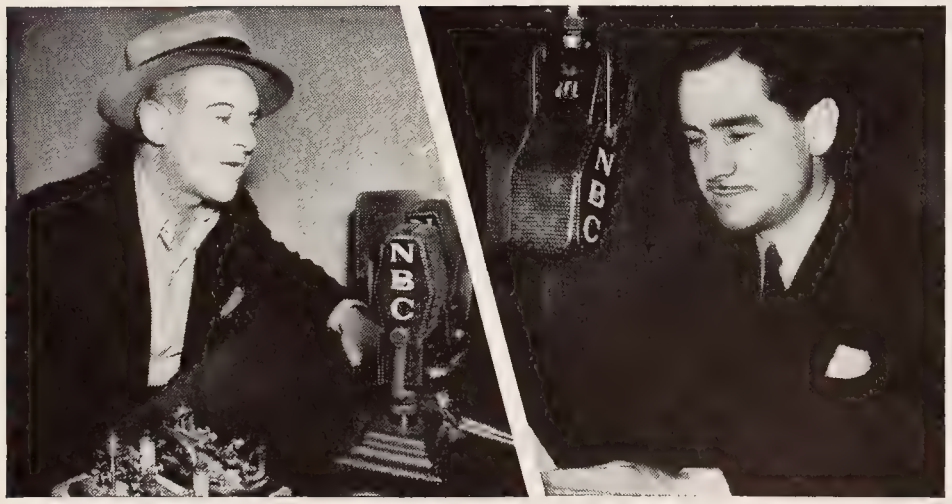
ACT NOW

NOW OPERATING
5000 WATTS *Daytime*
1000 WATTS *Nighttime*

KING-TRENDLE BROADCASTING CORPORATION
WXYZ—KEY STATION MICHIGAN RADIO NETWORK
Basic Detroit Outlet NBC Blue Network

***National Sales Representative*—PAUL H. RAYMER COMPANY**





News—Blue and Hot... In today's stirring times, both number and importance of commentators are increasing. Different in style, but alike in effectiveness, are Jergen's Walter Winchell (left) and Sun Oil Company's Lowell Thomas. C.A.B. figures show these two newscasters leading the field in the size of their audiences. Both are heard over the Blue.



Music—High "C" to Moanin' Low!... America's love of music is as varied as it is voracious. To please all ears, NBC Blue maestros range from Arturo Toscanini to Tommy Dorsey; programs from Metropolitan Opera to Chamber Music Society of Lower Basin Street. No other network offers music lovers such famous artists, so complete a musical diet.

—a Comedian!

To complete the picture of NBC Blue Network Program Leadership



Frankly, we wish we had a Jack Benny or a Charlie McCarthy on the NBC Blue Network. Not that there isn't plenty of laughter on the Blue, what with Ben Bernie's music funfare and the delightful inanities of "Easy Aces," but another "clown prince" would provide just the finishing touch we need to complete the pattern of Blue leadership in every type of program.

We sincerely believe that no other network offers such a well-balanced platform of entertainment, be it commercial or sustaining.

That is why, when you put your show on the Blue Network, you start with an audience that is as loyal as it is large, attracted and held by a consistent flow of first-rate showmanship. Many of these programs were conceived and developed on the Blue —the same network where they are now doing such an excellent job of salesmanship.

Add to this the fact that the Blue Network provides its coverage in the Money Markets where America's buying power is concentrated, plus the welcome reminder that the famous NBC Blue Network Discount Plan offers national coverage at the lowest cost of any medium, and you can understand why 24 new advertisers have joined the Blue since June 1, 1940.

The moral—today, more than ever, "Better Buy Blue."

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

NBC BLUE NETWORK
Sales thru the air with the greatest of ease



Vital Information—Vital Issues! . . . Prime examples of the Blue Network's public service programs are the "National Farm and Home Hour" heard six days a week, and the Thursday night "Town Hall Meeting of the Air," where current issues are hotly contested by famous speakers in a thrilling dramatization of America's freedom of speech.



Quiz Experts—Old and Young . . . Experts of "Information Please," stand-out among all quiz programs, were first heard as a sustainer on the Blue, then sparkled for a two-year period as ace salesmen for Canada Dry. Newest question-answer sensation is Quiz Kids, also on the Blue, which is winning countless listeners and customers for Alka-Seltzer.

Berlin CBS Post Goes to Flannery

To Work With Edmund Shirer; Chester Gets New Position

CBS has enlarged its foreign departments both abroad and in New York with the recent appointment of Harry W. Flannery, news analyst of KMOX, St. Louis, as CBS foreign correspondent in Berlin to work with William L. Shirer, and the appointment of Edmund Chester, noted foreign correspondent, to the newly-created position of CBS director of broadcasting to foreign countries with headquarters in New York.



Mr. Chester

Mr. Flannery, who recently left via *Clipper* to take up his new duties, is a graduate of Notre Dame where he studied journalism and taught English. Later, he covered special assignments for the *Baltimore Sun* and *Albany News* and became editor of the *Hoosier Observer,* Fort Wayne.

Radio Career

After serving as news and sports editor of WOWO, that city, he joined KMOX, St. Louis, in 1935 as news director and analyst, covering the 1937 floods for CBS and working with Gilbert Seldes and William Allen White on the CBS *Americans at Work* program. Mr. Flannery, born 40 years ago in Greensburg, Pa., is married and has one daughter.

Edmund Chester, 43, a native of Louisville, started as a reporter on the *Louisville Courier-Journal,* resigning to join the artillery in the World War. In 1930 he joined the Associated Press and was promoted to AP's New York office as Latin American editor. Two years later, on six hours' notice, he was sent to Cuba to cover the revolution, then beginning eight years of travel through Central and South America. A major assignment was the Chilean earthquake in January, 1939, while other assignments included the Lima Pan-American Conference in 1938, and the Havana Pan-American Conference in 1940. For the past three years he has headed AP's Latin-American Division.

Chester recently married Enna Rogers Moreno of Chile. He takes over his duties with CBS on Nov. 6. Miss Elizabeth Tucker, formerly director of shortwave programs, will work as Mr. Chester's assistant in the network's foreign broadcasting department.

Savings Series

R. T. HARRIS ADV. Agency, Salt Lake City, has released a series of 26 one-minute transcribed announcements for use by Federal savings and loan associations. The dramatized announcements, *True Life Dramas,* were prepared after a two-year study of the industry, according to the agency. Pattern of the series follows that of the electric appliance and utility announcements produced two years ago. Announcement of the new series has been made to all Federal savings and loan associations with assets over $500,000.



OFF FOR BERLIN on his new assignment as CBS correspondent in the German capital hops Harry W. Flannery, veteran news analyst of KMOX, St. Louis. As he boarded a Gotham-bound plane at St. Louis Oct. 13, he received the smiling felicitations of Dorothy Salberg, American Airlines' stewardess, while Mrs. Flannery (right) got a hearty laugh as old friends wished bon voyage. From New York he flew to Lisbon via *Clipper* and thence to Berlin, where he will work with William L. Shirer, chief of the CBS Berlin office.

Central Red Sales Post Is Given Paul McCluer

PAUL McCLUER, Blue network sales manager of NBC Central Division since July 1, when the NBC networks assumed their individual sales departments, has been appointed sales manager of the Red Network, Central Division, effective Nov. 1, according to Harry C. Kopf, new manager of the division. E. R. Borroff, formerly a member of the division's Red Network sales staff, is his successor.



Mr. McCluer

McCluer and Borroff both came to NBC when WENR was acquired by the network in March 1931. Borroff had been sales manager of the station for three years and McCluer had been assistant to the manager. McCluer is a native of Brimfield, Ill., and a graduate of Illinois U. He taught at that school before joining WENR in 1928. Borroff began his radio career in 1923 at KYW, Chicago. He was announcer, salesman and station manager before transferring to WENR in the summer of 1928. He is a native Chicagoan, and attended Chicago U and Illinois U.

Grove Locals

GROVE LABS., St. Louis (Bromo Quinine), the first two weeks in October started a varying campaign which runs from 20 to 22 weeks as follows: One-minute live announcements varying from two to six weekly on WFAA WOOD WMBD WCFL KWKH WDAF KVOO; five-minute news periods seven times weekly on KFH KDAL WTCN WMAQ KSTP; thrice-weekly quarter-hour news periods on WTMJ KTRH WOAI; thrice-weekly quarter-hour hillbilly shows on KMBC KOMA; and on Nov. 11 starts six weekly one-minute live announcements on WIND. J. Walter Thompson, Chicago, placed the business.

Illinois Health Spots

ILLINOIS DEPT. of Public Health, Springfield, in October started its third consecutive season of giving information for the preservation of health. Quarter-hour transcriptions cut by Word Broadcasting System and featuring Chicago radio actors are used. In addition to 27 Illinois stations, series has been set on KFVS, Cape Girardeau, Mo.; WBOW, Terre Haute, Ind.; WGBF, Evansville, Ind.; WPAD, Paducah, Ky.; WRJN, Racine, Wis., Illinois stations: WAAF WCAZ WCBD WCBS WCLS WCRW WDAN WDWS WDZ WEBQ WEDC WGES WGIL WHBF WILL WJBC WJJD WJPF WMBD WMRO WROK WSBC WSOY WTAD WTAX WTMV. Account was placed direct.

Morin Named by CBS To San Francisco Post

CHARLES MORIN, formerly sales manager of KSFO, San Francisco, has been appointed assistant manager of the CBS offices in San Francisco. His appointment was announced by Donald W. Thornburgh, CBS vice-president in charge of Pacific Coast operations.



Mr. Morin

He will work under Arthur J. Kemp, CBS Pacific Coast sales manager, who heads the CBS San Francisco office.

Mr. Morin was with the CBS sales staff in San Francisco before going to KSFO as sales manager. Previous to that he was with KJBS, San Francisco. He will supervise Pacific Coast network sales originating in San Francisco as well as Radio Sales Inc. activities for Northern California.

In other changes in the CBS San Francisco sales office, Clyde Coombs will devote his entire efforts on regional network sales; Gordon Owen will work exclusively on KNX sales and Radio Sales activities; Bill Shaw will be in charge of sales service for Northern California.

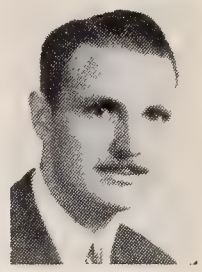
Sunkist List Boosted

CALIFORNIA FRUIT GROWERS Exchange, Los Angeles (Sunkist oranges and lemons), through Lord & Thomas, that city, on Nov. 4 renews for 52 weeks *Hedda Hopper's Hollywood* on 29 CBS stations, and also adds 12 additional outlets to the list (WMT WCKY WISN WBNS KRLD KOMA KTUL KWKH WHEC WNBF WPRO WGAN), Monday, Wednesday, Friday, 6:15-6:30 p.m. (EST). Hedda Hopper, film commentator, will continued to be featured, her contract also having been renewed for 52 weeks. Thomas Sawyer is agency producer, with Sterling Tracy representing CBS. Art Baker announces.

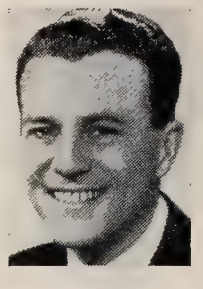
A NOVEL based on *Mr. District Attorney,* sponsored on NBC-Red by Bristol-Myers Co., New York, has been prepared by Phillips Lord, New York production firm which created the program. It will be published by Whitman Co., New York, for release late in January.

McAndrews Is Appointed Sales Promotion Head Of NBC on West Coast

ROBERT McANDREWS, for two years sales promotion manager of KPO-KGO, San Francisco, on Nov. 1 becomes head of sales promotion for the Western Division of NBC, with headquarters in Hollywood. Gene Clark, writer and producer in the KPO-KGO production department, took over the sales promotion post in San Francisco. Announcement of the changes was made by Al Nelson, general manager of KPO-KGO.



Mr. Clark



Mr. McAndrews

Mr. McAndrews succeeds Charles Brown, transferred to New York, where he is in charge of sales promotion for the managed and operated stations of NBC [BROADCASTING, Oct. 15]. He is a graduate of St. Mary's College, where after graduation he acted as director of public relations. He joined NBC as a junior announcer in 1935, subsequently progressing to announcer, assistant night manager, program continuity writer and member of the press department. He joined the sales promotion department in 1938 and a few months later became manager of the department when Brown, then in San Francisco, was transferred to Hollywood.

Under his management the NBC San Francisco sales promotion department won the Pacific Adv. Clubs Award for the best direct mail promotion by a Western advertising medium in 1940 and the best radio station promotion in 1939.

Mr. Clark joined KPO-KGO in 1937 as interviewer and commentator and in 1939 became a writer-producer. He has been in radio for 10 years as announcer, actor, writer, newscaster, producer and assistant manager.

Shinola Sports

HECKER PRODUCTS Corp., New York, on Oct. 9 and 11 started three quarter-hour weekly programs for the football season on WKY, Oklahoma City, KVOO, Tulsa, and the seven stations of the Lone Star Chain, all in the interest of Shinola liquid. On WKY, Perry Ward conducts *Perry's Shinola Pigskin Parade;* on KVOO, Bud Jackson and Jimmie Todd quiz each other on football, and on the Lone Star group is a sports program with Tee Casper and Dave Burns. Agency is Benton & Bowles, New York.

Insurance Spots

NORTH AMERICAN ACCIDENT Insurance Co., Newark, during October has been placing thrice-weekly transcribed announcements on about 40 stations throughout the country. Agency is Franklin Bruck Adv. Agency, New York.

PUT WWJ AT THE TOP OF YOUR LIST



WWJ leads all Detroit radio stations in listener interest, places your sales message in more homes and gives to your campaign the prestige which this station has gained through 20 years of continuous broadcasting in this great market!

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta
San Francisco -:- Los Angeles

Member NBC
Basic Red Network

AFRA Contract Covers Broad Scope

Pay Boost if Cost of Living Increases Is Included

A THREE-YEAR contract, covering the employment of actors, announcers and singers on all network programs, both sustaining and commercial, and containing a provision for increases in minimum fees during the last year if the national cost of living index has risen ten points or more, goes into effect Nov. 1, 1940, to run until Oct. 31, 1943.

This new contract, which also includes provisions for all talent booking agents to be licensed by the American Federation of Radio Artists, was signed by representatives of AFRA and the nationwide networks on Oct. 14 and has since been ratified by the New York, Chicago, Hollywood and San Francisco locals of the talent union.

Broad in Scope

Breadth of the contract came as a distinct surprise to industry observers, who had expected only agreement regarding network sustaining programs to eventuate from the conferences of AFRA and network executives that had been held during the preceding month under the auspices of the New York State Mediation Board. Board chairman William H. Davis called the networks and the union together for a last attempt at negotiations after previous conferences had failed to produce a meeting of minds and as the union was on the verge of calling a nationwide strike of all artists engaged on sustaining broadcasts on the networks [BROADCASTING, Sept. 15, Oct. 1, 15].

Terms of the settlement have been labeled acceptable and satisfactory by both sides, each stating that the conclusion represents a true compromise between the desires of the groups. AFRA has gained a bargaining advantage for future negotiations by combining the expiration dates of both sustaining and commercial agreements, which makes possible the withdrawal of all talent save musicians from all network programs, if such tactics should prove advisable, in 1943.

The networks and the advertising interests have gained a renewal of the commercial code, which was fought so bitterly two years ago, well in advance of its expiration date next February, and without any increase in minimums or changes in conditions, freeing them from worry on this source at the time that the industry is engaged in its showdown with ASCAP on the music question.

The networks won a point in securing a three-year contract when the union did not want to make one for so long a term in view of the uncertainty of the future, but this is offset by the provision that if the Department of Labor figures show the cost of living across the country to have increased by as much as ten points at the end of two years, then AFRA may request an increase in the minimums established under the new contracts. For the sustaining contract the minimums may be increased as of Nov. 1, 1942; for the commercial contracts the date is Feb. 12, 1943. This cost of living clause is said to be the first one of its kind ever written into an entertainment union agreement.

Sustaining Clause

While the commercial code, covering Chicago local and Pacific Coast local and regional scales as well as national scales, remains unchanged, the sustaining agreement, covering NBC, CBS, and Mutual stations WOR, Newark, and WGN, Chicago, calls for a basic minimum guarantee that raises the former minimums by $2 and lowers the rehearsal time required. Chicago regional programs, formerly paid on the Chicago scale when broadcast in the Central, Mountain and Pacific Time Zones, now go on the national scale when broadcast in the 11 western States. Programs originating in Los Angeles and San Francisco take the Chicago rate when made available to Central Time Zone stations and the national rate when available in the East.

Staff singers receive increases of $5 a week. The group standby rate is upped $1. Rate for sustaining auditions is increased from $7.50 to $11 and rehearsal time reduced as covered by the basic minimum guarantee. A formula is included distinguishing between sustaining and commercial auditions. Group singers on signature numbers will receive 50% of the basic minimum without giving rehearsals.

Discounts for dramatic strip programs broadcast five or six times a week have been reduced from 20% to 15%, raising the pay-or-play rate for a five-a-week serial from $67 to $81.85. Also, such contracts are now limited to a minimum of six weeks. Provisions for doubling, cancellations, etc., remain as in the original sustaining contract.

A set of regulations for artists' bureaus conducted by networks and other agents, to be known as "AFRA Rule 12", which have already been accepted by the networks, contains an absolute prohibition against charging commissions on minimum fees or commissions which would reduce the net compensation of the artist to below the appropriate AFRA minimum. Agents are also forbidden to "lump" the aggregate engagements of an artist in computing his commissions, but must figure commissions on each separate engagement to avoid violations of this rule.

Commission schedule provides for a maximum commission of 10% for actors and for the same maximum for announcers and singers under exclusive management contracts, except that where the exclusive management contract guarantees the announcer or singer a minimum of $70 weekly for a six-week period the agent may receive an additional 5% commission. Agents may secure a further additional 5% commission from singers when special services such as promotion, coaching, arrangements, singing and diction lessons, etc., are provided.

No Employer Fees

"AFRA Rule 12" also prohibits the collection of commissions from talent by any person "who directly or indirectly occupies the position of employer." If, for example, "an agent produces a package show and sells the show to a sponsor or advertising agency at a profit or on a cost plus basis, such agent may not collect any commissions whatsoever on the earnings which any of the artists receive for rendering services on such package show."

In notifying talent agents of Rule 12, which requires AFRA members to deal only with agents licensed by the union, AFRA has set the rule's effective date as Nov. 15 and requires agents to get their applications for such licenses to AFRA on or before Nov. 5. Objecting especially to the rules against commissions on minimum fees and package shows, the talent agents organization, Artists Representatives Assn., has appointed a committee to meet with AFRA in an attempt to secure a softening of these regulations and in the meantime has advised its members to refrain from applying for the AFRA licenses.

Committee is composed of William Morris Jr., William Morris Agency; Samuel Lyons, A. & S. Lyons; Charles Miller, Music Corp. of America; Herman Bernie; Thomas G. Rockwell, General Amusement Corp. First meeting with AFRA was held Oct. 23, at which the agents voiced their objections to being bound by terms negotiated by the networks but in which they had had no voice.

The new AFRA-network contract

(*Continued on page 75*)

Cissie Succumbs

CISSIE LOFTUS, 47 years in vaudeville, stage and movies, became a radio actress as well Oct. 11 when she started playing a boarding house-keeper in the daytime serial *Meet Miss Julia*. Program is sponsored on WOR, Newark, by Stanco Products, New York, through McCann-Erickson, New York. Cecilia Loftus was one of the sensations of London in 1893 and gave a command performance before King Edward VII.



CBS LADIES, and their husbands, were guests in the executive lounge of the Ford Exposition during one last sight-seeing fling at the 1940 New York World's Fair. The ladies: (l to r) Mrs. Gittinger Mrs. Klauber, Mrs. Runyon, Mrs. Lewis, Mrs. White. The men: H. V. Akerberg, vice-president in charge of station relations; Mefford R. Runyon, vice-president and director; Frank K. White, treasurer; Edward Klauber, executive vice-president; Paul W. Kesten, vice-president and director; W. C. Gittinger, vice-president and sales manager; W. B. Lewis, vice-president in charge of broadcasts.

So the Advertiser May Know **WHICH** Station is...

First in Denver

...Mr. Beaglehole says



OFFICE OF THE PRESIDENT

THE JOSLIN DRY GOODS CO.
DENVER

October 16, 1940

Mr. Lloyd E. Yoder
Radio Station KOA
Denver, Colorado

Dear Lloyd:

We have now used KOA programs daily for more than a year. Our sales have gone up steadily. No other radio station has ever produced such excellent results.

We started with three quarter-hour programs per week and increased it to 5-a-week. While increasing our KOA budget, we reduced our total advertising budget materially, but our sales have increased sharply due to KOA's excellent productivity.

The Raymond Keane Advertising Agency, with Wes Battersea as "Joslin's Inquiring Reporter" are doing a good job for us, in conjunction with KOA's Program department.

I feel that you should know that KOA results have completely justified us in devoting a major portion of our advertising appropriation to broadcasting over your station.

Sincerely yours,
THE JOSLIN DRY GOODS COMPANY
C. F. Beaglehole
C. F. Beaglehole
President

We say, "Thank you, Mr. Beaglehole"

KOA is proud to have been able to serve you so well. Yours is a typical experience shared by a host of satisfied KOA clients, and a big reason why the largest dollar volume of national, local, and spot advertising in the Denver Market Area is placed on KOA.

GENERAL ELECTRIC STATION
KOA
DENVER
50,000 WATTS · 830 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · CLEVELAND · DENVER · HOLLYWOOD · WASHINGTON



BOSTON'S RADIO and advertising fraternity, 400 strong, paid tribute to John Shepard 3d, president and founder of the Yankee Network, at a testimonial luncheon Oct. 22, during which they also heard a demonstration of FM, his latest and perhaps greatest radio venture. Seated at the head table at Boston's Hotel Statler are (l to r) Prof. Ross Cunningham, director of market research, Massachusetts Institute of Technology; George Chatfield, Lever Bros. Co.; Arthur Rogow, New England manager, Sears Roebuck; Paul A. DeMars, Yankee Network vice-president and FM engineer; "Pop" Shepard; John C. Nicodemus, advertising manager of Kennedy's and vice-president of the Boston Advertising Club; Linus Travers, Yankee Network vice-president; George Cummings, Socony Vacuum; E. C. Favorite, district manager of Atlantic Refining; Craig Smith, advertising manager of Gillette Safety Razor Co.

400 Boston Radio and Advertising Men Fete Shepard, Laud FM Pioneering

WITH more than 400 advertising executives, agency men, radio officials and newsmen present, John Shepard 3d, founder and president of the Yankee Network and moving spirit in commercial FM, on Oct. 22 was feted at a special luncheon of the Boston Advertising Club. Mr. Shepard's newest undertaking—nationwide development of commercial FM—was hailed by the club after witnessing a half-hour demonstration.

Tribute was paid to Mr. Shepard for his radio leadership, not only in introducing FM but for 18 years of active broadcasting as head of the Yankee and Colonial Networks and as an outstanding industry figure. Mr. Shepard's address was brief and informal. He contented himself with thanking the club for the honor paid him and adding his view that FM reception would be even more perfect with the completion within the month of the new antenna mast of W1XOJ, his station at Paxton.

Scored Many 'Firsts'

Linus Travers, Yankee Network vice-president, in recounting Mr. Shepard's radio career, recalled that in 1923 the then 36-year-old radio enthusiast dedicated his first program from WNAC. FM, he pointed out, is but Mr. Shepard's latest "first" during his 18 years in radio. He cited the broadcaster's pioneering in such developments as single-wave vertical antenna, network broadcasting, audimeter survey, coincidental telephone survey, radio news and weather data organization.

The advertising fraternity met for the dual purpose of paying tribute to "Pop" Shepard and of hearing the half-hour demonstration of FM. The session was presided over by John C. Nicodemus, advertising manager of Kennedy's and vice-president of the Advertising Club.

The FM demonstration was provided by the Yankee Network staff and was designed to give the ad men as wide a latitude as possible in judging the value of FM. Originated in the Yankee Network studios, the program was relayed by FM station WEOD to Paxton where W1XOJ broadcast direct to the Statler. Organ, orchestral and vocal selections, as well as varied sound effects were demonstrated, with numbers selected to best reflect the ability of FM to transmit sound in all its natural quality.

'Phantom Pianist'

An innovation was demonstration of the "phantom pianist". Pianist Harry DeAngelas made his entrance at the keyboard of the grand piano in the corner of the banquet hall. He swung into the opening bars of *There I Go.* Just when the guests were beginning to look at each other and mutter "so what", they noticed with amazement that DeAngelas was no longer playing but that the music did not stop. Time elapsed before it was realized that the phantom pianist, Ray Collins, was finishing the composition from his piano at the Yankee Network studios a mile away and that it was being relayed via FM to the luncheon meeting. There was no apparent difference either in the quality or tone produced by the two widely separated musicians. Just to prove it, the pianists finished their demonstration by uniting in a duet.

Paul DeMars, Yankee Network FM engineer, spoke before and between portions of the actual demonstration broadcast. He outlined briefly the history of FM from the day in 1936 when Shepard first heard and was convinced of the future of the medium, to the present day.

Mr. Shepard, as a parting shot, focused attention on the music controversy by observing that "you gentlemen will notice that no ASCAP numbers were used on this afternoon's program."

Guests present at the luncheon, besides those seated at the head table (see picture) were Walter Howey, managing editor, *Boston Record-American;* Ernest Hoftyzer, advertising director, *Boston Record-American;* Frank Baldwin, BBDO; Louis Munro, Doremus & Co.; Frank Browning, Badger & Browning; Charles Holcombe, Alley & Richards; George Chambers, Chambers & Wiswell; Harry Patterson, Harold Cabot and Co., Inc.; Fred Nichols, Eddy Rucker, Nichols Inc.; Dwight Norris, Wendell P. Colton Co.; Marshall Duane, advertising manager of First National Stores; Wallace Hough, Stanco Inc.; Mr. Ray Ilg, vice-president, National Shawmut Bank; Frank R. Black, R. H. White Co.; Karl Frost, Harry M. Frost Co.; Paul Hoag, Badger & Browning; WBZ officials: Wm. C. Swartley, general manager, C. S. Young, assistant general manager, Lee B. Wailes, manager of broadcasting for Westinghouse, Frank Bowes, sales manager, John McNamara, program director, Pete Nelson, in charge of WBOS; G. A. Sauvin Jr., Tom Carens, New England Power Co.; L. L. Edgar, president, Edison Electric Illuminating Co.; S. A. Conover, S. A. Conover Co.; Larry Pratt, BBDO; WEEI representatives Kingsley Horton, sales manager, Roy Marks, Jean Lee, office manager, Nan Howard, Maurice Thompkins.

WHEN DAY IS DONE
Sunset and Sunrise Tables Shift With Old Sol

AS THE days grow shorter with the approach of winter, stations licensed with day and night power differentials and those operating limited time or specified hours, must watch closely the official sunrise tables lest they infringe the specified power limitations. Those stations which begin operation before actual sunrise, under the existing rules, must utilize their lower night power until daytime conditions prevail.

Only daytime stations are not affected by the sunrise tables. The FCC recently adopted a change in rule applicable to those stations permitting them to start their broadcast day at 4 a.m., irrespective of sunrise. This rule, however, does not apply to other classes of stations employing power differentials.

A change in the rules to have the broadcast day start at 4 a.m. for all purposes is being advocated. It it expected such a formal proposal shortly will be made to the FCC.

A NEW fan magazine, *Radio Parade,* will make its appearance on the news stands in mid-November, published monthly by Radio Life Publishing Co., 1650 Broadway. Arthur Kass is publisher, with J. A. Rubenstein as editor and business manager.

Don Lee Acquires Site in Hollywood

Extensive Improvements to Be Made to New Offices

DON LEE Broadcasting System, Los Angeles, after approximately a year of negotiation with Consolidated Film Industries, has acquired on a five-year lease the former NBC Hollywood studio building at 5515 Melrose Ave. The NBC lease on the structure expires at the end of November. Deal was closed by Thomas S. Lee, Lewis Allen Weiss and Willet H. Brown, president and vice-presidents respectively, in early October.

Don Lee has also bought all NBC technical equipment and broadcasting facilities housed in the quarter-million dollar building, which is now being remodeled and redecorated at a cost of more than $25,000. The entire plant is undergoing a thorough revamping before Don Lee Network moves its full personnel of 200 employes from downtown Los Angeles to Hollywood. Three large new studios and executive office space are being added to the main structure. The office building in the rear of the central plant is also being remodeled.

Move to larger quarters was dictated by business expansion, according to Mr. Weiss, who also pointed out that closer proximity to Hollywood talent was another important reason. Also contributing to the move was the desire to be closer to the new $100,000 two-story television studio building now being erected by the firm atop Mt. Lee, overlooking Hollywood, which is expected to be in operation about Jan. 1. Firm also is erecting a new 300-foot directional antenna at its newly-completed transmitter building, Venice and La Cienega Blvds., on the outskirts of Hollywood.

KHJ, key station in Los Angeles, has been housed in Don Lee Building, 1076 W. 7th street, for the last 13 years. Its move to Hollywood will see the passing of a historical landmark. It was from Don Lee Building that the radio debuts of such personalities as Mary Garden, Marie Dressler, Will Rogers, John Boles, Buddy Rogers, Norma Shearer, and others were made.

Musterole Spot Starts

MUSTEROLE Co., Cleveland, on Oct. 14 started its annual 26-week campaign for Musterole salve using a varied schedule of one-minute spot announcements from three to 21 times weekly on 69 stations throughout the country. Announcements five times weekly also are used in Polish on WBNY, Buffalo; WJBK, Detroit; WGES, Chicago; in Yiddish on WEVD, New York, and WPEN, Philadelphia; in Italian on WOV, New York, and WPEN. Agency is Erwin, Wasey & Co., New York.

Oh Henry Dramas

WILLIAMSON CANDY Co., Chicago (Oh Henry) on Oct. 28 started a weekly half-hour dramatic show *Famous Jury Trials* on a split NBC-Blue network Mondays 6-6:30 p.m. (CST) for 52 weeks. On that date the dramatic show started on WJZ WSYR WHAM WXYZ. On Nov. 11 WBZ WBAZ WFMJ KDKA WIL will be added. Agency is Aubrey, Moore & Wallace, Chicago.

WPEN HITS THE TOP!

NEW, BEAUTIFUL STUDIOS — 22 FLOORS ABOVE THE CITY OF BROTHERLY LOVE! FINE EQUIPMENT—A COMPLETE PERSONNEL —AND MIDDLE-OF-THE-DIAL TUNING — ASSURE A BRILLIANT FUTURE FOR 'PHILADELPHIA'S OWN STATION."

A DREAM COME TRUE . . .! THESE SPACIOUS PENTHOUSE STUDIOS ARE CONDUCIVE TO TOP-SIDE BROADCASTING. FOR YEARS, WPEN HAS BEEN RATED A HIGH-CLASS WORKSHOP. NOW, WITH THESE NEW FACILITIES— WPEN IS PROCLAIMED THE SHOW-PLACE OF PHILADELPHIA . . .! FROM OUR LOFTY STUDIO WINDOWS — IT'S EASY FOR SPONSORS TO CLEARLY SEE A PATH—DIRECT TO THE END OF THE RAINBOW!



5000 WATTS* FULL TIME WPEN

Porter to Handle FCC Net Inquiry

Former Commission Counsel Works on Per-Diem Basis

RETENTION of George B. Porter, until recently assistant general counsel of the FCC in charge of broadcasting, as special counsel to supervise legal aspects of the FCC's network-monopoly inquiry, was announced by Chairman James Lawrence Fly Oct. 29, following FCC approval.

Mr. Porter, who resigned from the Commission after more than a decade of service, had entered private law practice in Washington. Under the authorization, he will join the FCC Nov. 4, devoting his full time to the assignment until the work is completed. Afterward, he will return to his private law practice as partner in the firm of Porter & Haley.

Briefs on the network-monopoly inquiry are now due Nov. 11, the date having been extended for the third time by the FCC at its meeting Oct. 17. Oral arguments are scheduled for Dec. 2-3, but it is anticipated that a postponement probably will be requested and authorized, due to the size of the record amassed during the hearings in latter 1938 and early 1939, and the importance of the issue.

Will Study Briefs

Mr. Porter, it is expected, will first familiarize himself with the proceedings and analyze the briefs already filed, plus the major documents to be submitted by the networks, IRNA and other participants on Nov. 11. He will argue in favor of the FCC committee's provocative report at the oral arguments.

Retention of special counsel by the FCC is made possible under the statute. S. King Funkhouser was the special counsel who handled the inquiry in its hearing stages and in assisting in preparation of the committee's report. Mr. Porter under the FCC's action is retained on a per diem basis.

In announcing Nov. 17 the further postponement in filing of briefs and in setting the oral argument date, the FCC stated that the oral arguments "will be limited to the issues of fact and policy raised by the report of the Chain Broadcasting Committee dated June 12, 1940."

Apple Spots

WASHINGTON STATE Apple Commission, Yakima, recently placed a two-weeks radio campaign on WSMB, New Orleans, and WTCN, Minneapolis. Two day and two night spot announcements are being used daily. In addition a participation is being used on the *Fletcher Wiley's Housewives Protective League* on KNX, Hollywood. J. Walter Thompson Co., San Francisco, is agency.

Standard Oil Spots

STANDARD OIL Co. of Indiana, as a tie-in with its fall newspaper campaign for gas and oil which starts the same date, on Oct. 31 started a 26-time campaign of chain-break announcements on 48 midwestern stations. Announcements are being used twice daily in Class A time. McCann-Erickson, Chicago, is agency.



WHETHER this was a mixed metaphor or a hunting expedition we leave to our readers. Gene Katz, amiable chief of The Katz Agency Inc., submitted these facts to our "Fish and Game Department", advising that during the annual WNAX (Yankton) Pancake Festival, he acted as historian and photographer of the pheasant hunting expedition. The crouching trigger-man (left) is Luther Hill, vice-president of the Iowa Broadcasting System. The two men with dog are (kneeling) Ted Enns, national advertising manager of IBS, and Bob Tincher, manager of WNAX.

GERMANY'S 'FREE' RADIO

By MARTIN CODEL

LORD HAW HAW's masters in Berlin have achieved the penultimate in the perfection of a broadcasting system, judging from their own calculations. Indeed, Herr Goebbels' disciples would have us believe it's the ultimate—but they overlook one vital element in their comparisons with the American way of radio operation. They omit to mention that it is a crime in Germany and in all of the Nazi-conquered countries, punishable by imprisonment, to listen to any broadcasts from foreign lands.

Published by the oft-criticized German Library of Information in New York, obviously an appendage of Herr Goebbels' Ministry of Culture & Enlightenment, is a weekly magazine called *Facts in Review*. By article and illustration, this periodical paints the Nazi lily in iridescent hues. The United States mails circulate it to all Washington newspaper correspondents and, it is said, to hundreds of thousands of others without cost to them.

Free—And How!

A recent issue carried an article on "German Radio" which does not say it in so many words but which impliedly gives a comparison of Germany's method of operating a broadcasting system and that of the United States—to the advantage of the former, needless to say.

Without emphasizing that the Government controls anything and everything going out over the Nazi radio, let alone what is published in the completely controlled press, the article starts out by stating, "Radio in the Germany of today is based on the fundamental principle that an instrument reaching the masses must be controlled by the people themselves." Obviously aiming at the privately—but competitively—operated American radio system, it goes on to say, "Such an important medium of communication must under no circumstances serve purely private interests. Since the people's voice is incorporated in the National Socialist state, this principle naturally leads to public control of the radio."

Private radio advertising, the article adds proudly, is in fact practically non-existent in Germany.

There are more than 10 million persons thus paying monthly fees for the right to operate their radio receiving sets. When the Nazis came to power, they introduced a cheap mass production midget called the "Volksempfaenger" (People's Receiving Set). These sold in enormous numbers, thus "confirming the wisdom of the radio policies pursued by the government". That they are so low-powered as to be unable to receive anything but local stations, and that all-wave tuning is taboo on pain of imprisonment, is not mentioned in the article.

Yet "one must not for a minute assume that the German radio listeners have little choice. They can switch off their sets just as readily as American listeners can, and they are by no means slow in writing their approval or disapproval . . . In order to reach as many listeners as possible, German radio reaches into the school and factory, and even aboard ships at sea."

Not Compulsory

Any German can discontinue paying his monthly license fee and cease owning a set if he likes, the article asserts. Yet not a word about the expropriation, without compensation, of all radios owned by Jews. Not a hint of radios to lighten the terrors of concentration camps. Not a word about spying neighbors reporting how the man next door, owning a better radio, was heard tuning in London—and soon was a neighbor no more.

Even in the occupied territory, we are told to believe, everything is hunkydory. Germany has taken over their control, to be sure, but Radio Prague continues to emphasize "Czech cultural conditions" and Cracow's radio continues to broadcast in Slovak and Warsaw's in Polish.

"Political broadcasts (*sic*) play no greater role in present-day Germany than they do in America.

"Just as in America, one may listen to serial dramas or to dramatizations of fairy tales and biographical stories."

That the political broadcasts in America are bi-partisan, in Germany one-sided; that Herr Goebbels pushes a button and he and the self-anointed Nazi hierarchy say what they please when they please; that German radio serials and fairy tales and biographies eulogize the Hitlers and the Horst Wessels and damn the Heinrich Heines and Thomas Manns, not to mention the Churchills and the Roosevelts—all that is unimportant to the great Nazi ideal of radio:

"Thus, the new Germany has attained one of its cherished goals: To make radio an institution truly national, truly popular, truly close to the realities of life. Only in this way is it able to represent modern German culture at its best to the outside world and to plead for a better understanding of that culture."

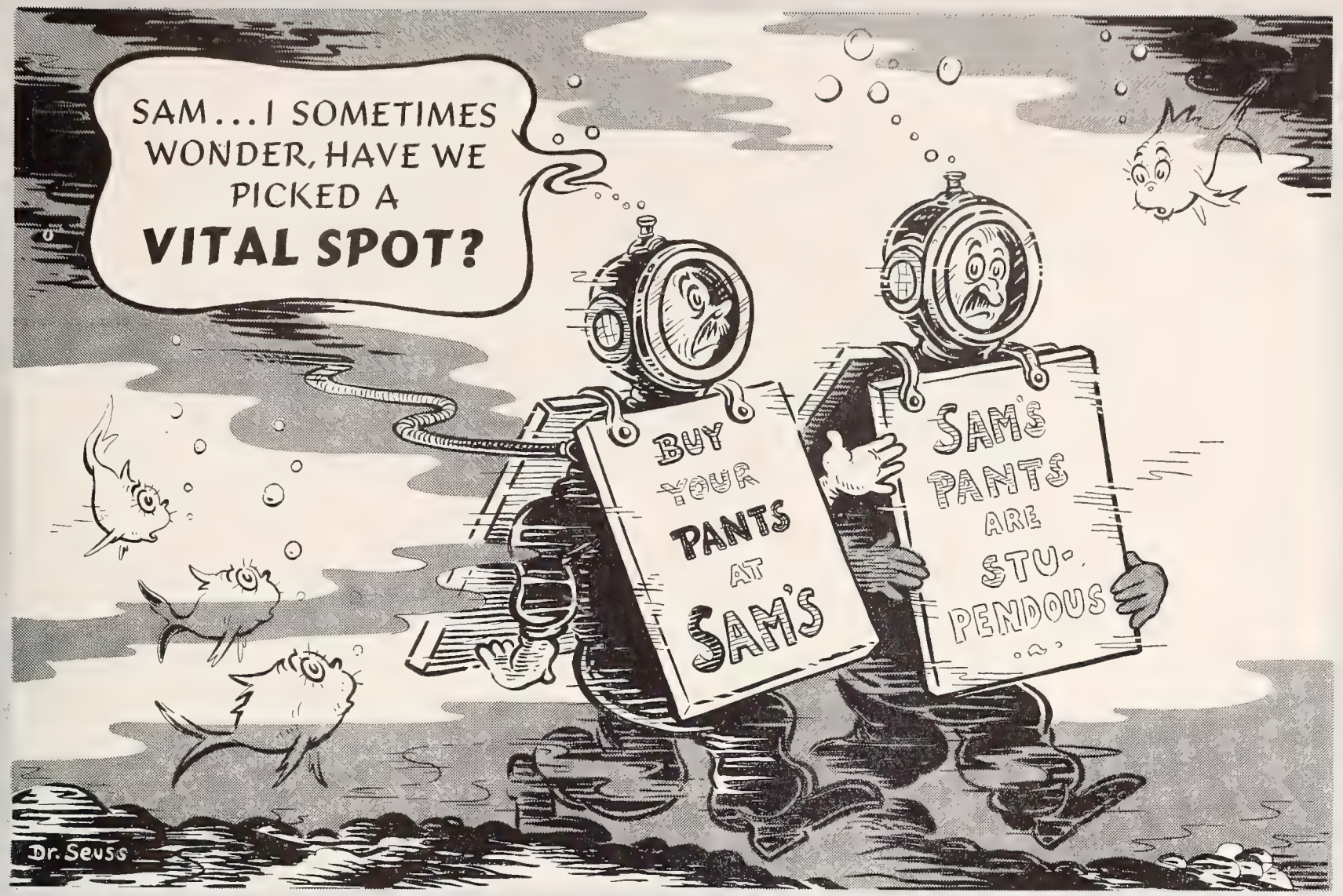
Fly Defines Free Radio As Operation of Station In the Public Interest

FREE RADIO prevails when the station operator lives up to his responsibility to the public to operate his station in the public interest, and this responsibility is the prime factor to be considered, according to an interpretation of the term made Oct. 14 by FCC Chairman James Lawrence Fly at his weekly press conference. Chairman Fly expounded this declaration of principle in response to a request for comment on a charge of alleged censorship leveled against the management of WBBM, Chicago, by George F. Barrett, Republican candidate for Illinois attorney general.

Charging the station with "censorship" of his radio address on WBBM the evening of Oct. 12, Mr. Barrett within a few hours after the broadcast issued a sizzling denunciation of the CBS outlet to newspapers, filed a formal letter to H. Leslie Atlass, CBS vice-president and manager of WBBM, demanding the right to include the deleted portions of his speech in a succeeding address, and notified the FCC of the station's action. The candidate was off the air for 40 seconds when, the station claims, he pulled a small card from his pocket and, reading from it, attempted to tell listeners of the action taken by the station in requesting he cut portions of the address which derided the military appointment of Elliott Roosevelt and alleged violations of the Hatch Act by the Kelly-Nash political machine.

The local situation cleared shortly afterward when J. L. Van Volkenburg, assistant to Mr. Atlass, announced Oct. 18 that the candidate would include the deleted portions in a speech Oct. 20. The technical department, Mr. Van Volkenburg said, had no previous knowledge that Mr. Barrett would deviate from his accepted speech and briefly threw the switch in mid-broadcast when the deviation was noticed.

Asked for comment on the matter at his conference, Chairman Fly responded with his impression of what constituted "free radio", adding finally that he did not think the FCC could "step in" on a situation of this nature.



"Sandwich" your message in the really VITAL SPOTS

EVERY DAY comes new proof of the consistently large returns advertisers obtain from the *active* audience of the 17 NBC vital spots. For example:

An NBC client recently made a one-announcement offer on a single morning broadcast over station WJZ. The response totalled well over 3000 requests and the offer wasn't diamonds either, merely a booklet. But this story does indicate what a jewel of a reception advertisers get from NBC spot markets.

A performance like this isn't just occasional, either. It's repeated over and over again by every one of these 17 stations, exclusively represented by NBC. Perhaps that's why more advertisers have used these vital spots this year than ever before.

WEAF	50,000 Watts—660 kc.	New York
WJZ	50,000 Watts—760 kc.	New York
WMAQ	50,000 Watts—670 kc.	Chicago
WENR	50,000 Watts—870 kc.	Chicago
KGO	7,500 Watts—790 kc.	San Francisco
KPO	50,000 Watts—680 kc.	San Francisco
*WRC	5,000-1,000 Watts—950 kc.	Washington
*WMAL	500-250 Watts—630 kc.	Washington
KOA	50,000 Watts—830 kc.	Denver
WTAM	50,000 Watts—1070 kc.	Cleveland
	WESTINGHOUSE STATIONS	
WBZ	50,000 Watts—990 kc.	Boston
WBZA	1,000 Watts—990 kc.	Springfield
KYW	10,000 Watts—1020 kc.	Philadelphia
KDKA	50,000 Watts—980 kc.	Pittsburgh
WOWO	10,000 Watts—1160 kc.	Ft. Wayne
WGL	250 Watts—1370 kc.	Ft. Wayne
	GENERAL ELECTRIC STATION	
WGY	50,000 Watts—790 kc.	Schenectady

The NBC Spot Specialist in New York, Chicago, San Francisco, Boston, Cleveland, Washington, Denver or Hollywood, will give you full information on any or all of these NBC Represented Stations.
*WRC and WMAL will soon be operating with 5,000 watts day and night

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

Code Conference Called to Discuss Chiseling of Time

Chicago Session Also Plans NAB Committee's Agenda

TO APPRAISE the commercial copy limitations of the NAB Code which became effective Oct. 1, and reconcile differences of opinion regarding their imposition, the NAB Code Compliance Committee will hold a special meeting in Chicago Nov. 7, with Chicago advertising agencies placing spot business, station representatives and broadcasters invited to air their views.

Called by Edgar L. Bill, president of WMBD, Peoria, and chairman of the committee, after consultation with NAB President Neville Miller, the meeting will cover the whole commercial radio front. In addition to the time limitations on programs [BROADCASTING OCT. 1], the committee has before it complaints regarding free-time efforts of major agencies as well as certain network program practices held to be at variance with recognized industry standards.

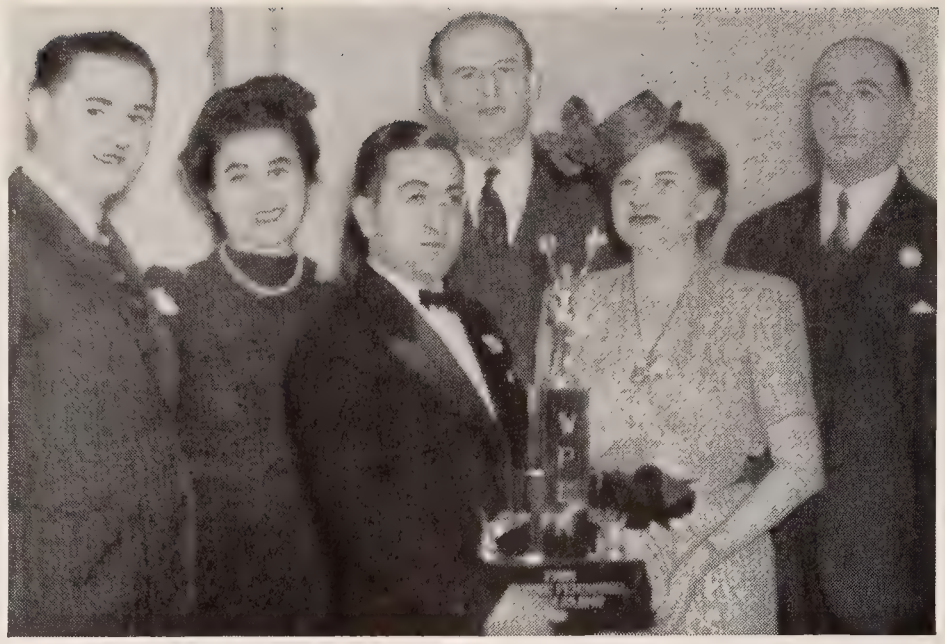
Complaints reaching the committee have arisen largely in the midwestern area, and for that reason it was decided to hold the meeting in Chicago at the Stevens Hotel.

Some Deviations

It is contended that while some stations have attempted to adhere to the letter of the code, curtailing commercials within the new time limits, their competitors have not done so, with the result that business has changed hands. Moreover, it is reported that several station representatives have encountered difficulties in their dealings with advertising agencies regarding the code limitations, particularly in placement of national spot business and transcriptions. For that reason both representatives and Chicago agencies have been invited to the sessions.

A question has arisen regarding the Texaco Co. sponsorship of Metropolitan Opera over NBC Blue. An average opera, it was pointed out, will run 3¼ hours, whereas NBC proposes that the stations take the program on a flat one-hour rate compensation basis on the theory that the program is in the public service field and that the sponsoring company will spend so much for talent that it cannot justifiably underwrite the full time bill. The code committee has been advised by certain stations that they feel this would be a dangerous precedent, since the same arguments might be raised in the case of other outstanding commercials having high ratings, in which the artists are paid five-figure fees per performance. It was contended that this practice, however innocently introduced, might become a menace.

The free time issue [mentioned editorially in BROADCASTING Oct. 15] is on the agenda because of increased demands from recognized agencies for free or bonus time for their clients. The NAB code, as now written, contains nothing on the free time issue as such and as a consequence there may be projected an amendment to the code to cover this generally outlawed practice.



BULOVA radio executives joined in the dedication of the new WPEN studios in Philadelphia on Oct. 23, shown admiring the trophy presented to Arthur Simon, WPEN general manager, by the station staff. Seen (l to r) are Gerald H. Slattery, WCOP, Boston; Hyla Kiczales, WOV, New York; Mr. Simon; George Lasker, WORL, Boston; Mrs. Harold A. Lafount, wife of Harold A. Lafount, (extreme right), director of radio for Bulova. Arde Bulova and James Milne, of WELI, New Haven, left just before the photo was taken, to make train connections.

WPEN's Studios Formally Opened

Dedication Day Featured by News of Power Increase

WPEN, Philadelphia, will remember Oct. 23 as a red-letter day in more ways than one. Not only did it mark the dedication of new station studios, occupying the 21st and 22d floors of 1528 Walnut St. Bldg., but word was also received that day from the FCC granting permission to increase its power from 1,000 to 5,000 watts.

About 250 persons attended the dedication exercises, highlighted by a special hour broadcast at 10 p.m. with many radio, stage and civic personalities participating, and the presentation of a trophy to Arthur Simon, WPEN general manager, by the entire personnel of the station.

Join in Ceremony

Members of the industry paying their respects included Arde Bulova; Harold A. Lafount, director of radio for the Bulova stations; James Milne, WELI, New Haven, Conn.; George Lasker, WORL, Boston; Hyla Kiczales, WOV, New York; Gerald H. Slattery, WCOP, Boston; Herb Moore, president of Transradio Press, who turned on the teletype machines marking the start of that news service for the station; and Sims Guckinheimer, Transradio Press sales director. Representatives from all other local stations paid their respects, including Roger W. Clipp, WFIL general manager; E. Douglas Hibbs, WTEL president; Milton Laughlin, WHAT general manager. Ike Levy, WCAU vice-president; Samuel R. Rosenbaum, IRNA president and head of WFIL; Alex W. Dannenbaum Jr., WDAS sales manager. Benedict Gimbel Jr., WIP president, extended his greetings earlier in the evening during a WPEN remote pickup from a theatre lobby.

Special messages from prominent national figures, including President Roosevelt, were read during the special program arranged by Tommy Smith, WPEN program manager, with Bob Russell serving as master of ceremonies.

The new studios, all newly RCA-equipped, including a new Hammond organ, provide for two large studios, two smaller studios, master control room with space provided for an FM transmitter, and a news room on the top floor; the lower floor providing for Mr. Simon's offices, a reception room, general offices and an auditorium for visual broadcasts. For seven years prior, WPEN occupied the old Childs' mansion at 20th and Walnut streets.

OHIO FAIR POLL

Shows Soap Operas, News Preferred Listening

SERIALS and news programs are the favored broadcast fare of Ohio listeners, according to results of a survey conducted among 1,299 Ohio State Fair visitors by WBNS, Columbus. According to an aggregate compilation of first, second and third choices of program types registered by the sample group, which included persons living in the country, small towns and Columbus, quarter-hour serials and news broadcasts held better than a 2-to-1 preference over the third choice, variety shows.

Results of the poll, based on aggregate choices of program types were: serial, 956; news, 725; variety, 370; drama, 256; dance bands, 190; barn dance, 177; musical comedy, 162; quiz, 134; amateur, 108; baseball, 102; religious, 45; *Amos 'n' Andy*, 42; markets, 40; farm and home, 28; symphony, 27; women's programs, 13; organ, 7; *Pot o' Gold*, educational and presidential fireside chats, 1. The survey, as conducted by WBNS during the Aug. 24-30 fair, also was broken down to show station preference and favored listening hours.

THE brothers Lawrence K. and Donald B. Miller, treasurer and editor respectively of the *Berkshire Eagle*, Pittsfield, Mass., have applied to the FCC for a new 100-watt station on 1500 kc. in Pittsfield.

Horizontal Power Boosts on 3 Waves

Grants on 560, 890, 920 Kc. Pave Way for Treaty

PAVING the way for the impending Havana Treaty reallocation next March 29, the FCC at meetings in latter October authorized horizontal power increases for regional stations on three channels and granted other power boosts permissible under treaty provisions.

Qualified stations on 560, 890 and 920 kc., in the Class III-A category, were given horizontal boosts with directive antennas. In addition, WSPA, Spartanburg, S. C., a daytime station, was granted unlimited time on 920 kc., with 1,000 watts, using a directional. Operated in conjunction with the new 250-watt WORD by the Spartanburg Advertising Co., WSPA is expected to become the fulltime CBS outlet. Majority interest in WORD, now the CBS outlet, probably will be sold in line with the FCC policy against concentrated ownership in the same areas.

Grants on 920 kc.

At its meeting Oct. 15, the FCC granted WWJ, Detroit, a construction permit to increase its night power from 1,000 to 5,000 watts on 920 kc. This grant was followed Oct. 22 with similar power increases to KPRC, Houston; KFEL, Denver; WPEN, Philadelphia, and KOMO, Seattle, all operating on 920 kc. with 1,000 watts night.

Stations on 890 kc. likewise were given Class III-A status Oct. 22 with construction permits for 5,000 watts night power to WJAR, Providence; KARK, Little Rock; WMMN, Fairmont, W. Va., and WBAA, West Lafayette, Ind. The latter station was also given increased hours of operation from specified to unlimited time.

KRNT, Des Moines, key of the Cowles Stations, was granted a construction permit to increase its power from 1,000 to 5,000 watts fulltime on 1320 kc.

At its meeting Oct. 15 the FCC announced power increases to 5,000 watts on 560 kc. to WIS, Columbia, S. C., and WIND, Gary, Ind. WIND will use a directional antenna both day and night, while WIS will use a directional only at night.

WBRY, Waterbury, Conn., was granted a construction permit to increase its power from 1,000 watts to 5,000 watts fulltime on 1530 kc. KLPM, Minot, N. D., was granted a night increase from 500 to 1,000 watts on 1360 kc., unlimited time. KFKA, Greeley, Colo., was granted modification to increase its night power from 500 to 1,000 watts on 880 kc., sharing with KPOF, Denver.

WTJS, Jackson, Tenn., was granted a construction permit to increase its power from 250 to 1,000 watts and to shift from 1310 to 1360 kc. WTAW, College Station, Tex., operated by Agricultural & Mechanical College of Texas, was granted a construction permit to increase power to 1,000 watts day.

At its meeting Oct. 15, the FCC authorized local power increases from 100 to 250 watts for KVIC, Victoria, Tex., and WGOV, Valdosta, Ga. At its meeting Oct. 22 similar power increases to 250 watts were granted KFUN and KENO, Las Vegas, Nev., and KFOR, Lincoln, Neb.



IT WOULDN'T FIT ANYWHERE ELSE ON THE MAP



. . . neither would WKY

• No amount of work will fit Oklahoma into any spot on the map except the Southwest. WKY would be just as out of place in any other location. Its power in kilowatts could remain unchanged but its power to influence listeners has been built to the Southwestern pattern.

People in Oklahoma still have a lot of the pioneering spirit in them. They like the open road, the evening campfire, the restful music of the plains. WKY program builders take these facts into consideration.

As a result, dial twisting is a vanishing habit among radio listeners in Oklahoma. They keep tuned to WKY because of its twenty-year record of building programs of and for the Southwest.

And because Oklahomans like WKY and like the way WKY is programmed, sponsors continue using WKY year after year. They have found that its way of moving into more radio homes in the state than any other station is matched by the way it moves their products off dealers' shelves.

WKY OKLAHOMA CITY • NBC Affiliate • 900 Kc.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY ★ THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS KLZ, DENVER *(Under Affiliated Management)* ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

POWER


MONTANA
NORTH DAKOTA
MINNESOTA
MINNEAPOLIS
ST. PAUL
WYOMING
SOUTH DAKOTA
NEBRASKA
IOWA
UTAH
COLORADO
KANSAS
OKLAHOMA
TEXAS
NEW MEXICO

133500 Watt SIGNAL* WHERE IT IS MOST EFFECTIVE



KSTP

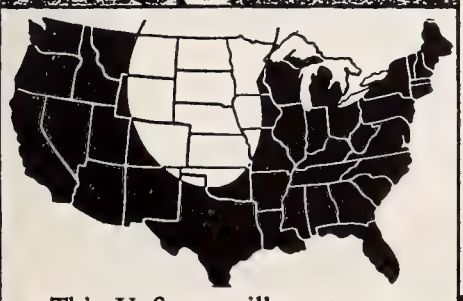
50,000 WATTS • CLEAR CHANNEL

★THIS TREMENDOUS SIGNAL STRENGTH TO MINNEAPOLIS AND THE WEST MADE POSSIBLE BY MOST ADVANCED DIRECTIVE ANTENNA ARRAY

KSTP's 50,000 Watts have been nearly *tripled* by *intensifying*—*directing*—and *concentrating* them. The unique KSTP directive antenna array can be compared with a giant floodlight aiming its powerful beam where it will serve the best purpose—giving nighttime dominance of the great Twin City and northwest trade area—one of America's "Big Ten" markets. The strategic location of KSTP's modern transmitting plant, plus this remarkable antenna array focuses this intense power in populous areas far beyond what you expect—*or pay for!* This antenna produces a signal which could be broadcast from an ordinary antenna only with 133,500 Watts power!

When you buy KSTP, you get *Clear Channel* protection—the *dominant audience* insured by our schedule of NBC Basic Red Network shows and top local programming—and *power equivalent to 133,500 Watts* in this rich market.

You get all this plus KSTP's exclusive *"Planalyzed Promotion"* at rates which give you *more listeners* at *less cost.*



This U. S. map illustrates proportionately the tremendous nighttime coverage of KSTP's

KSTP NBC BASIC RED NETWORK • MINNEAPOLIS • ST. PAUL

EDWARD PETRY & COMPANY • NATIONAL REPRESENTATIVES

GOING WEEKLY!
GOING WEEKLY!
JANUARY 13th!



YOU'LL like BROADCASTING Weekly. You'll like the lively news style that characterizes the magazine of the radio advertising industry. You'll like its accuracy, its compactness, its completeness. Added to that, you'll like the way BROADCASTING steps up its enviable pace of "hot off the griddle" news.

As for subscription rates, you're in for a pleasant surprise. While an increase of $2 a year goes into effect on January 1, 1941, you are invited to extend your present subscription NOW or enter a new one at the existing rates.

•

New Rate, **$5** per year - **$8** two years
Old Rate , **$3** per year - **$5** two years

(including Yearbook Number)







STRANGE GOINGS-ON resulted sometimes during R-Day, but Oct. 16 was a swell day for special events for all stations. At left Milkman-Registrant O. L. Blandford answers questions for Chief Registrar Joe Eaton, commercial director of WHAS, Louisville, while Announcer Howard Dorsey (center) and Production Manager Dudley Musson (upper right) record the proceedings for WHAS listeners. Both Eaton and Credo Harris, WHAS director, served voluntarily as registrars in local precincts, and Dorsey interviewed registrants at both their precincts, recording the scenes. Executives of WLAW, Lawrence, Mass., took over the announcing chore on the early-morning *Yawn Patrol*—to all appearances barely arriving in time. The pajama-clad trio in center photo includes (l to r) David M. Kimel, WLAW sales manager; Irving E. Rogers, general manager; David G. Jones, business manager. Down in Atlanta at WATL, women-folk made the wheels go 'round, as shown at right. While Mrs. Lucille Littleton (left), WATL accountant, gets transcriptions ready, Amanda Mason, receptionist, and Para Lee Brock, educational director, take a two-voice trick at the microphone. Riding gain in the control room in background is Jacqueline Jones, continuity editor.

WLAW Will Join CBS As Supplementary Outlet

WLAW, Lawrence, Mass., will join CBS Nov. 17 as a supplementary outlet, bringing the total of the network's affiliates to 122. The standard affiliation contract was negotiated Oct. 10 by Herbert V. Akerberg, CBS station relations vice-president, and A. H. Rogers, president and director of Hildreth & Rogers Co. WLAW recently was authorized to operate fulltime with 1,000 watts on 680 kc.

It is assumed the affiliation arrangement was made to strengthen the CBS position in New England, by virtue of the station's proximity to Boston and its newly acquired fulltime operation.

Filbert in East

J. H. FILBERT Inc., Baltimore (margerine and mayonnaise), has launched a new campaign of spot announcements which began Oct. 14 on WBT, Charlotte; WMBG, Richmond; WRC, Washington, and WBAL, Baltimore, through its newly-appointed agency, Courtland D. Ferguson Inc. Except in Richmond, where newspapers also are being used, radio is being employed exclusively and will be expanded.

DRAFT NEWS IS LEGAL
No. Prize Is Involved, FCC Attorney Finds

A CURBSTONE opinion by FCC Assistant General Counsel Joseph L. Rauh appears to have saved the day for the draft, the Army and the industry. Herb Hollister, alert head of KANS, Wichita, wired NAB President Neville Miller Oct. 23 as follows:

"We're in a honey of a dilemma. Draft lottery news cannot be broadcast without violating Section 316 of the Communications Act. Please pass the aspirin".

NAB Counsel Russell P. Place called Mr. Rauh. The learned barrister promptly ruled that the draft lottery is not a lottery within the meaning of the Communications Act since there is no "prize" element. No appeal is contemplated.

Beech-Nut Spots

BEECH-NUT PACKING Co., Canajoharie, N. Y., is running a spot campaign on more than 100 stations for Beechies and peppermint gum, using 15-second spot announcements on a varying schedule of from several times weekly to several times daily. Agency is Newell-Emmett Co., New York.

Announcerettes

WHEN Registration Day Oct. 16 took the entire announcing staff away from WFVA, Fredericksburg, Va., Manager Richard Field Lewis assigned comely Nan Winkler, his secretary, to do relief announcing. She did so well that the public demanded she be given a regular assignment, which Mr. Lewis says will be done. At WHMA, Anniston, Ala., an all-girl announcing staff was mustered to work the entire day of draft registration — and it proved to be a highly successful stunt.

Radio Aids the Red Cross

NBC, CBS and Mutual will launch the radio portion of the American Red Cross annual roll call on Nov. 10 with an all-star program starring Katharine Cornell, noted American actress, making her radio debut. Outstanding personalities donating their services to the broadcast are Leopold Stokowski conducting his orchestra; Clifton Fadiman, literary critic and m.c. of *Information Please;* Bob Trout, CBS ace commentator, and Raymond Gram Swing, MBS news analyst.

New Lewis-Howe Series

LEWIS-HOWE Co., St. Louis (Nature's Remedy tablets), through Stack-Goble Adv. Agency, Chicago, on Oct. 17 started for 52 weeks a contest program, *Fame & Fortune,* on 78 NBC-Blue stations, Thursdays, 8:30-9 p.m. (EST), with transcribed West Coast repeat on nine stations, 8:30-9 p.m. (PST). Featured is Tommy Dorsey's orchestra, with Connie Haines and Frank Sinatra, singers, and Pied Pipers, harmony group. Unknown songwriters submit their efforts to the program each week, with three numbers selected for broadcasting. Outstanding one is also published, with the writer receiving a standard royalty contract and $100 cash in advance. Writers winning second and third place weekly are awarded $25 each. Charles Bulotti is agency producer. Fred Cole, formerly of Boston, handles the announcer assignment. Richard A. Porter, vice-president of Stack-Goble Adv. Agency, was in Hollywood for the initial broadcast.

AS ONE of a series of programs broadcast in observance of radio's twentieth anniversary, the special features division of WOR, Newark, on Nov. 11 will describe from a plane the transit of the planet Mercury between the sun and earth.









MEN AND WOMEN alike had a busy time of it at radio stations all over the country on Registration Day, Oct.16. At left Boyd Braithwaite (right), of KIDO, Boise, Idaho, receives the first registration certificate from a local registrar. In second picture Lloyd Chapman (left), 24-year-old clerk in the traffic department of KDKA, Pittsburgh, takes the oath from a registrar as Announcer Bob Shield (center) holds a KDKA microphone. When WRVA, Richmond, Va., replaced all male announcers with feminine voices on R-Day, Deane Parker (in third photo), secretary to Irvin Abeloff, WRVA program service manager, took over the man-on-the-street session sponsored by Streitman Baking Co. At right, with the male staff members of KROD, El Paso, busy registering, Marjory Carter, director of women's features (left), and Mrs. Ed Talbott, wife of the chief engineer, handle a remote from one of the local registration scenes.

Educators Praise Radio's Place in National Freedom

Iowa U Conference Features Its Democratic Functions

RADIO'S role in educating and informing people in every walk of life becomes increasingly important as democracy is threatened by totalitarian powers. This premise and its application to the American people was the keynote of the first annual Conference on Applied Radio, held Oct. 17-19 at Iowa U, Iowa City. The conference was attended by 118 representatives of broadcasters and educational institutions and groups.

Highlighted by dedication of the new studios of the University-owned WSUI, the conference featured addresses by leading industry and educational figures and forum discussions on various aspects of radio as applied to different elements of the American population. Sounding the keynote in opening the conference Oct. 17, Dr. James Rowland Angell, NBC educational counselor, spoke on "The Place and Function of Radio in a Democracy." Dr. Angell pointed out that democracy must recognize free radio as a major instrument for meeting the revolutionary changes facing America today.

Not a Tool

"It is repelling to think that we must adopt totalitarian methods," he commented. "If a crisis comes to this country, radio is likely to be one of the first mediums of influence to be taken over. Radio must be kept clear. It must not become a tool of Government. Too often discussion is limited to a narrow phase of radio, such as criticism of commercial advertising, when actually the most important question is the maintenance of freedom of the air.

"The psychology of hearing a speaker is very different from reading the same words on a printed page," Dr. Angell concluded, after commending forum broadcasts as one of the best ways of presenting representative opinions fairly. "Spoken words can undermine the moral integrity which has always come through to save America in crises. When a nation's moral integrity is gone, it is quickly conquered. Thus, because radio carries the spoken word to millions, because it is a thing of tremendous power, it holds the key to a richer, more intelligent life, or to one that is poisoned at its roots by oppressive ideologies."

At the sectional meeting on farm broadcasting led by Ed Mason, farm program director of WLW, Cincinnati, Ray Anderson, of the *Cedar Rapids* (Ia.) *Gazette*, outlined his characterization of the farm audience.

"The farmer is keen, intelligent and can spot insincerity in a radio broadcast just as quickly as he can in print. This can be explained perhaps in the light of his position as the 'hub' of the nation. Political campaigns are directed at him, and he is a member of the largest single occupational group in America. As such he is industry's greatest potential customer.

"Farm audiences have seen the necessity of analyzing all information and opinions which come their way. Then, too, a farmer has time to think. As he rides a tractor or cultivator, he is by himself and depends upon his own judgment in deciding what is right and just. His trips to town are infrequent during the harvest season, and contact with outside opinions usually is made by radio. Hence broadcasters have a real responsibility in serving the farm population."

Audience Slants

Other speeches on the farm broadcast agenda included "How Technical Can the Farm Program Be?", by Charles Worcester, farm service director of WNAX, Yankton, S. D.; "The Farm Program of the Small Station in a Farming Community," by Clair Hull, director of WDZ, Tuscola, Ill.; "The Composition of the Regular Farm Program" by Arthur C. Page, farm program director of WLS, Chicago; "Build Farm Shows Without Regard to Urban Listeners?", by Phil Evans, farm service director of KMBC, Kansas City; "Farm News," by Herb Plambeck, farm editor, WHO, Des Moines; "The Ideal Program for Farm Women," Mrs. Elizabeth C. Wherry, of Wyoming, Ia.

Another sectional meeting, on "Building the Radio Audience," was led by Luther L. Hill, general manager of Iowa Broadcasting Co. Describing the present radio picture as a "Dr. Jekyll and Mr. Hyde" situation, J. Oren Weaver, director of public affairs of the CBS Midwest division, charged that sustaining features did not stand up to commercial programs, ob-

(*Continued on page 52*)





DEEP IN DISCUSSION on how to make the most practical use of radio, all these folks gathered in Iowa City Oct. 17-19 to participate in Iowa U's first annual Conference on Applied Radio. Taking part in the panel on farm broadcasting were (at left, l to r) W. E. Fulton, director of advertising, Oliver Farm Equipment Co.; Charlie Stookey, CBS farm director; Mrs. Elizabeth Wherry, farm woman and writer for rural publications; Herb Plambeck, farm editor, WHO, Des Moines; Phil Evans, farm service director, KMBC, Kansas City; Ed Mason, farm program director, WLW, Cincinnati; George Biggar, WLW program director. The chatty trio at right includes (l to r) Prof. A. Craig Baird, Iowa U; Dr. H. Clay Harshbarger, conference chairman and production director of WSUI, Iowa U educational station; C. A. Siepmann, of Harvard U, and former program director of British Bcstg. Corp., who was one of the principal speakers.

Radio Fraternity

OMEGA TAU ALPHA, professional-honorary radio fraternity devoted to recognition of academic and professional excellence in the field of radio arts, is interested in placing chapters in schools and universities offering work in radio, according to an announcement through the Federal Radio Education Committee. The fraternity is organized and chartered on a national basis. Full information may be obtained from Gary Burdin, Director of Broadcasting, Butler U, Indianapolis, according to the *FREC Service Bulletin.*

RADIO'S GROWING INDEPENDENCE

Industry Figures See Progress in Predicting Trends of the Next Few Years

RADIO'S growing independence will be its chief characteristic in the next few years, declared George C. Biggar, program director of WLW, Cincinnati, speaking on "Radio—the Fifth Five Years" Oct. 18 at Iowa U's first annual Conference on Applied Radio. The independence factor will become increasingly noticeable in program creation by stations, "professional" training for radio by schools, development of radio talent as such, rather than borrowing from stage and screen, and even establishment of radio as a news gathering agency, rather than relying on news services, Mr. Biggar prophesied.

Quoting frequently from various industry figures during his address, one of the principal speeches at the Iowa conference, Mr. Biggar after briefly tracing radio's "trial and error" development during its first 20 years launched his predictions for the future. Pointing to the necessity for taking the world situation into consideration in discussing radio's future, he prophesied that news would establish itself more firmly than ever as a major broadcast function. He declared there is "a genuine dearth of really good radio news-writers and broadcasters" and added that "we are bound to see more men specifically trained for this type of work".

Better Coordination

Quoting J. Leonard Reinsch, general manager of WSB, Atlanta, Mr. Biggar stated: "There is bound to be developed a refinement of our present manner of handling news. We will see closer coordination with the newspapers, the development of radio-adapted news services—all contributing to a change in radio news technique".

Pointing to increased public confidence in radio as a news source, he quoted Sidney N. Strotz, NBC vice-president in charge of programs: "I can even visualize radio in the next five years establishing itself as a news gathering agency instead of relying on the present news services."

Speaking of care in handling news, Mr. Biggar pointed out that with the times calling for the utmost discretion in news handling, reporting on the air, as in newspapers, must be accurate and unbiased. Radio cannot tolerate the inexperienced man who insists on inserting his own opinions and interpretations of news events, he commented, adding that "any man qualified to become a radio commentator should have maturity, background and understanding, coupled with years of study and practical experience in his field". Radio will continue to train many of its news writers, he continued, but specific news training in schools of journalism, plus practical newspaper experience, are essential if stations are to get the best jobs done.

"Radio has been criticized for lack of originality," Mr. Biggar continued in another vein. "One station was successful with an amateur show—and the amateur wave swept the country. The same thing happened with quiz and other audience participation programs. Every possible slant has been used to try to make the newest attempt 'different'. We shall probably always go through cycles of program types. It is no sin to imitate—particularly when one can improve upon the original. But I do think that more constructive program thought and creative effort on the part of stations would make for greater variety in radio's program fare—and make us more proud of our jobs".

Strip Show Problem

Recommending the creation of new types of shows, he alluded to the "soap opera" situation. "It is our job now to build musical, musico-dramatic or other types of daytime programs that will command as large and loyal an audience as the much-maligned 'soap operas'," Mr. Biggar declared. "If we test them and prove that our new originations can do as good a job—or better—than script shows, we should have little trouble in selling them".

Illustrating, he quoted Frank Conrad, recently of McCann-Erickson, New York: "If there is any real change in program tastes during the next five years, I wouldn't be surprised to see it in the daytime strip shows. We had a very interesting experience in that in sponsoring a musical program with

(*Continued on page 84*)

WRVA *plus* MEANS LEADERSHIP IN VIRGINIA!



√

WRVA COVERS RICHMOND AND NORFOLK!

√

WRVA IS VIRGINIA'S ONLY 50,000 WATT RADIO STATION— NIGHT AND DAY!

√

WRVA IS COLUMBIA AND MUTUAL!

PAUL H. RAYMER CO.
National Representative

C. T. LUCY, *General Manager*

WRVA 50,000 WATTS

RICHMOND "VIRGINIA'S PREMIER RADIO STATION" **NORFOLK**

Hearing on WGY Cancelled by FCC

WWL Granted Postponement; Renewal Is Given WHCU

WITH the termination of its arrangement with NBC for program and sales management of WGY, Schenectady, the General Electric Co., licensee of the station, was given a regular licensee renewal by the FCC Oct. 22 after having been cited for hearing to determine whether the management contract violated the Communications Act.

Wiping the slate clean, the FCC granted the petition of WGY for reconsideration and grant without hearing. It cancelled a hearing scheduled originally for Oct. 21 but postponed until Nov. 7 by Commissioner Norman S. Case on special motion before the FCC acted on the petition to reconsider.

WWL Postponement

Governor Case, presiding on the Motions Docket Oct. 18, also granted to WWL, New Orleans, postponement of its hearing on a purported management contract, pending action on its motion for reconsideration and grant of the renewal. The postponement was for 30 days to Dec. 12. WWL is licensed to Loyola University but operated by the WWL Development Co., created by the University as its operating company.

The FCC on Oct. 16 issued an order granting the petition for reconsideration of WHCU, Ithaca, N. Y., also cited for hearing under the management contract study. The order said that since the contract of April 1, 1938 between Cornell and the *Elmira Star-Gazette* has been cancelled and since the existing contract between Cornell and CBS is in the usual chain affiliation form, the petition for reconsideration without hearing was granted and the hearing cancelled and WHCU was accorded a license renewal.

In commenting on the CBS affiliation of WHCU, the FCC pointed out that the general subject of chain affiliation contracts now is being studied and that any decision or opinion with respect to the existing contract between the University and CBS "should be reserved until consideration and action by the Commission upon the entire subject of chain broadcasting agreements."

Still awaiting hearing are the purported management contracts involving WAPI, Birmingham, and WGST, Atlanta. Four Westinghouse stations already cited because of their NBC contractual relationship were given regular renewals two months ago [BROADCASTING, Sept. 15].

Railroad Returns

ILLINOIS CENTRAL RAILROAD Co., Chicago, on Nov. 3 returns to the air *Cameos of New Orleans*, a weekly quarter-hour live talent dramatic program, Sundays 2:30-2:45 p.m. Contract is for 18 weeks over 10 NBC-Red stations including WMAQ WTAM WIRE WTMJ KSTP WHO WOW KSD WTAM WSMB. Program was heard last year over WMAQ with live talent and over a number of other midwestern stations on records. Caples Co., Chicago, handles the account.

Swartley Named WBZ-WBZA Manager; Conley, Webb Given Fort Wayne Posts

FOLLOWING the company policy of merit promotions, Lee B. Wailes, manager of broadcasting of Westinghouse Radio Stations, has announced the appointment of W. C. (Bill) Swartley, manager of WOWO - WGL, Fort Wayne, as general manager of WBZ - WBZA, Boston - Springfield. John B. (Steve) Conley, WOWO - WGL office manager and auditor, was named to succeed Mr. Swartley at Fort Wayne.



Mr. Swartley

Concurrent with the new managerial assignments, Mr. Wailes announced the appointment of Frank V. Webb, formerly manager of KTMS, Santa Barbara, as sales manager of WOWO-WGL. He succeeds Ford Billings, who resigned to join WCKY, Cincinnati, as sales manager. Named auditor of KYW, Philadelphia, was Albert H. Bates, member of the Westinghouse accounting department at East Pittsburgh. Mr. Bates succeeds J. F. M. Proulx, who recently left the company. All assignments, announced in mid-October, were made immediately effective.

Swartley Succeeds Callahan

Mr. Swartley succeeds Vincent F. Callahan, who had headed the Massachusetts station since last July. Mr. Callahan has not made known his immediate plans.

Mr. Swartley has been manager of the Fort Wayne stations for the last 2½ years. A native of Pennsylvania, he was graduated from Cornell in 1930 with a degree in mechnical engineering. Later that year he joined Westinghouse, taking the company's student sales course. His first assignment was in the industrial relations department. Later he was detailed to the staff of the vice-president in charge. His next job was in the office of the president in Pittsburgh, handling



Mr. Conley



Mr. Webb

administrative work. In 1938 he went to Fort Wayne and immediately became active in the city's civic affairs. He holds a commission as first lieutenant of ordnance in the Army Reserve.

Steve Conley, also a Pennsylvanian, received his B.S. degree in business administration from U of Pennsylvania. He entered Westinghouse in 1925, beginning in the Accounting Department and was manager of the tabulating section at the time of his transfer to Fort Wayne when Westinghouse assumed operation of the stations. During his four years in Fort Wayne, Mr. Conley has carried on many business activities beyond his duties as auditor of the stations. He was a sergeant of a machine-gun company in France during the World War.

Mr. Webb was born in Mexico City, and attended Kent College. Before joining KTMS he was assistant advertising manager of the Santa Barbara *News-Press*. Previously he had spent five years in the advertising department of the *Arizona Republic & Gazette* in Phoenix and for a time was advertising manager of the *Prescott* (Ariz.) *Journal-Miner*.

Mr. Bates, formerly of Pittsburgh is a veteran Westinghouse man, having been with the company since 1926. His first job was in the radio engineering department where he remained until 1929. He was then transferred to the financial accounts division, where he worked until his promotion to the position of KYW auditor.

Scholarships in Radio Are Awarded by WLW

WLW, Cincinnati, cooperating with the Cincinnati College of Music, on Oct. 18 announced the awarding of 15 scholarships in radio training in the College's radio department to young people in the Cincinnati area. The scholarships, valued at $100, entitle winners to a year's tuition in residence at the school [BROADCASTING, Oct. 15]. Final awards were announced by Joseph Ries, WLW educational director, after preliminary auditions and eliminations.

Each of the scholarship winners is entitled to study three of the four courses offered in the radio department. Courses include acting, announcing, production and sound effects, all in charge of WLW staff members. Originally 10 scholarships were offered in the competition, but later the number was increased to 15.

WKGA are the call letters assigned by the FCC for the new station in Tampa which it recently authorized the *Tampa Tribune* to erect [BROADCASTING, Sept. 1].

Buck With Bow

LAST LAUGH on ribbing colleagues came in mid-October to Chester Brown, engineer of WTMJ, Milwaukee, when he returned from Manitowish, Wis., with a 140-pound buck bagged with bow and arrow. The deer was brought down with a broadhead arrow from 40 yards after a stalk through a cornfield, according to Archer Brown.

Blackstone Plans Spot

BLACKSTONE PRODUCTS Co., New York, which recently appointed Raymond Spector Co., New York, as its advertising agency, is planning an enlarged spot campaign for Blackstone's Aspirin and Aspirtone to start early in November. Locally established quarter and half-hour shows on 30 to 50 stations will be used to reach the rural market, particularly in the Southeast and Middle West.

O'Fallon Explains ASCAP Position

Clarifies 'Check Sheet' Used In Copyright Campaign

INDIGNANT over reports that ASCAP purportedly is circulating a "check sheet" on program originations of KFEL, Denver, designed to show that the station is performing ASCAP music despite its purported effort to operate without such copyrights, Gene O'Fallon, KFEL manager, Oct. 18 wrote ASCAP to clarify his station's position.

In a letter to Herman Greenberg, ASCAP assistant general manager in New York, Mr. O'Fallon said information had reached him that ASCAP may be using certain information regarding musical content of KFEL originations "in your contact with other stations". He said he assumed this "check sheet" information was being used in ASCAP sales talk to offset the effect of KFEL's announced policy of restricting use of ASCAP music since last July. So ASCAP and all stations may have all of the facts, Mr. O'Fallon said that for the duration of the station's existing ASCAP license period, or until Dec. 31, "we shall make whatever use we desire of ASCAP music in conformity with our license—we have been doing so and will continue to do so until Dec. 31."

Can't Be Forced

The plain facts, Mr. O'Fallon recited, are that KFEL has eliminated practically all ASCAP music from local program originations since last July but that there have been some instances where it was advantageous to perform occasionally an ASCAP composition. A typical instance, he said, is on a commercial program for a roller skating rink in which the station has permitted the agency to select the music. "The fact that this rink employs an organist who has been in the past, and perhaps may be at present, employed as an ASCAP spotter for infringements may have something to do with the selection of certain ASCAP compositions for its programs."

Mr. O'Fallon said that KFEL is concentrating upon non-ASCAP music because ASCAP has claimed that performance of music by radio has been injurious and that radio has "killed your tunes". While he does not acknowledge this effect, Mr. O'Fallon added he had "no desire to injure your compositions".

Secondly, he said the station's policy is to give listeners the opportunity of becoming familiar with music other than that controlled by ASCAP prior to the expiration of the ASCAP license. He emphasized he did not intend to renew with ASCAP because it "has consistently refused to permit us to purchase any portion of your service without requiring us to pay for the use of your entire catalog. Probably you have the right to dictate the terms upon which we can use your product, but we don't see how you can force us to use it if we don't like your terms."

Answering the ASCAP contention that radio performances have ruined its music, Mr. O'Fallon said it was his contention that radio performances have built it up. BMI was created as another source of supply to support the broadcaster's contention.

"almost indispensable"--at WLAC,

NASHVILLE

The Hammond Novachord

Earns Its Way Immediately

. . . at WLAC, Nashville



WLAC features the Novachord on daily sustaining and sponsored programs.

Success of its powerful, new appeal in radio is demonstrated by the Novachord's record at WLAC, Nashville.

Almost immediately after its delivery to the studios, the Novachord was sold to new sponsors as the feature of new programs for WLAC. Listeners were quick to respond. They wrote in, praising the beautiful tones and the versatility of this marvelous instrument.

In your own radio productions, you can make immediate, profitable use of the Novachord. You will find its amazing versatility . . . its remarkable ease of playing . . . will give your staff musicians a new interest and a new appeal!

See the Novachord. Hear it. And try playing it! Just look in your classified telephone directory for the name of your Hammond dealer. Or, for the Portfolio of Novachord Experience in Radio, write to: Hammond Instrument Co., 2989 N. Western Ave., Chicago. In Canada: Northern Electric Co., Ltd., Montreal.

"We have found the Novachord to be one of the greatest of musical instruments and its addition to the WLAC daily program schedule has aroused much favorable comment. Its versatility makes the instrument almost indispensable. We use it both as a solo instrument and for solo accompaniment. We find that it blends perfectly with other musical instruments, as well as being capable of taking any part or the lead.

"We were the first station in this area to add the Novachord to our group of musical instruments and now feel that it is almost indispensable."

(Signed) J. T. Ward



Play the Novachord as you would a piano . . . to bring forth beautiful piano-like tones. Then, turn the Tone Selectors . . . to bring in effects of string quartette, flute, guitar, trumpet and dozens of others.

See...Hear...Play

The NEW Idea in music—by the Makers of the Hammond Organ!

THE HAMMOND Novachord

at the Hammond Organ Studios, in the HAMMOND BLDG., 50 W. 57th St., New York

Court Reaffirms Campaign Rights

New York Ruling Nullifies Communists' WSAY Suit

REEMPHASIS of a radio station's right to withhold use of its facilities by a political organization or candidate not legally qualified under State regulations was voiced Oct. 16 by the New York State Supreme Court. The ruling, handed down by Justice John VanVoorhis, effectively nullified a suit entered by the Communist Party of Rochester and Monroe County, N. Y., to compel WSAY, Rochester, to restore to the air the Communist organization's series of quarter-hour Sunday afternoon broadcasts.

In his ruling Justice Van Voorhis denied the Communists' motion for a temporary injunction on the finding that the contract entered into last June beween the Communist Party and the station owner, Gordon P. Brown, for 13 political broadcasts permitted cancellation by either the station or the Communist Party on two weeks' notice. Although WSAY counsel maintained that members of the Communist Party involved were not legally qualified candidates, the judge held that the complaint involved only the contractual provisions and did not extend to the Federal statute requiring equal facilities for all qualified candidates. However, Justice VanVoorhis pointed out that it has been generally understood that except insofar as it binds itself by contract, and provided it does not contravene the law regarding equal opportunities to qualified candidates, a broadcasting station "has the right to select what programs it will transmit and to reject such as it chooses".

Had Carried Six

After six broadcasts the station on Sept. 20, two days before the next scheduled program, notified the Communist group no further broadcasts under the contract would be permitted. The suit for a permanent injunction against the station asked that Mr. Brown be commanded to permit the remaining broadcasts for which the group had contracted. As only three of the broadcasts remained on the rejected schedule at the time of the ruling and the litigation would be merely academic after the November election, counsel for the party group indicated the decision ended the suit.

The evening of Oct. 16, shortly after the decision was handed down WSAY broadcast a special announcement of the ruling. Speaking on behalf of the station management, Mort Nusbaum, WSAY commercial manager, briefly explained the background of the case and noted the Supreme Court ruling. Countering accusations that the station was "depriving people of the right of free speech", Mr. Nusbaum declared: "On this very day when 16,000,000 of America's finest men are signing what amounts to a supreme declaration of loyalty to the United States government, it does not seem to us to be violating the Constitution when we prevent speakers from insinuating anti-American doctrines into American minds."



JUST BEFORE leaving for New York headquarters Sidney N. Strotz, NBC vice-president recently appointed program director of the network, on Oct. 15 held a final conference with three of the men he left in the NBC central division in Chicago. Going over some central division business are (l to r) Paul McCluer, new manager of the NBC central division Red Network sales department; Harry C. Kopf, new manager of the NBC central division; E. R. Borroff, new manager of the NBC central division Blue Network sales department, and Mr. Strotz, formerly in charge of the central division.

RADIO AND MRS. ROOSEVELT

Air Earnings Far Over $100,000, All for Charity; Says Biography by Ruby Black

RADIO EARNINGS of Eleanor Roosevelt during her tenure as First Lady of the land total well over $100,000, based on a statement of her income from broadcasts appearing in the recently-published biography, *Eleanor Roosevelt*, by Ruby Black, Washington newspaper-woman [Duell, Sloan & Pearce, New York, $2.50]. According to Miss Black's volume, Mrs. Roosevelt from May, 1934, to Dec. 31, 1939, turned over $99,410.03 in radio income to the American Friends' Service Committee.

This sum does not include the 13-week series on NBC-Red Mrs. Roosevelt completed July 25 for Manhattan Soap Co., the income for which went directly to her and, after tax payments, was turned over to philanthropies of her own choice, disbursed chiefly through the Friends' organization. Neither does it include earlier income from her broadcast activities, dating from her first radio appearance for pay shortly after the 1932 election. Although no definite figures have been available on the amount of this income, it is thought the total may be about $150,000.

Quick to Learn

The First Lady's progress as a radio personality is traced at some length by Miss Black. "During this time (1934 to 1939), she was slowly developing a radio technique," the writer comments. "Her series for the Selby Shoe Co. provided her best training. She wrote and rewrote, with aid. She rehearsed constantly and faithfully, under skilled direction, went over and over her script to make it fit the time allotted, down to the last second. She also took lessons in speech to learn how to breathe properly and to keep her voice from skidding up into the higher registers. Those who worked with her commented on her ability to start as an unskilled amateur and skip the intermediate stages to the finished product.

"She always worked just like any other radio speaker. After the wedding of her son, Franklin Jr., to Ethel duPont, she went in the rain to Wilmington, about 10 miles away, to make her regular broadcast, before returning about 15 miles to Owl's Nest, the Eugene duPont home, for the wedding reception. On other occasions, she went back to radio stations at midnight to rebroadcast her programs for the West Coast.

"Mrs. Roosevelt never let her radio programs interfere with her White House duties or her work with Governmental agencies. When she was, for example, in a remote area like the Arthurdale homestead, she delivered her radio programs by long-distance telephone, sharing with the sponsor the cost of remote control arrangements. She always specified in her contracts that such arrangements would have to be made, on occasion, and plans both for the budgeting of the cost and for the mechanical set-ups were made well in advance."

Co-Op Sporting Discs

SPORTING ARMS and Ammunition Institute, New York, association of ten chief manufacturers of sporting equipment, has a transcribed series on 10 stations to popularize shooting, sports and game restoration. For 10 weeks, the twice-weekly series, *Shooting Adventures of Famous People*, is broadcast coincidentally with the local hunting season. Account is split between BBDO, New York, and D'Arcy Adv. Co., St. Louis, each of which bought half the time. Stations are KVOO WSB WAPI WLW WMC WWL KMOX WDAF KLRA WCCO.

Network Originations Sought by Philadelphia

PHILADELPHIA musicians' union has enlisted the support of George W. Elliott, secretary of the local Chamber of Commerce, to induce local agencies and national advertisers sponsoring network shows to originate their programs in Philadelphia. It is pointed out that while local agencies place a great number of national accounts and many local industries have long sponsored network shows, there is not a single program originating in Philadelphia. Except for the Philadelphia Orchestra concerts, at one time cooperatively sponsored by banking groups, and a single Atlantic Refining Co. program when it first went on the air, local agencies and sponsors have continually detoured local stations as originating points.

Apart from the employment opportunities it would provide locally, the campaign is directed as a matter of civic pride. It is pointed out that the prohibitive standby fees for musicians, which caused local advertisers and agencies to go out of the city to originate shows, have been practically abolished. Initial attention will be directed at Campbell Soup Co., RCA Mfg. Co., Philco Radio & Television Corp., Westinghouse Electric Co., DuPont's Sun Oil Co. and Atlantic Refining Co., all of whom are identified with radio sponsorship and have plants in the local area.

MBS Co-Op Sponsors

SINCE Dorothy Thompson started her weekly series on MBS titled *Personalities in the News* on Oct. 6, five sponsors have joined the group cooperative advertisers, making a total of 14 sponsors on 22 stations [BROADCASTING, Oct. 15]. New sponsors and stations are: Pilot Radio Corp., WAAB, Boston; Southern Bank of Norfolk, WGH, Newport News, Va.; George T. Broadnax (jeweler), WMPS, Memphis; Loveman, Berger, Titlebaum (department store), WSIX, Nashville; Chrysler Dealers, WFIL, Philadelphia; Par Soap Co., Oakland, Cal., on the eight California stations KHJ KGB KDB KFXM KMPC KVOE KXO KVEC.

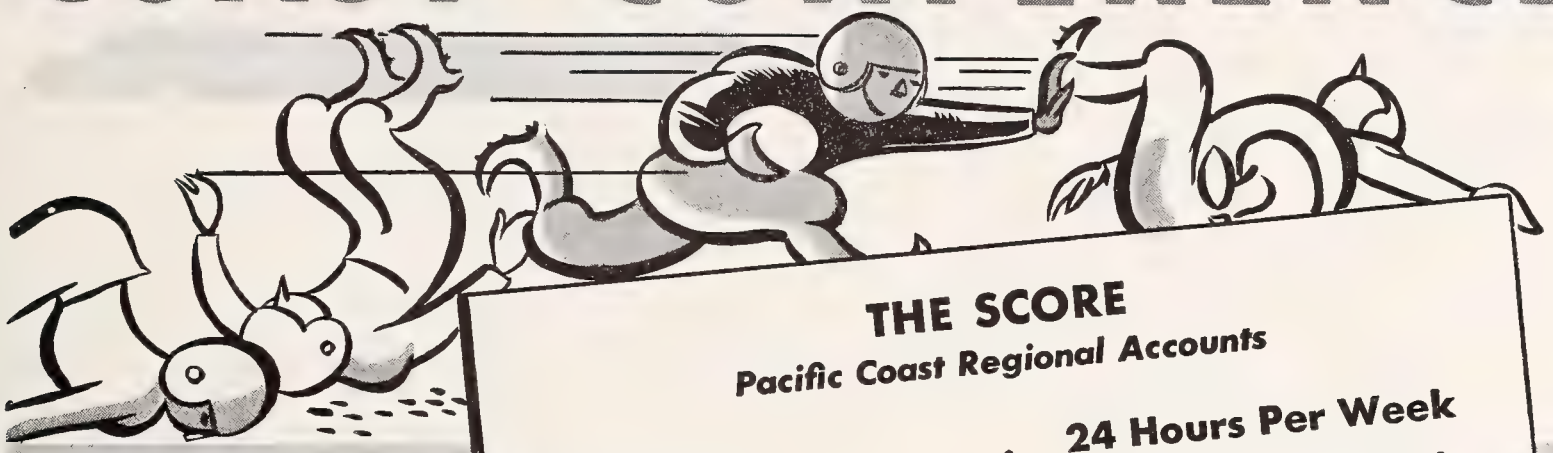
Farm Series Returns

DR. HESS & CLARK, Ashland, O., is sponsoring for the third successive year a series of five-minute thrice-weekly transcriptions on 12 stations west of Chicago to advertise livestock and poultry remedies. The series, titled *Sam Guard Talks*, features the editor of *Breeder's Gazette* in talks on farm topics and farm anecdotes. Account is handled by N. W. Ayer & Son, New York. Stations are WKY WNAX KFAB KFEQ WJR KFH WHO WLS KSTP WIBW KMOX WLW.

Paramount on CBS

PARAMOUNT PICTURES, New York, advertised the movie "World in Flames" on 116 CBS stations Oct. 26 and 150 MBS stations Oct. 24, with quarter-hour evening programs. The film, released Oct. 23, was promoted on CBS by a news broadcast featuring Elmer Davis and Major George Fielding Eliot. On MBS, Commentators Raymond Gram Swing and Wythe Williams discussed the picture. Agency is Buchanan & Co., New York.

DON LEE WINS THE COAST CONFERENCE



THE SCORE

Pacific Coast Regional Accounts

DON LEE	24 Hours Per Week
Network B	9 Hours Per Week
Network C	5¼ Hours Per Week
Network D	½ Hour Per Week

Don Lee carries better than 50% more regional advertising on the Pacific Coast than all other networks combined.

DON LEE SCORES AGAIN!

In a year when upsets seem to be the rule, it's perfectly natural for Don Lee to break through with the year's most exciting win . . . the championship of the Pacific Coast Conference. But was it an upset? How could Don Lee miss with the strongest and largest team (31 stations . . . one within 25 miles of every radio family on the Pacific Coast) . . . with the *only* aerial attack that reaches every home on the Pacific Coast. No wonder Don Lee rolled up a much larger score in regional network business than all the other Pacific Coast teams combined (note the score board for actual figures). And do the rooters love it! They're the boys who judge results by actual sales. Is it any wonder that the Pacific Coast dealers and distributors (the local experts, who *really know* the local teams) prefer Don Lee when Don Lee plays the kind of ball that brings action at the cash register.

MUTUAL **DON LEE** BROADCASTING SYSTEM

1076 W. 7th St., Los Angeles, Calif.
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
Affiliated with Mutual . . . Represented by Blair

THE NATION'S GREATEST REGIONAL NETWORK

FCC Simplifying Routine Methods

New Procedure Designed to Eliminate Bottlenecks

CONFRONTED with a bottleneck in its technical divisions which resulted in the piling up of routine broadcast applications, the FCC Oct. 19 announced streamlining of procedure for examination of broadcast applications "with a view to more orderly and expeditious handling".

Heretofore the engineering, accounting and legal departments have separately handled broadcast applications, whatever their nature. Under new procedure the FCC announced that, so far as possible, consideration of applications will be handled simultaneously in these departments. While no actual figures are available, it is estimated that more than 100 broadcast applications have been stymied in the Law Department, after having cleared through engineering and accounting.

Acknowledgment Cards

The FCC said methods of operation of each of the individual units responsible for review of applications are being studied with a view to speeding up the work. The FCC announcement continued:

"The secretary of the Commission has been directed not to regard applications as formally filed with the Commission until they are in his hands, duly executed, and complete with respect to the answering of all required questions. Under the new procedure, an acknowledgment card will be sent to the applicant immediately upon receipt of the application.

"If it is necessary to return the application for the correction of formal defects or to enter into correspondence with the applicant with regard to correcting his application in respect of any matters of form, the applicant will be notified that his application is not in form for consideration by the Commission and that the application will not be shown on the records of the Commission as officially filed until the formal defects specified in the letter of notification have been corrected. Upon the return of the application in proper form, a file number will be assigned and the application will take its place in the regular order for consideration."

FIFTH AVENUE'S CROSS-ROADS

Blend of Village and City Items Provides Formula For Success Program on WJZ

MIX THE INTIMACY of small-town talk with carefully selected news that will interest a sophisticated feminine audience in an area where you can walk down a few blocks of Fifth Avenue and bump into a dozen unheralded celebrities —and you have most of the formula for a big-time sponsor-participation program for New York women.

Which, with the addition of a sparkling personality, accounts for the success of *Woman of Tomorrow*, one of New York's big local programs, developed by Alice Maslin, the "Nancy Craig" who conducts the program five mornings a week, 9-9:30 on WJZ.

The program has just turned a birthday, having risen in its brief two years from commercial nonentity to a gross of more than $10,000 a month.

Small-Town Slant

The *Woman of Tomorrow* is essentially a small-town idea that came to the big city of New York. It had its origin in the conviction that the women of 5,000,000 radio homes in WJZ's area were every bit as much housewives as the mistress of the house next door in Seattle or Schenectady. She might be an apartment dweller in Manhattan or a suburban matron in Bronxville, but her interests in making a home liveable and in pleasing her family were pretty likely to parallel those of the women of Rockville.

Sponsor - participation wasn't new. It had been tried and worked sucessfully in many other parts of the country. The trick lay in finding just the right shade of the basic idea for a sophisticated audience in New York's news-saturated metropolitan area.

After much consultation between Miss Maslin, the sales staff of NBC and its program officials, she went on the air with the program Sept. 26, 1938. The series was given 13 weeks to make good; in other words, three months to lure the first sponsor into the fold.

Actually, the series did much better than that. Within six weeks it had its first sponsor. Pond's hand preparation, Danya, was first advertised on the program on Oct. 31. Knox Gelatine quickly followed.



ALICE MASLIN

By the end of the first 13 weeks, *Woman of Tomorrow* had five sponsors. Currently, 16 advertisers are sponsoring the program. Mail response has risen from 3,566 letters in October, 1938 to 57,980 letters in April, 1940. The first six months yielded a gross of $28,140; 1940's first six months billings totaled $64,400.

Service First

Miss Maslin says that the program is essentially a "service" feature. "The aim of the series is always to keep a step ahead of the times," she says. "I try to give information that is available today on methods and materials that will be used tomorrow. In that way we arouse the home-maker's interest and curiosity in new things so that, given the initial stimulus, she will go on by herself to learn more.

"During a week's time I try to cover every subject of general interest to women."

Miss Maslin, for all her youthful zest and appearance, is no Johnny-Come-Lately to radio. She has been with NBC since 1937, having triumphed in auditions that included nearly 50 women. The qualifications were the ability to attract a large woman's audience and an understanding of the advertiser's problems.

Back beyond her experience with NBC lies a dozen years with KMOX, St. Louis. She joined the KMOX staff as program director in 1925, and for seven years thereafter she was responsible for the production of more than 16 hours of sustaining and commercial programs a day. Her duties included the development of the continuity and talent bureau departments. She has also taken part in several transcribed series, and for a time was program director for the American Broadcasting Co.'s transcription studios.



THROUGH the control-room window William Rabe (seated, right), vice-president of Manufacturer's Trust Co., New York, watched opening of the bank's *News of the World* on WABC, New York. Program is heard four quarter-hours a week. Standing by Mr. Rabe is Frank White, CBS treasurer, with George Allen (standing, center), WABC program director, script in hand, watching studio proceedings.

Infringement Suit Dismissed

SUIT by Joseph John Davilla against NBC, CBS, WOR, WMCA, Warner Bros. and a long list of music publishers, authors and composers was dismissed Oct. 22 in New York Federal Court by Justice Samuel Mandelbaum. Plaintiff claimed that his song "If I Were a Spider and You Were My Fly," written in 1918 was infringed by "The Desert Song," written by Sigmund Romberg, Oscar Hammerstein II and Otto Harbach, and sought an injunction and $250 damages for each public performance of the piece.

Food Time Sales Of CBS Rising

Gain of Over 50% Is Shown In Nine Months of 1940

BILLINGS on CBS by advertisers in the food industry for the first three-quarters of 1940 total $9,608,256, the network reports, which is an increase of 53.3% over the same period last year and only $80,000 short of the 12-month total of $9,688,774 spent on CBS in 1939. With this percentage increase and the increased schedules already planned by leading food sponsors for the next two months, it seems very probable that the food industry will far exceed last year's total and easily continue in top position among CBS network advertisers.

During the first nine months of 1940, Campbell Soup Co. and General Foods Corp. maintained their position as the two leading food advertisers on CBS and showed large increases in their expenditures from January through September, 1940. Last year the two companies' total billings on CBS were $5,444,250, and so far this year it looks certain that each company will cross the $4,000,000 mark in billings—establishing a record in both instances for food advertisers.

Far Ahead of 1939

Campbell Soup, which started using CBS in 1934, devoting 100% of its radio advertising budget of $205,800 to CBS exclusive of talent, has in 1940 spent more in the past nine months on CBS than its entire network radio outlay for 1939. With billings thus far of $2,912,434, the company is running 121.4% ahead of its budget on CBS for the same period last year, and some $200,000 more than its radio budget for 1939 on all networks. General Foods, with seven programs on CBS, has spent $2,760,664 on CBS for the first nine months of 1940, an increase of 44.2% over the same period last year, and on Oct. 7 added two more daytime programs to its CBS schedule.

At the end of September, 1939, there were 18 food advertisers on CBS, while thus far this year there are 21, a 16.7% increase. These 21 sponsors have presented 36 programs, or 20% more than the 30 presented in 1939.

Food sponsors and their programs currently on CBS are:

Bowey's Inc., *News and Rhythm;* California Fruit Growers Exchange, *Sunkist Presents Hedda Hopper's Hollywood;* Campbell Soup Co., *Campbell's Short Short Story, Amos 'n' Andy, Martha Webster, Fletcher Wiley, Lanny Ross;* Continental Baking Co., *Pretty Kitty Kelly, Marriage Club;* Corn Products Sales Co., *Society Girl;* Florida Citrus Commission, *Mary Margaret McBride;* General Foods Corp., *We, the People, Kate Smith Hour, Kate Smith Speaks, My Son and I, Joyce Jordan, Girl Interne, Young Dr. Malone, Kate Hopkins, Portia Faces Life;* General Mills, *By Kathleen Norris;* Ironized Yeast Co., *Court of Missing Heirs;* Lever Brothers Co. (Spry), *Aunt Jenny's Real Life Stories;* Pet Milk Sales Corp., *Saturday Night Serenade, Mary Lee Taylor;* Procter & Gamble Co., *Right to Happiness;* Best Food Co., *We the Abbotts;* Thos. Lipton, *Helen Hayes Theatre.*

NBC Gets Game

NBC, utilizing 152 stations, has been given exclusive broadcast rights to the Pasadena, Cal., Rose Bowl football game and the preceding Tournament of Roses parade. This will mark the first time that local Los Angeles area stations have been eliminated. NBC, it is understood, will give considerable advance publicity to the double event.

THE GREATEST VALUE WE'VE EVER OFFERED!

12 Months' Subscription to "Hollywood Headliners" with Stella Unger

AT A COST OF ONE MONTH'S NBC THESAURUS SERVICE

FREE BONUS! *8 trial programs will be sent to NBC Thesaurus subscribers without cost—for either commercial or sustaining use!*

Here is a money-making opportunity for local stations that hits a new high in value! . . . "Your Hollywood News Girl"—the amazingly versatile and successful Stella Unger—is now available in an NBC recorded program at a bargain cost that will make your eyes glisten.

156 Programs—A full year's subscription to her highly popular show is yours for the price of just one month's NBC Thesaurus service. This means 156 programs—3 a week for 52 weeks!

This is a program you'll have no trouble at all selling for sponsorship—because it has proved it can produce big sales results for leading radio advertisers. As a sustainer, it's a top-notch audience builder. "Hollywood Headliners" can be programmed as a 5-minute show, or it also may be used with NBC Thesaurus music as a 15-minute program.

That Bonus Offer—As a bonus to present NBC Thesaurus subscribers, we are sending 8 trial programs free—plus a special opening and closing announcement record! These recordings may be used until December 1st—and Thesaurus subscribers have options in their markets till that date.

Promotion and Merchandising—As a part of the promotional material available to all "Hollywood Headliners" subscribers, NBC includes a special series of recorded advance announcements and a sales presentation by sales-minded Stella Unger herself, addressed to commercial prospects. Get full details on this sensational value, today!



NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

RCA Building, Radio City, New York • Merchandise Mart, Chicago • Sunset and Vine, Hollywood

Uncle Sam Scans Savings-Loan Program

Federal Analysis Reveals Power Of Radio

UNUSUAL, indeed, is the news that Uncle Sam has made an analysis of an advertising medium and its effective use in promoting a particular industry. For several months the Federal Home Loan Bank Board has been studying use of radio advertising by savings and loan associations, under direction of Howard Acton, public relations director. This first comprehensive Federal analysis shows, Mr. Acton says, that the industry is discovering it must acquaint the public with the services it renders. Each year it is spending larger sums for this purpose, but only in the last year or so have radio allocations amounted to much. The article, published in the October issue of the *Federal Home Loan Bank Review*, indicates that radio can play an important part in the development of the sound growth of savings and loan associations throughout the country.

ON THE BASIS of returns from over 1,200 savings and loan members of the Federal Home Loan Bank System to the third annual "Hunt for Facts" questionnaire distributed by the Department of Public Relations, it was found that during 1939 approximately one association out of every five was using radio to obtain new business. This, combined with the fact that the proportion of the savings and loan advertising dollar spent on radio increased from 8.1 cents in 1938 to 10.5 cents last year, indicates growing interest in this form of business promotion.

To provide association executives with pertinent data on the use of this comparatively new field of savings and loan advertising, a special analysis has been prepared of the 240 institutions which reported using this medium in 1939 (Table I). Information extracted from the schedules of these associations was classified according to the amount of money spent for radio, the duration of the campaign, the savings and loan features emphasized, the type and length of program, the frequency of broadcast, and the choice of day and broadcast period. No attempt is made to draw rigid conclusions from the material which covers the experience of only one year, but it is obvious that there are several definite relationships between these factors and the effectiveness of the results achieved from radio advertising.

Results Analyzed

The 240 member associations of the Federal Home Loan Bank System included in this survey broadcast from 163 different cities and towns in 41 States as shown in the map on the opposite page. Of these institutions, more than 40% indicated receiving either excellent or good results from their radio programs, while a slightly higher percentage reported only fair or definitely unsatisfactory results. The remaining 16% failed to signify their opinion of the results of their programs. To permit comparisons on the basis of acknowledged success or apparent failure, the material has been grouped according to these three classifications as well as for the total sample of institutions.

The average amount allotted to radio advertising by these associations was $898—almost 20% of their total business promotion expenditures for the year. About three-fourths of those reporting spent less than $1,000 for broadcasts and as many as three out of 10 institutions spent less than $100. Relating the size of expenditure to the results obtained, it is significant to discover that in the group of associations spending more than $1,000, the ratio of satisfied to dissatisfied users was nearly 3 to 1. In fact, from Table II, it is clear that only in the groups of institutions devoting less than $500 to radio does the number of unsatisfactory experiences exceed those with good or excellent results.

As might be expected, savings investments and mortgage-loan facilities, separately or in combination, formed the bulk of the savings and loan services advertised over the radio. Insurance of accounts, dividends, and real estate were also frequently stressed. Distribution of the results obtained for each of these topics does not reveal important relationships between subject matter and productivity. This would seem to indicate that the other factors discussed in the following paragraphs may be more clearly linked with the successful use of this medium.

Duration of Campaign

The average duration of all radio campaigns reported was 25.6 weeks, although more than one-quarter of the series were confined to periods ranging from one to nine weeks. The campaigns of satisfied users averaged 32.3 weeks as against 19.1 weeks for the dissatisfied users, and 13.8 weeks for the group which failed to indicate the quality of results.

From this fact and supplementary data, it would appear that among the possible reasons for the lack of success with radio advertising on the part of some of the dissatisfied users may be the fact that their radio advertising covered too brief periods of time.

About one-third of all programs used by savings and loan associations last year were spot announcements. Music was featured in about one broadcast out of eight, although this ratio may be even lower because records and transcriptions were combined into a single classification, which also accounted for one out of eight programs. Although news broadcasts made up only 8% of the different types reported, nearly two-thirds of the associations using these programs reported satisfactory results — a higher proportion than for any other single medium. Following the principle of adapting an association's advertising program to its most logical prospects, 10 institutions employed foreign language broadcasts and with remarkable success apparently, for in nine out of the 10 cases the results were reported either excellent or good.

As a guide to the public preference for radio programs, a recent study of this subject by the University Radio Workshop of Indiana University is of considerable interest. This organization, together with the U. S. Office of Education and the Works Projects Administration conducted a seven-month survey of the listening habits and audience availability of radio-owning families in 16 Indiana counties —in all approximately one out of every 10 homes with radio were included.

One of the questions asked was, "What type of program do you like best and to which type do you regularly listen?" Those interviewed were given a choice of 14 different classifications and in order of preference the first three were: (1) news broadcasts, (2) popular music, and (3) variety programs.

Because of the importance of the program factor in determining the success or failure of radio advertising, associations now using this medium or contemplating its use should give careful consideration to this point. To avoid waste expenditures, the program used should be selected to appeal to that particular portion of the public which contains the most logical prospects for savings and loan services. Where costs prevent an association from using a program that appears to be most suitable from the standpoint of its market, it would probably be better not to attempt radio but to use what an otherwise mediocre and probably unproductive program would cost to strengthen its other forms of business promotion.

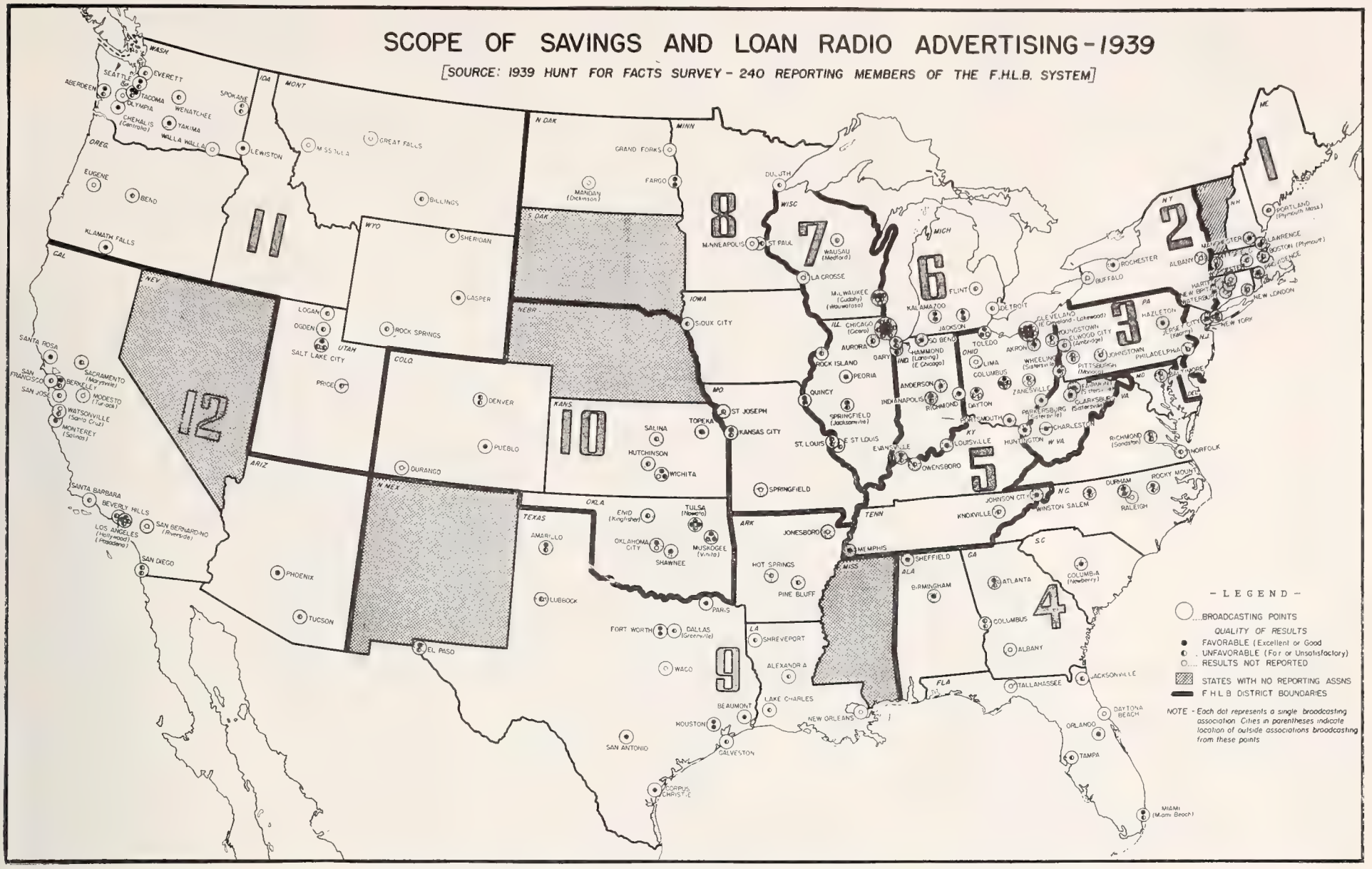
Length of Programs

The length of broadcast period is, of course, closely related to the type of program used. Spot announcements, for example, seldom run more than a minute and ordinarily news broadcasts do not exceed five minutes or at the most 15 minutes. Analysis of the amount of time consumed per broadcast in the programs of these 240 institutions shows that in 90% of all cases, the broadcast did not exceed 15 minutes of air-time, and further that in about 40%, the period on the air was less than five minutes.

Comparing the units of air-time used with the results reported, the percentage of associations indicating satisfactory response exceeded those with fair or unsatisfactory returns in the group from five to ten minutes in length and also in those greater than 16 minutes. From this it would appear that a five-minute program is more productive than a one-minute spot announcement, although this difference might conceivably be compensated by constant repetition, as is evident in many of today's commercial programs. Further, since two-thirds of the programs in the group from 16 to 30 minutes were reported to produce excellent or good results as against only 40% in the 11- to 15-minute classifica-

TABLE I—Characteristics of Radio Program of 240 Savings and Loan Associations

Characteristic	*All reporting associations*	*Classification by results*		
		Satisfactory	*Unsatisfactory*	*Unknown*
Number of associations	240	99	103	38
Average expenditure for radio during the year	$898	$1,518	$558	$205
Ratio of radio advertising to total association advertising expense	19.7%	27.9%	13.4%	6.2%
Average duration of the campaign	25.6 weeks	32.3 weeks	19.1 weeks	13.8 weeks
Length of program (percent of associations having programs less than 15 minutes long)	90.1%	86.4%	93.8%	93.3%
Weekly frequency:				
Percent having programs once a week	47.9%	41.0%	51.0%	64.7%
Percent having five or more programs a week	30.6%	35.1%	29.6%	5.9%



tion, it would seem that extending a five-minute program to a quarter-hour might not justify the added cost. The additional time in a half-hour broadcast, of course, permits a more comprehensive and varied program with the opportunity to register the name of the association and its message on the consciousness of the listener through more frequent repetition.

Frequency of Broadcast

Turning next to the question of how often these assocations were on the air, we find that almost half (47%) limited their activities to one day per week. The next most popular schedule called for six broadcasts each week. Semi-weekly programs were used by 12% of the associations and approximately one out of 10 were on the air every day including Sunday. Only 7% of the institutions chose a five-a-week routine, but this group registered the highest percentage of favorable results with 12 out of the 15 associations indicating satisfactory responses.

Frequency of broadcast, of course, will be influenced by the length of the program—the shorter the radio script the more often it is likely to be repeated. Spot announcements are usually given *at least* once a day, several times a week, while a half-hour musical program might well be restricted to a one-a-week schedule.

With the exception of Saturday, which was least used, there seemed to be little preference shown for any particular day of the week. From the analysis of results, it was apparent that the choice of day is not as significant a factor in determining effectiveness as is the frequency of broadcast.

Time of Day

Knowing the days on which these associations were broadcasting, it is of no little importance to analyze the time of day selected for the program. This factor will determine to a large extent the proportion of the total radio audience available and also the general characteristics of the listeners.

Considerable study has been made of the general subject of audience availability by the leading broadcasting networks and information drawn from their research will provide managers and boards of directors with yardsticks to measure the nature and availability of their own radio listeners.

Generally speaking, it may be said that the broadcasting hours of the institutions in this sample study coincided closely with what outside sources have found to represent the highest degree of adult listening availability among radio families. Of the associations offering information on the time of day during which they were on the air, more than three-fourths were using the afternoon and evening hours and the most popular single period was between 7 and 8 p.m.

The only hour from noon to midnight to show an unfavorable picture from the standpoint of results obtained was from 3 to 4 o'clock. Only one of the 19 associations using this time reported good results; 13 indicated only fair or definitely unsatisfactory response; while five did not attempt to appraise the effect. To make a success of this afternoon period, it would be necessary to plan a program which would appeal particularly to women and yet it is likely that on week days only 50 to 60% of them would be available.

Thus, the time of day during which an association broadcasts does have a direct influence upon its possibilities for success. It gives definite characteristics to the size and make-up of the listening audience which, in turn, determine the type of program and continuity that must be used.

Effectiveness of Radio

To measure the comparative effectiveness of advertising over the radio or in a newspaper or magazine, the 1940 Radio Audience Survey [1] of 9,000 Iowa families sought answers to the following question: "Can you recall the name of any product which you saw or heard advertised yesterday in a daily newspaper? In a magazine? Over the radio?" From the replies, it was found that the total percentages of

(*Continued on page 79*)

[1] 1940 Iowa Radio Audience Survey, Dr. H. B. Summers, Kansas State College.

TABLE II—Distribution of 240 Associations Using Radio Advertising, 1939
By Size of Expenditure and Results

Radio expenditure range	*Total associations*	*Percent of total*	*First group (excellent—good)* Associations	Percent of total	*Second group (fair—unsatisfactory)* Associations	Percent of total	*Third group (no results reported)* Associations	Percent of total
$10,000 and over	1	0.4	1	1.0	...	....	...	....
$7,500–9,999	1	0.4	1	1.0	...	....	...	....
$5,000–7,499	4	1.7	4	4.0	...	....	...	....
$4,000–4,999	7	2.9	5	5.1	2	1.9	...	....
$3,000–3 999	6	2.5	3	3.0	2	1.9	1	2.6
$2,000–2.999	12	5.0	10	10.1	2	1.9	...	....
$1,000–1,999	31	12.9	19	19.2	11	10.7	1	2.6
$500–999	37	15.4	19	19.2	17	16.5	1	2.6
$250–499	37	15.4	16	16.2	17	16.5	4	10.5
$100–249	31	12.9	11	11.1	16	15.6	4	10.5
Under $100	73	30.5	10	10.1	36	35.0	27	71.2
Total	240	100.0	99	100.0	103	100.0	38	100.0

Industry Welcomes 'Broadcasting's' Plan to Go Weekly

UNSOLICITED, and with almost one accord favoring the plan, scores of letters of congratulation have been received by BROADCASTING *since the Oct. 15 issue announced that the industry's own trade journal would issue weekly instead of semi-monthly, beginning in January. It goes without saying that the owner-editors are gratified with the spontaneous reaction to their announced plans. Space does not permit running all the letters, but excerpts from a cross-section are published herewith.*

J. ALBERT, manager, promotion department, *Detroit News* (WWL)—Allow me to congratulate you on your becoming a weekly habit instead of a semi-monthly visitor.

WARWICK ANDERSON, Doe-Anderson Advertising Agency, Louisville—Glad to hear your plans for the weekly. With twice as many issues it will be twice as good.

CAMPBELL ARNOUX, general manager, WTAR, Norfolk—Best possible wishes for a big success in the weekly field.

A. L. ASHBY, vice-president and general counsel, NBC—My heartiest congratulations on the enlargement of BROADCASTING to a weekly publication. I always felt that you would do it.

EDGAR T. BELL, business manager, Oklahoma Publishing Co. (WKY, KLZ, KVOR)—This is a very great step forward and I am sure that the radio industry is now large enough to support a weekly magazine devoted to broadcasting. You may continue to count upon the support of our stations and certainly you have my personal good wishes for continued success.

EDGAR L. BILL, president, WMBD, Peoria—The industry needs a weekly by you and I'm sure will give you the right kind of support. Count on us always.

JOHN BLAIR, John Blair & Co.—Radio news and developments move fast. On a weekly basis I believe BROADCASTING will become a more important factor in the industry.

M. M. BLINK, Standard Radio, Chicago—You have done a tremendous job and should be mighty proud of what you have accomplished in nine short years.

HAROLD J. BOCK, press manager, Western Division, NBC—Welcome to the new and greater BROADCASTING! When BROADCASTING can carve such a record for itself by publishing twice a month, then the new weekly should be twice as good.

BURTON G. BRIDGENS, director WSUI News Service, Iowa City—Although I am one of the younger members of the magazine's large family of readers I look forward to the arrival of each issue.

O. H. CALDWELL, editor, *Radio Today*—Hearty congrats. May the second decade reflect an even greater growth.

MARTIN CAMPBELL, managing director, WFAA-WBAP, Dallas-Fort Worth—In view of the many and rapid developments that are taking place daily, I think you've made a wise decision.

WILLIAM F. CARLEY, director of sales promotion, WBT, Charlotte—It was good news indeed. I have always felt that BROADCASTING should be published weekly, judging from the general anxiety of every office I've ever hung my hat in, just prior to each BROADCASTING publication date. If all of the questions ever asked about "is BROADCASTING in yet?" were laid end to end it would fill the *Congressional Records*.

GEORGE C. CHANDLER, manager, CJOR, Vancouver—I am glad to see your magazine go to once-a-week . . . Congratulations!

LEE CHADWICK, manager WPID, Petersburg, Va.—We are delighted to see the magazine going weekly, and you may be sure each copy will be read with the same interest and care which it now receives.

WILLIAM S. CHERRY Jr., president, WPRO, Providence—Your expansion program is a very ambitious one. However, you and your associates will, as usual, do a good job. The world moves fast in radio, and a weekly issue of BROADCASTING will better serve everyone engaged in the business.

S. A. CISLER, general manager, WGRC, New Albany, Ind.—It is welcome news. We have come to depend on BROADCASTING for reliable radio news in sufficient quantity, and I am sure you are going to meet with great success.

JOHN M. COOPER, KDKA, Pittsburgh—Congratulations . . . it's a swell magazine already, and I don't see how you could make it much better.

ROGER W. CLIPP, general manager, WFIL, Philadelphia—I will be happy to see BROADCASTING as a weekly.

MAURIE CONDON, WGAR, Cleveland—Your issue bearing the good news of weekly publication was indeed fine—a beautiful thing to behold.

FRANK S. CONKEY, Mitchell Adv. Agency, Minneapolis—I feel that there is enough important information concerning radio and radio advertising to make a weekly publication highly desirable.

C. H. COTTINGTON, N. W. Ayer & Son, Philadelphia—Radio events occur so quickly, and a smaller book (weekly) is easier to read.

W. LEE COULSON, executive manager, WHAS, Louisville—I think it is a very definite step forward.

GARDNER COWLES Jr., President, Iowa Broadcasting Co.—I congratulate you on deciding to go ahead with the move to make BROADCASTING a weekly. I predict you will be very pleased with the results.

WILLIAM B. DOLPH, general manager, WOL, Washington—BROADCASTING has made a very distinct niche for itself in the trade. I know the whole industry will be as glad as I am to hear that you are making it a weekly.

WILLIAM R. DOTHARD, Al Paul Lefton Co., Philadelphia—I prefer a smaller issue each week . . . so that the many changes which take place in the radio field could be noted more rapidly.

DICK DORRANCE, FM Broadcasters Inc., New York—It is news deserving of congratulations. I am very glad to know that BROADCASTING will go on a weekly basis.

DON S. ELIAS, executive director, WWNC, Asheville—I think this is fine. Verily, the rich get richer and the poor have children!

JOHN ESAU, sales promotion manager, KTUL, Tulsa—Congratulations on becoming a weekly. It is mighty fine and the industry needs it.

MARK ETHRIDGE, vice-president and general manager, *The Courier-Journal* and *Louisville Times*—I am glad to hear you are going to a weekly . . . my best wishes.

F. E. FITZSIMONDS, manager, KFYR, Bismarck—Your publication has always been a very valuable one and this should make it doubly so.

JAMES L. FREE, president, Free & Peters Inc., Chicago—We are delighted with your continuing and increasing success with BROADCASTING, which makes it possible for you to go to a weekly. You fellows are doing a grand job, and as I've always said BROADCASTING is one of the best trade publications in any field that I have ever had the pleasure to know. And as you know, in the early days I was in the trade paper business myself.

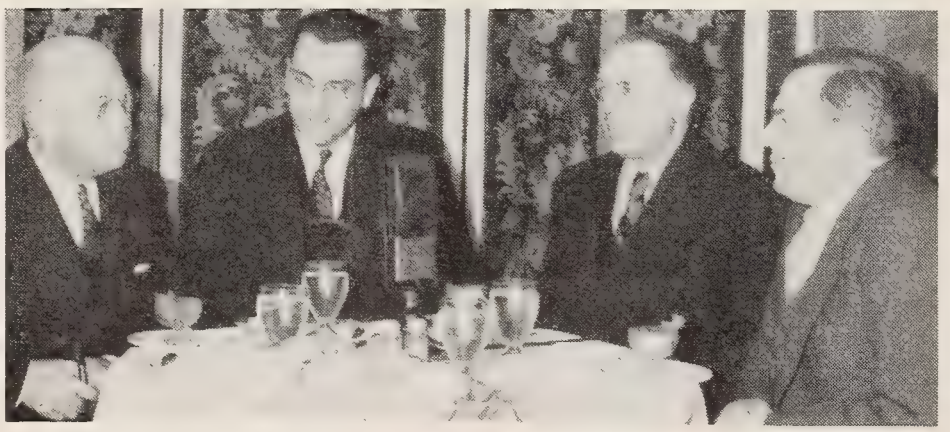
JOHN J. GILLIN Jr., general manager, WOW, Omaha—I was interested in the announcement . . . of weekly publication. Congratulations.

DON E. GILMAN, vice-president, NBC, Hollywood—Congratulations. From the beginning I have received your magazine and have looked forward to each issue with greater interest. It has occupied a peculiar niche in the industry, one which has served it well and in an unusually valuable way . . . I am sure the radio industry will welcome it and give you the hearty support which you deserve.

WILEY P. HARRIS, director, WJDX, Jackson, Miss.— I think the idea is a splendid one.

A. F. HARRISON, radio sales manager, United Press, New York—Here's wishing you all success in this new venture.

LUTHER L. HILL, vice-president, Iowa Broadcasting Co.—You fellows have done a grand job in the past and I know you will continue the same type of service in the broadcasting industry in the future; and I have reason to feel that such survice is going to be very much needed.



VOLUNTARY, rather than Government censorship, should be the procedure in event of war, according to this group of news (radio and press) experts. They participated in the *Dinner Forum* of WMIN, St. Paul, picked up each Friday from the St. Paul Hotel. Participating (l to r) are Earl C. Gammons, general manager of WCCO, Minneapolis; Theodore Meltzer, WMIN news commentator who conducts the program; Dean Ralph Casey, of the School of Journalism, U of Minnesota; Basil (Stuffy) Walters, managing editor, *Minneapolis Star-Journal*.

HERB HOLLISTER, president, KANS, Wichita—We think its great.

CLAIR B. HULL, manager, WDZ, Tuscola—This is some of the best news we have had in a long time, and I, personally, am looking forward to having the industry covered on a weekly basis rather than on a semi-monthly basis.

E. T. JONES, manager, engineering products advertising and promotion, RCA Mfg. Co., Camden—We feel BROADCASTING is one of the finest medias available in any industry for 100% coverage. The editorial content is not only timely but outstanding in every respect.

LESLIE JOY, general manager, KYW, Philadelphia—It goes without saying that your many friends in the broadcasting industry will be anticipating this change with keen interest and standing by to give you all the constructive support possible to make the change a complete success.

T. F. JOYCE, vice-president, RCA Mfg. Co.—Making BROADCASTING a weekly publication unquestionably will be welcomed news to your readers. BROADCASTING has done an outstanding job in not only reporting the news of the trade, but also in assisting in formulating through its editorial policies constructive trade practices.

JESSE L. KAUFMAN, Jesse L. Kaufman Inc., production—I think you are doing a very smart thing . . . and I wish you all the luck in the world.

WAUHILLAU LAHAY, KLZ, Denver—Add my congratulations to Mr. Roosevelt's, Mr. Trammell's and Mr. Paley's. All us big-shots is happy, kid! As far as I'm concerned, I'm going to enjoy getting BROADCASTING four times a month. I read it from kiver to kiver nowadays.

R. J. LAUBENGAYER, owner, KSAL, Salina, Kan.—Want to congratulate you . . . there is too much news in radio to have to wait two weeks for the information. It is fortunate for radio that BROADCASTING has aggressive and adventuresome publishers.

CRAIG LAWRENCE, commercial manager, Iowa Broadcasting Co.—I think this a doggone good idea, both from an editorial and advertising standpoint. It won't give the reader too much to read at one time; and secondly, it will probably split up the advertising more per issue so that each advertisement will not have as much competition as it has had in the past.

NATE LORD, manager, WAVE, Louisville—I think a weekly would be mighty useful to the industry and I will be interested in getting your new rate card. . . .

C. T. LUCY, general manager, WRVA, Richmond—I believe you are taking a step in the right direction . . . congratulations.

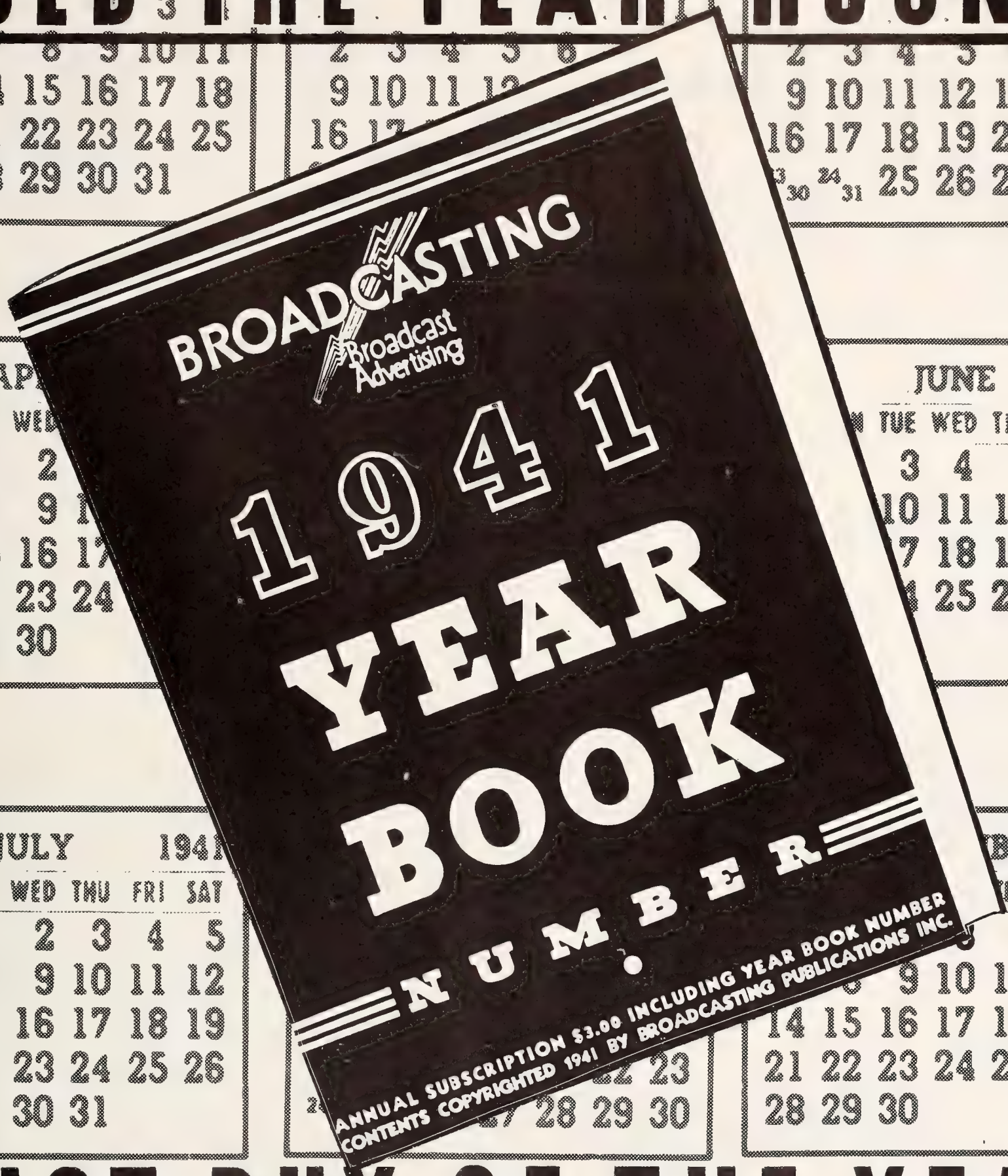
RAY H. MANSON, vice-president and general manager, Stromberg-Carlson Mfg. Co.—No doubt this will be of great benefit to everyone interested in broadcasting, especially during the period of transition from AM to FM, which will probably take a number of years to complete.

JOHN C. McCORMACK, general manager, KWKH-KTBS, Shreveport—I want to congratulate you on the splendid service rendered by your publication throughout these past years, and am glad that the demand for BROADCASTING has enabled you to make it weekly.

J. LYNN MILLER, Advertising Inc., Richmond—I will like it weekly if the same high standard of quality and news is maintained.

(*Continued on page 53*)

USED THE YEAR ROUND



MUST BUY OF THE YEAR

Reserve Space
NOW
DEADLINE
DEC. 1

REGULAR ISSUE RATES AND FREQUENCY DISCOUNTS APPLY

ONE PAGE, $192 • HALF PAGE, $108 • QUARTER PAGE, $60

When you think of

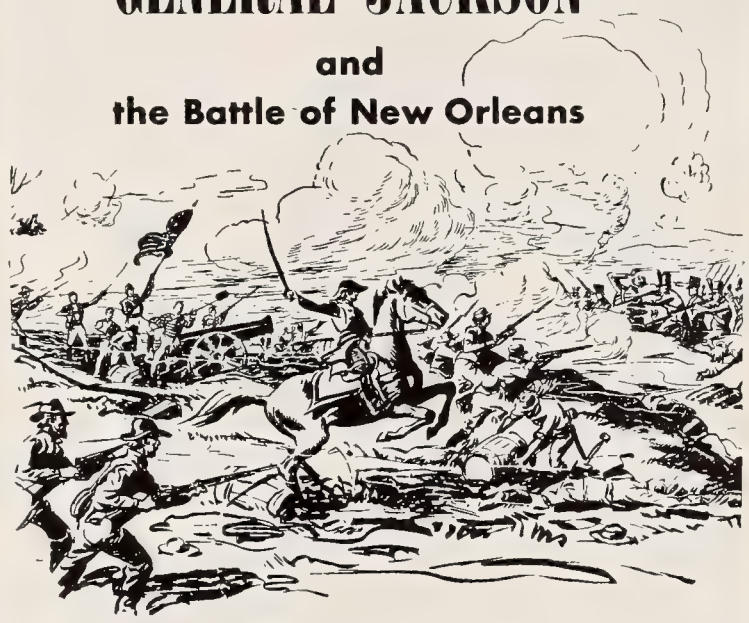
NEW ORLEANS

you think of:

GENERAL JACKSON

and

the Battle of New Orleans



and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

Educators Praise

(*Continued from page 40*)

serving that until this situation is remedied, no station can hope to hold its audience throughout the day. He also cited the problems of program duplication, balance in programming and "news-tailoring" for individual markets.

During discussions on this subject, the "soap opera" question got considerable attention. Ed Smith, radio program manager of General Mills, observing that "radio advertising is too costly to experiment with," upheld the daytime dramas and claimed that the sponsors of serials were putting out what the householders wanted to hear and would continue to do so until it is proved the audience wants another type of entertainment. Robert DeHaven, program director of WTCN, Minneapolis, presented the possibilities of building a daytime audience with music and comedy, pointing to the success of NBC-Blue's *Breakfast Club* and *Club Matinee* programs. Premium offers also drew attention.

Free People

Dr. C. A. Siepmann, of Harvard U, former program director of British Broadcasting Corp., set the tone for the educational directors' session with the statement: "The business of education is to make people free. The magnificent function of the broadcaster is to put up signposts, give direction to people's thoughts and hopes. Radio must get across to a mass audience the feeling of belonging, of being, not alone, but part of a great nation," he declared. "This must be done by utilizing the immense resources of the radio industry, adapted to the longings, experiences, and limitations of that great audience. The educator should not be ashamed to use the techniques of radio which already are successfully exploited by the entertainer."

Conducted by Thomas D. Rishworth, educational director of KSTP, St. Paul, the panel on organization programs set up five standards for desirable programs in this category: (1) Find programs of general listener interest and mass appeal; (2) solve production difficulties through formation of radio councils and establishment of budgets by organizations desiring programs (3) cooperate with university stations in writing and producing better scripts; (4) merchandise programs both to and through members of organizations; (5) develop interest on the part of organizations in listening to and analyzing programs and assisting stations in evaluating them, rather than producing their own programs.

Other discussion subjects included "Training for Radio in College" and "Scripts for School Use," led respectively by Orville A. Hitchcock, of the U of Akron speech department, and Geraldine Elliott, dramatic director of WJR, Detroit. Also featured was a demonstration of radio's use in the classroom, through a 30-minute reproduction of a *CBS American School of the Air*, with Iowa U radio students as the cast, produced by Earl McGill, CBS casting director.

Dedication ceremonies for the new WSUI studios on Oct. 18 included an address by Dr. Angell and a special dramatic production, "On Waves of Sound," directed by Dr. H. Clay Harshbarger, WSUI production director and chairman of the conference. The production was written by Thomas Scherrebeck and Georgia Bowman.



NO AMATEURS are Hal Bock, NBC Western division publicity director, Hollywood, and his wife, known professionally as Sybil Chism, when it comes to salmon fishing. Hal caught a 30-lb. king salmon, Mrs. Bock a 12-lb. silver, while fishing in Puget Sound, off Seattle.

Following is a list of radio figures attending the 3-day meeting:

Angell, James R., NBC, New York
Arnold, Ted, WHBF, Rock Island, Ill.
Biggar, Geo. C., WLW, Cincinnati
Blakemore, Paul, Coolidge Adv. Co., Des Moines
Brant, Edw. L., United Press, Chicago
DeHaven, Robert, WTCN, Minneapolis
Edwards, Harriet V., KMOX, St. Louis
Eighmey, F. C., KGLO, Mason City, Ia.
Elliott, Geraldine, WJR, Detroit
Enns, H. T., Jr., Cowles Stations.
Evans, Phil, KMBC, Kansas City
Evans, Ralph, WHO, Des Moines
Fitzgibbons, L. O., WOC, Davenport, Ia.
Flaherty, E. T., KTRI, Sioux City, Ia.
Fulton, W. E., Oliver Farm Equip. Co., Chicago
Graham, Robert J., Chicago
Greenberg, Isabel, KVFD, Fort Dodge
Griffith, W. I., WOI, Ames, Ia.
Harshbarger, H. Clay, WSUI, Iowa City
Heinen, Ray, WSUI
Hester, Harriet H., WLS, Chicago, Ill.
Hill, Luther L., Iowa Bcstg. Co., Des Moines
Hull, Clair B., WDZ, Tuscola, Ill.
Kent, Harold W., Chicago Radio Council
Lawrence, Craig, KSO-KRNT, Des Moines
Lee, Robert, KWLC, Decorah, Ia.
Lester, Marjorie, WSUI
Lottridge, Buryl, WOC, Davenport
Maland, J. O., WHO, Des Moines
Mason, Ed, WLW, Cincinnati
Morrison, Hugh P., Pioneer Hi-Bred Corn Co., Des Moines
McGill, Earle L., CBS, New York
Nelson, James S., WSUI
Page, Arthur C., WLS, Chicago
Plambeck, Herb, WHO
Porter, Helen, WHBF, Rock Island, Ill.
Quarton, S. D., WMT, Cedar Rapids
Quarton, Wm. B., WMT
Rapp, J. C., KMA, Shenandoah, Ia.
Rice, Robert J., Mace Adv. Agency, Peoria
Schwartz, Mrs. Lavinia S., CBS, Chicago
Sener, Bill, WSUI
Smith, Ed, General Mills, Minneapolis
South, Frank, Mace Adv. Agency, Peoria
Stookey, C. A., CBS, St. Louis
Streed, Ivan, WHBF, Rock Island
Stuhr, Robert L., WSUI
Summers, Dr. H. B., Kansas State College
Tincher, Robert R., WNAX, Yankton, S. D.
Tyler, I. Keith, Ohio State U
Urban, Nelson, Pioneer Hi-Bred Corn Co., Des Moines
Waller, Judith C., NBC, Chicago
Weaver, J. Oren, CBS, Chicago
Weaver, Luther, Luther Weaver & Assoc., Minneapolis
Woods, Woody, WHO, Des Moines
Worcester, Charles, WNAX, Yankton

KOWH Fulltime Plea Ordered Set for Hearing

A HEARING on the application of KOWH, Omaha, operated by the *Omaha World Herald*, to change frequency from 660 to 890 kc. and increase its power from 500 watts daytime to 5,000 watts unlimited time, was ordered by the FCC Oct. 22.

The application, filed last February, seeks the facilities of KUSD, Vermillion, S. D., operated by University of South Dakota and KFNF, Shenandoah. Ia. KUSD also had filed for a shift to the present KOWH facility and was set for hearing jointly with the Omaha station.

KFNF and KUSD share time on 890 kc. KFNF is party owned by the *Des Moines Register & Tribune* (Cowles) interests, and a tentative arrangement has been made to dispose of the station to the *World Herald* in the event the three-way shift is approved.

Simultaneously, the FCC set for hearing the application of WNAX, Yankton, S. D., for consent to transfer control of the station from the South Dakota Broadcasting Corp. to Iowa Broadcasting Co., operated by the Cowles interests. Gardner Cowles Jr., president of Iowa Broadcasting Co., is the present principal stockholder of the company operating WNAX.

KIRO Seeks 50 Kw.

KIRO, Seattle, on Oct. 25 filed with the FCC an amended application seeking 50,000 watts, instead of 10,000 watts for which it already holds a construction permit. The CBS outlet operates on 710 kc. It asked permission to install a new transmitter and extend its completion date six months.

'Broadcasting' Weekly Plan Approved

(*Continued from page 50*)

RAY MORGAN, Raymond P. Morgan Co., Hollywood—Happy to know that your excellent publication will now be available weekly.

FRANK E. MULLEN, vice-president and general manager, NBC—I think it is a good move and wish you every success.

MORGAN MURPHY, president, WEBC, Duluth—Congratulations on finally making the decision to come out every week . . . two chances at it will be welcome.

JACK O'MARA, promotion manager, WOWO-WGL, Fort Wayne — The move should be a distinct improvement.

FRED A. PALMER, manager, KOY, Phoenix — Heartiest congratulations. Please arrange to send one copy to me airmail each issue and let the others come by regular mail.

H. PRESTON PETERS, Free & Peters Inc., New York—May your success increase in direct ratio to your publication dates, beginning in January.

ADAM REINEMUND, Buchanan-Thomas Adv. Co., Omaha—Radio news, program ideas and general information are of greatest value when they are "hot." Frequency of publication will increase your value.

J. LEONARD REINSCH, general manager, WSB, Atlanta—You should take a well deserved bow.

EDNEY RIDGE, director, WBIG, Greensboro, N. C.—I have watched with a great deal of interest the success that you have made with this excellent publication, and I know of no two friends that I would rather see as successful. I believe that BROADCASTING will go over with a bang as a weekly and you are the two boys that can put it over.

HARLOW P. ROBERTS, Blackett-Sample-Hummert Inc., Chicago—You are doing a fine job now, but things are moving so fast in radio that a conservative reporting job is needed oftener than semi-monthly. You give facts more than rumors.

R. A. RUPPERT, sales promotion manager, WSAI, Cincinnati—My sincere congratulations on a fine job of reporting for the radio field. The way you people compile the important information and the way you keep us posted on all trends are both unique in the radio industry.

THEODORE C. STREIBERT, vice-president, WOR—It is certainly a natural and normal development which growth has made inevitable.

O. L. TAYLOR, president, KGNC, Amarillo—My congratulations to you and your fine organization . . . I am heartily in accord with this change.

DONALD W. THORNBURG, CBS vice-president, Hollywood—Your decision to expand BROADCASTING to weekly publication not only reflects the growth of the radio industry, but the excellent service that your magazine has so long and consistently given . . . my congratulations and best wishes on this milestone of your continuing progress.

MERLE H. TUCKER, manager, KROD, El Paso—I think this is a good move, and I am sure you will benefit thereby.

LEWIS ALLEN WEISS, vice-president and general manager, Don Lee Broadcasting System—I hasten to congratulate you on this forward step in your development. I am also taking this occasion to congratulate you upon the occasion of the tenth anniversary of BROADCASTING and to acknowledge as a humble member of the industry your splendid and constructive contributions to our business.

HARRY C. WILDER, owner, WSYR, Syracuse— I had always hoped you would take this step.

LLOYD E. YODER, general manager, KOA, Denver—Your new policy will make the magazine of even greater value to the industry in the future than it has been in the past.

WALTER S. ZAHRT, promotion director, WOAI, San Antonio—We are sure that your magazine will continue to be a most important factor in the report of radio news to the industry.

Gillette Buys Big Game

GILLETTE Safety Razor Co., Boston, has signed with MBS for exclusive sponsorship of the National Professional Football championship game Dec. 8, probably on more than 100 stations. An option also was taken on the 1941 championship game. The price was not disclosed by Maxon Inc., New York, the agency. WOR, MBS New York outlet, is carrying all professional games of the Brooklyn Dodgers under sponsorship of Magazine Razor Co. for Shick razors.

Trimount to Place

TRIMOUNT CLOTHING Co., Roxbury, Mass., which has been running a test spot announcements campaign for Clipper Craft Clothes on six eastern stations, plans to expand after Jan. 1, 1941, adding about 25 stations. According to Emil Mogul Co., New York, the agency in charge, all major markets will be covered probably by the middle of next year.

KRLD
DALLAS
50,000 WATTS
CBS

The Columbia 50,000 watt station in Texas

CBS

For more information about KRLD, one of the sixteen CBS 50,000 watt stations, inquire of The Branham Company.

THE SOUTHWEST'S PIONEER CBS STATION

KXOK

ST. LOUIS, MISSOURI



ow 630 KC.

AND 5000 WATTS

DAY & NIGHT



New **KXOK** *is now able to cover far more population and buying power than ever before.*

With the powerful advantage of a new low frequency, a five time increase in power with top-flight air shows, the new KXOK is a powerful approach for more sales in the nation's eighth greatest market. Full facts and figures available on request. KXOK is owned and operated by the St. Louis Star-Times.

KXOK JOINS NBC

On Basic Blue Network Effective Jan. 1, 1941

KXOK is affiliated with
KFRU, Columbia, Missouri.

Nationally represented by Weed and Company,
New York, Chicago, Detroit and San Francisco.

BROADCASTING
and
Broadcast Advertising

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SOL TAISHOFF, Editor

Published by
BROADCASTING
PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager
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HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
Subscription Price: $3.00 per year–15c a copy • Copyright, 1940, by Broadcasting Publications, Inc.

Making Radio History

THE Association of National Advertisers made radio history at its 31st annual convention, Oct. 23-26. And radio made ANA history during the annual gathering of advertisers who place some 400 million dollars worth of advertising a year.

The ANA made radio history by giving the industry its first real chance to tell advertisers what the medium is, what it is doing, and what problems it faces.

Radio made ANA history by putting a leading radio figure into a media roundtable. The industry spokesman was the perspicacious Mark Ethridge and he told an impartial and matter-of-fact story that must still linger in the minds of a group of advertisers whose main radio interest frequently has been confined to audience surveys and the headaches that come from dealing with expensive talent.

Three other media were invited to present "a clear picture of what is happening to our great national media". When the battle was over, Mark Ethridge's performance stood out with a prominence that must have vanished for all time any conceptions of radio as a fussy infant medium that isn't worth the bother it brings.

Pitted against such nationally famous figures as Roy Larson, president of Time Inc., Ex-Senator George Wharton Pepper, and Grove Patterson of the *Toledo Blade*, Mr. Ethridge shunned oratory and platform tricks to present a dollars-and-cents radio story. It was all so matter-of-fact that the assembled advertiser and media representatives felt the impact of facts and figures rather than the charm of silver tongues.

Such an opportunity radio has long needed. And opportunity only had to knock once, when Mark Ethridge was there to open the door. Radio's achievements, its problems, its methods were frankly presented. The chances are that many an advertising director has a new conception and a new appreciation of radio.

The 80 Million

THIS YEAR marks the radio industry's 20th anniversary, and this month, we are informed by Dr. O. H. Caldwell, editor of the dealer trade journal, *Radio Today*, the 80-millionth radio receiving set will roll off the production line of America's 104 set manufacturers. That set will be destined for the Christmas market. If it follows the industry average it will be a six-tube set, with standard and shortwave bands, and providing for phonograph and television attachment. It will have a retail value of perhaps $36—representing the best radio buy in all the years since radio advent.

That 80 millionth set, Dr. Caldwell also estimates, will represent something more than 4 billion dollars of investment by the American public in radio receiving apparatus since broadcasting began on a regular scale in 1920.

The automobile industry, far older than radio, has produced 79 million units. Of telephones, refrigerators, typewriters, bathtubs or any of the comparable modern appliances, even fewer have been produced over the considerably longer years of their existence. Little wonder that the radio of 1940-41, representing the culmination of all the engineering knowledge, musical fidelity and artistry of design that have been learned in the construction of 80 million sets, is one of the prides and joys of America.

Not Mad; Just Serious

LOOK at the calendar and you'll see there are only 60 music shopping days till ASCAP's honeymoon (with radio paying most of the bill) hits the rocks. Look at the newspapers, the magazines and in almost anybody's mail, and you'll see that ASCAP is desperately, almost hysterically, striving to prevent the crash, via the propaganda route.

It's all too bad—for ASCAP. It had a chance to negotiate equitably with radio. Instead, it made arbitrary and untenable demands. The price it asked was too high. So radio, very wisely, decided to shop elsewhere. It created Broadcast Music Inc. as an all-purpose music source to originate, buy, lease, and otherwise procure non-ASCAP music. Radio isn't mad—it's just serious. And, apparently for the first time, ASCAP realizes it.

Since the NAB convention last August, ASCAP has resorted to a most amazing procedure in attempting to bring about an amicable settlement. It has cajoled the musicians union and even the band-leaders into playing peacemaker roles. It has loosed torrents of anti-radio propaganda from the public rostrum, in the public prints, in schools, and even on its mailing envelopes. "Justice for Genius", it wails.

But ASCAP comes with unclean hands. It is a price-fixing monopoly, with a self-perpetuating governing board, according to the Department of Justice complaint still pending in the Federal courts. It has been an arrogant, dictatorial organization for a quarter century, demanding ever-increasing tribute from music users.

At this late date, it is unnecessary to review all of the charges and counter-charges in the war over music. ASCAP's newly whispered story—that its proposed scale to sock radio to the tune of about $9,000,000 next year was only the "asking price" and that it expected negotiations—comes too late. True, broadcasters are concerned about dollars, but more important is method and principle. ASCAP's demands a "take", percentagewise, of all radio income. Broadcasters are willing to pay for what they use when they use it.

It would be foolhardy to hold that radio can do as well or better without ASCAP music at the start. A big job lies ahead for radio, but BMI seems to be doing it well. There won't be as much so-called popular music on the air, effective Jan. 1. But it won't take long for radio to *make* music popular, just as it has made ASCAP music popular up to now.

About Dec. 1, stations and networks will get along with a minimum of ASCAP's repertoire. By Jan. 1, the switchover should not be too difficult. They are conditioning themselves now for the job ahead.

As the deadline draws near, there is less and less talk of a "deal". In some quarters the newspaper form of contract for all stations again is being broached. ASCAP has said it won't work, because it means "per program" payment. But it *has* worked for some 60 newspaper stations during the last five years. These stations paid and are paying only on revenue derived from programs using ASCAP music—not on their entire take. If it can work for 60, it can work for 600 stations.

Developments may come thick and fast during the next two months. There may be a blanket "per program" proposition. Or there may even be legal action wherein ASCAP will confess its errors of the past. But radio, thanks to industry, foresight and intestinal fortitude, is set for any music emergency. It isn't mad—just sawing wood.

Expert or Politico

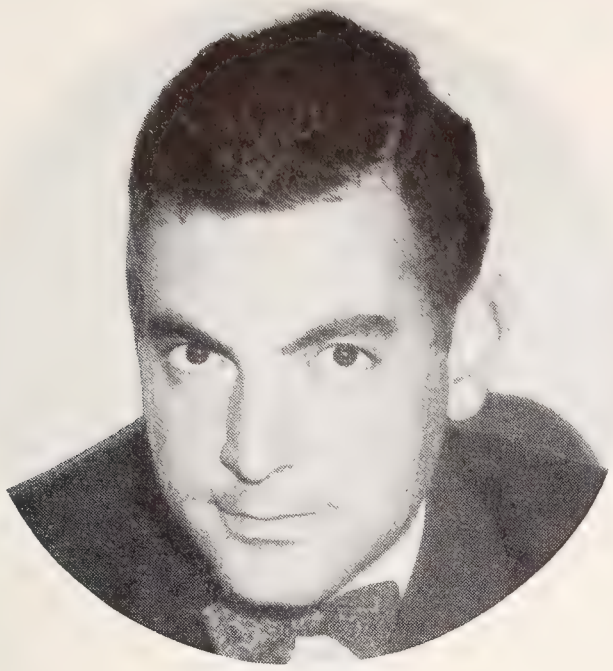
PRESIDENT Roosevelt soon will make a new appointment to the FCC, naming a man to succeed Thad H. Brown, whose nomination was withdrawn following a sequence of events familiar to all in radio. The new appointment is of more than usual significance because the membership of the FCC is split on basic issues of government regulation of radio. It is important, too, because in these tense times radio's role in the nation's affairs is mental.

The task of keeping radio operating on even keel under the American plan, as prescribed by Congress, is not political. The vacancy should not be filled by appointment of a mere political office-seeker, unfamiliar with communications and with pre-conceived notions.

In these times it seems to us the President could instill new confidence in industries and in the public if a "merit" appointment were made. There are a half-dozen men on the FCC staff who, by dint of past service, are admirably qualified for the post. And if that does not prove expedient, we trust the Chief Executive will select from private life some figure familiar with communications and, more specifically, with radio.

The broadcasting, telephone and telegraph industries owe it to themselves to urge that a proper man is selected. It is their right as taxpayers and citizens to espouse such an appointment. It may be their collective necks if they don't.

We Pay Our Respects To —



EDWARD LASKER

ALTHOUGH his recent election to the post of first vice-president and general manager of Lord & Thomas will widen the scope of his activities to include much more than radio alone, it's a safe wager that Edward Lasker will never skimp his attention to the agency's radio business, his chief concern for the last three years. Since the fall of 1937, as vice-president in charge of radio, young Mr. Lasker has devoted himself to the task of seeing that the radio expenditures of Lord & Thomas clients produce the utmost returns in the form of sales.

"It seems to me," he commented, "that in most agency radio supervision there's an inclination to spend too much time worrying about programs and not nearly enough time on the commercials which, after all, are the agency's prime consideration. I presume that it's an angle of the eternal appeal of the show business, an attraction which a few years ago caused me to rush from the office each afternoon to spend my evenings on the stage of a summer theatre. If I'd been a better actor, perhaps—but that's another story.

"Take some of our own broadcasts as examples. Dr. Frank Black is far better equipped than I to select music and arrangements for the *Cities Service Concert*. Kay Kyser's inimitable style of comedy is his own creation and not likely to be improved upon by any agency executive. And similarly with all the other shows under our supervision: We may be able to contribute occasional suggestions but by and large the entertainment part of the programs should be left to the professional creators of that type of material.

"The real agency function in radio, as I see it, is first to select the right program for the particular client and product, and then to concentrate on providing that program with commercials that will command the listener's attention just as effectively as the entertainment does. Everyone has, at one time or another, listened to some broadcast with a group of people. And, if he is an advertising man, he has noticed how the entertainers command the complete attention of the group, but how, when the announcer begins to give the commercial, conversation breaks out, cigarettes are lighted and attention to the radio falls off until the entertainment is resumed.

"When that happens, when the midway commercial becomes an intermission for listeners, then the agency has fallen down on its job and the advertiser is not getting value for the money he has laid out for time and talent. My aim has been to develop the kind of commercials the audience *has* to listen to if the program is heard at all".

Son of Albert D. Lasker, chairman of the board of Lord & Thomas and one of the most noted members of advertising's Hall of Fame, Edward Lasker grew up amid a background of advertising people and advertising talk. At the age when most youngsters are eagerly anticipating the day when they will be old enough to tear through town behind the wheel of a hook-and-ladder, Edward was already dreaming of an advertising career. For the record, he was born in Chicago on May 15, 1912, and was educated at Exeter and Yale.

After graduation from Yale in 1933, Edward started his practical training for a life in advertising by taking a job as traveling salesman with J. Wix & Sons Ltd., British subsidiary of American Tobacco Co. After a year of calling on tobacco merchants in the south of England, he entered the London office of Lord & Thomas. Here, he says, "I did a bit of everything, chiefly providing myself with a first-hand knowledge of the many and varied activities included in an agency's daily routine operations."

These preliminaries over, he returned to America late in 1934, coming into the New York office of Lord & Thomas as a junior contact man. This job, which brought him into contact with most of the agency's eastern accounts, gave him the same familiarity with agency-client relations that his London training had provided in agency procedure. Two years later young Lasker was elected as a vice-president and given the post of general assistant to Sheldon R. Coons, executive vice-president of the agency. In the fall of 1937 he was elected a director and placed in charge of all radio activities. With Mr. Coons' resignation, Edward becomes general manager of the agency, turning over the active direction of the radio department to Thomas A. McAvity, who has been head of the Lord & Thomas office in Hollywood.

Away from advertising, which is practically never, he says, Edward Lasker finds time for enough golf to keep his score in the 70's, making him the envy of most of his advertising associates. His polo playing is now a thing of the past, as it takes too much time to combine well with an active business career, but he takes a keen interest in raising horses, as well as in the show stable of hunters kept by his wife, the former Caral Gimbel, at their home in Greenwich, Conn.

Personal NOTES

LEO J. FITZPATRICK, director of WJR, Detroit, acted as m.c. at the Fielding H. Yost testimonial dinner in Ann Arbor, Mich., Oct. 19, marking the retirement of the veteran Michigan football coach. The ceremonies were carried over NBC-Blue.

ROBERT T. MASON has resigned from the circulation administrative staff of *Newsweek* magazine, New York, to devote full time to the presidency and management of Marion Broadcasting Co., Marion, O. The company holds a CP for a 250-watt station which is expected to go on the air about Dec. 1.

FRED BUGG, former general manager of WTSP, St. Petersburg, on Oct. 15 became general manager of the new WDEF, Chattanooga, owned by Joe Engle, manager of the Chattanooga Southern League baseball team and former big league pitcher.

PEGGY STONE, station relations director of International Radio Sales, sailed on the *America* Oct. 19 for a Caribbean cruise.

JOHN D. EWING, editor and publisher of the *Shreveport Times* and owner of KWKH and KTBS, Shreveport, was feted by his employes Oct. 7 at a banquet in tribute to his 25th anniversary as publisher.

PAUL CROWLEY, Hollywood manager of Columbia Recording Corp., is the father of a boy, born early in October.

EMANUEL DANNETT, nine years in charge of legal affairs for WOR, Newark, as a member of the law firm of Leon Lauterstein, New York, was elected to the WOR board of directors, it was announced by Alfred J. McCosker, WOR president, following a meeting of the board Oct. 15.

JERRY KILGORE, manager of KARM, Fresno, Cal., and Mrs. Kilgore were given a surprise on their 10th wedding anniversary recently by members of the station staff, when they gave them an old fashioned charivari and showered them with rice and old shoes as the couple left for a Hollywood vacation.

HARRY S. GOODMAN, radio production firm, New York, has taken on five new salesmen recently, including Mr. Goodman's son, Everett, a graduate of Princeton U last June. Others are N. Resnik, R. Weiner, R. Johnson and Herbert London.

GRIFFITH B. THOMPSON, sales manager of Westinghouse Radio Stations, has been named 3d District chairman of the NAB sales managers' division. The appointment, effective immediately, runs until the 1941 NAB convention.

ROGER W. CLIPP, general manager of WFIL, Philadelphia, was made chairman of the broadcasting committee for the annual Poor Richard Club dinner on Jan. 16 at Bellevue-Stratford Hotel. The affair is one of Philadelphia's major winter parties for the advertising agency field.

TOM NEELY, with NBC's program production department until 1933 and recently in the sales department of RCA Mfg. Co., Camden, has rejoined NBC in the spot and local sales department.

EARL J. GLADE Jr., news editor of KSL, Salt Lake City, recently won a $50 award for his entry in the National Newspaper Snapshot Contest. This is the second such award he has won.

A. W. CRAPSEY, local commercial manager of KOA, Denver, in mid-October married Eddye Duvall.

GLENN HEWITT, who for five years was in charge of KPAC, Port Arthur, Tex., has returned to the station in the same capacity after a one-year leave of absence.

HUGH FELTIS, commercial manager of KOMO-KJR, Seattle, has been named alternate delegate to the National AAU convention, to be held in Atlanta in December.

ROBERT BRENNER, formerly of WFTC, Kinston, N. C., has joined KTSW, Emporia, Kan., as coordinator of sales and program departments and assistant to the station manager. Oran Simmons and Janey Lou Johnson also have joined the KTSW staff, as engineer and supervisor of women's activities, respectively.

J. LEONARD REINSCH, general manager of WSB, Atlanta, has been selected as a guest lecturer on radio at the U of Georgia School of Journalism.

CEDRIC FOSTER, formerly news analyst on WTHT, Hartford, became what is claimed to be the first daytime news commentator available daily coast-to-coast when he started Oct. 21 on MBS, 2-2:15 p.m.

MILTON STRUMPF, formerly assistant sales promotion manager of Macy's Men's Store, has joined the sales promotion department of Columbia Recording Corp., Bridgeport, Conn.

JERRY NORTON, formerly with KYA, has joined KJBS, San Francisco as account executive.

GERALD VERNON, formerly of the research department of NBC, New York, has been transferred to the sales promotion department of NBC Chicago.

THEODORE GRANIK, conductor of the MBS *American Forum of the Air*, has been named radio director of the National Aeronautic Assn. NAA headquarters has indicated plans for arranging for speakers on national hookups periodically, as well as to encourage local chapters to assist individual stations in preparing programs.

JOHN J. GILLIN Jr., general manager of WOW, Omaha, recently was named chairman of the bureau of conventions of the Omaha Chamber of Commerce. In the post Mr. Gillin will lead efforts to bring conventions to Omaha during 1941.

GORDON S. HENRY, formerly of CFAC, Calgary, has been appointed manager of CJCA, Edmonton, Alta.

JOHN W. NEW, commercial manager of WTAR, Norfolk, Va., recently was elected president of the Norfolk Ad Club.

RAY RHODES, account executive of KPO-KGO, San Francisco, has been named advisor for the Registration Board of District No. 4 for the junior departmental activities of the Pacific Adv. Clubs Assn.

DR. AUGUSTIN FRIGON, assistant general manager of the Canadian Broadcasting Corp., will broadcast on Nov. 6 (7.45 p.m. E.D.S.T.) in the Engineering Institute of Canada series on "Radio in Canada".

FRANK U. FLETCHER, attorney in the firm of Stephens, Spearman, Sykes & Roberson, is convalescing at his home in Alexandria, Va., from a fractured vertebra suffered in a fall on Sept. 28. He is confined to his home in a plaster cast, and does not expect to be released for another month. Mr. Fletcher, former FCC attorney, also is a Reserve Officer in the Ordnance Department of the Army and is expected to be called to active duty as First Lieutenant in the office of the Assistant Secretary of War, as soon as he is physically able to undertake the duty.

NORMAN WINTER, formerly vice-president of J. W. Pepper, New York advertising agency, has joined the sales staff of Miller Broadcasting Co., New York, producers of a tape-recording system. Also recently added to the sales staff is A. H. Hope, formerly with Radio News Publishing Co., New York.

JAMES V. McCONNELL, NBC manager of spot and local sales, left New York Oct. 21 on a month's business trip to NBC sales offices in San Francisco, Hollywood, Denver and Chicago.

U. A. LATHAM, for the last five years in the sales department of WKRC, Cincinnati, has been named assistant sales manager of the station. G. Lawrence Ford, of the sales promotion department, has been transferred to the WKRC sales staff.

WALTER ZAHRT, promotion and merchandising manager of WOAI, San Antonio, has been elected to the board of directors of the San Antonio Advertising Club.

AARON S. BLOOM, director of the commercial department and treasurer of Kasper-Gordon Inc., Boston production firm, is the father of a girl born recently.

MAURICE S. WETZEL, for the last five years with the radio recording sales department of NBC, Chicago, has been transferred to the program department as director.

MORT SILVERMAN formerly salesman of WCOP, Boston, and previously in the radio department of L. B. Hawes Adv. Agency, Boston, has joined the sales staff of WINS, New York, and the New York Broadcasting System.

CARL B. OGILVIE, formerly sales manager of Arbuckle Associates New York advertising sales and merchandising counselors, has joined the merchandising and promotion staff of WLVA, Lynchburg, Va.

PAT STANTON, vice-president and general manager of WDAS, Philadelphia, is the father of a boy born Oct. 23.

BILLY BANKS, of the sales staff of WIP, Philadelphia, has been named head of the radio division for the Allied Jewish Appeal's charity drive this month.

JOHN HARTMAN, head of the Charles Morris Price School of Advertising & Journalism, Philadelphia, has been named chairman of the Poor Richard Club's annual banquet committee, the advertising men's frolic to be held in January at the Bellevue-Stratford Hotel, Philadelphia.

WILLIAM O. PAINE, national advertising manager of KGU, Honolulu, early in October married Rebecca Stoddard.

AL GREEN, formerly of Longview, Wash., has assumed his new duties as manager of KHBC, Hilo, T. H.

HARRISON HOLLIWAY, manager of KFI-KECA, Los Angeles, has been appointed radio division chairman for the annual Los Angeles Community Chest campaign.

ROD WHALEN, formerly program director of KWLK, Longview, Wash., recently was elevated to manager, succeeding A. H. Green, who resigned. Ross Snyder, formerly of KHSL, Chico, Cal., has been named program director of KWLK.



Meet the LADIES



MARCELLE BARTHE

FIRST woman to be appointed to the French announcing staff by the Canadian Broadcasting Corp. is Marcelle Barthe of Ottawa. Interested in dramatics since childhood, she entered radio through children's plays and features with the CBC. When a few years ago word got about that the CBC might put the feminine touch to announcing, Mlle. Barthe applied for the job and got it, announcing musical programs in Montreal in both French and English. When King George VI and Queen Elizabeth were in Canada last year, she was the only woman announcer on the entire trans-Canada Royal tour. At present when not announcing from the Montreal CBC studios, she arranges concerts for the Wireless School of the Royal Canadian Air Force at Montreal.

Specialist

AN INDIANA housewife applied to Harold Safford, program director of WLS, Chicago, for an audition. She was invited to fill out the regular form concerning previous experience. On the last line of the form under "Remarks", the ambitious aspirant noted, "winner of the hog calling contest at *Farmer's Frolic.*"

P.S.—She was a "soprano soloist".

WFIL Sponsors Dinner

WFIL, Philadelphia, sponsored the first joint dinner-meeting of the season between the Poor Richard Club, organization of advertising agency executives, and the Philadelphia Club of Advertising Women. The meeting was held at the Poor Richard Clubhouse Oct. 24. Samuel R. Rosenbaum, WFIL and IRNA president, acted as master of ceremonies and played the part of "Clif Fadiman" in an *Imitation Please* program arranged by James Allan, WFIL program director. WFIL also provided the guest speaker, William W. Chaplin, of International News Service. Margaret E. Ocker, head of Ocker Publications and president of the PCAW, presided jointly at the meeting with James Stinson, Poor Richard president.

HAROLD STOKES, dance orchestra leader of WGN, Chicago, was ranked "band leader of the month" in the current issue of *Orchestra World.*

Bishop Named President As Broadcasters' Group Is Organized in Oregon

OREGON State Assn. of Broadcasters, first organization of its kind in the State, was formed Oct. 11 in Portland at a meeting attended by 26 Oregon broadcasters. L. P. Bishop, commercial manager of KMED, Medford, was named president and Frank Loggan, of KBND, Bend, was appointed secretary-treasurer. President Bishop is appointing a committee to draft by-laws, and another meeting is scheduled soon to complete the organization.

Speakers at the meeting included Judge John C. Kendall; Harry Spence, of KXRO, Aberdeen; Marie Hornbeck, director of women's activities of the *Portland Oregonian;* Mac Wilkins, president of Mac Wilkins & Cole Adv. Agency, Seattle; R. C. Wentworth, of Lang-Worth Feature Programs, New York. The committee organizing the meeting included C. W. Myers, KOIN, Portland; Carey Jennings, KGW, Portland; Lee Bishop, KMED; Frank Loggan, KBND.

Among those attending were: James C. Wallace, KAST, Astoria; Ben E. Stone, KOOS, Marshfield; J. G. Bauriedell, KUIN, Grants Pass; George Kincaid, KFJI, Klamath Falls; Lee Bishop, KMED, Medford; R. C. Wentworth, Lang-Worth; Harry Read, KSLM, Salem; M. H. Pengra, KRMR, Roseburg; Frank Loggan, KBND, Bend; C. G. Phillips, Frank L. Hill, KIDO-KORE, Boise-Eugene; Harry Spence, KXRO, Aberdeen; Don Parker, KWJJ, Portland; Judge John C. Kendall, Portland; Mac Wilkins, Mac Wilkins & Cole; Marie Hornbeck, *Portland Oregonian;* Paul Connet, W. Carey Jennings, Bob Prigmore, Joe Messmer, Chet Blomsness, Harry Singleton, H. Q. Cox, James Mount, KGW-KEX, Portland; C. Roy Hunt, C. W. Myers, H. M. Swartwood, Charles Couch, Henry Buckendahl, Ted Kooreman, KOIN-KALE, Portland.

Radio Writers Flection

BATTLE for national presidential post of Radio Writers Guild at the Nov. 7 election, promises to become a free-for-all contest between Eastern and West Coast forces of the organization. Forrest Barnes, Hollywood president of Western Division of RWG is being proposed for the national post, with Henry Fisk-Carlton, member of the New York national council, mentioned as eastern candidate, although there may be a change before election. Kenneth Webb, incumbent president, is out of the running, having served for two terms. Paul Franklin and Sam Moore, free lance Hollywood writers, are West Coast candidates for the national vice-presidency.

Lomax Handles Games

STAN LOMAX, sportscaster of WOR, Newark, has been selected to broadcast the five professional football games of the Brooklyn Dodgers to be sponsored from Nov. 3 to Dec. 1 on WOR by Magazine Repeating Razor Co., New York. Lomax will cover both home and away games. He described the Dodger games heard sustaining on WOR throughout October.

HARTZELL SPENCE, in charge of promotional activities and the special service bureau of United Press, has been given a screen test by Warner Bros., which recently purchased movie rights to his book *One Foot in Heaven.* Mr. Spence probably will assist in writing the script for the picture, to be produced early in 1941. The book will be condensed in *Reader's Digest* Dec. 1.

BEHIND the MIKE

ROBERT J. MORARD, assistant to J. Oren Weaver, CBS-Chicago director of special events, is confined to West Suburban Hospital, Chicago, due to a slight skull fracture and internal injuries suffered Oct. 23 when he fell from an automobile near Marion, Ind., while enroute to arrange for a remote pickup of a Willkie address. Ken Ellington, CBS special events announcer, was driving the car at the time of the accident. While rounding a curve the door flew open and Morard, sitting next to the driver, fell to the pavement. He will be away from his desk until early in November.

WILLIAM LANG, announcer at KYW, Philadelphia, has returned to his station post after a ten-day absence due to a minor operation.

DON DIXON of the production staff of KDKA, Pittsburgh, on Oct. 19 married Patty Todd Snead, of Bever, Pa. Dixon met his bride when he gave an audition for a musical production.

CECIL HALE, announcer and radio dramatics instructor of WFAA-KGKO, Dallas, has been named educational director of both stations. Hal Thompson, announcer and sportscaster, has been named assistant program director and director of special events for WFAA-KGKO.

GEORGE THOMAS, former announcer at WFPG, Atlantic City, rejoined the staff of WCAU, Philadelphia, replacing Bob Pollock, who returned to WSB, Atlanta.

BILL SHOMETTE has joined the announcing staff of KMAC, San Antonio, succeeding Horace Shelton, now at Fort Riley, Kan., for military training. Charles Nelson, KMAC announcer, early in October married Martha Evans.

DEAN A. JENKINS, who formerly conducted a midnight record program on WHOM, Jersey City, is analyzing problems for feminine listeners on a series of quarter-hour daily programs on WNEW, New York.

JACK R. WAGNER, for the last three years with KHUB, Watsonville, Cal., recently resigned as production manager of the station. He has announced no plans.

JESS KIRKPATRICK, announcer of WGN, Chicago, has been elected first president of the newly formed *C-Club* of Champaign High School, Champaign, Ill.

JOE DILLON has returned to the WPEN, Philadelphia, announcing staff after an absence of a year. He will handle the nightly *Night Club of the Air*.

JOHNNY ERP, of the news and special events staff of NBC, Chicago recently underwent a stomach operation in St. Joseph's hospital.

Sang at Their Work

HARMONIZING of two girls as they worked in the offices of WBNX, New York, sounded good to program director Frank Johnson, so he put the singers on the air. That is how *The Sunshine Girls* were born. Program is sponsored Tuesdays 5-5:15 by B. Manischewitz Co., Jersey City, for matzos crackers. Featured are Sue Royal and Lydia Chill of the station's production and copyright departments.

ROSALIND CARR, former receptionist for Benedict Gimbel Jr., president of WIP, Philadelphia, has joined WWSW, Pittsburgh, as assistant continuity writer.

JOHN KIEFFER, former consultant in radio and script writer for Warner Bros., now heads the radio and television department of the Norris School, Philadelphia dramatic school.

MARGARET SCHAFFER, former production manager of WFIL, Philadelphia, has been made director of the radio workshop of the Bessie V. Hicks School of Dramatic Arts, Philadelphia, teaching script-writing and production.

ELI SNYDER, WHAT, Philadelphia, accountant, is the composer of an original song, "Call To Arms," his first effort, in the hands of BMI.

HENRY LUNDQUIST, of the production department of WEEI, Boston, has been appointed night manager of the station.

DAVID BROOKS, formerly of WEAN, Providence, has joined the announcing staff of WOCB, West Yarmouth, Mass.

Foils Gunman

JACK GREGSON, announcer of KSFO, San Francisco, walked right into the muzzle of a gun in the hands of a bandit one recent night. He swung at the would-be robber and missed. The gunman fled.

RUTH FOX, of Louisville, has been named program director of WBKY, Beattyville, Ky., the University of Kentucky's new education shortwave station. She was formerly State NYA radio director and also was associated with the New York University Radio Workshop.

HENRY SALISBURY BARBOUR, free lance writer, has joined the continuity department of WGN, Chicago.

FRED BRYANT, of the NBC Hollywood auditing department, is the father of a boy born Oct. 19.

JAMES WALDROP, announcer of WSPA, Spartanburg, S. C., has been named program director of WORD, also operated by Spartanburg Adv. Co. Roger Shaffer, formerly of WMBD, Peoria, Ill., also has joined WORD as director of production. Howard Turner, WORD announcer, has been transferred to WSPA along with Richard Gray, of WGNC, Gastonia, N. C.

ALLEN MILLER, formerly of the Chicago Radio Council, has joined KWSC, Pullman, Wash., as production director. He succeeded Melvin R. White, who resigned to return to the Midwest.

BILL BUCHANAN, graduate of Indiana U, new to radio, has joined the news department of WGN, Chicago.

AL ORRICK, of the news department of WTAM, Cleveland, has joined KOA, Denver, as news editor, succeeding Jack Fern, who has become news editor of WTAM.

FRED M. WOOD, conductor of the *Dawn Patrol*, early morning program on WIP, Philadelphia, returns to WSNJ, Bridgeton, N. J. Nov. 1.

It's HARVEST TIME
the Year 'round
IN NORFOLK



A RICH HARVEST—a harvest of sales—is in full swing at Norfolk . . . the Nation's "Bright Spot" for years to come. Over a billion dollars for ship-building and naval defense activity, thousands of resort visitors, ocean traffic, bumper crops *keep it that way the year 'round*. You can be *certain*, when you put WTAR on your schedules, that this *richest Virginia market* won't slump with seasons. Insure *plus-profits* on your time investment . . . include WTAR in your Winter campaigns and you'll reap a golden harvest of sales!



IMPORTANT! WTAR has just been awarded an F.C.C. permit for 5,000 watts night, directional, giving night power equivalent to almost 11,000 watts—yet rates on 5,000 watts day and night are still based on 1,000 watt input, giving you additional coverage of thousands of new prosperous listeners at no rate increase.

National Representatives:
EDWARD PETRY & COMPANY

NORFOLK VIRGINIA AMERICA'S No.1 SALES AREA

WTAR

Owned and Operated by Norfolk Newspapers, Incorporated

HARWOOD HULL, farm director of WAPI, Birmingham, in mid-October flew to San Juan, Puerto Rico, where he handled several special WAPI broadcasts on farming methods of the tropics. In addition to interviews with Puerto Rican farmers and agricultural experts, Hull also is handling several exclusive WAPI programs on Spanish customs and music.

WILLIAM T. BEARD, announcer of WLBJ, Bowling Green, Ky., on Oct. 15 presided as Master of Hounds at the Southern Kentucky Foxhunters Assn. meet at Morgantown, Ky. In addition to his official duties, Beard handled a remote pickup of the event for WLBJ.

RAY CHARLES and Bee Arden, singers with the *Four Top Notes* of WGN, Chicago, were married Oct. 16. They recently collaborated in writing a new song, "Funny Little Pedro."

MRS. JEANIE CAMPBELL, formerly in charge of copyright clearance at the New York World's Fair, on Oct. 21 joined the MBS program department in New York to organize a music copyright clearance division. From 1934 to 1939 Mrs. Campbell was with WHN, New York, and before that was a member of the copyright division of NBC.

STANLEY MAXTED, Canadian Broadcasting Corp. program executive, who before the outbreak of war was in commercial radio in London with J. Walter Thompson Co. Ltd., is again in London as assistant to E. L. Bushnell, CBC program director who is on loan to the British Broadcasting Corp. Maxted will assist in developing the special BBC North American broadcasts.

HAL TUNIS, WIBG, Glendale, Pa., announcer, has been signed to m.c. amateur shows at a string of local theatres during the fall.



'SPECT WE'LL NEED ANOTHER SILO, LEM!

Don't think for a minute that farming out here in the Red River Valley is just "a way of life"! It's big business — on a grand scale. That's why this territory is one of the best farm equipment markets in the whole country — as well as being a super-market for all the things most people buy!

And here's the pay-off: WDAY—alone—covers the entire Valley—at one low cost. Where else can you find a sweeter set-up?

WDAY, INC.

N. B. C.

FARGO, N. D.

940 K. C. . . 5000 WATTS DAY—1000 NIGHT

Affiliated with the Fargo Forum

FREE & PETERS, Nat'l Representatives

BOB BOWMAN, Canadian Broadcasting Corp. special events director and chief of the CBC Overseas Unit in Great Britain, and Albert Altherr, CBC commentator with Overseas Unit, are both back in England after a short visit to Canada.

RICHARD BARD, director of publicity and special events of WNEW, New York, on Oct. 23 resigned to report for active duty at Fort Dix, N. J., as a Second Lieutenant in the Army. Succeeding Bard is Jack Banner, publicity agent for WBNX, Brooklyn, and varied movie and radio talent, and previously radio editor of *Motion Picture Daily*. Miss Rhea Diamond continues as assistant to the publicity director of the station.

CAPT. GERALD ARTHUR, commentator with the Overseas Unit of the Canadian Broadcasting Corp., is back in Canada following his appointment as asistant Quebec regional program director, and will be stationed in Montreal. His place in Great Britain has been taken by Rooney Pelletier.

JACK NEGLEY, announcer of WINS, New York, recently dubbed in the voice for two moving picture shorts, an American Bankers Assn. film at Audio Productions and the Erpi classroom film, "Safety".

IRNA PHILLIPS, radio playwright who recently celebrated her 10th year of script-writing, on Oct. 29 was a guest speaker at the annual U of Ohio Vocational Round Table Conference, held in Columbus.

GERALD A. VERNON has been transferred from the research sales promotion department of NBC in New York to the network's central division in Chicago.

RHODA LeCOCO, of the continuity staff of KOIN-KALE, Portland, Ore., recently was married to Jack Lipke.

PAUL deFUR, assistant program director of WLW, Cincinnati, and Bea Garrison, of the stenographic staff, are to marry Thanksgiving Day.

EDMUND ABBOTT, formerly of WCCO, Minneapolis, and KSL, Salt Lake City, has joined the production staff of WBBM, Chicago.

FRANCIS BUTLER, formerly of KFAM, St. Cloud, has joined the announcing staff of WDGY, Minneapolis. Dick Day, WDGY announcer, is the father of a boy born Oct. 18.

BOB CALLAHAN, formerly music rights supervisor of WRC-WMAL, Washington NBC outlets, on Nov. 1 joined the new WINX, Washington, as staff organist-pianist.

HENRY WEAVER, formerly special events and sports announcer of KMTR, Hollywood, has joined the NBC announcing staff in that city.

ROGER SHAW, commentator on WOV, New York, and military strategist, was guest of honor at the New York World's Fair Oct. 17, "Roger Shaw Day". He was interviewed on the RCA television unit.

BRAD SIMPSON, formerly radio production manager in the St. Louis office of Ruthrauff & Ryan, has been named program director of WKRC, Cincinnati, succeeding Richard Blake, resigned.

JACK DAUB, formerly of WDOD, Chattanooga, and WSPB, Sarasota, Fla., has joined the announcing staff of WAPO, Chattanooga.

TOM SWEENEY, formerly of WIOD, Miami, has joined the announcing staff of WMAN, Mansfield, O. Robert Horn, formerly of WPAY, Portsmouth, and WHIZ, Zanesville O., has joined the station as news editor. Harry Lytle, WMAN announcer, on Oct. 26 married Esther Lantz, WMAN dramatic producer.

LEE KARSON, formerly of KLZ, Denver, and KOB, Albuquerque, has joined the program staff of KTAR, Phoenix.

ED BURWELL, formerly of WEED, Rocky Mount, N. C., has joined the announcing staff of WPID, Petersburg, Va.



POSING A LA Alexander Botts pose aboard a Caterpillar Diesel tractor, Bert Buzzini, commentator and special events man of KQW, San Jose, Cal., gets some authentic material on mechanical behemoths as he presents the new five-weekly series, *The Caterpillar Farm News Reporter*, at 7:30 a.m. (PST) on the station for Caterpillar Tractor Co.

ALSTON STEVENS has returned to his announcing and newscasting duties at WFIL, Philadelphia, after recovering from an appendectomy.

BILL CARTY, relief announcer of WIP, Philadelphia, rejoins the announcing staff of WPEN, Philadelphia.

JOSEPHINE MARTIN, home economics director at KFRC, San Francisco, known on the air as Bess Bye and Emily Barton, conducted her two morning programs from Franklin Hospital where she was confined by a knee injury.

GEORGE MORRISON, formerly of KXYZ, Houston, and KRIS, Corpus Christi, has been named head of the continuity department of KPAC, Port Arthur, Tex.

FRANK HENNESSY, formerly of the *Jewel Cowboys* on CBS, has joined the announcing staff of WWL, New Orleans.

KEN CRAIG, chief announcer at KSFO, San Francisco, married Ethel Gionnetti recently.

ART KIRKHAM, commentator and sportscaster of KOIN, Portland, Ore., recently was named in a women's survey as one of the three outstanding citizens of Portland. Another of the trio was Arthur L. Fields, local businessman, for whose firm Kirkham stages a weekly quiz show, *Everybody Wins*.

SOUTH CAROLINA'S ONLY REGIONAL CBS STATION

WCSC

CHARLESTON, S. C.

1000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

BRUCE GRANT, formerly of WMT, Cedar Rapids, has joined the announcing staff of KSO-KRNT, Des Moines. He replaces Paul Miner, who transferred to KVOO, Tulsa.

ED LAGRAVE, Jr., whose father is manager of the Sioux City studios of WNAX, Yankton, has been appointed student director of KUSD, student-operated station of the University of South Dakota at Vermillion, S. D.

PAUL LONG, formerly of WFAA, Dallas, has joined the announcing staff of KFRO, Longview, Tex.

MAURICE J. TOMPKINS, of the sales department of WEEI, Boston, has volunteered for military training.

LEONARD TAYLOR, formerly of WKST, New Castle, Pa., has joined the announcing staff of WHBC, Canton, O.

RICHARD BARTLETT, formerly of KVOO, Tulsa, has joined the announcing staff of KGVO, Missoula, Mont., along with Jack Swee.

JAMES CAMPBELL, formerly announcer of KOA, Denver, has joined NBC in Chicago. Dick Nesbitt, of NBC-Chicago, has succeeded him at KOA.

DOUG EDWARDS, formerly of WXYZ, Detroit, has joined WSB, Atlanta, as newscaster.

HAL McINTYRE, announcer of KYA, San Francisco, recently married Gladys Clark of San Francisco.

BILL ROSEE, of the press department of NBC, Chicago, has received a reserve commission in the National Guard. He expects to be called for active service early in January.

LAURABELL SCHUTT, formerly of WDWS, Champaign, Ill., has joined the continuity staff of WJJD, Chicago.

HUGH TURNER, member of the production department, KLS, Oakland Cal., recently became the father of a boy.

FRANKLIN DYE, formerly of the page staff of WBBM-CBS Chicago, has joined the publicity staff to succeed Robert J. Morard, recently named assistant to J. Oren Weaver, news and special events director.

JOHN D. KELSEY, formerly of WIP and WHAT, Philadelphia, and WCSH, Portland, Me., has joined the announcing staff of WHOM, Jersey City.

HAL DAVIS, director of publicity for Columbia Recording Corp., and Evelyn Leach have announced their engagement and expect to be married in December.

BEN ALEXANDER, Hollywood announcer, is handling commercials on the NBC *Everyman's Theatre*, sponsored by Procter & Gamble Co. (Oxydol).

JOHN NESBITT, Hollywood commentator on the weekly *Passing Parade*, sponsored by Bank of America on 7 NBC-Pacific Blue stations, is the father of a boy born Oct. 5.

WIP ROBINSON, formerly of Norman, Okla., has joined the announcing staff of WDZ, Tuscola, Ill.

BOB STEVENSON has joined the NBC Hollywood production staff and taken over the duties of Ted Sherdeman, writer-producer, who is on a 30-day leave.

RAYMOND C. PLAMADORE, announcer of WKBH, LaCrosse, Wis., on Oct. 4 married Olive Hagen, staff organist.

DOUGLAS EVANS, KFI-KECA, Los Angeles announcer, has been signed for similar roles in the films "Take the Air," being produced by Warner Bros., and "Play Girl," to be released by RKO.

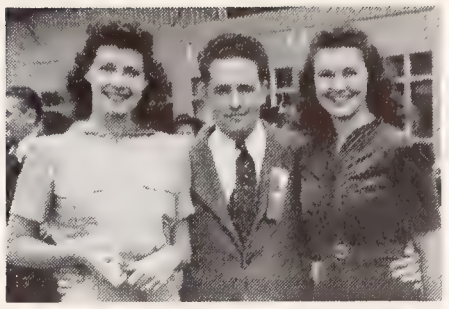
EVERETT HOWARD, formerly of WCHV, Charlottesville, and WFVA, Fredericksburg, Va., has joined the announcing staff of WTAR, Norfolk.

Ann's Rib

FIRST recorded radio casualty on the Willkie-for-President campaign junket is Ann Gillis, CBS Washington director of special events. During a stint as CBS representative in the Willkie entourage, Miss Gillis on Oct. 21 got mixed up in the crowd pushing its way into the Milwaukee Auditorium to hear the GOP presidential nominee. During the crush a Milwaukee policeman chanced to dig his elbow into her side, cracking a rib. Taped up, she is now convalescing in Washington.

ROSWELL ROGERS and Carl Hurtzinger, CBS Hollywood writers, have been added to the scripting staff of the CBS *Al Pearce Show*, sponsored by R. J. Reynolds Tobacco Co.

BOB LE MOND, Hollywood announcer, is conducting the weekly half-hour *Kid's Ouizaroo* on the CBS Pacific Network.



SURROUNDED by charm is Dave Francis, of the sales department of WMAN, Mansfield, O. It's strictly business to Francis, however, because he is dickering for a sponsor to place Frances Burke, Miss America, 1940 on WMAN. Rounding out the trio is Patricia Donnelly.

FOX CASE, CBS West Coast public affairs and special events director, Hollywood, has been appointed a member of the draft appeals board for Hollywood district (17th California).

PAUL AURANDT, formerly of KXOK, St. Louis, has joined KGVO, Missoula, Mont., as chief announcer and sportscaster.

KNOX MANNING, Hollywood commentator, who heretofore played radio announcer roles in films, has been given a straight character part in the motion picture, "Cheers for Miss Bishop", by Richard Rowland Productions.

LOIS DASHER, of the program department of WJSV, Washington, is convalescing after a recent emergency appendectomy.

JAMES MacCAFFERTY, operations supervisor of WMCA, New York, recently married Edith Barda.

BOB FISKE, formerly of KNX, Los Angeles, has joined the announcing staff of KOIN, Portland, Ore. Bob Colvig has rejoined the announcing staff after returning from a trip to South America.

MEL RUICK, Hollywood announcer-actor, has been assigned the role of Michael Murry in the weekly quarter-hour serial, *Dear John*, sponsored by Welch Grape Juice Co. on 47 NBC Red and Blue stations. He also announces the weekly CBS *Lux Radio Theatre*, sponsored by Lever Bros.

HAL BOHN, a member of the WGN, Chicago announcing staff of two years ago, has returned to the station.

JEAN FAY, conductor of a woman's program on KYA, San Francisco, has resigned.



OUR FAMILY thinks no more of writing a letter than you do of making a phone call.

It's the most natural thing in the world for WIBW listeners to write to "their" station . . . to our advertisers . . . to send orders direct . . . to ask for information, catalogs, circulars and descriptive matter. THAT'S WHY WIBW AVERAGES ABOUT ONE THOUSAND PIECES OF COMMERCIAL MAIL EACH WORKING DAY.

This huge flow of mail from OUR FAMILY is mighty important to you. It shows a responsive, ready-to-buy audience.

WHEN THEY WRITE, YOU KNOW THEY LISTEN!

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

JACK LEE, announcer of WHAM, Rochester, N. Y., during a broadcast of local ceremonies on American Indian Day was inducted into the Seneca Tribe. His Indian name, Da-Deo-Quot-Tha, means literally "He who spreads the message".

RUSSELL LEE JACOBS and Paul Crawley of NBC Hollywood page staff, have resigned to join the Army Air Corps.

IRA AVERY, program service aide of WRVA, Richmond, Va., has been named by the board of the Richmond Theatre Guild to again conduct the Guild's course in radio production and script writing.

WILLIS VAN and Bernadine Wagner of the CBS Hollywood sales promotion department, were married Oct. 12 at Las Vegas, Nev.

MRS. FRANCES FARMER WILDER, CBS Pacific Coast director of education, will serve as a panel member at the Southern California Teachers' Institute session dealing with out-of-school radio programs, when the educators meet in Los Angeles Nov. 16.

MAURICE BURCHELL, CKY, Winnipeg, announcer recently married Barbara Pepler, of Winnipeg.

SID SAUNDERS, for the last four years announcer of KMOX, St. Louis, resigned as of Nov. 1 to free lance in Chicago.

Jones For McNaughton

APPOINTMENT of David G. Jones, program director, as business manager of WLAW, Lawrence, Mass., was announced Oct. 22 by Irving E. Rogers, general manager. He succeeds Henry B. McNaughton, who resigned recently. Mr. McNaughton has not made known his future plans. John D. Malloy, of the program staff, has been elevated to program director.

ARE YOU A SUBTLE (KY.) WORKER?

No need to be subtle about Subtle (Ky.)! The plain, unvarnished truth is that Subtle, Spick, Squib (and other small Kentucky towns like them) are just too small to offer a very profitable market. The BIG money is in the *Louisville* Trading Area, which buys more merchandise than the rest of Kentucky combined!.. *Alone*, WAVE covers, blankets, saturates this free-spending market at a cost surprisingly low! If you want Louisville, you want WAVE!

LOUISVILLE'S WAVE

INCORPORATED

1000 WATTS . . . 940 K.C. . . N.B.C.

FREE & PETERS, INC.
National Representatives

in the CONTROL ROOM

MAJ. ALFRED R. MARCY, for 13 years chief engineer of WFBL, Syracuse, who left Oct. 26 for duty at Fort McClellan, Ala., was guest of honor at a dinner recently held by the WFBL staff. Maj. Marcy received a portable radio as the gift of the station staff and a pipe from members of the engineering staff. James J. Kelly will supervise transmitter operations and Walter Stonger control room operations during his absence.

ED STARNES, chief engineer of KFJZ, Fort Worth, recently was named chief engineer of Texas State Network. He succeeded Joe Haigh, who resigned to join the FCC monitoring staff.

TED CHEZIK has been promoted to chief operator of WRVA, Richmond, succeeding C. L. Stephenson, who has joined the FCC monitoring staff.

LEO YODER, transmitter engineer of WOWO, Fort Wayne, has been named winner of the 1940 D. D. Johnston Trophy for Civilian Pilots. Yoder was cited for all-around excellence in navigation, piloting skill, and adherence to CAA regulations.

WALTER MORRISSEY, control supervisor of KOA, Denver, recently was awarded his pilot's license.

MAX MARKEL, field engineer, and Jack Sperling, transmitter engineer, both of WHOM, Jersey City, have resigned to volunteer as radio engineers in the U. S. Army Signal Corps and are stationed at Fort Monmouth, N. J. Rocco Albanese, recently of WBNX, Brooklyn, and formerly in aviation radio with Bendix, has joined WHOM as a replacement.

LEON BALDWIN, formerly of CKCV, Quebec, has joined the engineering staff of CBV, CBC station in Quebec.

RAY C. SPENCE, formerly of WJLS, Beckley, W. Va., has joined the new WAJR, Morgantown W. Va., as chief engineer.

CARLTON ABERNATHY formerly of WRTD, Richmond, Va., has joined the engineering staff of WGTM, Wilson, N. C.

CHARLES F. HARRIS has been named chief engineer of KMAC, San Antonio, replacing Richard R. Hayes, who has joined KGZE, San Antonio police station. T. Gilert Sharpe, formerly sound engineer with Interstate Theatres of Texas, has joined KMAC as plant technician.

ROBERT L. GREVEMBURG, formerly of WDSU, New Orleans, and National Air Lines, has joined the engineering staff of WWL, New Orleans.

Sales Power!

CJOR is doing an effective selling job for MORE NATIONAL SPONSORS than any other two Vancouver stations.

CJOR
Vancouver, B. C.
1000 Watts 600 K. C.
Nat. Rep:
Joseph Hershey McGillvra



SPEEDY ACTION and a perfect pickup in mid-October brought satisfied smiles to Fred Daiger, program director of WSUN, St. Petersburg, Fla.; Capt. L. E. Shattuck, of the *Charlene*, and Wesley Randles, WSUN engineer, upon their return from a remote broadcast of the rescue of two fliers from a crashed plane in Tampa Bay. When the Canadian-owned twin-motored Beechcraft crashed a mile or so out in the bay as it took off for Canada, the St. Petersburg Coast Guard went into action, and the WSUN boys turned up in short order to describe the rescue work. The Canadian fliers, C. F. Leech and R. M. Smither, were uninjured and the plane was salvaged.

LES CULLY, NBC Hollywood control supervisor, has been promoted to recording supervisor, a post newly created to coordinate all recording room activities. C. E. Pickett has taken over Cully's former post, with J. H. Brown of the engineering maintenance department becoming relief control supervisor. A. R. Brearley and J. C. Riekeberg who have been doing summer relief, have been added to the technical staff as studio engineers.

TOM COPELAND, operator of WOWO-WGL, Fort Wayne, Ind., recently received a $50 prize in the sixth annual National Newspaper Snapshot competition. Copeland's picture, winner in a local contest, was submitted by the *Fort Wayne News-Sentinel*. A year ago Copeland won a similar prize in an Eastman photographic contest.

CHARLES PALMER, formerly of the engineering staff of KARK, Little Rock, Ark., has accepted a post with the Civil Aeronautics Authority as assistant communications officer at Sioux City, Ia. Frank Newberry, of WLAP, Lexington, Ky., has succeeded him at KARK.

DeFOREST LEIGHTON, graduate of Brooklyn Polytechnic Institute, has joined the engineering staff of WTRY, Troy, N. Y. He succeeds Waldo Whitman, now chief operator of WKIP, Poughkeepsie.

DONALD G. LITTLE, formerly chief engineer of the radio division of Westinghouse E. & M. Co., has been named consulting radio engineer of the division.

J. M. BOYER Jr., formerly of WSJS, Winston-Salem, N. C., has joined the engineering staff of WSOC, Charlotte. Ephraim Mallard, WSOC control room operator, recently was married.

BOB JENSEN, of the engineering staff of NBC, Chicago, is the father of a son, Stephen Alan, born Oct. 22.

JOHN C. HANNAFORD formerly of KHSL, Chico, Cal., has enlisted in the 302d Signal Aviation Company, located at March Field, Calif., where he is teaching radio theory and practice at the Signal Corps school.

CAPT. CLAUDE E. SNIDER, transmitter engineer of CKX, Brandon, Man., is serving with the 71st Battery, Royal Canadian Artillery, "somewhere in England".

NATHANIEL FAITHORNE, technician at KSFO, San Francisco, recently resigned to enter the Army as first lieutenant stationed at the San Francisco Presidio.

FRANK R. KRULCE, formerly of WOPI, Bristol, Tenn., has joined the engineering staff of WBRW, Welch, W. Va.

TAFT NICHOLSON, chief transmitter engineer of KOMA, Oklahoma City, has resigned to accept a position with the Civil Aeronautics Authority. Harry Edwards, KOMA control operator, has succeeded to his place at the station. Charles Parker, formerly of Texas State Network, has joined the KOMA control staff.

L. C. SKIPPER has joined the field engineering force of Radio Coverage Reports, headed by Edgar Felix. Miss Janet Murray has been added as statistician. Offices of the organization have been moved to 18 E. 48th St., New York.

HARRY ESSMAN, CBS Hollywood sound effects technician, is on a five-week leave to direct sound effects for the RKO film "Citizen Kane", being produced by Orson Welles.

WARREN RANSDELL, formerly of WLBJ, Bowling Green, Ky., has joined the engineering staff of WAVE, Louisville.

DICK KELLY, control engineer of WICC, Bridgeport, Conn., is the father of a girl born Oct. 14.

DONALD McCOLLISTER, transmitter engineer of WGAR, Cleveland, is the father of a boy born recently.

A. M. RESPONDEK, formerly of KVIC, Victoria, Tex., has joined KPAB, Laredo, Tex., as chief engineer. Ed Schoeler also has joined the KPAB engineering staff.

GEORGE VODER has joined KFWB Hollywood, as transmitter technician.

ADRIAN LENTZ, studio engineer of WCKY, Cincinnati, on Oct. 15 married Jane Frohmiller.

HOWARD A. CHINN, engineer in charge of the audio division of the CBS general engineering department, will conduct a fall course at New York U on "Principles of Audio-Frequency Engineering."

Test Your Program Over

WJBC

BLOOMINGTON, ILL.

Central Illinois — one of America's three richest agricultural markets; center of the hybrid corn industry 380,600 responsive people live in radio homes in the primary area of WJBC. Test over WJBC 1200 K. 250 W.

Natl. Rep.: COX & TANZ

Rathborne Leaves ACA, Selly Named President

JOSEPH P. SELLY, vice-president of American Communications Assn., CIO technical union, on Oct. 21 became acting president, coincident with the resignation of Merwyn Rathborne as president. Mr. Selly has been in charge of the Telegraph Division of ACA.

It was announced that Mr. Rathborne resigned because of ill health. His resignation had been rumored for some time, however, because of reports of Communistic influence in the organization. The ACA board, in accepting Mr. Rathborne's resignation, designated him to lead the ACA delegation at the CIO convention in Atlantic City in mid-November. He was given six months' salary. A special election to select Mr. Rathborne's successor will be held Jan. 10 to Feb. 9, with nominations to begin Nov. 21 through Dec. 11. The new president would take office March 1, 1941.

IBEW on Coast

CALIFORNIA State Assn. of Electrical Workers, an affiliate of the International Brotherhood of Electrical Workers, meeting in Santa onica recently, established a broadcast division and elected Roy Tindall, KFWB, Hollywood, technician, as chairman. Everett Davies, technician of KFBK, Sacramento, has been made vice-president, with Russell H. Pray, KYA, San Francisco, engineer, as secretary. IBEW, in its recently launched campaign to organize all broadcasting technicians and supervisors in Pacific Coast and Mountain states, reports 133 stations as having signed closed shop agreements. More than 50 other stations are operating under verbal agreements which will become closed shop as contracts are negotiated, it was said. Campaign is being directed by William A. Kelly, IBEW international represenative and Al Speede, business representative of Local 40, Hollywood.

WWL Promotes Dupre

HENRY DUPRE, special events director of WWL, New Orleans, recently was appointed program director of the station, succeeding Jimmy Willson, resigned, according to an announcement by W. H. Summerville, general manager of the station. Dupre will continue to hold his special events post and also will conduct the early morning *Dawn Busters* feature. Leon Adams has joined the WWL staff, taking over Dupre's other post as publicity director, and he also will handle merchandising.

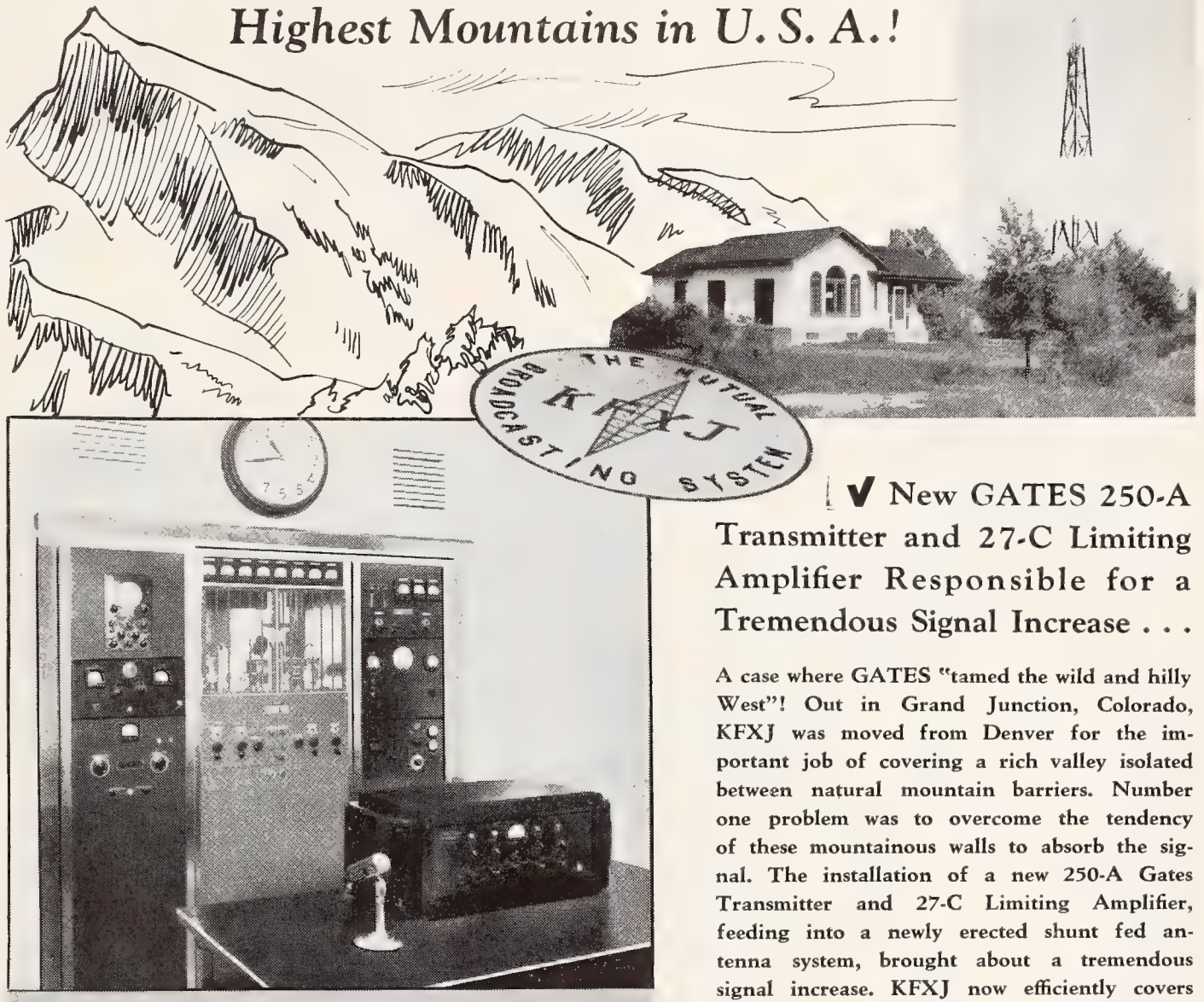
ACA-WCNW Pact

WCNW, Brooklyn, has signed a new contract with American Communications Assn., CIO affiliate, covering the three engineers of the station for one year, retroactive of Oct. 1, 1940. The contract allows for two weeks with pay, arbitration in case of strike, and the defense clause whereby the men return to their same jobs if called for a year's service in the Army under the Selective Service Act.

CY CALDWELL, veteran pilot and associate editor of *Aero Digest* magazine, has been named aviation commentator of MBS for regular broadcast analyses of the aerial aspects of the European war. A former member of the RAF, Mr. Caldwell has been a test pilot for Glenn L. Martin Co., and an air mail pilot for several years.

100% GATES means SATISFACTION

KFXJ, Grand Junction, Colo. Now Enjoys PEAK Performance Among Highest Mountains in U. S. A.!



One GATES Installation Deserves Another!

KFXJ (exterior view shown above) is another example of how the installation of any GATES equipment inspires the entire station to go 100% GATES! The above photo shows the GATES 250-A Transmitter and Control Cabinet. Speech control unit turntables (not shown) are GATES equipment added upon results of the Transmitter performance.

✔ New GATES 250-A Transmitter and 27-C Limiting Amplifier Responsible for a Tremendous Signal Increase . . .

A case where GATES "tamed the wild and hilly West"! Out in Grand Junction, Colorado, KFXJ was moved from Denver for the important job of covering a rich valley isolated between natural mountain barriers. Number one problem was to overcome the tendency of these mountainous walls to absorb the signal. The installation of a new 250-A Gates Transmitter and 27-C Limiting Amplifier, feeding into a newly erected shunt fed antenna system, brought about a tremendous signal increase. KFXJ now efficiently covers all this area without "inside or outside" interference, especially during daytime hours. Since the complete installation of GATES equipment ten months ago, with the exception of tubes, *LESS THAN TEN DOLLARS has been spent on repair parts!*

You don't have to "go West, young man" to hear the exciting story of what Gates transmitter and studio equipment is doing for others. *We* can tell what it will do for you! WRITE TODAY for complete illustrated technical data.

GATES
QUINCY, ILLINOIS, U.S.A.
AMERICAN CORPORATION



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLW, Cincinnati

Pierce's Medicines Inc., Buffalo (proprietary), *sa* series, thru H. W. Kastor & Sons, Chicago.

Smith Bros., Poughkeepsie, N. Y. (cough drops), *sp* series, thru J. D. Tarcher & Co., N. Y.

Ludens Inc., Reading, Pa. (cough drops), *sp* series, thru J. M. Mathes, N. Y.

Dr. Hess & Clark, Ashland, O. (stock remedies), *t* series, thru N. W. Ayer & Co., N. Y.

Pinex Co., Fort Wayne (cough drops), *sa* series, thru Russell M. Seeds Co., Chicago.

E. I. DuPont de Nemours & Co., Wilmington, Del. (Zerex), *sa* series, thru BBDO, N. Y.

Ligget Drug Co., New York (Rexall products), *t* series, thru Spot Broadcasting Inc., N. Y.

Vick Chemical Co., New York (cough drops), *ta* series, thru Morse International, N. Y.

W. A. Sheaffer Pen Co., Fort Madison, Ia. (Sheaffer pens), *sa* series, thru Russell M. Seeds Co., Chicago.

Maryland Pharmaceutical Co., Baltimore (Rem & Rel), *ta* series, thru Joseph Katz Co., Baltimore.

American Chicle Co., Long Island City, N. Y. (Dentyne gum), *sa* series, thru Badger & Browning & Hersey, N. Y.

Pacquin Inc., New York (Pacquin creams), *sa* series, thru William Esty & Co., N. Y.

WGY, Schenectady

P. Lorillard & Co., New York (Old Golds), 2 *sp* weekly, thru Lennen & Mitchell, N. Y.

Grove Labs., St. Louis (Bromo Quinine), 2 *sp* weekly, thru J. Walter Thompson Co., N. Y.

Musterole Co., Cleveland, 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.

Luden's Inc., Reading Pa. (cough drops), 4 *sa* weekly, thru J. M. Mathes, N. Y.

Peter Paul Inc., Naugatuck, Conn. (Mounds candy), 6 *sp* weekly, thru Platt-Forbes, N. Y.

Northwestern Yeast Co., Chicago, 3 *sp* weekly, 52 weeks, thru Hays MacFarland & Co., Chicago.

KGKO, Fort Worth-Dallas

Campbell Cereal Co., Northfield, Minn. (Malto-Meal), 115 *sp*, thru H. W. Kastor & Sons, Chicago.

Beaumont Labs., St. Louis (4-Way Tablets), 60 *sp*, thru H. W. Kastor & Sons Adv. Co., Chicago.

Wright Titus Co., Dallas (auto loans), 9 *sp*, thru Couchman Advertising Co., Dallas.

Dr. W. B. Caldwell Inc., Monticello, Ill. (Dr. Caldwell Syrup of Pepsin), 7 *ta* weekly, thru Sherman & Marquette, Chicago.

WHO, Des Moines

Vick Chemical Co., Greensboro, N. C. (Vaporub, Vatronol), 52 *sp*, thru Morse International, N. Y.

Bunte Bros. Co., Chicago (Bunte candy), 39 *sp*, thru Presba, Fellers & Presba, Chicago.

Mantle Lamp Co. of America, Chicago (Aladdin lamps), 13 *sp*, thru Presba, Fellers & Presba, Chicago.

Nash-Kelvinator Corp., Kelvinator Division, Kenosha, Wis. (refrigerators), 26 *t*, thru Geyer, Cornell & Newell, N. Y.

WFAA-WBAP, Dallas-Fort Worth

National Biscuit Co., New York (Premium crackers), 3 *sp*, weekly thru McCann-Erickson, N. Y.

Campbell Cereal Co., Northfield, Minn. (Campbell's Corn Flakes), 78 *sa*, thru Campbell & Mithun, Minneapolis.

Bristol-Myers, New York (Minit Rub), 312 *sa*, thru Young & Rubicam, N. Y.

Gulf Brewing Co., Houston (Grand Prize Beer), 156 *sp*, thru Rogers-Gano Adv. Agency, Houston.

Mahdeen Co., Nacogdoches, Texas, (hair tonic), 52 *sp*, thru Grant Adv. Agency, Dallas.

International Milling Co., Greenville, Tex. (Robin Hood flour), 100 *sp*, thru Tracy-Locke-Dawson, Dallas.

Grove Labs., St. Louis (Bromo-Quinine), 100 *ta*, thru J. Walter Thompson Co., Chicago.

Lever Brothers Co., Cambridge, Mass. (Rinso), 52 *sp*, thru Ruthrauff & Ryan, N. Y.

KROW, Oakland, Cal.

White Labs., Chicago (Chooz), 5 *ta* weekly, thru H. W. Kastor & Sons, Chicago.

Beaumont Laboratories, Chicago (4-Way Tablets), 5 *ta* weekly, thru H. W. Kastor & Sons, Chicago.

Columbia Outfitting Co., Oakland (chain clothing stores), weekly *sp*, direct.

R. A. Shuey Creamery, Oakland, Cal. (dairy products), 2 *sp* weekly, thru Sidney Garfinkel Agency, San Francisco.

Sherman, Clay & Co., San Francisco (chain music stores), weekly *sp*, direct.

KFYR, Bismarck, N. D.

Wincharger Corp., Sioux City, Ia. (Wincharger), 39 *sa*, thru E. H. Brown Adv. Agency, Chicago.

Pinex Co., Fort Wayne, Ind. (Pinex), *sa* series, thru Russell M. Seeds Co., Chicago.

Vick Chemical Co., Greensboro, N. C. (Vaporub, Vatronol), daily *sp*, thru Morse International, N. Y.

General Mills, Minneapolis (Wheaties), 52 *t*, thru Knox-Reeves, Minneapolis.

KFBB, Great Falls, Mont.

Railway Express Agency, New York (Express service), 36 *t*, thru Caples Co., N. Y.

Roman Meal Co., Tacoma, Wash. (cereal), 13 *sa*, thru Milne & Co., Seattle.

KPO, San Francisco

General Mills, Minneapolis (Wheaties), 5 *t* weekly, thru Westco Adv. Agency, San Francisco.

Thomas Leeming & Co., New York (Baume Bengue), 5 *sa* weekly, thru William Esty & Co., N. Y.

Maryland Pharmaceutical Co., Baltimore (Rem-Rel), 5 *sa* weekly, thru Joseph Katz Agency, Baltimore.

McIlhenny Co., Avery Island, La. (tabasco sauce), 4 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.

Lamont Corliss & Co., New York (Danya Hand Lotion), 3 *sa* weekly, thru J. Walter Thompson Co., N. Y.

White Labs., Newark (Chooz), 4 *sa* weekly, thru H. W. Kastor & Sons, Chicago.

Gardner Nursery Co., Osage, Ia. (plants), 6 *sa* weekly, thru Northwest Radio Adv. Co., Seattle.

Marlin Firearms Co., New Haven (razor blades), 3 *ta* weekly, thru Craven & Hendrick, N. Y.

Soil-Off Mfg. Co., Glendale, Cal. (Soil-Off) 2 *sa* weekly, thru Hillman-Shane, Los Angeles.

North American Accident Insurance Co., Newark, weekly *sp*, thru Franklin Bruck Adv. Corp., N. Y.

WOR, Newark

Healthaids Inc., Jersey City (Serutan health food), weekly *sp*, 52 weeks, thru Raymond Spector Co., N. Y.

Gordon Baking Co., Detroit (Silver bread), 6 *t* weekly, 13 weeks, thru Barton A. Stebbins, N. Y.

Bosco Co., New York (Bosco milk amplifier), 3 *sp* weekly, 52 weeks, thru Kenyon & Eckhardt, N. Y.

Gambarelli & Davitto, New York (Italian Swiss Colony wines), weekly *sp*, 52 weeks, thru De Biasi Adv., N. Y.

Foster Canning Co., Glendale, L. I. (Snappy dogfood), weekly *sp*, 52 weeks, thru Nathan Feist Adv., N. Y.

KYA, San Francisco

Riggio Tobacco Co., New York (Regent cigarettes), 98 *sa* weekly, thru M. H. Hackett Co., N. Y.

Skippy Peanut Butter Co., Oakland, Cal. (peanut butter), 3 *t* weekly, thru Botsford, Constantine & Gardner, San Francisco.

KGO, San Francisco

Gas Appliance Society of California, San Francisco, 5 *sa* weekly, thru Jean Scott Frickelton, San Francisco.

Cook Products Corp., San Francisco (sauce), 2 *sa* weekly, thru Rufus Rhoades, San Francisco.



"Don't be surprised—I go everywhere."

Montana Broadcasters, Box 1956, Butte, Montana.

Pd. Adv.

WDAY, Fargo, N. D.

Hilex Co., St. Paul (cleaners), 40 *sa*, thru The McCord Co., Minneapolis.

Winston & Newell Co., Minneapolis (IGA groceries), 8 *sp*, thru Campbell-Mithun, Minneapolis.

Sperry Candy Co., Milwaukee (Denver Sandwich), 65 *sa*, thru Cramer-Krasselt, Milwaukee.

Wincharger Corp., Sioux City (Wincharger), 72 *sa*, thru E. H. Brown Adv., Chicago.

Russell Miller Milling Co., Minneapolis (Occident flour), 31 *t*, thru N. W. Ayer & Son, N. Y.

Flex-O-Glass Mfg. Co., Chicago (Flex-O-Glass), 8 *sp*, thru Presba, Fellers & Presba, Chicago.

Stott Briquet Co., St. Paul (fuel), 140 *sa*, thru David Inc., St. Paul.

Vick Chemical Co., Greensboro, N. C. (Vick's products), 260 *sa*, thru Morse International, N. Y.

Feminine Products Inc., New York (Arrid), 3-weekly *t*, one year, thru Spot Broadcasting, N. Y.

Pinex Co., Fort Wayne, Ind. (cough remedy), 110 *sa*, thru Russell M. Seeds Co., Indianapolis.

Folger Coffee Co., Kansas City (Golden Gate coffee), 5-weekly *t*, thru Lord & Thomas, N. Y.

KFI, Los Angeles

Amber Lion Co., Los Angeles (hair tonic), 3 *sp* weekly, thru Ivar F. Wallin Jr. & Staff, Los Angeles.

Lehn & Fink Products Corp., New York (Hinds Honey & Almond Cream), 5 weekly *ta* and *sa*, thru Wm. Esty & Co., N. Y.

E. Fougera & Co., New York (Vapex), 3 *ta* weekly, thru Small & Seiffer, N. Y.

Allcock Mfg. Co., New York (porous plaster), 3 *ta* weekly, thru Small & Seiffer, N. Y.

Railway Express Agency, New York (delivery service), 3 *ta* weekly, thru Caples Co., N. Y.

Musterole Co., Cleveland (Musterole & Zemo), 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.

KDKA, Pittsburgh

Wilson & Co., Chicago (Ideal dog food), 65 *sa*, thru U. S. Adv. Corp., Chicago.

Pinex Co., Fort Wayne, Ind. (Pinex), 132 *sa*, thru Russell M. Seeds Co., Chicago.

Consolidated Drug Trade Products, Chicago (Peruna), 156 *sp*, thru Benson & Dall, Chicago.

Peter Paul Inc., Naugatuck, Conn. (Mounds), 156 *sp*, (Walnettos) 260 *sa*, thru Platt-Forbes, N. Y.

Chr. Hansen's Labs., Little Falls, N. Y. (Quick Fudge Mix), 30 *sa*, thru Mitchell-Faust Adv. Co., Chicago.

KHJ, Los Angeles

Sunnyvale Packing Co., San Francisco (Rancho soups), 5 *sp* weekly, thru Lord & Thomas, San Francisco.

Remington-Rand, Buffalo (typewriters), 3 *ta* weekly, thru Franklin Bruck Adv. Corp., N. Y.

North American Accident Insurance Co., Newark (insurance), 3 *ta* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Superior Sea Food Co., Los Angeles (frozen foods), 3 *sp* weekly, thru Hillman-Shane Adv. Agency, Los Angeles.

WHK, Cleveland

Bristol-Myers Co., New York (Minit-Rub), 60 *sp*, thru Young & Rubicam, N. Y.

Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 260 *t*, thru Joseph Katz Co., Baltimore.

G. E. Conkey Co., Cleveland (feed), 78 *sa*, thru Rogers & Smith, Chicago.

Marlin Firearms Co., New York (razor blades), 32 *ta*, thru Craven & Hedrick, N. Y.

WABC, New York

Vick Chemical Co., Greensboro, N. C. (cough drops), 3 *sa* weekly thru Morse International, N. Y.

WEAF, New York

Musterole Co., Cleveland (ointment), 3 *sp* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.

Radio Advertisers

CARNATION Co., Los Angeles (canned milk and ice cream), through Erwin, Wasey & Co., that city, on Oct. 14 started for 52 weeks participation six times weekly in *Sunrise Salute* and *Housewives Protective League programs* on KNX, Hollywood. Coast Federal Savings & Loan Assn., Los Angeles (banking service), using daily participation in those programs for the past several months, renews for 52 weeks effective Nov. 1. Robert F. Dennis Adv. Agency, Los Angeles, has the account. Wesson Oil & Snowdrift Sales Co., New Orleans (salad oil), through Fitzgerald Adv. Agency, that city, on Oct. 14 also renewed for 13 weeks.

GILLETTE SAFETY RAZOR Co., Boston, using WJW, Akron, and Valley Safety Electric & Appliance Co., on WDAK, West Point, Ga., have been added to advertisers locally sponsoring *Fulton Lewis Jr.* broadcast on MBS Monday through Friday, 7-7:15 p.m.

ARDEN FARMS Inc., Los Angeles (dairy products), out of radio for more than a year, has started five-weekly quarter-hour participations in the *Chef Milani* program on KMPC, Beverly Hills, Cal. Contract is for 13 weeks, ending Jan. 13. Productive Adv. Agency, Los Angeles, has the account.

LAURA SECORD CANDY SHOPS, Toronto (chain stores), on Oct. 22 started a weekly transcribed musical show on CFCF and CKAC, Montreal; CFRB, Toronto; CHRC, Quebec; CFPL, London, Ont.; CKCO, Ottawa; CFRC, Kingston, Ont.; CFCH, North Bay, Ont.; CKSO, Sudbury, Ont. Account was placed by Cockfield Brown & Co. Toronto.

BARKER BROS., Los Angeles (home furnishings), consistent users of Southern California radio time, is sponsoring a thrice-weekly quarter-hour program, *Backgrounds for Living*, on KNX, Hollywood. In addition the firm, on Oct. 14 started for 52 weeks, using one and five spot announcements each week on KFI and KHJ, Los Angeles, respectively. Marion Kyle Adv. Agency, Los Angeles, has the account.

LAMBERT PHARMACAL Co. (Canada), Toronto, for Listerine, on Oct. 18 started *The Green Hornet* weekly on CFRB, Toronto, and at various later dates on CFCF, Montreal; CFCH, North Bay, Ont.; CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CJCB, Sydney, N. S.; CFCY, Charlottetown, P. E. I.; CJRC, Winnipeg; CKCO, Ottawa; CFRN, Edmonton, Alta.; CFCN, Calgary, Alta.; CHNS, Halifax; CJOR, Vancouver; CKCK, Regina. Account was placed by Lambert & Feasley, New York.

SERVUS CLOTHES Inc., New York, to advertise fall and winter clothes, has started on three New York stations for 13 weeks. Spot announcements on WHN and WINS, totaling about 18 a week on each, are supplemented by participations in *Midnight Jamboree* on WEVD. Agency is Klinger Adv. Corp., New York.

NEW ADVERTISERS on the *Lithuanian Hour* conducted by Paul Saltimieras on WHIP, Hammond, Ind., 10-11 a.m. daily, include F. Ad. Richter & Co., Brooklyn (Anchor Pain-Expeller), using four weekly transcribed announcements for 26 weeks, placed direct; Morris B. Sachs, Chicago (clothing stores), 26-week schedule of daily quarter-hour news periods and daily quarter-hour *Poetic Melodies*, also half-hour Sunday feature the *Bartkus Family*, placed direct; Linco Products Co., Chicago (Juno cleanser powder), thrice-weekly live announcements for 52 weeks through Gourfain-Cobb Adv. Co., Chicago.

NATIONAL TOILET Co., Paris, Tenn. (cosmetics), on Sept. 15 renewed for 52 weeks its schedule of one-minute transcribed announcements on WMC KWKH WBT WAPI WWL KPRC WOAI KGKO WIS. Roche, Williams & Cunnyngham, Chicago, is agency.

OGILVIE FLOUR MILLS Ltd., Montreal (cereals), starts *Superman* early in November on Canadian stations from coast to coast. J. J. Gibbons Ltd., Montreal, placed the account.

PURE MILK ASSN., Chicago, on Oct. 14 started a 26-week schedule of 18-weekly time signal announcements on WLS, Chicago, and five-weekly one-minute live announcements on WMAQ, Chicago. On Oct. 21, it also started four-weekly time signals on WBBM, Chicago. Contracts are for 26 weeks. Presba, Fellers & Presba, Chicago, handles the acount.

K. ARAKELIAN INC., Chicago (Mission Bell Wines), on Oct. 14 started seven spot announcements weekly for 52 weeks on WJJD, Chicago. In addition firm is sponsoring race series half-hour daily on WIND, Gary, Ind., and 10 quarter-hours plus 49 spot announcements per week on WCFL, Chicago. Schwimmer & Scott, Chicago handles the account.



WHEN a sponsor smiles, it's news on any man's radio station. At KSTP, St. Paul, William Heegaard, vice-president and sales manager of the Russell Miller Milling Co., smiles and presents Bee Baxter and Bob Murphy with solid silver gifts for the work they are doing on Occident Flour's *Name the Tune*. Bee received a cigarette box, Bob an ice basket.

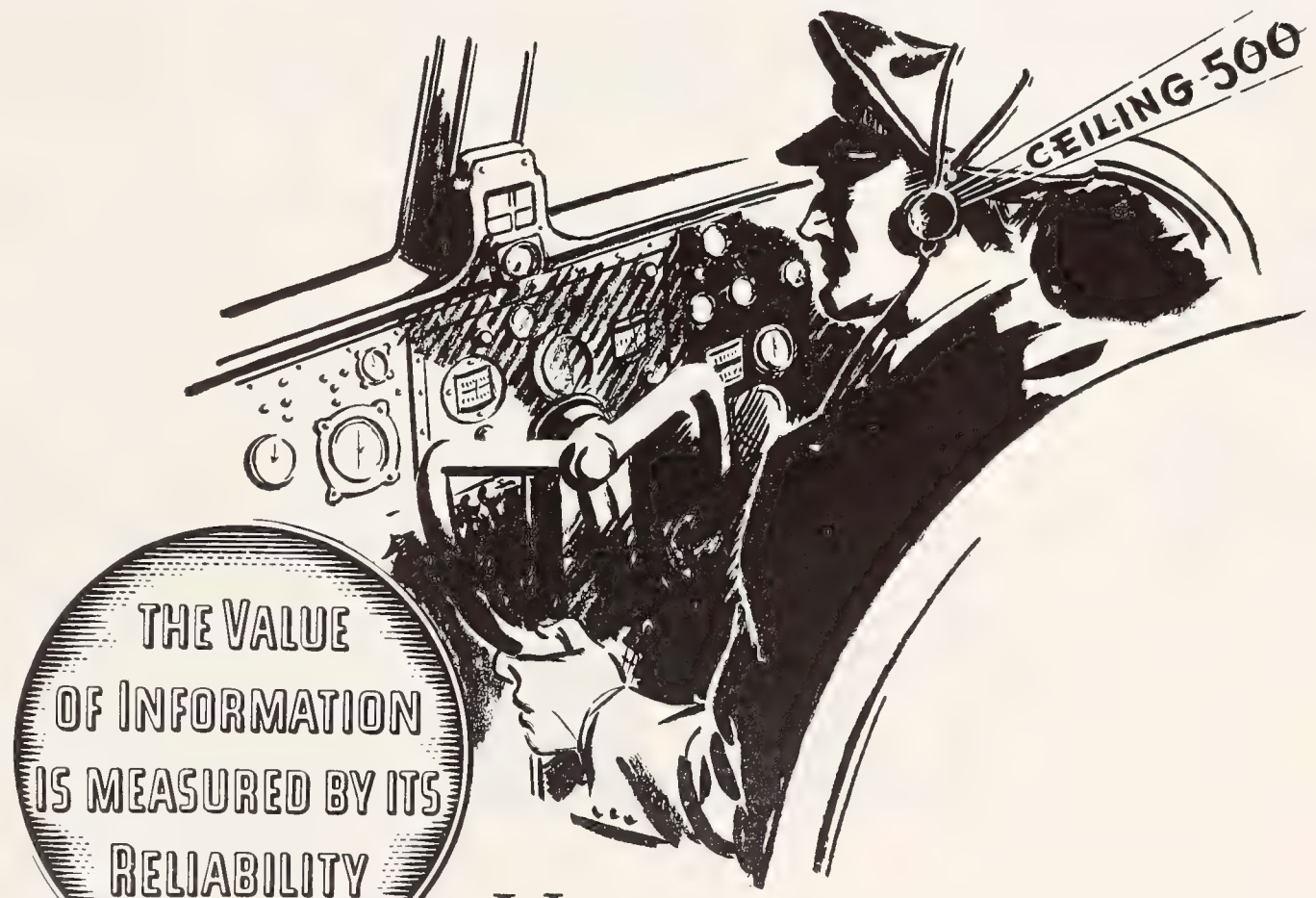
H. L. CURTIS, for the last two years advertising manager of the Eastern marketing unit of Shell Oil Co., has been named sales promotion and advertising manager of the company.

HORN & HARDART BAKING Co., Philadelphia (cafeteria), has renewed its Sunday morning *Kiddies Hour* over WCAU, Philadelphia for the 12th consecutive year, effective Nov. 3. The program, also carried by WABC, New York, is the oldest full hour commercial program in Philadelphia and since its inception in 1928 has been conducted by Stan Lee Broza, now WCAU program director. Account is handled by the Clements Advertising Agency, Philadelphia.

SCHWARTZMAN FURS, New York, on Oct. 28 started a series of twice-weekly "advice" programs titled *Is This You?* on WNEW, New York. Mary Ellen Franklin, newspaperwoman and interviewer, conducts the series, Tuesdays and Thursdays, 8:30-9 p.m. Agency is J. R. Kupsick Adv. Agency, New York.

H. H. HILL STORES, New Orleans, operating 110 units, has contracted for three quarter-hour shows and a spot series on WWL, New Orleans. Agency is Fitzgerald Adv. Agency, that city.

H. L. CURTIS with no previous experience in advertising, but long identified with selling, has been named sales promotion and advertising manager of Shell Oil Co., New York, according to an announcement by L. T. Kittinger, marketing vice-president.



THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NO MATTER how familiar the course, the experienced pilot knows that the safety of his ship often depends on the accuracy of ground reports. We believe that every advertiser, agency and station has a right to depend on similar reliability in any information and suggestions received from our offices.

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO	NEW YORK	DETROIT	ST. LOUIS	LOS ANGELES	SAN FRANCISCO
520 N. Michigan Ave	341 Madison Avenue	New Center Building	455 Paul Brown Building	Chamber of Commerce Bldg.	608 Russ Building
SUPerior 8659	Murray Hill 9-6084	Madison 7889	Chestnut 4154	Prospect 3584	Douglas 3188

EVANS FUR Co., Chicago, consistent user of local radio, on Oct. 20 started a weekly half-hour transcribed dramatic program based on the novel, "In His Steps", on WGN, Chicago. Each Sunday episode, 3:30-4 p.m., is a complete story. The company on Oct. 14 started sponsoring for 26 weeks a five-weekly quarter-hour news program on WGN with Dr. Preston Bradley, pastor of the People's Church in Chicago, as commentator. Dr. Bradley is heard Monday through Friday, 6-6:15 p.m. The company also sponsors *Don Pedro & His Magic Violin*, which has been moved from 6 p.m., Monday through Friday, to 10-10:15 p.m. Schwimmer & Scott, Chicago, handles the acocunt.

MONARCH BREWING Co., Chicago, on Oct. 14 started a bowling program six times weekly on WCFL. Chicago. Hal Totten, sportscaster, gives bowling news, scores and tips. Maggart Adv. Agency, Chicago, has the account.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

#1 Test City

Advertising agency executives vote Hartford the #1 Test City for the U. S. A. And that makes WDRC, Hartford, the nation's #1 radio station for a test campaign. You get all 3 on WDRC: (1) Coverage, (2) Programs, (3) Rate.

Basic CBS for Connecticut

KIMMEY BAKING Co., Albany, N. Y., an occasional user of radio, has started a daily quarter-hour on WTRY, Troy, built around a telephone giveaway of $3 to $6. Phone books of about 40 communities in the area are used to get the numbers of lucky listeners, and calls are placed from the studio while the program is on the air.

F. G. VOGT & SONS, Philadelphia, on Oct. 9 became the third sponsor of *Martha Deane* on WOR, Newark. Account was placed through Clements Co., Philadelphia, to advertise pork products. Program directed at women, is heard daily 11:15-12 noon. Other sponsors are the Philadelphia Dairy Products Co. and the New York Telephone Co., placed through Scheck Adv., Newark and BBDO, New York, respectively.

HOLLAND JEWELRY Co., Chicago, on Oct. 19 started a weekly quarter-hour participation in the Saturday *Norman Ross Revue* on WBBM, Chicago. The firm takes the 10:45-11 a.m. portion of the program. Malcolm-Howard Adv. Agency, Chicago, placed the account.

AMBER LION Co., Los Angeles (hair tonic), new to radio, in a 13-week test campaign ending Jan. 24, 1941, is using thrice-weekly participation in *Art Baker's Notebook* on KFI, that city. Firm plans an extensive radio campaign early next year. Agency is Ivar F. Wallin Jr. & Staff, Los Angeles.

FOREST LAWN MEMORIAL PARK Assn., Glendale, Cal. (mortuary and cemetery), consistent and heavy users of Southern California radio, on Oct. 7 started for 26 weeks sponsoring a four weekly half-hour recorded program, *Musical Tapestries*, on KFAC, Los Angeles. Association is also currently sponsoring twice weekly participation in *Art Baker's Note Book* on KFI, and Eddie Albright's commentary program on KHJ, as well as *Rhyme & Reason* on KNX. Agency is Dan B. Milner Co., Los Angeles.

WRNL RINGS THE BELL

DOWN IN RICHMOND, VIRGINIA

1,000 Watts! Night and Day!

NBC Blue!



Cash registers, too, are ringing in the Richmond Radius for those advertisers who want extra points with every sales touchdown! Ask

EDWARD PETRY & Co., Inc.

New York Chicago Detroit St. Louis San Francisco Los Angeles

All-Night Sponsor

ANOTHER station went on a 24-hour schedule Oct. 28 when WOL, Washington, announced it had sold a daily except Sunday block of 5½ hours to The Pep Boys, auto accessory dealers, who will sponsor *The Dawn Patrol* from 1 to 6:30 a.m. The program will be similar to that carried on the same schedule on WIP, Philadelphia, placed by Thomas F. Harkins, Philadelphia agency. Transcriptions and phonograph records with interspersed chit-chat will be featured for the all-night audience. Frank Young is m.c.

IMPERIAL OIL Ltd., Toronto, starts its annual hockey broadcasts from Toronto Nov. 2 on 39 Canadian stations and, as last year, will record the 90-minute games and comment between periods for Sunday morning condensed rebroadcast by shortwave to the British Broadcasting Corp., which will in turn rebroadcast the games for the benefit of Canadian soldiers, sailors and airmen on active service in Great Britain and Iceland. Games from Montreal are broadcast Thursdays and Saturdays over 8 Quebec stations with orchestral interludes between periods. Account was placed by MacLaren Adv. Co. Ltd., Toronto.

GREAT LAKES BLIND Co., Chicago (venetian blinds), is sponsoring a weekly quarter-hour transcribed program on WIND, Gary, Ind. Contract is for 13 weeks. Commercial Broadcasters Radio Adv. Agency, Chicago, handles the account.

GREAT WESTERN GARMENT Co. Ltd., Edmonton, Alta., (chain clothiers) has renewed for the fall and winter season *The Lone Ranger* on eight western Canadian stations. Account was placed direct through CJCA, Edmonton.

CANADIAN CHEWING GUM SALES Ltd., Toronto, (Dentyne) started on Oct. 15 a transcribed spot announcement campaign four times weekly on 12 Ontario, Quebec and Western stations. Baker Adv. Agency Ltd., Toronto, placed the account.

EASTERN WINE Corp., New York, recently added daily participations on *Midnight Jamboree*, WEVD, New York, and *Meet Mr. Morgan*, WOR, Newark, to its radio campaign largely in the New York area. Agency is H. C. Morris & Co., New York

KERR BROS., Toronto (candy), has started daily spot announcements on CFRB, Toronto, and CJCB, Sydney, N. S., and a quarter-hour evening musical show on CFRB. Ellis Adv. Co., Toronto, placed account.

LYDIA PINKHAM MEDICINE Co., Lynn, Mass., currently using some 100 stations throughout the country for spot announcements, on Oct. 14 started a five times weekly program on WOR, Newark, featuring announcer Charles Stark on *Five Minutes in Movieland*, 9:55-10 a.m. Agency is Erwin, Wasey & Co., New York.

CONSOLIDATED DRUG Trade Products Inc., Chicago (patent medicines), which was KYW's first local account in Philadelphia after moving from Chicago, returned to the station for a daily series of 55-minutes musical transcriptions, necessitating the opening of the station a half hour earlier at 5:30 a.m. Account was placed through Benson & Dall Inc., Chicago.

H. G. HILL, New Orleans chain, has started sponsoring for one year *Miss Peggy Hill* thrice-weekly on WWL, New Orleans. The station also carries a series of spot announcements for the stores. Fitzgerald Adv. Agency, New Orleans, handles the account.



MORE THAN 70 representatives of important San Francisco firms were guests of KPO-KGO and Manager Al Nelson on Oct. 17 to hear the first of a new series of weekly sponsored broadcasts, *The Enterprising West*. The initial program, sponsored by Union Oil Co. of California, Los Angeles, signaled the 50th anniversary of the company with a dramatization of its history. Other programs are sponsored by other bay area industries. Talking things over during the affair were (l to r) W. L. Stewart Jr., of Union Oil Co.; A. C. Stewart, Union sales manager; Bill Ryan, KGO-KPO sales manager; Milton C. Kerr, Union comptroller.

PONTIAC DEALERS Inc., Los Angeles (Southern California distributors), consistent user of radio time through MacManus, John & Adams, that city, is sponsoring a thrice-weekly quarter-hour program, *Pontiac's Pigskin Predictions*, on KMPC, Beverly Hills, Cal. Contract is for 13 weeks ending Dec. 31. Programs feature football comments and information by Gary Breckner. Jack Gale makes predictions on forthcoming games.

BENEFICIAL CASUALTY Insurance Co., Los Angeles, through Stodel Adv. Co., that city, is sponsoring a twice-weekly quarter-hour commentary program, *Fantastic Facts*, and a series of five-minute newscasts on KFWB, Hollywood. In addition the firm is sponsoring *Fantastic Facts* program on KFI, Los Angeles, once weekly, and also two quarter-hour newscasts weekly on KMPC, Beverly Hills.

ROLLE JUICES Inc., Los Angeles (vegetable juices), out of radio for the past year, has started sponsoring a twice-weekly half-hour commentary program. *Garden School of the Air*, on KMPC, Beverly Hills, Cal. Contract is for 52 weeks, having started Oct. 28. Featured is Maj. Harry L. Bateson, as commentator. Marwood Adv., Los Angeles, has the account.

JOHN MORRELL Co., Ottumwa, Ia. (Red Heart dog food), on Nov. 4 renews its thrice-weekly program *Doggie Dan* on WMAQ, Chicago. Contract is for eight weeks. Henri, Hurst & McDonald Chicago, handles the account.

PREMIER Vocational Training Ltd., Toronto, has started five weekly spot announcements as a test campaign on CKTB, St. Catherines, Ont., and CFCO, Chatham, Ont. Dickson & Ford Ltd., Toronto, placed the account.

CROWN DOMINION OIL Co., Hamilton, Ont., on Oct. 21 started three times weekly *Behind the Scenes* talks on Canada's war effort, on CKOC, Hamilton, Ont., and CKCL, Toronto. Account was placed by E. W. Reynolds & Co., Ltd., Toronto.

SKRUDLAND PHOTO SERVICE Co., Chicago, on Oct. 14 started a thrice-weekly quarter-hour program featuring Red Belcher, staff entertainer, on WDZ, Tuscola, Ill. In addition firm is using same schedule on WMMN, Fairmont, W. Va. Agency is A. N. Baker Adv. Co., Chicago.

FRANK T. TUCKER, manager of B. F. Goodrich Co. tire advertising since 1932, has been named director of advertising of the company, effective Oct. 15. He succeeds P. C. Handerson, advertising director since 1931, who has resigned to engage in general advertising work. Handerson is a director of both the Assn. of National Advertisers and the Advertising Federation of America.

CHARLES GULDEN, New York (Gulden's mustard), on Nov. 5 begins its third season of Jewish programs on WLTH, New York, with *Jewish Soap Box Opera*, weekly quarter-hour. The company also started a spot campaign in mid-October on six stations in the East [BROADCASTING, Oct. 1]. Agency is Charles W. Hoyt Co., New York.

SUPERIOR SEA FOOD Co., Los Angeles (Honor Band frozen foods), after a brief test, has started sponsoring thrice-weekly participation in *Norma Young's Happy Homes* program on KHJ, that city. Hillman-Shane Adv. Agency, Los Angeles, has the account.

NEW YORK STATE Bureau of Milk Publicity, Albany, is using five-minute daily participations on *Kay Moser's Matinee* on WTRY, Troy [BROADCASTING, Oct. 1]. Agency is J. M. Mathes, New York.

QUAKER OATS Co., Chicago (Quaker Muffets), on Oct. 19 completed a two-week schedule of six-weekly live announcements on WCAU, Philadelphia; KHJ, Los Angeles, and WFIL, Philadelphia. Mitchell-Faust Adv. Co., Chicago, placed the business.

BREAKFAST CLUB COFFEE, Los Angeles, in a 52-week campaign which ends Oct. 2, 1941, has started sponsoring a twice-weekly quarter-hour transcribed quiz program, *Ask the Mrs.*, on KNX, Hollywood. Program is recorded the previous day at Hollywood Assistance League tearoom. Coffee company also sponsors four times weekly, a quarter-hour *Man on the Street* program on KJBS, San Francisco. Lockwood-Shackelford Adv. Agency, Los Angeles, has the account.

ALL-STATE INSURANCE Co., Chicago (auto insurance), is sponsoring six weekly quarter-hour news periods on WDZ, Tuscola, Ill. Firm in addition is using five spot announcements weekly. Contract is for 26 weeks. E. H. Brown Adv. Agency, Chicago, handles the account.

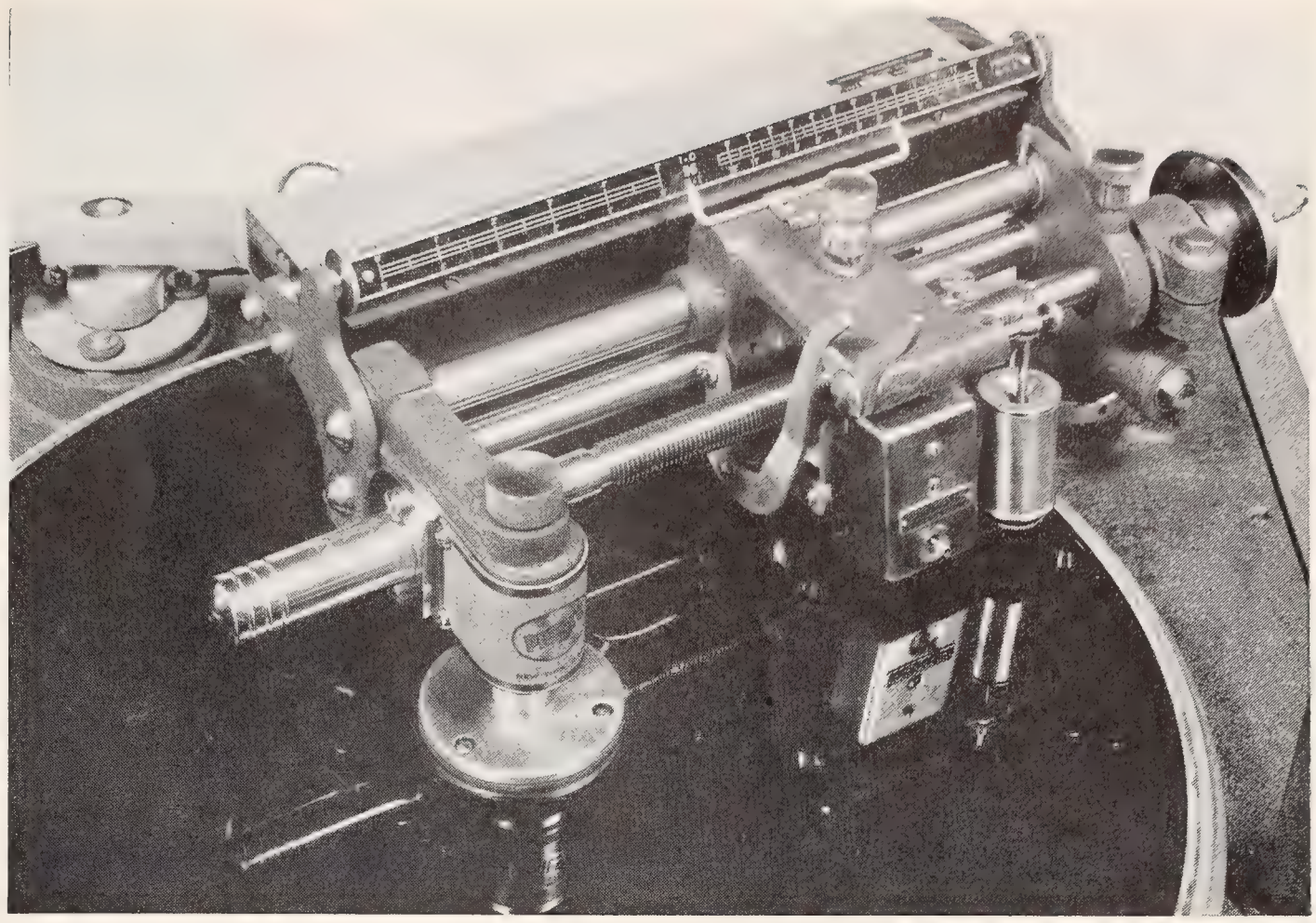
PUSHMAN BROS. ORIENTAL RUG Co., Chicago, on Oct. 20 started a weekly quarter-hour *Magic Carpet of Melody* on WBBM, Chicago. The program which features the novachord music of Herbert Foote and Fran Allison, vocalist, is heard Sundays 10:30-10:45 a.m. Schwimmer & Scott, Chicago, handles the account.

COOK COUNTY DISTRIBUTORS, Chicago (used cars), on Oct. 19 started its second program in the last 20 days on WBBM, Chicago. The new show, titled *Norman Ross Revue* is heard Saturdays 10:30-10:45 a.m. Agency is Commercial Broadcasters, Chicago. Firm's other program, contracted Oct. 6, is *Todd Hunter's News Review* heard Sundays 11-11:15 a.m. Latter placed direct.

ISBELL'S RESTAURANTS, Chicago, is sponsoring four of Northwestern U football games on WJJD, Chicago, including three home games and one out of town game. The games are Ohio State, Indiana U and Notre Dame scheduled to be played in Chicago, and Michigan U from Ann Arbor, Mich. Account is placed direct.

MARION R. GRAY Co., Los Angeles (cravats), an annual user of radio time and placing direct, on Oct. 29 started for eight weeks a total of five participations weekly in *Art Baker's Notebook*, *Mirand's Garden Patch* and the *Bridge Club* on KFI, that city.

GOLDEN WEST PRODUCTS Co., Los Angeles (peanut butter, preserves), new to radio, through Brooks Adv. Agency, that city, in a 26-week campaign which ends May 14 is using seven spot announcements weekly on KMPC, Beverly Hills, Cal. Firm may use other Southern California stations.



MODERNIZE YOUR RECORDING INSTALLATION WITH THIS

NEW PRESTO TURNTABLE

Here is a new turntable designed to replace the famous Presto 6-C and 6-D recording turntables which have been standard equipment in United States and Canadian broadcasting stations for the last four years.

Mounting and operating dimensions are identical with the previous equipment but the performance has been greatly improved.

NEW FEATURES OF PRESTO 6-N TABLE:

1. **Less Vibration.** Records made on the 6-N table reproduce on the highest fidelity playback equipment without a trace of flutter or rumble.
2. **Wider Frequency Response—Higher Sound Level.** Presto 1-C cutting head records useful range of 50-8000 C.P.S.—gives 6 to 8 D B higher playback level than previous heads.
3. New cutting head mounting spaces grooves more accurately, facilitates quick change of feed screws.
4. New overhead cutting mechanism redesigned to simplify alignment with the turntable, can be removed for transportation by loosening one screw.
5. Standard table includes spiralling feed screw, vertical damper, cam lever for lowering cutting needle, 4 pitch time scale, automatic equalizer and Presto 1-C high fidelity cutting head.

LIBERAL TRADE-IN ALLOWANCE TO STATION OWNERS WHO WISH TO REPLACE EITHER 6-C or 6-D TABLES WITH THE NEW PRESTO 6-N TABLE. Write giving type and serial number for cost of exchange.

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment

SUPREME BAKERY Co., Los Angeles (Town Talk bread), having appointed Sidney Garfinkel Adv. Agency, that city, to service its account on the West Coast, on Oct. 21 started sponsoring five times weekly the quarter-hour transcribed *Superman* on KECA, Los Angeles. Contract is for 52 weeks. Firm on that date also started for 52 weeks, five times weekly, participation in *Art Baker's Notebook* on KFI, Los Angeles. Other Southern California radio is also contemplated. Merchandising campaign has been started, including truck signs, space in trade publications, direct mail to grocers, and store displays. A tie-in with the *Los Angeles News*, which runs the daily Superman comic strip, has also been made.

KNOX GELATINE Co., Johnstown, N. Y. (Knox Sparkling Gelatine), on Oct. 12 started a quarter-hour Saturday morning program on WEAF, New York, to run for eight weeks. Pat Barnes conducts the broadcasts of football songs and interviews with gridiron personalities. Agency is Kenyon & Eckhardt, New York.

MISSION PACKING Co., Los Angeles (Mission Pak fresh and glazed fruits), in a two-week campaign starting Dec. 6 will use one and two transcribed dramatized one-minute announcements on 21 California stations. List includes KECA KERN KFAC KFBK KFI KFSD KFWB KFXM KGDM KGER KIEV KHJ KMJ KMPC KPO KQW KROW KROY KSFO KTMS KWG. A series of 40-second transcribed announcements will also be sponsored on KHJ KFRC KDB KGB. Agency is Dana Jones Co., Los Angeles.

FORD DEALERS of Oklahoma are sponsoring broadcasts of the nine games on the Oklahoma U football schedule on KVOO, Tulsa, and WKY, Oklahoma City. Charlie Inglis, of WKY, and Paul Miner, of KVOO, will handle the play-by-play descriptions, including the four away games. McCann-Erickson, Dallas, is the agency.

HILL DISTRIBUTING Co., Columbus, O. (San Carlos Wine), on Oct. 22 started a series of news programs on WHKC, Columbus. Agency is Strauchen & McKim, Cincinnati.

INGLEWOOD PARK CEMETERY Assn., Los Angeles, for the 12th consecutive year is sponsoring the weekly *Inglewood Park Concert*, having renewed Oct. 1 for 52 weeks on KNX, Hollywood. Current series features Earl Towner's orchestra with guest singers. Chet Huntley announces. Advertising Arts Agency, Los Angeles, has the account.

CALIFORNIA WINE Co., Chicago (Barloma wines), is using 24 spot announcements weekly for 13 weeks on WJJD, Chicago, and WIND, Gary, Ind. Irvin Myerson, Chicago, is agency.

LOCAL LOAN Co., Chicago, consistent user of local radio, on Oct. 14 started a thrice-weekly quarter-hour program *Sports Review* with Bob Elson on WGN, Chicago. Program is heard Monday, Wedesday, Friday, 6:15-6:30 p.m. Contract is for 52 weeks. Agency is George H. Hartman Co., Chicago.

MARNEY FOOD Co., Huntington Park, Cal. (Marco dog food), in an eight-week letter-writing contest ending Nov. 9 is using from one to six transcribed one-minute announcements daily on nine Southern California stations, KTMS KIEV KMTR KRKD KFAC KFOX KVOE KFXM KFSD. In addition the firm is also sponsoring a weekly quarter-hour live program, *Songs of John Clark*, on KNX, Hollywood. Agency is Ivar F. Wallin Jr. & Staff, Los Angeles.

Treet, not Spam

PRODUCT advertised on the thrice-weekly transcribed *Your Treat* series, sponsored on 54 stations throughout the country by Armour & Co., Chicago, is Treet rather than Spam, as stated in the Oct. 15 BROADCASTING. Spam is made by the Geo. A. Hormel Co., Austin, Minn.



BROAD SMILES and toothy grins are evident among executives of Union Oil Co., distributors of Fleetwing petroleum products, and Griswold-Eshleman Adv. Agency after the contract-signing for a series of sportscasts by Bob Kelley on WGAR, Cleveland. The happy folk are (l to r, front row) R. D. Hilles, sales manager of Fleetwing Oil Corp., Cleveland; L. L. Altman, vice-president, Union Oil Co.; William E. Hunger, secretary-treasurer, Union Oil Co.; Otto Knutsen, president, Union Oil Co.; (back row, l to r), Earle R. Preble, Griswold-Eshleman account executive; I. A. Mathias, sales promotion and advertising manager, Union Oil Co.; L. L. Loufman, Fleetwing sales promotion and advertising manager; Seward Covert, Griswold-Eshleman executive.

TOM MIX TRIBUTE
Blue Series Continues Despite Death of Actor

FOLLOWING the death of Tom Mix Oct. 12, Gardner Adv. Co., St. Louis, sent the following statement to all NBC-Blue stations carrying the Tom Mix *Straight Shooters* program: "Due to the death of Tom Mix this past Saturday doubtless numerous inquiries will come to your attention concerning the continuation of the Tom Mix program. The Tom Mix program will continue as usual over your station Monday through Friday, identical in every respect, cast, plot, etc."

The attitude of the Ralston Purina Co., sponsors of the program is best expressed in the announcement made on the program Monday, Oct. 14, which paid tribute to the late cowboy star as a symbol of clean, upright living, honesty and fearless courage.

ADRADIO ASSOCIATES, New York, is offering for network sponsorship a thrice weekly quarter-hour daytime series *Fashions in Foods*, featuring Vyvyan Donner, style dramatist and producer of the Fox Movietone Fashion Newsreels. Program presents a different angle in household shows and is patterned after Miss Donner's fashion movie talks.

Pepsi-Cola Locals

PEPSI-COLA Co., Long Island City, which has been using spot radio for more than a year as well as news programs on CBS to advertise its soft drink, is making two series of one-minute announcements for local sponsorship by bottlers. Recordings will be available shortly after Jan. 1. Bottlers may take one series or both, use them at the same time or in succession. Kent-Johnson agency, New York, is cutting the discs. Agency is Newell-Emmett, New York.

'Liberty' Magazine in Canada

LIBERTY WEEKLY of Canada, Toronto, (Canadian edition of *Liberty*) on Oct. 16 started John Collingwood Reade in a dramatized quarter-hour transcribed show *The World of Today* weekly on CKCO, Ottawa; CFRB, Toronto; CHNS, Halifax; CJRC, Winnipeg; CJCA, Edmonton; CFCF, Montreal; CKWX, Vancouver; CKCK, Regina; CKLW, Windsor, Ont.; CFAC, Calgary, Alta. Account was placed by Cockfield Brown & Co., Toronto.

WIP, Philadelphia, has added a second program to its weekly schedule devoted entirely to BMI music. Following the success of its *BMI Presents* variety show, WIP inaugurated a *BMI Spotlight* series with Joe Frasetto and the WIP staff orchestra and vocalists featuring BMI music only.

WFBL *Syracuse*

Now **WFBL** *goes still further*
in its **Merchandising Service to Grocers**
. . . with the **"WFBL NEWS"**

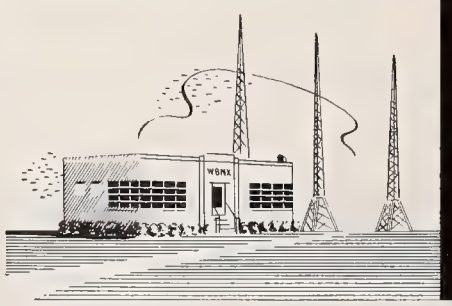
First in food advertising, WFBL goes still further to help the grocer sell your product. Now improving on the regular monthly mailing piece, WFBL is publishing and sending a monthly newspaper to the active grocery stores in this large Syracuse market.

The "WFBL News" helps merchants keep their stock timed to the customer demand. Reminds them of your advertising . . . keeps them alert to stock your products prominently. Tells them which products to tie in with your special campaigns, big promotions.

This active merchandising service promotes still closer teamwork between advertisers, wholesalers and retailers. It *puts the grocer behind your products—and keeps him pushing.* Write today for your copy of the current issue of the "WFBL News." See how effectively WFBL can help merchandise your products. Write or wire WFBL, Syracuse, N. Y. or Free & Peters, National Representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.

Directional over New York



Now! 5000 WATTS DAY *and* NIGHT

WBNX

YOUR BEST NATIONAL SPOT BUY

A NEW APPROACH TO THE NEW YORK MARKET

Church Spots

KROW, Oakland, Cal. has a participating church announcement program, *Through the Stained Glass Window*. Noting the success of newspapers in selling church advertising in Saturdays, covering sermon topics, KROW devised this feature and has been successful in selling ten prominent churches. Announcements of sermons to be preached that afternoon are interwoven in a program of fine music and released Sunday morning.

Columbia Records 10 Disc Accounts

COLUMBIA RECORDING Corp., Bridgeport, and New York, reports its busiest period for the transcription division with recent orders for ten new accounts, according to William A. Schudt, manager of the department.

The company is making off-the-line recordings of the twice-weekly KNX *Texas Rangers* program to be sponsored on 27 stations and a Michigan network of five stations by P. Lorillard Co., New York, for Old Golds. Agency is Lennen & Mitchell, New York. Benton & Bowles, New York, has ordered ten one-minute transcribed announcements titled "Yo-Ho" for its account, Continental Baking Co., New York.

Philco Radio & Television Corp., Philadelphia, through Julian G. Pollock, that city, is sending its dealers all over the country 2,000 CRC discs demonstrating and promoting "Beam of Light" radio-phonograph combination, as well as 4,500 discs carrying testimonials on the new sets by CRC artists.

Metro-Goldwyn-Mayer, to promote new pictures, is releasing 500 quarter-hour *Air-Trailer* programs, transcribed by CRC, and United Artists similarly is releasing quarter-hour discs to 85 stations.

CRC has prepared three transcribed announcements for distribution by General Foods Corp. to 85 stations carrying *Portia Blake* for Post Toasties. BBDO, New York, is the agency. Other CRC orders include a series of one-minute announcements for 15 stations by Warren-Norge Co., New York, for Norge washing machines and Farnsworth Radio; weekly off-the-line recordings for Blackett-Sample-Hummert, New York, of the CBS *Second Husband* program, and weekly recordings of Bob Ripley's CBS *Believe It or Not* program for WWVA, Wheeling, through BBDO, New York.

HARRY S. GOODMAN, radio production office in New York, is sending out 5,000 brochures to department stores, bakeries, dairies, stations and agencies announcing a series of 15 quarter-hour transcriptions available for Christmas advertising. Series, *Streamlined Fairy Tales*, features the Koralites, singing sextet also heard on NBC-Red.

GLENN PICKETT, technician for Columbia Recording Corp., New York, has been transferred to Chicago to take charge of engineering for CRC offices in that city. Mr. Pickett recently returned from a tour recording concerts in South America by Leopold Stokowski and the All-American Youth Orchestra.

New Luden and Smith Cough Drop Accounts Lead CBS Pacific Upsurge

WITH TWO of the nation's largest manufacturers of cough drops launching regional network campaigns, and other new accounts signed to start this month, CBS Pacific Network business sold within the last 60 days has been increased by more than $200,000. Influx of new business also includes expansion of a KNX, Hollywood, account to the regional network after a local test campaign, and in addition the renewal of one sponsor for another 52 weeks.

Luden's Inc., Reading, Pa. (menthol cough drops), through J. M. Mathes, Inc., New York, on Oct. 15 started for 20 weeks, sponsoring twice weekly, Elmer Davis, news analyst, on 7 CBS Pacific Network stations (KNX KSFO KARM KOIN KVI KIRO KFPY), Tuesday and Friday, 5:55-6 p.m. (PST). Davis is heard from New York as usual, unsponsored except for the regional network sponsorship, although General Foods Corp. (Post Toasties) and Gillette Safety Razor Co. have underwritten him on the coast-to-coast CBS network.

Smith Bros. Co., Poughkeepsie, N. Y., (cough drops), through T. D. Tarcher & Co., New York, on Nov. 17 will initiate a 16-week series of 5-minute newscasts with Knox Manning as commentator, four times weekly, on the same list of CBS West Coast stations. Newscasts will be heard Sunday, 8:25-8:30 p.m. following the CBS *Crime Doctor* sponsored by Philip Morris & Co.; Tuesday and Thursday, 7:55-8 p.m., and again Thursday, at 9:25 p.m., following *Strange As It Seems*, sponsored on CBS by Colgate-Palmolive-Peet Co.

Postum and Planters Nut

General Foods Corp., New York (Postum), on Nov. 11 starts, for 52 weeks, a dramatic serial, *Second Wife*, on the same list of CBS Pacific Coast stations, Monday through Friday, 4-4:15 p.m. (PST), placed through Young & Rubicam. This is the first major radio used by that firm in approximately nine months to promote Postum.

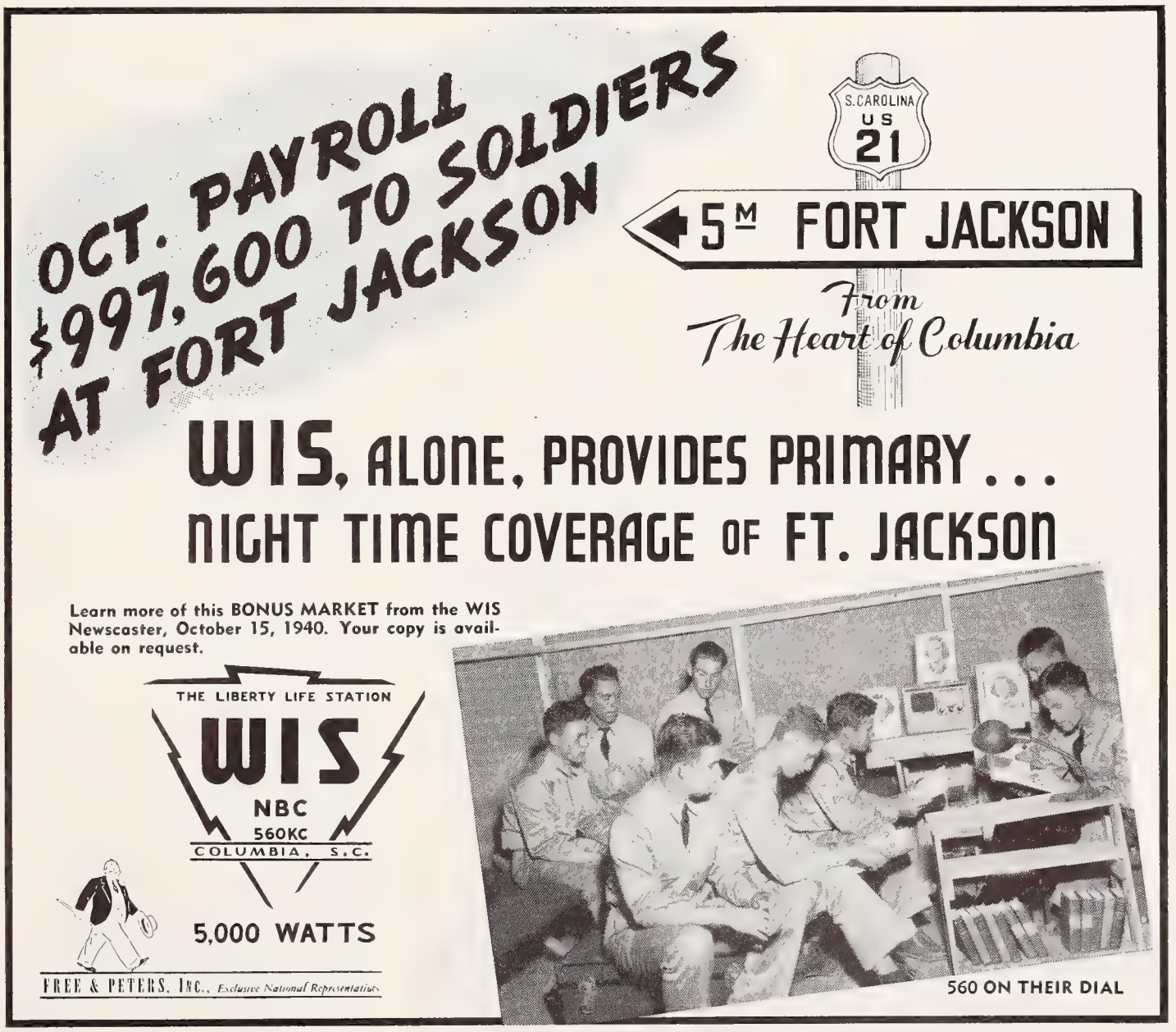
Following a 31-week test on KNX, Hollywood, Planters Nut & Chocolate Co., San Francisco (peanuts and peanut oil), through Raymond R. Morgan Co., Hollywood, on Oct. 3 expanded coverage of its weekly half hour program, *What's On Your Mind?* to 9 CBS West Coast stations, Thursday, 7:15-7:45 p.m., on a 52-week contract. P. Lorillard Co., New York (Old Gold cigarettes), through Lennen & Mitchell Inc., that city, is sponsoring the *Texas Rangers* and Martha Mears, vocalist, on 7 CBS Pacific Network stations, Wednesday and Friday, 6-6:15 p.m., (PST), having started Oct. 9 for 13 weeks. Having sponsored *Bob Garred Reporting* on the CBS Pacific Network for the last several months, Bathasweet Corp., New York, through H. M. Kiesewetter Adv. Agency, that city, on Oct. 15 renewed for 52 weeks, Tuesday and Thursday, 7:30-7:45 a.m.

Claims on Fountain Pens Are Challenged by FTC

BOTH W. A. Sheaffer Pen Co., Fort Madison, Ia., and Parker Pen Co., Janesville, Wis., are cited in complaints announced Oct. 14 by the Federal Trade Commission. The complaints charge the fountain pen manufacturers with making misleading representations in the sale of their "lifetime guaranteed" pens, declaring that the "lifetime" description is not literally true and that the "lifetime guarantee" amounts only to "a contract whereby the respondent agrees for the life span of the purchaser to make necessary repairs and adjustments at a flat rate of 35 cents each time a pen is sent to it for service".

The FTC on Oct. 14 also announced receipt of an answer to an earlier complaint issued against Lambert Pharmacal Co., St. Louis, charging the company with false and misleading advertising claims for Listerine. The company maintained, after admitting certain facts in the complaint, that all the cited representations have not appeared in Listerine advertisements, that there is conflict between the FTC's construction and "eminent and authoritative scientific opinion", and that it has not violated a stipulation entered into in July, 1939. Hearings are to be held at a later date, according to the FTC.

BASIL LOUGHRANE, radio director of General Mills' *Light of the World* program on NBC, is writing a textbook for actors stressing the different technique required for radio acting as opposed to that of the legitimate stage.





...a Lot for Your Money

Yes, sir, KRRV offers the thrifty advertiser lots for his money... full time coverage of a million and a quarter folks in 36 counties of prosperous North Texas and southern Oklahoma... but there's NO increase in rates! 1,000 watts for the price you once paid for 250. For more information write KRRV, Sherman and Denison, Texas.

An Affiliate of the
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

The Sherman-Denison Station
KRRV
880 KC. 1,000 WATTS

TIDE WATER ASSOCIATED OIL Co., San Francisco, sponsoring all inter-collegiate football games on the Coast, recently started a promotional scheme which ties in with its broadcasts. Football fans, who enroll as members of the Flying "A" Football Fans Club, have the opportunity to attend the game of their choice as guests of the oil company.

Harold R. Deal, advertising and promotion manage of Associated, stated that football tickets are given each week to fans in all sections of the West. The awards are made for the best answers to a simple question: "What 1940 Western football game would you like most to attend—and why?" An answer of 25 words or less is all that is required of those fans who have registered as members of the Flying "A" Football Fans Club. Registration may be made at any Associated service station or garage on the Pacific Coast.

Once registered, the football fan is eligible to answer the question of the week and the best answers, as determined by the judges, will receive two tickets to the game selected by the winner and played two weeks after the question is announced.

* * *

Special KERN Edition

OBSERVING the expanded operations of KERN, Bakersfield, Cal., under its power increase to 1,000 watts, the *Bakersfield Californian* on Oct. 4 printed a special 8-page testimonial section in its regular edition. The special section incorporated news and feature stories about KERN development and programs with congratulatory messages from local advertisers.



"I heard about Folger's Coffee over WMBD! It's on my shopping list for today!"

There are approximately 160,000 practical housewives in Peoriarea who RESPOND to WMBD advertisers!

Yes, these wise household managers are the family BUYERS. They listen to WMBD . . . the ONLY radio station in Peoriarea that completely blankets its responsive market of over 600,000 potential buyers. Peoriarea has an average of $491 per capita to spend annually . . . representing an almost 50-50 balance of income between prosperous farms and busy industry. Here's your spot to test any radio sales campaign effectively.

FREE & PETERS, INC.
Exclusive National Representatives

TEST SPOT of the MIDDLEWEST
THE HEART OF ILLINOIS

MEMBER C B S NETWORK
WMBD
PEORIA, ILLINOIS

Merchandising & Promotion

Grid Club—Sums From Sol—Sue's Quilt—Chicago Swaps—Vote Charts—Southern Puzzle

Out of the Chest

PRIZES up to $1,000 are offered listeners on the new quiz show, *Speak Up, America,* sponsored Sundays 6:30-7 p.m. (CST) on NBC-Blue by The Better-Speech Institute of America, Chicago. To compete, a listener must write a letter of not more than 50 words, telling why he likes the program.

The writer of the winning letter will be presented the contents of the show's Treasure Chest for two weeks, amounting to more than $250. The prize will be increased to $1,000 if the winning letter is accompanied by a sales slip showing that the writer has purchased the course from a book or department store or if the letter is accompanied by an order for the course. In addition to the grand prize, the Institute is offering prizes of $5 each for the 100 next best letters. McJunkin Adv. Co., Chicago, handles the account.

* * *

Peoples' Pin Money

COMBINING a telephone giveaway with a general recorded music-time signal program, Peoples Drug Stores, Washington, has started the new 90-minute *Pin Money from Peoples* feature on WMAL, Washington. Conducted by Lee "Old Sol" Everett, the program offers a total of $50 in cash each day in five separate $10 awards to people whose names are chosen from a scrambled local phone directory and who call the studio, located in the Radio Grill Room of the main Peoples store. Those whose names are announced but who do not call the studio receive $1, with the remaining $9 going over to the next program.

* * *

For Cavalcade

TO CLARIFY the aims of *Cavalcade of America,* the historical dramas sponsored on NBC by E. I. duPont de Nemours & Co., Wilmington, Dr. Frank Monaghan, historical advisor on the series, has written a pamphlet titled *History in This Hour.* Also to promote the programs, Dr. Monaghan will make a lecture tour throughout the country this winter. After the closing of the New York World's Fair on Oct. 27, DuPont will place on display some of the exhibits from its "Wonder World of Chemistry" building for studio audiences attending the broadcasts at the Ritz Theatre, New York.

* * *

Fall Sales Meeting

SO ALL sales employes would be informed of fall plans of the organization, the George Belsey Co., Los Angeles, distributors of General Electric products in Southern California and Arizona, on Oct. 18 sponsored a quarter-hour early-morning *Sales Meeting* on 8 Don Lee network stations (KHJ KGB KDB KFXM KXO KVOE KTUC KOY). Program originated from KHJ, Los Angeles, where Mr. Belsey addressed his employes, who were assembled at breakfast meetings in various Southern California and Arizona communities. Agency is Dan B. Miner Co., Los Angeles.

Quiz That Promotes

KARM, Fresno, Cal. is putting *Traffic Jam,* its fun quiz show, to good use by tying it in with its sales promotion activity in calling attention to national and regional CBS network accounts and the sponsors' local distributors and dealer groups. The night before Fred Allen made his bow back on the air *Traffic Jam's* quiz teams and most of the studio audience were made up of the local Texaco employes and dealers. There were numerous mentions for the Texaco products. Campbell Tomato Soup Night tied in with Campbell's Tomato Soup Week, which was observed by dealers from October 10-17. Other CBS and KARM accounts which have had this merchandising cooperation thus far include Libby-Owens, Coca Cola, Nehi, Sears-Roebuck.

* * *

WRVA's Crazy Quilt

WITH *Sunshine Sue & Her Rangers,* heard on WRVA, Richmond, Va., and MBS, receiving thousands of patches from listeners for a crazy-quilt, the WRVA promotion department has effected a tie-up with the Richmond agency of a sewing machine manufacturer through which at least one of the quilts will be pieced together in the agency's display window. A girl will devote an entire week to sewing away at the quilt in the window, with display cards explaining her activity.

* * *

A Shirt Tale

PRINTED on paper stock resembling fabric and cut like a shirt just returned from the laundry, a new promotional piece of KSFO, San Francisco, tells "How Hale's 'lost their shirts'—and loved it!" The 16 x 11-inch mailing piece tells the story of a pleased sponsor's gratitude for a successful radio campaign that moved shirts off the shelves of Hale Bros. Stores, Northern California department store chain.

* * *

FM Exhibit

FEATURING demonstrations of FM receivers, G. Fox & Co., Hartford department store, designated the week of Oct. 19-27 as radio week and gave store visitors an opportunity to hear FM reception. The studio ensemble of W1XPW, FM adjunct of WDRC, broadcast daily programs to the Fox audiences.

WCAU's Aero School

WCAU, Philadelphia, is sponoring an aviation ground school with a capacity of 750 students. Classes will be held three times weekly in the station's auditorium, starting Nov. 4. A $5 registration fee will be charged to insure an active interest and cover cost of textbooks. The school plan is a development of the station's *America Flies* patriotic program.



ARMOUR & Co., Chicago, on Oct. 7 started a five-week Mink Coat Contest during which five $1,000 mink coats and 250 cash prizes of $5 each are given away in competition for rhyming jingles sent in by listeners. One mink coat and 50 cash awards are given away each week. Looking on while Carrola Kelner, model, displays the garment to an Armour guest at the Union Stock Yards, Chicago, is Clair Heyer, radio department head of the sponsor. Down in St. Louis KMOX arranged with Scruggs-Vandervoort-Barney, local department store, to present a fashion show at which models displayed the latest in fur coats, including one of the $1,000 minks offered by Armour, to some 2,000 grocers and their wives.

* * *

Still on the Stem

TO THE TRADE, in cellophane covered cartons, WBT, Charlotte, recently sent a boll of cotton, still on the stem. Each boll carries a stringtag carrying the message: "Down here in WBT-Land it's cotton pickin' time, where it's always profit pickin' time!" The promotion specifically pushes WBT-Piedmont Area Week, Oct. 28-Nov. 3.

* * *

Trailers for Gossip

KFBI, Wichita, Kan., recently contracted an exchange deal with the five local Fox theatres by which the station gets exclusive use of trailers plugging KFBI shows. In exchange the station carries a quarter-hour daily movie gossip feature, *Neta Keye's Hollywood Notebook*. The five theatres draw an average weekly attendance of 32,000.

* * *

Meet the Staff!

INFORMATION about the people who run WBNX, New York, is featured in *Radio Spotlight*, Saturday afternoon program. Lawrence Witte, conductor, gives biographical highlights about station personnel and artists.

"SOUND" DOLLARS!

When you buy RADIO, you buy SOUND. When you buy WAIR, you make SOUND a SOUND investment. You'll agree — after your campaign starts on—

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

Chicago Press Programs

TRADE tieups whereby four Chicago NBC outlets purchase display space in local newspapers, with the dailies buying radio programs of equivalent value, are now in effect. This involves every local newspaper with the exception of the *Chicago Tribune* which owns WGN and has an exclusive arrangement with its station. Arrangements with the *Herald-American* include *Words and Music*, featuring Betty Ames and Lynn Brandt, Sundays, 11-11:30 a.m., on WMAQ; *For Women Only*, featuring Betty Ames Tuesday thru Friday, 10-10:15 a.m., Saturday, 9:30-10 a.m., on WCFL; *Ulmer Turner & the News* five nights weekly, 11-11:15 p.m., on WENR. The *Daily News* presents *Whizzer*, a 10-minute feature associated with the newspaper's juvenile section on Saturday, 5:15-5:25, on WENR. The *Daily Times* presents *Aunt Rita & Uncle Charlie* (Rita Ascot and Charles Eggleston) reading the funnies each Sunday, 11:15-11:45 a.m., and one-minute spot announcements daily on WLS.

* * *

Election Charts

ON BEHALF of its *Socony News Flashes*, WFBL, Syracuse, N. Y., is distributing radio election charts for use by listeners. The broadside chart lists the 48 states alphabetically, along with the electoral vote allotment for each and figures on Democratic and Republican votes in each state in 1932 and 1936. The charts carry out the red-and-blue Socony advertising motif and feature the Mobilgas emblem and a two-color reprint of a Mobiloil advertisement.

* * *

Newspaper Tieup

KSFO, San Francisco, recently arranged a cooperative promotional tieup with two San Francisco daily newspapers—the *Call-Bulletin* and *Examiner*. The *Examiner* is presenting its *Stamp Quiz* program on the station Sundays at 5.15 p.m. (PST) under direction of Sydney E. Goldie, stamp editor. The *Call-Bulletin* has a five-minute daily spot six times a week to give information regarding national conscription activities.

* * *

Georgia Jig-Saw

ON BEHALF of the Georgia Trio (WGST WTOC WMAZ), The Katz Agency sent to the trade a jigsaw puzzle in one envelope and its solution in another. Thus the market-minded timebuyer could amuse and inform himself at the same time, since the puzzle turned out to be a coverage message.

BROCHURES

WDRC, Hartford, Conn.—Sponsor-illustrated folder containing seven success stories from WDRC files.

WCKY, Cincinnati—Two-color folder highlighting Antarctic reception of WCKY programs by Byrd expedition.

WRC, Washington—"So Much Velvet", pictorial summary of nation's capital.

KTUL, Tulsa, Okla.—Lithographed "KTUL Personalities" booklet, picturing personnel, programs and talent.

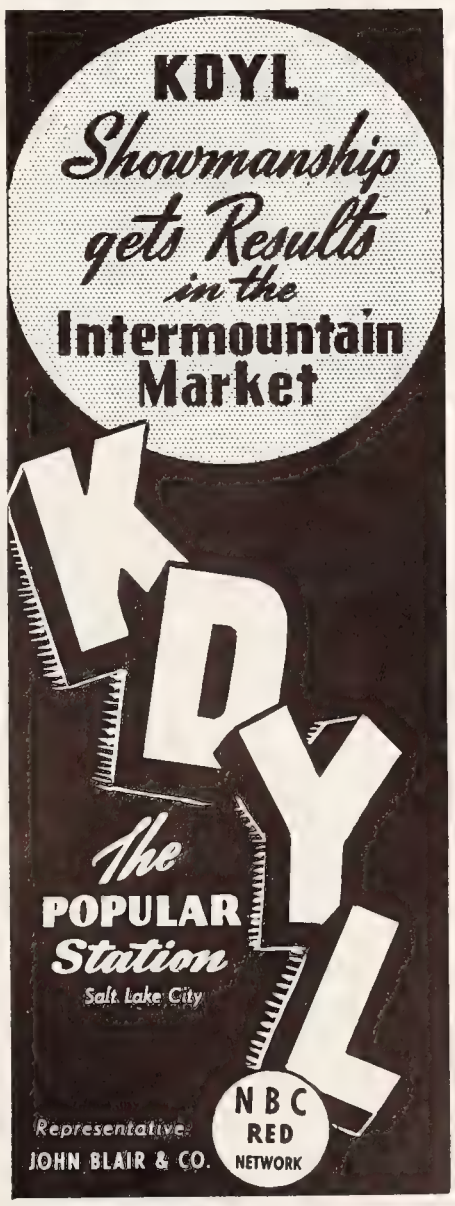
WCAU, Philadelphia—Promotion folder on coverage theme, employing translucent overlays to illustrate comaparative primary coverage areas of Philadelphia stations.

Dunker's Delight

NBC artists who dunk helped celebrate National Donut Week Oct. 28-Nov. 2. Frank Crumit and Julia Sanderson popped questions about donuts during *Battle of the Sexes*, NBC-Red network program, Oct. 29. The *National Farm & Home Hour*, over the NBC-Blue network, Oct. 31 carried a special announcement about the Hallowe'en specialty. Isabel Manning Hewson had a special donut feature on her NBC-Red network program, Oct. 31. A descendant of Captain Hanson Crockett Gregory, Fred Crockett, was interviewed by Miss Hewson. And *Truth or Consequences*, NBC-Red network program, on Nov. 2 will feature both truths about donuts as well as the consequences.

New WLW Promotions Inc.

GENERAL PROGRAM SERVICE Inc., talent booking subsidiary of WLW, Cincinnati, has been reorganized and will be known as WLW Promotions Inc., indicating a broader scope in operations, according to an announcement Oct. 25 by James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting. Lewis Crosley, vice-president and general manager of Crosley Corp., is president of the new organization, with Mr. Shouse as executive vice-president. Robert E. Dunville, general sales manager of WLW, is on the new board of directors. E. P. Bauer is secretary and George Smith comptroller. William McCluskey remains as manager of the booking activities of the company.



TOLEDO
The Glass Center of the World

IS COVERED BY

WSPD

5000 WATTS DAY and NIGHT

WSPD can honestly say that it rates Number 1 in audience in this locality in more ways than one. The answer is really simple—because WSPD has the shows—and the signal that covers the big Toledo market. Then, too, WSPD is the listening habit of this area, for it has been servicing this community for nineteen years. WSPD is a Basic Red NBC station, and its list of NBC Commercials, as well as National spot accounts, classifies it as an important advertising medium.

Represented nationally by
THE KATZ AGENCY

WSPD

TOLEDO

A Fort Industry Station



Akro

W

BASIC

N·B·C BLUE

★

STUDIOS AND OFFICES
Ground Floor
FIRST-CENTRAL TOWER
AKRON, OHIO

...is only NBC outlet

WAKR

They're Buying It

ALL DOWN THE LINE

This lively new Station, bringing NBC Basic Blue Network programs to Akron, Canton, Massillon, and surrounding territory for the first time, is warmly welcomed by advertisers as well as by listeners. Proof — Over eighty local concerns in addition to many national accounts have signed up for substantial amounts of WAKR'S time. Public interest is keen, surpassing all estimates in its enthusiasm. Tell YOUR story to this great potential market through WAKR!

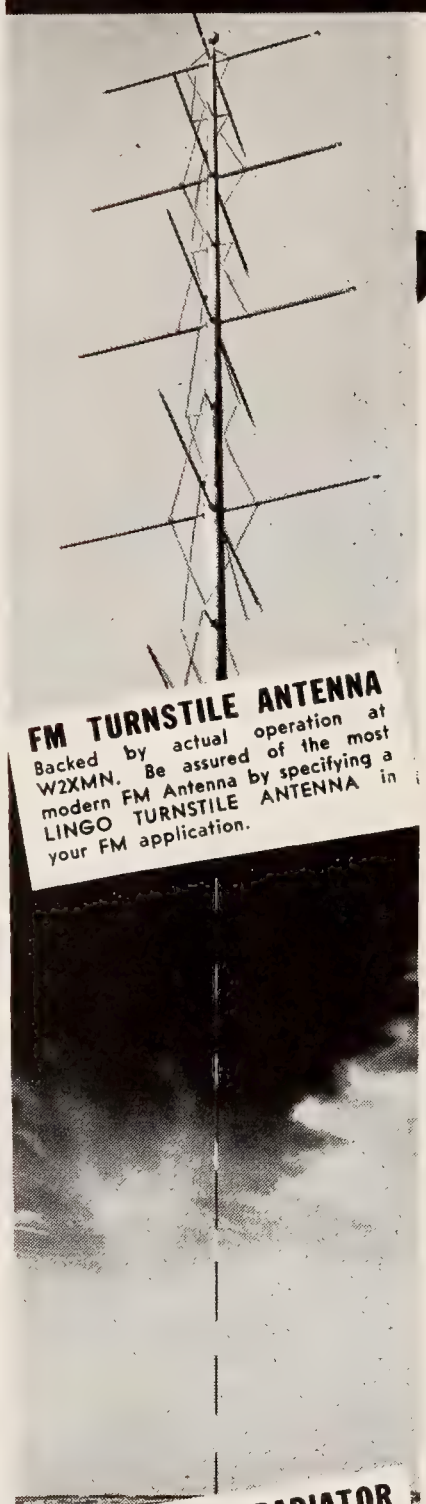
Represented By **INTERNATIONAL RADIO SALES**

New York
20 E. 57th St.

Chicago
326 W. Madison Ave.

San Francisco
Hearst Building

There's Economy in
FIRST COST—
INSTALLATION—
OPERATION
with
Lingo
RADIATORS



FM TURNSTILE ANTENNA
Backed by actual operation at W2XMN. Be assured of the most modern FM Antenna by specifying a LINGO TURNSTILE ANTENNA in your FM application.

AM VERTICAL RADIATOR
Offers "Assured" performance results —within 3% of 100% efficiency. Carries 5-year insurance policy.

Lingo has kept pace with the broadcasting industry, by providing specially designed radiators for every requirement of present day operation. Every feature has been carefully tested and engineered to give you the utmost in operating economy and efficiency. The records enjoyed by scores of stations are priceless proof that Lingo Radiators are exceeding efficiency expectations . . . they are constructed of full-weight Copper-bearing seamless steel tubing to provide an attractive set-up and present an unequalled record of stability!

Before You
SELECT or ERECT...

It will pay you to investigate the exclusive advantages of LINGO RADIATORS for both AM and FM antenna systems. Our engineering staff is ready to provide useful technical data without obligation. Write today and describe planned frequency, power and location of station. (For FM—give height of building or supporting tower.)

JOHN E. LINGO & SON
INC.
Constructing and Erecting Vertical Structures Since 1897
Dept. B-11 CAMDEN, N. J.

LINGO VERTICAL TUBULAR STEEL RADIATORS

Treaty Shifts Proposed

(*Continued from page 19*)

sulting to both stations. The station said that it was assumed CKWX will shift to 980 kc. when KJR moves to 1,000 kc. under the treaty provisions and that this adjacent channel interference will therefore exist in conflict with the treaty provisions. The suggestion was made that in view of this interference CKWX should be assigned to another frequency.

WHOM, Jersey City, slated for a shift from 1450 kc. to 1560 kc. under the treaty, as a Class II station, asked that it be given Class I-B assignment. It stated it proposes to file an application for 10,000 watts so it may qualify as a I-B outlet.

Others Protest Assignments

WIBG, Glenside, Pa., now licensed to operate daytime only with 100 watts on 970 kc. but slated for assignment to 990 kc. with daytime hours only, protested its proposed assignment. The station said it was prepared to increase its operating power to 10,000 watts and to operate fulltime if the FCC would authorize this increase in facility.

WMBG, Richmond, submitted objections to its classification as a Class III-B station earmarked for operation on 1380 kc. under the allocation. Its plea was for reclassification as a Class III-A station which would permit it to operate with 5,000 watts fulltime.

KQV, Pittsburgh, filed a similar protest against Class III-B operation on 1410 kc. as proposed under the allocation and asked that its assignment be changed to Class III-A, to permit it to render a primary service to the entire Pittsburgh metropolitan area.

WABI, Bangor, Me., objected to its proposed assignment as a Class IV local on 1230 kc. It brought out that it has on file an application for assignment on 560 kc. with 1,000 watts, which since has been given WGAN, Portland, Maine. This was done after private negotiation with the FCC at which an understanding was reached that WABI would be assigned to 970 kc. as a regional outlet with 5,000 watts power.

Reclassifications Asked

WMEX, Boston, objected to its proposed assignment on 1510 kc. with 5,000 watts as a Class II station. It asked that it be reclassified as a Class I-B station, to operate with minimum power of 10,000 watts, contending this would greatly improve service in Boston and vicinity as compared with the present service rendered with 5,000 watts.

WDEL, Wilmington, protested its proposed classification as a Class III-B station on 1150 kc., with 1,000 watts day and 250 watts night. Pointing out that it has pending an application for 5,000 watts unlimited time, the station asked that it be reclassified as a Class III-A station.

WMBI, Chicago, filed exceptions to the proposed assignment of KFAB, Lincoln, Neb., to 1110 kc., under the treaty. It held that this assignment should not go to the Lincoln station, now operating on 770 kc. with 10,000 watts but should be allotted to the Moody Bible Institute outlet—WMBI.

WQXR, New York, slated for assignment to 1600 kc. with its present power of 5,000 watts, asked that it be reclassified as a Class I-B station with 10,000 watts, pursuant to an application it now has pending. It also suggested that the assignments of WWRL, Woodside, N. Y., WCNW, Brooklyn, and WHOM, Jersey City, be amended to conform with treaty requirements.

KGCX, Wolf Point, Mont., asked the FCC to assign it a "lower" frequency than its present 1450 kc. assignment.

NAB filed with the Commission the minutes of a meeting of its executive engineering committee held in conjunction with consulting engineers on Sept. 26, dealing with the engineering problems involved in the projected reallocation. No specific suggestions were advanced regarding individual station assignments. The minutes covered general phases of the projected allocations, applicable to all stations.

TEXACO SPONSORS MET OPERA SERIES

WHEN NBC on Dec. 7 starts the tenth season of broadcasts by the Metropolitan Opera Co., the Saturday afternoon operas will be sponsored by the Texas Co., New York, which purchased the 16-week series from NBC on a package basis for $250,000. The programs again will be heard on the Blue Network, although the exact number of stations is still undetermined and will be presented in the same manner as in the past, with Milton Cross serving as musical commentator.

According to Buchanan & Co., New York, agency handling the account, commercials will be mostly of an institutional nature, but merchandising plans have not been worked out. Further details will be announced later.

NBC first started broadcasting the Saturday operas on Christmas Day, 1931, and since that time the series has had three other sponsors: American Tobacco Co. for Lucky Strikes in 1933-34, Lambert Pharmacal Co. for Listerine in 1934-35, and RCA in 1936-37.

SEVENTH season for the *Music and American Youth* program will start Nov. 3 on NBC-Red and again will feature music by young American students under the auspices of the Music Educators' National Conference.

WRVA COVERS
RICHMOND
AND NORFOLK
IN VIRGINIA!
50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

AGENCY Appointments

HENRY DISSTON & Sons Inc., Philadelphia (tools), to Geare Marston, Philadelphia. Plans for the 1941 campaign will be announced soon.

PHILADELPHIA LIFE INSURANCE Co., Philadelphia, to Harry A. Berk, New York. Radio may be used.

DR. PEPPER Co., Dallas, to Benton & Bowles, New York, for Midwest and Southern advertising of its soft drink. The company spends about $30,000 annually on spot radio, but no immediate plans have been announced by the new agency.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), to Sherman & Marquette, Chicago.

NU-TONE CHIMES Inc., Cincinnati, to Erwin, Wasey & Co., Chicago. No radio plans contemplated at present.

BLACKSTONE PRODUCTS Co., New York (Tasty-Lax), to Raymond Spector Co., N. Y.

FORD MOTOR Co., Dearborn, Mich., McCann-Erickson, N. Y. (Ford cars); Maxon Inc., Detroit (Lincoln-Zephyr, Mercury cars).

PACIFIC GAS & ELECTRIC Co., San Francisco, to Albert Frank-Guenther Law, San Francisco.

PHILLIPS PACKING Co., Cambridge, Md., to Aitkin-Kynett Co., Philadelphia.

SUPREME BAKERY Co., Los Angeles to Sidney Garfinkel Adv. Agency, San Francisco and Olian Adv. Co., St. Louis.

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time popcorn), to Buchanan-Thomas Adv. Co., Omaha. Present plans include radio only.

GREAT NORTH LIFE INSURANCE Co., Chicago (insurance), to Advertising Arts Agency, Los Angeles. Currently testing on KRKD, Los Angeles, with a six-weekly quarter-hour transcribed musical program.

POWER SEAL Corp., Los Angeles (motor lubricator), to W. E. Featherstone Adv. Agency, Salt Lake City.

HILL DISTRIBUTING Co., Columbus, O. (San Carlos Wine), to Strauchen & McKim Adv., Cincinnati. Radio and newspapers will be used.

LOMA LINDA FOOD Co., Arlington, Cal. (Ruskets, Kris-Bits, dry cereals), to Gerth-Knollin Adv. Agency, San Francisco. Radio will be used.

HOWARD INCHES PRODUCTS, Chalfont, Pa. (vitamin and health foods), to W. I. Tracy, New York. On Jan. 6, 1941, company starts for one year a quarter-hour five times weekly educational series on WMCA, New York.

BLACKSTONE PRODUCTS Co., New York (Tasty-lax, aspirin, Aspirtone), to Raymond Spector Co., New York.

CLARK MEDICINE Co., New York (Hermet laxative tablets). to Metropolitan Adv. Co., New York. Radio may be used later.

CALIFORNIA BEET SUGAR Producers & Growers, San Francisco to Botsford, Constantine & Gardner, San Francisco. Radio will be used.

GUM Inc., Philadelphia, to George Moll Adv., Philadelphia.

CREAMETTE Co., Minneapolis (Creamettes), to MacKenzie Inc., Minneapolis.

PICKARD Inc., Chicago (china), to Goodkind, Joice & Morgan, Chicago. No radio plans at present.

M. C. SCHRANK Co., Philadelphia (pajamas), to J. M. Korn & Co., Inc., Philadelphia.

EMPREZA DE CONSERVAS MULATHINA, Ltda., Rio de Janeiro, Brazil, to McCann-Erickson, Rio de Janeiro, for packed foods. Radio will be used in the Rio market.

RIT PRODUCTS Co., Chicago (dyes), to Salem N. Baskin Adv. Agency, Chicago.

METROPOLITAN PERSONAL Loan Corp., New York, to J. M. Korn & Co., Philadelphia. Plans to use radio.

WIEBOLDT'S SIX DEPARTMENT STORES, Chicago (diamond & watch departments), to Frank R. Steel Associates, Chicago. First radio starts Nov. 11 on WCFL, Chicago, with six-weekly quarter-hour shows 9:45-10 p.m. on *Make Believe Ballroom*. E. Sherman Perlman is in charge of the account.

AFRA Contract

(*Continued from page 28*)

also settles the troublesome Chicago situation over announcers' fees by setting a base minimum of $55 a week for announcers, increases of 10% and extra pay for local commercials under a special Chicago formula. A letter supplemental to the Code of Fair Practices sets forth the minimum fees and conditions for all talent at network key stations in Chicago on local commercial programs, reflecting the award in arbitration made by the American Arbitration Assn. last spring.

Agreement covering NBC staff announcers in New York has been renewed, with a 10% salary increase for all staff members, who will also receive additional fees for both national and local commercials as set by the commercial code.

Participating in the negotiations, which were held at the New York State Mediation Board offices in New York with Mr. Davis as chairman, were Mark Woods, NBC vice-president; Lawrence Lowman, CBS vice-president; Julius Seebach, WOR vice-president; Mrs. Emily Holt, AFRA executive Secretary; George Heller, AFRA assistant executive secretary; Henry Jaffe, AFRA counsel, and Leonard Bush, Compton Adv., chairman of the radio committee of the American Assn. of Advertising Agencies.

Two local stations have signed AFRA contracts recently, it has been announced. KXOK, St. Louis, has signed a two-year contract covering staff talent and WINS, New York, has renewed its previous contract for another 18 months. Both contracts are standard AFRA agreements, it was stated.

'Lutheran Hour' Going Big

TEN MORE stations have been added to the MBS *Lutheran Hour* for the 1940-41 series of half-hour Sunday programs being broadcast for 26 weeks starting Oct. 27. Stations added include WMPS, Memphis; WTJS, Jackson, Miss.; WHBC, Canton; KFPW, Fort Smith; WICC, Bridgeport, WSYB, Rutland, Vt.; WNLC, New London; WORC, Worcester; WGFB, Evansville; WCOU, Lewiston, Me. According to Kelly, Stuhlman & Zahrndt, St. Louis agency handling the account, this brings the total stations carrying the live broadcast to 127. In addition to the live broadcast, approximately 100 stations carry the broadcasts via transcriptions. These include outlets in seven foreign countries.

Youngstown was prosperous a year ago. Business now is 24 per cent better. Cover this thriving market best with . . .

WFMJ



SPONSOR, artist and advertising agent join to cut third anniversary cake of *Skullcrackers*, first locally produced quiz show on an independent station in the San Francisco bay area, in ceremonies that packed the KROW studios. Left to right are Philip Cowan, manager of Kay Jewelers, sponsor; Scott Weakley, KROW production manager and "Chief Skullcracker" on the program; Sidney Garfinkel, president of Sidney Garfinkel Adv. Agency.

Campbell Spots

CAMPBELL CEREAL Co., Minneapolis (Malto-Meal), in October started a varying schedule of announcements in 14 midwest and midsouth States and three on the West Coast. Maximum contracts are for 26 weeks. H. W. Kastor & Sons, Chicago, handles the account.

AIR LINE STARTS CARTER COMMENTS

FIRST major airline to sponsor a regular network program is United Airlines, Chicago, which on Oct. 23 started a thrice-weekly news program by Commentator Boake Carter on 10 MBS stations. Stations carrying the series, Monday, Wednesday and Saturday, 8:30-8:45 p. m. are WOR WFIL WHK WGN KHJ KFRC KALE KOL KMO KFEL.

As a former RAF pilot, Carter's interest in aviation enters into his analyses of current events, and once a week he introduces some person connected with aviation—a pilot, air hostess or airline official.

According to N. W. Ayer & Son, New York, the agency, Carter's news analyses are okayed by both the network and the agency prior to broadcast. Philco Radio sponsored his talks up until 1938. General Foods Corp. was his next sponsor, but it too did not renew the contract upon expiration. Carter has been off the air for the last two years, filling his time with lecture tours and a syndicated newspaper column, which he will continue besides his present United Airline broadcasts. He has moved his offices from Philadelphia to MBS headquarters, New York, for the duration of the series.

ARTHUR MURRAY School of Dancing, New York, plans to use spot announcements on New York stations as part of an enlarged national advertising campaign promoting its studios. Agency is Ruthrauff & Ryan, New York.



Agencies

PAUL HOLLISTER, executive vice-president and publicity director of R. H. Mack & Co., New York department store, for the last eight years, has been elected vice-president of J. Stirling Gitchall, New York. Mr. Hollister, previously a vice-president of BBDO, New York, is the author of several books articles and lectures on merchandising and sales promotion subjects. Among the Getchell accounts using radio are Socony Vacuum Oil Co., Plymouth and DeSoto divisions of Chrysler Corp.

HERBERT R. DOAK, secretary-treasurer of the Ward Wheelock Co., Philadelphia advertising agency with offices in New York and Hollywood, announced his retirement from the advertising field on Oct. 25. He has been with the agency for 39 years, joining as an accountant in 1901 when it was known as Powers & Armstrong, then becoming F. Wallis Armstrong Co. in 1910.

SAUL FLAMM, for the last three years business manager of the Annenberg Publications and previously in the advertising and editorial departments of Hearst's *Cosmopolitan* magazine, has been appointed vice-president of Raymond Spector Co., New York.

J. MITCHELL THORSEN, vice-president and director of L. E. McGivena & Co., New York, on Nov. 1 resigns his position to open his own advertising agency in New York. No address nor plans have yet been announced.

RICHARD MARVIN, New York radio director of Wm. Esty & Co., accompanied by Mrs. Marvin, is in Hollywood on a two-week business and pleasure trip. While on the West Coast he is conferring with W. R. Moore, Hollywood production manager of the agency, on future plans of the weekly *Al Pearce & His Gang* and *Blondie* series, both sponsored on CBS by R. J. Reynolds Tobacco Co. (Camels).

GILBERT MILLER, former advertising manager of Continental Distilling Corp., has joined the staff of J. M. Korn & Co., Philadelphia advertising agency.

FREDERICK DUERR, who recently resigned as San Francisco manager of Ruthrauff & Ryan, has formed his own agency in Seattle.

C. WENDEL MUENCH, president of C. Wendel Muench & Co., Chicago, is convalescing from pleurisy.

Heads B-S-H Dancer

THE board of directors of Blackett-Sample-Hummert, has announced appointment of H. M. (Mix) Dancer, vice-president for the last three years, as president and director effective Nov. 1. Hill Blackett, J. G. Sample and E. F. Hummert, vice-presidents and directors, will continue as they have in the past to devote full time to the business. From the agency's inception in May 1923 until 1938 Mr. Blackett and Mr. Sample have alternated each year as president. In 1938 Mr. Blackett became permanent president and remained so until relinquishing the post Nov. 1.



Mr. Dancer

McKEE & ALBRIGHT has re-established Hollywood production offices at 6253 Hollywood Blvd., with Ed Gardner in charge. Firm produces the NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp., (Sealtest), which recently shifted origination to Hollywood.

WILLARD S. KARN, formerly national director of sales and merchandising for Schenley Blend Division of Schenley Distillers Corp., New York, resigned Nov. 1 to become vice-president of Brown & Thomas, New York.

HOMER CANFIELD, formerly Hollywood publisher and editor of *Radio Logic*, fan publication, and prior to that head of a West Coast radio news syndicate, has joined Tom Fizdale Inc., publicity staff in that city.

RALPH WATTS, formerly in charge of premium operations for Procter & Gamble Co., Cincinnati, has joined H. W. Kastor & Sons, Chicago, in the same capacity.

SANDY CUMMINGS, West Coast radio contact, has resigned from Benton & Bowles, Hollywood, to organize a new theatrical venture. Jules Bundgus, in charge of agency radio promotion and publicity in that city, has taken over Cumming's duties.

NATIONAL Bureau of Press Relations, specializing in publicity for advertising agencies not having press departments, has been formed at 50 E. 42nd St., New York City. Raymond H. Stotter is executive director, and the telephone, Murray Hill 2-9086.

Cecil's Chance

THE GOLDEN opportunity every agency man dreams of was recently given Cecil Underwood, Hollywood manager of Needham, Louis & Brorby, and producer of the NBC *Fibber McGee & Molly* program, sponsored by S. C. Johnson & Son (wax products) when he drove his car into an auto laundry for a wash and polish job. After years of hoping, he finally was button-holed by a public-survey - opinion questioner. The interviewer asked Underwood what kind of polish he used on his car, and if he used Johnson's polish because of newspaper, magazine or radio advertising. He further inquired if Underwood ever listened to the *Fibber McGee & Molly* show, and if so, had it influenced his purhase of Johnson's wax.

EDITH HOPHAN, assistant to Paul Monroe, radio director of Buchanan & Co., New York, has resigned, announcing no future plans. Emily Fands of the agency is temporarily handling the position.

CARROLL O'MEARA, assistant manager of the Young & Rubicam Hollywood office, is the father of a girl, born Oct. 21. Mrs. O'Meara is the former actress, Jean Van der Pyl.

CLYDE W. BAILEY, recently with Paul Kranzberg & Associates, St. Louis, has joined Kelly, Stuhlman & Zahrndt, St. Louis agency.

JEFFREY V. BROCK, formerly radio executive and manager of the Vancouver office of Cockfield, Brown & Co., has been appointed a Commander in the Royal Navy following training in England.

LEE HAMMETT, advertising manager of Nutrena Mills, Kansas City, has joined Simmonds & Simmonds, Chicago, as assistant to the president.

MARGARET HILBIBER, formerly assistant Pacific Coast sales promotion manager of Pacific Railways Adv. Co., San Francisco, has joined Theodore H. Segall Adv. Agency.

H. W. KASTOR & Sons moved its St. Louis office to 4858 Fountain Ave. Telephone number is Rosedale 1612. Miss G. Gerhardt is in charge.

California-Nevada Group Is Formed by NBC-Blue

NEW GROUP of NBC-Blue stations to be known as the California-Nevada Group will be formed Nov. 15, consisting of the three Pacific Coast Blue stations KFBK, Sacramento, KWG, Stockton, and KERN, Bakersfield, together with KOH, Reno, heretofore available to either Red or Blue.

The rate for the four station combination will be $220 per evening hour as a package group to appear on the next Blue rate card similar to the present grouping of the California Valley Group. Red Network advertisers may buy the group in conjunction with the Pacific Coast Red Network, but only on a 28-day recapture basis.

Y. & R. Research Expansion

JOSEPH H. HOLMES, Jr., for the last three years in the radio department of Young & Rubicam, New York, has been appointed director of radio research as part of an expansion program for the agency's research department, under direction of Dr. George Gallup, Young & Rubicam vice-president and director of research. Announcement also was made Oct. 21 by Raymond Rubicam, chairman of the board, of the appointment of George T. Sewall, formerly head of copy research, as manager of the research department; Frederick P. Reynolds, of the merchandising staff, as director of product and marketing research; Garrit Lydecker, who has been associated with Dr. Gallup in copy research, as director of copy research.

Frank Lenning Chance

FRANK LENNING CHANCE, 47, account executive of Arthur Kudner Inc., New York, on Oct. 22 died of heart disease after a short illness. Formerly with Henri, Hurst & MacDonald, Chicago, and Erwin, Wasey & Co., New York, before joining Kudner Mr. Chance had been handling the Fisher Body division of General Motors Corp., and the Collins & Aikman Corp. He is survived by a sister and brother.

JOHN A. ARNDT, president of John Falkner Arndt & Co., Inc., Philadelphia advertising agency, announced that all conscripted male employes will receive 75% of their current salary if drafted into the U. S. Army service.

LYLE T. JOHNSTON Adv. Agency, Chicago, has opened a branch office in Washington, at 1727 K St. Telephone number is Republic 1298.



10 FOLD
INCREASE OF POWER
WIBG
PHILADELPHIA, PA.
NOW
1000 WATTS
970 K.C.
for further information
PAUL F. HARRON, Pres.
Perry Bldg. — Phila., Pa.

PLAUNT QUITS CBC CRITICIZES BOARD

ALAN B. PLAUNT, member of the Canadian Broadcasting Corp. board of governors since 1936 and one of the original advocates of nationalized radio a decade ago, announced Oct. 23 that he had handed in his resignation to the CBC Aug. 30 because he could not "continue to accept responsibility for conditions of organization and management."

In his letter of resignation he stated he was taking the step because "I feel that as a public trustee, I should not continue to accept responsibility for the internal organization and executive direction of the corporation when I have long ceased to have confidence in it."

He explained to the press that he "would have taken this step early in the year had not my colleagues given me some reason to hope that the serious defects revealed by the reports prepared at their unanimous request by J. C. Thompson (chartered accountant) and myself would be remedied. I have, however, finally been obliged to conclude that such is not the case. It is my considered view that the present conditions seriously hamper the corporation in fulfilling its function in the war emergency and prejudice its survival as an effective instrument of national unity afterward."

Mr. Plaunt's term ends Nov. 2, which may explain why no action has been taken on his resignation. A Parliamentary Committee may investigate the CBC because of the resignation, it is felt in some quarters, though it is more likely this would be deferred till after the war.

It is recalled that Mr. Plaunt's conviction a decade ago was that nationalized radio should be free from all advertising and that a single government corporation should look after all broadcasting in Canada.

Rene Morin, Montreal, chairman of the CBC, stated that there was "no justification for the resignation. Mr. Plaunt made a number of recommendations to the board. Several of these recommendations had already been acted upon, and on motion of Mr. Plaunt himself the remainder were left over for the next meeting of the CBC board".

* * *

N. L. Nathanson, Toronto, has been reappointed to the board of governors of the Canadian Broadcasting Corp. for a further term of three years from Nov. 2, according to an Ottawa announcement. He remains as vice-chairman of the board. Maj. Gen. Victor Odlum, Vancouver, whose place Mr. Nathanson has taken, has also been reappointed for a three year term, although at present he is overseas as commander of the Second Division, Canadian Active Service Force.

Join Staff of New WGAC

BERNARD M. DABNEY Jr., formerly with WRTD, Richmond, has been named commercial manager, and John W. Watkins, formerly of WCSC, Charleston, S. C., has been appointed program director of the new WGAC, Augusta, Ga., which is now scheduled to go on the air Dec. 1. Reporting for their new posts in latter October, each discovered he will be wed—Dabney to Miss Virginia Beal in Richmond and Watkins to Miss Margaret Hall in Louisville—on the same day, Nov. 28. J. B. Fuqua, general manager, reports that RCA transmitter equipment, WE microphones and a Wincharger tower are now in process of installation.

Canada Net Plans

AS PART of a new advertising campaign to attract tourists to Canada this winter, plans are now being made to produce in Canada a program to be placed on United States networks later this year to advertise Canada's winter and summer tourist attractions. At a mid-October conference in Ottawa, the Dominion and provincial governments, as well as representatives of Canada's two railways, discussed year-round advertising to bring U. S. tourists to Canada. Tourist service is one of Canada's main industries.

157 on MBS

ADDITION of WMSL, Decatur, Ala., WELI, New Haven, and KYAN, Cheyenne, to the MBS Network brings the total of MBS affiliates to 157. WMSL, which joined Oct. 15, operates on 1370 kc. with 250 watts, unlimited. WELI, joining about Oct. 18, operates on 930 kc. with 500 watts day, 250 watts night. KYAN, joining Oct. 21, operates on 1370 kc. with 250 watts, unlimited.

Medico Announcer

A FEW YEARS ago, while a medical student, Dale Alford worked as announcer for KARK, Little Rock, specializing in sports. Still keen about football, Dr. Alford continues to announce his alma mater's game with Joe Hogan, KARK staffman, as his assistant. He has a sponsor, too—Lion Oil Co., which is even sending him to remote the Arkansas-Fordham game from New York. He's house physician for the Missouri Pacific Hospital in Little Rock, and has enough help to be spared for his grid chores.

THOMAS J. WATSON, president of International Business Machines Co., on Oct. 18 was granted his petition to amend an application for a new regional station in Endicott, N. Y., to change the frequency from 1240 to 1420 kc., with 1,000 watts, unlimited time.

Representatives

WKRC, Cincinnati, has named The Katz Agency Inc. as its exclusive national representative effective Nov. 1. The station is owned and operated by the *Cincinnati Times-Star* and is the Southern key of the MBS.

FRANK CONRAD, formerly radio time-buyer of McCann-Erickson, New York, on Oct. 18 joined Edward Petry & Co., New York, national station representatives.

XEW and XEQ, Mexico City, have named Joseph Hershey McGillvra, New York, as United States representative.

CKY, Winnipeg, and CKX, Brandon, Man., have appointed Joseph Hershey McGillvra as their exclusive United States representatives.

MILTON CROSS, NBC announcer, was m.c. Oct. 16 on the special dedication program marking the opening of WAKR, Akron, which became an NBC basic Blue station.



on or about January 1, 1941

50,000 watts

offering greatest single station coverage of North Carolina

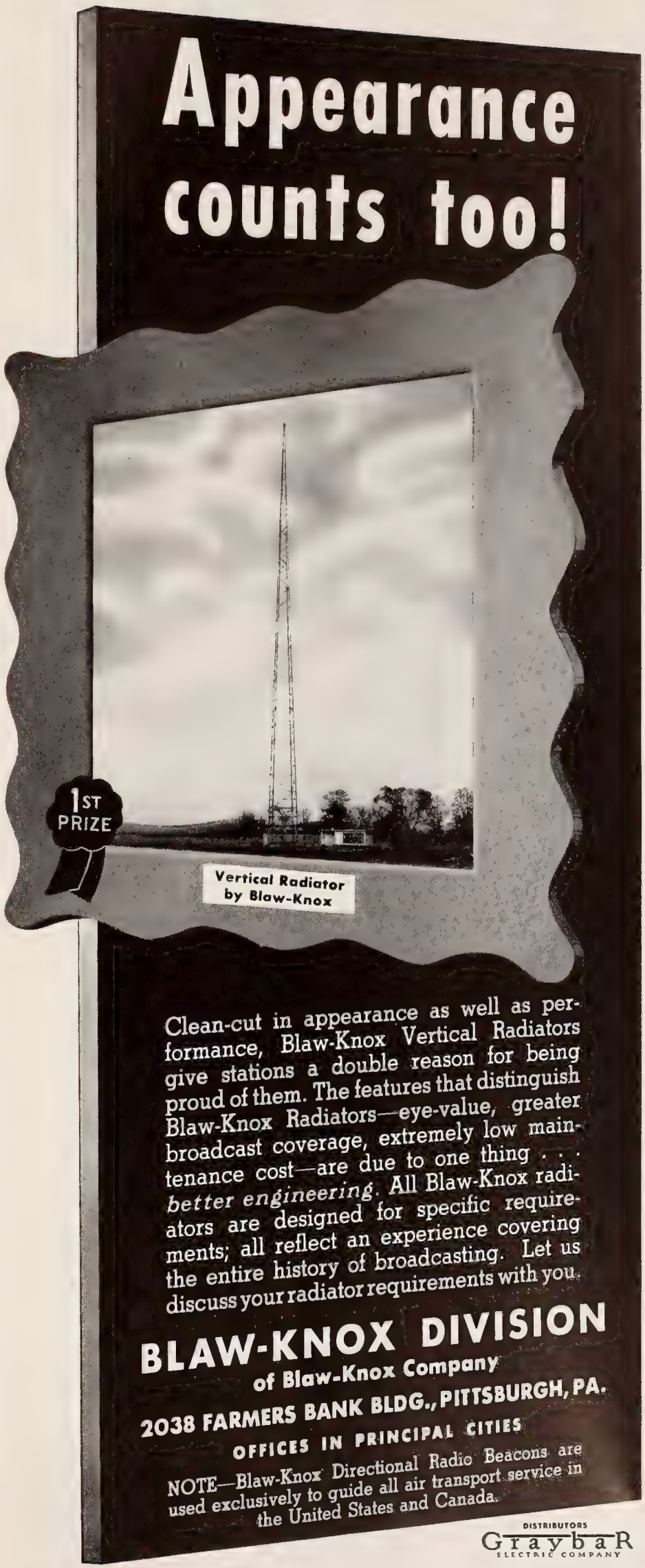
WPTF 630 Kc.

NBC Affiliate

Raleigh, N. C.



FREE & PETERS, Inc., EXCLUSIVE NATIONAL REPRESENTATIVES



Equipment

GRAYBAR ELECTRIC Co., New York, is establishing branch offices and warehouses in Portland, Me., and Chattanooga, bringing the number of Graybar distribution centers to 85 throughout the country. T. A. Huston will be in charge of the Portland branch, with W. J. Dowd as assistant. C. C. McGraw will head the Chattanooga office, with J. P. Majors as service supervisor.

RCA MFG. Co., Camden, N. J., has announced the following sales of transmitting equipment: WWNY, Watertown, N. Y., 1-K broadcast transmitter; KALB, Alexandria, La., FM-250-A transmitter.

KAAR ENGINEERING Co., Palo Alto, Cal., manufacturer of police and communications radio equipment, has named Norman B. Neely, technical sales representative, as exclusive representative for Southern California and Arizona.

CINEMA ENGINEERING Co., Burbank, Cal., radio equipment manufacturers, has enlarged its factory at 1508 S. Verdugo Ave.

FM Proving Effective In Duluth, Says Bridges

PUBLIC acceptance of FM broadcasting in the Duluth area is exceeding early expectations, according to Walter C. Bridges, manager of WEBC, Duluth, operator of the FM outlet, W9XYH. "Listeners equipped with FM receivers are very enthusiastic over the high-fidelity performance of FM," Mr. Bridges declared. "It is our opinion that the listening public needs only a demonstration of FM to completely sell them on the noise-free, high-fidelity advantages of this new system."

W9XYH, the first FM station west of Chicago, has been operating more than seven months, using a 250-watt General Electric FM transmitter. Perfect day and night reception is reported some 40 miles south of the station, while two nearby amplitude modulation stations cannot even be heard there, according to Mr. Bridges. The station also has been heard in the Mesabi Iron Range area, about 60 miles north of Duluth.

Frederick Carleton Bisbee

FREDERICK CARLETON BISBEE, 43, contract license engineer of Electrical Research Products, New York, on Oct. 23 died at Mills Sanitarium following an operation. Mr. Bisbee was a radio officer on convoy duty during the World War, and from 1923 to 1928 worked on problems of wired broadcasting and public address devices with the American Telephone & Telegraph Co., New York.

5000
WATTS FULL TIME
CBS
Tulsa's
KTUL

FREE & PETERS, INC., Exclusive National Representatives

RMA to Review Defense Activities

To Study Advertising Copy; Convention Set for June

RADIO Manufacturers Association will hold its 1941 annual convention at the Stevens Hotel, Chicago, June 10-11, with industry action in the National Defense Program a major topic.

Arrangements for RMA participation in the National Defense Program were considered in a preliminary way by the RMA board Oct. 7-8. The National Defense Commission, through Stacy May, director of research and statistics, requested assistance of RMA in planning procedure regarding radio requirements of the National Defense Program. Needs of the Army and Navy, British procurement, civilian demands, and the like, will be canvassed by an RMA committee and Government representatives with a view to providing adequate industry capacity for greatly increased demands and prevent bottlenecks in production and deliveries.

Advertising Standards

The RMA board also discussed procedure to develop advertising standards in the industry and a special committee on advertising was authorized to pursue the subject. Comprising RMA advertising and sales promotion managers, this committee will hold periodic meetings to survey set and tube advertising. The RMA Engineering Department gives the committee technical advice on engineering content of advertising copy. The new committee will recommend ethical and correct advertising practices.

The board approved arrangements for RMA participation, as well as jobbers and dealers, in the NAB promotion of the 20th birthday anniversary of broadcasting. This observance, to occur between Nov. 11 and 30, will be featured by special network and independent station programs and other promotions [BROADCASTING, Oct. 1-15].

Inroad on Video Market Is Foreseen in Soundies

THREAT to the restaurant-tavern market for television receivers are "Soundies," strips of sound on film which play on a Panoram Movie Machine, distributed by Mills Novelty Co., Chicago. Developed after three years of research as a self-contained sound film projector and viewing surface lasting three minutes upon insertion of a dime, the machine uses 16 mm. film projected against a mirror and in turn obliquely reflected to the audience through a glass 2 x 1½ feet, visible in dark or light.

"Soundie" machines, costing about $1,000, will be offered hotels and restaurants in December, with films rentable for $10-$15 weekly for 24-minute reels. Globe Productions, Hollywood, handled by James Roosevelt, makes all the films. Cooperating in manufacturing the machines are RCA Mfg. Co., Camden for the projectors and sound effects records, and Westinghouse Electric & Mfg. Co., New York, for special lamps burning for a month's period.

TWENTY papers on radio, FM and television will be the highlights of the Rochester fall meeting of the IRE and RMA engineering department, Nov. 11-13, at Rochester, N. Y.

FCC Decision Fans Maine Controversy

WABI and Rines Applications for Reconsideration Denied

A NEW LEGAL controversy growing out of a fulltime grant to WGAN, Portland, Maine, after the FCC had suggested that such an application be filed, appears to be brewing as a result of an FCC decision Oct. 22, denying the petition of other Maine stations for rehearing.

The FCC announced that it had denied the petition of WABI, Bangor, and of William H. Rines, Portland, for reconsideration and hearing in connection with its grant to WGAN last July, shifting the station from limited time on 640 kc. to fulltime on 560 kc. with an increase in power from 500 watts to 5,000 watts. The Commission ordered that the application of WABI, to change its frequency from 1200 to 560 kc. and increase its power from 250 to 1,000 watts, along with the Rines application for a new station in Portland on 560 kc., be designated for hearing and rehearing respectively.

Last summer the FCC granted the WGAN application, after having suggested to the station that it apply for the facilities. The grant was part of a then-existing arrangement under which the FCC planned to give WABI a regional facility on 970 kc. assuming that the station withdrew its pending application for 560 kc. This move was interpreted as a new procedure whereby improved facilities could be authorized by negotiation, rather than direct application.

Newfoundland Objects

In announcing the denial of the WABI and Rines petitions Oct. 23, the FCC issued a special press release. It explained that international as well as domestic considerations figured in the denials. The Commission said that before WGAN filed its present application, it had filed an application for fulltime on 640 kc. Shortly thereafter, it explained, Newfoundland advised the FCC that the 640 kc. facility was assigned to it under the North American Broadcasting Agreement and that it proposed to use the facility for VONF in Newfoundland. It added that if the FCC would not assign 640 kc. to any other station in the United States which would cause interference to VONF's secondary service area, Newfoundland would relinquish in favor of the United States all claims to 560 kc., also assigned to Newfoundland.

The Commission said it found that WGAN and WABI were both qualified to operate stations as proposed in their applications. Between the two, however, it said the question narrowed as to whether the public interest would be better served by assignment of the facilities to Portland or Bangor. It was found that WGAN would provide a greater service than WABI. It also held that there is greater need in Portland for the service than in Bangor.

As to the Rines application, the Commission said WGAN offered more adequate coverage and the grant did not involve objectionable interference to any station, whereas the proposed Rines station would interfere with CJKL at Dane, Ont. The Commission said that competition between stations in Portland would be keener under the WGAN grant, because the Rines family is interested in Portland's other station, WCSH, as well as in WRDO, Augusta, and WFEA, Manchester, N. H.

Remote Robbery

LOADED with newly-purchased recording equipment, the mobile unit truck of W C A U,, Philadelphia, w a s stolen from a local garage Oct. 25, and according to Philadelphia police was used about an hour later in the holdup of a gas station. Favorite gag of studio wits now is: "Where were you on the night of Oct. 24?"

Princeton's 'Network'

COLLEGE "network", similar to operated by Brown U and Williams College, has been set up by the Princeton Broadcasting Service, Princeton, N. J., as originated by four of the students. With call letters WPRU, the service will start Nov. 11 to offer the 2,000 undergraduates and faculty living on the campus a three-hour schedule of programs daily except Saturday. Regular schedule will be 5-6 p.m. and 7-9 p.m. with additional broadcasts for special features. Both national and local advertising are being solicited, with several sponsors already lined up. Officers are H. Grant Theis, president; John J. Markham, production manager; Bennett Lord, business manager, and Richard B. Church, technical manager.

WCAU's New RCA Transmitter

INSTALLATION of a new 50,000-watt transmitter, first of a type developed by RCA Mfg. Co., Camden, was announced Oct. 25 by WCAU, Philadelphia. Erection will begin as soon as the FCC approval is procured, and the transmitter is expected to be ready for operation before Jan. 1. WCAU now is authorized to use 50 kw. on 1170 kc. but moves to 1200 kc. as a I-A clear channel station under the Havana Treaty allocations when they become effective March 29. WCAU's present transmitter is now less than eight years old. John G. Leitch, WCAU technical director, said the new-type transmitter will make available highest fidelity of signal yet attained in standard broadcast bands, considerably decreasing noise level.

Savings-Loan Program

(*Continued from page 49*)

recall were 56.8% for radio, as against 20.1% for newspapers and approximately 13% for magazines.

If radio advertising, like all forms of advertising, is to be economical and effective, it requires first that the association have a definite knowledge of the size, extent, and composition of its local market for savings and loan services. Next, the type of program used must be one that will have particular appeal to these prospects. Then, the selected program must be on the air on the day or days when these individuals are most likely to be at home, awake, and at leisure. Finally, since all radio listeners do not tune in on the same program at the same time, the campaign should be of sufficient duration to reach all possible savings and loan prospects and to obtain the cumulative benefits of frequent repetition.

Radio advertising requires a coordinated approach to all of these important factors.

Penna. Stations Cut

STATIONS in Pennsylvania were excluded from a special broadcast Oct. 24 when MBS presented a discussion of the new Paramount film "World in Flames" by Wythe Williams and Raymond Gram Swing, because of the ban placed on the film for "moral" reasons by the Pennsylvania Board of Film Censors. Eight MBS stations in that State were cancelled, as well as 4 CBS stations in Pennsylvania when CBS on Oct. 26 presented a similar discussion of the film by Elmer Davis and Major George Fielding Eliot.

MARITIME OFFICE TO REP. DEMPSEY

NOMINATION of Rep. John J. Dempsey (D-N.M.) to be a member of the U. S. Maritime Commission, was sent to the Senate Oct. 21 by President Roosevelt. Rep. Dempsey was the author of legislation creating r a d i o galleries in Congress, giving radio equal recognition with the press in coverage of news.



Mr. Dempsey

Rep. Dempsey's present term in Congress will expire December 31. He ran for the Democratic nomination for Senator from New Mexico against Senator Chavez, but was defeated by a narrow margin in a contested election. He is the father of William J. Dempsey, former FCC general counsel and now a practitioner in Washington.

Rep. Dempsey has been a strong radio advocate in Congress and ranks high in Administration and Congressional circles. He was formerly vice-president of the Brooklyn Rapid Transit Co., an independent oil operator, president of the United States Asphalt Corp., and New Mexico NRA Administrator in 1933. He was elected to the 74th, 75th and 76th Congresses.

Mr. Dempsey was named to succeed Rear Adm. Henry A. Wiley, whose term expired last Sept. 26. The appointment is for six years from that date. The CIO Maritime Union has requested hearings on the Dempsey appointment. The nomination goes to the Senate Commerce Committee, of which Senator Bailey (D-N.C.) is chairman.

WE DID
PLAN IT THAT WAY

The thousands who visited the new WBOC building during the past month call it the most modern in the country for a station with WBOC's power.

We must confess . . . It was planned that way. We erected a station that would be in keeping with the rich market and purchasing power of the more than 200,000 people WBOC serves 17 hours daily.

Don't Overlook

WBOC

1500 KC • Salisbury, Md.

OUT AHEAD IN POWER, TOO
5000 WATTS DAY AND NIGHT

WPRO
PROVIDENCE



Scores again Standing Up!

CHERRY & WEBB BROADCASTING COMPANY

BASIC C. B. S. - - - - 630 KC.

Representative; PAUL H. RAYMER COMPANY
NEW YORK CHICAGO DETROIT LOS ANGELES SAN FRANCISCO



Harris & Ewing Photo

DOING ITS BIT toward stimulating hemispheric solidarity is WLW's 50 kw. international shortwave adjunct, WLWO, which was dedicated Oct. 12 by representatives of the State Department and ambassadors and ministers of the Latin American republics, who participated in a remote pickup, along with FCC Chairman Fly and Pan American Union officials, from the Mayflower Hotel, Washington. Seven of the 20 diplomats who read messages to Latin America are shown in the bottom row (l to r): Dr. Jose T. Baron, Cuba; Dr. Don Julian R. Caseres, Honduras; Dr. Don Hector David Castro, El Salvador; Dr. Don Jorge E. Boyd, Panama; Senor Don Luis Fernandez, Costa Rica; Dr. Don Luis Fernando Guachalla, Bolivia; Dr. Don Rafael Fuentes, Mexico. Top row shows part of the WLWO staff in Washington to handle the event (l to r): Howard Chamberlin, assistant WLW program director; Eugene Patteson, WLWO program director; Joree Mayoral, WLWO Spanish announcer; Jeanne Briere, foreign language consultant; Henley Hill, WLWO Portuguese announcer; Wilfred Guenther, WLWO general manager.

Two Too Many

WHEN WRVA, Richmond, Va., temporarily replaced its male announcers with feminine employes from all departments during Registration Day, Oct. 16, Deane Parker, secretary to Irvin Abeloff, program service director, tackled a man-on-the-street interview session. Faced by a nervous interviewee, she dryly remarked: "Come now, my good man, it'll never do for both of us to be nervous!"

New Holyoke Station

THE Boston environs will have another local broadcasting station shortly, the FCC having authorized Hampden-Hampshire Corp., Holyoke, Mass., to erect a new outlet in that community to operate with 250 watts on 1370 kc. The company is 99% owned by Mrs. Minnie R. Dwight, co-owner of the *Holyoke Transcript-Telegram*, a daily. Her son, co-owner and editor of the newspaper, is president of the company but holds only one-third of a share in the broadcasting company. Other fractional stockholders are Arthur Ryan, the newspaper's general manager, and Charles M. DeRose, one of the owners of the *Northampton Hampshire Gazette*.

WHOM's

(*New Western Electric*)

1,000 WATT TRANSMITTER NOW ON THE AIR

New York City's Outstanding Foreign Language Station

JOSEPH LANG, Mgr.

New York Office & Studios

29 W. 57th St., N. Y.

FDR PRAISES RADIO IN AMERICAN UNITY

RADIO'S part in the mission of hemispheric solidarity was emphasized by President Roosevelt in his Oct. 12 address at Dayton, O., picked up from his railroad car by the networks and by WLW. The latter station at the time was dedicating the new WLWO, international shortwave station, in special ceremonies in Washington and Cincinnati, with the Presidential pick-up part of the program.

"American radio stations will play their part in the new unity that has been built so solidly between the American nations during the past eight years," the President observed. "They must be effective instruments for the honest exchange and communication of ideas. They must never be used as stations in some other lands are used, to send out on the selfsame day one false story to one country and a different false story to another."

At the WLWO dedication ceremonies in Washington, participated in by dignitaries of Latin American nations, Chairman James Lawrence Fly of the FCC, and Thomas Burke, chief of the International Communications Division of the State Department, the Presidential address was picked up by loudspeaker for the benefit of the audience at the Mayflower Hotel ballroom. Hosts at the Washington ceremonies included James D. Shouse, vice-president and general manager of the Crosley stations; Robert Dunville, general sales manager; Jerry Branch, assistant to Mr. Shouse, and Wilfred Gunther.

Get on WJHP's new highway to Jacksonville's buyways!

NBC BLUE

WJHP

JACKSONVILLE FLORIDA

H. G. WELLS, JR., General Manager

Represented nationally by JOHN H. PERRY ASSOCIATES

WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY

CHICAGO DETROIT ATLANTA PHILADELPHIA

Shortwave Rules Tightened by FCC

Stations Required to Record All International Programs

AGREEMENT with operators' attitudes in tightening up international shortwave program operations was reflected in newly-adopted amendments to the international broadcast rules, announced Oct. 16 by the FCC. The amended rules, requiring each licensee to make verbatim mechanical records of all programs transmitted, to be filed along with scripts and translations, are much milder than the proposal originally broached by the FCC and discussed with operators at an informal meeting Oct. 7 [BROADCASTING, Oct. 15].

Objections Heeded

The FCC rule change, as originally proposed, provided pre-broadcast controls on international programs which would tend to straitjacket the spontaneity of these programs, operators of international outlets and industry representatives observed at the Oct. 7 meeting. In addition to the recording provision, the proposal included close scrutiny and preservation of scripts to prevent any deviation from program content as approved before broadcast. Narrowing of the amendment to cover only the recording phase apparently eliminates the bulk of the cause for objection on the part of operators.

The new section [4.43 (f)] of the international broadcast rules, as adopted by the FCC, reads:

(1) Each licensee of an international broadcast station shall make verbatim mechanical records of all international programs transmitted.

(2) The mechanical records, and such manuscripts, transcripts, and translations of international broadcast programs as are made shall be kept by the licensee for a period of two years after the date of broadcast and shall be furnished the Commission or be available for inspection by representatives of the Commission upon request.

(3) If the broadcast is in a language other than English the licensee shall furnish to the Commission upon request such record and scripts together with complete translations in English.

Video Standards Sought by Jan. 1

COMPLETION of television standards by Jan. 1, 1941 is the goal of the National Television System Committee, according to Dr. W. R. G. Baker, vice-president in charge of radio of General Electric Co. and chairman of the committee.

Working under sponsorship of the Radio Manufacturers Assn. with collaboration of the FCC, the committee rapidly is approaching the end of its task, according to Dr. Baker. He declared that while it is too early to say whether the Jan. 1 deadline can be met, it is hoped that the work will be completed by that time.

The committee membership of 16 represents manufacturing companies, research organizations, and utilities actively engaged in or closely associated with radio. Of the 15 voting members (the chairman having no vote) eight represent companies associated with RMA. Detailed analytical work is handled by nine panels consisting of 138 members representing 41 companies or organizations. Of the 41 companies, 19 represent receiver manufacturers, five manufacturers producing both transmitters and receivers, nine universities or research organizations, four utilities, three broadcasting organizations, and one consultant.

At present, Dr. Baker said, three panels have about completed their work and final reports are in preparation. Certain of the panels whose work involves consideration of color television and the possible application of frequency modulation still have much work ahead of them. He pointed out that to date there have been forwarded or are in process of preparation, 107 different documents.

New RMA memberships include those of Allen B. DuMont Laboratories, Bendix Radio Corp., and Sperry Gyroscope Co. Recent resignations from RMA include Zenith Radio Corp., Chicago.

FCC Chairman Fly stated Oct. 28 he believed the projected standards "ought not to hurt color television." He said he had talked with Dr. Baker and RMA President Knowlson regarding a progress report but nothing was decided.

MUTES CONVERSE

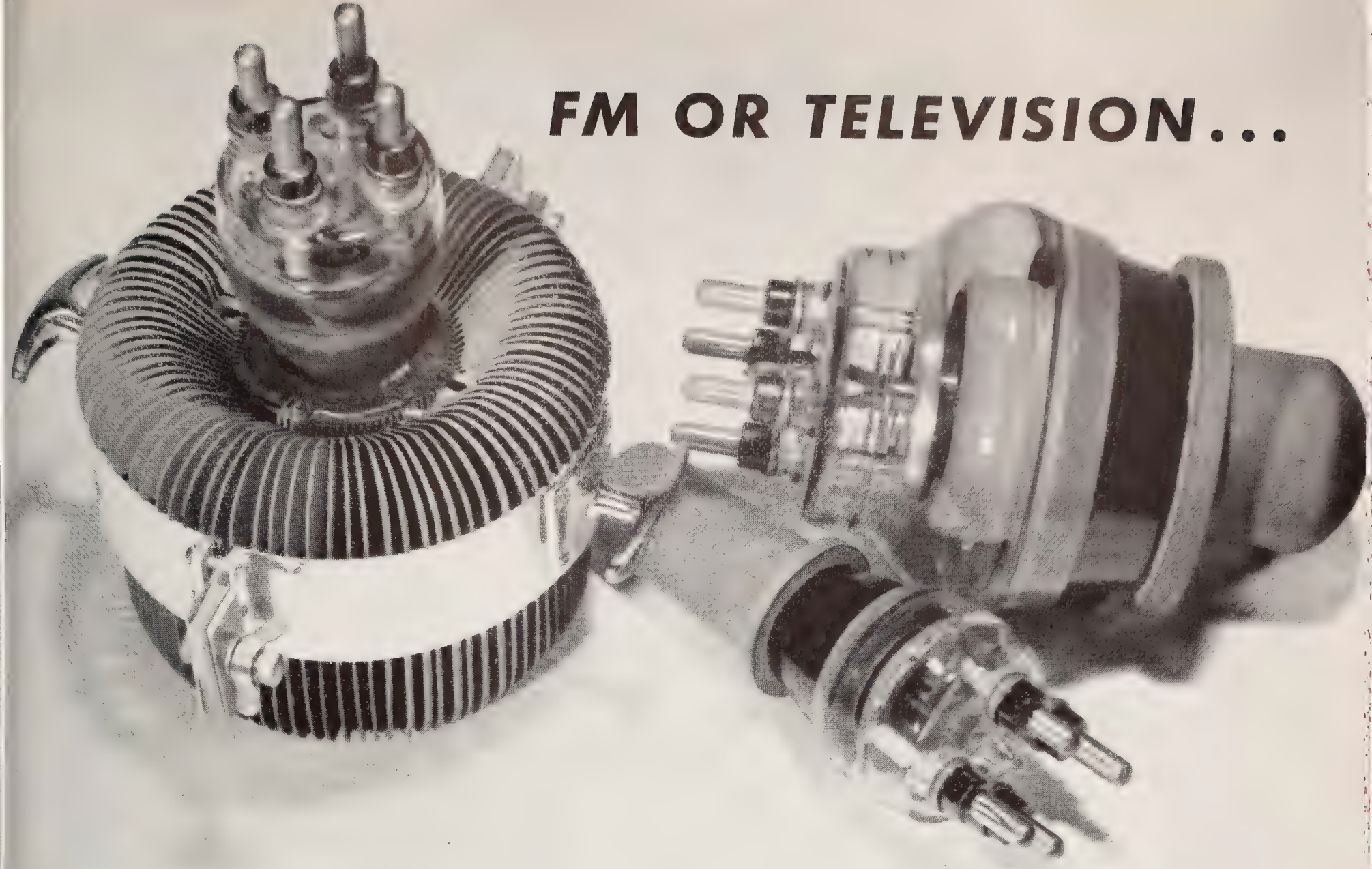
Via Air, Using Hand Talk —On 2-Way Video Circuit—

THE FIRST conversation between two deaf mutes miles apart was carried recently over the two-way television circuit setup by amateurs between the Communications Bldg. at the New York World's Fair and the Daily News Bldg. in Manhattan, eight miles away [BROADCASTING, Oct. 15].

One of many experiments being conducted several times daily over the circuit, the hand talk was carried on by Miss Bertha O'Donnell and Miss Adele Costa, while interpreters stood by to unfold the talk to bystanders in both studios. The image was good, viewers asserted, and the women talked as easily as if they had been in the same room.

A record for long-distance reception by amateur equipment was claimed by Dana A. Griffin, who having received the images at W2AOE, Williston, L. I., 17 miles from the Manhattan skyscraper, claims a new "DX" record.

FM OR TELEVISION...



INTERNATIONAL OR STANDARD BROADCASTING—

Here Is High Efficiency at High Power

Primarily developed for the new high-frequency services, GL-889-R, GL-889, and GL-880 provide superior performance for *all* present-day broadcasting.

GL-889-R

High efficiency and economical forced-air-cooling are now available to the entire realm of broadcasting with the G-E developed GL-889-R. Its small size and short leads make it especially valuable for ultra-high-frequency operation.

At frequencies up to 25 megacycles, a pair of 889-R's is capable of 8,000 watts output plate-modulated, or 20,000 watts class C telegraph. For FM service, 10,000 watts output is very conservative operation.

Internal design is the same as the GL-889. GL-889-R's are used as output tubes in G-E 10,000-watt FM transmitters.

GL-889

Twenty-five years of G-E tube manufacturing experience contributed to the successful design of the GL-889—the tube which started a new trend in u-h-f construction. The GL-889 incorporates dual grid leads for separation of neutralizing and excitation circuits. It is fully shielded to prevent electron bombardment of the glass envelope.

Its compact construction makes possible short internal and external leads. Low driving power is required.

Water-cooled, it is rated at 10,000 watts output, class C telegraph, and 4,000 watts output in plate-modulated class C service.

GL-880

General Electric's GL-880 stands alone today in the field of high-power u-h-f transmitting tubes. Its unique construction—utilizing a re-entrant anode—resulted in a decrease in internal lead length of 10 inches compared with existing designs. Full ratings apply up to 25 megacycles. Reduced ratings to 100 mc.

A pair of GL-880's gives an easy 50,000-watt output in 42- to 50-mc FM broadcast service. Low driving power is required. The G-E 50,000-watt FM broadcast transmitter, excited by a 3,000-watt amplifier, uses push-pull GL-880's in the output stage.

Technical information sheets on all G-E tubes are available through our local G-E representative. Place your next order for tubes with him. There are G-E sales engineers in 80 principal cities. General Electric, Schenectady, N. Y.

GENERAL ELECTRIC

I61-16

Purely PROGRAMS

FAMOUS DEPARTMENT STORES, Los Angeles (general merchandise), through Adolph Weinstein Agency, that city, has started a thrice-weekly 20-minute program, *Sing a Song With Mike*, on KMPC, Beverly Hills, Cal. Contract is for 52 weeks, having started Sept. 30. Show originates from the Orpheum Theatre in downtown Los Angeles. Announcers travel through the audience with hand microphones and pick out aspiring singers who do numbers accompanied by the theatre organ. Switchboard of Famous' main store and those in outlaying towns are open to receive votes phoned in for singers. Person with highest number of votes gets a week's professional engagement at the Orpheum Theatre.

* * *

Fish or Cut Bait

IN THE two weeks before election, *The Undecided Voter* appears on WINS, New York, Mondays, Wednesdays and Fridays at 7:15 p.m. to say why he is undecided. Then representatives of the two major parties plead for his vote. First program Oct. 21 featured Brock Pemberton, playright, for the Republicans, and Rex Stout, author.

* * *

SPONSORING seven quarter-hour *Man on the Street* programs weekly on WKRC, Cincinnati, Rainbo Baking Co. on Oct. 28 started awarding a loaf of bread for each of two questions asked participants. The show originates in front of Grayson's, a downtown women's shop at 12:15 p.m. Mike Hunnicutt conducts the series.

About the Weather

WEATHER remaining the favorite topic of conversation, Exide Batteries, Philadelphia auto battery dealers, are sponsoring a five-minute daily program based on the weather on WFIL, Philadelphia. In addition to the customary weather reports, weather-caster Roy LaPlante gives unusual incidents in which the weather is involved, science of the weather, flying conditions and temperature reports. Commercials for Exide are tied in with odd weather facts. To promote the air campaign, Exide Batteries has placed giant temperature signs at all the service stations, calling attention to the temperature and the WFIL program. Account was placed thru Geare-Marston, Philadelphia agency.

* * *

Election Festival

KPO-KGO, San Francisco, and the *San Francisco Chronicle* again will stage a huge election broadcast and rally Nov. 5. Most of the major artists, musicians, announcers and technicians of the two stations will move into the newsroom of the *Chronicle*, to present an election night program that will run for four or more hours. Intermittently with the election news, the artists will perform right in the newsroom. Woven into the broadcast will be comments of political writers.

Boston's Kid Quiz

FIVE Boston school kids, all under 16, are guest experts on the new *Ask the Children* show on WBZ-WBZA, Boston-Springfield. With Selden M. Loring, noted New England author, as m.c. handing out questions, the kids all receive bank books with a deposit in their name. The three best answerers each week get another shot at the next week's competition and another deposit. Two new child guests are brought to the program each week. The 26-week series is sponsored by Hudson Coal Co., Scranton, Pa. Bennett, Walther & Benedier, Boston, handle the account.

* * *

Moment of Prayer

MODERNIZING the age-old people's prayer, the Catholic Laymen's Retreat League of St. Louis is presenting the brief devotional, *Angelus*, each day at 12 noon on WEW, St. Louis. Father Hughe E. Harkins, S.J., of St. Francis Xavier College Church, has transcribed the one-minute spot. Plans are being developed to make copies available to other sections of the country through organized Angelus clubs and other groups interested in perpetuating the simple service.

* * *

Teen-Age Talent

WCAU, Philadelphia, has launched a new weekly program series, *The In-Betweeners*, to take care of teen-age talent graduated from the station's childrens' programs. The idea was fathered by Stan Lee Broza, program director, to keep youngsters whose average age is 17 before the public and encourage them during their adolescence. The program is presented in musical comedy style, the youngsters acting a story script written by Mrs. Broza.

* * *

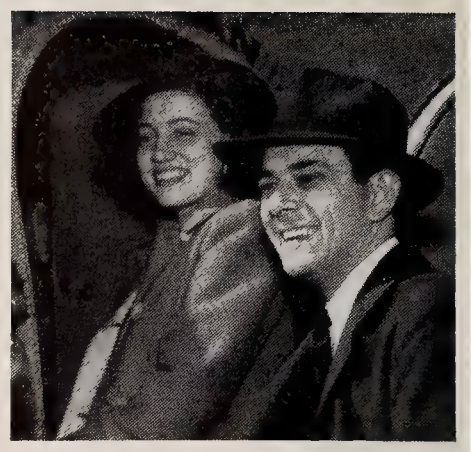
Current Contests

NEW weekly feature on WGAR, Cleveland, is *Dollars & Sense*, offering listeners full information on contests current on CBS and WGAR. The program is produced by Julius Glass, who works in close contact with advertising agencies. Special mail give-away is a mimeographed bulletin listing the contests, issued weekly.

* * *

More College Life

ROUNDTABLE series *University Life* on Nov. 1 starts its third season on MBS, again featuring weekly discussions of campus and national problems by students and faculty members of Columbia U.



CANDIDATE for busiest announcer in the business as well as radio's most regular air commuter is Walter Compton, MBS Presidential announcer and newscaster of WOL, Washington. Accompanied here by his bride, he boards a New York-bound plane, as is his wont each weekend, to conduct Feenamint's *Double or Nothing* show on 119 MBS stations, Sunday 6-6:30 p.m. (EST), from the Barbizon-Plaza Hotel. In addition to originating and running *Double or Nothing*, which has blossomed from a local sustaining show to a coast-to-coast quiz feature, Compton handles 37 commercial and 5 sustaining newscasts each week on WOL.

Tales of the Range

DESIGNED primarily for children, the thrice-weekly *Campfire Embers* on WKY, Oklahoma City, features tales of legendary figures in the history of the Southwest. Built around Buck Jackson, a cowboy character, the show uses all kinds of sound effects, special music and atmospheric specialties. The legends are compiled by an Oklahoma U graduate whose hobby has been collecting the stories. Scripts are by Guy Runnion.

* * *

Fact Sleuth

HALE SPARKS, of the U of California staff, is featured on the *Fact Detective*, a recently-started series on KSFO, San Francisco. Listeners are invited to submit problems to the *Fact Detective*, who, in turn, propounds a problem in fact-finding, with information as to sources from which data may be verified. Public schools and libraries have endorsed the program and carry notices regarding it in their bulletins and publications.

* * *

Quiz on the Cape

ENLISTED men at Camp Edwards, on Cape Cod, participate weekly on the new *Soldiers' Quiz* of WAAB, Boston, and the Colonial Network. The Saturday evening half-hour quiz each week features a different unit of the 26th Division at the camp. The series started Oct. 19 when members of the 211th Coast Artillery, Anti-aircraft, participated on the eve of the regiment's departure.

* * *

Preview of Pugs

KYA, San Francisco, has started *Meet the Fighters* Friday at 5.15 p.m. (PST), with Dave Scofield presiding. He interviews the main eventers who will appear on the boxing card the following Monday night at the Coliseum Bowl. KYA also broadcasts the Monday night fights. *Meet the Fighters* originates from the Market Street store of the sponsor, Tilton's Clothing Co.



Commencing this Fall, WLAW, Lawrence, Mass., will offer 5000 watts and full time, operating on 680 kilocycles. WLAW will serve a listening audience of more than 3,000,000 people within its 0.5 m.v. contour—a gain of 2,250,000 over WLAW's former 1000 watts—part time.

Affiliate of Columbia Broadcasting System—excellent merchandising and sales promotion department—WLAW and Lawrence Eagle-Tribune are under joint ownership.

WLAW

LAWRENCE, MASS.

COLUMBIA OPERATED CBS NAB C.P. 5,000 WATTS FULL TIME

KSCJ Sioux City Iowa
The Journal
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

Cincinnati Chatter

HEADING into its fourth month, *Time to Kill,* on WCKY, Cincinnati, is drawing much fan mail. Rex Davis, chief announcer, and six other WCKY-announcers sit around and "just talk" for 15 minutes at 6:15 each Wednesday night. Davis offers five $1 prizes each week for the best letters suggesting topics of discussion. Many listeners send in personal problems to be solved by the announcers. Each week there is a guest "time killer", the list already including radio editors, WCKY executives, visiting actors and city officials and judges.

* * *

Coupons for Charity

T. H. ESTABROOKS Co., St. Johns, N. B., (Red Rose tea and coffee) used announcements on more than 30 Canadian stations for its offer to "give in cash for the charities of Canada, for war or home service, two cents for each pound of Red Rose tea and Red Rose coffee," of which labels and coupons are sent in by individuals and organizations throughout Canada until March 1, 1941. Campaign was placed by McConnell Eastman & Co., Montreal.

* * *

Game News

WITH interest in hunting and fishing at a peak, WRVA, Richmond, Va., is airing twice weekly the comment on those subjects by Winston Montague, Richmond sports columnist. Montague, an attorney, has been prominent in effecting proper legislation on those sports. His air chats are newsy and informal, with occasional personal incident touches.

* * *

Quiz Without Audience

A QUIZ without studio audience has been started on CFRB, Toronto, by the City Dairy Co., Toronto, Borden subsidiary. Five times weekly three housewives are picked from mail applicants, and they are quizzed on foods and drinks in a program aired as *The World at Your Table,* with Roy Ward Dickson as questioner. Prizes are given in the form of merchandise. Account was placed by Dickson & Ford, Toronto.

* * *

Wordy Bit

WAAF, Chicago, on Oct. 13 started a weekly dramatic program *That Little Word . . . . If,* which is built around tremendous trifles that have changed the history of the world. The series is directed by Ben Guy Phillips, British actor and producer. Two of the 24 episodes are dramatized each Sunday at 2:00 p.m. by a different cast selected from Chicago dramatic clubs.

* * *

Penny for Thoughts

INTERVIEW program, *A Penny for Your Thoughts,* started Oct. 28 on WINS, New York, under sponsorship of Strickler's Apparel Shop, New York, with Ted Webbe stationed thrice weekly at 152d Street and Third Avenue asking passers-by for their thoughts in return for a penny.

* * *

How to Sew

AS A new feature of Susan Taylor's *Tips by Taylor* show, WNAX, Yankton, has added a "Sewing Secrets" course consisting of 10 weekly lessons, with a diploma awarded at completion of the final test, a special quilt patch. A postgraduate course, "Making Things for Your Home," is planned.

Zorro Marked

WCKY, Cincinnati, started a busy week Oct. 28, hinging on the arrival of Tyrone Power for the world premiere of his latest movie, "Mark of Zorro", in the old home town. Kate Smith and her radio troupe also came for a radio version of the movie on her Friday night hour, with Miss Smith meantime originating three of her noon CBS broadcasts from the WCKY studios. Ted Collins, Kate Smith's manager, spent three days in WCKY studios auditioning local talent for the Linda Darnell role of the movie, with "advance men" all over the place—Irving Kahn and Eddie Solomon, of 20th Century-Fox; Sam Fuller and Bill Thomas, of Young & Rubicam; Sammy Smith, of the Kate Smith office. Arriving at the same time as the Smith entourage were Parks Johnson and Wally Butterworth, CBS' *Vox Pop* quizzers, who appeared on various WCKY programs Oct. 30 and 31 and spoke at luncheon clubs, and finally originated their Oct. 31 network show through WCKY.

What Women Think

WJJD, Chicago, on Nov. 7 starts a new series of programs *What Chicago Women Think About American Problems* under the auspices of the Illinois Federation of Woman's Clubs. The twice-monthly programs under the direction of Mrs. W. T. Bruckner, State president of Illinois Federation, will feature discussion of American problems in the light of international developments.

* * *

The Eyes Have It

TWO optometrists — Dr. A. R. Reinke of Oakland, Cal. and Dr. A. Sutton Nichols of Oakland and Stockton, Cal. — recently signed a contract with KROW, Oakland, for sponsorship of a dramatic narration series *Learning to See.* The stories are taken from the files of actual cases of the optometrists and deal with the struggles and ultimate visual victories of men and women.

* * *

Two Kinds of War

PARALLELS between the present war and that of 25 years ago are being presented Mondays thru Fridays on CFCF, Montreal, as a five-minute program feature called *Lest We Forget* for John Labatt Ltd., London, Ont., brewers, with Tom Archer, as narrator.

* * *

Yip-Yip, Yaphank

TO TELL families and friends back home about the life a drafted man leads in army camp, NBC-Blue on Oct. 26 started the comic but plausible series *You're In The Army Now,* half-hour programs, Saturdays 6:30 p.m.

* * *

Public and Experts

TWO LISTENERS discuss public issues with two authorities in a forum on WMCA, New York, Sundays, 9:15-9:45 p.m. Maurice Dreicer is m.c. First broadcast Oct. 20 debated "How free must the press be to preserve democracy?"

PROGRAM BUREAU FORMED BY WORLD

AARON B. STEINER, formerly president of Leading Attractions Inc., has been appointed head of the World Program Bureau, newly-created department of World Broadcasting System. Function of the new department is to create and produce complete programs for WBS clients as an added service regardless whether the shows are designed for broadcasting on the networks or by transcription. The program bureau will also have available a list of artists and writers, it was stated.

First program announced by the new bureau is *Murder Will Out,* a mystery game program written by Carolyn Wells and featuring Fulton Oursler, editor of *Liberty* magazine and a well-known writer of mysteries. Show was given a test broadcast on MBS Oct. 18.

Mr. Steiner has been in the talent agency and program production business since 1932, when he formed Leading Attractions with Herman Schaad, continuing to operate the company alone after Mr. Schaad's death in 1936. Edwin C. Hill, John Charles Thomas, Frank Hawkes and other artists were first placed on the air by Mr. Steiner, who has also produced a wide variety of programs, ranging from the early *Outdoor Girl* series to the *Don't Forget* quiz program which recently ran on NBC. All of the Leading Attractions programs have been taken over by WBS, Mr. Steiner stated.



TO KEEP IN THE BLACK USE THE RED

Every time buyer watches cost. It pays to in Richmond. For a minute spot on WMBG —the Red Network Station in Richmond— costs only $15.00 night time. On the other leading station a minute spot night time costs $35.00. In other words—WMBG puts you $20.00 in the black.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers —a saving of $20.00 on a minute spot— other savings in proportion. Before you buy—get the WMBG story. WMBG—NBC Red Outlet—Richmond, Va.

National Representative—John Blair Co.

CLARK
for
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.



Clark
Phonograph
Record Co.
Newark, N.J.
216 High St.
Humboldt 2-0880
Chicago, Ill.
221 N. La Salle St.
Central 5275

Radio's Growing Independence

(*Continued from page 40*)

a glib master of ceremonies. Using the smaller stations, most of them without network affiliations, we achieved a Crossley rating equal to the best strip show in 26 weeks. Advertisers are going to discover this. I believe you will find a trend toward music in the daytime".

Quoting another opinion on the question, from James Whipple, production director of Lord & Thomas, Chicago, Mr. Biggar stated: "Our serial dramas are definitely better than formerly, but here is what I hope will happen in the next five years: Radio drama will be improved by utilizing the works of well-known authors who have spent months, and sometimes years, in careful attention to plot, characterization and dialogue. We cannot hope to continue to give the public stories written by inexperienced and unsuccessful writers—stories which are written in a few hours. The sponsor will have to pay more for story material, but until he does so, radio drama will never improve. Well-known writers will be forced to learn the technique of radio writing, but once the incentive is given, they'll break their necks to write for radio".

Pointing to the importance of developing radio talent as such, he quoted Mr. Strotz again: "I feel that in the next five years there will be the gradual elimination of a great deal of talent which radio has stolen or borrowed from other fields of amusement. It is a perfectly natural development that as artists such as Jack Benny, Fred Allen, and Eddie Cantor grow older and become wealthy beyond their wildest dreams, they are going to retire from radio, motion pictures and the show business generally. It will, therefore, behoove radio to develop its own talent because, frankly, in analyzing the outstanding shows and the ones with the highest popularity rating, with few exceptions they feature talent developed in vaudeville, theatre and motion pictures. And I don't see on the horizon at the moment much talent of that type for the future. Hence, in my opinion, all radio stations and the networks really are going to 'dig' to find and develop talent to replace the present names we know.

Personnel Training

Paying tribute to educational institutions training radio personnel, Mr. Biggar commented, "There will always be those who 'grew up in radio', starting at smaller stations for well-rounded experience, and advancing to the large stations and the networks. But we in radio must definitely look to our colleges and universities to train many of the young men and women who will be added to our staffs of the future. Educational institutions offering practical courses of instruction in program writing, production and announcing under competent instructors, plus the necessary laboratory experience in a broadcasting station, are doing a really constructive job for the radio industry".

Primary Service First

A station's fundamental job is to serve its primary area, he observed in conclusion. "I feel that most radio stations are getting away from one fault that used to be rather serious—trying to build local programs after the networks. After all, we do not have the talent that can compete with the 'big names' on the national programs. We are only kidding ourselves when we endeavor to be too 'big time'.

"It is my prediction that the future will see local program originations built for the primary service areas of stations. James D. Shouse, our vice-president and general manager of WLW, insists that we build no programs which the networks can duplicate in our territory. We must answer these questions in our own minds when creating a new radio show: Will the program be of specific entertainment or service value to a large cross-section of the WLW audience? Is it being duplicated by any of our NBC programs? If it's a good show, and the answer to the first question is 'yes' and to the second 'no', then we go ahead with the idea".

WCBM
BALTIMORE, MARYLAND
Affiliated With The
MUTUAL
Broadcasting System
JOHN ELMER, *President*
GEO. H. ROEDER, *Gen. Mgr.*
National Representatives
THE
FOREMAN COMPANY
247 Park Ave., New York
Wrigley Building, Chicago

Educator's Session

THE FOURTH annual session of the School Broadcast Conference, a permanent national meeting devoted to the use of radio in the classroom, will be held at the Congress Hotel, Chicago, Dec. 4-6, inclusive. Harold W. Kent, director of the Radio Council of the Chicago Public Schools, is chairman of the conference executive committee. The NAB, National Assn. of Educational Broadcasters, the Adult Education Council, as well as all local Chicago stations are cooperating in the three-day session.

Talent School Plan

THE plan to regulate activities of Pacific Coast Radio acting schools will be put into effect this month, it was announced following a Hollywood conference of national, regional and local AFRA executives in mid-October. A campaign to bring all small stations under jurisdiction of the organization, and also franchising of talent agents who represent AFRA members, also was discussed at the conference, presided over by Mrs. Emily Holt, national executive secretary, in Hollywood attending the Oct. 16 meeting of Los Angeles chapter members. They unanimously voted approval of the new sustaining agreement with networks.

Shortwave Shifts Ordered by FCC

WLWO Assignment Changed; New Station for CBS

GRANTING the petition of the Crosley Corp., operating WLWO, Cincinnati, the FCC Oct. 16 ordered a reshuffling of assignments in the international broadcast band under which the Cincinnati station procures the 9590 kc. channel previously allotted to CBS for its new international station at Brentwood, N. Y.

The FCC adopted the Crosley petition virtually in its entirety, thereby effecting changes in frequency assignments of four international broadcast stations. It granted the WLWO petition for reconsideration of the FCC action of Aug. 21 authorizing for CBS a new international station in Brentwood, N. Y. The Aug. 21 grant was set aside and the application granted except as to the use of 9590 kc.

The new CBS station was authorized to use 15,270 kc. to be shared with WCBX, Wayne, N. J., and WCAB, Newton Square, Pa., instead of with WLWO. The CBS grant also was conditioned upon filing of an application for modification and upon approval of directional characteristics of the proposed antenna system.

WLWO was given 9590 kc. in addition to 11,710 and 15,250 kc. The frequency 11,870 kc. formerly allotted to WLWO, was deleted.

WRUL and WRUW, Boston, operated by World Wide Broadcasting Corp., also were involved in the revised allocations. WRUL was granted a modification authorizing deletion of 15,250 kc. and addition of 15,350 and 17,750 kc. WRUW was granted a modification authorizing deletion of 15,250 and addition of 15,350 and 17,750 kc.

Plans for Marion, O.

ROBERT T. MASON, younger brother of Frank E. Mason, NBC vice-president, has resigned from the sales staff of *Newsweek* magazine to devote his full time to the presidency and management of the Marion Broadcasting Co., which in July secured a construction permit for a new 250-watt station on 1500 kc. in Marion, O. The station will be known as WMRN and will go on the air on or about Dec. 10. Young Mason is 35% stockholder, with his brother and the latter's wife holding the remaining stock and providing most of the capital.

IN THE HEART OF THE MOTOR INDUSTRY!
WCAR
1000 *Streamlined* WATTS
LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST
WCAR
PONTIAC, MICHIGAN
National Representatives
RADIO ADVERTISING CORP.
New York • Chicago • Cleveland

Walt Lochman Is Winner Of Minor League Award

WALT LOCHMAN, sports announcer heard on KMBC and KCKN, Kansas City, in mid-August was named winner of the *Sporting News* award as the most popular broadcaster in the minor leagues. The award, based on listener ballots, came in recognition of his play-by-play descriptions of Kansas City Blues games on KCKN, Kansas City, Kan. As grand prize winner of the competition in which 89 announcers were entered by their fans, he will receive a special *Sporting News* trophy.



Mr. Lochman

Trophies also are being awarded to six other sportscasters chosen as most popular in their respective leagues. These include Earle Harper, WNEW, Newark, N. J., International League; Ernie Smith, KGO, San Francisco, Pacific Coast League; Lowell Blanchard, WNOX, Knoxville, Southern Association; Dave Young, KABC, San Antonio, Texas League; Sherburne Herrick, WOKO-WABY, Albany, N. Y., Eastern League; Thurston Bennett, WRDW, Augusta, Ga., Sally League. Runner-up to Lochman in the race was Thurston Bennett, of WRDW, who won first place among all announcers for minor leagues of Class B and below. *Sporting News* has indicated that the contest will be repeated next year.

NBC Personnel Changes Are Effected in Chicago

NBC Chicago staff changes announced recently include the following: Isabelle Cooney, formerly secretary to Jules Herbuveaux, program manager, has been transferred to the office of Harry Kopf, newly-appointed manager of the NBC Central Division. Dorothea O'Heron replaced Miss Cooney. Laura S. Satterwhite, formerly secretary to Wynn Wright, manager of the production department, replaced Helen Shervey, formerly of the program department, who was transferred to New York on Nov. 1. Helen O'Connor, secretary of Sidney N. Strotz, moved to New York on the same date. Helen Heinz shifted from the night manager's office to become secretary to Wright.

Laura E. Skidmore, formerly secretary to R. S. Peterson, assistant auditor, replaced Miss Heinz. Emmazelle Patterson, formerly of the stenographic department, replaced Miss Skidmore. Raymond K. Burnet, replaced Gordon F. Loff, formerly of the guest relations staff, resigned. Bill Lawrence replaced Fred Schweikher, formerly senior production director in the transcription and record section, resigned. Roger T. Price, formerly of KMTR, Los Angeles, replaced Merrill Myers, formerly of the continuity department, resigned.

Awards to Sportscasters

HYDE PARK BREWERY, St. Louis, in October awarded 20 Longines watches to sports announcers on stations carrying the account. Awards were based on length of service. Ruthrauff & Ryan, St. Louis, handles the account.

The Other Fellow's VIEWPOINT

Credit to Radio

EDITOR, BROADCASTING:

Your inquiry as to the assistance we are receiving in our Alien Registration program from various broadcasting companies and stations prompts me to send you this note.

When we planned our informational and educational campaign, we realized that radio could be of great help in acquainting both the citizens and non-citizens with the important aspects of the Alien Registration Act of 1940. Consequently, we requested the assistance of the radio chains and individual stations in helping us with this difficult and complex program.

I am very pleased to say that cooperation from the people in the radio field has been extended freely and intelligently. This goes both for the national chains and the local stations.

Our registration program is progressing extremely well. Credit for this is in no small measure due the people in the radio industry. With continued cooperation of this kind, we will undoubtedly carry through our Alien Registration program, which lasts through Dec. 26, 1940, to a very certain successful conclusion.

M. E. GILFOND
Assistant to the Director, Immigration and Naturalization Service, U. S. Dept. of Labor, Washington, D. C.

Sorry, Mr. President!

EDITOR, BROADCASTING:

In WWVA's full-page advertisement in the Oct. 15 issue of BROADCASTING, we had the audacity to attempt to change the coming National election date from Nov. 5 to 12.

In a frenzied search of both the Republican and Democratic ballots, we were unable to find a candidate with sufficient stupidity upon whom we could pin this brazen attempt, and so we bow in deep humility to admit a very dumb transgression in our noble art of advertising.

And where or where were *our* proofreaders!!!

GEORGE W. SMITH,
Managing Director,
WWVA, Wheeling, W. Va.

McQueen Feature Syndicated

ALEXANDER McQUEEN, featured on the S. C. Johnson & Son, Racine (Wax-O-Namel) show *A Brighter World* on WBBM, Chicago, and the Old Ben Coal Corp., Chicago (Green Marked Stoker Coal) program *Nothing But the Truth*, on WGN, Chicago, early in November will syndicate his *Nothing But the Truth* feature in approximately 40 weekly newspapers. McQueen ran this feature as a newspaper column some years ago and has also his own program, of the same title, on CBS, NBC-Red and NBC-Blue. New format for newspapers will include three drawings of oddities with explanations below. Famous Features, Chicago, handles the feature.

MRS. MARGARET M. SAMUEL, widow of the late William P. Samuel and mother of Milton N. Samuel, publicity manager of KGO and KPO, died Oct. 23 at her home of cerebral hemorrhage.

Early & Late

KGGF, Coffeyville, Kan., claims its program director, Dick Campbell, as the first selective service registrant in the Midwest. He was signed up the evening of Oct. 15 by Homer Carrington, chief registrar for Coffeyville, during a special KGGF broadcast highlighting instructions to assist registrants the next day. On the other extreme, C. A. Johnson, of the Sidney Garfinkel Adv. Agency, San Francisco, comes close to being the last man to register. Attending the regular Wednesday night plans-coordinating meeting of the agency, Johnson just a few minutes before the 9 p. m. deadline started in his chair as he realized he had completely forgotten about R-Day. Streaking to the St. Francis Hotel, he plopped down at a registration table, breathlessly mumbled his vital statistics—and then was interviewed by Cliff Engle, NBC announcer, as last-man-to-register.

A NEW 500-watt daytime station on 620 kc. in Brooklyn, N. Y. is sought by Frequency Broadcasting Corp. in an application just filed with the FCC. Thomas E. Murray, receiver of the Interborough Rapid Transit Co. and president of Metropolitan Engineering Co. is president.

The HIGHEST POWERED FULL-TIME Station in ARKANSAS is KLRA LITTLE ROCK

ONLY COLUMBIA OUTLET in the state

5000 WATTS DAY & NIGHT

THE KATZ AGENCY
National Representatives



CANADIAN WHEAT BELT HAS MORE MONEY TO SPEND

War stimulates Trade in Western Canada

● The Canadian farmer is in the money . . . the mines and smelters are busy . . . *business is booming in Western Canada.* All this means a ready market for your product.

MOVE IN ON THE CANADIAN WEST THROUGH THESE BASIC STATIONS

First in Listener Preference— Write for Audience Figures

CKCK Regina, Sask.
CJRM Regina, Sask.
CHAB Moose Jaw, Sask.
CJOC Lethbridge, Alta.
CFAC Calgary, Alta.
CJCA Edmonton, Alta.
CJAT Trail, B.C.
CKOV Kelowna, B.C.

Representatives:

U.S.A-WEED and COMPANY
CANADA - All-Canada Radio Facilities Limited

SELL HOUSEWIVES
WITH NCBS'
HOUSEWIVES BUREAU OF INFORMATION
5 Times Weekly—
11:45 to 12 Noon
Participation Available At Reasonable Cost
5,000,000 AUDIENCE
Guaranteed Distribution and Display of Your Products in 1500 Retail Outlets
NORTH CENTRAL
(Minnesota, No. & So. Dakota)
BROADCASTING SYSTEM
81 Western Avenue, N.
St. Paul, Minn.

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of BROADCASTING Combined With BROADCAST ADVERTISING, published semi-monthly at Washington, D. C., for October 1, 1940.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared Norman R. Goldman, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING combined with BROADCAST ADVERTISING, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher — MARTIN CODEL, Washington, D. C.

Editor — SOL TAISHOFF, Washington, D. C.

Managing Editor — J. FRANK BEATTY, Silver Spring, Md.

Business Manager—Norman R. Goldman, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Martin Codel, Washington, D. C.; Sol Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

NORMAN R. GOLDMAN.

Sworn to and subscribed before me this 17th day of October, 1940.

CATHARINE S. WILTON,
(Seal) *Notary Public.*
(My commission expires May 16, 1943.)



GOLFING NOTABLES helped WMC, Memphis, inaugurate its new mobile unit. During an appearance in Memphis, Ralph Guldahl and Sammy Snead appeared before the WMC microphone on a local golf course. Participating in the remote pickup were (l to r) Earl Moreland, announcer; Bill Fielding, production manager; Guldahl and Snead.

Brooklyn Stations Remain Unchanged After Eight Long Years of Litigation

SETTLEMENT of the so-called "Brooklyn cases", after eight years of continuous litigation before the old Radio Commission, the FCC and in the courts, was announced Oct. 17 by the FCC without a change in the status quo of the four time-sharing stations involved.

The FCC announced that effective Oct. 22 licenses of WLTH and WARD were renewed while the application of WBBC was denied insofar as it requested the facilities of the other two stations. The fourth station in the original proceedings, WVFW, previously had been given its license renewal. The stations share time on 1400 kc. with 500 watts each and the litigation broke all radio endurance records.

Began in 1932

Paul M. Segal, Washington attorney, has been counsel for WLTH and WARD practically during the entire proceedings. Herbert Bingham, Washington attorney, is chief counsel for WBBC.

The onset of the litigation came in 1932 when the stations individually filed for increased time seeking deletion of others on the frequency. The first hearing was held in 1933 following which each of the applicants filed applications for fulltime on the frequency. Subsequently, the Commission ordered a further hearing held in December, 1934, and a decision was rendered in December, 1935, which would have resulted in deletion of certain of the stations.

Upon petitions for rehearing, the FCC in February, 1936, ordered a new hearing "de novo" and in addition set the stations down for renewal of their licenses. This hearing was held in 1937 and in June of that year the Commission ordered granting of the WBBC application requesting the facilities of WARD and WLTH and denying the application insofar as they sought the facilities of WVFW, granting the latter station a renewal. WLTH and WARD appealed to the U. S. Court of Appeals as did the Brooklyn Daily Eagle Broadcasting Co. and the Debs Memorial Fund Inc., operating WEVD, because of denials of their applications for the facilities of the four time-sharing stations.

The WEVD and Eagle appeals were withdrawn but on Sept. 30, 1937, the Court of Appeals, on petition of WLTH and WARD, stayed the Commission's order terminating the services of these stations and assigning their facilities to WBBC. The cases later were remanded to the FCC for further proceedings with the stipulation that the status quo would remain until the FCC had acted on the remand. Since Oct. 27, 1938, WLTH and WARD have been operating under temporary licenses, the FCC having set aside its deletion order.

In its new decision announced Oct. 17, the FCC granted the three stations renewals of licenses and in effect left their assignments precisely what they were originally.

It is believed the litigation not only has been the most protracted in radio annals but also probably the most costly. The record submitted to the Court of Appeals, after being reduced by stipulation, cost approximately $6,000. All told, it is estimated roughly that the litigation involved an overall disbursement of probably $70,000.

The FCC's grounds for decision were as follows:

1. The broadcasting service rendered the public by WLTH and WARD has been of the same general character and quality as the service rendered by WBBC and there is, in fact, no substantial distinction in the merits of the services of these three stations.

2. The licensees of WLTH and WARD are qualified legally, technically, financially, and otherwise to operate their respective stations on the limited basis of a time-sharing station.

3. The granting of the application of WBBC for modification of license insofar as said application request authority to operate during the hours used by WLTH and the hours used by WARD would not serve public interest, convenience and necessity.

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
590 *On the dial* 1000 *Watts*
COLUMBIA'S EXCLUSIVE FULL TIME OUTLET FOR WESTERN MICHIGAN
Representative: HOWARD H. WILSON CO.

Rising Expense of Music In Los Angeles Is Shown

REPORT issued by Los Angeles Musicians Protective Assn., Local 47, AFM, reviewing developments in the Hollywood radio field for the current season, shows a net increase in wages for musicians of $2,148.25 per program, based on 22 weekly shows emanating from the latter city. Based on the customary 13-week contract, the increased pay for musicians employed is $27,-927.25, with $83,781.75 for a total of 39 weeks, according to the report. Salary increases, it was pointed out, are the result of new wage agreements entered into with the various networks, local stations and agencies for the 1940-41 season. A total of 363 musicians is now employed for the 22 weekly broadcasts, as compared with 300 men in 1939.

Wage increases per broadcast run as high as $186 for 19 musicians used on the weekly one hour CBS *Lux Radio Theatre*, sponsored by Lever Bros. (Lux), down to $5 paid for a single musician on the half-hour program, *What's on Your Mind?*, sponsored by Planters Nut & Chocolate Co., on 9 CBS Pacific Coast stations. The NBC *Chase & Sanborn Show*, sponsored by Standard Brands, has a staff of 30 musicians, NBC *Maxwell House Coffee Time*, sponsored by General Foods Corp., and *Where & When*, sponsored on 8 NBC Pacific Red stations by Union Oil Co., each uses 25 musicians weekly. In addition to staff orchestras employed regularly by Don Lee network, CBS and NBC, full groups of musicians are used on KFI, KFWB and KMPC.

Harms-CRC Settlement

SUIT for $30,064 damages brought by Harms Inc., against Columbia Recording Corp., Brunswick Record Corp. and Columbia Phonograph Corp., claiming unpaid royalties due on songs controlled by Harms, was settled and discontinued out of the New York Supreme Court on Oct. 11. Harms asked $23,791 from Brunswick, $1,121 from Columbia Phonograph and $5,152 from CRC, involving the sale of over 474 songs by the companies from 1930 to date. Terms of settlement were not disclosed.

More Fidelity in Sound Transmission Seen as Result of New Developments

REALISM to a degree never before achieved will soon be imparted to radio broadcasts, phonograph recordings and motion picture sound through a new type of ultra-directional microphone, declared Dr. H. F. Olson, RCA engineering executive at the semi-annual convention of the Society of Motion Picture Engineers in Hollywood, Oct. 21-25.

Dr. Olson explained that because the new microphone can be operated from the vantage point of an imaginary audience at the time of recording rather than in the immediate vicinity of the sound source, the millions who hear the reproduction will have an illusion of being present in that audience.

Called a 'Line Microphone'

The new equipment which is 8 feet long, was developed by Dr. Olson in the RCA Research Laboratories. Described as a "line microphone", it has a large number of small tubes with open ends as pickup points, equally spaced. A "ribbon" element is used to transform acoustical vibrations into corresponding electrical vibrations to be magnified and then recorded or broadcast. Delay in the action of sound waves is introduced in the pipes, making the microphone ultra-directive.

"With the microphone you can pick up a symphony orchestra at 100 feet, the best location from an audience standpoint", Dr. Olson said. "On the movie lot you can make distant shots without the use of a microphone boom. It is extremely useful in television pick-ups, as well."

Purity of Sound

A. L. Williams and H. G. Baerwald, engineers of the Brush Development Co., Cleveland, discussed advantages of low-noise microphones as affecting purity of sound reproduced. Multiple piezoelectric microphones which lend themselves particularly well to the design of quiet sound units were treated in detail. They also discussed the new uni-directional type microphone developed by the combination of different minimum-noise microphone types.

A paper prepared jointly by F. L. Hopper of Electrical Research Products Inc., Hollywood and F. F. Romanow of Bell Telephone Laboratories, New York, described a new method of calibrating microphones by acoustic measurements. The value of testing to determine the correlation between a microphone's performance as determined by acoustic measurements and by listening tests was brought out. S. J. Begun of the Brush Development Co. read a paper on Disc Record Cutters. He described the high degree of quality in recording that may be obtained from a new temperature-controlled recording cutter which has a wide frequency range and a low content of harmonic distortion.

Progress in video broadcasting took up the entire final session of the five-day convention. Report of the SMPE television committee, headed by Dr. Peter C. Goldmark, CBS New York chief television engineer, was made. It covered the progress made in television during the past six months. Harry R. Lubcke, television director of Don Lee Broadcasting System, Los Angeles, discussed "Photographic Aspects of Television Operation"; C. F. Wolcott, television engineer of Gilfillan Bros. Co., Los Angeles manufacturers of radios, talked on "Problems in Television Resolution"; H. See of NBC New York television staff described "NBC Television at the Republican National Convention of 1940". A paper titled "The RCA Electron Microscope," by V. K. Zworykin of RCA Mfg. Co., Camden, was also read.

Two All-Americans on Staff

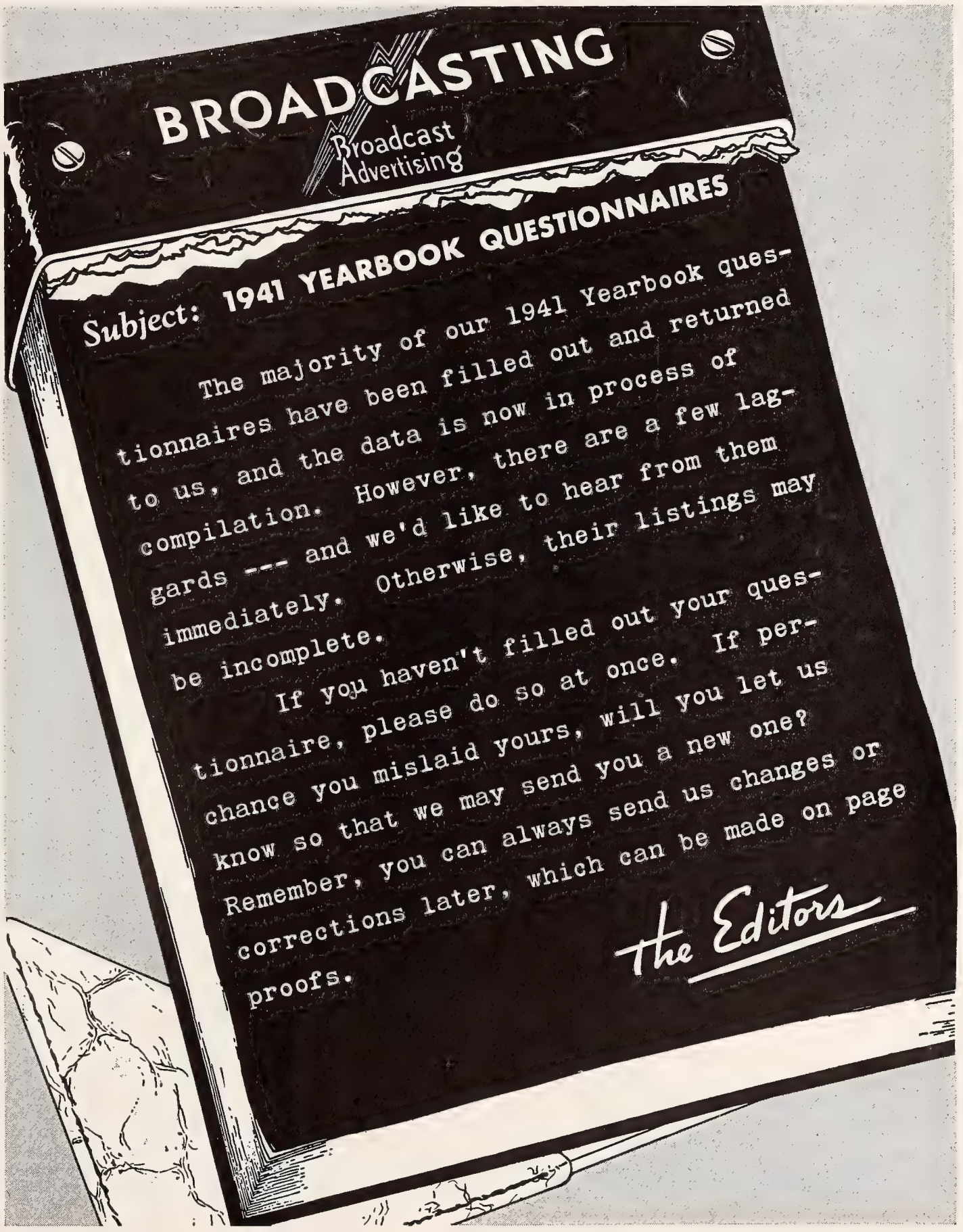
WITH the transfer of Dick Nesbitt from the NBC Chicago staff to the announcing staff of KOA, Denver, that station gets its second former All-American football player. The other is General Manager Lloyd Yoder, former Carnegie Tech grid star, who is officiating at various mountain area college football games this season. James Campbell has been switched from KOA to the NBC staff in Chicago, taking over Nesbitt's former assignment.

Durante Case Settled

SUIT for $4,800 damages of Morton A. Milman against Jimmy Durante, comedian, was settled out of the New York Supreme Court and has been discontinued. Plaintiff claimed breach of contract whereby he placed Durante on the *Chase & Sanborn Hour* and should have received a 5% commission as his personal representative. Terms of the settlement were not disclosed.

New Virginia Hookup

A NEW hookup of Piedmont and Southwestern Virginia local stations went into operation in October when WSLS, new 250-watt outlet on 1500 kc. in Roanoke, went on the air as a unit of the new Tri-City Group. The other stations in the hookup are WLVA, Lynchburg, and WBTM, Danville, the former owned and the latter managed by the brothers Edward A. and Philip P. Allen. The Allen brothers also own 50% of WSLS, in which Jumius P. Fishburn, publisher of the *Roanoke Times* and *World-News* and owner of WDBJ, is 40% stockholder. Philip Allen is general manager of the Tri-City Group with headquarters in Lynchburg. James H. Moore, former assistant manager of WLVA, is resident manager of WSLS.



Ethridge Tells the ANA About Radio

Advertisers Assured Music Supply of BMI Ample

(*Continued from page 14*)

connection and gave an outline of radio that held close attention despite its technical nature. The talk was a radio catechism and the thorough roundup of things radio was eagerly absorbed by a group that knows the air industry from the sponsor viewpoint.

Appropriate to a medium that reflects drama in its programming, he recited a portion of the Radio Day ode "I Am Radio" as presented Aug. 3 during the broadcasting tribute by the New York and San Francisco fairs. With this colorful theme he brought a resume of radio's achievement in bringing the world's best talent and fast news reports from foreign capitals to the humblest listener.

No Pattern at All

In one evening alone, he suggested, radio can summon an audience larger than "Tobacco Road" —which has had the longest run in stage history—could accommodate in 30 years if three companies average 2,000 persons per performance.

As a growing industry radio has not settled into a pattern, he said, for "no pattern can hold our growth." Tracing radio's progress, he pointed to the 400,000 sets in operation in 1922 as compared with the 44 million sets now in use. This figure he broke down into 28 million radio homes, along with 9½ million extra sets in homes and 6½ million extra sets in autos. The extra sets, he suggested, typify public devotion to radio rather than duplicate circulation.

The number of radio sets approximates the total newspaper circulation in the United States, with 86% of American homes having receivers and with a potential 100 million persons listening to them.

Mr. Ethridge sketched radio's contribution to economic growth in this country. He mentioned the FCC estimate that 4½ billion dollars has been invested in sets since 1922. This figure reminded him of a surprise he got upon joining WHAS several years ago when he learned that the station had a new transmitter but was obsolescing three other transmitters at the same time.

Taking up the direct benefits of the radio industry to the nation's economy he cited data showing 9 million sets sold in 1939 at a retail value of 289 million dollars; 36 million replacement tubes at $1.25 each, 45 million dollars; parts and supplies, 50 million dollars; servicing of sets, 60 million dollars; electricity consumed, 165 million— for a total of 609 million dollars.

ANA OFFICERS

Chairman of the Board—H. W. Roden, of Harold H. Clapp Inc.

Vice-Chairmen—Gordon Cole, Cannon Mills Inc.; Carleton Healy, Hiram-Walker Inc.

President—Paul B. West.

Treasurer—M. H. Leister, Sun Oil Co.

Directors—C. G. Mortimer Jr., General Foods Corp.; William A. Hart, E. I. DuPont de Nemours & Co.; Albert Brown, Best Foods Inc.; Robert Brown, Bristol-Myers Co.; Leo Nejelski, Pepsodent Co.; D. P. Smelser, Procter & Gamble Co.; A. O. Buckingham, Cluett, Peabody & Co.; Northrop Clarey, Standard Oil Co. of N. J.; Keith J. Evans, Inland Steel Co.; Price Gilbert Jr., Coca-Cola Co.; P. C. Handerson, B. F. Goodrich Co.; H. M. Warren, National Carbon Co.

Mentioning the industry's payroll of 52 millions a year, as shown by a 1939 FCC report which did not include talent, name bands or many remote pickups, he reviewed the growth of broadcast advertising as compared to other media. Growth from 1934 to 1939, he said, was as follows: magazines, 116 million dollars in 1934 to 151 million in 1939; newspapers, 485 to 552 million; radio, 73 to 171 million dollars.

With radio's progress as a means of entertainment and information, Mr. Ethridge said, has come a striking increase in the number of persons voting at Presidential elections. The vote in the Harding-Cox election of 1920, when there were few sets, totaled 26 million but the 1936 Roosevelt-Landon vote exceeded 45 million. This increase he credited largely to radio's ability to give voters a chance to assay candidates during the campaign.

In religion as well as politics, he said, radio exerts a powerful influence on the public. As an example, he said that two announcements on Monsignor Sheen's *Catholic Hour* brought a half-million requests for a prayer book.

He referred to the rapid upswing in the interest commanded by news broadcasts since Munich, bringing with it a decline in the amount of time devoted to music. Radio can never supplant the newspaper, he explained, since it has a spot function whereas the newspaper elaborates and comments on the news.

With this background laid, Mr. Ethridge started a discussion of the problems radio faces, an assignment imposed by ANA in arranging the media forum. First he took up the music problem, drawing a laugh when he said that broadcasting believes in collective bargaining "but we like to bargain." He outlined negotiations three years ago with the AFM when James C. Petrillo was vice-president of the American Federation of Musicians, and told how Petrillo set out to double radio's AFM payments early this year, only to run up against the ruling of Thurman Arnold, Assistant Attorney General, that compulsory hiring of extra drivers to ride on trucks was a violation of monopoly laws.

The AFRA negotiations were passed over with mention of the union's demand that an announcer must be paid a fee just to lend his presence in the studio and another fee to do some announcing. It reminded him of a newspaper parallel in which a reporter would be paid to sit around the city room and get extra pay for working.

And Then ASCAP!

Coming to ASCAP, Mr. Ethridge unfolded a sheaf of notes and launched a convincing discussion of radio's music problem and what it proposes to do about it. With a reorganized NAB, supported by NIB and IRNA, he said, the copyright problem is being attacked by a united industry.

To set the stage, he reviewed the 1935 ASCAP negotiations and the refusal of ASCAP in 1939 to accept the industry's invitation to negotiate a new contract. When the invitation was refused, BMI was organized to offset a proposed new ASCAP contract that would raise the industry's payments from about 4½ to 9 million dollars a year.

Tracing ASCAP's activity since its formation in 1914, he referred to its blanket license system under which the whole catalog must be bought, with no per-piece rights. This suggested the thought of a guest renting a 30-story hotel so he could have the use of a single room. The plan permits only ASCAP music to be popularized, he reminded, amounting to a monopoly of popularization of music rather than the music itself. He mentioned the long-pending Department of Justice monopoly case against ASCAP.

Since 1923, he said, radio has become a growing factor in ASCAP income and now provides the Society with two-thirds of its revenues. He cited income figures showing that the Society collected $6,087,350 in 1939, which was inequitably distributed to the advantage of those on the inside.

Involved in the whole ASCAP battle, Mr. Ethridge said, is "the right of a business to negotiate." Unable to do this, BMI was formed. There will be no shortage of music at the first of the year, he told the ANA and media delegates, with 80% of the world's music in the public domain and with BMI well provided with music as well as producing a rapidly growing supply of new numbers.

The Warner Bros. withdrawal from ASCAP in 1936 proved that

5000 WATTS
in
BOSTON
WMEX
70 BROOKLINE AVE., BOSTON, MASS.

WFBG
ALTOONA, PA.
- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

radio makes music popular, and not vice versa, he said. Performance of good music leads to popularity, as indicated by the recent popularity of the BMI number "Practice Makes Perfect." Though ASCAP jokingly suggests that BMI will have to look under rocks to find composers, Mr. Ethridge said many composers have heretofore had no chance to crash the ASCAP charmed circle, unless perhaps they worked on a ghost basis and split fees with those in the circle. He pointed out that a good share of the Pulitzer novel prizes have gone to amateur writers. He wound up this phase of his discussion by observing that Victor Herbert's arranger was now "arranging for us."

Taking up Federal regulation of broadcasting, Mr. Ethridge said the industry was the only one represented at the convention that was a "child of Government." He reviewed the history of Federal regulation, referring to traffic-control vs. common carrier theories of regulation. The censorship and rate problems have plagued the industry from time to time, he said, but encouraging assurances have come from high Government sources that censorship is not a danger of the immediate future.

When Mr. Ethridge had completed his outline of radio and its problems, Mr. Larsen appeared on behalf of magazines. Dwelling on the benefits of reading habits and the increased amount of reading that comes with higher educational standards, he said that 4¾ billion copies of magazines are distributed every year. Discussing types of magazines, he praised trade publications, which "help people to do their jobs better." A number of magazine research projects, similar to those of other media, are in the laboratory stage, he said.

A War Warning

A gloomy warning of war and defense problems that will seriously affect the advertising industry was sounded by Leo M. Cherne, executive secretary of Research Institute of America. His exhaustive analysis of war economy and what it means contrasted sharply with the optimistic predictions in Mr. West's survey.

Every change in business brought about by defense and war will alter the nature and scope of advertising,



JUST AFTER the ANA closed radio session wound up this group of advertisers (top) was found talking it over. They are (l to r) Joseph S. Atha, vice-president in charge of advertising, Folger Coffee Co.; John H. Miller, sales promotion manager, Mennen Co.; J. J. Delaney, assistant advertising manager, Cities Service Co.; Ben Pollak, advertising manager, Richfield Oil Corp. of N. Y.; Herbert S. Thompson, advertising manager, Miles Laboratories. Waiting for the morning meeting to open Oct. 24 were (l to r) Paul West, ANA president; Bill Hart, DuPont advertising director; Chester H. Lang, GE manager of apparatus sales, and S. L. Meulendyke, vice-president of Marschalk & Pratt.

he warned. The unprecedented peace-time power of the Government to compel manufacture not only of normal civilian products but of any item a factory can produce carries with it authority for the President to take over any plant or equpiment, with compensation, he reminded.

Regardless of the outcome on election day, Mr. Cherne said, little time will elapse before priorities and price control become full-blown characteristics of our national defense economy. To come, he continued, are control of industrial output, rationing of scarce materials, fixing of basic commodity prices, supervision of labor cost and supply, regulated flow of skilled labor, control of power along with fuel and transportation, increasing of the tax burden even beyond today's excess profits tax, control of consumption, conversion of industrial facilities to military needs, and conservation of supplies, services, materials. All of these factors will bring unprecedented problems and require vital adjustments in the major phases of advertising.

With Government arsenals producing less than 5% of the munitions required for national defense, the needed products will come from factories now operating in normal peacetime production. Thus manufacturers will have to view their advertising problems in a different light when all or part of their facilities are devoted to Government orders.

Disruption of normal imports also will affect advertising, he reminded, with some perfumes already off the market and out of the advertising scene.

Another ominous factor is the beginning of a national conservation campaign—a campaign to conserve material, save energy, minimize labor and eliminate waste. The character of much advertising will change, he said, when the seller is no longer completely free to merchandise style, type and packaging. Individualized trade practices, selling and advertising procedures resulting in duplication and waste will be affected. Among these Mr. Cherne cited excessive brands and unnecessary style variations, superfluous containers and wrappers which have no value in a full-blown national defense economy. Waste of materials in manufacturing will be cut down, sampling will be reduced, number of units per package will be increased. These, he went on, will tax ingenuity of advertiser and agency, with style no longer a major consideration, packaging no longer a striking inducement and the margin of price differentials reduced.

Price Control

Control of prices, he said, will be the keystone on which mobilization of civilian resources will rest, permitting control of labor, freezing of wages and the corollary control of living costs.

The prime function of advertising is to step up production and "take the squeak out of the pocketbook," according to Mr. Cherne. But since the primary effect of modern warfare is to destroy consumption, a program to limit consumption as now done in England will be pushed to increase production for defense and restrain the trend towards inflationary prices. Along with this will come compulsory loaning of money or increased taxes, or both.

As in England, he predicted there will be reduced consumption of luxury and non-essential items. Cosmetics, for example, will be

WIBC

INDIANAPOLIS

•

Indiana's Fastest Growing Station!

•

Has the Greatest Listening Audience (Daytime) of Any Station in Central Indiana

•

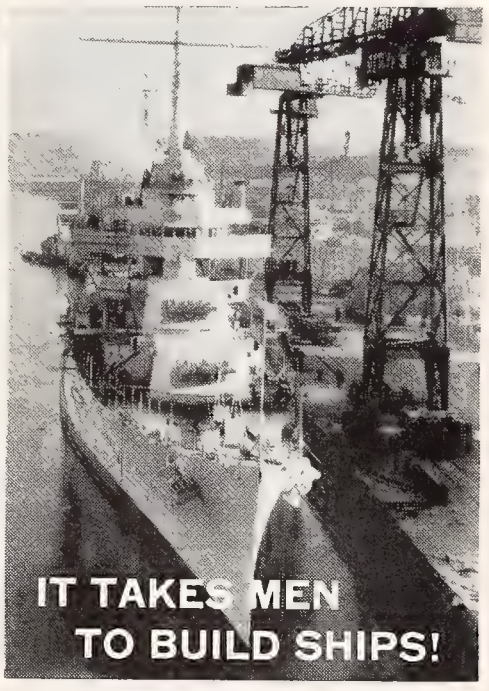
WIBC

1050 K C—1000 WATTS
Indianapolis
Howard H. Wilson, *Nat'l Rep.*
Chicago — New York

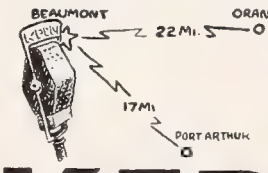
Early in 1941

FULL TIME on 1060 Kilocycles and 50,000 watts

WBAL means business in Baltimore



. . . Men with families—and payrolls! $100,000,000 in U. S. Navy Contracts for Orange, alone. Put KFDM on your schedules and effectively cover this booming Gulf Coast industrial market.



1000 WATTS
560 KC
NBC BLUE
FULL TIME

KFDM

BEAUMONT, TEXAS
Represented by
HOWARD H. WILSON COMPANY

Your Gracious Host..
From Coast to Coast



In NEW YORK..
The Gotham



In CHICAGO..
The Drake
The Blackstone



In LOS ANGELES..
The Town House



In BELLE AIR, FLA..
Belleview Biltmore

KIRKEBY
HOTELS

sharply limited or even completely curtailed in event of a long war. Among other products, he mentioned tobacco, candy, chewing gum, pastries, watches, house furnishings, cameras, automobiles, toys and bicycles.

Non-institutional advertising designed to produce business beyond the year in which the campaign is run will prove costly, Mr. Cherne predicted, under the new excess profits tax—and he suggested that a new and even heavier tax law will come next year. This advertising is not deductible against profits of the current year.

Benefits of good-will advertising will increase, he said, recalling that increasing business profits and increasing tempo of business operations produce diminishing worry over the need to secure orders. He tied these factors into the fact that expenditures for institutional advertising are currently deductible in computing taxes.

Advertising agencies, as personal service enterprises, are exempt from the new excess profits tax, he said. Under the peace-time military service act, the agency will be considered an enterprise necessary to the national health, safety and interest, according to Mr. Cherne. Under a wartime draft, however, advertising for private industry will not be considered essential.

Uncle Sam, Propagandist!

Entrance of the Government into the advertising field as a major user of media was referred to by Mr. Cherne, recalling increased use of radio and other media in recent weeks. Soon the Government will become more frankly propagandist in selling its work, achievements and purposes, he continued, referring to the intensive advertising by Uncle Sam during the World War, when an Advertising Division supplied the entire educational campaign on the draft for newspapers to run.

Wartime copy will more and more carry the patriotic motif, he predicted, and copy which directs its appeal to the desire for mere acquisition or the pleasure of use can become distinctly unpatriotic.

As to media, he said: "The nature of modern war is to make their continuance more difficult, to make advertising more difficult to get and perhaps more difficult to carry; to limit the amount of material, newsprint, ink, zinc, copper; to increase, particularly in the case of radio and outdoor displays, the quantity of time and space devoted to the needs of Government.

"But on the other hand, as these limitations increase, the society's need for the continued function of the media becomes more urgent. The newspaper periodical and radio particularly become the important instruments for maintaining public morale. They must continue, both to convey news and hope. But in the reasonably near future, this is not expected.

"The European difficulties in this direction need not be visited on us because we have greater resources. This is even more true in the case of the radio which will not be limited, either in power or wavelengths, providing the broadcasters continue to serve the nation.

"A number of trade periodicals, however, will encounter difficulty. In those industries where conversion will turn over a substantial percentage of facilities to military production, the shortsighted manufacturer may in many instances decide that he has no need to advertise his function. It will be the problem of the periodical to protect the industry's goodwill as a hedge against the time when national defense or military production will no longer be required and the resumption of civilian markets becomes the primary problem of the manufacturer.

Gallup's Poll

Dr. George Gallup, operator of the Gallup Poll and vice-president and director of copy and radio research of Young & Rubicam, reported on a poll of the public and school teachers, which indicated the consumer movement was growing, but was not the "prairie fire" predicted a year ago. He said its members were found mainly in the upper income class.

Among other conclusions, he found from polls that: More people believe ads have become more truthful in recent years; there still is wide ignorance among consumers as to the percentage of advertising cost to retail price, this ignorance leading to the belief that advertising increases the cost of doing business; standardization and grade labeling are favored by a bare majority; agitation for a consumer department in the Federal Government has declined.

An analysis of the current move-

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

141 radio stations from coast to coast now using

TEL-PIC WINDOW DISPLAYS

with its daily mailed picture service

TEL-PIC SYNDICATE, Inc.
1650 BROADWAY, NEW YORK

P.S. Our new reciprocal plan is without cost to station.



POST MORTEMS were bandied about by this group representing agency and network, following the initial broadcast of the weekly NBC *Fame & Fortune* program, which started Oct. 17 under sponsorship of Lewis-Howe Co. (Nature's Remedy tablets). They are (l to r), Tracy Moore, NBC western division Blue Network sales manager; Charles Bulotti, producer of Stack-Goble Adv. Agency, servicing the account; Tommy Dorsey, orchestra leader featured on the contest; Richard A. Porter, New York vice-president of the agency, who came to Hollywood for the initial show, and Myron Elges, NBC Hollywood Blue network sales.

ment toward standardization of products was presented dramatically and amusingly by a cast of CBS actors under direction of Earl McGill. Otis L. Wiese, editor of *McCall's*, described his proposed Institute of Standards, to be composed of publishers, manufacturers, laboratories and consumer groups.

Good Business Foreseen

The "good business in 1941" theme was sounded on the opening day of the convention by ANA President Paul B. West. Reviewing the results of a just-completed poll among member firms, Mr. West said they were almost unanimous in anticipating good business next year and are laying their advertising plans accordingly.

Mr. West said only one member replying to the questionnaire expected a lower volume of business next year. The rest replied "as good," "better" or "excellent." A scanning of tentative advertising budgets for 1941 indicates only 6% expect to reduce their appropriations, 38% plan to spend the same sum next year and 56% are planning increased advertising campaigns.

Reviewing 1941 sales budgets, he said 4% are planning cuts, 33% will hold to 1940 figures and 63% will increase. No outstanding changes in media were indicated.

Mr. West placed the national defense program at the top of reasons for increased advertising and sales budgets in 1941, referring to the increase in employment and purchasing power. Among other reasons were: upward trend of sales this year, inventory positions, product improvement, new products, prospective removal of political uncertainty, improved farm-buying power, increased demand from industry association advertising.

Unfavorable Factors

On the unfavorable side he mentioned war uncertainty and political problems, supplies of raw materials, Federal regulation and restriction, price upheavals, higher labor costs with difficulty of raising consumer prices, growth of private brands, loss of export markets, big consumer inventories of consumer durable goods.

Looking over the bright and dark sides, Mr. West concluded that the picture is an encouraging one. "There are many manufacturers, of course, particularly in the heavy goods industries whose plants will run at capacity levels on defense orders," he said. "Even here so far as ANA members go there is little indication that advertising will be drastically curtailed even though it may take on a more institutional character.

"Defense spending or no defense spending, intelligent advertising and sound merchandising are needed as never before and if we put the emphasis on intelligent and sound they will now as always bring results."

Normal Flow Favored

Assurance that the Federal Government desires to maintain a normal flow of consumer goods was given by W. L. Batt, deputy commissioner of the Industrial Materials Division of the National Defense Advisory Commission. Though he foresaw "pinches here and there", Mr. Batt hoped the policy of forward planning of expanded capacity would prevent or at least hold them to a temporary period.

He compared the present defense priorities system with the shutdowns of the World War and said the commission is anxious to assist rather than interfere with normal processes. Col. Willard T. Chevalier, publisher of *Business Week*, said an uninterrupted flow of semi-luxury items is highly important. He advised advertisers to maintain their "lines of communication" with their market.

Barbasol to Add

BARBASOL Co., New York, after the first of the year plans to add 30 stations to its present list of ten carrying daily spot announcements and in some cases five-minute news and electrical transcriptions in the interests of its shaving cream. Agency is Erwin, Wasey & Co., New York.

SHORTWAVE SURVEY
State Department Studying Reaction Abroad

A WORLDWIDE survey of audience reaction to programs broadcast by U. S. international broadcast stations has been launched by the State Department through its consular offices. The Division of International Communications of the Department, it was learned Oct. 22, has requested all consulates, totaling some 400, to give expressions of views regarding reception of such programs and other pertinent data. Emphasis is being placed upon Latin American reactions, in the light of the hemispheric solidarity project.

Reports already are trickling in from the nearby consulates particularly in South and Latin America. It is expected that a summary of the reactions will be published by the Department, for the edification of international broadcast station operators. Apparently difficulty has been experienced in procuring publication of schedules of international broadcast stations in Latin American papers on other than a pay basis.

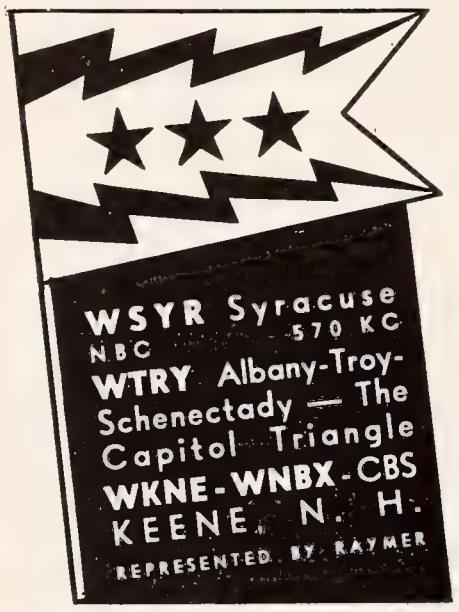
Consuls have been asked to appraise popularity of U. S. programs in contrast to propaganda outpourings from other countries and to comment in a general way on the service.

CKRC, Revelstoke, B. C., is temporarily off the air due to negotiations for change of ownership, according to the station relations department of the Canadian Broadcasting Corp., Toronto.

Kirkman Soap on 16

KIRKMAN & SON, New York, is advertising its soap on 16 Eastern stations with participations, variety shows and announcements several times weekly. Stations are WNEW, WOV and WEVD, New York; WPEN, WTEL and WIP, Philadelphia; W H L D , Niagara Falls; WBEN, Buffalo; WBAL, Baltimore; and seven New England stations. Agency is N. W. Ayer & Son, New York.

TWENTY-ONE-YEAR-OLD Jean Holloway, who a year ago was a student in San Jose State Teachers College and came to New York recently for a Broadway acting tryout, has been signed to write the scripts for *My Son and I* on CBS. Her writing ability was discovered by Ted Collins, manager of Kate Smith.





GRAEME FLETCHER, KFH NEWSCASTER

Sh-h-h-h!
DON'T LOOK NOW, BUT . . .



to 1 MV/M

When a certain Kansas radio station made a certain 1940 Audience Survey, KFH failed to snicker, sneer or shudder . . . For, while indicating generous audience gains for KFH in all categories, this survey (and it didn't cost KFH a cent!) called Graeme Fletcher the *most popular radio personality in Kansas.* His rating was *almost double* those of such outstanding standbys as Major Bowes, Elmer Davis, Jack Benny, H. V. Kaltenborn, and several times ahead of Bing Crosby, Bob Hope, Kate Smith and all other "Biggies", not to mention single station celebrities.

Wire for Graeme Fletcher availabilities on the "Wichita Station with the Programs!"

That Selling Station for Kansas

K F H
WICHITA
The Only Full-Time CBS Station in Kansas

CBS • 5000 DAY • CP 5000 NIGHT • CALL ANY EDWARD PETRY OFFICE

Industry Geared for Music Switch

Support of NIB, New Members Brighten Prospects

(*Continued from page 17*)

fort to flatter the newspapers and so line them up with ASCAP against radio. The same technique, used by ASCAP with the aim of separating the independent station operators from the networks, broke down completely when the recent NIB convention unanimously endorsed BMI and at the same time asked ASCAP for music on a per-performance basis, rejecting the "percentage-of-gross" plan contained in the Society's proffered licenses.

Failure of the networks to broadcast the ASCAP Day at the New York World's Fair, Oct. 23, is expected to bring on a renewal of the "boycott" barrage.

The "taint of boycott" was refuted by Sidney M. Kaye, BMI vice-president and general counsel, in a talk to New York newspaper and magazine writers attending a luncheon given for them by BMI on Oct. 28—one of that organization's first attempts to answer ASCAP's arguments and to present the broadcasters' side of the picture to the lay press.

Explaining that the increase asked by ASCAP could be met by broadcasters only if they either raised their rates and reduced other services beyond the practicable stage or cut their profits to the vanishing point, Mr. Kaye said that under such conditions it seemed better to try to get along without ASCAP music. Aside from the financial side, there is also a principle involved, he continued, which is that of paying only for the music that is used and not giving ASCAP a percentage of radio's revenue from the sale of news, sports, dramatic and other non-musical programs.

Since music constitutes only 33% of all sponsored time and only 60% of all programs on the air, the overall percentage plan is obviously unfair, Mr. Kaye asserted, adding that it is especially unfair to the producers of music outside the ASCAP ranks since to use their music the broadcaster with an ASCAP license must pay twice, once to ASCAP for music he does not use and once for the music he does use. The result has been, he averred, to limit music used on the air pretty largely to that controlled by ASCAP.

Gradually Dropped

Describing BMI as the "transition medium" between ASCAP music and that which can be used on the air after the first of the year, Mr. Kaye denied allegations that BMI is network controlled. A majority of the nation's broadcasters are stockholders in BMI, he declared, including 90% of the stations with 5,000 watts power or more, 70% with power between 1,000 and 5,000 watts, 55% of stations with power between 500 and 1,000 watts and 40% of the 100 and 250-watters.

Answering the question as to what effect radio's dropping of ASCAP music will have on the listening public, he stated that since last spring the percentage of ASCAP music to all music performed on the networks had dropped from 80% to 25% and that of all music on the air ASCAP's percentage had dropped from 71% to 36%, without any hue and cry from listeners. Likening the situation to that in 1936 when the withdrawal of the Warner Bros. publishing companies from ASCAP forced much of the popular music from the air for six months without in any way disturbing the public, he predicted much the same situation in 1941, especially since the broadcasters have gradually been accustoming the public to non-ASCAP tunes as indicated by the figures cited.

Music used on CBS sustaining programs is now only 10% ASCAP, in place of 80% last summer, Lawrence W. Lowman, CBS vice-president in charge of operations, stated in a letter Oct. 25 to orchestra leaders. He said that by Dec. 1 the CBS sustaining schedule will be 100% non-ASCAP. Letter notifies the leaders that as of Nov. 1 each sustaining remote pickup must include three non-ASCAP numbers if it is a 15-minute program and four if it is a half-hour program. After Dec. 1 he continues, "such programs will have to be composed wholly of numbers that are available for performing after Dec. 31 and all theme songs will, therefort, have to fall into the available category."

Ample Supply

The letter points out that the catalogs of SESAC, Associated Music Publishers, American Performing Rights Society, M. M. Cole, Ricordi, Southern Music Publishing Co., BMI, Hinds, Hayden & Eldridge, and E. C. Schirmer Music Co. are available, "in addition to the hundreds of thousands of compositions in the public domain". The letter offers the cooperation of the CBS program staff in familiarizing the band leaders with the contents of these catalogs.

NBC, which for the past month has required a minimum of three non-ASCAP numbers on each sustaining musical broadcast, is making no further restrictions at this time, although it is expected that this network will join CBS in asking for 100% non-ASCAP sustainers as of Dec. 1. MBS has just set up its copyright department and as a network has made no such requests, although certain MBS stations have done so. While no letters have been written, it was learned that NBC has discussed the problem informally with its clients and requested them to make their musical shows at least 50% non-ASCAP after Dec. 1, in preparation for the complete break a month later.

Theme Problem

Committee of orchestra leaders, who feel that they are unjustly being put "in the middle" between the broadcasters and ASCAP [BROADCASTING, Oct. 15], met with Neville Miller, NAB president, John Elmer, NAB board member, and Mr. Kaye for an informal discussion of the problem on Oct. 16. Since then the committee, which is headed by Fred Waring, has held a similar meeting with ASCAP executives. No statements regarding either meeting have been forthcoming, but it was stated at Mr. Waring's office Oct. 30 that "something may happen within the next few days".

American Tobacco Co. on Oct. 26 joined the list of advertisers using BMI themes when it opened the *Hit Parade* on CBS with "Lucky Strike Time", a number writter especially for the program by BMI writers. New tune was also used for intermediate breaks in the program, which closed with the familiar "Lucky Days Are Here Again". Plan is said to be a gradual transfer from old to new themes. Lever Bros., on the *Meet Mr. Meek* series for Lifebuoy, and Dr. Miles Laboratories, on the *Friendly Neighbors* program for Alka-Seltzer, are other leading advertisers using BMI themes.

Martin Block has also adopted a BMI theme for his *Make Believe Ballroom* phonograph record program on WNEW, New York, formerly themed by the song of that title. New number, written by Block in collaboration with Harold Green and Mickey Stoner, is "It's Make Believe Ballroom Time". To insure Block's exclusive use of the tune, Glenn Miller's band made a private recording of it at RCA and presented Block with not only a group of pressings, but the master roll as well, the gift of Miller, whose recordings were plugged on the Block programs long before Miller achieved his present widespread popularity.

For the benefit of Mr. Block and other conductors of broadcasts made up of phonograph records, BMI has begun tabulating records contained in the catalogs under its control, that is, records which broadcasters will be able to play after Jan. 1. Several installments of the complete list, said to total more than 5,000 records, have already been set to BMI member stations, with others to follow as rapidly as they can be compiled.

BMI Expansion

With its office space and room for its arranging and production departments nearly doubled, totaling some 18,000 square feet of floor space, BMI has also increased its personnel to include more than 75 copyists, arrangers and proofreaders and more than 25 autographers. It also keeps nine or ten independent printing companies working overtime turning out the music, which fills five Railway Express trucks each week. In one week recently BMI shipped to members 40,000 regular orchestrations, 16,000 dance orchestrations, 22,000 professional and sheet music copies of popular music, 4,000 copies of standard music and 15,000 reprints—a total of 97,000 units.

Preston Pumphrey, formerly radio director of Warwick & Legler, New York, has been appointed advertising agency contact man for BMI. In radio work since 1929, Mr. Pumphrey was radio director of Fuller & Smith & Ross and has also been associated with NBC and Benton & Bowles. He served as chairman of the New York AAAA radio committee at the time the standard radio spot agency contract was drawn up. He handled production on such shows as *Town Hall Tonight*, *Metropolitan Auditions of the Air*, the Warden Lawes series, the Eddie Duchin series and the *Uncle Willard* series for Willard Storage Battery Co. which was one of the largest transcription campaigns ever produced.

Another new BMI executive is



TWENTY YEARS AGO this was the scene as KDKA, Pittsburgh broadcast the Harding-Cox election returns, inaugurating regular broadcast service. On Nov. 5, 1940, from its elaborate new studios, KDKA will celebrate the double anniversary, and provide its listeners with what it claims will be the fastest and most complete returns ever provided. The original broadcast consisted of news returns supplied by the *Pittsburgh Post*. To commemorate the occasion, the paper (now the *Post-Gazette* again will collaborate with the Westinghouse pioneer outlet, putting on the returns from a microphone in its city room. Shown above is the entire personnel at controls of original KDKA (l to r): R. S. McClelland, William Thomas, operators; L. H. Rosenberg, announcer, John Frazier.

Harry Engel, veteran of the music publishing industry, who has become head of the Los Angeles office. Starting in the business with Jack Robbins, with whom he later entered partnership as Robbins, Engel Inc., he joined Irving Berlin in 1928 as sales manager and left that connection to join Benny Davis and J. Fred Coots in a new firm, Davis-Coots & Engel. In 1934 Mr. Engel affiliated his company with NBC in the group of publishers controlled by Radio Music Inc. When this affiliation broke up, Mr. Engel withdrew his interest which he operated independently until selling it to Fred Waring, Paul Whiteman and Guy Lombardo about three years ago. He has recently been associated with Fanchon & Marco, as head of their motion picture division.

New BMI Members

Stations becoming members of BMI during the past two weeks include KSTP; WDAF; KMLB, Monroe, La.; WNBH, New Bedford, Mass.; WKPA, New Kensington, Pa.; WISE, Asheville; KONO, San Antonio; WKPT, Kingsport, Tenn.; WIBX, Utica, N. Y.; WOW, Omaha; WGAC, Augusta, Ga.; KXOK, St. Louis; WSLS, Roanoke. WOW, owned by the Woodmen of the World Insurance Society, could not become a stockholder, as insurance companies are legally restricted in the matter of investments, but it expressed its spirit of industry cooperation by taking out a BMI license.

In his letter to BMI, Mr. Hubbard declared he was recommending to the station's directorate that KSTP become a BMI member. "For several months," he writes, "I have been investigating the music situation as its availability would effect the future programming of broadcast stations. . . . I investigated BMI, its facilities, its library and its production schedule."

'Over the Hump'

Mr. Hubbard asserted he felt BMI will not only take care of all the musical needs of the broadcasters but that it offers "the best service that has been known to American music in my time in making possible a hearing for music produced by independent composers, and in making its music available to orchestra leaders and musicians in general without any strings tied to it."

Mr. Hubbard said that because he knew from experience that BMI could not succeed unless the major networks gave their "sincere and unqualified support to it", he set out to ascertain what the attitude of the networks would be toward BMI.

"I found that the networks were doing all they could to insure its success and I went so far, being convinced that BMI was otherwise worthy of support, as to secure the unqualified and absolute assurance from executives of the major networks that they would stand behind BMI and give it their wholehearted support. I also secured like assurances from them that the networks would continue to fight alongside and with the independent broadcasters in their efforts to build and maintain a responsible and adequate source of interesting and high class music and and to make it available for broadcasting."

As a result of his investigation, Mr. Hubbard said he was not only convinced that BMI is "over the hump" but that he was just as completely convinced that "BMI has broken the stranglehold which has been held on music for 20 years".

Apropos "Hellzapoppin", Mr. Hubbard said he has had an understanding with Olsen and Johnson and J. Levison, composer, regarding music from their show. "Being convinced that the success of BMI is assured," he related, "I have released all my rights to these numbers and have advised Olsen and Johnson to go BMI with all their present and future show hits, which they have done. KSTP, too, is joining BMI and will be on board the new band wagon of American music."

Theodore C. Streibert, vice-president of MBS, was elected to the BMI board of directors at a meeting held Oct. 15, following a stockholders' meeting which authorized increasing the size of the board from seven to eight members. Both sessions were otherwise reported as "purely routine".

14 OUTLETS SOUGHT IN SOUTH BY NBC

IN ITS PROJECT to parallel its networks in the Southeast, NBC is negotiating for the addition of 14 stations from Virginia to Florida, which would become the new Blue Network leg. Nine stations now in the Southern group, available for both the Red and Blue Networks, will become exclusive Red outlets at that time.

Phil Merryman, assistant director of development and research of NBC, is negotiating with stations along the route for the switchover. NBC hopes to make the change by Dec. 1 but at this time no definite announcement is to be made, it was said. When the shift is made, all Blue programs now being fed the Southern group will be shifted to the new Blue leg.

Among the NBC stations slated for Red affiliation with the change are WPTF, Raleigh; WSOC, Charlotte; WFBC, Greenville; WIS, Columbia; WTMA, Charleston; WOPI, Bristol; WKPT, Kingsport, WSJS, Winston-Salem.

New Signature Songs

ANTICIPATING a continued impasse between ASCAP and broadcasters after the first of the year, when current performance contracts expire, Carlton Morse, Hollywood writer-producer, has decreed a new musical theme for the weekly half-hour NBC *One Man's Family* serial, sponsored by Standard Brands Inc. (Tenderleaf Tea). Untitled and written by Paul Carson, the new signature song replaces "Destiny Waltz" which has been used for the last seven years. Carson also composed "Chansonette Irene", theme song of the current NBC serial, *Dear John*, which features Irene Rich and is sponsored by Welsh Grape Juice Co. Other West Coast originating programs are also contemplating new signature songs against the eventuality of an embargo on the ASCAP catalog.

U. S. Playing Card Discs

U. S. PLAYING CARD Co., Cincinnati, on Nov. 11 starts three one-minute transcriptions weekly on 10 stations: KHJ KFWB KJR KECA KSFO KEX KFRC KOIN KOMO KDYL. J. Walter Thompson Co., New York, is agency.

Groups Appointed To Study Invoices

COMMITTEES representing the American Assn. of Advertising Agencies and the NAB met in New York Oct. 30 to discuss revision of standard order forms and invoices used by advertising agencies for radio time placements, and decided to appoint subcommittees to pursue further studies. Tentatively, it is planned to have the committees meet again in early December.

Harry C. Wilder, WSYR, Syracuse, named two subcommittees to study the issues. Roy Harlow, Yankee Network, was named chairman of the subcommittee on order forms, with Edward Petry, station representative, and Russell P. Place, NAB counsel, as members. Richard H. Mason, WPTF, Raleigh, was named chairman of the invoice form committee, with Dale Taylor, WENY, Elmira, and Paul F. Peter, NAB research director, as members.

Members of the AAAA subcommittee include John Hymes, Lord & Thomas; Linnea Nelson, J. Walter Thompson Co.; Charles Ayres, Ruthrauff & Ryan; Ned Midgley, BBDO; Carlos Franco, Young & Rubicam; Bill Maillefert, Compton Adv.

Members of the NAB committee are Harry C. Wilder, WSYR, Syracuse, chairman; Edward Petry, Edward Petry & Co., station representatives; Richard H. Mason, WPTF, Raleigh; Frank A. Seitz, WFAS, White Plains, N. Y.; Lee B. Wailes, Westinghouse, Philadelphia; Dale Taylor, WENY, Elmira; Roy Harlow, Yankee Network; NAB President Neville Miller; NAB Research Director Paul F. Peter; Counsel Russell P. Place, ex-officio.

Others who attended the sessions were A. G. Van Utt, of Erwin, Wasey & Co., and W. A. Fricke and R. Turnbull of AAAA.

P. BALLANTINE & Sons, Newark, N. J., has placed a 13-week campaign of five weekly one-minute transcriptions on five West Coast stations—KNX KFI KHJ KFWB KMPC. J. Walter Thompson Co., New York, handles the account.

Executive Praise

REITERATION of his oft-expressed view of freedom of radio on a parity with the press, was made by President Roosevelt in congratulating KRSC, Seattle, on the dedication of its new 1,000 watt plant last month. In a letter to P. K. Leberman and Robert E. Priebe, co-owners of the station, the President wrote:

"Hearty congratulations of Station KRSC on the happy occasion of the opening of new studios with increased facilities for rendering more efficient service to your public. . . ."

FM Operations By January 1 Seen

FCC Granting Applications As Quickly as Possible

POSSIBILITY that a number of commercial FM stations will be in full operation by Jan. 1, the date on which the new rules become effective, is seen in current activity of the FCC under which it will grant regular FM station authorizations as rapidly as possible.

At a special meeting called for Oct. 31, the FCC was slated to act on the first group of commercial FM applications, with the likelihood that possibly a dozen would receive approval. All told, the Commission has before it 51 applications for the new "staticless" stations but not more than a score have cleared the necessary routine. Of the balance, some eight are awaiting clearance and study by the Civil Aeronautics Board; 12 have been returned to applicants for modification as to coverage requirements, and another dozen are in channels at the Commission.

This spurt comes after weeks of delay occasioned by the necessity of modifying regulations governing FM allocations as well as alleviating some of the hardships invoked by the original application form. FCC Chairman James Lawrence Fly said that the Commission desired to see FM go ahead and for that reason he called the special meeting to act on the first batch of applications.

Development, under FCC auspices, of a basic trade area map to givern future allocations is under consideration. A suggestion to the NAB that such a map be developed by the industry met with opposition from the NAB Executive Committee at a meeting in Washington Oct. 25. It was felt that since the entire NAB membership is not in agreement on FM and that since certain members did not concur in the FCC economic philosophy of horizontal competition in FM (all stations in the same area with identical coverage) the trade association could not with propriety undertake the work.

The FCC itself may decide to retain an outside research organization to develop the map structure, with primary and secondary spheres of economic influence charted for FM station locations.

It is expected that regular call letters will be allocated for FM stations. Originally thought had been given to inauguration of a distinctive type of call letter designation, which would set off FM stations from standard broadcast stations. Presumably no satisfactory method has been developed and as a consequence it appears the FCC wll follow the practice of allotting four letter combinations for FM stations following the present method with the "K" prefixed stations west of the Mississippi and those beginning with "W" located east of the Mississippi.

EXTENSION from Dec. 1 to June 1, 1941, of the broadcast rule [Section 3.51(a)(2)] which would require stations to determine operating power by direct measurement of the antenna power, was announced Oct. 30 by the FCC. The existing rule was amended with the new date specified.

Proposal to Sell WCAM Delayed

Mack Interests Get Temporary Halt of Camden Project

PROPOSED sale of WCAM, Camden, N. J., municipally-owned station, was blocked when District Court Judge Bartholomew A. Sheehan, counsel for the Mack Radio Sales Co., on Oct. 22 obtained a restraining order from Vice-Chancellor Francis B. Davis. Judge Sheehan's request for a temporary order restraining the city from accepting sealed proposals for purchase of the station and leasing of its studios, offices and transmitting station, was allowed with a rule to show cause for a Chancery Court review of the contract between the City of Camden and the Mack firm.

Mayor Brunner, of Camden, had set Oct. 24, at 2:30 p. m., as the time for opening sealed proposals for purchase of the station, as authorized June 10 by the City Commission. In addition to the sale of the station, bidders were permitted to offer a price for lease of the station studios and offices in City Hall, and also the transmitting station located at a civic center near Convention Hall.

Contract Rights

The order originally returnable before Vice-Chancellor Davis Oct. 28, but postponed a week until Nov. 4, was served on City Clerk Clay W. Reesman. In his application for Mack Radio Sales Co., Judge Sheehan avers that acceptance of proposals for purchase of the station represents a threat to the Mack Company's interests under terms of its contract with the city. Sale of the station, it is further charged, would be a violation of the petitioner's contract rights.

It is pointed out by Judge Sheehan that the Mack company signed a contract in 1938 for purchase of approximately 1,300 hours of broadcasting time yearly. He said the agreement provides for a yearly renewal of the contract for nine successive years. The contract, counsel added, was renewed May 16 in each of the years of 1939 and 1940, the Mack company paying the city $22,000 a year for practically all of the station's available broadcasting time.

Aaron Heine is president and Sidney Kaplan is secretary-treasurer of the Mack Radio Sales Co. Both are Camden attorneys. Last April Mr. Heine filed application with the FCC for permission to construct a new station in Camden.

The city has operated WCAM for more than 14 years, selling its time to various radio sales companies at various times. However, the station has been characterized by Mayor Brunner on several occasions as a "financial headache." On various occasions, Mayor Brunner indicated the city would not consider any offer less than $35,000 for its part-time station. However, no set figure was stipulated early in October when he called for sealed bids to buy the station. Mayor Brunner disclosed that last month, John Morgan Davis, a Philadelphia attorney representing an undisclosed client or clients, offered the city $25,000 to buy the station. Mr. Davis is a stockholder in the Seaboard Radio Broadcasting Corp., which operates WIBG, Philadelphia suburban station at Glenside, and prior to entering the law field was an announcer at several Philadelphia stations.

Pacific AAAA Group Sees Expansion In Business From Defense Expenditure

THE ECONOMIC future in the light of present world conditions was the general theme of the sixth annual convention of the Pacific Council, American Assn. of Advertising Agencies, held at Del Monte, Cal., Oct. 24-25. A total of 236 agency men and radio station executives registered for the two-day conference.

"Guest" speakers included John Benson, president of AAAA; Atherton W. Hobler, chairman of the AAAA executive board and president of Benton & Bowles, New York, and Donald Hobart, manager of commercial research, Curtis Publishing Co., Philadelphia. The last-named delivered one of the keynote addresses, "Probable Effects of the National Defense Program on Business and Advertising".

Defense Program

Referring to the effect huge Government expenditures will have on the nation, Mr. Hobart stated: "Evidence would seem to indicate definitely that business was on an upward trend at the time that the National Defense Program got under way in this country.

"When we consider that this defense program alone will involve an average expenditure of approximately 5 billion dollars each year and that this expenditure will be superimposed upon a business situation which is already good and getting better, the prospects for increased business during the next 12 months appear to be excellent."

Radio Takes Back Seat

Radio played rather an unimportant part in this year's convention. There were no radio addresses at the general sessions. However, on the night of Oct. 24 a two-hour show was presented by the radio men, which drew 175 of the convention delegates to the auditorium.

The show was under the direction of Jack Smalley, manager of the Hollywood office of BBDO. Highlighted on the program were parodies on the various types of shows being offered prospective sponsors. Lewis Allen Weiss, general manager of Don Lee-Mutual, started off the show with an address "The Wrong Way to Sell Radio". Many amusing situations arose throughout the skit, with Weiss interjecting remarks between sequences. John Heistand, announcer on the Burns and Allen show, was master of ceremonies. Likewise participating was Martha Mears of the Old Gold program. Weiss wound up the presentation by pointing out the "Right Way to Sell Radio."

William H. Horsley of the Pacific National Advertising Agency, Seattle, Wash. was re-elected chairman of the board of governors of the Pacific Council, AAAA.

Other incumbents renamed to their posts were: Joseph R. Gerber, Portland, Ore., secretary-treasurer; Dan B. Miner, Los Angeles, vice-chairman, and August J. Bruhn, Los Angeles. W. A. Brewer, of Brewer-Weeks Co., San Francisco, was elected to the unexpired term of Fred T. Weeks.

"The advertising profession," he said, "faces a period when actions by its leaders can add greatly to its prestige. Advertising must grasp its current opportunities by carrying business through the periods of uncertainty and emerging with normal markets remaining intact."

Commenting on companies that plan to decrease their advertising, Mr. Hobart remarked: "Any company which reduces its advertising during this period of increasing consumer purchasing power will rapidly lose control of its basic market. When emergency contracts are completed this company may find competition already well entrenched at a time when it is becoming increasingly difficult to sell goods."

GOLDSMITH RECITES DU MONT'S ADVANCE

DR. THOMAS T. GOLDSMITH Jr., director of research for Allen B. Du Mont Laboratories, spoke Oct. 24 on "The Technical Features of the Du Mont Television System" before the Radio Club of America at Pupin Hall, Columbia U. Tracing the history of television from Becquerel's discovery of the photo chemical effect of light in 1839 to the present developments of Zworykin, Farnsworth, Baird and others, he explained the flexibility of the Du Mont synchronizing signal which will permit the transmission of images at 441 lines at 30 frames, 525 lines at 30 frames, 343 lines at 60 frames for color television and 625 lines at 15 frames with the Du Mont persistent tube.

Meeting was conducted by John L. Callahan, vice-president of the club, from the Du Mont studios in mid-Manhattan, his televised image received at the hall more than three miles distant on two Du Mont receivers. Telecast was made with the experimental 50-watt transmitter used for testing purposes by Du Mont engineers during the construction of the 1,000-watt transmitter, W2XVW, which is expected to be ready for operations about the first of the year. Since the sound unit is not yet completed, Mr. Callahan addressed the club over a special telephone hookup.

Following the lecture, reception of television signals on the 20-inch and 14-inch receivers was demonstrated and motion pictures of the Du Mont plant and other films on television were shown.

'Pot o' Gold' as Movie

AS RADIO promotion for James Roosevelt's first movie, "Pot O' Gold", to be released in late January, the radio program of the same name is carrying frequent announcements about its stars and attractions. Together with the radio tieup, an appropriation of $100,000 will be used for all other promotion and advertising, to be handled by Buchanan & Co., New York. The program *Pot O' Gold* is heard on NBC under sponsorship of Lewis-Howe Medicine Co. for Tums. Agency is Stack-Goble Adv. Agency, Chicago.

W9XAO Gets Sinfonietta Series

EXCLUSIVE rights to broadcast the fall and winter concert series of the Milwaukee Sinfonietta have been awarded to W9XAO, FM adjunct of WTMJ, Milwaukee. The programs originate from the stage of the Pabst Theater. Reports indicate reception as far as 40 miles and more from the W9XAO transmitter, located on the Wisconsin Tower in downtown Milwaukee.

Good News!

. . . for announcers, news commentators and all others in the radio industry who experience difficulty from time to time in the pronunciation of foreign words. "Key to The Pronunciation of Foreign Words" covers Spanish, Portuguese, French, German, Italian, Hungarian and Russian. Simple phonetics that are easily understood. The International News Service thought so highly of the "Key" that they purchased two hundred copies. In a letter, Mr. George Jones, Jr., of Funk and Wagnalls, says: "This is just about the best thing of its kind we have seen." To get your copy of this indispensable booklet send cash, check or money order for one dollar to Harry W. Pascoe, Radio Station WWNC, Asheville, N. C.

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Radio Station WWNC
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DESTINY brought a job and an airplane at one time to T. J. Gallagher, unemployed youth of Norwood, O., a Cincinnati suburb. Gallagher was first winner of a Cub airplane on the *Wings of Destiny* program sponsored on NBC-Red by Brown & Williamson Tobacco Co., Louisville. The plane was delivered to him at Parks Watson airport, Cincinnati, the ceremony being broadcast by WLW, over which he had heard the program. At the presentation were (l to r) D. M. Lavely, Cincinnati manager for Brown & Williamson; William Frost, WLW announcer; Gallagher; Lieut. Art Pierce, Chicago, who presented the plane; Parks Watson, airport operator, who promptly gave Gallagher a job. A plane is given away every week. Agency is Russell M. Seeds Co., Chicago.

AP Soon to Open Radio News Wire

PREPARATIONS for a radio wire, with the news processed especially for radio, are progressing rapidly at the Associated Press, with expectations that the wire will be put into operation within the next few weeks, it has been revealed at AP headquarters in New York. Service will benefit all stations using AP news, but chiefly the smaller stations whose staffs are not large enough for the assignment of a man to rewrite the full AP reports.

Asked what steps had been taken to make AP news available to stations located in communities which have no AP member papers, Oliver Gramling, AP executive assistant, replied that in such cases, which he described as "rare", the station could receive AP news through the auspices of the nearest AP member publisher. The association's rules require that news for radio be sold only through AP members, although it is understood that this policy may soon be changed.

AP's recent contracts with NBC and CBS, making news available to the networks for either sustaining or commercial use, were negotiated directly with the networks, and not through any newspaper, on an "exchange of news" basis [BROADCASTING, Sept. 15].

Discussions with MBS for a similar contract are temporarily in abeyance, pending the complete response of Mutual affiliates to a letter sent by Fred Weber, MBS general manager, some weeks ago. With his letter, Mr. Weber enclosed a copy of one he had received from AP, which pointed out that it was giving news to MBS but selling it to the other networks. This letter also stated that while the AP news presently supplied to MBS could be used on a sustaining basis only, it might be possible to work out through Mutual an arrangement whereby the stations could use AP news on a commercial basis as well and on a local and network setup.

In his letter Mr. Weber asked MBS affiliates if they desired the individual AP service, how much they would be willing to pay for the privilege of using it commercially, the name of their present news service and the length of their commitments with it.

AFM Imposes Ban

(*Continued from page 17*)

CBS has no programs of this type and is not concerned.

Ruling effecting remote pickups was adopted at a meeting between Mr. Petrillo and Joseph N. Weber, former AFM president, and representatives of the three networks, at which, the union letter states, "it was agreed that beginning Jan. 1, 1941, agents, members or orchestras affiliated with the AFM who render services by remote control to radio stations, will no longer have the opportunity to control a radio line or lines and that such control will not be given to any employer of musicians or anyone else who may or can use same to create unfair competition of employment among members or orchestras belonging to the AFM."

It was further agreed, the letter continues, that the networks will not discriminate between orchestras or booking agents in allotting lines and that everything will be done to prevent unfair competition among AFM members. Queried by BROADCASTING about this ruling, Mr. Petrillo stated that it is expected to give the lesser-known bands a chance at network lines which have heretofore been largely gobbled up by the name bands whose leaders could afford to pay for them and by the big booking agencies who purchased them for the use of the bands they represent.

Question of Control

When the resolution was discussed by the AFM convention, Mr. Weber argued against it on the grounds that while it was undoubtedly unfair for leaders to pay for wires, the assumption of these charges by the hotels, cafes, etc., would give them control of the broadcasting rights and advantage in negotiating with bands that might easily cost the leaders more than the wire fees.

At NBC it was stated that they were not affected as all NBC remote wires have been arranged through the managements of the locations and not with either band leader or booking agency. No comments were forthcoming from either CBS nor MBS, with whom Music Corp. of America and other agencies are said to have arrangements guaranteeing their orchestras certain portions of the networks' sustaining time.

Meanwhile, CBS has carried no remote band pickups since Oct. 14, when AFM ordered all such pickups dropped in an effort to force a settlement of differences between CBS affiliate stations, WADC, Akron, and WGBI, Scranton, and their local unions. Same tactics employed some months earlier against all networks had brought about the signing of contracts between KSTP, NBC station in St. Paul-Minneapolis, and WRVA, CBS-MBS affiliate in Richmond, and their locals [BROADCASTING, July 15].

Since the ban on CBS remotes, an edict which this time has not involved either NBC or MBS, an AFM contract has been signed by WADC, but as this issue went to press WGBI and its local had not come to terms and the late-at-night dance pickups were still missing from the CBS schedule.

Soldier's Quiz

P. LORILLARD Co., New York, as the first step in a campaign for Sensation cigarettes, on Nov. 2 will start a *Soldier's Quiz* program on the Colonial Network, Saturdays, 8-8:30 p.m. The shows will originate from Camp Edwards on Cape Cod, and will feature soldiers in the training camp as quiz participants. The remainder of the Sensation campaign, now being planned, will consist of spot announcements on stations in prescribed areas. Lenen & Mitchell, New York, handles the account.

ALL KXYZ STOCK TO TILFORD JONES

M. TILFORD JONES, nephew of Jesse Jones, Secretary of Commerce and chairman of the Reconstruction Finance Corporation, becomes sole owner of KXYZ, Houston, by reason of an FCC decision Oct. 29 authorizing transfer of 50% of its stock to him for $95,000. Young Jones already held 50%, and purchased the remainder from Fred J. Heyne, identified with the Jesse Jones interests, as beneficial holder. The station is a 1,000-watt outlet on 1440 kc., and has been identified with the *Houston Chronicle* and *Houston Post* through interlocking Jones interests. Young Jones also owns 50% of the stock of KRIS, Corpus Christi, Tex.

The Commission the same day also authorized Palmer K. Leberman, one-time NBC employe in New York and now vice-president in charge of sales of *Family Circle* Magazine in New York, to acquire 45% additional interest in KRSC, Seattle, for $29,000 from E. W. Andrews, Seattle realtor. Mrs. Leberman already owns 37% of the stock, and Robert E. Priebe, manager, retains 10%.

Spencer W. Hance

SPENCER W. HANCE, pioneer wireless telegraph engineer, died Oct. 24 in St. Peter's Hospital, Brooklyn. Mr. Hance, native of Hawleyton, New York, worked one of the first wireless systems between New York and Chicago, and later went to the tropics, where he had charge of installing wireless equipment and stations for the United Fruit Co. and other corporations. He was at one time export traffic manager for McKesson & Robbins and also assistant advertising manager of that company.

Mary McBride's Book

MARY MARGARET McBRIDE, commentator heard five times weekly on CBS under sponsorship of Florida Citrus Commission, Lakeland, Fla., has written a book of memoirs of her early life on the Missouri prairies. Titled *How Dear to My Heart*, the book will be published Nov. 12 by MacMillan Co., New York.

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Lucky Strike Will Use Spots to Promote Shift Of 'Information Please'

TO INFORM listeners that *Information Please* shifts Nov. 15 from NBC-Blue to the Red, Lord & Thomas, New York, is placing chain-break announcements for its account and new sponsor of the program, American Tobacco Co., Nov. 12 and 19 at 8:30 p.m. on all Blue stations now carrying the program for Canada Dry.

When BROADCASTING went to press, all of the current 46 Blue stations had not yet accepted the announcements, although the agency expects that over half will carry the chain breaks. Last program by Canada Dry will be carried by the Blue stations Tuesday, Nov. 5, 8:30-9 p.m. and first broadcast under Lucky Strike sponsorship will be on the Red network, Friday, Nov 15, 8:30-9 p.m.

It is also understood that American Tobacco Co. will sponsor a transcribed version of the Friday night *Information Please* on WMCA, New York, Tuesdays, at the now well-known period of 8:30 p.m., so that New Yorkers can continue to hear the popular show at the accustomed hour. Contracts had not yet been signed with WMCA for this plan, Lord & Thomas stated.

Wine Board's Plans

WINE ADVISORY BOARD, a cooperative group of California wine associations, is planning a fall campaign of spot announcements in Italian for its wines on foreign-language stations WCOP, Boston; WCBD, WGES and WSBC, Chicago; WHOM, Jersey City; WPEN, Philadelphia. No starting date nor further details are set, according to J. Walter Thompson Co.

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50,000 Watts

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Represented by The Branham Co.
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NIB Offers Support to BMI

(*Continued from page 18*)

corded form, to enable the non-network stations to continue normal operations; anxiety over the problem of keeping their broadcasts free of ASCAP numbers, where failure to do so would leave the broadcasters liable for infringement suits—all these and more were advanced by various broadcasters whose doubts were resolved only after they had been shown the fallacy of their fears and that the only way to free themselves from the oppressive demands of ASCAP is through united industry action.

ASCAP Demands

Stating that he had also doubted the value of BMI at the outset, Gregory Gentling, KROC, Rochester, Minn., declared that the formation of BMI is the sole reason for ASCAP's reduction in rates to stations. "BMI won't solve all of our problems," he averred, "but its principle is sound and it will give us something to tie to. Are we going to put ourselves at the mercy of ASCAP for another five years," he asked, "or will we have faith in our fellow broadcasters and our industry?"

Edward A. Allen, WLVA, Lynchburgh, Va., told of a conversation he had had in 1935 with Claude Mills, then general manager of ASCAP, when Allen was a member of the NAB copyright committee. Discussing the 5% demands then made by ASCAP, Mills had asked what commission the stations paid to advertising agencies and to station representatives. Told that it was 15% in each instance, Mills then asked: "Is there any reason that you shouldn't pay us 15%? We're going to get all the traffic will allow."

Declaring that the networks are in this fight just as deeply as the independents and that there can be no sell-out now, Mr. Allen expressed the belief that when the break comes ASCAP can't hold out for more than 30 or 60 days and urged the broadcasters to "fight it out with BMI".

The same view was set forward by C. O. Langlois, Langlois & Wentworth, who explained that ASCAP is controlled by the music publishers who in turn are controlled by the motion picture industry, which is primarily interested in having its music broadcast because each such performance on the air is a valuable advertisement for the picture from which the tune is taken. If the absence of movie music on the air after Jan. 1 should cause a falling off in attendance at the motion picture theatres of only 1%, he stated, the box office loss will amount to $10,000,000, whereas the revenue these companies derive from ASCAP is less than $1,000,000. "Under these circumstances, how long do you think they will allow their music to be off the air?," Mr. Langlois asked in urging the broadcasters to support BMI and to utilize the vast amount of non-ASCAP music that is unfamiliar only because no one has troubled to perform it.

Supply of Records

Benedict Gimbel Jr., WIP, Philadelphia, said his problem was more intense than that of many stations as WIP operates 24 hours a day and has one program that uses 90 records daily, but that only by sticking together can the broadcasters win out. Carl Haverlin, station relations director of BMI, speaking at a buffet supper given by BMI for the convention, explained that the distribution of BMI stock is so arranged that it would be impossible for the networks ever to acquire control and that when the stock is all issued the network ownership will amount to 17.3%. At present about 23% of the stock issued is held by the networks, he said. Furthermore the makeup of the BMI directorate is such as to prevent any network domination, he declared.

Allaying fears regarding the supply of phonograph records that will be available as of Jan. 1, Mr. Haverlin said that checks have revealed that most stations use about 4,000 records annually and that by Jan. 1 BMI will have sent to all broadcasters lists of some 5,000 records they may safely use, which number will be constantly increased as new non-ASCAP numbers are released by the recording companies.

Result of these arguments was the unanimous adoption of the resolution supporting BMI. Father W. A. Burk, WEW, St. Louis, who at the opening NIB session had expressed the fear that in building BMI the broadcasters were setting up a "Frankenstein that may prove worse than ASCAP", announced he was signing with BMI. He also suggested that NIB secure copies for all members of the list of numbers in the library built up by Ed Craney at KGIR, which for the past two years has broadcast no ASCAP music. Harold A. Lafount, general manager of the Arde Bulova radio interests and NIB president, who presided at the meetings, said steps would be taken immediately to provide the membership with copies of that list.

Spence Named

Mr. Spence, former secretary-treasurer of the NAB and a veteran station operator who is identified with a new local station in Washington just granted by the FCC [see page 99], was appointed by Mr. Lafount to the newly-authorized post of managing director. For his duties in this position, which will of course be entirely separate from his private work, Mr. Spence will occupy space in the offices of Andrew W. Bennett, general counsel of the NIB. Officers reelected, in addition to Messrs. Lafount and Bennett, are Edward A. Allen, WLVA, Lynchburg, Va., vice-president, and Lloyd C. Thomas, KGFW, Kearney, Neb., secretary-treasurer.

President Lafount briefly reviewed the understanding between the NIB and the American Federation of Musicians, whereby without a written national agreement to succeed the one which recently expired, the NIB had pledged itself to do whatever it could to keep employment of union musicians by independent stations up to the level required by the former national contract. Frequency modulation was also discussed at some length, the

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KSTP's Barn Dance

STANLEY E. HUBBARD, president of KSTP, St. Paul, who seldom goes before the microphone, turned impressario the night of Oct. 26 when KSTP inaugurated its *Sunset Valley Barn Dance* program as a weekly affair in St. Paul's big auditorium, drawing a capacity audience of 3,100 of whom 2,800 paid admissions. Show is produced by Dave Stone, formerly of WSM's *Grand Ole Opry*, and Whitey Ford, the "Duke of Paducah," appeared as inaugural night guest star.

discussion revealing considerable interest in FM, especially as it will relieve the present situation of signals being curtailed by interference of other stations on the same frequency.

What the small independent station can do to get national business was discussed by Frederic R. Gamble, executive secretary of the American Assn. of Advertising Agencies, who advocated standardized presentations for supplying market information and perhaps a cooperative selling story; following general advertising practices about agency commissions, etc., and above all, adhering to their published rates. Mr. Gamble also urged the establishment by radio of an agency recognition group, such as those set up by the newspaper, magazine, farm paper and business paper publishers.

Chain Competition

The subject of meeting chain competition, especially at night, was discussed by Lloyd Thomas, KGFW, who said the local actually has the advantage, since the network can't put on programs aimed at the particular interests of any community. Citing an example of a local talent program which pulled 61% of the local audience against the network competition of Eddie Cantor, Mr. Thomas urged the independent broadcasters to concentrate on doing the local jobs that are impossible for the networks instead of putting on second-rate imitations of network shows.

Scott Howe Bowen, WIBX, Utica, described a copyright formula for measuring audiences that he had found helpful in selling his station to advertising agencies and offered to supply copies to other NIB members. Transcription networks, particularly Keystone, which was reported to be currently offering stations as a package to national advertisers at low group rates, were described as disturbing factors and NIB members were advised to investigate thoroughly any offers made them by such organizations.

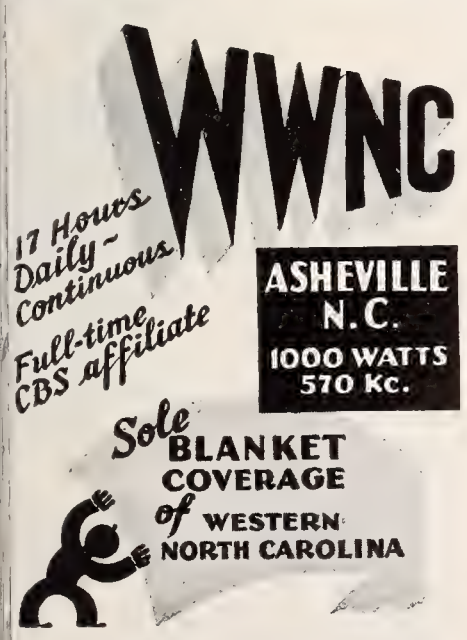
Clearing up some expressed confusion as to which stations were eligible for NIB membership, the officers stated that any station whose operations are primarily local and independent in character may join the NIB. Present membership is divided roughly three-fifths non-network stations and two-fifths supplementary network affiliates. Basic affiliates of national networks are not eligible.

President Lafount was host to the convention at luncheon on Monday, which he announced as being "on the house". Luncheon music was furnished by a string ensemble from WHOM, Jersey City, arranged for by Joseph Lang, station manager. Mr. Lafount announced he had received an invitation from ASCAP for a dinner for the group but that he had been obliged to turn it down as BMI's prior invitation had been accepted.

Registration sheets of the convention included the following names: Arthur Faske, E. I. Godafsky, WCNW, Brooklyn; C. B. Arnold, KINY, Juneau, Alaska; Sylvia Ansen, Aaron Kronenberg, WARD, Brooklyn; T. S. Marshall, WOLF, Syracuse; Donald Flamm, Donald S. Shaw, WMCA, New York; Lee Chadwick, WPID, Petersburg, Va.; W. A. Burk, S. J., WEW, St. Louis; L. M. Sepaugh, WSLI, Jackson, Miss.; T. B. Lanford, KPLC, Lake Charles, La.; Elliott M. Sanger, John V. L. Hogan, WQXR, New York; Arthur Simon, WPEN, Philadelphia; Howard S. Frazier, WSNJ, Bridgeton, N. J.; Peter Testan, Arnold J. Jaffe, WBBC, Brooklyn; John R. McKenna, WKNY, Kingston, N. Y.; Norman Reed, Monroe Mendelsohn, WBAB, Atlantic City; W. E. Dunkelbarger, Dale McLaughlin, Edward A. Chappell, H. W. Cassill, WGNY, Newburgh, N. Y.; Harry R. LePoidevin, WRJN, Racine; C. Francis Harding, WBAA, Purdue U, West Lafayette, Ind.; Earl C. Hull, WHLD, Niagara Falls; L. Thomas, Walcott Wyllie, WBRK, Pittsfield, Mass.; H. J. Brennen, KQV, Pittsburgh; H. H. Steteman, WHJB, Greensburg, Pa.; S. T. Ayers, WATN, Watertown, N. Y.; Lloyd Thomas, KGFW, Kearney, Neb.; James Hopkins, WJBK, Detroit; W. C. Alcorn, WBNX, New York; Hyla Kiczales, WOV, New York; R. W. Davis, WNBC, New Britain, Conn.; George Lasker, WORL, Boston; G. H. Slattery, WCOP, Boston; Scott Howe Bowen, WIBX, Utica; Melvin Lahr, WKOK, Sunbury, Pa.; James T. Milne, WELI, New Haven; M. E. Slagel, WMBS, Uniontown, Pa.; Gregory Gentling, KROC, Rochester, Minn.; W. H. Reuman, Emil Doer, D. J. Connolly, WWRL, New York; Benedict Gimbel Jr., WIP, Philadelphia; Henry N. Cocker, WTEL, Philadelphia; Samuel L. Gellard, WLTH, Brooklyn; Joseph Lang, W. W. Willcox, Jack Compter, WHOM, Jersey City; Salvatore D'Angelo, WVFW, Brooklyn; George E. Joy, WRAK, Williamsport, Pa.; Wallace E. Stone, WDGY, Minneapolis; Marie E. Clifford, WHFC, Cicero, Ill.; Alexander W. Dannenbaum Jr., WDAS, Philadelphia; Van D. Sheldon, WESX, Salem, Mass.; Braden Ball, Fred Phillips, WDLP, Panama City, Fla.; Harold A. Lafount, WOV, New York; E. Douglass Hibbs, WTEL, Philadelphia; D. L. Thompson, Associated Radio Sales; Gustavus Reiniger, Radio Engineering Labs., Long Island City; Andrew Bennett, Washington; Eric A. Tomsett, C. E. Hooper Inc., New York; C. D. Callahan, K. D. Jadasohn, SESAC; C. O. Langlois, Long-Worth, Standard Radio.

Late From Party

PART of the party present at the Oct. 23 opening of the new WPEN studios in Philadelphia, Jerry Slattery and George Lasker, respective managers of WCOP and WORL, Boston, just after midnight boarded the train for New York and Boston. Stirring from their Pullman berths early in the morning, ready for breakfast, they noted with alarm that the train was halted on the approach to New London's Thames River bridge—a tanker was struck in the draw and the drawbridge was jammed. Pounding the rails to a far-away taxi, they finally boarded a relief train sent up from Providence. And at 1 p.m.—instead of 7:30 a.m. they arrived at Boston.



NIB Seeks Per-Piece

(*Continued from page 18*)

submit without delay "a proposed license agreement stating the rates which the Society will charge for the Society's music actually used." Such a plan would be submitted to the independents for immediate consideration, he said, so they could conclude plans for their future music supply before the expiration of contracts.

Mr. Lafount's Letter

Following is the text of Mr. Lafount's letter:

The convention of the National Independent Broadcasters, meeting in New York on Oct. 21 and 22, directed that we present to you the problem which independent broadcasters of the United States face regarding the future use of copyrighted music. In two months, the present license with ASCAP will expire, and during this short period, independent broadcast stations must decide upon the source or sources from which their future supply of music will be obtained.

It is the desire of the members of our association that they be in a position to make available to the listening public the best of all good music, but they are seriously handicapped by reason of the expense burden.

We recognize the value of the vast reservoir of music owned by the members of the Society and hope that the listening public may not lose its entertaining benefits because of the inability to meet the license payments required by the Society. The payment of 5% of gross income, plus a sustaining fee, by independent stations during the past six years has been a burden which many have been unable to carry. Yet they must continue to render uninterrupted service to the communities in which they are located, even though some 250 such stations operated at a loss in 1939. Naturally this burden cannot be borne indefinitely, and it is assumed the Society recognized this fact when it announced a reduction in the percentage of gross income which it would require after Dec. 31, 1940, from stations in the low income brackets.

Unfortunately, however, the Society's new contract still requires that a percentage of the gross income of these stations be paid to it for the privilege of performing the music controlled by its members, even though a substantial portion of that income is obtained from programs in which the Society's music is not used. Under your proposed requirements, a station is not permitted to use the music of even one of your members on a single program during the next five years unless it agrees to pay you a percentage of its gross income for the entire five year period.

We are directed by our convention to request from you a license agreement which will impose a reasonable charge for the music controlled by ASCAP only as and when such music actually is used by the station and which will not, either directly or indirectly, impose a charge on income obtained from programs which do not make use of your music.

During the past eight years, you issued contracts to a small group of newspaper owned stations which recognized the principle that payment should only be made for the material used and which therefore required that the stations pay to ASCAP 5% of their income only when such income was derived from programs using ASCAP music. Also, we are informed that, during the past summer, you agreed to issue a license to one of our members which will require the payment of a license fee only on such music controlled by ASCAP as is actually used by that member.

It is hoped that the Society will recognize the justice and reasonableness of this request and that you will submit to us without delay a proposed license agreement stating the rates which the Society will charge for the Society's music actually used. This is necessary in order that we may submit the same to the independents for immediate consideration, so that they may conclude plans for their future music supply before the expiration of present contracts on Dec. 31, 1940.



THREATENED here by pretty Lois Meador, Texas Christian U co-ed, sportscaster Tee Casper, of KGKO, Fort Worth, and the Lone Star Chain, has been sticking his neck out on two evening quarter-hour shows weekly since Hecker Products recently started 24 quarter-hours on LSC for Shinola shoe polish. Participating stations in Casper's Shinola series are KGKO; KTSA, San Antonio; KXYZ, Houston; KFDM, Beaumont; KRIS, Corpus Christi; KGNC, Amarillo; KRGV, Weslaco.

Pittsburgh Picture Offered

TO PROMOTE the Pittsburgh market, KDKA has offered to send to all advertising agencies, upon request, an 11x14 inch enlargement of a new view of the city showing the downtown section. The view is being used in KDKA's 20 anniversary advertising.

TELEVISION and facsimile broadcasting are highly developed technically, but nobody has figured out a way to make them economically practical, said Samuel R. Rosenbaum, head of IRNA and president of WFIL, Philadelphia, in addressing the Philadelphia Engineers' Club at its regular monthly meeting Oct. 15. Production of a television program costs 10 to 20 times as much as a radio program, he told the group.

5TH BIG YEAR!

The entirely new version of the famous

'CHRISTMAS TREE'

is ready for your station!

- 25 cleverly written 30-minute scripts for one man production.
- May be used for single or participating sponsorships.
- Write immediately for sales brochures.
- Territorial rights going fast—smart stations ordering *now!*

Released Exclusively by

Star Radio Programs, Inc.

250 Park Ave. New York City

REGIONALS GIVEN POWER INCREASES

FIVE regional stations—three on 1260 kc. and the remainder on 1380 kc.—were granted construction permits by the FCC Oct. 29 to increase night powers to the new maximum of 5,000 watts. In another decision the FCC authorized fulltime operation for WIBC, Indianapolis, on 1050 kc. with 1,000 watts power, subject to conference on daytime coverage and use of a directional antenna.

KOIL, Omaha, WHIO, Dayton, and WNBX, Keene, N. H., operating on 1260 kc., were granted increases to 5,000 watts based on an agreement on mutual interference problems. Directional antennas at night are specified for KOIL and WHIO.

WALA, Mobile, Ala., and WNBC, New Britain, Conn., on 1380 kc. were given power boosts. WALA was increased from 1,000 to 5,000 watts day and night, WNBC, 1,000 to 5,000 watts daytime, continuing to use the lower power at night.

K D F N, Casper, Wyo., was granted an increase from 500 to 1,000 watts day and night on 1440 kc. KWFC, Hot Springs, Ark., and WKBO, Harrisburg, Pa., were granted increases to 250 watts fulltime.

Gates Buys Out Factory

GATES RADIO & SUPPLY Co., Quincy, Ill., on Oct. 26 announced its purchase of the modern factory layout of Noel Hauworth Co., Quincy, which has discontinued its manufacturing business. Work has started on remodeling the factory, which provides 10,000 square feet of additional manufacturing facilities.



A CHRISTMAS RADIO SHOW

"STREAMLINED FABLES"

The Kids will love it! The "Kidults" will eat it up!

THE KORALITES— 6 YOUNG PEOPLE WHO TALK IN RHYTHM AND CREATE SOUND EFFECTS VOCALLY REALLY "GO TO TOWN" WITH THEIR SWING VERSION OF FAIRY TALES — AS MODERN AS TELEVISION.

Ready for Broadcasting on 15 min. R.C.A. discs.

Merchandising Tie-ins!

AS USUAL . . . BECAUSE ITS UNUSUAL . . . ITS PRODUCED BY

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

White Collar Status Clarified

(*Continued from page 15*)

However, when it is remembered that all six tests must be met to obtain exemption, it will be realized that the definition does afford protection against abuse.

"On a newspaper, for example, the reporters assigned to regular beats and the copy desk men will not qualify for exemption even if they are paid $200 a month. And, of course, in the whole wide field of the artistic occupations, the great group of employes who are paid less than $200 a month cannot be classed as professional employes within the meaning of the regulations."

25% Likely Exempt

Although no definite figures are available on the number of radio employes that might qualify for exemption from the Wage-Hour Act's overtime provisions, computations figured on the basis of employment and payroll data of the broadcast industry [BROADCASTING, Sept. 15], checked with the FCC and the Wage-Hour Division, indicate that approximately 25% of the industry's employes may be exempt.

On the basis of these calculations, all the 1,982 fulltime executives listed for 705 stations covered in the FCC survey of employment and payroll would be exempt, along with the 111 technical employes occupied with research and development; about 20% of the 3,035 operating engineers, including chief engineers and others in authority; about 5% of those working on program production; all the 1,436 outside salesmen; about 5% of the 201 employes engaged in promotion and merchandising—an estimated total, according to these percentages, of 4,171 employes.

For the three networks covered, exemptions would include all 106 executive employes; all 60 research and development employes in the technical branch, along with 10% of the 485 operating engineers; all 401 in program production; 50 to 100% of the 77 writers listed; about 10% of the 125 announcers; all 121 outside salesmen; about 10% of the 184 engaged in promotion and merchandising—a total of 806, based on these percentages. In round numbers, the station-network aggregate of eligible-for-exemption workers amounts to approximately 25% of the 19,873 employes listed in the FCC table. It must be emphasized, however, that these figures are estimates and although arrived at after consultation with both FCC and Wage-Hour Division representatives, they are based on a liberal interpretation of the new white collar definitions.

A ROSTER SURVEY . .

will show you which sustaining programs can be sold locally and which ones should be changed or killed.

A roster survey will help improve your station operation.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

A further development on the wage-hour front came Oct. 28 when the U. S. Supreme Court refused to review a decision upholding the right of the Wage & Hour Division to subpoena Montgomery Ward Co. payroll records. The action was cited by Col. Fleming as validating the Division's right to inspect all payroll records of covered employes.

Text of Definitions

Text of the new Wage & Hour Division definitions follow:

Sec. 541.1—Executive

The term 'employee employed in a bona fide executive * * * capacity' in section 13(a)(1) of the Act shall mean any employee

(A) whose primary duty consists of the management of the establishment in which he is employed or of a customarily recognized department or subdivision thereof, and

(B) who customarily and regularly directs the work of other employees therein, and

(C) who has the authority to hire or fire other employees or whose suggestions and recommendations as to the hiring or firing and as to the advancement and promotion or any other change of status of other employees will be given particular weight, and

(D) who customarily and regularly exercises discretionary powers, and

(E) who is compensated for his services on a salary basis at not less than $30 per week (exclusive of board, lodging, or other facilities), and

(F) whose hours of work of the same nature as that performed by non-exempt employees do not exceed twenty per cent of the number of hours worked in the work-week by the non-exempt employees under his direction; provided that this sub-section (F) shall not apply in the case of an employee who is in sole charge of an independent establishment or a physically separated branch establishment.

* * *

Sec. 541.2—Administrative

The term 'employee employed in a bona fide * * * administrative * * capacity' in section 13 (a) (1) of the Act shall mean any employee

(A) who is compensated for his services on a salary or fee basis at a rate of not less than $200 per month (exclusive of board, lodging, or other facilities), and

(B) (1) who regularly and directly assists an employee employed in a bona fide executive or administrative capacity (as such terms are defined in these regulations), where such assistance is non-manual in nature and requires the exercise of discretion and independent judgment; or

(2) who performs under only general supervision, responsible non-manual office or field work, directly related to management policies or general business operations, along specialized or technical lines requiring special training, experience, or knowledge, and which requires the exercise of discretion and independent judgment; or

(3) whose work involves the execution under only general supervision of special non-manual assignments and tasks directly related to management policies or general business operations involving the exercise of discretion and independent judgment.

* * *

Sec. 541.3—Professional

The term 'employee employed in a bona fide * * * professional * * * capacity' in section 13 (a) (1) of the Act shall mean any employee who is

(A) engaged in work

(1) predominantly intellectual and varied in character as opposed to routine mental, manual, mechanical, or physical work, and

(2) requiring the consistent exercise of discretion and judgment in its performance, and

(3) of such a character that the output produced or the result accomplished cannot be standardized in relation to a given period of time, and

(4) whose hours of work of the same nature as that performed by non-exempt employees do not exceed twenty per cent of the hours worked in the work-week by the non-exempt employees; provided that where such non-professional work is an essential part of and necessarily incident to work of a professional nature, such essential and incidental work shall not be counted as non-exempt work; and

(5) (a) requiring knowledge of an advance type in a field of science or learning customarily acquired by a prolonged course of specialized intellectual instruction and study, as distinguished from a general academic education and from an apprenticeship, and from training in the performance of routine, mental, manual, or physical processes; or

(b) predominantly original and creative in character in a recognized field of artistic endeavor as opposed to work which can be produced by a person endowed with general manual or intellectual ability and training, and the result of which depends primarily on the invention, imagination or talent of the employee, and

(B) who is compensated for his services on a salary or fee basis at a rate of not less than $200 per month (exclusive of board, lodging, or other facilities); provided that this subsection (B) shall not apply in the case of an employee who is the holder of a valid license or certificate permitting the practice of law or medicine or any of their branches and who is actually engaged in the practice thereof

* * *

Section 541.5—Outside Salesman.

The term 'employee employed * * * in the capacity of outside salesman' in section 13 (a) (1) of the Act shall mean any employee

(A) who is employed for the purpose of and who is customarily and regularly engaged away from his employer's place or places of business in

(1) making sales within the meaning of section 3 (k) of the Act; or

(2) obtaining orders or contracts for the use of facilities for which a consideration will be paid by the client or customer, and

(B) whose hours of work of the same nature as that performed by non-exempt employees do not exceed twenty per cent of the number of hours worked in the work-week by such non-exempt employees; provided that work performed incidental to and in conjunction with the employee's own outside sales or solicitations, including incidental deliveries and collections, shall not be regarded as non-exempt work.

7 Florida Applications

A HEARING has been ordered by the FCC on the applications for seven new Florida stations, three regionals and four locals, sought by companies headed by former Gov. David Scholtz of Florida in association with his brother, Carl Scholtz, Miami insurance man, George H. Bowles, former California broadcaster, and Mrs. Nellie M. Joyce, of Miami. The applications ask for 500 watts night and 1,000 day on 1280 kc. in Miami; 500 night and 1,000 day on 1530 kc. in Tampa; 500 night and 1,000 day on 780 kc. in West Palm Beach; 250 on 1420 kc. in Hollywood; 250 on 1310 kc. in Key West; 250 on 1370 kc. in Sanford; 250 on 1420 kc. in Fort Pierce.

CONSTRUCTION permit for a new 1,000-watt television station in Milwaukee, to use Channel No. 3 (66-72 mc.) was granted the *Milwaukee Journal*, operator of WTMJ, by the FCC Oct. 29.

Parties Buy More

(*Continued from page 16*)

could spend on radio and still keep aggregate expenses within the $3,000,000 limit set by the Hatch Act and demanded by Candidate Willkie. Since the Republican broadcast schedule was pretty well set some time ago, at least so far as sponsorship by the committee goes, it is thought likely committee expenditures in its own name will not go much over this figure.

However, it has been apparent for some time that independent party organizations for both Republicans and Democrats have shouldered much of the cost of broadcasts by their candidates and spokesmen. This trend has been upward in recent weeks, not only for the touring speeches of various candidates on a regional scale, but also for broadcasts on national networks. Principal among these, from point of size, was sponsorship of the half-hour John L. Lewis speech Oct. 25 on NBC-Red, CBS and MBS at a cost of about $50,000 by the National Committee of Democrats for Willkie. Also it has been reported that the Associated Willkie Clubs have optioned the midnight-1 a. m. hour on all the networks on election eve, immediately following the ambitious Democratic broadcasts.

Minor parties also have made considerable use of radio, despite limited budgets. The Communists estimate their radio expenditures at $25,000, the Socialists $8,000 to $9,000. Earlier in the campaign the Communist campaign organization indicated it would spend considerably more than this sum on campaign broadcasting, but the party experienced trouble in getting stations to accept its candidates' speeches, even after they had been accepted by the networks.

The rallies at Madison Square Garden, New York, held by the Democrats Oct. 28 and scheduled by the Republicans for Nov. 2, are being watched as well as heard by owners of television receivers in the New York area, as they are being televised by NBC, which has recently resumed operations of its video station, W2XBS, on an irregular schedule. The political telecasts are designed primarily to test the network's mobile television gear on the new frequency assigned to NBC by the FCC, according to Alfred H. Morton, NBC vice-president in charge of television.

HAY-ADAMS HOUSE

In hospitality, charm and dignity as well as service and cuisine, the Hay-Adams House perpetuates th se two great names. An ideal location, directly opposite the White House, overlooking beautiful LaFayette Park. Write for free "Guide to Washington."

From $3.50 Single $5. Double

Completely Air Conditioned

WASHINGTON D.C.

Battle of America



Richmond-Times Dispatch

FCC Changes Foreseen

(*Continued from page 16*)

the National Ass'n of Railroad and Utility Commissioners and by Senator Tobey (R-N. H.).

Along "merit" lines, the names of several FCC attorneys and engineers have been advanced, largely within the industry, for promotions. Chief Engineer E. K. Jett promptly was suggested, but it is believed he would prefer to keep his present executive technical status.

Whatever the outcome of the November elections, it is thought Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee will be a dominant figure in the ultimate selection of the new FCC member. It was Mr. Wheeler's unalterable opposition to Col. Brown rather than the more sensational inquisitorial tactics of Senator Tobey (R-N.H.) which resulted in blocking of the Brown nomination in the Senate Committee. Chairman Wheeler's opposition sprang from Col. Brown's demeanor in his testimony before the Committee, particularly with respect to the Network-Monopoly Inquiry, of which he was acting chairman. Senator Tobey led the onslaught on grounds of qualification, and it was apparent that much of the material he used had been fed from sources inside the FCC known to have been opposed to Commissioner Brown.

Oldest Member

Col. Brown, an Ohio Republican and oldest member of the FCC in point of continuous service, Oct. 15 announced his entry into private practice of law in Washington coincident with the President's acceptance of his resignation with "reluctance". He has joined the law firm of Brewster & Steiwer, Southern Bldg., Washington, taking along with him his administrative assistant, Corwin R. Lockwood, who has been with the FCC for the last four years. He also will be associated with a Cleveland firm.

Col. Brown indicated last year that he might retire at the end of his term on June 30 to enter private law practice, presumably specializing in radio. He was prevailed upon, however, by a number of political friends to continue in office and President Roosevelt renominated him June 5—prior to expiration of his term June 30. There promptly followed the hearings before the Senate Committee and the dizzy sequence which resulted in introduction of a resolution by Senator Tobey to investigate the FCC and radio, along with a penetrating inquiry into the corporate, public relations and other activities of RCA and the financial structure of CBS.

It was after these disclosures, with Col. Brown in the switches, that an agreement was reached in the Committee not to report the Brown nomination at all. Presumably Col. Brown had been advised of this.

Col. Brown joined the original Federal Radio Commission in 1929 as general counsel, after having served as chief counsel of the Federal Power Commission for a brief period. He was appointed to the Radio Commission in 1932 by President Hoover and when the FCC was created in 1934 he was one of the two hold-overs from the former agency. Before coming to Washington he was well known in Ohio politics, having served as Secretary of State and on the State Civil Service Commission. He was vice-chairman of the FCC during the first two years of its existence.

Expensive Music

REPUBLICANS showed a little red around the necks recently on two occasions. On Oct. 23, when President Roosevelt was using all the networks for a campaign speech, one of the programs cancelled on WOR was a talk by Rep. Bruce Barton, president of BBDO and GOP candidate for Senator from New York. The American Writers for Wendell Willkie, sponsoring the Barton address, had to get busy and secure time for the speech at a later date. Then on Oct. 24, after time had been bought on NBC-Red for a 12-12:30 p. m. speech by GOP Candidate Wendell Willkie from Erie, Pa., his train was late and for the first 14 minutes of the half-hour listeners heard only fill-in organ and piano music —which 14-minute concert cost the Republicans some $4,000.

KASPER-GORDON Inc., Boston transcription firm, is recording a series of one-minute dramatized spot announcements for Gioia Macaroni & Spaghetti products, for use in New York State.

Capital, Baltimore Given New Locals

Grants Also Made by FCC to Corpus Christi, Brownwood,

NEW LOCALS in Washington and Baltimore and two new stations in Texas were authorized by the FCC in decisions Oct. 29, bringing to 61 the number of new stations for which construction permits have been issued thus far this year.

Edwin M. Spence, formerly secretary-treasurer of the NAB and recently appointed managing director of the National Independent Broadcasters Assn., is identified with the new Washington station, the second local to be authorized there this year. It will be licensed to Capitol Broadcasting Co., and will operate with 250 watts on 1420 kc. with a 100-watt synchronous amplifier. Stanley Horner, local auto dealer, is president of the company with 100 shares of stock; Dyke Cullum, auto dealer, vice-president, 100 shares; Mr. Spence, secretary-treasurer, 50 shares.

The new station in Baltimore was granted to Maryland Broadcasting Co., and will operate with 250 watts on 1200 kc. resident is Thomas G. Tinsley Jr., Baltimore representative of WTBO, Cumberland; WFMD, Frederick, and WJEJ, Hagerstown, all in Maryland. He holds 50 shares and his wife, Louise McClure Tinsley, is secretary-treasurer with 4,850 shares. W. Warren Corkran owns 100 shares.

New Texas Regional

The new stations in Texas will be located in Corpus Christi and Brownwood.

The Corpus Christi grant went to Nueces Broadcasting Co., and covers 250 watts on 1500 kc. Partners in the enterprise are Charles W. Rossi, oil operator, and Earl C. Dunn, identified with local law enforcement agencies since 1936.

The Brownwood grant adds another newspaper-owned station to the roster. It covers 500 watts full-time on 1350 kc., and went to a partnership consisting of J. S. McBeath, publisher of the *Brownwood Bulletin;* Wendell Mayes, identified with Texas publishing interests; Joe N. Weatherby, auto dealer, and B. P. Bludworth.

The Commission ordered a hearing on the application of Radio Corp., of Annapolis for a new 100-watt outlet on 1310 kc. in Annapolis, Md. The new WINX, Washington, has been assigned to that frequency, and is now preparing to go on the air.

Also ordered to hearing were the rival applications of William D. Hudson and Paducah Broadcasting Co., of Clarksville, Tenn., each seeking 250 watts on 1370 kc.

GENERAL ELECTRIC Co. expects to have the formal dedication of its FM station, W2XOY, Schenectady, which has been operating on a test basis for some time, about Nov. 15.



WOC for Tri-Cities

DAVENPORT • ROCK ISLAND • MOLINE

FREE & PETERS, Inc., National Representatives

Movie Firms and NBC Consider Proposals for Latin Shortwave Series

LUNCHEON meeting of NBC executives and representatives of several motion picture companies to discuss the possible cooperative motion picture sponsorship of a series of shortwave broadcasts to Latin American countries, held in New York Oct. 29, resulted in a suggestion that NBC submit detailed specifications of the type of program that ought to be broadcast, according to Lunsford P. Yandell, director of NBC's international division.

The movie men also asked NBC to discuss with the Hayes office possible relationships of the broadcasts with the activity of the Defense Committee, so that all activities may be tied together.

As originally planned [BROADCASTING, Sept. 15], the series was to combine direct sales presentations for specific stars and pictures with general Hollywood promotion and with entertainment designed to aid in the hemisphere defense program by building goodwill between North and South America. Six and possibly eight major producing companies were to underwrite jointly the cost of the series, which was planned for several half-hour periods weekly.

Attending the luncheon were: Mr. Yandell and John F. Royal, NBC vice-president in charge of new activities and developments; J. R. Hummel and Robert Schless of Warner Bros., Alfred Dean of Paramount; Phil Reisman, RKO; Arnold Picker, Columbia Pictures, and Kenneth Clark of the Motion Picture Producers & Distributors of America (Hayes office).

3 More on Mutual

MBS will have a total of 159 stations when the three Virginia stations—WLVA, Lynchburg, WBTM, Danville, and WSLS, Roanoke—join the network as of Nov. 4. WLVA operates on 1200 kc., 250 watts unlimited power; WBTM, 1370 kc., 250 watts, unlimited; WSLS, 1500 kc., 250 watts unlimited.

Campbell Heads Drive

UNDER the chairmanship of H. Allen Campbell, general manager of King-Trendle Broadcasting Corp., the radio division of the Community Fund Advertising Committee, and WWJ, WJR, WXYZ, WMBC, and WJBK cooperated in a 30-minute program Sunday, Oct. 27. This radio show served as the "kickoff" in the opening drive and featured outstanding local talent.

'Union Now' Discs on 30

CLEARING CENTER for Union Now, division of Federal Union, New York, is now on about 30 stations with its thrice-weekly quarter-hour transcriptions, which urge unity of the six existing democracies and, according to William Larner, radio director, hopes soon to be on over 100 stations throughout the country [BROADCASTING, Oct. 15]. Stations carrying the *Hour for Union Now* sustaining series are KSRO KOVC WCOV WKBZ WELI WARM WBRB WFBG KPAB KGIW WTNJ WOCB WFOR WDSM WIBX WSVA WMIN WESX WLBL WVFW KNET WESX WJMC KYOS WFMJ KLUF WBRW WGRM KLBM WSKB KFRO WALB WCNC WHAI KVFD WGBR.

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STATION LOCATION SURVEYS
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An Accounting Service
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Commercial Radio Equip. Co.
7134 Main Street, Kansas City, Mo.
Branch office, Crossroads of the World
Hollywood, Cal.

RWM
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Broadcast Engineering
Special Equipment Designing
Bowen Bldg. • WASH., D. C. • NA. 6718

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

COMBINATION ANNOUNCER - SALESMAN. Give complete details. WHLP, Panama City, Florida.

Experienced Announcer—send full details, salary expected, also picture and transcription if possible. WGCM, Gulfport, Miss.

Experienced Engineer—must be thoroughly capable of taking full responsibility of transmitter. 1000 watt station. Box 32, BROADCASTING.

Announcers, Writers, Salesmen, Operators, Directors—investigate our placement service. Central Registry, Orpheum Bldg., Wichita, Kansas.

Wanted—an experienced program director and announcer who can write copy, also a salesman for CBS 1000 watt station in Central West. Box 21, BROADCASTING.

WANTED—aggressive, experienced salesman. Midwest City 30,000. Drawing account and commission. Enclose snapshot, references, sales record and personal description. Address Box 18, BROADCASTING.

Progressive Midwest NBC station—wants experienced commercial announcer. Prefer young man who has good selling voice and ad lib ability. Position to be filled at once. Only applicants who can appear for audition and interview will be considered. Good starting salary and chance for advancement. Address inquiries to Box 22, BROADCASTING.

Station Managers & Employees—we operate nationally! We have made satisfactory placements in nearly every section of this country with clients in 42 states and two U. S. possessions. Let us help you, too! National Radio Employment Bureau, Box 864, Denver, Colorado.

Situations Wanted

Chief Engineer—15 years exceptional experience. Employed but desire to change. If you are in the need of an experienced man to head your engineering department please communicate with me. Box 19, BROADCASTING.

RCA Graduate—first telephone, second telegraph licenses. Station and ship experience. Desires permanent position at nominal salary. Box 35, BROADCASTING.

Sports Announcer—play by play all sports. Sports commentary. References, recording. Box 25, BROADCASTING.

Station Manager—desires new location in South, Central, Midwest. 7 years experience. Box 28, BROADCASTING.

Engineer—transmitter, studio, control board experience, desires work with reliable progressive station. Box 26, BROADCASTING.

Announcer—capable and creative, desires position. Successful metropolitan experience, commutator, continuity, ad lib. Excellent selling voice. Prefers West. Box 27, BROADCASTING.

Hey! Box 24, BROADCASTING, calling for station interested in corny announcer-gag writer to run laff, fun fest, ad lib shows. 0 years with Fred Allen; ditto Benny. Stea—Writes own stuff. $10,000 a year (or $150 a month). Unquote.

Situations Wanted (Continued)

Newscaster — experienced. Prepares own material. Also write continuity, sell time. Moderate salary. Locate anywhere. Box 34, BROADCASTING.

Announcer-Copywriter-Salesman — young, experienced; available immediately. Have transcription. Excellent references. Box 31, BROADCASTING.

Experienced Salesman—Account Executives—interested in promising sales job or commercial managers position. Formerly with 50 KW station. Presently employed. Send data on station and market in first letter. Box 23, BROADCASTING.

General Manager radio station with network affiliation, preferably in the East. Now employed network station in Southwest and desires to go to larger market. Successful record of station management since 1927. Box 29, BROADCASTING.

Wanted—radio station who can use talented individual with radio personality. Announcer, actor, writer, and full of profitable ideas. Sincerely seeks experience, and desires position. References and other information upon request. Box 30, BROADCASTING.

Making Money?—if not, why not? Avail yourself of a go-getter manager for that new or rundown station, on a percentage basis—for your protection, "No work, no pay". Experienced in sales, merchandising, promotion and production. Can arrange staff for efficient, economic operation. Box 33, BROADCASTING.

Engineer Press Operator—employed, ten years broadcast and marine desires change. First class radiotelephone and radiotelegraph. Transmitter, control room, maintenance. Box 20, BROADCASTING.

Chief Engineer—exceptional qualifications with wide experience and good education. Employed. Married. Desire change. Box 36, BROADCASTING.

For Sale

FOR SALE—radio station, 250 watts, unlimited time, new RCA equipment all the way, 310 foot Truscon tower, new building containing studios. For particulars, write J. J. Mangham Jr., Lakeland, Georgia.

1000 Watt, High Fidelity, Western Electric 353-B1 Transmitter—complete with tubes. Includes 12-B transmitter and 71-A 1000 watt amplifier, uses 279-A air cooled tubes in final. Now operating and in perfect condition. Price new $11,500.00. Selling because of increase in power. Available in few months. A bargain. For complete details write KELA, Centralia, Washington.

Wanted to Buy

Wanted to Buy—established broadcasting station, local or regional, in any section of country. Buyer thoroughly acquainted with radio business and responsible financially. Box 37, BROADCASTING.

Network Accounts

All time EST unless otherwise indicated.

New Business

REMINGTON RAND Co., New York (electric razors and typewriters), on Oct. 30 starts *Newsroom of the Air* on 26 NBC-Red Stations, Wed., 7:15-7:30 p.m. Agency: Leeford Adv. Agency, N. Y.

UNITED AIR LINES, Chicago, on Oct. 23 started *Boake Carter* on 10 MBS stations, Mon., Wed., Sat., 8:30-8:45 p.m. Agency: N. W. Ayer & Son, N. Y.

GENERAL FOODS Corp., New York (Postum), on Nov. 11 starts for 52 weeks, *Second Wife*, on 7 CBS Pacific Coast stations, Mon. thru Fri., 4-4:15 p.m. (PST). Agency: Young & Rubicam, N. Y.

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grands), on Jan. 3, 1941, starts *Happy Birthday to You* on 70 NBC-Blue stations, Fri., 9:35-10 p.m. Agency: Weiss & Geller, N. Y.

LUDEN'S Inc., Reading, Pa. (menthol cough drops), on Oct. 15 started for 20 weeks *Elmer Davis*, news analyst, on 7 CBS Pacific Coast stations (KNX KSFO KARM KOIL KVI KIRO KFPY), Tues., Fri., 5:55-6 p.m. (PST). Agency: J. M. Mathes Inc., N. Y.

SMITH BROS., Poughkeepsie, N. Y. (cough drops), on Nov. 17 starts for 16 weeks *Knox Manning*, news commentator, on 7 CBS Pacific Coast stations, Sun., 8:25-8:30 p.m.; Tues., Thurs., 7:55-8 p.m., and Thurs., 9:25-9:30 p.m. Agency: J. D. Tarcher & Co. N. Y.

GENERAL FOODS Corp., New York (Postum) on Nov, 11 starts *Second Wife* on 7 CBS Pacific stations, Mon. thru Fri., 4-4:15 p.m. (PST). Agency: Young & Rubicam, N. Y.

L. O. GROTHE Ltd., Montreal (St. Regis Tobacco), on Oct. 22 started *Les Chevaliers St. Regis* on 5 French Canadian Broadcasting Corp. stations, Tues. & Thurs., 7:15-7:30 p.m. (EDST). Agency: Canadian Adv. Agency, Montreal.

ST. LAWRENCE STARCH Co., Toronto (corn starch), on Nov. 2 starts *N.H.L. Hockey Players* on 36 Canadian Broadcasting Corp. stations, Sat., 7:15-7:30 p.m. (EDST). Agency: McConnell-Eastman Co., Toronto.

IMPERIAL OIL Ltd., Toronto, on Nov. 2 starts National Hockey League broadcasts on 39 Canadian Broadcasting Corp. stations, Sat., 9-10:30 p.m. (EDST), in Quebec on 5 French CBC stations, CBM and CFCF Montreal; CKCV, Quebec; Thurs. & Sat. Agency: MacLaren Adv. Co., Toronto.

CHRISTMAS SEALS



Help to Protect Your Home from Tuberculosis

Paley Goodwill Tour

WILLIAM S. PALEY, president of CBS, together with Mrs. Paley and Paul White, CBS director of public affairs, and Edmund Chester, who recently rejoined the network as director of broadcasts to foreign countries, plan to leave Nov. 8 for a month goodwill tour through South America, the first such tour CBS has made. The entire journey will be made by plane.

CANADA STARCH Co., Toronto (corn syrup), on Oct. 3 started *What Would You Do?* on CFRB, Toronto; CFCF, Montreal; CKCO, Ottawa; Thurs. 8:30-9 p.m. Agency: Vickers & Benson, Toronto.

MAHER SHOE STORES, Toronto (chain stores), on Sept. 23 started *Double or Nothing* on CFRB, Toronto; CFRC, Kingston, Ont.; CFOS, Owen Sound, Ont.; CFCH, North Bay, Ont., Mon., 9:30-10 p.m.

WOODHOUSE & Co., Montreal (furniture), on Sept. 27 started *L'Heure Woodhouse* on CKAC, Montreal; CHRC, Quebec; Fri. 8:30-9:30 p.m. Agency: Canadian Broadcast Co., Montreal.

LOWE BROS. Co., Toronto (paints), on Sept. 22 started *Musicolor Clues* on CFRB, Toronto; CKCO, Ottawa; CFCL. London, Ont.; CFCO, Chatham, Ont., Sun., 5:45-6 p.m. Agency: J. J. Gibbons Ltd., Toronto.

S. M. FRANK & Co., New York (Medico pipes), on Oct. 19 started for 6 weeks, *Reid Kilpatrick, Sportscaster*, on 5 Pacific Coast Don Lee stations (KHJ KFRC KALE KOL KMO), Sat., 5:30-5:45 p.m. (PST). Agency: E. T. Howard Co., N. Y.

PARAMOUNT PICTURES, New York (Movie, "World in Flames"), on Oct. 24 only sponsored a broadcast about the film on 150 MBS stations, Thurs., 10:15-10:30 p.m. Agency: Buchanan & Co., N. Y.

PARAMOUNT PICTURES, New York ("The World in Flames", movie), on Oct. 26 only sponsored a news program on 116 CBS stations, 7:45-8 p.m. (reb. 11:30-11:45 p.m.). Agency: Buchanan & Co., N. Y.

Renewal Accounts

PET MILK SALES Corp., St. Louis (evaporated milk), on Oct. 29 renewed for 52 weeks *Mary Lee Taylor* on 65 CBS stations, Tues., Thurs., 11-11:15 a.m. (Reb. 1:45- 2 p.m.). Agency: Gardner Adv. Co., St. Louis.

BATHASWEET Corp., New York (Bathasweet), on Oct. 15 renewed for 52 weeks *Bob Garred Reporting* on 6 CBS West Coast stations, Tues., Thurs., 7:30-7:45 a.m. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

WILLIAM WRIGLEY Jr. Co., Chicago (gum), on Nov. 4 renewed for 52 weeks *Scattergood Baines* on 75 CBS stations, Mon. thru Fri. 4:45-5 p.m. (CST). Agency: Neisser-Meyerhoff, Chicago.

The Northwest's Best Broadcasting Buy

WTCN

AN NBC STATION

MINNEAPOLIS ST. PAUL

Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS TRIBUNE and TIMES TRIBUNE.

FREE & PETERS, INC. — Natl. Rep.

L. H. Whitten Is Named Graybar Sales Manager

APPOINTMENT of L. H. (Lew) Whitten, manager of the Washington, D. C. office of Graybar Electric Co., as general communications sales manager, headquartering in Washington, was announced Oct. 30 by D. H. O'Brien, Graybar general sales manager. J. H. McDonnell, formerly line material and supply specialist at Philadelphia, has been named acting manager of the Washington branch of Graybar, sales agency for Western Electric.

Other Graybar personnel changes include L. O. Fryer, formerly San Francisco sales manager, as member of the general sales department, with the title of secretary to the General Sales Committee; J. R. Ernest, sales statistician who on Nov. 15 leaves the General Sales Department to become assistant to the general sales manager; Frank J. Saffer, named manager of the Omaha branch replacing A. D. Barber, who retires Nov. 1; E. C. Fox, formerly city salesman, as sales manager of the Miami branch office.

Jackson to CBS Chicago

HENRY M. Jackson, for four years sales manager of the CBS office in San Francisco, on Oct. 28 was appointed sales manager of the Radio Sales division, CBS, Chicago, according to J. Kelly Smith, CBS general sales manager. Born in San Francisco, he attended U of California, joined the KYA sales staff in 1930; left radio to enter the agency field; joined KFRC, San Francisco in 1934; holds a first class commercial operator's license and owned an amateur station on the Coast.

MBS has signed an exclusive contract with Leopold Stokowski and Eugene Ormandy, directing the Philadelphia Orchestra, for a series of 13 Friday concerts, 3:15-4:15 p.m., starting Nov. 8. The series will be heard sustaining on over 160 stations, with Norris West as commentator. The WIP engineering staff will handle technical details.

GROVE LABORATORIES, St. Louis (Bromo Quinine), on Oct. 27 added two NBC-Blue stations to *The Adventures of Sherlock Holmes* making a total of 53 Blue stations, Sun., 8:30-9 p.m. Agency: Russel M. Seeds Co., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Dreft, Duz), on Oct. 21 added 19 NBC-Red stations to *Lone Journey* making a total of 45 NBC-Red stations, Mon. thru Fri., 5:15-5:30 p.m. Agency: Blackett-Sample-Hummert, Chicago, while Compton Adv., New York, handles commercials for Duz in the East.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Wings King Size cigarettes), on Nov. 1 adds 7 NBC-Red stations to *Wings of Destiny* making a total of 72 Red stations, Fri., 10-10:30 p.m. Agency: Russell M. Seeds Co., Chicago.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Oct. 31 added 2 NBC-Blue stations to *Pot O'Gold* (Tums) making a total of 95 Blue stations, and two stations to *Fame & Fortune* (NR Tablets) making a total of 89 Blue stations, Thurs., 8-9 p.m. Agency: Stack-Goble Adv. Agency, N. Y.

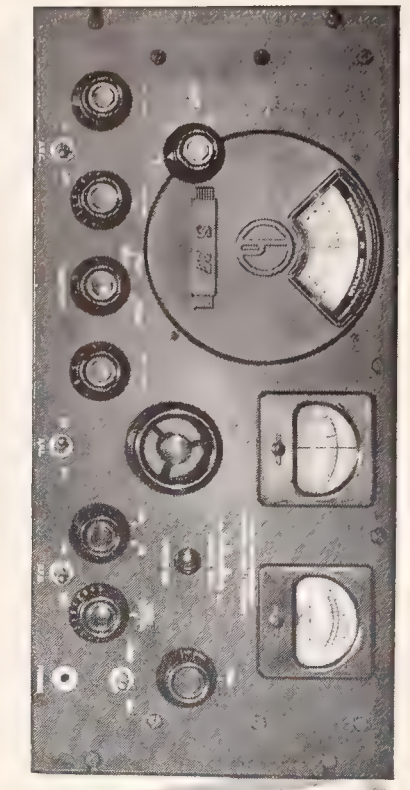
PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on Oct. 21 added 25 NBC-Red stations to *Life Can Be Beautiful*, making a total of 42 NBC-Red stations, Mon. thru Fri., and shifted from 5:15-5:30 p.m. to 5:45-6 p.m. Agency: Compton Adv., N. Y.

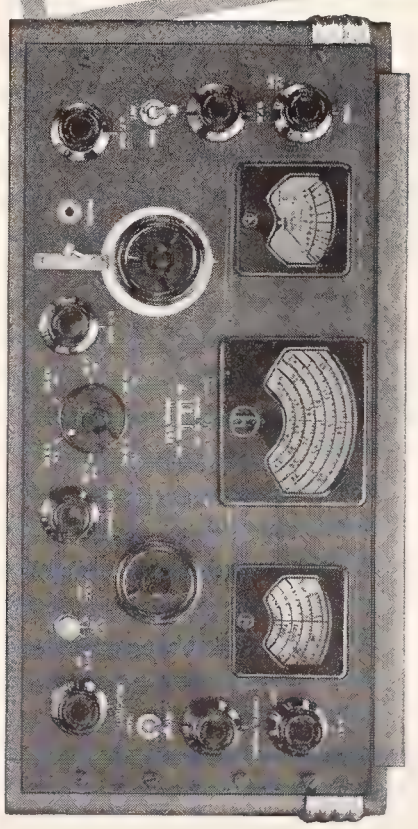
Efficiency!

IN TWO NEW HALLICRAFTER RECEIVERS

Both designed to government specifications. Model S-27 (left) is the first general coverage UHF receiver providing reception of both Amplitude and Frequency modulated signals. (27 to 145 Megacycle coverage).

The new Model SX-28 (right) is a 15 Tube general purpose communication receiver incorporating the latest technical advances. Each sells for less than two hundred dollars.





the hallicrafters inc.
CHICAGO, U. S. A.

Used by 33 Governments
Sold in 89 Countries

Studio Notes

WABC, New York, since Oct. 21 has been signing on the air for the day at 6:15 a.m. instead of 6:30 a.m. as heretofore. Reason for the change was the sale to Peter Paul Inc., Naugatuck, Conn., of an *Early Risers' News* programs Mondays, Wednesdays and Fridays, 6:30-6:35 a.m., thus pushing up the program summary for the day to 6:15-6:20 a.m. and allowing for a ten-minute musical period prior to the news. The series on a 52-week contract is heard for Mounds candy and Twin Crown Charcoal gum, through Platt-Forbes, New York. News is heard sustaining in that period the other three mornings of the week.

TO ENLARGE its listener group of housewives for the recorded version of *Life Can Be Beautiful* on WOR, Newark, Procter & Gamble Co., Cincinnati, has shifted the Ivory Flakes show from the 8:45 a.m. period to an evening period, 10:30-10:45 p.m. Also on WOR, the company has started a recorded version of *Kitty Keene*, heard in the interests of the new laundry soap Duz, in the 8:45 a.m. spot. Both programs are heard Mondays through Friday on WOR, through Compton Adv., New York, as well as live on NBC-Red.

TAKING the best advice of Horace Greeley, Phillip Morris' Johnny really went west, joining the Montana Cowboys' Assn. On a recent visit to KFBB, Great Falls, Johnny was made an honorary member and invited to represent Phillip Morris at its convention. Following the formal initiation, Johnny presented a smoker in KFBB's studios.



HAROLD H. MEYER, manager of KYA, recently consummated a deal with the *San Francisco Examiner* whereby the newspaper sponsors a *Behind the Scenes in Opera* six days a week throughout the current San Francisco opera season, designed to give the listener interesting but little known facts about the production of grand opera. The program includes interviews with opera stars, featured vocalists, conductors, ballet dancers and other personalities. In addition a thumb-nail preview of the opera to be sung each night is given, along with notes on the socialites to be present that night. Al Zitcer, KYA music producer, is conducting the interviews and Eric Boden supplies the previews. A second salute to the local opera season comes during the *KYA Morning Concert*, when excerpts and arias from the various operas are broadcast.

WGPC, Albany, Ga., inaugurated its new 250-watt transmitter Oct. 15 with an "open house" at which Manager A. T. Spies and Mrs. Spies, who is office manager, played hosts. A special edition of the *Albany Journal* was published for the occasion.

WLS, Chicago, honored one of its oldest advertisers Oct. 18 when the *Barn Dance* crew headed by Program Director Harold Safford presented Jim Murphy, president of Murphy Products Co., Burlington, Wis. (livestock and poultry feeds), with a riding saddle as an anniversary present commemorating Murphy's 20th year in business and his tenth year as a WLS advertiser. Murphy has been a Barn Dance sponsor for the last six years with the *Murphy Barnyard Jamboree* headlining comedian Pat Buttram.

WCKY, Cincinnati, is cooperating with the local Boys' Hobby Week Committee, sponsoring Hobby Fair exhibits in various Cincinnati schools, by sending its "Studio Plane" to the schools from Oct. 28 through Nov. 1, transcribing broadcasts which are aired one hour after they are recorded.

WJHP, Jacksonville, Fla., on the air only three months, has enlarged its quarters to provide additional space for the sales department. The WJHP sales force consists of Ira Doger, manager, Royce Powell, C. D. Taylor and Ted Chapeau.

WHB, Kansas City, for the 3,000th performance of its daily *Staff Frolic* Oct. 18 called back its original m.c., Les Jarvies, to conduct the anniversary program. Jarvies, at present m.c. of the *Dinner Bell* on KFBI, Wichita, Kan., launched the *Staff Frolic* in July, 1930, and continued directing the show for 10 years until joining KFBI.

WCKY, Cincinnati, recently observed National Pharmacy Week with special broadcasts by druggists from Southern Ohio and Northern Kentucky. Harold Freking, executive secretary of the Ohio Valley Druggists Assn., and Herman Schuler, past president of the Kentucky State Pharmaceutical Assn., handled the programs on WCKY.

Round & Round

THE "music went round and round" on the 7 a.m. program of CFRB, Toronto, on Oct. 23, when Announcer Al Savage was locked out of the studio by a gust of wind. Al had left the studio while a record was playing, to get the temperature reading from a thermometer on the fire escape, as was his custom. A draft blew the patent firedoor shut, leaving Al locked out on the wrong side of the door. Though he pounded on the door with a flashlight it was sometime before the control-room engineer heard him, and in his confusion to rush to the door to let Al in, he started the same recording over again.

NILES TRAMMELL, NBC president, speaks on a broadcast Nov. 1 marking the 15th anniversary of the WGY *Farm Forum*. Other speakers are Charles E. Wilson, president of General Electric Co.; E. A. O'Neal, president of the American Farm Bureau Federation; Ed W. Mitchell, WGY farm adviser; and Wheeler McMillen, editor of the *Farm Journal*. Also on Nov. 1 Frank Mullen, NBC vice-president, will speak on NBC's *National Farm & Home Hour* in a special tribute to WGY.

KSTP, St. Paul, cooperating with three civic groups, on Nov. 9 officially starts a 26-week series of Saturday night barn dances in the St. Paul Municipal Auditorium. The shows, billed as *KSTP's Sunset Valley Barn Dance*, are designed to play up the city as a visiting spot for country folks, and are under joint auspices of the station, the *St. Paul Dispatch-Pioneer* Press, the Auditorium and the St. Paul Assn. of Commerce. David Stone, formerly of WSM, Nashville, produces and conducts the shows.

WILLIAM D. PABST, general manager of KFRC, San Francisco, has announced that plans for the revision of the studio facilities in the Don Lee Bldg., are now under consideration.

CBS has announced that the address of its London office has been changed from 14 Langham Place to 11 Portland Place. The cable address remains Columbia London.

MUSEUM OF SCIENCE & Industry, Chicago, and the American Museum of Natural History, New York, have joined with the NBC-Blue network in presenting a weekly quarter-hour program *Man and the World*, a dramatic panorama of scientific discovery, exploration and research. Origination of the programs alternates in Chicago and New York, the first program originating Oct. 26 in Chicago.

JUDITH WALLER, educational director of NBC, Chicago, will again be in charge of the seasonal weekly half-hour *Music and American Youth* program starting Nov. 3, 10:30-11 a.m., on NBC-Red. The series, under the auspices of the Music Educators' National Conference, will originate in various U. S. cities, where representative concerts will be offered by vocal and instrumental groups of high school and college students.

THE *PHILADELPHIA RECORD*, in a swap deal with WFIL, Philadelphia, inaugurated on Oct. 26 a weekly 15-minute dramatization based on the three crime-fighting comics carried in a Sunday special comic book section. Each Saturday, the program will alternate between "The Spirit," "Lady Luck," and "Mr. Mystic," comprising the Sunday comic special. Although every newspaper in the city has special swap deals with every station, the *Record* is the first to tie in a regular newspaper feature with a regular air show, all others using the time for institutional and spot campaigns.

WPTF, Raleigh, N. C., has started construction of its new 50,000-watt transmitter plant, which is expected to be ready for operation in January. The station also will occupy new studio quarters in the 15-story Durham Life Insurance Co. Bldg., which is now being constructed by the station's parent company. The structure, one of the largest buildings in North Carolina, incorporates space for WPTF studios and offices on the second and third floors. The station moved to temporary quarters in July in order to allow destruction of the building it had occupied for more than 15 years, prepartory to building the new structure.

FIVE Twin City radio stations on Oct. 13 pooled their talent and facilities for a half-hour program in behalf of the Minneapolis Community Fund and the St. Paul Community Chest. Originated at WCCO, the feature was carried by WCCO, WTCN, KSTP, WMIN and WLOL. In addition to brief messages by civic leaders, the program presented Amanda Snow, Flo Seidel and June Hawkins as vocal soloists, a chorus and orchestra. Announcers were Bob DeHaven, WTCN; Bob Murphy, KSTP, and Clellan Card, WCCO.

ROGER W. CLIPP, general manager of WFIL, Philadelphia, has arranged a series of social events for the station's staff to improve employer-employe relationships. The first affair of the season was a dinner dance Oct. 26 at the Poor Richard Club, the station personnel providing the entertainment.

SPECTATORS flocked to a special studio installed by WFAA-KGKO, Dallas, on the grounds of the State Fair of Texas, held annually in Dallas. A total of 91 programs were broadcast from the fair grounds, with an additional 34 shows presented for studio audiences during the 16-day period.

KMBC, Kansas City, was host at a banquet in Hollywood early in October for the cast of the new *Circle-G Ranch* program. CBS officials and Lennen & Mitchell Agency representatives. The dinner celebrated the initial broadcast by Martha Mears and the KMBC Texas Rangers in the series, sponsored by P. Lorillard Co. (Old Gold cigarettes) on CBS-Pacific and on a spot basis throughout the country.

WIBW, Topeka, in addition to earby-ear coverage of the Kansas Cornhusking Championship Oct. 23, remoted from Washington, Kan., originated two shows, featuring 30 WIBW entertainers, from the field in which the contest was held. With Chief Engineer Karl Troeglen handling the controls, ad lib descriptions were given by Announcers Hilton Hodges, Gene Shipley and Elmer Curtis.

WIND, Gary, Ind. on Oct. 27 carried a special hour broadcast in connection with the inauguration of the Indiana State Prison's new radio system. The broadcast, which originated in the newly-built studios of the prison, consisted of interviews with the warden, departmental supervisors, and inmates and the prison band and orchestra performed.

WBZ, Boston, on Oct. 26 opened National Apple Week in Massachusetts with a special *Big Apple* broadcast, open to the public at an admission fee of one or more apples. The piles of apples collected at the door were donated to the Burrough's Newsboys' Foundation to be distributed to needy families.

WDAS, Philadelphia, in order to publicize the new frequency of the station when it changes over next March, has had Joseph Schreibman, station's musical director, write a new theme song titled "1400 on the Dial." To avoid any confusion on the part of listeners, the station program department has restricted the playing of "920 in the Books," a popular swing selection, and any other song with figures in the title so as not to confuse the listener.

FOUND: $348 LOST SENDING TELEGRAMS!

Last year a certain firm (name on request) saved $348 on telegrams by having Postal Telegraph survey telegraph costs! Let this free telegraph cost analysis work for *you*. It uncovers huge waste, and provides easy-to-follow plan to *stop* it!

WIRE COLLECT:

For information about free telegraph cost analysis —wire collect: J. J. O'Donnell, Postal Telegraph, 253 Broadway, N. Y. C. No obligation.

Postal Telegraph

CKGB, Timmins, Ont., on Oct. 14 celebrated the official opening of the new Thompson Bldg., which houses CKGB studios, with an open house and public dance. Over 8,000 persons visited the new studios, and in the evening more than 3,000 attended the dance given at McIntyre Arena.

A. D. WILLARD Jr., general manager of WJSV, Washington, on Oct. 14 started a series of 15 lectures on radio he is giving during the fall semester to U of Maryland students. The course is conducted jointly by Mr. Willard and Dr. Ray Ehrensberger, head of the university's speech department. Some class meetings are being held in WJSV studios, others in the specially-built studio classrooms on the campus.

KFAR, Fairbanks, Alaska, observed its first anniversary by turning over an entire day's schedule of microphone work to 76 of its sponsors, who conducted their own programs, recited their own commercials.

KFRC, San Francisco, recently subscribed to Associated Press news service and has had teletype printers installed in its studios. It also receives the services of International News Service.

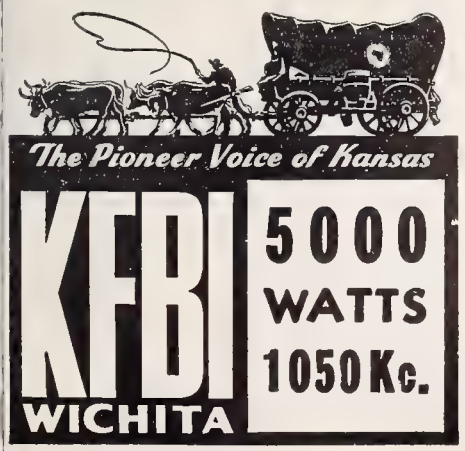
WAHL Co., Chicago, will keep the CBS Eversharp *Take It Or Leave It* on tour through the Nov. 24 broadcast. Remaining schedule is: Nov. 3, Pittsburgh; Nov. 10, Washington; Nov. 17, Philadelphia; Nov. 24, Boston.

THE *Remar Hostess Room* on KROW, Oakland, Cal., was highly recommended at the National Convention of Quality Bakers held recently in New York, by Ray W. Morris, advertising manager of the Remar Baking Co. of Oakland. He analyzed the program's feminine appeal and stated that invitations to the broadcast, which originates in the bakery's hostess room, have already been accepted for the next nine months.

WTAM, Cleveland, and Manager Vernon H. Pribble on Oct. 12 played host at a buffet supper to 150 delegates to the Mid-West Intercity Conference on Women's Advertising Clubs, held Oct. 12-13 in Cleveland. The evening meeting featured a quarter-hour round-table broadcast. Jane Weaver, director of women's activities at the station, was hostess.

KENNETH DOWNS, foreign correspondent, recently returned to the United States, has made several appearances during October before Midwest civic clubs under auspices of WLW, Cincinnati. Downs was chief of the INS bureau in Paris when France fell and later was appointed chief of the INS Western front correspondents.

KGFW, Kearney, Neb., recently conducted a successful campaign to secure funds to purchase an "iron lung" for the city. Cooperating with the local volunteer fire department, the station started a special program schedule at 1:30 p.m., concluding at 9:30 p.m. the same day, and raised more than $2,400. The fund appeal averaged more than $250 per hour. The "iron lung" fund of $2,050 was over the top by 8:30, and the remaining collections during the next hour were used to purchase accessories and appliances for safety work.





THE DOUBLE FAD hit radio sales promotion during the annual dinner dance of the Cincinnati Retail Grocers' Assn., Oct. 16. WSAI gave away Crosley radio sets in a novel contest. Each participant was given a number card, worn necklacewise. Those who spotted their identical number on another person won radios. The cards were printed "Find Your WSAI Double." Above are (l to r) Dick Ruppert, WSAI sales promotion manager; Mrs. Helen Schneider, wife of a bakery superintendent; Bill Barlow, WLW-WSAI publicity department; Stanley McGinnis Jr., grocer; Dewey Long, WSAI general manager.

WOW, Omaha, has announced an arrangement whereby the entire Nebraska State Tabulating Bureau of United Press will operate in the WOW studios as part of elaborate plans for broadcasting election returns Nov. 5. General Manager John J. Gillin Jr. estimated that 150 people would be employed in the bureau election night.

TEXAS QUALITY NETWORK stations early in October started an extensive radio education project, *Texas School of the Air*. The broadcast programs, directed by John Gunstream, deputy state superintendent of schools, are aired from five different points in the State Mondays through Fridays of each week.

WGNC, Gastonia, N. C., in mid-October carried a special "surprise" birthday broadcast observing the 60th anniversary of the *Gastonia Gazette*. During the program prominent local citizens paid tribute to the newspaper and its management. Commenting on the program, marking the first *Gazette* publicity given the station since it went on the air in March, 1939, the paper in both its news and editorial columns cited the courtesy and cooperation of Floyd C. Todd, owner of the station, and its manager, Pat McSwain.

WMAQ, Chicago, on Oct. 19 for the third consecutive year resumed the weekly half-hour *High School Student Party* under the auspices of the Radio Council of the Chicago Board of Edution. Talented high school students from different Chicago and suburban high schools appear on the weekly broadcasts. Youngsters who can sing, tap dance, whistle, recite, tell of an interesting personal experience or present any novelty entertainment will participate. In addition, Everett Lande, of the Radio Council, presents a weekly news period, presenting information about high school life and students. An added feature of the first broadcast was the singing of the Chicago Teachers' College chorus.

WDZ, Tuscola, Ill., participated in the recent Tuscola *Corn Carnival*, sponsored by the Kellogg Co., Battle Creek, Mich. (Corn Flakes), and the Tuscola Chamber of Commerce. The festivities, which lasted a full day, included corn sample contests, a queen contest and other entertainment. Each visitor was given free Kellogg's Corn Flakes, McLaughlin's Manor House Coffee and Sawyer's Butter Cookies. A huge platform was erected in the middle of the town and most of WDZ's programs throughout the day originated from the street. Merchandise tieups were made by the Kellogg Co. and the American Corn Millers Federation, with spots on WDZ preceding the Carnival.

BERT HALL, veteran aviator of three wars and author of three books on military aeronautics, analyzes air tactics in the European war and comments on U. S. air defense in a weekly series on WINS, New York.

KYW, Philadelphia, has increased its broadcasting day by opening the station a half-hour earlier at 5:30 a.m., opening with John Thorpe's farm program and continuing until 1 a.m. WCAU earlier in the month increased its schedule to 21 hours, opening an hour earlier at 5 a.m. until 2 a.m. next morning.

KINY, Juneau, Alaska, recently dedicated its new studios, including in the dedication broadcast a transcribed salute from WRVA, Richmond. Walter Bishop, WRVA public relations director, recorded the station's felicitations, along with music by Sunshine Sue & Her Rangers, WRVA and MBS performers. The salute results from the long-standing friendship between Ed Kraft, Seattle advertising executive who owns the Alaskan station, and Barron Howard, WRVA business manager.

SCRIPT LIBRARY, New York, division of Radio Events, announces that KROC, Rochester, Minn., is the 138th station to present the daily *Family Almanac* script. WTAD, Quincy, Ill., on Oct. 21 started daily presentation of the Library's *Crime Quiz*, now on 111 stations.

KPO and KGO, San Francisco, received honorable mention in the announcement of 1940 direct mail awards by the Direct Mail Advertising Assn.

JOE KELLY, m.c. on the *WLS National Barn Dance* and *Quiz Kids*, has returned to his *Pet Pals* program on the Chicago station for Little Crow Milling Co., Warsaw, Ind. (Coco Wheats). The show is broadcast 7:45-8 a.m. Tuesday thru Saturday, and has been on WLS five years for the same sponsor. Account is placed through Rogers & Smith, Chicago.

KROD, El Paso, Tex., on Oct. 17 carried a remote broadcast of the dedication ceremonies of the monument to the Prince of Peace from the 5,000-foot peak of Mount Cristo Rey on the Texas-New Mexico-Mexico border. Chief Engineer Edward P. Talbott ran a 1,000-foot line to the mountaintop with cooperation of the Army Signal Corps of Fort Bliss.

ARMY & NAVY Cigarette Fund drive for Canadian soldiers overseas conducted on CJOR, Vancouver, B. C., has raised enough money in dimes to buy a half-million cigarettes. The fund is promoted by the Army & Navy Department Stores, Vancouver, during its daily half-hour program over CJOR. For each dime contributed by the audience the sponsor adds another. Madeleine Carroll, motion picture star, recently appeared on the program.

WPID, Petersburg, Va., on Oct. 25 sponsored a public demonstration of television, employing the touring Farnsworth mobile unit. An 8 a.m. to 10 p.m. schedule of visual broadcasts were presented from a studio constructed at Kent's Inc., local furniture store.

THE Nov. 5 *Look* Magazine carried several pages of pictures describing the functions and technique of the *University of Chicago Round Table*, weekly educational feature on NBC-Red. Featuring pictures of actual discusions around the triangular table, taken during the warm-up period and actual broadcast, the magazine also announced that the *Round Table* has been added as a new editorial feature to bring important controversial issues to the attention of its readers through picture presentation of discusions by guest experts.

NATHANIEL SHILKRET, starting Nov. 9 will lead the WGN concert orchestra and augmented chorus in the regular Saturday night operettas presented by the *Chicago Theater of the Air* on WGN-Mutual. Shilkret assumes the position of Henry Weber, musical director of WGN, Chicago, who will be occupied with his duties as artistic director of the Chicago Opera Company.

WLW and WSAI, Cincinnati, on Oct. 28 started construction of new offices for the business departments of both stations on the sixth floor of the Crosley Bldg. Construction is expected to be completed in a month. The new office will occupy 15,000 square feet of floor space and will accommodate the administrative, sales, promotion, merchandising, publicity and program departments. Seven new studios also are to be built on the eighth floor of the building, where offices and studios now are located.

WLWO Afire

FORCED off the air for 24 hours, WLWO, the newly-dedicated Crosley international shortwave station in Cincinnati, resumed its broadcast schedule Oct. 21 after a fire the evening before had almost completely destroyed the tuning house. The station returned to the air after temporary repairs were made on the tuning apparatus. Permanent replacement of damaged equipment is expected to take sevral weeks. The metal tuning house is located at Mason, O., north of Cincinnati, at the site of the WLW and WLWO transmitters. Sheriff William Hufford and insurance investigators are looking into the cause of the fire, meantime assigning three extra guards to the broadcasting property. Pending permanent repairs the station is operating on 9590 kc.

Sawyer Stations Reorganize

THE TWO Charles Sawyer stations in Ohio—WING, Dayton, and WIZE, Springfield—underwent a complete reorganization in October, with Mr. Sawyer becoming president of both, suceeding Stanley Krohn at WING and Abe Gardner at WIZE. Ronald B. Woodyard, general manager of both stations, was elected vice-president of each station. Gertrude Ansel, of Cincinnati, was elected secretary of WING, succeeding Mrs. Stanley Krohn. Edward Merkel, Cincinnati attorney, is secretary and Rudolph Klemper is treasurer of WIZE. Mr. Sawyer recently acquired control of WING and started WIZE as a new station. He is a Cincinnati attorney, who is vice-president and general counsel of the Crosley Corp., counsel of Procter & Gamble and owner of a string of Ohio dailies and weeklies.

STAR RADIO PROGRAMS, New York, has announced its fifth annual Christmas series, *Christmas Tree of 1940*, complete in 25 half-hour scripts. Written by Lawrence N. Marks, the programs are live presentations and require one man for production. As a subscription feature, 100 special lead-in commercial announcements, titled *Christmas Quiz*, are included.

KTHS, Hot Springs, Ark., has been added to the list of stations now using AP news on a full-time commercial basis.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 12 TO OCTOBER 30, INCLUSIVE

Decisions . . .

OCTOBER 16

NEW, Hampden-Hampshire Corp., Holyoke, Mass.—Granted CP 1370 kc 250 w unl.

KFKA, Greeley, Col.—Granted mod. license increase N to 1 kw, 880 kc Sh.—KPOF.

WSPA, Spartanburg, S. C.—Granted CP directional N, increase to unl., move trans., 1 kw on 920 kc.

KVIC, Victoria, Tex.—Granted mod. license increase N to 250 w.

WGOV, Valdosta, Ga.—Granted mod. license increase N to 250 w.

WWJ, Detroit—Granted CP increase N to 5 kw directional.

WIND, Gary, Ind.—Granted CP increase N to 5 kw, change directional antenna.

WIS, Columbia, S. C.—Granted CP change directional N, increase to 5 kw.

WBAX, Wilkes-Barre, Pa.—Set for oral argument 11-21-40 proposed findings re applic. license renewal.

WLWO, Cincinnati—Granted mod. international license for unl. time on 9590 kc. and addition of 11,710 and 15,250 kc, deletion of 11,870 kc.

CBS, New York—Granted 15,270 kc for new station at Brentwood, N. Y., Sh.—WCBX and WCAB.

WRUL, WRUW. Boston—Granted mod. license to delete 15,250 kc and add 15,350 and 17,750 kc.

MISCELLANEOUS — WCAB, Newton Sq., Pa., granted extension effective date rules governing international stations, to 1-1-41; WQAM, Miami, dismissed petition for III-A classification; WHCU, Ithaca, N. Y.; granted reconsideration and grant without hearing of applic. renewal of license and ordered hearing be cancelled; WSBT South Bend, Ind., amended minute entry of 10-1-40 grant to show time as unlimited instead of Sh.-WGES.

OCTOBER 17

WGY, Schenectady—Granted in part motion to continue hearing until after 1-1-41 re applic. renewal of license.

OCTOBER 18

WCSC Charleston, S. C.—Granted petition for dismissal without prejudice of applic. CP 1360 kc 1 kw unl.

NEW, Thomas J. Watson, Endicott, N. Y., granted change in applic. to 1420 kc.

WWL, New Orleans—Granted postponement renewal hearing 30 days from 11-12-40.

OCTOBER 23

WJAR, Providence—Granted CP increase to 5 kw, move trans., new antenna.

KARK, Little Rock, Ark.—Granted CP increase N to 5 kw, change antenna.

WMMN, Fairmont, W. Va.—Granted CP increase N to 5 kw, change antenna.

WBAA, W. Lafayette, Ind.—Granted CP increase to 1-5 kw 890 kc unl.

WBRY, Waterbury, Conn.—Granted CP new trans., change antenna, increase to 5 kw unl. 1530 kc.

KFUN, Las Vegas, Nev.—Granted mod. CP increase N to 250 w.

KENO, Las Vegas—Granted mod. CP re trans., antenna, increase N to 250 w.

WTJS, Jackson, Tenn.—Granted CP increase to 1 kw, change to 1360 kc.

KLPM, Minot, N. D.—Granted mod. license increase N to 1 kw.

KFOR, Lincoln, Neb.—Granted mod. CP as mod. to move trans., change antenna, increase N to 250 w.

KPRC, Houston—Granted CP directional N, increase to 5 kw unl.

WTAW, College Station, Tex.—Granted CP new trans., increase D to 1 kw.

KFEL, Denver—Granted CP increase to 5 kw unl., new trans., directional.

WPEN, Philadelphia—Granted CP new trans., increase to 5 kw directional N.

KOMO, Seattle—Granted CP directional, increase to 5 kw unl.

KRNT, Des Moines—Granted CP move trans., new equip., directional N, increase to 5 kw unl.

SET FOR HEARING—KOWH, Omaha, CP change to 890 kc 5 kw unl., asks KUSD, KFNF facilities; KUSD, Vermillion, S. D., CP change to 660 kc 500 w D Sh.-KFNF, to be heard with KOWH and KFNF applications; WNAX, Yankton, S. D., transfer control to Iowa Bcstg. Co.; NEW, Pan-American Bcstg. System, Hollywood, Fla., Keys Bcstg. Co., Key West, Atlantic Bcstg. Corp., Miami, Central Bcstg. Corp., Sanford, Seaboard Bcstg. Corp., Tampa, Atlantic Bcstg. Corp., W. Palm Beach, Carl Sholtz, Miami, all seeking new stations.

RENEWAL OF LICENSES—WJHP, Jacksonville, Fla., temporary extension pending renewal applic. and decision; WDAK, West Point, Ga., temporary extension pending further consideration of renewal; WSOO, Sault Ste. Marie, Mich., same.

MISCELLANEOUS — WJHP, Jacksonville, Fla., granted time to answer WMBR rehearing petition, and WMBR granted to 10-25-40 to answer; WOAI, San Antonio, denied rehearing petition; WGY, Schenectady, granted reconsideration and grant without hearing applic. for license renewal, hearing cancelled, and applic. renewal granted; NEW, Findlay Radio Co., Findlay, O., dismissed protest and request for rehearing asking reconsideration of action 7-16-40 granting applic. Marion Bcstg. CP new station; WCLS, Joliet, Ill., dismissed petition asking waiver of Sec. 1.368 and applic. modif. license; ordered applic. mod. CP be granted insofar as it asks 1310 kc unl. without prejudice to later consideration of remainder of request, and license modified to unl.; WARM, Scranton, Pa., set for hearing applic. for license new station 1370 kc 250 w unl., CP authorized 1-26-40; WPRA, Mayaguez, P. R., WSSJ, San Juan, and NEW, Puerto Rico Adv. Co., Arecibo, set WPRA renewal applic. for hearing; reconsidered and set for hearing applic. to construct WSSJ and set for hearing applic. CP for Arecibo; WABI, Bangor, and NEW, William H. Rines, Portland, Me., denied petition for reconsideration and hearing of WABI, and petition for hearing or rehearing of William H. Rines re grant of CP to WGAN to change to 560 kc 5 kw directional N and increase to unl., which was granted without hearing 7-16-40, and ordered that WABI applic. change to 560 kc 1 kw and Rines applic. CP 560 kc 1-5 kw directional be set for hearing and further hearing respectively.

OCTOBER 25

WMCA, New York—Granted CP move old trans.

WCBI, Columbus, Miss.—Granted mod. CP change trans., granted license new station.

WMBS, Uniontown, Pa., granted mod. CP change to 590 kc 1 kw re directional antenna, new trans.

WMJM, Cordele, Ga.—Granted license new station 1500 kc 100-250 w unl.

KERN, Bakersfield, Cal.—Granted license change to 1380 kc 1 kw.

WSLS, Roanoke, Va.—Granted license 1500 kc 250 w unl.

KTSM, El Paso—Granted license for CP increase power etc.

KHAS, Hastings, Neb.—Granted license new station 1200 kc 250 w unl.

NEW, Harbenito Bcstg. Co., Harlingen, Tex.—Granted motion to amend applic. CP 1420 kc 250 w unl., re corporate structure, and cancelled hearing set for 12-16-40.

OCTOBER 29

KDFN, Casper, Wyo.—Granted CP increase to 1 kw, change trans.

WALA, Mobile, Ala.—Granted CP increase to 5 kw N & D, new trans., directional N.

WNBC, New Britain, Conn.—Granted CP increase D to 5 kw directional.

KWFC, Hot Springs, Ark—Granted mod. license increase N to 250 w.

WKBO, Harrisburg, Pa.—Granted mod. license increase N to 250 w.

KRSC, Seattle—Granted transfer of control to Palmer K. Leberman.

NEW, Brown County Bcstg. Co., Brownwood, Tex.—Granted CP 1350 kc 500 w unl.

NEW, Walczak Lab., Springfield, Mass.—Granted voluntary dismissal applic. CP experimental television station.

NEW, Capital Bcstg. Co., Washington, D. C.—Granted CP 1420 kc 250 w unl., 100 w synchronized amplifier.

NEW, Maryland Bcstg. Co., Baltimore—Granted CP 1200 kc 250 w unl.

KVWC, Vernon, Tex.—Granted voluntary assignment license to Northwestern Bcstg. Co.

NEW, Nueces Bcstg. Co., Corpus Christi, Tex.—Granted CP 1500 kc 250 w unl.

KXYZ, Houston—Granted auth. transfer control to Tilford Jones.

WIBC, Indianapolis — Granted CP increase hours to unl., move trans., directional.

NEW, Journal Co., Milwaukee—Granted CP 66-72 mc No. 3, 1 kw.

KOIL, Omaha—Granted CP increase to 5 kw directional N.

WHIO, Dayton — Granted CP change trans., antenna, increase N to 5 kw.

WNBX, Keene, N. H.—Granted mod. CP change antenna, new trans., increase to 5 kw.

SET FOR HEARING—NEW, Wm. D. Hudson, Violet Hutton Hudson, Clarksville, Tenn., CP 1370 kc 250 w unl.; NEW Paducah Bcstg. Co., Clarksville, Tenn., CP 1370 kc 250 w unl.; NEW, Radio Corp. of Annapolis, Annapolis, Md., CP 1310 kc 100 w unl., asks WINX facilities.

OCTOBER 30

MISCELLANEOUS—WRCA, New York, temporary extension use added 35 kw 9670 kc to 12-1-40; KSUB, Cedar City, Utah, license extended to 3-29-41; KFYO, Lubbock, Tex., denied rehearing action 9-4-40 granting WING CP increase power etc.; WSSJ, San Juan, P. R., denied motion strike from files applic. Caribbean Bcstg. Assn. and cancel hearing set for 12-4-40; WHJB, Greensburg, Pa., denied reconsideration and grant without hearing applic. CP increase to 1 kw unl.; WMBR, Jacksonville, Fla., dismissed petition for rehearing re applic. WJHP, Jacksonville.

Applications . . .

OCTOBER 15

WMBS, Uniontown, Pa.—Mod. CP new trans and directional antenna, change to 590 kc 1 kw, asking authority to change antenna, install new trans.

WBIR, Knoxville, Tenn.—Mod. CP to increase to 250 w.

KYOS, Merced, Cal.—CP new trans., change to 1340 kc 500 w-1 kw unl., amended to 1 kw unl., directional and omit request for contingency on KOY going to another freq.

OCTOBER 16

WWNY, Watertown, N. Y.—Mod. CP new station for new trans.

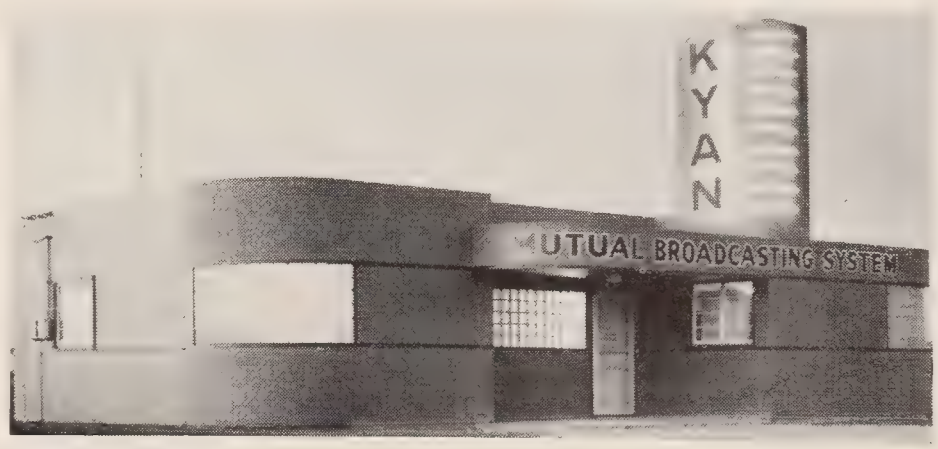
NEW, Western Mass. Bcstg. Co., Pittsfield, Mass.—CP 1500 kc (1490 under treaty), 100 w unl.

WORL, Boston—Mod. license to 1 kw.

NEW, Findlay Radio Co., Findlay, O.—CP 1500 kc 250 w unl. IV, amended to 1420 kc.

OCTOBER 19

WGR, Buffalo—CP move trans., increase power etc., amended to change antenna and omit request for power increase.



TAKING THE AIR for the first time Oct. 21, KYAN, new MBS outlet in Cheyenne, Wyo., put into service this new studio-transmitter plant. The 250-watt fulltime outlet operates on 1370 kc. and is RCA-equipped throughout, with a Wincharger antenna tower. KYAN is Cheyenne's first station and the State's only network affiliate.

Electro - Medical Session Called Nov. 29 by Jett

TO FACILITATE allotment of particular frequencies for exclusive use of electro-medical apparatus and thereby minimize interference caused by these miniature transmitters to radio transmission and reception, the FCC Oct. 29 announced a call for an informal engineering conference in Washington Nov. 29. The conference will be presided over by Chief Engineer E. K. Jett, a student of diathermy development.

The FCC said it recognized the importance of electro-medical apparatus in medical treatment and did not wish to curb this development in any way. Through cooperation of interested individuals and groups, it was announced it hopes to adjust the technical problems in connection with operation of high-frequency electro-medical equipment.

NEW, Frequency Bcstg. Corp., Brooklyn—CP 620 kc 500 w D; CP 43.7 mc FM 14,400 sq. miles.

NEW, Triple-Cities Bcstg. Co., Binghamton, N. Y.—CP 1420 kc 250 w unl.

WQXR, New York—Mod. CP as mod., for increase power etc., asking further changes in equip., directional N & D, increase to 10 kw, change to 1560 kc I-B.

NEW, Martin Anderson, Macon, Ga.—CP 1370 kc 250 w unl.

WALB, Albany, Ga.—Mod. CP new station to change 1230 to 1530 kc (1590 under treaty), change to 1 kw unl., directional N.

OCTOBER 22

WMCA, New York—CP reinstatement CP new trans., increase power etc.

WCRC, Brentwood, N. Y.—Mod. CP international station re antenna, add 9650 kc, unl. on 21,520 kc, Sh.-WCBX on 9650 kc.

WCBX, Wayne, N. J.—Mod. CP move trans., increase power, re antenna, change to Sh.-WLWO, WCAB, on 15,270 kc to Sh.-WCAB.

WRNL, Richmond, Va.—CP new trans., change antenna, increase to 5 kw.

NEW, Tropical Bcstg. Co., Deland, Fla.—CP 1310 kc 250 w unl. (1340 kc under treaty).

OCTOBER 25

NEW, Central N. Y. Bcstg. Corp., Onondaga—CP 46.3 mc 8,300 sq. miles.

WMBC, Detroit—Mod. license change corporate name to John L. Booth Bcstg. Inc.

NEW, Ashland Bcstg. Co., Ashland, Ky.—CP 43.3 mc 5,119 sq. miles, amended to 46.1 mc.

WBNS, Columbus—CP 43.1 mc 12,400 sq. miles, amended to 44.5 mc.

NEW, American Bcstg. Corp. of Ky., Lexington—CP 44.1 mc 7,290 sq. miles, amended to 45.1 mc.

WSGN, Birmingham—CP change to 610 kc 1 kw new trans., directional N, move trans.

NEW, Amarillo Bcstg. Corp., Amarillo, Tex.—CP 45.1 mc 6,503 sq. miles.

KIRO, Seattle—Mod. CP new trans., directional, increase power etc., asking increase to 50 kw, new trans., change directional antenna.

OCTOBER 29

WBZ, Boston—CP reinstate CP as mod. new trans., directional antenna, move trans.

NEW, Metropolitan Television Inc., New York—CP 102-108 mc 1 kw A3, A5, amended to 162-168 mc 250 w.

NEW, Yankee Network, Boston—CP 44.3 mc 19,230 sq. miles.

NEW, Natchez Bcstg. Co., Natchez, Miss.—CP 1500 kc 250 w unl. IV.

WCLS, Joliet, Ill.—Auth. transfer control to Walter Ashe.

KCMO, Kansas City—CP increase N to 5 kw, change directional antenna N, Class III-A.

NEW, Zenith Radio Corp., Chicago—CP 43.5 mc 10,760 sq. miles, amended re trans., studio, change to 45.1 mc.

KJR, Seattle—CP increase to 10 kw direction N & D I-B, amended re trans., directional antenna N only, increase to 50 kw, move trans.

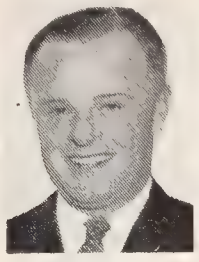
LATE *Personal* NOTES

Herb Hollister Leaves As Manager of KFBI; Pyle Named Successor

RESIGNATION of Herb Hollister as vice-president and general manager of KFBI, Wichita, to enable him to devote his full time to KANS, Wichita, of which he is



Mr. Hollister



Mr. Pyle

president, and to other radio interests, was announced Oct. 22. Simultaneously, K. W. Pyle, assistant general manager and technical director of the station, took over duties of general manager of KFBI.

Mr. Hollister, one of radio's best known figures, declared he proposed to devote fulltime to KANS, of which he is half-owner and president, as well as KMMJ, Grand Island, Neb., of which he is part owner. He also has in mind expansion of his radio operations in other fields, probably together with Don Searle, general manager of Central States Broadcasting System (KOIL, KFAB, KFOR), his associate at KANS and KMMJ.

Mr. Pyle was manager of KFBI at its former location at Abilene, Kan. When Mr. Hollister took over the vice-presidency and general management of KFBI on Jan. 1, 1940, Mr. Pyle became his chief assistant as well as technical director.

Jack Todd, general manager of KANS, will continue in that capacity.

H. K. Lindsley, president of KFBI, commended Mr. Hollister for his "splendid work" in getting KFBI started in Wichita, and said he accepted his resignation "with great reluctance".

Spots for Tootsie Rolls

SWEETS Co. of America, New York, is planning the largest spot campaign in its history in the interests of Tootsie Rolls to run this fall and winter. Biow Co., New York, agency in charge, has released no details of the campaign.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency **$17.50**
2. NEW CRYSTAL (less holder) **$22.50**
3. NEW CRYSTAL fully mounted . . **$30.00**

LOW DRIFT - APPROVED BY FCC

Scientific
RADIO SERVICE
124 Jackson Ave.
University Park, Md.

GEORGE ALLEN, of the sales promotion department of WOR, Newark, has been promoted to take over Horatio Locke's position in the department. Locke has left the station to open his own office. Samuel M. Bicknell, for the last two years in the sales promotion division of Crowell-Collier Publishing Co., also has joined the WOR staff.

EMMONS C. CARLSON, sales promotion manager of the NBC Central Division, has announced the transfer of Gerald A. Vernon from the circulation department in the NBC Eastern Division to the sales promotion department of the Central Division. Vernon, formerly assistant to Jack Green, New York, will have charge of circulation, coverage and statistical data. Born at Unsankinko, Korea, Vernon is a graduate of Colgate U. He joined NBC after his graduation in 1937.

KENNETH L. GORDON, since 1936 Midwest manager of West, Holliday Co., Chicago, newspaper representative firm, and for 11 years previous to that associated with that company, on Nov. 1 was appointed general manager of KDTH, new 1000-watt local owned by the *Dubuque* (Ia.) *Telegraph-Herald*, Dubuque, Ia. The station, now under construction, is expected to go on the air in the near future. A native of Chicago, Mr. Gordon attended Northwestern U after which he joined Erwin, Wasey & Co., Chicago, and later Charles Daniel Frey Co.

CLAYTON WALTER, for the last 10 years copy chief of Buchen Co., Chicago, and previous to that copy writer of McJunkin Adv. Co., has been appointed copy chief and account executive of Frank R. Steel Associates, Chicago. He will handle the *Capper's Farmer* and Mutual Trust Life Ins. Co. accounts.

THEODORE F. ALLEN, formerly with NBC and manager of WQDM, St. Albans, Vt., has been named manager of the new WFCI, Pawtucket, R. I.

ROSALIND KHARFEN, formerly of WIP, Philadelphia, has joined the continuity department of WWSW, Pittsburgh. Ray Schneider, WWSW announcer, is the father of a boy born Oct. 27.

CLIFFORD LIEN, engineer of KSCJ, Sioux City, Ia., has been called for duty in the Naval Communication Reserve at Great Lakes, Ill.

L. R. DICK, formerly of A. C. Nielsen Co., in New York and Chicago, has joined National Radio Records as sales manager.

CARL SWANSON, of J. Walter Thompson Co., New York, Lux account representative for Canada, is the father of a girl born Oct. 29.

CHET LONG, formerly of WEEU, Reading, Pa., has joined the continuity department of WIRE, Indianapolis.

Staff Additions at WBRW

COMPLETING its second month of service, WBRW, Welch, W. Va., Oct. 28 announced several new staff appointments. William Bane, Bluefield, W. Va., and David L. Fann, Tennile, Ga., have joined the sales department. The production department additions include Joseph Herget, formerly with West Virginia Network, program manager; Ken Givens, formerly of WLPM, Suffolk, Va., special events and sports; Harold Haught, formerly with WPAR, Parkersburg, announcer-writer. Engineers include George Yazell and Thomas Phillips, formerly with WBTH, Williamson, W. Va.; Barttell Bibby, Capitol Radio Engineering Institute, Washington, and Thomas Batson, RCA Institutes, New York. Appointments were made by Harold McWhorter, general manager.

DEL SHARBUTT has signed a contract with Campbell Soup Co. to act as exclusive announcer for the company, except for the *Musical Americana* program, which he is currently handling for Westinghouse on NBC and will continue to announce until his present 13-week contract expires. Mr. Sharbutt announces Campbell's *Martha Webster* program, and under the new contract will announce the company's *Lanny Ross* show as well as the new program Campbell is now lining up on CBS for Fridays 9:30-10 p.m. Mr. Sharbutt also will work with the copy department of Ward Wheelock Co., Philadelphia, Campbell agency, in planning new types of commercial announcements.

HENRY SOUVAINE, president of the New York talent booking agency Henry Souvaine Inc., and former radio director of Cecil & Presbrey, New York, has been engaged by Buchanan & Co., New York, the agency handling the Metropolitan Opera broadcasts on NBC for the Texas Co., to supervise and coordinate for agency and sponsor the various activities pertaining to the broadcasting of the operas.

SEYMOUR MORRIS, formerly an account executive of Benton & Bowles, New York, has joined Compton Adv., New York, in a similar capacity.

HAL DAVIS, formerly in charge of publicity for Columbia Recording Corp., Bridgeport, Conn., and New York, and Leslie Lieber, free-lance publicity agent, on Nov. 1 will take over the radio talent and band accounts formerly handled by Jack Banner, now publicity director of WNEW, New York. Mr. Davis and Mr. Lieber will be located in Mr. Banner's former offices at 17 E. 49th St., New York, with telephone Plaza 3-3269.

JOSEPHINE MARLOW, for several years secretary to Henry P. Johnston, general manager of WSGN, Birmingham, has been named traffic manager of the station. Bill Borthwick, formerly of WWRL, New York, has joined the WSGN announcing staff, replacing Jud Collins, who resigned to join WSM, Nashville. Tom Severin, WSGN announcer, has been named music librarian of the station.

ROBERT WASDON, sales manager of WLPM, Suffolk, Va., has resigned as of Nov. 9 to join the sales department of WBIG, Greensboro, N. C.

JOHN C. CROPLEY has joined the announcing staff of WLVA, Lynchburg, Va. Previously he was a supervisor of operations at the New York World's Fair and before that sales manager, Southern division, Merchants Ad Service and for several years associated with E. A. Pierce & Co., Wall Street brokers.

JULIAN BENTLEY, news editor of WLS, Chicago, has joined a volunteer battalion made up of Chicago business and professional men to study at first hand Army regulations, infantry maneuvers and drills. He has found the course a great help in editing and writing war news.

WOL
WASHINGTON, D. C.
1,000 Watts
DAY & NIGHT
Affiliated With the
Mutual Broadcasting System
1230 KC.

W. T. Bush Appointed As Manager of WPRO

PROMOTION of William T. Bush, for several years commercial manager of WPRO, Providence, to the post of station manager, was announced Oct. 17 by William S. Cherry Jr., president of the Cherry & Webb Broadcasting Co. Hervi Carter, until recently a member of the sales division of the Yankee Network, was named commercial manager.

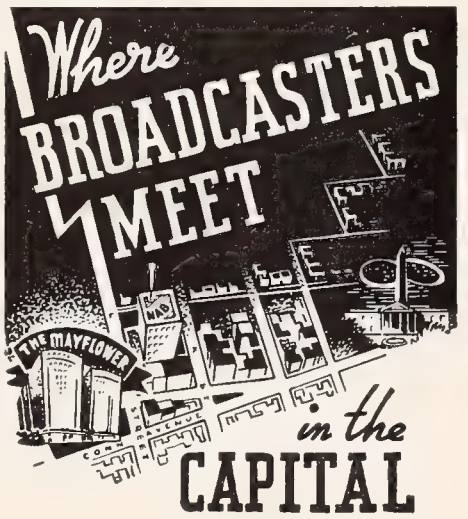


Mr. Bush

Mr. Bush succeeds Stephen P. Willis, who resigned several months ago to join WJNO, West Palm Beach, as general manager. Mr. Cherry continues his executive direction of the station, as well as of the department stores in the Cherry & Webb New England chain.

Harold H. Kelly

HAROLD H. KELLY, 56, transmitter engineer of WSB, Atlanta, died of a heart attack Oct. 25 while at work. WSB was off the air 40 minutes after Engineer Andy Bellinger had waited in the WSB control room for the 5:30 a.m. go-ahead signal. When it failed to come and a telephone call to the transmitter failed to get an answer, Bellinger called A. W. Shropshire, chief transmitter engineer, who lives near the transmitter. Shropshire found Kelly slumped on the control desk. He had made a 5:15 entry on the log.



DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course

The MAYFLOWER
WASHINGTON, D. C.
R. L. Pollio, Manager

Television Tests Revived by NBC

New Equipment Is Tried Out; Special Election Coverage

WITH a film telecast Oct. 27, NBC's television station, W2XBS, New York, returned to the air for a test series. Station had operated on a regular schedule from May 1, 1939, until the end of July of this year when it went off the air to permit NBC engineers to change the station to the new band assigned by the FCC.

Designed primarily to test the new equipment and circuits, the telecasts will be presented on "a necessarily irregular schedule", Alfred H. Morton, NBC vice-president in charge of television, explained. "As we try out each of the different pieces of equipment, time will be required to coordinate them with other parts of the complete system. We will, however, let the televiewer know at the conclusion of each test just when the transmitter will be on the air again and what the nature of the pickup will be."

Election Coverage

Most important telecasts scheduled were the pickups of the political rallies at Madison Square Garden in New York during the final week of the Presidential campaign, with President Franklin D. Roosevelt making the main address of the Democratic rally Oct. 28 and with Wendell L. Willkie, Republican candidate, speaking at his party's rally Nov. 2, and a program on the evening of Nov. 5, election day, in which charts and maps will be utilized to give a visual picture of the standing of the candidates as the returns come in. One of NBC's staff of commentators, probably Baukhage, will be assigned to television for the evening and others of the network's news analysts will talk to the television audience from time to time during the evening.

Contrary to expectation that when W2XBS returned to the air it would broadcast images with a definition of 507 lines, the test images are again telecast at 441 lines with transmission at 30 complete frames a second as formerly. It is understood that the change to 507 lines would necessitate changes in some makes of television receivers and that for this reason NBC decided to retain its former definition until after the final report of the National Television Standards Committee, which may recommend further changes. The committee, which is studying all phases of television standards, hopes to have its work completed and its recommendations ready for presentation to the FCC by Jan. 1, 1941.

KTHS Wins Tax Case

KTHS, Hot Springs, Ark., operated by the local chamber of commerce, early in October was awarded an injunction restraining the City of Hot Springs from collecting an occupation tax from the station. In handing down the decision, Chancellor Sam Garratt ruled that the radio station was a nonprofit organization operated by a civic body, and that collection of the tax also would interfere with interstate commerce. The ruling resulted from a suit filed by C. T. Cotham, attorney for the station, to test a recently enacted city ordinance which provided for the taxing of radio stations. It was indicated the suit would be carried to the State supreme court.



Drawn for BROADCASTING by Sid Hix

"Call the Government Quick . . . That Must Be One of Them Fifth Columners With a Radio Sender."

Defense Board to Designate Committees for Special Work

ANXIOUS to perfect its plans with greatest possible speed, the Defense Communications Board plans shortly to complete its organization with the appointment of possibly a dozen committees representing both Government and industry.

Pursuing a strict course of planning, the board has completed virtually all of its preliminary work and already has tentatively approved the framework of the advisory committee structure. Within the next week or so it is expected the board will invite industry groups, along trade association lines, to nominate compact advisory units subject to its approval. The President's executive order of last Sept. 24 creating the war planning agency, specified that it should name the advisory groups.

Picking the Members

The precise makeup of the broadcasting industry unit will depend upon final action of the five-man board, comprising high-ranking Government officials. More than likely, it is expected, a Government official will be named on each committee as the liaison officer, to impart the scope of the work. Because internal communications, which embrace broadcasting, are entrusted to the Army during a national emergency, it is expected the broadcasting committee liaison officer will be an Army man.

Apparently the Defense Board is thinking along trade association lines in designating these important committees. Presumably both NAB and NIB will be called upon to nominate candidates for the broadcasting committee. Due to the high degree of coordinative activities which will be entailed, it is logical to assume that various committees will work jointly on certain problems. For example, framing of an emergency network of broadcast stations entails coordination of telephone long lines.

Government committees as well as industry groups will be named. Engineers representing the various Government agencies identified with radio already have met with the board at its recent sessions. Meetings were held Oct. 22, 25 and 28 to lay the pattern for the designation of both Government and industry committees. As customary in Government procedure, a law committee probably will be named to draft the war plans for consideration and approval of the President.

Advisory Capacity

Industry committees, following the practice of the State Department in preparing for international communications conferences, will work purely in an advisory capacity. All meeting expenses and drafts will be borne by industries cooperating with the board. The DCB has no funds of its own but is defraying its limited overhead with funds available to the various Government agencies.

In addition to a standard broadcasting committee, it is expected another group will be named for international broadcasting. Since external communications are designated to the Navy in time of national emergency, undoubtedly a naval communications officer will be detailed as this committee's Government liaison. The DCB meets again Nov. 4, presumably to finish its committee planning work. FCC and DCB Chairman James Lawrence Fly emphasized that giving committee status to various studies and problems does not necessarily indicate that these situations are immediately important or that one is more important than the other.

Members of the committee, in addition to Chairman Fly, are Maj. Gen. Joseph O. Mauborgne, Army Chief Signal Officer; Rear Admiral Leigh Noyes, director of Naval Communications; Assistant Secretary of State Breckinridge Long, and Assistnat Secretary of the Treasury Herbert E. Gaston.

Trade Area Map Dropped by NAB

ALL-FRONT operations of NAB during the ensuing year were discussed at a meeting of the executive committee in Washington Oct. 25. A meeting of the full NAB board of 26 directors—the first to be called since the convention in San Francisco last August— is tentatively scheduled for Dec. 2-3 in New York.

The executive committee, flanked by network observers, held an all-day session. A resolution tendering the services of Edward M. Kirby, NAB public relations director, to the Army on a dollar-a-year basis, to create a radio section in that military branch, was adopted unanimously by the committee. Mr. Kirby would serve as long as the Army desired [See page 15].

FM Map Vetoed

A proposal that the NAB undertake development of a trade area map, to be utilized by the FCC in devising FM allocations, was voted down by the executive committee. It was held that conflicting viewpoints of NAB members, some of whom do not agree with the FCC economic theory of FM allocation, would mitigate against such a project as a NAB venture. It is estimated that approximately $5,000 would be required to develop the map.

NAB President Neville Miller discussed with the board plans for district meetings during the ensuing year. Along with other staff members of the NAB, he probably will attend meetings in the 17 NAB districts.

The executive committee appraised the status of the music copyright situation and concluded that Broadcast Music Inc. was progressing satisfactorily. A number of subcommittees of the board probably will be created from time to time by President Miller to undertake specific studies on a committee basis.

The executive committee authorized representation of NAB on the National Television System Committee, being directed under auspices of the Radio Manufacturers Assn. to devise standards for commercial television. John V. L. Hogan, chairman of the NAB engineering committee and an ex-officio member of the television group, has been designated as NAB representative, with Lynne M. Smeby, NAB engineering director, as his alternate.

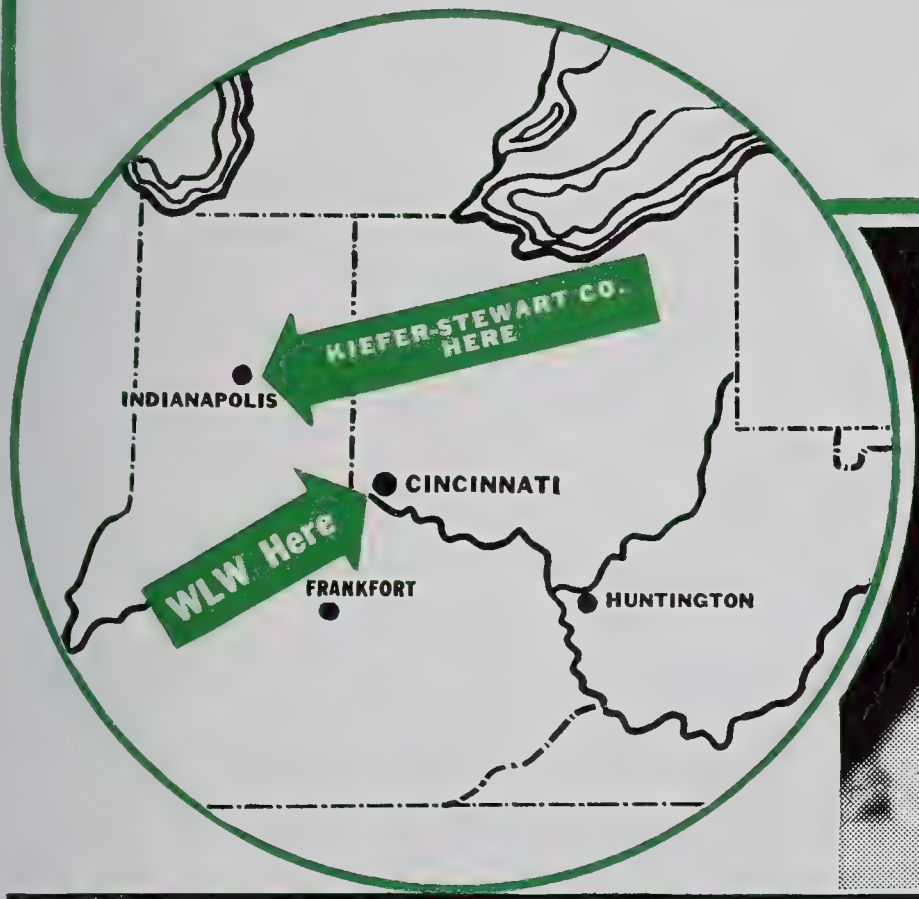
Members of the executive committee present at the session were President Miller; Herb Hollister, KANS, Wichita; Don Searle, KOIL-KFAB, Omaha-Lincoln; Edwin W. Craig, WSM, Nashville; Paul W. Morency, WTIC, Hartford, and John Elmer, WCBM, Baltimore. John A. Kennedy, WCHS, Charleston, was absent. Also present as network representatives were F. M. Russell, NBC Washington vice-president; Harry C. Butcher, CBS Washington vice-president; Fred Weber, Mutual general manager; William B. Dolph, WOL-MBS, Washington.

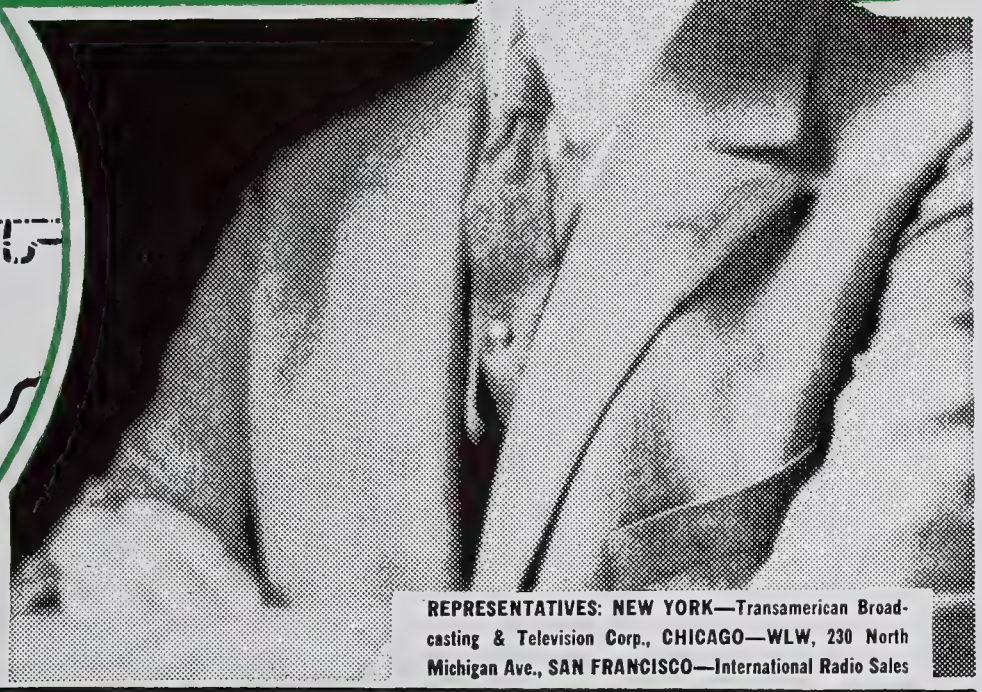
"WLW's powerful advertising is doing a most effective job for us throughout the large territory which is covered by our salesmen. Due to the widespread consumer-preference for WLW-advertised brands, we pay particular attention to products that are going to be advertised over WLW."

Signed: G. B. Moxley, President
Kiefer-Stewart Company
Indianapolis, Ind.



Kiefer-Stewart travel 49 wholesale drug salesmen covering all of Indiana, a good part of Illinois and northwestern Ohio and part of Michigan.





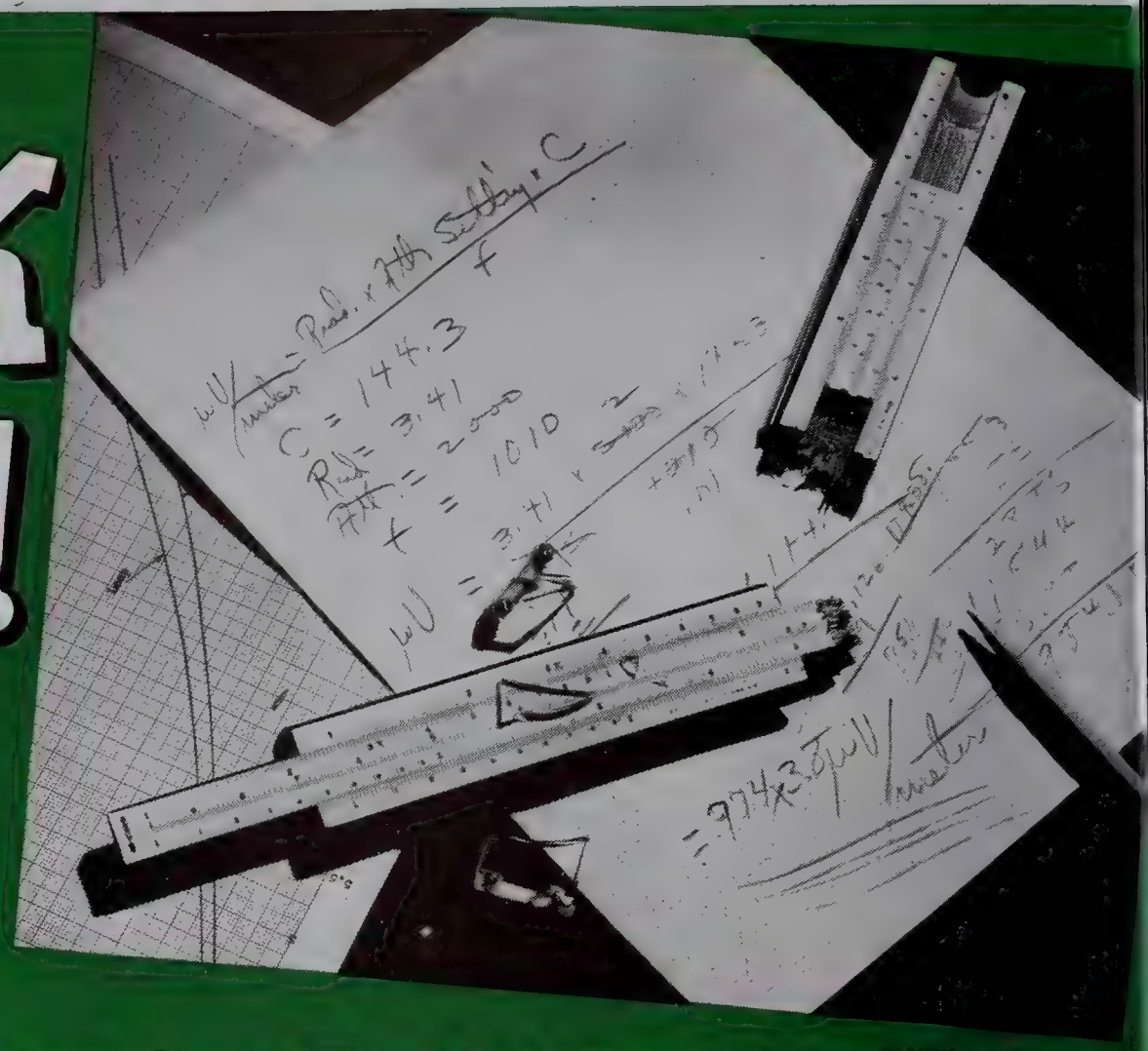
REPRESENTATIVES: NEW YORK—Transamerican Broadcasting & Television Corp., CHICAGO—WLW, 230 North Michigan Ave., SAN FRANCISCO—International Radio Sales

WLW THE NATION'S *most Merchandise-able* STATION

BREAK IT UP!

...NO MORE CALCULATIONS

on Field-Intensity Surveys with this



New RCA Direct-Reading Field Intensity Meter

FIELD intensity measurements are important to every station . . . to check coverage, service area, antenna efficiency. But old-style field intensity measuring *methods*—methods that mean calculations for each of the hundreds of individual survey points—are time-wasting and costly.

Here's the RCA answer: the new model 308-A *direct-reading* Portable Field Intensity Meter. Quick and simple to use, the 308-A is *more* accurate than old methods...yet gives field intensities *without* calculations by direct-readings from the attenuator scale, in a few *seconds!*

Three easily interchangeable shielded loops cover 6 bands—from 120 kc. to 18,000 kc. Wide intensity range, from 20 microvolts to 10 volts per meter, permits measurements within a stone's throw of the antenna itself—or out where the signal lies barely above the noise-level.

Write for complete data and descriptive literature on this time-saving, cost-saving new RCA instrument—or ask your technical staff to investigate.

★

Use RCA Radio Tubes in your station for finer performance

- ★ **Quick and Accurate—No Calculations**
- ★ **Light Weight—Portable—Convenient**
- ★ **Wide Frequency Range: 120 to 18,000 kc.**
- ★ **20 Microvolts to 10 Volts per Meter**



New York: 1270 Sixth Ave. Chicago: 589 E. Illinois St. Atlanta: 530 Citizens & Southern Bank Bldg. Dallas: Santa Fe Bldg. San Francisco: 170 Ninth St. Hollywood: 1016 Sycamore Ave.

RCA

Broadcast Equipment

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America



PRINTED IN U.S.A.

BROADCASTING

Broadcast Advertising

Vol. 19 • No. 10

NOVEMBER 15, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

The Voice of the Independent Station now has



161

ECHOES

Six years ago we began shouting for what we thought was right: a network of and for the stations, where stations share in decisions and in profits; where stations can be network-programmed, yet free to serve their localities as they see best. Now 161 strong, we're still for the Mutual idea that is re-echoing around the country to the tune of $4,000,000 a year.

MUTUAL BROADCASTING SYSTEM

MBS

Two years ago, on September 1, 1938, WLS first ran this ad on Keystone's renewal. It's still true, with minor revisions shown. Eight years with the same show, same time, same sponsor and same station—it speaks for itself!

KEYSTONE RENEWS AGAIN AND AGAIN

EIGHTH ~~SIXTH~~ SAME TIME-SAME PROGRAM YEAR!

THE Keystone Steel and Wire Company of Peoria, Illinois, has again renewed for fifty-two weeks their half hour participation in the Saturday night WLS National Barn Dance. Since January 14th, 1933, the Keystone Barn Dance has been broadcast every Saturday night from the "Old Hayloft" without interruption. With the completion of this renewal schedule, that means six and a half years of continuous sponsorship of the same program on the same station by the same company. It must have the same conclusion—RESULTS!

8½ Years

WLS Gets Results

Represented by
JOHN BLAIR & COMPANY

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* (*Chicago*) Glenn Snyder, *Manager*

Making Sales



W A A B	Boston
W E A N	Providence
W I C C	Bridgeport, New Haven
W L L H	Lowell, Lawrence
W S A R	Fall River
W S P R	Springfield
W L B Z	Bangor
W F E A	Manchester
W N B H	New Bedford
W T H T	Hartford
W A T R	Waterbury
W B R K	Pittsfield
W N L C	New London
W L N H	Laconia
W R D O	Augusta
W H A I	Greenfield
W C O U	Lewiston, Auburn
W S Y B	Rutland
W E L I	New Haven

YOU score smashing hits every game in 19 buying centers of New England with the championship delivery of The Colonial Network. Start rolling at any time—then watch with satisfaction the sales figures on your tally sheets.

THE COLONIAL NETWORK

21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *National Sales Representative*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

LEADERSHIP *in Library Service*

Merchandising "Extras"...

New Spot-Ads...an Exclusive, Profitable Service for Standard Subscribers

No transcribed feature of recent years has met with such instant success as Standard's "SPOT-ADS." Station after station reports almost immediate sales of these unique, cleverly staged dramatized commercials, often on first audition!

Writing, direction and talent are so unusual and different, that each series assures a consistent source of extra profits for Standard Subscribers. Four groups are now available: Series A for USED CAR DEALERS, Series B for RETAIL CLOTHING STORES, Series C for FURNITURE STORES and Series D for JEWELRY STORES. All are equally outstanding in their combination of showmanship and the commercial touch.

Write for information on Standard Radio's "SPOT-ADS," Standard Radio Library Service, Standard Radio's new Tax-Free Library, and Standard Super Sound Effects.

"SPOT-ADS...effective and salable"

RADIO STATION
WROK
ROCKFORD ILLINOIS

October 1, 1940

Standard Radio
360 North Michigan Avenue
Chicago, Illinois

Gentlemen:

For the past year we have been subscribers to your transcription service and have found it very satisfactory for our needs. Particularly, we want to compliment you on your SPOT-AD service. We have received your SPOT-ADS for used cars, furniture and men's furnishings. They are interesting, effective and sell at a price that make them salable in any market.

Continued success to Standard Radio, and I hope that more SPOT-ADS will be forthcoming in the near future.

Very truly yours,

RADIO STATION WROK
Walter Koessler
Walter Koessler
General Manager

WK:TK

AFFILIATED WITH THE MUTUAL BROADCASTING SYSTE

Are your Transcriptions up to Standard?

271 Standard Stations Answer: "Yes!"

Standard Radio
HOLLYWOOD CHICAGO



MICHAEL *at the* MIKE!

Make that extra *sales point!* Team up with WMAL and Ray Michael on Washington's great sports program—Michael at The Mike. Period by period, sale by sale, you can't make a better combination.

Ten Crown Gum, Dodge Dealers of Washington, and Queen City Brewing Co. are among the list of alert advertisers who have made sales touchdowns by sponsoring Michael at The Mike for football, baseball, boxing, ice hockey and other top-flight competitive events in Washington.

Have a *winner* in sales, put your money (a very little of it, too) on WMAL and Michael at The Mike. A wire or phone call will bring you full details.

WMAL
WASHINGTON, D. C.
500—250 WATTS · 630 KC.

Represented Nationally by NBC SPOT Sales Offices

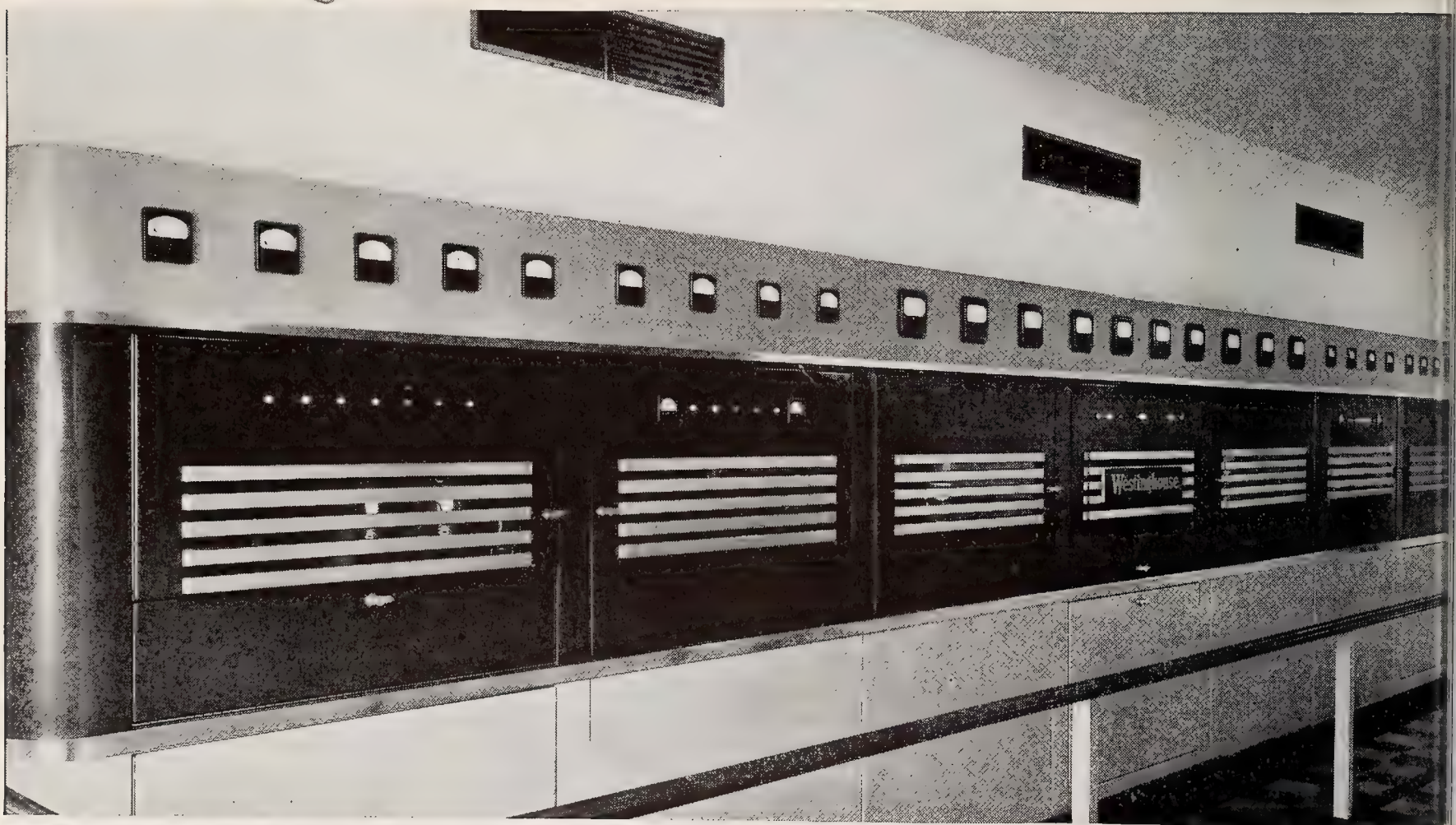
NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · WASHINGTON · CLEVELAND · DENVER · HOLLYWOOD

WBAL STEPS UP



WBAL MEANS BUSINESS IN BALTIMORE

Full time operation over WBAL now gives advertisers a new opportunity to reach homes in the Baltimore area. The typical Westinghouse 50-HG transmitter with seven cubicles is illustrated below. WBAL's new transmitter will consist of nine cubicles arranged to form a U, the two additional cubicles housing the rectifier and antenna phasing equipment.



W WESTINGHOUSE ELECTRIC

Westinghouse

TO 50,000 WATTS

. . . WITH THE NEW ECONOMY AND RELIABILITY OF A WESTINGHOUSE 50-HG TRANSMITTER

Baltimore now joins the ranks of U. S. cities with 50,000-watt radio transmission. Multiplying by five its previous 10,000 watts, and gaining full time on 1090 kilocycles, WBAL now puts added emphasis into its well-known slogan, "WBAL means business in Baltimore."

After looking over the entire field of equipment available for 50-kw operation WBAL's management selected a Westinghouse 50-HG Transmitter. This is one of the only two COMPLETE 50-kw transmitters purchased since January 1 by stations receiving 50-kw construction permits. The other one is also a Westinghouse 50-HG.

The distinctive operating advantages of this transmitter are a natural result of radio station operating experience plus complete manufacturing experience since the earliest days of radio broadcasting. Westinghouse is the ONLY company which manufactures under its own name and responsibility ALL the equipment needed for complete radio transmitting station operation.



Near Pikesville, Md., this new station will house the Westinghouse 50-HG Transmitter of WBAL.

WITH THESE OPERATING ADVANTAGES:

- Air-cooled tubes in all stages.
- Extremely low operating costs.
- Metal rectifiers throughout, except main high voltage rectifier.
- Inductive neutralization of the power amplifier.
- Equalized feedback.
- Compressed gas condensers.
- Complete elimination of fuses.
- Spare rectifier tube at operating temperature.
- Ease of adjustment.
- Unit construction throughout.
- Full automatic control.
- Relatively low plate voltages.
- Conservative operation of all tubes.

J-08030

Broadcast Equipment

A lot of people we know won't listen to this program



But that's because a lot of people you and I know are advertising men—people who don't get much kick out of any daytime drama and who aren't entertained by household hints. Yet because they can recognize good things even if they have no personal appeal, a lot of them buy KGO's Home Forum. Here's why!

It's a very different story with your customers—the homemakers. They'll tell you that KGO's Home Forum, and the useful household and menu tips from its Mistress of Ceremonies, Ann Holden, are both pretty swell. (We've got letters galore to prove it.)

Home Forum will put your message on San Francisco's second biggest station. It will give you a show of established reputation, complete with experienced, popular talent. (Ann Holden has broadcast to Pacific Coast housewives for the last 12 years.) And Home Forum will give you a chance to do a real radio job in Northern California *on a small budget*. Total cost per program as low as **$18**

KGO
SAN FRANCISCO
7500 WATTS · 790 KC.

Ask your nearest NBC Spot Sales Representative about Home Forum. Or write KGO for a full presentation.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · CLEVELAND · DENVER · WASHINGTON · HOLLYWOOD

sales out of smoke rings!

Lean back a minute and make some smoke rings. While you're comfortable, suppose—

SUPPOSE you wanted to hit the big Boston market good and hard.

SUPPOSE, further, that you wanted to reach a great big chunk of New England in *addition*, without increasing your cost.

Wouldn't you quick grab a spot on *the* 50,000 watt station that directs its signal smack on Boston and the surrounding territory which yields most of New England's sales? Wouldn't you put your spot on WBZ, Boston?

You'd be following in the smart footsteps of many other advertisers who have been buying WBZ faster since the new transmitter went into operation. In fact, that trend to WBZ has been so great that it confirms our contention that WBZ is your best buy!

Why not go WBZ in Boston and New England yourself?



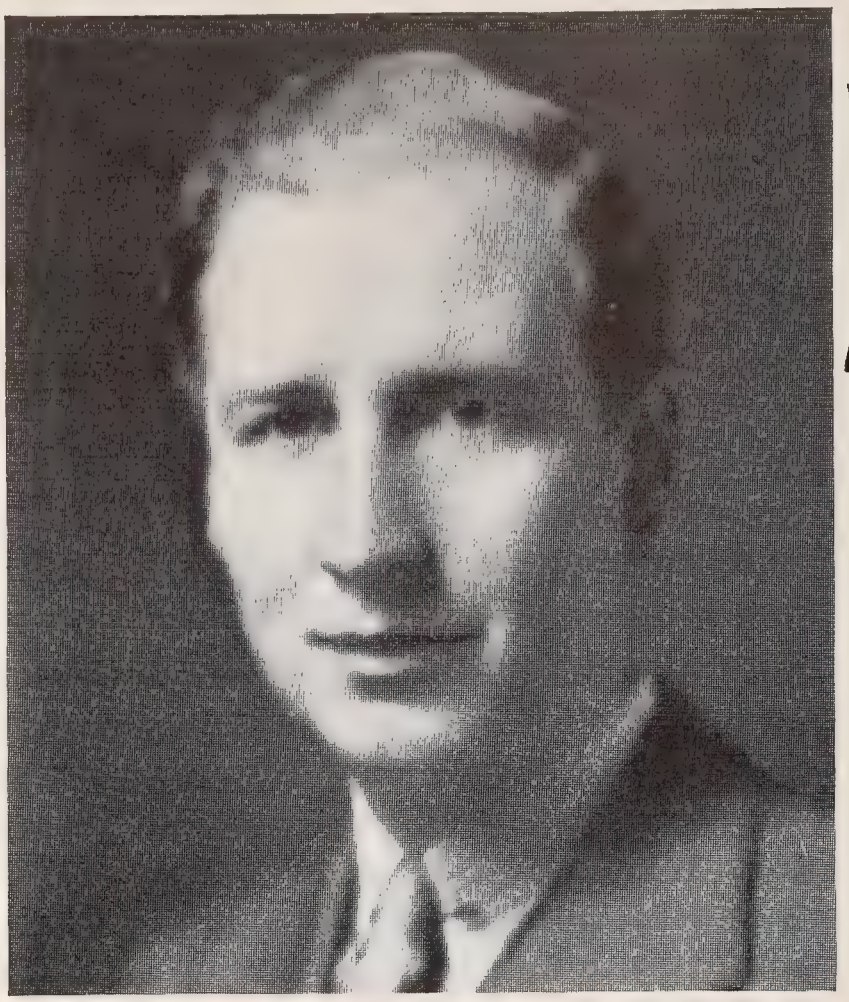
WBZ · BOSTON

50,000 WATTS

A Westinghouse Radio Station

Represented Nationally by National Broadcasting Company Spot Sales

NINTH OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE



MANAGER, ATLANTA OFFICE
Four years, Mercersburg Academy
Four years, Kenyon College
Two years, Advertising Department, Procter & Gamble
Three years, producing radio shows in Los Angeles, Hollywood and New York
Four years, in station representation
Free & Peters since September, 1939

Curtain up. Enter—

JAMES M. WADE!

In all the field of radio-station representation, perhaps the rarest thing is a man who combines real experience at producing programs, *plus* sales and merchandising work. But not so at F&P—we've got our own Jim Wade, Manager of our Atlanta Office.

Of course, most agencies have their own facilities for digging up program ideas. But we *are* fourteen men with reasonably good imaginations, and we *do* have almost daily contacts with the managements of twenty-five top-notch stations, who are constantly getting a lot of swell thoughts for promotions of various sorts. And we *have* furnished some program ideas that have worked out to be the real thing. . . . What's more, we've got the experience to throw out the half-baked ideas that usually plague the brains of beginners in our business.

So if you agency men need any new program ideas, let us see if we can help. Maybe we'll "get nothing out of it" except your conviction that we are on our toes. But no matter. That's the way we work in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
WDAY . . . . . FARGO
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KGKO . . . FT. WORTH-DALLAS
KOMA . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *247 Park Ave.* Plaza 5-4131 | DETROIT: *New Center Bldg.* Trinity 2-8444 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | LOS ANGELES: *650 S. Grand* Vandike 0569 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 19 No. 10 WASHINGTON, D. C., NOVEMBER 15, 1940 $3.00 A YEAR—15c A COPY

Regulatory Problems Cloud Trade Horizon

Business Good, but Operating Expenses Are Increasing; FCC Vacancy, Net-Monopoly Report Among Issues

By SOL TAISHOFF

ACCUSTOMED to year-to-year increases in business by dint of sheer initiative, the broadcasting industry now is running well ahead of its normal pace because of war-stimulated spending and advertising inspired by increased taxation. But there are unpredictables on the business and regulatory horizons that do not indicate a return to "normalcy" anytime soon.

When President Roosevelt was swept back into office Nov. 5, it took national politics out of the broadcasters' hair but did not clear up any other immediate problems. Talk of national unity and of less business-baiting during the emergency sounds encouraging, but the question asked is—how will this apply to radio and to its clients?

Business is good in radio generally and booming in those areas profiting from national defense expenditures. There appears to be no question that industry volume will surpass by 15 or 20% the 1939 figure of $171,000,000. Increased overhead for labor, music, plant and equipment and taxes, however, will cut the net considerably.

What About the FCC?

The biggest question mark is what the President intends to do about radio regulation. Informed quarters in Washington do not pretend to know his immediate plans. There are more pressing jobs to be handled in national defense. Yet the President regards radio as a pet, and he hasn't been any too happy about the way the FCC has handled the job since its creation in 1934, early in his first tenure of office. It has always been a problem child, and he may do something about reorganization when the new Congress convenes next January.

There is a vacancy on the FCC —that created by the withdrawal of the nomination of Thad H. Brown to serve a new term of seven years from last June. A half-dozen candidates have been mentioned, and strong support now is being rallied for several. Whether the President names a successor immediately, or at all, depends upon several unknown factors.

If Congress decides to recess, as the Democratic majority desires, there would be little likelihood of a recess appointment for the few weeks remaining until the newly-elected Congress takes office in January. If Congress does not recess, as the Republican minority hopes, then an appointment is not unlikely.

But if the President has decided to reorganize the FCC, perhaps along Civil Aeronautics Authority lines, he probably would not be disposed to fill the vacancy at all. Since no one in authority really knows, all this can be evaluated only as speculation.

While the industry spurts ahead with war-stimulated business, it also is faced with many new fiscal factors on the debit side. The impending Havana Treaty reallocation of broadcast assignments, scheduled for next March 29, means installation of new transmitters, directional antennas and subsidiary equipment, as well as the acquisition of new sites for many stations. And while they are spending, broadcast owners are inclined to rebuild, refurbish or acquire new studios.

Equipment Problem

Added to this is the onrush of FM and the desire of broadcasters to protect themselves against future encroachment of a newer and ultimately more acceptable broadcast transmission medium in certain areas. The FCC, according to Chairman Fly, wants to encourage new FM broadcasters and introduce "new blood" and "healthy competition" in radio. That adds to the worries of the standard broadcast station owner.

Installation of new equipment, particularly antennas, is becoming complicated. Steel mills are running virtually at capacity to fill national defense orders. Structural tower steel, it is reported, cannot be delivered on order. The lag is now about two months at one of the biggest plants.

With war orders on transmitter and other electrical equipment running abnormally, manufacturing companies are not soliciting broadcast transmitter business as avidly as during normal times. No delays have yet developed but they are in prospect, according to advices here.

Personnel, particularly in the technical end, may become an increasingly vexatious problem for broadcasters. Uncle Sam is taking engineers for FCC field operations in ferreting out espionage and in policing all radio bands. The Army and the Navy are calling experts to active duty. Replacements thus will become more and more difficult, and new stations, being licensed almost in wholesale lots, will have an increasingly difficult task in procuring seasoned men.

Network Monopoly Issue

To a lesser degree the same personnel problem is likely to affect other branches of broadcast service. Because radio is essentially a young man's business, the selective service draft in due course will affect employment in all phases of operation.

What the FCC will do about the half-dozen "burning issues" that have been held in abeyance, presumably pending the outcome of the Presidential campaign, is of no little concern. The industry has wrestled with multiple ownership, newspaper ownership and even program control. These, however, are likely to remain on the shelf unless the President himself authorizes a direct course of action.

More immediate is the procedure with respect to the Network-Monopoly Report, now supposedly entering its final phases. All briefs are due now, by virtue of another

CBS Seeking KQW as Key To Serve San Francisco Area

Increase in Power to 50 kw. Sought on 740 kc.; Network Would Acquire a Minority Interest

A FAR-REACHING plan whereby KQW, San Jose, would become the CBS key outlet for San Francisco, with the network itself procuring a minority interest in the station, has been reached by CBS with the Brunton brothers, owners of KQW and KJBS, San Francisco. Full disclosure of the transaction was made to the FCC Nov. 14, in an application filed by KQW for an increase in power from 5,000 to 50,000 watts on 740 kc., the frequency to which the station is slated to move under the Havana Treaty allocations effective next March.

KQW would replace KSFO as the San Francisco outlet of CBS. KSFO, owned by Wesley I. Dumm, California real estate operator and broadcaster, is the contracted CBS outlet until Jan. 1, 1942. It also utilizes CBS studios built several years ago at a cost of approximately $135,000, which would be turned over to KQW as a part of the new transaction. KSFO is an applicant for the 740 kc. assignment earmarked for KQW.

Supreme Court Appeal

Litigation involving an arrangement whereby CBS proposes to lease KSFO for a long term now is pending before the U. S. Supreme Court. Oral argument was heard by the court at its Nov. 15 session. In this litigation the FCC challenges the jurisdiction of the courts to review FCC rulings involving transfers of license.

The application filed with the FCC discloses that CBS proposes to acquire approximately 38% of the stock of KQW for $50,000. This would be acquired from the Pacific Agricultural Foundation, licensee of the station. Existing stockholders are Ralph R., Sherwood D. and Mott Q. Brunton, with C. L. McCarthy, general manager, holding a minority interest. The Brunton brothers and Mr. McCarthy would retain the balance of the stock in a voting trust. The latter arrangement, it is presumed, is in the nature of a guarantee against acquisition of control by CBS.

In addition to the proposed direct stock purchase, CBS would advance to KQW $200,000 to be used for the installation of the proposed 50,000-watt transmitter at a point between San Jose and San Francisco. In return, it would acquire a mortgage on the station property.

Under the arrangement, Mr. Brunton would continue as president of the company and Mr. McCarthy as general manager. KQW now is a Don Lee-MBS outlet, but this arrangement terminates Jan. 1.

The new affiliation contract

(*Continued on page 83*)

eleventh-hour extension beyond the Nov. 12 deadline at the behest of NBC and CBS. These networks, flanked by Independent Radio Network Affiliates, have leveled an all-front attack at the FCC Committee report.

What procedure the FCC will follow henceforth is of extreme importance. Oral arguments on the committee's report, released June 12 to the accompaniment of a Senatorial outburst which proved the beginning of the end of the Brown reappointment to the FCC, are set for Dec. 2-3. A postponement is considered likely, even if based only on the four postponements authorized on filing of briefs.

If the FCC decides upon an extreme course, it will probably issue "proposed findings" in advance of the oral arguments, in which it will set forth proposed rules to license networks, regulate affiliate contracts and otherwise adopt recommendations of its monopoly committee. That would place the preliminary stamp of approval by the full FCC on the committee's explosive report.

"Parlay" Seen Possible

The more conservative course would be simply to schedule oral arguments on the committee's report, and on the reply briefs of the respondents. Chairman Fly said Nov. 12 that some thought had been given to a "proposed report" by the full Commission, but that the precise course had not been determined.

The crop of candidates for the Brown vacancy on the FCC has increased since the elections. There is talk of a "parlay" whereby the existing vacancy, which is for a seven-year term from last June, might be filled by a Democrat rather than a Republican or "non-Democrat." Obviously, some deserving Administration supporter would be preferable for this $10,000 political plum, it is deduced. The device to accomplish this end might be to designate one of the shorter-term Democrats on the FCC for the Brown vacancy, and then appoint the non-Democratic aspirant for the shorter term. Another course, also conceivable in the light of complaints against certain members of the FCC, would be for the President to "transfer" one such member to another agency, and thereby create the FCC vacancy for the long term and infuse new blood in the Commission.

Other Candidates

A bi-partisan delegation from New England is reported to have advised the President during the last fortnight of its support of Nelson Lee Smith, chairman of the New Hampshire Public Utilities Commission.

The candidacy of Ray C. Wakefield, member of the California Railroad Commission, also is being espoused. Like Mr. Smith, his background is entirely in the public utility-common carrier field. Broadcasters privately feel that the post should be filled by someone familiar with radio, rather than one schooled in utility regulation and probably having preconceived notions about rate regulation, limitation of profits and other regulatory measures foreign to broadcasting.

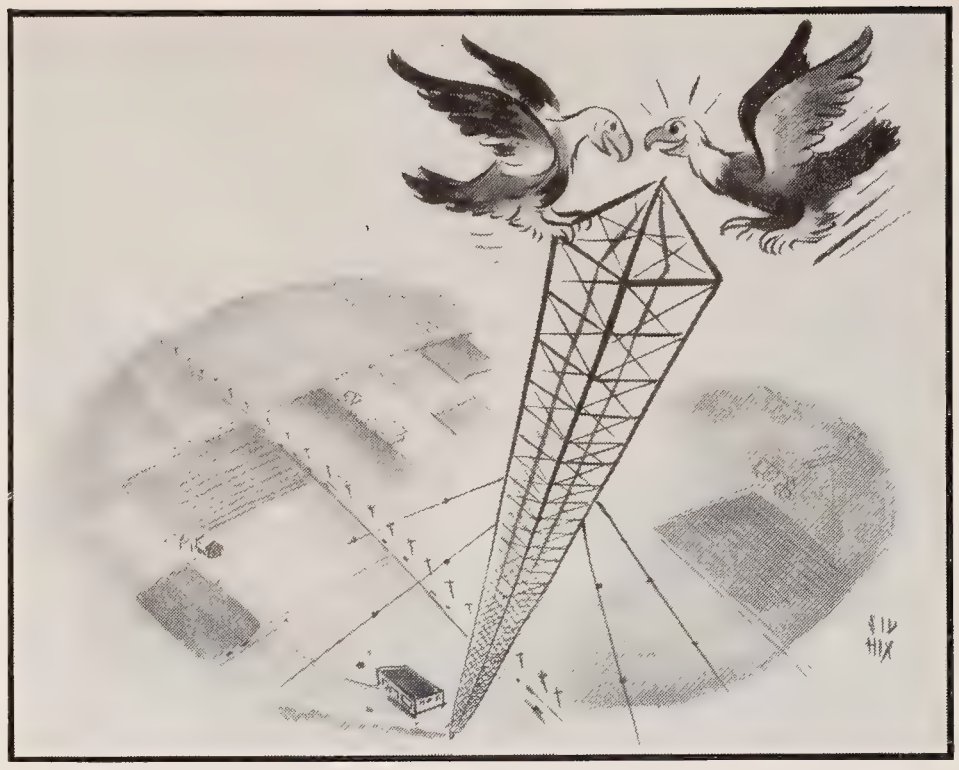
Leading candidate from the Pacific Coast in the radio field is former Judge John C. Kendall, of Portland, Ore., an attorney who has specialized in radio for more than a decade. Judge Kendall had been considered for the old Radio Commission and the FCC in the past, but never was an active candidate. This time, however, it is reported that he would accept the post if proffered.

Johnstone Due for a Post

That G. W. Johnstone, radio director of the Democratic National Committee during the campaign, will be appointed to some official radio status was regarded as likely in Washington circles. Mr. Johnstone, former public relations director of WOR and before that head of the NBC Press Department, has been highly complimented on his services during the campaign. Whether he will be considered for the FCC depends upon eventualities. As a Democrat, he could not qualify for the existing Brown vacancy. Should the President decide upon a reorganization or possibly several changes on the Commission itself, Mr. Johnstone definitely would be considered. He also is being considered for several other radio liaison posts, slated for creation as a result of the national defense emergency.

A campaign for appointment of W. J. Ballinger, economic advisor of the Federal Trade Commission, to the Brown vacancy, appears to have tapered off. A Progressive and a native of Washington, Mr. Ballinger once before was a candidate for the FCC. Another non-Democrat mentioned is former Governor Phil LaFollette of Wisconsin, now practicing law in Milwaukee. He is not an active candidate for the post, however.

A new name advanced is that of Dr. A. G. Crane, president of the University of Wyoming, and chairman of the National Committee on Education by Radio, which in years past has been a vigorous opponent of commercial broadcasting. The committee, now somewhat dormant, got solidly behind a move for allocation of a fixed percentage of broadcasting facilities for educational broadcasting several years ago, and sponsored legislation to that end. Dr. Crane also is head of the National Assn. of State Universities, and now actively participates in the Rocky Mountain Radio Council, collaborating with stations in that area in educational broadcasting. It is reported that Senators O'Mahoney and Schwartz, both Wyoming Democrats, are espousing his candidacy, though Dr. Crane is a Republican.



Drawn for BROADCASTING by Sid Hix

"We're Just in Time for the 497th Instalment of Maw Gherkins!"

GILLETTE ON AIR FOR CUT IN PRICE

GILLETTE SAFETY RAZOR Co., Boston, will use four coast-to-coast network programs to promote its line of Christmas gifts before Christmas and to announce the reduction in price of Gillette Blue Blades, from Nov. 27 through Jan. 27.

Used for both announcements will be the company's current twice-weekly program of news by Elmer Davis on 50 CBS stations in the eastern and central zones and 9 CBS Pacific Coast stations, as well as the Dec. 8 exclusive sponsorship on MBS of the professional football championship game. Among the gift sets offered are the Milord and Milady one-piece Tech razors, New Valet Autostrop, Gillette Tech and Gold Tech razors, and a special unit called the Thrifty-Fifty pack of Blue Blades.

Two other football games, both played Jan. 1, 1941, will be sponsored exclusively by Gillette—the Sugar Bowl game in New Orleans on NBC-Blue, and the Orange Bowl game in Miami on CBS. Commercials during both broadcasts will stress the nationwide cut-price sale on Blue Blades, but announcers for the two events have not yet been selected. Maxon Inc., New York, handles the Gillette account, will announce further details on the football broadcasts later this month.

AFM to Consider Net Co-Op Plea

Rosenbaum to Present Case Before Board of Union

AN OPPORTUNITY to appear before the executive board of the American Federation of Musicians to protest the union's recently announced ban on cooperatively sponsored network broadcasts [BROADCASTING, Nov. 1] will be given Samuel R. Rosenbaum, chairman of the Independent Radio Network Affiliates, according to a spokesman at AFM headquarters.

Replying to Mr. Rosenbaum's request that he be allowed to appear before the board on behalf of his organization, AFM President James C. Petrillo has written him that he will be given a hearing at the next board meeting, it was stated. No date has been set for such meeting but one is normally held in January or February of each year.

Members Protest

In his letter to Mr. Petrillo, Mr. Rosenbaum stated that a number of IRNA members had protested the AFM's prohibition of local participating sponsorship of network musical programs as being "contrary to the spirit of the undertaking which they voluntarily entered into when they increased their staff expenditures for live musicians and, in many cases, gave employment to musicians where none were employed before."

Pointing out that since the expiration of the National Plan of Settlement last January most of the stations have continued the increased employment "entirely as a gesture of good-will toward the AFM," Mr. Rosenbaum says these stations "feel they are justified in complaining that when they agreed to these expenditures it was in order to remove any obstacle to their free use of network-supplied music and transcriptions. There is a grave possibility that if your order is carried out," the letter continues, "many of these stations will take the view that you have broken down one of the chief arguments for the continuance of the employment of live musicians by them in all those cases where they feel their local operation does not require the use of staff musicians."

Examples Are Cited

Citing the NBC *Breakfast Club* as an example of the type of program the AFM is planning to prohibit, Mr. Rosenbaum states that the local sponsorship of this program does not in a single instance replace the employment of live musicians. Furthermore, he goes on, "I believe it is true that there is not a single local sponsor who has bought the *Breakfast Club* program who would pay for live talent in a local station of the same quality or extent, or in most cases for any at all.

"Your prohibition will therefore not increase local employment in the slightest degree and will really have the effect of unsettling and breaking down the voluntary cooperation of network affiliates throughout the country with the efforts of industry leaders to maintain employment of live musicians."

BMI Gears for ASCAP-less Music

Hummert Plans Protest To FCC; Anti-Trust Case Proceeds

WORKING overtime in its effort to make as painless as possible the transition from ASCAP to non-ASCAP music next Jan. 1, Broadcast Music Inc. officials exuded confidence in their ability to accomplish this goal to the satisfaction of radio advertisers and broadcasters alike. With only six weeks remaining before current ASCAP contracts expire, broadcasters are taking it for granted there will be no meeting of the minds and that radio will be an ASCAP-less operation on New Year's Day.

The only new sign in the direction of an enforced peace was the report that E. F. Hummert, vice-president of Blackett-Sample-Hummert, top radio agency, will file a protest with the FCC asking that something be done to prevent loss of ASCAP music from the air. As BROADCASTING went to press, the protest had not been filed. Moreover in official circles, it was felt the FCC could not intercede, since programs and program control are entirely outside its scope of regulatory operation.

For Benefit of Public

On Mr. Hummert's behalf, it was said he would ask that something be done to prevent the "music of Victor Herbert and other American composers which belongs to the public" from being driven off the air. He said he would do so as an individual and as a producer of programs using "familiar American music" and was in no way speaking for his agency. Moreover, contrary to a general impression, he said he is not a member of the Blackett-Sample-Hummert firm despite inclusion of his name in the firm's title. Emphasizing that he was not taking sides either with the broadcasters or ASCAP in their controversy, Mr. Hummert stated that "this affair must be settled for the benefit of the public". His attorneys, O'Connor & Farber, have been drafting the protest for more than a week.

Mr. Hummert's impending action was given a vote of approval at a meeting of band leaders in New York Nov. 12, called by Abe Lyman. As in previous meetings earlier this fall [BROADCASTING, Oct. 1-15], the position of band leaders in the radio-ASCAP disagreement was discussed but no action was taken.

Richard Himber, orchestra leader, on Nov. 15 sent a telegram to Mayor F. H. LaGuardia of New York asking him to mediate the ASCAP-Radio impasse. The Mayor was out of town but his secretary stated that he usually does not intervene unless requested by both sides.

Meanwhile, it was made clear at the Department of Justice that preparations for revival of the Government's anti-trust suit against ASCAP, now five years old, are going forward and that some action is contemplated before the year ends. The precise course is not divulged, but observers expect sensational developments, possibly in the nature of new grand jury actions, alleging monopoly and violation of the anti-trust laws. Action is expected rather speedily—particularly in the light of the Presidential election results—in charge of the same Anti-Trust Division staff, under Assistant Attorney-General Thurman Arnold.

ASCAP-less Tunes

To provide a period of rehearsal for the situation that will prevail after the end of 1940, when broadcasters are no longer licensed to perform music controlled by ASCAP, CBS will permit no ASCAP tunes on any of its sustaining programs after Dec. 1.

At NBC, the non-ASCAP requirement goes into effect Nov. 15 for all programs produced by NBC staff members, but not until Dec. 15 for dance bands whose programs originate outside the NBC studios. According to Sidney Strotz, recently appointed vice-president in charge of programs, these remote pickups must be 50% non-ASCAP by Dec. 1 and 100% after Dec. 15. CBS studio sustainers are already almost entirely non-ASCAP, it is understood.

Asked whether the new situation would entail a major reorganization of the music department, Mefford Runyon, CBS vice-president, stated there would be an increase in personnel but no important changes in organizational set-up. The copyright-clearance staff, he said, was established in mid-December, 1935, less than two weeks before the withdrawal of Warner Bros. catalogs from the ASCAP fold. Despite this hurried preparation the set-up worked so well that during the six months the Warner publishers remained outside of ASCAP, CBS had only one real suit for infringement and that involved three songs of the same title, two of which were published by Warner houses. CBS finally proved that the number actually broadcast had been the one belonging to a non-Warner publisher.

Since that time this division has continued to function, clearing all numbers performed on all CBS broadcasts, Mr. Runyon stated, and after the first of the year it will go on in just the same manner.

Mr. Strotz said this condition is also true at NBC and that no extensive changes will be caused by the loss of ASCAP music. However, he added, the whole program set-up at NBC is due for a general overhauling which will be undertaken as soon as he has been on the job long enough to familiarize himself with all the facets of the whole organization. He assumed his present post only recently [BROADCASTING, Oct. 15], coming from Chicago where he had been vice-president in charge of NBC's central division.

CBS Staff Enlarged

To assist advertisers and artists to find among the music that will be available for broadcasting after the first of the year selections and arrangements suited to their particular programming requirements, Douglas Coulter, CBS assistant director of broadcasts, has added to his staff three seasoned musicians. They are Colin O'Moore, well-known concert singer and teacher; William Wirges, arranger and pianist for the famed *Cliquot Club Eskimos* of radio's early days, and Guido Vant, composer-arranger who formerly had his own orchestra.

Digging into the catalogs of publishers who have made arrangements for the broadcasting of their music after the conclusion of the present ASCAP contracts and into the vast storehouse of public domain music, these men are concentrating on selecting songs that would be good for Lanny Ross, or Kate Smith, or other artists with special needs, picking tunes that might suit the syles of Wayne King or Guy Lombardo or other individual orchestras, and at the same time keeping an eye open for old numbers which might be hits if given modern arrangements.

His staff is also working with sponsors in discovering or developing suitable new theme songs to replace ASCAP-controlled numbers presently in use, Mr. Coulter said, adding that within the next few weeks practically every advertiser on CBS will be using a non-ASCAP theme. CBS is planning to make this type of client-cooperation a permanent function of its music department, he stated, with further increases in personnel as required. NBC is also cooperating with advertisers in the selection of special numbers for their programs.

Sponsor Cooperation

Executives of both networks said they have received excellent cooperation from advertisers and their advertising agencies, which are rapidly adapting programs to conditions which will prevail after Jan. 1, 1941. Many sponsors have already adopted new theme songs which they can use next year and many more will do so within the next few weeks. Sponsors of musical programs have been using an increasing amount of non-ASCAP music on these programs. A recent Kay Kyser program was, as an experiment, built almost entirely of non-ASCAP numbers. Unfortunately its broadcast was cancelled

(*Continued on page 80*)



SMILING as he takes the hearty clasp of congratulation from NBC President Niles Trammell, Ford Bond (left) on Nov. 1 rounded out his 10th consecutive year of announcing the *Cities Service Concert*, heard Fridays at 8 p.m. on NBC-Red.

BMI Canada Ltd. Subsidiary Formed As Dominion Studies Copyright Issue

By JAMES MONTAGNES

BROADCAST MUSIC Inc. has formed and organized a wholly owned Canadian subsidiary under the corporate name BMI Canada Ltd., it was announced Nov. 8 at the company's Toronto office. Announcement was made in connection with the annual filing of copyright tariffs by the Canadian Performing Rights Society (Canadian ASCAP) with the Canadian Copyright Appeal Board. BMI Canada Ltd. has also filed a tariff with the copyright office. The Copyright Appeal Board will sit at Ottawa sometime in December, if the usual procedure is followed.

The amount of performing right fees which the Canadian broadcasting stations will pay in 1941 will also be considered by the Board. It is understood CPRS is again asking for an increase from 8 to 14 cents per set. If the Copyright Appeal Board were to grant this increase, Canadian stations would pay the CPRS $178,321.98 in 1941 as compared with $97,839.45 in 1940.

International Aspects

Details of the BMI Canada tariff are not available but it is understood BMI is more interested in having its music popularized than collecting any substantial sum.

Because of the international exchange of both commercial and sustaining programs between the United States and Canada, the United States copyright situation and the industry's battle with ASCAP is bound to affect Canadian broadcasting stations. If the American networks on Jan. 1 discontinued entirely the broadcasting of ASCAP music, it is obvious the amount of ASCAP music played over Canadian stations will be materially decreased. It is equally obvious the CBC will be unable to feed any ASCAP music to the American networks. For these reasons BMI Canada was formed.

Officers of the Canadian Assn. of Broadcasters when interviewed about the matter advised it is the intention of CAB to urge strongly that the fee of 8c per set, fixed by Judge Parker in 1935, is an adequate payment for the performing right in all music performed and should be maintained and that, if BMI Canada receives any fee, the fees payable to CPRS should be reduced accordingly.

AFA Convention Plans

ADVERTISING Federation of America will hold its 37th annual convention at the Hotel Statler, Boston, May 25-29, 1941, with Phil McAteer, former AFA vice-president, as chairman of the Committee on Local Arrangements. Radio will figure prominently at several of the sessions, but no further details have been released.

Regional Granted In Indianapolis, Four New Locals

FIVE MORE broadcasting stations, including a new fulltime regional outlet in Indianapolis, have been authorized for construction by the FCC during the last fornight, bringing to 66 the number of new stations for which construction permits have been granted thus far this year. The four new locals will be located in Batavia, N. Y.; Escanaba, Mich.; LaGrange, Ga., and Albany, Ore.

The Indianapolis grant was announced Nov. 1 and went to Capitol Broadcasting Co., covering 1,000 watts night and 5,000 day on 1280 kc. with directional antenna. The company's officers and stockholders are C. Bruce McConnel, sales manager of a local tobacco and candy wholesale company, president and 33% stockholder; Alvin R. Jones, auto dealer and head of an auto finance company, vice-president, 14%; Edward H. Harris, president of the tobacco and candy wholesale house and a director of the Boy Scouts of America, treasurer, 33%. Directors and 5% stockholders are John E. Messick, Lyman S. Ayres, Thomas Mahaffey and Joseph E. Cain.

The grant to Batavia Broadcasting Co., also made public Nov. 1, covers 250 watts on 1500 kc. Officers and stockholders are Edmund R. Gamble, formerly with a farm journal, president, 36%; Edward P. Atwater, banker, vice-president, 14%; Joseph M. Ryan, oil dealer, secretary, 50%. Mr. Gamble will be the station's manager.

Three Granted Nov. 14

There were three new local station grants Nov. 14, all involving newspaper ownership.

The Delta Broadcasting Co., Escanaba, was granted 250 watts on 1500 kc. The officers and stockholders are Joe J. Clancy, manager of Wadhams Oil Co., president, 1.49%; George F. Perrin, sales manager of the Gladstone Fuel & Dock Co., Gladstone, Mich., vice-president, 1.49%; Gordon H. Brozek, manager of WDMJ, Marquette, Mich., secretary-treasurer, 52.26%; Frank J. Russell Jr., editor of the *Marquette Mining Journal*, 29.84%; Leo G. Brott, publisher of the *Marquette Mining Journal*, 14.92%. The *Marquette Mining Journal* is 100% owner of WDMJ.

LaGrange Broadcasting Co. will be licensee of the new station in that Georgia community, the grant covering 250 watts on 1210 kc. Officers and stockholders are Roy C. Swank, publisher of the *LaGrange News*, president, 33⅓%; Arthur Lucas, Georgia theatre owner and part-owner of WRDW, and WMOG, Brunswick, Ga., 16 2/3%; William K. Jenkins, partner of Mr. Lucas, 16 2/3%; Fuller Callaway Foundation of LaGrange, 33⅓%.

The new station in Albany, Ore., also was granted 250 watts on 1210 kc., and will be licensed to Central Willamette Broadcasting Co. Officers and stockholders are W. J. Jackson, co-publisher of the *Albany Democrat - Herald*, president, 49.23%; R. R. Cronise, co-publisher of the same newspaper, secretary-treasurer, 50%; Glenn L. Jackson, of Medford, Ore., .77%.



EXECUTIVES of Sherwin-Williams Co. seem pleased after a recent *Metropolitan Opera Auditions of the Air* program. Gathered in the NBC studio are (l to r) B. M. Van Cleve, general sales manager; J. R. Warwick, account executive of Warwick & Legler; Milton Cross, NBC announcer; C. M. Lemperly, general director of advertising and publicity; A. W. Bader, general manager of paint sales; James Haupt, NBC; George Griffiths, general stock-keeper.

At the Collapse

KIRO, Seattle, on Nov. 7 originated an on-the-spot CBS description of the collapse of the huge $6,000,000 suspension bridge over Tacoma Narrows. Acting on morning reports of unusual behavior of the bridge, KIRO sent a crew to the scene, 40 miles away, set up portable equipment and carried descriptions and interviews from the ground near the bridge approach as well as from a chartered United Air Lines plane overhead. The staff handling the pickup included Maury Rider, KIRO chief announcer; Carroll Foster, announcer; Jim Hatfield, chief engineer, and Jim Upthegrove, engineer.

Newspapers Now Own Half of KOIL's Stock

THE SIDLES Co., Lincoln, Neb. holding company headed by Fred S. Sidles, becomes co-equal owner of the stock in KOIL, Omaha, as a result of an FCC decision Nov. 14 authorizing the transfer of one share of stock to the Star Printing Co., now 24.9% stockholder and publisher of the *Lincoln Star*. Another 25% is owned by the *Lincoln State Journal*, which along with the *Star* is a unit of the Lee Syndicate newspaper chain. Thus the Lee interests are now 50% owners of KOIL, having the same holdings as the Sidles Co.

The Commission, presumably because of the local monopoly issue, ordered a hearing on a similar proposed transfer by Sidles of one share of stock in the companies operating KFAB and KFOR, Lincoln. The Sidles Co. at present holds the balance of one controlling share, and in the case of these stations it is also proposed to equalize the holdings with the same newspapers.

Cleveland Radio Council

CLEVELAND Radio Council, incorporating a board of review to pass on the merits of radio programs, has been formed in Cleveland jointly by the Federation of Women's Clubs, Federated Churches, Parent-Teacher Assns., DAR, Catholic Youth Assn., and the Young Men's Hebrew Assn. President of the council is Mrs. Walter V Magee, chairman of the radio study division of the Federation of Women's Clubs. Vice-presidents named at the organization meeting are Carl George, WGAR program director, and William B. Levenson, WBOE radio director.

POWER INCREASES GRANTED STATIONS

MEETING Nov. 14 after a two-week lapse, the FCC granted power increases to a number of stations, including a boost from 1,000 to 5,000 watts for KMO, Tacoma, operating on 1330 kc.

At its meeting Oct. 31, horizontal power increases to 5,000 watts, full time were granted four stations on the 1280 kc. regional channel, while two others on the frequency were given boosts to 1,000 watts. Stations granted 5,000-watt construction permits were WIBA, Madison; WRR, Dallas; WDOD, Chattanooga, and KFBB, Great Falls, Mont. WORC, Worcester, Mass., was granted an increase from 500 to 1,000 watts, and KLS, Oakland, from 250 to 1,000 watts on 1280 kc.

KRIS, Corpus Christi, at the Nov. 14 meeting was granted an increase from 500 to 1,000 watts on 1330 kc., directional. WFPG, Atlantic City, was boosted from 100 to 250 watts unlimited time on 1420 kc. WEXL, Royal Oak, Mich., was granted an increase from 50 to 250 watts unlimited time on 1310 kc. KFUO, St. Louis, operated by the Lutheran Synod, was given a construction permit to increase its power from 1,000 to 5,000 watts on 830 kc., operating until local sunset at Denver.

Four Brooklyn Outlets Consider Consolidation

NEGOTIATIONS looking toward consolidation of the four Brooklyn stations now sharing time on 1400 kc. are understood to be in progress following settlement of the much-litigated dispute among these stations last month [BROADCASTING, Nov. 1].

The FCC, after eight years of continuous litigation, on Oct. 17 renewed the licenses of the four stations precisely as they were at the outset of the case. The stations are WLTH, WARD, WBBC and WVFW. Several meetings, it is reported, already have been held by the station owners with a view to consolidation, which would make possible fulltime operation with 500 watts on 1400 kc. Settlement of litigation expense and other fiscal items must be accomplished before the consolidation can be completed, it is reported.

P. K. EWING, general manager of WDSU, New Orleans, who also owns WGCM, Gulfport, Miss., and WGRM, Greenwood, Miss, has applied to the FCC for a new 250-watt station on 1500 kc. in Natchez, Miss.

Hearing Ordered In 690 kc. Cases

Applicants for 680 kc. also Designated for Hearing

THE BATTLE for assignment on 690 kc., which becomes available for a 50,000-watt station in Kansas or Oklahoma under the Havana Treaty, took tangible form Nov. 14 when the FCC set for hearing several pending applications for the facility. The Treaty reallocation is slated to become effective next March 29 and disposition of the competing applications is expected before that date.

Earmarked for KGGF, Coffeyville, now operating on 1010 kc., and WNAD, Norman, Okla., university station, the facility is being sought by KOMO, Oklahoma City; KMBC, Kansas City, and Fred Jones Broadcasting Co., Tulsa, each applying for 50,000 watts on the channel. The Tulsa, Oklahoma City and Coffeyville applications were designated for hearing. That of KMBC is expected to be designated shortly and consolidated with the projected hearing.

680 Applications

Competitive applications of KWK, St. Louis, and KFEQ, St. Joseph, Mo., for assignment on 680 kc. also were designated for hearing, though not directly involved in the Treaty shift. KFEQ, now operating until local sunset on 680 kc., seeks an increase in power from 2,500 watts day, 500 watts night, to 5,000 watts unlimited time. KWK, now operating on 1350 kc. with a 5,000-watt fulltime authorization, seeks transfer to 680 kc. with 50,000 watts. KPO, San Francisco, is dominant station on the 680 clear channel.

In reverting to hearing procedure, the FCC also designated for hearing applications of KFOR and KFAB, Lincoln, proposing assignment of control from the Sidles Co. to the Star Printing Co. A third application, involving KOIL, Omaha, for transfer from the same assignor to the same assignee was granted by the FCC. In this transaction, the Sidles Co. transferred one share of common stock, thus relinquishing control of the licensee corporation.

Also designated for hearing were more than a dozen applications involving increased power, new stations and license renewals [see FCC actions, page 88].

Only New Stories Slated On 'Campbell Playhouse'

WHEN Campbell Soup Co., Camden, starts the 1940-41 season of *Campbell Playhouse* Nov. 22 on CBS, it will use dramatizations of stories never before produced on radio, stage or screen. Programs will be prepared by John Houseman and Wyllis Cooper with Diana Bourbon directing and George Zachary assisting in production.

Series will be heard Fridays, 9:30-10 p. m., on over 37 CBS stations. The initial program will feature Walter Huston and Donald Cook in Wilbur Steele's "Life Is So Little", and name stars of stage and screen will be used on subsequent broadcasts. The *Campbell Playhouse* last season ran 30 weeks from Oct. 9, 1939, through March 3, 1940. Agency is Ward Wheelock Co., Philadelphia.

Defense Board Maps Committee Tasks

Completion of Roster To Permit Drafting Of War Program

HAVING completed the blueprint of its organization to provide four major committees and 11 subordinate industry advisory groups, the Defense Communications Board hopes to enroll by early December its voluntary personnel roster. This roster will make possible prompt drafting of a comprehensive war communications plan for Presidential consideration.

Although broadcasting will be adequately represented on the advisory staff, it is expected to figure only in a secondary way in the board's planning work. Telephone, telegraph, cable and aviation communications are destined to occupy main attention in the long-range planning. But coordination of broadcast services in time of actual war emergency will be considered —with emphasis on maintenance of private commercial operation and control—only as a last-ditch measure.

Committee Heads

FCC-DCB Chairman James Lawrence Fly announced Nov. 13 that the board had completed its organization chart, after six weeks of preliminary study. Since its appointment Sept. 25 by President Roosevelt, the five-man board has devoted its time at a half-dozen meetings to review of communications war plans previously drafted, and to blue-printing of the new organization. Members, aside from Chairman Fly, are Maj. Gen. Joseph O. Mauborgne, Army Chief Signal Officer; Rear Admiral Leigh Noyes, director of Naval Communications; Herbert E. Gaston, Assistant Secretary of the Treasury, and Breckenridge Long, Assistant Secretary of State.

Thus far, only the personnel of the Government-manned committees, such as the important Coordinating Committee and the Law Committee, have been named. Lieut. E. K. Jett, FCC chief engineer, retired naval officer and important figure in Government communications, was named chairman of the Coordinating Committee, which will be liaison unit between the board itself and the 11 industry subgroups. It also will maintain liaison between the Industry Advisory Committee, the most important outside group made up of top officials of communications companies, and the Labor Advisory Committee, presumably to be manned by representatives of labor unions identified with all phases of communications. The fourth major committee—Law —is made up entirely of Government attorneys, headed by FCC General Counsel Telford Taylor, and will furnish legal opinions and advise and handle the drafting of final reports, recommendations, proposed Executive Orders, proclamations and legislation.

In addition to representation on the Industry Advisory Committee, the broadcasting industry will participate in the board's work through two of the 11 subordinate committees. These will be the Domestic Broadcasting Committee and the International Broadcasting Committee. However, these units will function only through the major Coordinating Committee, and will consult only occasionally with the board itself.

Chairman Fly said the committee personnel appointments should be made by Dec. 1. Presumably conferences will be held with the respective industry groups and nominations entered in that fashion. Size of the committees will depend upon the work involved, and probably will range from 5 to 20 men. In addition, each committee can designate subcommittees, as needed.

Committee Duties

The key industry advisory committee, Chairman Fly said, will comprise "important men" representing the viewpoints of various fields. Thus it is presumed that such figures as David Sarnoff, RCA president; William S. Paley, CBS president; Niles Trammell, NBC president; Alfred J. McCosker, MBS chairman, or W. E. Macfarlane, MBS president, and Neville Miller, NAB president, will be invited to serve. For the non-broadcasting activities, it is logically expected that such outstanding men as Walter Gifford, AT&T president; R. B. White, president of Western Union, Sosthenes Behn, president of IT&T, will be named.

The Domestic Broadcasting Committee, it is expected, will be headed by Mr. Miller, with representatives of each category of station, and of each network designated on the group. The International Broadcasting Committee, important because of propaganda and counter-propaganda activities, will be made up of key people in that sphere of broadcast activity, again probably surrounding Mr. Miller.



ON ACTIVE DUTY at port in Eastern Canada are Tommy Robinson (left), formerly manager of CJAT, Trail, B. C., and Maj. Bill Borrett, managing director of CHNS, Halifax. Both are in the Canadian Active Service Force.

Chairman Fly emphasized that the board's work with the committees is entirely on a voluntary basis, and that no appropriations are available or contemplated. He made it clear that the Coordinating Committee is the key contact group, and that the Industry Advisory Committee will handle the major policy consideration with the board.

Subordinate Groups

Other committees of the 11 subordinate groups are amateur, aviation, cable, Interdepartment Radio Advisory Committee (already established and made up of Government engineers representing all agencies using radio frequencies), radio communications, State and municipal facilities, telegraph, telephone and U. S. Government Facilities Committee.

The board's formal action in designating the committees states they are appointed to assist in carrying out the functions delegated to DCB itself "and to pro-

(*Continued on page 79*)



NEW COMEDY situations for the weekly CBS *Blondie* series, sponsored by R. J. Reynolds Tobacco Co., (Camel cigarettes), were discussed during a recent Hollywood script conference participated in by (l to r, standing) William Moore, West Coast radio production manager of Wm. Esty & Co., agency servicing the account; William E. Forbes, CBS network sales service manager, and Richard Marvin, New York radio director of the agency. Marvin was in Hollywood during early November. Seated is Arthur Lake, who portrays Dagwood Bumstead, in the *Blondie* serial.

Aid to Industry Offered by Army

Sponsored Programs Will Be Permitted From Camps

THOUGH the War Department has not yet completed organization of its new radio division to coordinate military program operations with the broadcasting industry, steps already have been taken by its Public Relations Division to cooperate more effectively with radio. The paper plan will be completed when appointment finally is made of a director of the projected new division.

Edward M. Kirby, NAB Public Relations Director, is expected to be named head of the Radio Division in the near future. The NAB board of directors recently granted him a leave of absence to serve as a civilian expert on a "dollar-a-year" basis for duration of the emergency. Also pending is a proposal that Mr. Kirby be reinstated in the Army Reserve and recalled to active duty, heading up the new division with the rank of major [BROADCASTING, Oct. 15, Nov. 1].

Programs from Army Posts

The Department, it is now disclosed, will grant sponsors or stations permission to originate programs from Army posts, under specified limitations. Lieut. Col. Ward Maris, chief of the Public Relations Division, General Staff, Washington, is in supervisory charge.

Following conferences with the Department, NAB headquarters announced Nov. 14 that commercial programs originating at Army posts must carry an announcement at the opening and closing that the broadcast in no way constitutes an endorsement by the Army or any of its personnel of the product advertised. In addition, restrictions in commercial copy, prepared or ad libbed, will be enforced.

The Department prefers to have the station or sponsor submit a sample continuity of the program. It is disposed to permit programs, both sponsored and sustaining, to originate before an audience of soldiers or trainees, since it feels the entertainment features are of value in morale building.

NAB has offered its services to the industry in procuring clearance for Army post originations. Stations were requested to send a list of such proposed programs, together with the number of times scheduled, for submission to the Department.

It is expected that morale building at Army cantonments will be a primary phase of the new Army Radio Division activity. The paper plan contemplates a section which will include a staff of script writers as well as contact officers in the various corps areas.

The 'Voice' of Albers

ALBERS BROS. MILLING Co., Seattle, in the interest of its food and cereal products will sponsor M. Sayle Taylor's *Voice of Experience* quarter-hour program of advice on listeners' problems, using the full NBC-Red Pacific Network. Series will be heard Mondays, Wednesdays and Fridays, 9:30-9:45 p. m. (PST). Agency is Erwin, Wasey & Co., Seattle.

Bitter Battle Starts on Monopoly Report

NBC, CBS and IRNA Strike Hard; Mysterious Wire From FCC

A FIGHT as gory as any ever waged on the none-too-serene radio regulatory front was presaged Nov. 15 with the filing of final reply briefs with the FCC in the Network-Monopoly Investigation. NBC, CBS and Independent Radio Network Affiliates raked the FCC Committee's report of last June 12 with a brand of legalistic fire seldom before loosed against a Governmental agency, and the repercussions set in immediately.

Only MBS, among the major networks, supported the FCC Committee's conclusions that networks be licensed, that exclusive network-affiliate contracts be banned, and that the FCC in effect supervise the dealings of stations and networks. The Committee report, which was based on six months of hearings in 1938-39, was signed by Thad H. Brown, former member of the FCC, Paul A. Walker and F. I. Thompson.

A Mystery Wire

NBC and CBS hit the Committee on all fronts in asking that the report be thrown out. IRNA, in a brief equally strong, held the FCC was without authority to do the things proposed by the Committee, and asked that the affiliates be left to their own devices in working out their contracts with the networks.

IRNA, through its counsel, Paul M. Segal, filed its brief Nov. 12 as did MBS, through Louis G. Caldwell and Frank D. Scott. NBC and CBS followed Nov. 15, having procured an eleventh-hour extension. It was after Messrs. Thompson and Walker had read the IRNA brief that the fur began to fly.

A telegram was ordered sent to approximately 230 network-affiliated stations, reading as follows:

"Please advise by telegram today whether brief filed in broadcasting investigation by attorney IRNA was authorized by you, was submitted to you for approval, or whether views expressed therein were submitted and whether brief reflects position your station". It was signed by T. J. Slowie, secretary of the FCC.

So far as could be learned, the telegram had not been authorized by the full Commission but was sent only on the Committee's initiative. It was viewed by broadcasters as an obvious effort to discredit IRNA, since the replies were requested "today". Presumably the Committee had in mind releasing a statement that a majority of the IRNA stations had not seen the brief before filing, it was suggested.

IRNA's position favoring a minimum of Government regulation, was declared at the annual convention of that organization in San Francisco Aug. 5, at which time it authorized its board of directors to file a brief opposing certain features of the Committee report [BROADCASTING, Aug. 15]. It was learned by BROADCASTING that the brief, prior to filing with the FCC, had been submitted to the full IRNA board.

The fact that approximately 40 stations on MBS are members of IRNA, and that MBS in its brief took a position diametrically opposed to that of the affiliate group, caused consternation in some quarters and contributed to the decision by the FCC Committee to send the telegrams to affiliates. Several stations, it is reported, have resigned from IRNA because of the situation provoked by the conflict.

Rough on Radio

When the FCC Committee report was made public June 12, timed for the start of hearings on the confirmation of Col. Brown before the Senate Interstate Commerce Committee, it was stated in one high official quarter that if adopted in toto it would "crucify" the industry. Precisely the same view was advanced by CBS, NBC and IRNA, as well as Don Lee.

Digests of reply briefs to FCC Network Monopoly Committee Report appear on pages 26 A-D and 66 A-D, inclusive.

The transcription companies and several individual stations, supported portions of the Committee's report. While the transcription companies argued for elimination of network competition in their field and for repeal of the rule requiring disc announcements as such, American Federation of Musicians petitioned the FCC to retain the announcement lest "canned music" become unfairly competitive with live musicians.

In characteristic fashion John J. Burns, CBS chief counsel and former Securities & Exchange Commission general counsel, attacked the "temper and the spirit" of the Committee's report, and charged it with "bias". Philip J. Hennessey Jr., NBC's chief counsel, held the report, if adopted, would mean that the FCC would use its licensing power to "control network programs, transcriptions, talent, rates, compensation of affiliates, profits and every other important feature of network broadcating".

It was evident that the pace will become fast and furious when the FCC takes its next step on the inquiry. Oral arguments on the Committee's report are set for Dec. 2-3, but it is likely they will be either cancelled or postponed. The FCC has retained George B. Porter, former assistant general counsel, as special counsel to handle the proceedings and it is likely he will seek additional time, particularly in the light of the situation precipitated by the filing of the new briefs.

The precise course to be followed by the FCC has not yet been decided. The Commission itself is in violent disagreement on the Committee's report. The temper of the briefs will add fuel to this conflagration. And since the Senate Interstate Commerce Committee only last summer took occasion to pry into the circumstances surrounding the Comitttee's work, the whole issue is likely to land before that Committee at the next session as the basis of the long-sought investigation of the FCC, and the industry.

'Proposed Rules' Possibility

Unless present signs fail, the FCC will postpone arguments until next spring and in the meantime consider the Committee's report. It may decide to adopt "proposed rules" and other proposed findings to serve as the basis for the arguments, rather than hear arguments on the Committee's report as such. Because of the attack upon the facts as presented by the Committee, some FCC officials believe the Commission should draft the findings in advance of final arguments.

The FCC Committee report was based on hearings which ran from Nov. 14, 1938, through May 11, 1939, with 73 full hearing days consumed. The Committee submitted a 1,800-page report last June, after having been prodded by members of Congress over the long delay. Of the original four members of the Committee only two actually participated in the writing of the report (Brown and Walker) whereas now only one (Walker) still serves on the FCC.

Don Lee, in a brief filed by L. A. Weiss, vice-president and general manager, through Swager Sherley, Washington counsel, held the Committee had made out no case warranting Governmental interference or regulation of network operations and asked that its recommended regulation be rejected. This likewise added to the confusion, since Don Lee is affiliated with MBS and since Mr. Weiss is the West Coast vice-president of MBS.

In the only new individual station brief filed, WHBF, Rock Island, Ill., complained against network exclusively provisions, time options and rate clauses. It held it could not get a network contract except upon network terms and asked for FCC relief.

Disc Firms Urge Separation Of Nets and Transcriptions

WBS, Associated and Hollywood Group Oppose Present Control Over Affiliated Stations

CITING the report of the Network-Monopoly Committee to substantiate their position, transcription firms have filed briefs with the FCC urging a divorce of networks from transcription activities to foster a fuller flowering of transcribed program service. The FCC has received briefs, in connection with the scheduled Dec. 2-3 oral arguments on the Network-Monopoly Report, from three large organizations in the transcription field—World Broadcasting System, Associated Music Publishers, and the Assn. of Radio Transcription Producers of Hollywood [BROADCASTING, Oct. 15].

Easing of Control

Hewing to the line on behalf of independent transcription operations, the three groups declared for greater latitude in their field, both through relaxation of Rule 3.93 as it requires identification of transcribed programs, and definitive FCC action to arrest the alleged control of networks over transcription activities. Apart from a complete divorce of networks from transcription and recording operations, the briefs also recommended a loosening of network control over affiliated stations to allow the stations a free hand in scheduling and using transcribed features as they individually saw fit.

The American Federation of Musicians, through its Washington counsel, Samuel T. Ansell, on Nov. 13 also filed a petition urging the FCC to retain the present transcription rule requiring the identification of records and transcriptions as such. Reiterating its previous argument, AFM held that elimination of the announcement requirement would result in unfair competition with union musicians and probably would cause additional unemployment in their ranks.

Regarding Rule 3.93, the briefs urged abolition of the transcription identification regulation, or at least its modification to require only identification at the end of a transcribed program rather than at both beginning and end. The briefs also emphasized the need for FCC regulations, establishing a minimum standard of quality to apply to all mechanically reproduced broadcasts.

The AMP brief pointed out that while development of transcribed broadcasting tends to weaken or break the monopoly of the networks, the networks unless restrained by the FCC may suppress independent transcription companies by destructive price competi-

(*Continued on page 86*)

Time-Buyers Take a Flier at Beale Street



TRANSPORTED to and from Memphis by chartered plane, two-score representatives of national radio advertisers and advertising agencies attended the dedication of the new $125,000 studios of WREC, Memphis, Nov. 1-2. Entertained by Hoyt B. Wooten, owner and general manager of WREC, and his three brothers, all WREC department-heads, the guests participated in dedication ceremonies Nov. 1, and inspected the station's new transmitter the following day.

The new studios, in the Peabody Hotel, were designed by Hoyt and his brother, S. D. Wooten, Jr., chief engineer. The transcribed dedicatory program featured figures in the South's public life, as well as CBS President William S. Paley and World Broadcasting System President Percy L. Deutsch. Highlighting the event was a broadcast devoted to dramatization of WREC's progress since founded in 1922.

On the steps of WREC's transmitter house are, first row (l to r) Charles Robertson, Ralph H. Jones Agency, Cincinnati; Lou Nelson, Wade Adv. Agency, Chicago; F. C. Sowell, manager, WLAC, Nashville; Evelyn Stark, Hays-MacFarland, Chicago; Hoyt Wooten; Helen Thomas, Spot Broadcasting, New York; Frank Silvernail, Pedlar & Ryan, New York; Ralph Robertson, Colgate-Palmolive-Peet, New York; Robert Tannehill, McCann-Erickson, New York; William Maillefert, Comptom Adv., New York.

Second row, George Brett, Katz Agency, Chicago; Clair Heyer, Armour & Co., Chicago; Charles Darwent, Armour & Co., Chicago; Buck Lewis, RCA, Camden; C. C. Slaybaugh, BBDO, New York; Steve Fuld, CBS, New York; Fletcher Turner, J. M. Mathes, Inc., New York; Harry Stone, manager WSM, Nashville; N. F. McEvoy, Newell-Emmett, New York; Paul Catharine, Stanco, New York.

Third row, S. R. Rintoul, Katz, New York; Fred Bell, Katz, Atlanta; Harold Wheelahan, WSMB, New Orleans; Nate Pumpian, Henri, Hurst & McDonald, Chicago; Gordon Gray, Katz, Kansas City; Harry Torpe, Sherman K. Ellis Inc., New York; Jerry Gunst, Katz, Chicago; C. R. Jacobs, CBS, New York; Jim Payne, D'Arcy Adv. Co., St. Louis; Bob Boulware, Procter & Gamble, Cincinnati; Wilson Raney, WREC.

Last row, George Trimble, Marschalk & Pratt, New York; Ralph Bateman, Katz, Detroit; W. S. Walker, Platt-Forbes, New York; Herb Hulsebus, Stack-Goble, Chicago; Frank Brimm, Katz, Dallas; W. H. Summerville, manager WWL, New Orleans; Lowell Jackson, Katz, Chicago; M. O. O'Mara, Katz, New York; Lloyd Nelson, Blackett-Sample-Hummert, Chicago; Gene Fromherz, B-H-S, Chicago; Hollis Wooten, WREC; John Kucera, Young & Rubicam, New York.

Others present but not in photograph included John Schultz, Erwin, Wasey & Co., New York; John McCormack, manager, KWKH-KJBS, Shreveport; Ed. Zimmerman, general manager, KARK, Little Rock; S. C. Vinsonhaler, manager, KLRA, Little Rock; Paul D. P. Spearman, Washington attorney, and George B. Porter, FCC special counsel handling the network-monopoly report.

Call-Letter Plan Is Proposed for FM

Frequency Is Identified; Permits Granted for 15 FM Outlets

AN INGENIOUS call-letter combination for FM stations, by which their identity can easily be established by public and industry alike, has been proposed to the FCC by its engineering department. Deviating from the present method of four-letter combinations, FM stations would be identified with two-letter prefixes, a dash, and two numerals. A typical call would be WA-14. The plan awaits formal FCC approval.

In devising the new system, the department feels it has given actual meaning and significance to the call combinations. All W prefixed stations would be located east of the Mississippi and all K stations west. The second letter would be allotted arbitrarily and alphabetically. Then the numerals denote the frequency on which the particular station is assigned. The new combinations accord with international requirements and would be available in sufficient volume to accommodate thousands of stations.

The call letter proposal came a fortnight after the FCC had granted the first formal applications for commercial FM. It allotted permits to 15 FM applicants and held that more than 27 million people are embraced in the 110,000 square miles of potential service area of these stations. Some two-score pending applications for FM stations will be considered promptly, it was stated, in the hope of having a good national representation for FM service by Jan. 1, when the service becomes fully commercial.

Networks' FM Policy

Meanwhile, FM licensees and aspirants were awaiting crystallization of policy of the major networks regarding use of regular programs for rebroadcast on FM outlets. The trend appears to be against the authorization.

CBS, first to disclose its position, has advised its stations that no network programs will be available for rebroadcast on FM stations. Paul Kesten, CBS vice-president, declared this ruling is subject to change. He pointed out, however, that "the many unknown factors in the FM outlook" made this temporary decision essential. Rebroadcast of network programs by FM stations also raises the "obvious question of whether, if an FM station carried one CBS network commercial program, it wouldn't have to carry them all in order to treat all advertisers alike," Mr. Kesten said. In advising stations of the ruling, CBS said that as of Dec. 18 its programs would not be available for FM rebroadcast.

William S. Hedges, NBC vice-president, said that no definite policy yet has been formulated. The network currently feeds its programs to W1XOJ, Yankee Network station at Paxton; W2XOY, G-E station at Schenectady, and W8XVB, Stromberg-Carlson station at Rochester.

MBS is continuing to feed its programs to member stations with FM facilities, but has notified them that the service is subject to change on 30 days' notice.

Encouraging 'Independents'

In granting the applications, the FCC itself specified the coverage areas in virtually all instances, substituting its conclusions for those of the applicants. New applications, according to Chairman James Lawrence Fly, will be handled as expeditiously as possible.

(*Continued on page 77*)

WWVA to Shift To Blue Network

WBZ, Boston, Slated to Join Red; WEMP to the Blue

COINCIDENT with the scheduled shift of KDKA, Pittsburgh, from NBC-Blue to the Red next year, WWVA, Wheeling, W. Va., will become affiliated with NBC as a basic Blue outlet, it was announced Nov. 14 by NBC and George B. Storer, president of West Virginia Broadcasting Corp. and of the Fort Industry stations.

Now a CBS outlet, WWVA is slated for Class 1-B operation, with 50,000 watts on 1170 kc., under the Havana Treaty allocation. The switchover will become effective May 1 or at the time change in September next year, upon expiration of WWVA's present CBS contract, it was stated. With its new power and assignment, according to the announcement, WWVA will provide Blue network service to much of the area outside of Pittsburgh which hitherto had been served by KDKA. The present Red outlet in Pittsburgh is WCAE, which presumably will shift to the Blue or MBS, or both, coincident with the KDKA transfer to the Red.

Wisconsin Net to Blue

Also slated for a shift from the Blue to the Red network, presumably sometime in 1941, is WBZ, Boston. Like KDKA, it is a Westinghouse owned and operated station. KYW, Philadelphia, also a Westinghouse outlet, already is on the Red network.

Announcement was made in Milwaukee Nov. 15 that WEMP, local outlet, on Jan. 1 will join the NBC-Blue and will feed Blue sustaining programs to the recently formed Wisconsin Network. Stations listed on this group are WRJN, Racine; WHBL, Sheboygan; WHBY, Appleton; KFIZ, Fond du Lac; WTAG, Green Bay. The base rate for WEMP will be $120 an hour.

WAML, Laurel, Miss., and WFOR, Hattiesburg, Miss., on Nov. 15 joined the NBC Red South-Central group, as bonus stations through WJDX, Jackson, Miss.

New B & W Series

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh), will start in late December a new network series titled *Discoveries of 1941*. Program likely will be placed on NBC-Blue. Talent includes Bobby Byrne's orchestra and a "Name the Song" contest with prizes. Agency is BBDO, New York.

Woolworth Tries Radio

F. W. WOOLWORTH & Co., New York, during the Dec. 2-7 week will test radio for its Christmas catalog, using 5-minute news periods Monday through Saturday on WABC, New York. Lynn Baker Co., New York, is agency.

WWL, New Orleans, through its special events department has arranged school-kid tours through its studios, with trained personnel acting as guides and explaining station functions by using a special easel presentation of the story behind a radio program.

Modern Structure In San Francisco Is Begun by NBC

Latest Features Are Included In Design of New Building

NBC has started construction of its new $1,150,000 building at the corner of Taylor and O'Farrell Streets, San Francisco, which will be the home of KPO and KGO, key Red and Blue network outlets.

Al Nelson, general manager of KPO-KGO and assistant vice-president of NBC, was given the "go ahead" signal Nov. 8 by NBC President Niles Trammell. On that date the NBC board of directors, meeting in New York, voted favorably on the new structure on recommendation of Mr. Trammell.

Waiting for the last six months for final approval from the NBC board, Mr. Nelson had the stage all set, location picked and approved plans and specifications drawn and okayed and general contractors engaged. On Nov. 14 public ground - breaking ceremonies were held at the site. The building is scheduled to be completed in 10 months.

In Downtown Area

The new building will be located in the heart of the downtown business, hotel, club and theatre district. Except for a public garage in the basement and first floor, it will be devoted exclusively to broadcasting.

The structure will be four stories high, of reinforced concrete, modern but not faddish. It will contain 52,800 square feet of floor space. The present quarters at 111 Sutter St., NBC's home for the last 13 years, will be abandoned.

The new radio headquarters will have no windows. Glass block sections will serve for both exterior trim and daylight illumination. Architecture will be of the modified streamline type.

The main entrance will be on Taylor St., near the Clift Hotel. An imposing lobby will welcome the visitors. Seven display windows will tell the story of radio and its programs. Elevators and a wide staircase will lead to upper floors. Except for the lobby, the street level floor and basement will be occupied by "The Radio Garage", with space for 130 cars. Garage entrance and exit will be on two streets.

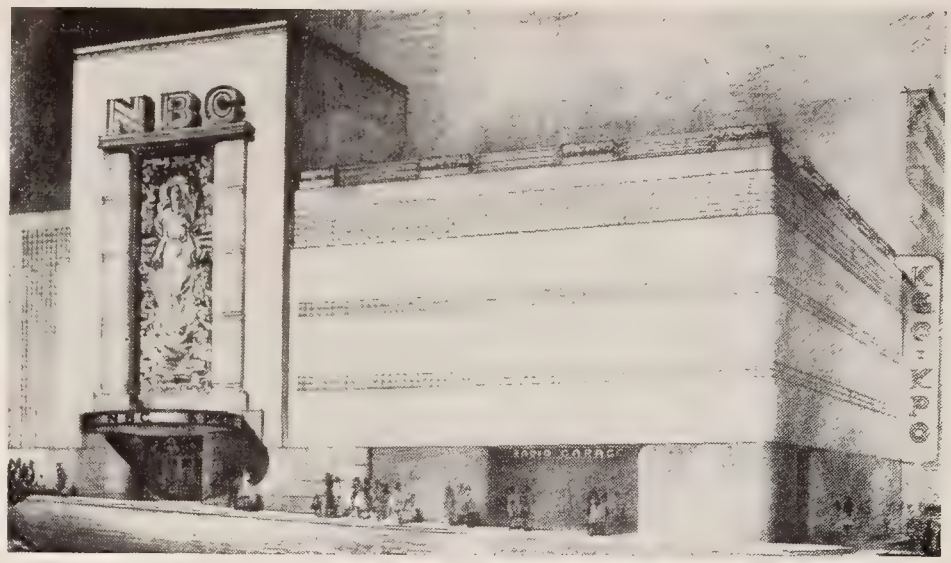
The second and third floors will be devoted principally to studios, program and production departments, library, traffic and related activities, while the administrative offices will be located on the fourth floor.

The plans call for ten broadcasting studios, "A" studio, the largest, being 41 x 71 feet with capacity for 300 to 500 visitors. It will open directly off the second floor lobby and will be two stories high. Studios B and C each will be 25 x 43 feet with capacity for 150 to 200 guests. These likewise will be two stories high. A new pipe organ will be installed in loft space opening off B studio.

Looking beyond the immediate requirements, careful thought has been given to the possible needs of television and frequency modulation in the future.

Alfred F. Roller is the architect for the new building and Barrett and Hilp, San Francisco, the general contractors. Owing to the many technical phases involved in the construction of a modern broadcasting plant, NBC engineering specifications will prevail in the difficult acoustical and electrical treatment. Experts from New York will be on the job to cooperate with Architect Roller and the contractors in designing and supervising details.

Projected New Home of NBC, San Francisco



MAGNIFICENCE and lots of it marks this drawing of the exterior of of the new NBC headquarters in San Francisco. The allegorical figure above the entrance represents "Entertainment". Without windows, the building will receive daylight from glass bricks.

Bauerlein-Shaheen Inc. Is Organized in Chicago

BAUERLEIN-SHAHEEN, Inc., with offices at 10 S. LaSalle St., Chicago, has been organized by G. W. Bauerlein, head of the New Orleans agency bearing his name, and John W. Shaheen, publicist and radio writer. Mr. Bauerlein, as president, will divide his time between New Orleans and Chicago. As vice-president Mr. Shaheen will be in charge of the Chicago office. Among account executives is Donald B. Skinner, recently with the late Walter W. Hoops. Prior to that he had been with General Motors in Japan, Nash and J. Walter Thompson Co. Public relations director is Willis R. Harrod, former feature editor of the St. Louis Star-Times.

COCA COLA PLACES TWO NET PROGRAMS

COCA COLA Co., Atlanta, extensive user of spot radio for its soft drink, will sponsor two network variety programs this winter as well as it current campaign of quarter-hour *Singin' Sam* transcriptions on 198 stations throughout the country. Already set is the program, starting Dec. 1 and starring Andre Kostelanetz and his orchestra with Albert Spalding, violinist, on over 80 CBS stations, Sundays, 4:30-5 p. m. Also planned is a chorus and featured guest singers.

The second program will start shortly after Jan. 1 on NBC-Red and will be a college type show built around Frankie Masters' orchestra. Time and stations are not yet set. Agency handling the account is D'Arcy Adv. Co., New York, under direction of Felix W. Coste.

BATES ORGANIZES NEW YORK AGENCY

NEW AGENCY to be opened Dec. 2 by Theodore L. Bates, currently a vice-president of Benton & Bowles, New York, to handle the advertising of Continental Baking Co., and certain products of the Colgate-Palmolive-Peet Co., will be titled Ted Bates Inc., with offices at 630 Fifth Ave.

Director of radio for the new agency will be Charles Christoph, formerly in the radio departments of Blackett-Sample-Hummert and Ruthrauff & Ryan, New York. All other members of Ted Bates Inc. are currently with Benton & Bowles until the opening of the new agency, where they will have the following positions: Tom Carnese, vice-president in charge of operations, assisted by Richard Gay; Tom Buechner, vice-president and account executive; Walker Everett, account executive; Ed Small in charge of media; Alicia Tobin and Rosser Reeves, copy writers; Len Bastrup and Vincent Smythe, are directors.

It is understood that Almon Taranto, timebuyer of Wm. Esty & Co., New York, has been offered the position of time buyer for Ted Bates, but Mr. Taranto will not announce his decision until he returns Nov. 25 from his honeymoon.

Library Radio Survey

PHILIP H. COHEN and Charles T. Harrell, both holding Rockefeller Foundation fellowships in radio research, have been assigned to the Library of Congress to survey the library's resources of material that might be of service to educational broadcasting groups and stations. The two Rockefeller fellows will be available for assistance in planning programs, supplying background material and suggesting bibliographic and other supplementary material, according to plans announced by Archibald MacLeish, Librarian of Congress. Cohen formerly was production director of the Office of Education radio division and associate director of the New York U Radio Workshop, and Harrell, now on leave, was program director of WLB, U of Minnesota station.

Seek Record Test In Supreme Court

RCA, NAPA File Petition For Highest Court Ruling

REQUESTING a definitive ruling on the right of broadcasters to use phonograph records, RCA Mfg. Co. and National Assn. of Performing Artists on Nov. 13 filed petitions with the U. S. Supreme Court for a writ of certiorari in the case of RCA Mfg. Co. against Paul Whiteman, WBO Broadcasting Corp. and Elin Inc. The petitions, carrying on the appeal from an unfavorable decision entered Aug. 14 by the U. S. Circuit Court of Appeals in the Second Circuit [BROADCASTING, Aug. 1], likely will see no action by the Supreme Court for at least a month, since answering briefs are to be received.

Involving the right of broadcasters to air phonograph records without permission and against the prohibition of the record manufacturers and the performing artist, the Circuit Court decision held that a broadcaster may use records on the air when and as he pleased, "in entire disregard of any attempt" by either the manufacturing company or the artist to restrict or prohibit such use. This decision reverses an opinion of the Federal District Court which had found both manufacturing company and artist to possess restrictive rights and which was appealed by RCA, by NAPA for Whiteman and by NAB for WNEW, New York station operated by WBO Broadcasting Corp.

A Test Case

While the case deals specifically only with WNEW's broadcasts of certain phonograph records featuring Whiteman's orchestra and recorded by RCA, and while technically only New York and not Federal law is involved, appellants urged the Supreme Court to hear the case because of its importance as a test case in a situation involving every broadcaster, record manufacturer and performing artist in the country.

During the hearings in the lower court, RCA testified to the disastrous effects of radio on the phonograph record industry, citing sales figures to show that in the early 1930's record sales were only a fraction of what they had been 10 years before when there was no broadcasting. Recently RCA announced that "record sales during October (1940) set a new 17-year high", with total sales of all classifications topping every similar period since 1924.

WMOG Sale Approved

THE FCC on Nov. 14 authorized Alma King, local theater manager, to transfer 75 shares or 75% of the common stock of Coastal Broadcasting Co., licensee of WMOG, Brunswick, Ga., to Arthur Lucas and William K. Jenkins, Georgia chain theatre operators who also control WRDW, Augusta. The purchase price was $7,500. Miss King retains 25% interest in the station, which operates with 100 watts night and 250 day on 1500 kc.

C. A. BRIGGS Co., Cambridge, Mass. (H-B Cough Drops), has started a 17-week thrice-weekly one-minute live announcement campaign. Horton-Noyes Co., Providence, is agency.

Uncle Sam—Biggest User of Radio Time

Much of Material Is Kept Free From Objectionable Propaganda

By J. FRANK BEATTY

THE United States Government is the biggest user of radio time on the nation's privately-owned broadcasting system.

From sunup to midnight the American listener is peppered with frequent spot announcements carried free and freely by some 800 stations. He hears professionally-acted network programs. He hears locally acted programs built from scripts furnished by numerous Federal agencies. He tunes in transcriptions of programs produced by Government departments. Some of it is good; some not so good.

Thus the American listener is exceedingly well informed about the operations of his Government. And European countries, with their dictator-controlled radio systems, have an able rival in the art of contacting the citizenry by air.

They're Different

The main difference—and it is a vital one—lies in the type of material fed to listeners.

Uncle Sam's radio contacts with his citizens are surprisingly propaganda-free. European nations, on the other hand, use the air medium as a means of feeding highly colored and sharply censored information designed to mold their subjects into patterns conceived by all-powerful rulers.

A survey of Federal departments, commissions, bureaus and other agencies reveals them to be highly conscious of radio's selling power. It shows them to be liberal users of the medium. It discloses them to be surprisingly diligent in endeavoring to exclude New Deal bias and to avoid antagonizing anti-Administration forces in Congress.

From the broadcasting industry's standpoint, the radio activities of Federal agencies are mushrooming so fast that they are becoming a burden to stations, always eager to serve their Government. This has been especially true since the defense program got under way.

Throughout the Government are grateful officials who have found the industry willing and anxious to cooperate in making its facilities available for the common welfare. These officials are building up an impressive array of "success stories"—stories of amazing selling performances in swaying the listening public.

Tape That Is Red

Though Uncle Sam is a liberal user of radio time, he is a hopelessly inefficient timebuyer. From all over the Government come requests for stations to run announcements, or suggestions that transcriptions are available. Uncle Sam's right hand seldom knows what his left hand is doing in a radio way.

The confusion is a source of grief to many station operators. Where one Federal agency places its time through State branch offices which in turn contact stations direct or through local branches, another agency handles all placements from Washington. To add to the confusion, still other agencies make their contacts through cooperating sponsors.

This array of red tape and inefficiency has led to frequent suggestions that some central office in Washington act as clearing house for placement of time.

Latest to emphasize this need is Chairman James Lawrence Fly of the FCC. Chairman Fly told National Independent Broadcasters, meeting in New York Oct. 21-22 [BROADCASTING, Nov. 1], that a central agency is badly needed. Mr. Fly explained that broadcasters are under no compulsion to take any Federal program and recognized the plight of stations in handling the multiplicity of requests.

Nearest approach to a coordinating agency is the Office of Government Reports, where a special assistant to the director acts as a radio liaison and advisor for some Federal agencies. This is scarcely a drop in the bucket. Numerous stabs at extension of such coordination have been made, but so far they have not passed the discussion stage and in governmental affairs the discussion stage is many miles away from definite action.

And Now Defense

Skilled user of radio time is President Roosevelt, heard in his "fireside chats" and in addresses at special events. Congress itself is on the air only at special times such as the beginning and ending of a session. Senators and Representatives, along with high Federal officials, are heard frequently in talks and forums.

Though stations have recognized for many years the need of central time placement in Washington, the problem has become downright serious since the defense program got under way a few months ago.

Barrages of time requests and offers of material have been coming from Selective Service Headquarters, Army, Navy, Civil Service Commission and Department of Justice. These offices have staged some of the biggest promotion campaigns in the nation's history. They have solicited — and obtained — countless thousands of volunteers and skilled workers, besides putting over the draft registration and alien registration campaigns.

The Civil Service Commission series is an example of efficient use of spot radio. Working through the NAB, with Arthur Stringer as advisor, the Commission has secured over 100,000 specialized and skilled workers for the defense program. In the four weeks ended Oct. 15, broadcasters procured 23,000 workers for the Commission, which is charged with the duty of providing the men needed for defense jobs.

A Wild Chase

By placing announcements on selected stations, waste of facilities is kept to a minimum. When strapping young men were needed for Border Patrol duties, announcements were placed on stations west and south of North Dakota, and 13,000 responded in a week. When cable splicers were needed in Panama, announcements were placed on selected stations and cable splicers popped up everywhere, far more than wanted.

No central source in Washington would supply a list of Federal agencies that use radio. Compilation of such information required contacting of each department and bureau and independent commission. Sometimes one bureau will not know that another bureau in the same department is also using radio publicity.



TO STIMULATE interest in its broadcast of election returns under sponsorship of Bruckman Brewing Co., WKRC, Cincinnati, enlisted 10 of Cincinnati's star athletes, U of Cincinnati and Xavier U footballers, to carry through the streets portable radios tuned to WKRC. The costumed and sandwich-signed gridders here gather in front of the Cincinnati Times-Star Bldg. before starting on their downtown rounds.

Some Federal agencies have officials bearing radio titles. In other cases, radio contacts will be handled by the information or press division. In still others the job is wished on whoever happens to suit an official's whim.

The division of authority is so diverse and so scattered that coordination of official radio activity appears impossible at the moment. Reluctance of bureaus to give up functions and lack of centralized power are handicapping factors.

The following survey shows in fairly complete but thumbnail manner how Government agencies use radio. Checking of all facts was attempted, but errors may have crept in because different officials occasionally gave different versions of the same situation. Here is the roundup:

Nat. Selective Service Hdqrs.

By far the most intensive radio campaign ever conducted by any single agency is that emanating from the office charged with administering the Selective Service Act of 1940. With cooperation of the NAB and network representatives, a radio drive flooded the country with conscription messages. As a result, Capt. Ernest M. Culligan, public relations officer at the headquarters, officially commended the broadcasting industry for its part in the program. The campaign reached peaks on R-Day Oct. 16, and lottery day Oct. 29.

Spending only a pittance, the Selective Service branch placed innumerable speeches on networks; sent recordings of these speeches to all stations; mailed weekly 15-minute interview scripts to its 53 State and territorial branch publicity offices for distribution to stations; mailed one-minute announcements about registration, which were heard countless thousands of times on the air from all stations and networks; promoted local programs and tieins with network programs; provided material for network and station commentators; sent 10 announcements daily to the American Radio Relay League's network, which also acted as a communications medium for messages; provided material for inclusion in network commercial and sustaining programs; provided all stations with information files; equipped studios for recording and originating programs.

Navy Department

Wide publicity given Navy Day, Oct. 27. Stations are contacted through local recruiting offices in connection with sustaining programs. Many commentators cooperate with Navy recruiting drive, but an extensive campaign is not conducted because the Navy now has a waiting list of recruits. Comdr. H. P. Thurber, in charge of publicity, directs Navy use of radio. The Marine Corps cooper-

(*Continued on page 74*)



EXTENSIVE news-gathering facilities of major networks, built up after long preparation, clicked with precision the night of Nov. 5 as election returns came in, were collated and quickly fed to a waiting world. The bulk of the CBS returns were announced by Bob Trout (left photo), with Paul White, CBS special events director, looking over his shoulder. Nerve center of NBC was this desk (center photo) in Studio 8-H where Abe Schecter (seated, right center), news and special events chief, directed coverage. Mutual commentators, working from WGN studios in Chicago were (l to r, right photo) Fulton Lewis jr., Arthur Sears Henning and Quin Ryan.

MULTIPLE HOOKUPS BEST IN ELECTION

LARGER percentage of radio set owners listened to political addresses by President Roosevelt, who generally spoke over two or more networks, during the six days from Oct. 28-Nov. 2, than listened to Candidate Wendell Willkie, who used the facilities of only one network for the most part, according to figures released by the Cooperative Analysis of Broadcasting.

On Oct. 28, 36.4% heard Roosevelt speaking on NBC-Red and Blue, and 16.5% listened to Willkie on CBS. When Willkie spoke on NBC-Red Oct. 29, 20.7% of set owners heard his talk, while 38.7% tuned in to Roosevelt's speech on NBC-Red, CBS and Mutual Oct. 30.

On Oct. 31, 19% tuned to Willkie on CBS and Nov. 1, 37.3% heard Roosevelt on Mutual and NBC-Red. The final Saturday before the election, Nov. 2, Roosevelt was heard by 37% of the listeners when he spoke at 9 p. m. on CBS and NBC-Red, while at 10:15 p. m. Willkie drew 30.6% of radio's set owners when he broadcast on all three networks.

Annual Express Spots

RAILWAY EXPRESS AGENCY, New York, from mid-October through December is running its annual Christmas campaign of one-minute transcribed announcements, produced by Grombach Productions, New York, on stations in over 50 cities throughout the country. Spots promote Railway's service for the Christmas rush of sending gifts by mail. Agency in charge is Caples Co., New York.

More Film Spots

20TH CENTURY-FOX FILMS on Nov. 11 started a campaign of daily 50-word spot announcements for its new picture "Kay Kyser—You'll Find Out" on about ten stations in the New York Metropolitan area. Agency is Kayton-Spiero Co., New York.

Bible Series Expanded

DETROIT BIBLE CLASS, Detroit, which sponsored its half-hour Sunday morning program last year on CKLW, Detroit, has added WFIL, Philadelphia, and WHK, Cleveland, to the broadcasts this season, which started Nov. 10.

Televising of Ballot Returns Features Radio Coverage of Presidential Vote

ALTHOUGH from every standpoint radio's coverage of the 1940 election exceeded that of all previous similar occasions, this particular Election Day will probably go down in radio history as the first on which the returns were televised.

In New York video set-owners watched the figures from the various states as they poured from the press association tickers in the studios of W2XBS, NBC's television transmitter and of W2XWV, video station of the Du Mont Laboratories. Operating with only 50 watts power, pending completion of its 1,000-watt transmitter, the Du Mont station focussed its camera on the translucent screen of a ticker tape projector, enabling televiewers to follow the message as the tape flowed across the screen. The Du Mont transmission was visual only, as its sound transmitter is not yet completed.

NBC's Visual Pickup

NBC's telecast, combining sight and sound, also featured visual news, with a camera picking up an Associated Press printer as it typed its bulletins. Ray Forrest, NBC television announcer, also read special bulletins during the evening and interviewed a number of the network's commentators, who left their regular posts long enough to report on trends to the lookers-in. A special television guest was Leo Rosenberg, Lord & Thomas vice-president, who 20 years before had announced the Harding-Cox returns on KDKA, Pittsburgh, in what is described as the first scheduled election broadcast.

Network coverage of the returns followed the lines previously announced [BROADCASTING, Nov. 1], with all networks remaining on the air until the re-election of President Roosevelt was an established fact. MBS was the last of the networks to sign off, at 4:30 a.m. (EST). NBC broke with tradition by moving its news room to its largest studio in Radio City and working with a studio audience of some 3,000 guests, who watched the news staff at work or wandered into other studios where they could sit and listen or view the NBC telecast on a battery of television receivers.

MBS made two innovations in its coverage of the election—a series of five-minute pickups from 14 key cities and an early morning round of phone calls made by Fulton Lewis Jr. to a dozen prominent political figures whose comments were relayed to the MBS audience by Mr. Lewis, his own remarks and questions being broadcast as he made each call. Mutual also followed the election by a European round-up on Nov. 6, when John Steele, John Dickson and Seville R. Davis told American listeners of the reaction to the election in London, Berlin and Rome, respectively.

CBS, which had Dr. Elmo Roper, director of the *Fortune* public opinion surveys in its studio election night to compare actual returns with the predictions of the various surveys, followed up this idea on Nov. 9, when Dr. George Gallup of Gallup Poll fame, Edward R. Bernays, public relations counsel; Claude Robinson, president of Opinion Research Corp., and Dr. Gregory Zilboorg, psychiatrist, discussed on *The People's Platform* the psychological and economic reasons for the results of the election.

Over the Nation

Individual stations all over the country also had one of their busiest days in history on Election Day, not only with national election news but with local returns as well. In many cases cooperative tieups were made between stations and local newspapers, pooling individual resources for speedier gathering and handling of election reports. Some stations also made arrangements with local theatres to flash late returns on the theatre screen, marquee or stage, according to incomplete reports reaching BROADCASTING.

In the San Francisco Bay area metropolitan newspapers bent over backwards to cooperate with radio in covering the election. Following the lead taken a year ago by KPO-KGO General Manager Al Nelson, when he arranged a spectacular election party with the *San Francisco Chronicle*, three other San Francisco stations made similar deals with the press. KSFO, the CBS outlet, tied up with the *Call-Bulletin*, Hearst evening paper. The *Examiner*, Hearst morning paper, worked with KYA, the Hearst station, and KFRC, Don Lee-MBS outlet. In Oakland KROW and the *Oakland Post-Enquirer* teamed up for election service.

In St. Louis KSD's participation with the *Post-Dispatch* featured facsimile broadcasts on W9XZY from 6 p. m. Nov. 5 to 2 a. m. Received at the home of Charles H. Sommer and on receivers in three hotels and several store windows, the transmission is claimed the first complete facsimile broadcast of election returns. KMOX, working closely with the *Globe-Democrat*, was on the air from 6:30 p. m. to 4 a. m. with election figures. KXOK had a similar tieup with the *Times-Star*, the station's parent newspaper. KWK, in addition to a comprehensive schedule of election returns, carried an intensive series of spot announcements before and on election day urging local citizens to vote.

In the Capital

In the nation's capital WJSV, CBS outlet, and WMAL, NBC-Blue station, had cooperative tieups with the *Washington Post* and the *Washington Star*, respectively. WRC, NBC-Red key, and WOL, MBS key, operated with independent local coverage, participating heavily in network activities.

In Pittsburgh, KDKA celebrated the 20th anniversary of its first election broadcast by carrying a comprehensive election return schedule in cooperation with the *Pittsburgh Post-Gazette*, which as the *Pittsburgh Post* in 1920 worked with the station in gathering Harding-Cox returns. WCPO, Cincinnati, and the *Cincinnati Post*, affiliated Scripps-Howard paper, worked together in gathering Ohio returns. In Salt Lake City KLZ presented elaborate election coverage gained through a specially organized correspondent system previously set up all over Utah.

Other stations reporting special Election Day activity to BROADCASTING were KDAL, Duluth, Minn.; WRBL, Columbus, Ga.; WTIC, Hartford, Conn.; WFMJ, Youngstown, O.

M-G-M Film Spots

METRO - GOLDWYN - MAYER, New York, throughout November and December is placing one-minute spot announcements promoting the motion picture "Escape" on about 55 stations in cities where the film is scheduled to run. Spots are heard four to five days previous to the opening of the picture. Agency is Donahue & Coe, New York.



"NO MISTAKIE! BIG LUNCH 20 CENT —LITTLE LUNCH 50!"

• Without much inquiry into foreign economic precepts or political motives, it looks to us as if "One Long Pan" is hardly on the right track! But, begging your pardon, there are some screwy things about buying radio in Iowa, too!

Take the matter of costs and coverage, for instance. Out here there is *one* station which is "listened to most" by 55.4% of Iowa radio families during daytime hours (as reported in the largest radio survey ever undertaken in Iowa). On the other hand, all ten *other* Iowa commercial stations, *combined,* only rated 20.2%. Yet the *one* station—WHO—costs a mere fraction of the dough required for the other ten, of course. . . .

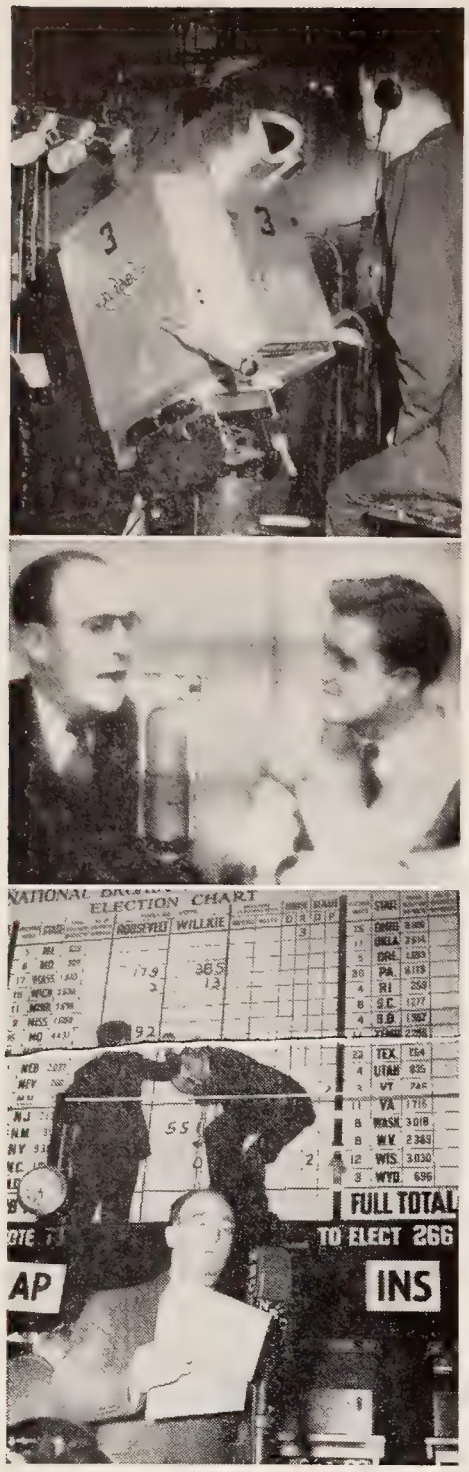
Frankly, dear reader, WHO costs so little more than any combination of two or more stations in the State that it's possible to get WHO into almost any Iowa radio budget. Take it up with us and see what we can do. . . . Or just ask Free & Peters.

WHO
+ *for* IOWA PLUS ! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives



DAYS OF YORE were recalled election night when Leo Rosenberg (bottom photo) read bulletins to an international audience. Just 20 years ago he had announced the Harding-Cox returns on KDKA, Pittsburgh, to a handful of listeners. In center he appears on a television receiver with Ray Forrest, NBC television announcer. Photo was taken off the video screen. At top Richard Pickard, of NBC's television staff, focussed the camera on an AP printer, televising the moving tape for viewers.

Plough Spots

PLOUGH Inc., Memphis, is featuring "world's largest" facts in its 33-station campaign for its St. Joseph Aspirin, described as world's largest seller at 10 cents. A companion series of "famous firsts" also is featured. The series, started Sept. 30, will last for six months, according to Lake-Spiro-Shurman, Memphis, the agency. Stations are: KGNC KFYR WFAA WBAP WJAX KMBC WROL WHAS WMC WREC WIOD WSM WPTF KWK WOAI WFLA WSUN KRGV WGST WAPI WBT KTRH WFBM KLRA KFYO WMAZ KTSA WTOC KTUL WWL KOMA KSL KFH.

Election Time During Closing Weeks Brings Net Billings to Record Level

AIDED by the flood of political business during the final weeks of the Presidential campaign, network gross time sales in October reached a new all-time high. Combined billings of CBS, MBS and NBC for the month totaled $9,840,450, an increase of 22.8% over the total for October 1939 of $8,014,128.

Combined time sales of NBC's networks topped the $5,000,000 mark for the first time and CBS last month became the first single network to pass $4,000,000 in one month.

Chief effect of political business occurred on NBC-Blue and MBS, the figures reveal, as their percentage increases over the same month are enormous, whereas NBC-Red and CBS show smaller percentage increases for October than for any recent month.

Explanation, of course, is that the Red and CBS have sold most of their evening hours to commercial sponsors and to a large extent the time taken for political speeches meant billing a political party instead of an advertiser, but no increase in the amount of time sold. Mutual and the Blue, having more open time, received the campaign business almost entirely as surplus revenue.

Cumulative totals for the year to date show that in 10 months of 1940 the combined network time sales lack less than $5,000,000 of equaling 1939's 12-month total. For 1940, January through October, the combined time sales are $78,140,928, a gain of 16.7% in comparison to the $66,951,008 gross for the same period of 1939. Individually, Mutual has already passed its 1939 total and for the comparative 10-month periods shows $3,562,509 for 1940 as against $2,685,038 for 1939, a rise of 32.7%. Highest total for 1940 so far is that of CBS, with $33,524,370, up 21.7% from last year's $27,536,348 for the same 10 months.

NBC-Red so far this year totals $32,515,286, passing the 1939 figure of $29,797,983 by 9.1%. NBC-Blue cumulative figures are $8,538,763 for 1940 and $6,931,639 for 1939, a gain of 23.2%. Combined NBC cumulative time sales are $41,054,-049 this year against $36,729,622 last, an increase of 11.8%. For the month of October, NBC's combined networks showed gross time sales of $5,045,694 this year as against $4,219,253 last, up 19.6%.

Gross Monthly Time Sales

	1940	% Gain over 1939	1939
NBC-Red			
Jan.	$3,496,393	8.9%	$3,211,161
Feb.	3,226,983	8.5	2,975,258
March	3,338,440	1.2	3,297,992
April	3,128,685	8.7	2,879,571
May	3,216,940	6.3	3,025,538
June	2,919,405	5.8	2,759,917
July	3,141,902	15.8	2,713,798
August	3,072,338	12.2	2,737,926
Sept.	3,132,005	13.9	2,750,688
Oct.	3,842,195	11.5	3,446,134
NBC-Blue			
Jan.	908,815	10.5	822,730
Feb.	905,101	17.0	773,437
March	965,904	10.7	872,860
April	912,833	34.0	681,413
May	817,682	20.9	676,564
June	722,695	16.1	622,487
July	688,536	20.8	569,757
August	665,924	15.9	574,644
Sept.	747,774	32.4	564,619
Oct.	1,203,499	55.7	773,119
CBS			
Jan.	3,575,946	34.2	2,674,057
Feb.	3,330,627	31.0	2,541,542
March	3,513,170	20.1	2,925,684
April	3,322,689	16.4	2,854,026
May	3,570,727	15.3	3,097,484
June	3,144,213	9.9	2,860,180
July	3,071,398	32.8	2,311,953
August	2,875,657	22.8	2,341,636
Sept.	3,109,863	21.3	2,563,132
Oct.	4,010,080	19.1	3,366,654
MBS			
Jan.	317,729	0.8	315,078
Feb.	337,649	22.1	276,605
March	390,813	27.3	306,976
April	363,468	38.4	262,626
May	322,186	37.2	234,764
June	299,478	31.2	228,186
July	235,182	8.6	216,853
August	227,865	10.9	205,410
Sept.	283,463	34.6	210,589
Oct.	784,676	83.0	428,221

G-E Dealer Discs

GENERAL ELECTRIC Co., New York, is offering a series of 50 one-minute spot announcements free to stations throughout the country which already have local contracts with any G-E retailers or distributors. The spots, featuring the announcing-singing team of Alan Kent and Ginger Johnson, tie in with G-E's Christmas holiday campaign for its home appliances and stress the theme "Sentimental Person with a Practical Side". An additional set of regular fast-speed records is available to distributors for ordinary phonographs. Agency is Maxon Inc., New York.

New Macaroni Account

RONZONI MACARONI Co., New York, on Oct. 30 started participations five times weekly on the *Uncle Don* program on WOR, New York, and probably will use more radio later this year, according to Alfred J. Simon, vice-president of The Piedmont Agency, recently appointed to handle the account.

GROSS OF CBS UP BUT NET DECLINES

THE FIRST nine months of 1940, counted as the 39 weeks ending Sept. 28, brought CBS a gross income of $36,430,612 and net profit of $3,331,786, equivalent to $1.94 per share on 1,716,277 shares of stock outstanding. While the gross was the highest in the network's history, the net was down from the same period last year due largely to increased operating, selling and administrative costs.

During the equivalent nine months of 1939, the CBS gross was $30,347,506, and the net was $3,-432,955, equivalent to $2 per share. The operations of the recently acquired Columbia Recording Corp. are reflected in the statements for both periods, released to stockholders Nov. 7 by Frank K. White, treasurer. From the $36,430,612 gross, the statement deducts $10,659,946 in time discounts and agency commissions and lists $20,122,856 in operating, selling, general and administrative expenses, leaving a net income before interest, depreciation, Federal income and excess profits taxes and miscellaneous income of $5,647,809.

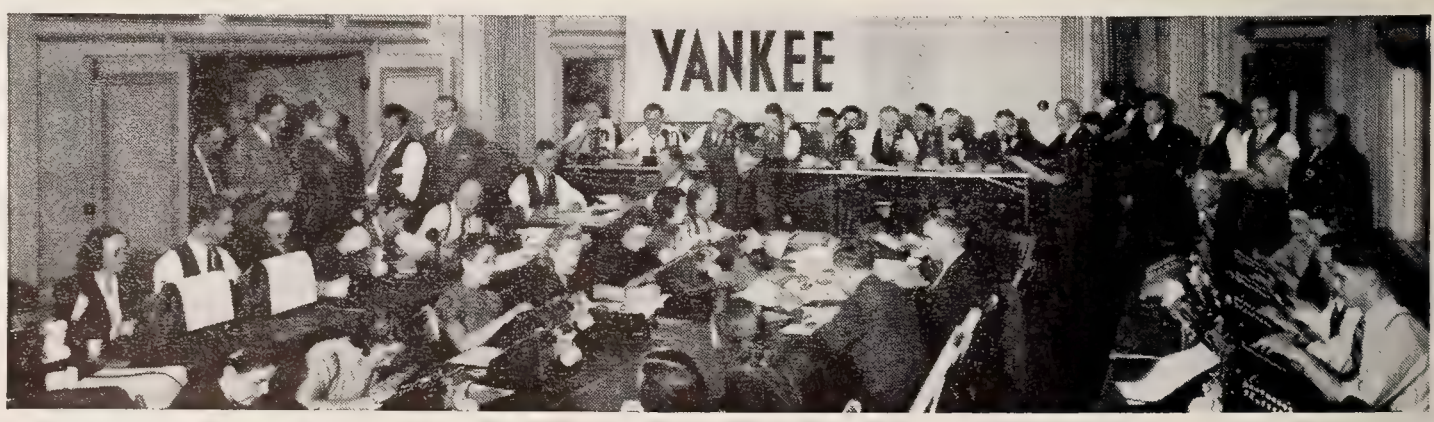
RCA 9-Month Income Well Above 1939 Level

GROSS income of RCA and its subsidiaries from all operations during the first nine months of 1940 amounted to $88,750,598 as compared with $74,368,668, during the same period of 1939, according to the quarterly statement just issued. Net income before interest, depreciation, amortization of patents and Federal income taxes was $10,624,968 compared with $8,130,-324, and net profit for the nine months was $5,713,943 compared with $4,066,425.

With an allocation of $2,414,778 for preferred dividends, the earnings per share on 13,881,016 shares of common stock amounted to 23.8 cents, compared to 11.9 cents for the same period in 1939.

RCA does not break down its income statement by subsidiaries, but NBC reports network time sales of $36,008,355 for the first nine months of 1940, the Red accounting for $28,673,091 and the Blue for $7,335,264 [BROADCASTING, Oct. 15]. Thus the wholly-owned NBC networks, largest operation of RCA other than RCA Mfg. Co., represented more than 40% of RCA parent company's gross income.

BILL STERN, NBC sports announcer, is the author of an article in the Nov. 5 *Look* dealing with microphone behavior of celebrities.



AS RETURNS began to flow in, Yankee Network's Studio L was the scene of compilations by a battery of members of the news service staff. In the group at doorway in upper left are (l to r) Fred McLaughlin, special events; George Steffy, production; John Shepard 3d, and Gerald Harrison, WNAC sales.

DETROIT . . . MACHINE SHOP OF THE WORLD

With payrolls *NOW* at highest peak in history—



WXYZ's Billion Dollar Market



Nerve center for the world's production of machined products.

Surveys among retailers prove WXYZ is the preferred station.



WXYZ's PRIMARY COVERAGE



"Cash In" on the winter buying spurt at the biggest radio dollar value in this rich market

WXYZ

KEY STATION MICHIGAN RADIO NETWORK

5000 WATTS *daytime* . . . 1000 WATTS *nighttime*

Basic Detroit Outlet NBC Blue Network

National Sales Representative—PAUL H. RAYMER CO.

Standard Form for Contests Is Studied by Code Committee

Seek to Meet Agency-Advertiser Complaints With New Wording; Other Problems Are Discussed

DEVELOPMENT of a standard form of announcement to cover radio contest offers, as a means of overcoming agency-advertiser objections to inclusion of contest copy in commercial time allotments under the NAB self-regulation code, will be undertaken by the NAB Code Compliance Committee, it was concluded Nov. 7 following a roundtable meeting in Chicago with advertising agency and station representatives.

Code Committee Chairman Edgar L. Bill, president of WMBD, Peoria, designated Ed Kirby, NAB public relations director, and Russell P. Place, NAB counsel, to study development of a standard announcement which would meet the Post Office Department requirements regarding contest and prize offers.

Not Direct Selling?

Some 30 agency men, flanked by a number of station spokesmen, held that contest offers did not fall within the scope of direct selling efforts, and therefore should not be included in the commercial time limitations. The view was advanced by agency spokesmen that it was impossible to describe adequately contest offers within the Code limitations, which became effective Oct. 1. NAB spokesmen argued, however, that if allowances were made, it would tend to encourage greater use of contest offers by advertisers to the detriment of the medium.

Suggestion by agency spokesmen that more time be allotted for children's programs, on the ground that commercials necessarily are spoken more slowly for the juvenile audience, also was taken under advisement by the Code Committee. Another meeting has been tentatively scheduled in New York in January, at which time agencies in that area will be invited to offer their views regarding the commercial provisions of the Code.

The question of free or bonus time solicitation efforts of major agencies also was discussed, but agreement was reached that the problem was one for the industry and not the advertising agencies. Agency spokesmen said their clients in effect have demanded that they attempt to procure free time because of similar treatment given their competitors by some 200 to 300 stations. Agency representatives frankly admitted that free time resulted in economic loss both to themselves and to the stations, but that unless radio itself roots out this evil, the agencies as a self-protection mechanism, must press for the bonus outlets.

How far stations should go in merchandising for their accounts was debated. One agency representative said he felt that radio merchandising should be comparable with that afforded by other media in the same market. The agencies preponderantly were of the view that a new program deserved two or three "build-up announcements", and the Code Committee concluded that such requests were reasonable.

The differential in daytime and nighttime commercials, as provided in the Code, was attacked by several agency representatives. Mr. Kirby pointed out that experience was the basis for this provision. Women chiefly comprise the daytime audience and they are more receptive to commercials than the family circle which listens at night.

Amount of Copy

Agencies, on the other hand, held that it takes a certain minimum time to sell a product, regardless of the time of the day it is presented. NAB men countered that evening listeners require less commercial copy since after the working day a relaxed person absorbs more sales talk in less time. The quarter-hour daytime program is permitted 3¼ minutes of commercial, while a half-hour evening program is limited to 3 minutes.

At an executive session prior to the open meeting, the Committee considered several Code matters. It was concluded that the question of Texaco sponsorship of Metropolitan opera over NBC, involving one-hour rate compensation for a program running more than three hours, properly was a matter for Independent Radio Network Affiliates, rather than the Code Committee. The Committee found it had no jurisdiction because the Code has nothing whatever to do with rates.

A complaint made by the CIO to the NAB against KYA, San Francisco, likewise was considered. The labor union had charged that a commercial program which it had sponsored on KYA during the last two years had been cancelled because of the Code provisions governing non-sale of time for discussion of controversial issues. KYA, shortly after joining NAB, cancelled the program. The Committee, without taking definite action, expressed the hope that the labor organization would be able to find proper time, on a sustaining basis, to project its views to the public in the San Francisco area.

Free-Time Crusade

At its closed session the Committee also discussed the free-time crusade of agencies, and then carried the question over to the open session. The Committee concluded that stations should be prevailed upon to refuse such entreaties from agencies, for their own commercial salvation.

Arthur B. Church, president,

(*Continued on page 44*)

Heads B-S-H Radio



MR. NEALE

J. J. Neale Is Appointed B-S-H Radio Director

J. J. NEALE, for the last seven years traffic manager for the Red network in the NBC Central Division, Chicago, on Nov. 18 assumes the radio directorship of Blackett-Sample-Hummert, Chicago. Mr. Neale joined NBC in 1930, being elevated to his present position four years later. Floyd G. Van Etten, sales traffic manager for the NBC-Blue network, becomes manager of all Red and Blue network, spot and local commercial traffic for the Central Division. Van Etten will be assisted by E. A. Stockmar and R. M. Neihengen. Neihengen transfers from Artists Service to sales traffic.



Mr. Van Etten

NBC Names Whalley

JOHN F. WHALLEY, auditor and office manager of the NBC central division, has been advanced to the post of business manager of the division, according to H. C. Kopf, division manager. Following graduation from the commerce school of Northwestern U, Whalley became traveling auditor for the General Electric Co., joining NBC as division auditor in 1930. The following year he was given the assignment as office manager.



Mr. Whalley

COLLECTION of over 12 radio plays by Norman Corwin, CBS writer and director, will be published in the spring of 1941 by Henry Holt & Co., New York. Included will be *My Client, Curley, Seems Radio Is Here to Stay, Revolt Against Christmas,* and *They Fly Through the Air With the Greatest of Ease.*

Radio Homes Tabulation To Be Ready Next Year

DESPITE estimates early this year in some quarters that statistics on United States radio homes, as revealed in the 1940 Housing Census, would be available late this fall, it now appears these figures will not be available on a State-by-State basis until the first of the year and on a national basis until the fall of 1941, according to the Bureau of the Census. The Housing Census, which contained a question on "radio homes" in its schedule, has drawn much attention in industry circles, since it will provide the most comprehensive survey of radio-equipped homes to date.

Meantime, statistics are being compiled by the Census Bureau on the Census of Manufactures of 1939, which covers several phases of radio manufacture. According to a Nov. 5 announcement by the Bureau, 1,359,876 automobile radios were sold in the United States market during 1939. This figure includes units installed by motor vehicle manufacturers on cars for the U. S. market. In a few weeks the Census Bureau is to issue its regular biennial report on 1939 operations of the radio industry, covering value and quantity of products, employment and payroll, cost of materials, etc.

Two Stations in Iowa Are Permanently Deleted

TWO Iowa stations were eliminated from the rolls Nov. 4 when the FCC took final action on its proposed findings granting KGLO, Mason City, 1,000 watts fulltime on 1270 kc., effective that date. The daytime KWLC, Decorah, hitherto assigned to 1270 kc., and KGCA, also of Decorah, which had been assigned part time on 1270 but has not been operating for several years, were denied license renewals. KGLO formerly operated with 250 watts on 1210 kc.

KWLC has been operated by Decorah College, a small denominational institution, and its denial was ordered without prejudice to the later consideration of the application of the college for other facilities. KGCA had been licensed to Charles Walter Greenley but has been silent and had held its license only on a temporary renewal basis. It is permanently deleted.

Sawyer Expands

SAWYER BISCUIT Co. (sub. United Biscuit Co.), Chicago (butter cookies), on Nov. 5 renewed its spot announcement campaign for six weeks as follows: Five one-minute announcements weekly on WOWO, Fort Wayne, Ind. and WMBD, Peoria, Ill.; ten weekly on WMT, Cedar Rapids, Ia.; three weekly on WLS, Chicago, and six weekly on WGN, Chicago. In addition firm has added WBBM, Chicago, using three announcements weekly. Neisser - Meyerhoff, Chicago, placed the account.

ED JOHNSON, CBS foreign news editor and director of the network's shortwave listening station, is writing a new book, *Mr. Hitler Calling,* about the German broadcasts reaching this country daily. The volume is being published by Reynal & Hitchcock, New York.

It's no mere coincidence that WOR, the station with the greatest collection of success stories in radio...





FROM THIS attractive $250,000 plant WEAF is now broadcasting with greatly strengthened signal. The building is located off Long Island Sound at Port Washington, and the signal travels to Manhattan over a salt-water route, permitting greatly improved service to the city.



FOR THE FIRST time the voice of WEAF's new transmitter takes the air for public consumption, with Dr. Frank Conrad (center), father of broadcasting, taking an active part. Watching are Niles Trammell (left), NBC president, and O. B. Hanson, vice-president and chief engineer.

Marked Signal Improvement As WEAF Transmitter Opens

Trammell Formally Inaugurates New Equipment at $250,000 Plant Located on Long Island Sound

WEAF, New York key station of the Red Network, began regular service from its new transmitter at Port Washington, L. I., the morning of Nov. 8. That evening the new plant was dedicated by Niles Trammell, NBC president, in a special broadcast over the Red Network, on which also appeared artists who were radio stars in the early days of broadcasting, long before there were any national networks.

Located about eight miles nearer the center of metropolitan New York than the former transmitter site at Bellmore, L. I., WEAF's new transmitter is also situated so that its signals reach Manhattan over a salt-water path down Long Island Sound, a combination which NBC engineers state has raised the station's program volume in Manhattan and Northern New Jersey by eight to ten times. O. B. Hanson, NBC vice-president and chief engineer, explained that to put an equal signal into this area with the old transmitter it would be necessary to increase its power from 50 kw. to more than 3,000 kw.

Directive Signal

While the location on an isthmus in the Sound is the most important factor in improving WEAF's service, there has also been installed a directive antenna system, strengthening the signals inland towards the mass of population and weaking signals to the east or ocean side, Mr. Hanson pointed out. The radiator and director towers, Lehigh Steel vertical radiators, are quarter-wave self-supporting towers, each 320 feet high. Buried a foot under ground and extending 600 feet from the base of each tower is a fan-like array of 120 copper radials, which make up the station's ground system.

Raymond F. Guy, NBC radio facilities engineer who supervised construction of the transmitter, said it contains all modern improvements designed to provide high quality and better reception. "This includes such features as 30 decibels of negative feedback, improved and simplified circuits, low distortion and noise levels and improved frequency stability," he explained. To insure against power failure, WEAF has two completely independent power lines laid to the transmitter and twin program transmission lines, each routed over a different path, carrying programs from Radio City to Port Washington. These are special circuits, designed to carry from 30 to 10,000 cycles without background noise.

The Port Washington site, totaling about 50 acres, was selected after NBC engineers had surveyed prospective sites in all parts of the metropolitan area. Once the site had been chosen, it had to be approved by the FCC, the Civil Aeronautics Authority—in order that the towers should not be erected where they would interfere or cause hazards for air traffic—and the zoning boards of the adjoining communities. More than two years were occupied with these details before the actual construction, which took only a few months, could proceed.

Transmitter at Port Washington, which represents a total investment of more than $250,000, is the fourth to be used by WEAF since the station began broadcasting in 1922. First location was in Walker Street and the second at 195 Broadway, both in Manhattan. The Bellmore site was used from 1927 to Nov. 8.

Announced by Graham McNamee, original WEAF announcer, the dedicatory program included such pioneer entertainers of the air as Harry Sanford, veteran conductor; Harry Horlick, leader of the famed A & P Gypsies, the Silver Masked Tenor; Goldy and Dusty, May Singhi Breen and Peter de Rose. Midway in the program the engineers switched the broadcast from Port Washington to Bellmore and back, affording listeners an opportunity to hear the difference on their own receivers.

Promotion Stunts

Large display ads in every general daily newspaper in New York and Brooklyn on Nov. 8 announced: "Last night—while you were asleep—our voice changed," the copy continuing, "Today, and every day henceforth, you'll hear WEAF's outstanding radio programs 2½ to 10 times clearer and stronger."

Other promotion for the station's new transmitter includes an 8-page rotogravure newspaper containing pictures of the transmitter building and equipment, of Port Washington and its civic leaders, of NBC's stars of today and yesterday and of its headquarters in New York's Radio City; souvenir thermometers distributed to radio editors, who were also taken on a tour of the transmitter; letters and coverage maps to advertisers and agencies, and an intensive trade paper campaign.

RADIO LEADERS 20 YEARS AGO

Guests at Conrad Testimonial Recall Their Stations in Life Back in 1920

INTERESTING feature at a Nov. 7 testimonial supper in New York for Dr. Frank Conrad, radio's "grand old man", was a series of interviews with attending celebrities, during which they were asked what they were doing at about the time Dr. Conrad broadcast KDKA's first election night program on Nov. 2, 1920. Here's what some of them were doing:

Frank E. Mullen, NBC executive vice-president: "I was attending Iowa State College at Ames, Ia."

Milton Cross: "Attending the Damrosch Institute of Musical Art (now Juilliard School of Music) in New York. I wanted to teach music foundation to children in public school. The next year I was in radio and found so much music I continued. Radio paid for my course at Damrosch. I made $40 a week, which was pretty good money for me."

Here and There

Sidney Strotz, NBC vice-president in charge of programs: "I was a salesman with the Automobile Supply Co., Chicago."

Raymond Paige: "Studying violin and selling classical records in the Southern California Music Co., Los Angeles."

William S. Paley, CBS president: "Was in college 20 years ago."

Edward Klauber, CBS executive vice-president: "Was with *New York Times.*"

Jessica Dragonette: "In school struggling with the three little R's, unaware of the birth of that big R—Radio of today's reckoning."

Raymond Gram Swing: "I was in Berlin as correspondent for the *New York Herald,* studying the Weimar Republic, which radio was going to help destroy. It can kill, you know, as well as vitalize!"

Tommy Riggs: "At that time I was probably doing my home work for the sixth grade class. Just a hop, skip and a jump from Dr. Frank Conrad's garage."

A. J. McCosker, chairman of the board of MBS: "Doing public relations for motion picture producers. Maintained publicity bureau—doing publicity work for various motion picture producers—also a branch of the AFL in the picture industry."

Kay Kyser: "I was a freshman in high school and was very concerned about whether I should shave or not, and was trying to get used to my long pants!"

Lee B. Wailes, general manager, Westinghouse Broadcasting Stations: "Entering Central High School in Memphis as a freshman!"

Bertha Brainard, manager of NBC commercial programs: "In conjunction I owned a hotel in Greenwich, Conn., and was absorbed in this interesting resort business. One year later I heard the first cat-whisker set. The next year, 1922, I was in the business myself, with WJZ, in Newark."

C. W. Horn, NBC assistant vice-president in development and research: "I was with Westinghouse E. & M. Co. as manager of radio service, up until then mostly telegraph. I frequently visited Dr. Conrad's home when he operated his transmitter in the garage, or carriage house, as he called it. On election night 1920 I was in New York and did not hear the returns by radio."

Toscanini Back on Blue

ARTURO TOSCANINI, noted conductor of the NBC Symphony Orchestra, will make his first appearance of the 1940-41 season with the symphony on Nov. 23 when he conducts a benefit concert for the Alma Gluck Zimbalist Memorial Fund in Carnegie Hall, New York. The concert will be broadcast on NBC-Blue at 10 p.m. Maestro Toscanini will make 14 appearances with the orchestra this season, four of which will be heard from Carnegie Hall.

Digest of Replies to FCC Network-Monopoly Report

[See also pages 66A-D]

INDEPENDENT RADIO NETWORK AFFILIATES

Counsel: *Paul M. Segal*

INDEPENDENT Radio Network Affiliates, representing the majority of stations affiliated with the major networks, came to the aid of the networks with a sweeping condemnation of the FCC Committee conclusions. In appraising the overall recommendations of the three-man committee, IRNA concluded that it "might have been well advised to recommend simply the abolition of privately owned network broadcasting and be done with it".

Describing the relationship between affiliates and the networks as necessarily highly personalized, IRNA brought out that there had never been litigation between any network and any affiliates and that there had never been a major controversy or an arbitration. The relationship was described as one of trust and confidence and the written contract between the parties as a "mere token of that condition".

After publication of the FCC Committee's report, a meeting of affiliates in San Francisco was held with "sadness and chagrin" expressed by the affiliates. They felt that the report, regardless of its impact upon the networks themselves, was an attack upon their motives, good faith and ability to exercise their licenses. The report was interpreted as an attack upon affiliates, since it alleges that they had entered into network contracts under compulsion, optioning to the networks all their desirable time, losing and disregarding local business and local interest.

"Affiliates are accused of permitting themselves to be blackmailed into the purchase of program transcription licenses through sheer fear of network pressure," the brief stated.

A Nebulous Proposal

"Your Commission is urged by the Committee report," said the brief, "so radically to revise the relationship between the networks and the affiliates as to make it a different thing. That thing, the affiliates are convinced, is so nebulous, so weak and so uncertain a form of network association as to make network association unprofitable, impractical and condemned to collapse."

The brief made it clear that IRNA authorized its presentation not because the operations of the networks are condemned, but because the motives and conduct of the affiliates themselves are disparaged.

Listed under the heading "Matters Which Will Not be Argued" were a number of issues raised by the Committee, highly controversial in character. Touching clear channels, which the Committee had suggested should be redefined, IRNA held that the problem appeared to be not one of clear channels or no clear channels, but whether or not the Commission should decide who will affiliate with a network.

The Committee's attack on network ownership of stations was parried with the observation that such ownership reflects a Commission policy maintained throughout the last 13 years. If this policy is now to be changed, IRNA said, it is a matter with which the affiliates have no primary concern.

Taking up the Committee's charge of monopoly in the talent field, IRNA referred to an opinion rendered by B. M. Webster Jr., as general counsel of the Federal Radio Commission in 1929, which held that the business of furnishing talent to stations, known as "block booking", has nothing to do with the operation of a station in the public interest, and is, therefore, "outside the regulatory power of the Commission". IRNA said it had no primary interest in the talent question, but that its secondary interest was in the quality and stability of network program presentations.

The Disc Problem

Apropos purported suppression of independent transcription companies, IRNA held that the Commission should not be concerned with the question whether or not in the transcription field the networks enjoy certain advantages. The problem in this field, if there be one, is the reverse, it was contended, since if ownership of a transcription business affects the network broadcasting service, "there is something to be studied".

On the question of FCC jurisdiction, IRNA held there is strong reason to believe that the control over network matters confided to the FCC and the consideration to be given monopoly are both exceedingly limited. The brief dwelt at length on the meaning and significance of competition, and held that the whole problem of competition and monopoly must be considered against the background of allocation exigencies and the peculiarities of the broadcasting business.

Referring to the Committee's conclusion that CBS and NBC, with a combined total investment of 28% of the whole industry, received 56% of the net time sales of the industry, IRNA said it would be equally apropos to point out that the Republicans and the Democrats between them control practically the entire vote of the United States, and that England and Germany between them are in a position to control the major military power of Europe. It was held that there should be nothing more clear and more significant to the Committee than the violent competition between NBC and CBS, and the vigorous and growing competition of MBS with both. Competition between networks for the affiliation of the desirable stations is most intense, it was pointed out.

Some recent changes of affiliation have overnight revised the relative importance of the competitors to the extent that this or that change in affiliation is commonly regarded as crippling one network or the other through a substantial sector of its distribution, it is stated. Competition between networks also invades the talent field and is so intense for advertising patronage that "it has come to pass that a network vice-president in charge of sales is no more secure in his position than a Balkan prime minister".

A Limited Number

This competition has made possible the growth of additional network enterprises, according to IRNA. It was dramatically demonstrated by "the comparative ease of assembly by Mutual of its second World Series broadcasts in 1940".

Because the number of stations is severely limited through lack of frequencies, it must follow that the number of networks must be limited, IRNA relates. Recent action of the FCC in reducing protection for regional and local stations will make possible a substantial increase in the number of outlets. Moreover, introduction of FM likewise will increase competition, depending upon public demand for more stations, more programs and more networks. And if that demand exists or can be created, "it must follow that unlimited competition will be possible to an extent that networks will rise and set like the seven moons of Jupiter".

Exclusivity Angle

Aside from this competition, IRNA mentioned transcriptions as competitive with all wire networks. Campaigns to sell sponsored "ready cut" programs by transcription are intense, it was held, and the arguments advanced by the proponents are many. "They can be used conveniently and flexibly; wire charges are saved; quality is so equivalent to that of the networks that it is hoped the Commission will remove the stigma of special announcement."

Approaching the question of time options and exclusivity, vigorously attacked by the FCC Committee, IRNA held that without the use of option-time and the priority thus provided, no network could discuss with advertisers simultaneous transmission over a large number of stations. "No serious work with permutations and combinations is necessary to demonstrate that without the use of option-time, a nationwide commercial program would be statistically as phenomenal as a hand of 13 spades."

It was held that option-time is of the essence of the network-affiliate relationship and that without it no network can be operated successfully enough to permit it to make any useful contribution in paying for sustaining programs of transcendent interest. The thought was left that if this happened, Government ownership probably would be the answer sought "by popular insistence".

Only Left-Overs

As to exclusivity, the only affiliates who object to such an arrangement are those who feel they do not receive from the networks sufficient business to justify being deprived of business from a competing source, IRNA held. The test, it reasoned, therefore is solely one of volume of business. Because there is no inherent objection to exclusivity in and of itself, IRNA argued that there is no basis for the Commission to take a stand forbidding it.

If option-time and exclusivity were to be completely eliminated and a station is permitted to become "a revolving affiliate" of all networks, the most desirable station in a given market would have almost continuous network broadcasting, with a choice of the very best and most profitable programs



IN PROGRESS here is a special demonstration of frequency-modulated transmission at W1XPW, Hartford, Conn., FM station operated by WDRC. The special FM show was conducted for G. Fox & Co., local department store radio distributor, as a feature of the store's Radio Week. Sound effects got special emphasis during the broadcasts. Participating in the demonstration are (l to r) Bob Provan Jr., hammering nails; Grace Holman, typing; Gil Bayek, telephoning; Sterling Couch, playing piano; Harvey Olson, shuffling a deck of cards.

from whatever source. Other stations would subsist, if they could, on what is left over. It was pointed out that the number of such favorably allocated stations in principal markets is large enough that their joint influence on the four networks would force them into the same pattern nationwise. "Inevitably the four networks would have to be merged into one. Thus would come a truly monopolistic result both locally and nationally."

Portions of the Committee report dealing with program responsibilities were branded "painfully unjust" by IRNA. Utmost caution is exercised by the networks on commercial programs, IRNA related, and the self-regulation codes of the networks and of the NAB guard against transgressions in programs.

Without public good-will the networks might just as well quit, IRNA contended. The trouble is that network precautions may so increase "that all programs will be pale gray", IRNA held. The broadcaster knows what programs are acceptable to his listener, based on audience reactions. He has clear knowledge of what his trade association regards as proper and sees the network standards exemplified a dozen times a day. Moreover, to determine whether specific programs of local origination are acceptable, the broadcaster usually retains Washington counsel "and occasionally gets into trouble anyway".

The utter impracticability of attempting to follow the FCC Committee's philosophy of program control in network broadcasting was outlined by IRNA counsel. After recounting the possible solutions, IRNA said they may appear flippant, but that the only solutions that suggest themselves are unduly cumbersome "unless consideration is to be given to the abolition of privately owned networks and the establishment of a Government network for the distribution of noncommercial educational, eleemosynary and special-event programs."

A Fair Profit

Answering the FCC Committee's attack on the independence of affiliates, IRNA held that either the Commission has been misled about the character of most licensees or the Committee should have been somewhat more specific in its delineations of the "network persecutions". The report, it was contended, contains neither actual instances nor theoretical examples of intrusion into local policies by networks, or political, social or economic charges of such character that any station might wish to be relieved of network affiliation and be unable to obtain release, or of other purported inequities.

An attack upon the Committee's conclusion that a disproportionate share of the receipts from a network broadcast is retained by the network, under affiliation contracts, was launched by IRNA in that portion of its brief covering one of the most controversial phases of the investigation. Accuracy of the FCC Committee's statistics was challenged, particularly as to the average hourly compensation received by affiliates. Affiliates concede to the networks an opportunity to make a fair profit on the dollar volume, but the affiliates nevertheless assert that they want all the money they can get from the networks. IRNA, said the brief, has confidence in the long-range bargaining power of the affiliates.

The question boils down to not whether any affiliate is entitled to more money, but rather whether it is desirable that any agency of the Federal Government, particularly the FCC, should get that money for him.

What Would Happen

"The affiliates do not want Government intervention in this matter," Counsel Segal pointed out. "In all frankness, such intervention could be nothing more than a first step. It would then come to the regulation of the amount that may be charged the advertiser by the network. Then of the amount that might be charged for network programs, and then of the profits of all stations and such regulation could not long exist without bringing about some regulatory judgment about what prospective advertisers might be accepted."

In analyzing that portion of the FCC Committee report dealing with extent of service, IRNA brought out that it is impossible for all stations to have network affiliations. Any such plan would require the creation of enough networks to serve the multiplicity of stations in New York or Los Angeles, and hence there would be a number of one-station networks.

Referring to the Committee disclosure that 60% of NBC's program service goes to stations in 15 States, including the District of Columbia, IRNA said that it is seasonable to note that 14 States (excluding the District of Columbia) have 57% of the electoral votes.

The distribution of network programs shows the distribution of population and, more importantly, it follows the distribution of the number of radio stations. Defending the importance of network service, IRNA said that without the postulate of a Government-owned commercial network, the destruction of present day networks would amount almost to the destruction of broadcasting as such.

Practical Effect

Apropos proposed network licensing, IRNA said that if there is any public interest in this kind of licensing, it is equally desirable to have Federal licensing of the wire news services, newspaper feature syndicates and motion picture producers and directors of the legitimate theatre. Networks were described as organizations for the production and distribution of programs.

IRNA opposed the motion of MBS that the Commission, during the pendency of the Committee report, prevent the formation or extension of certain classes of network affiliation contracts. It pointed out that when filed the motion proposed that extension, amendment or replacement of any network affiliation contracts be prevented. The Commission has not acted upon the Mutual motion, it was pointed out, and by now most of the contracts for the period beginning Jan. 1, 1941, have been made. By the time argument on the motion has been held, it is likely that all possible renewals will have been entered into.

Under the head "General Considerations", IRNA recited a series of purported inconsistent conclusions contained in the Committee report. These were enumerated as follows:

That network programs prevent the allowance of sufficient time for local advertisers and events *and* that networks should be required to extend their services to communities now having but one station, if it is now without network affiliation.

That networks should be compelled to pay over to their independent affiliates a larger proportion of the total advertising revenue from the sale of time *and* that affiliated stations are now receiving more than their proper share of the total national revenue from commercial broadcasting.

That network operation is a nest of abuses *and* that the creation of more networks should be encouraged.

That there are too many stations on the networks (page 133) *and* that there are too few stations on the networks (page 46).

That the importance of the networks may well be reduced by cutting down the minor, remote service of clear-channel stations, all of which are affiliated with networks, and by the establishment of additional stations on the frequencies at the expense of the marginal service *and* that network service should be extended into remote, sparsely populated areas where it is not now available.

That competition as such, the character of the competition, the advantages enjoyed by one competitor over another and related considerations are of the utmost importance in connection with network affiliation *and* that the competitive effect upon existing stations of the licensing of new stations in a given area must be entirely ignored.

Wrong Approach

The IRNA brief concludes with these comments:

These views of your Committee would naturally be somewhat difficult of complete effectuation.

The recital of the last of these items suggests that the whole approach to the problem of competition has been through the wrong end of the horn. It would scarcely be possible to work out a useful chart for competition as affecting stations in their capacity as network affiliates, particularly in the matter of discrimination between local programs, national spot programs and network programs while at the same time excluding every important consideration of competition as affecting those stations in their capacity simply as stations.

One example, a supposititious case, may illustrate this point.

Assume an important city with four stations. Three of these sta-

MBS to Exchange With Latin Nations; Dickers With AP for Sponsored News

PLANS for an exchange of programs between MBS and the South American countries were laid at a joint meeting of the Mutual board of directors and operating board, held at the Hotel Ambassador, New York, Nov. 13-14.

Appointment of a South American representative to handle negotiations with Government officials and broadcasters will be made shortly, it was announced, and MBS headquarters established in a major city, probably Buenos Aires. It is expected that WRUL, Boston shortwave station owned by World Wide Broadcasting Corp., will transmit MBS programs to South America, while programs from the South will be picked up by the receiving station of Press Wireless on Long Island and fed from there to MBS stations in this country.

AP Negotiations

It was also announced that negotiations are to be completed with the Associated Press, providing for the sale of AP news broadcasts to a national advertiser. Meanwhile, AP news will continue to be broadcast on MBS as a sustaining service. While no details of the agreement with AP were disclosed, it is understood the final contract will be along the same lines as those of AP with NBC and CBS, based on an "exchange of news" arrangement providing for MBS to make the news collected by its correspondents available for use by AP newspapers and also for a cash "differential" to be paid by MBS to AP.

The board ratified details of the new MBS rate card, to be issued shortly, including a summation of the volume discount plan inaugurated by the network early this year with the various changes in the original set-up which experience has proved necessary for efficient operation. Also ratified were all station affiliations consummated since the last board meeting.

It was announced that *American Forum of the Air*, Sunday evening series of discussions of topics of the day by a round-table of experts, with Theodore S. Granik presiding, will be made available for sponsorship by a national advertiser. Series, emanating from WOL in Washington, was kept on a sustaining basis until the close of the Presidential campaign.

Permission was granted to any member or affiliated station also operating an FM station to broadcast MBS network programs as desired on its FM outlet. Lewis Allen Weiss, MBS West Coast vice-president, announced that new Hollywood studios of Don Lee Network are almost completed and will soon be ready for use as a major Pacific Coast origination point for MBS programs.

Program Session

It was unanimously voted to hold a special program meeting a day or two prior to the next board meeting, probably on or about Jan. 12. Purpose of such a meeting is to enable program executives of key stations to discuss program plans and policies with each other and with the officers and directors of the network. A survey showed that 115 MBS affiliates are broadcasting the weekly concerts of the Philadelphia orchestra.

Board members attending the two-day session were: W. E. Macfarlane, WGN, president; Alfred J. McCosker, WOR, chairman; T. C. Streibert, WOR, vice-president; Lewis Allen Weiss, Don Lee, vice-president; E. M. Antrim, WGN, secretary-treasurer; H. K. Carpenter, WHK-WCLE; John Shepard 3d, Colonial Network; Fred Weber, general manager. Members of the MBS operating board at the meeting included the above and also J. E. Campeau, CKLW; Hulbert Taft Jr., WKRC; William B. Dolph, WOL; Ed Wood, sales manager, MBS.

Only absentees were Willett Brown, Don Lee, director, and Gene O'Fallon, KFEL, member of the operating board.

tions have excellent allocations. A 50 kw. station is basically affiliated with a network and two 5-kw stations having well protected frequencies are basically affiliated with two other networks. The three networks are successful and well established. The affiliated stations are also successful. The fourth station in the city has a very unfavorable allocation and scarcely serves the city itself. A fourth network comes into being and the fourth station becomes affiliated with it.

The new network and the fourth station feel a competitive handicap. They comb the spectrum over and over in search of a frequency for which application may be made so as to give the station and the network enough improvement to put spirit into the competitive effort. Finally a frequency is found. It is the only frequency on which any improvement can be predicted. The improvement is not great but it is something. Application is made to the Commission. The Commission is told of the effort to improve the position of the new and growing network. The Commission expresses sympathy with the motive and approves the application. The station is built. Although its position and prestige are enhanced, the station must still be listed as fourth from the standpoint of interference-free coverage. This is a handicap in the solicitation of business but the station gets along. Both the station and its network prosper.

The Final Blow!

There comes a day when two newcomers are possessed of the idea that they would like to establish stations in this city. There being no good frequencies available, the newcomers make application for restricted Class IV assignments.

The Commission now declares that it regards the pendency of these applications as sufficient proof of need for the additional stations. It rules that it can not and will not give any consideration to the effect of the operation of the proposed new stations upon existing stations. It holds that if the frequencies applied for will fit the technical pattern and if the applicants are legally and financially qualified, a case is made out. Accordingly the two additional stations are established. Three favorably-allocated stations continue to enjoy very large revenues based upon their established network positions and their excellent coverage of a wide market. They have never had any interest in the small local advertiser.

The two newest stations compete with the fourth station. They solicit the local, regional and national accounts of that fourth station. After all, their coverage is almost comparable but as newcomers they have lower rates.

Under such circumstances, assume that the two newcomers force the fourth station into an operating loss. The prestige of the new network suffers. Things go badly all around.

The final irony would probably be the filing with Congress of a formal, official report of a Committee of the FCC which places the whole blame upon affiliates numbered one, two and three because of the character of their relationships with their networks.



ICE HOCKEY broadcasts for the 1940-41 season are heralded by Edward Morris, vice-president of Pabst Brewing Co., Chicago, as he signs the contract for Pabst sponsorship of all the National League hockey games from Madison Square Garden on WHN, New York. Pabst will sponsor broadcasts of the Stanley Cup playoffs as well as the Rangers and Americans contests. Last year WHN carried the hockey description for Gillette Safety Razor Co. Seated (l to r) at the signing-in are Mr. Morris and Dave Trotter, Lord & Thomas account executive. Standing are (l to r) Dave Stotter, of the Lord & Thomas radio department, Chicago; Hal Makelim, Chicago representative of WHN; Bert Lebhar Jr., WHN commercial manager, who handles play-by-play under name of Bert Lee.

MUTUAL BROADCASTING SYSTEM

Counsel: *Louis G. Caldwell, Frank D. Scott, Hammond E. Chaffetz, Keith Masters, Percy H. Russell Jr.*

THE ONLY major network to support basic conclusions of the FCC Network-Monopoly Committee report was MBS. It attacked NBC and CBS control of "the most desirable broadcasting time of the more important stations in the larger cities" and asked that the FCC promulgate regulations "affording an opportunity to all national network organizations to secure comparable outlets in cities throughout the United States. The brief was drafted by Louis G. Caldwell, former Radio Commission general counsel, associates in his law firm, and Frank D. Scott, WOR-MBS attorney.

At the outset, the detailed MBS brief attacked the dominant positions of its competitive networks, alleging that under the present system, 300 commercial stations out of a total of 770 in the United States "are dominated by two huge business enterprises". It charged that the independence of all of these licensees "has in all cases been seriously impaired, and in some cases effectively destroyed, by restrictive provisions in contracts between them and these two network companies."

Program Control

Undue control over programs of affiliates, unreasonable restraint on competition, a tendency toward monopoly in the network field, and an arbitrary and inequitable division of the return between network and affiliate, has resulted from this situation, MBS alleged. Underlying the economic evils resulting from this situation, MBS contended, "is a basic issue of liberty of expression".

MBS emphasized the principal features distinguishing its operation, as a cooperative venture, from those of CBS and NBC. It charged that the latter have succeeded in obtaining on an exclusive basis—or virtually so—so many of the more desirable stations in so many of the important markets "that effective competition has been forestalled".

Attacking exclusive contracts, MBS said the effect is to prohibit a competitive network or networks from transmitting programs to those stations "whether or not the station licensees desire to broadcast the program of other networks". Exclusive contracts were labelled "a complete monopoly of the station's facilities as an outlet for national network programs and an ironclad control over the use of the station for this purpose."

Because of the competitive factor, MBS said it has been compelled to execute exclusive contracts with certain outlets. From its formation in 1934 until early in 1940 none of its contracts, with one exception (Don Lee), contained a clause prohibiting the stations from taking programs from any other national network. It stated the projected formation in 1939 of Transcontinental Broadcasting System, now defunct, forced the signing of exclusive contracts by MBS. The success of Transcontinental, the brief said, would eventually have left MBS with either no outlets or decidedly inferior outlets in essential markets.

"Thus, in spite of Mutual's basic views, if dismemberment was to be avoided, the only alternative open was to execute exclusive and option-time contracts with its seven stockholders who were the licensees of stations in certain of the larger cities," the brief states.

MBS said it still adheres to the view that there should be non-exclusive contracts, and "urges the restoration and preservation of open and free competition in network broadcasting as against a national market closed to all but two large network companies dominating the field." It said it was prepared and anxious to "discard exclusivity" when CBS and NBC do likewise, "or when the Commission determines to forbid this feature".

Whereas MBS does not own, lease or control any stations, its brief recited that CBS and NBC by "gradual infiltration" had secured control of 24 stations, of which 16 operated with 50,000 watts, at the time the FCC investigation began in 1938.

Option-time contracts of NBC and CBS with their affiliates were described in the brief as constituting surrender by stations of all, or substantially all, desirable time to the network, and making them available to other networks, if at all, "only subject to a Damocles sword of cancellation on 28 days' notice".

After describing the nature of the NBC and CBS contracts, MBS contended that the amount of time optioned by them is greatly in excess of their requirements. In 1938, NBC used 58% of its option time on the Red Network and only 19% on the Blue. In 1937, CBS used about 38% of the option time of basic stations and 22% of non-basic stations. The MBS method of operation, it was argued, "preserves the independence of its affiliates by leaving them free to accept or reject all programs transmitted to them." Because NBC and CBS, since the hearing, have continued to require affiliates to accept such commitments, and because of the failure of the FCC to take any action, MBS "as a measure of self-preservation" has been compelled to enter into a few such contracts.

Length of Pacts

MBS also attacked the five-year tenure of NBC-CBS contracts which were said to apply in most instances. This is done despite the limitation of broadcast licenses by the FCC to one-year. MBS contracts are binding for one year only, it said.

Sharp criticism of NBC's operation of two networks was voiced. It was charged the networks are not operated to compete except in a superficial way, and that while the Blue "is operated at a financial loss" it is supported from the profits derived from the Red. The flat charge was made that the Blue is operated by NBC, in part "for the purposes of maintaining its dominant position in the broadcast field and to suppress competition from other national networks".

"National's operation of two networks is prejudicial not only to competitors, but also to the stations affiliated with National," MBS contended. "National's power to transfer a station from the prosperous Red network to the unprofitable Blue is a tremendously effective weapon over the station licensee. The contracts with the Blue affiliates prevent them from obtaining a substantial amount of business from another network even though very little of their time optioned to National is used. And

they are prevented from bettering their economic status for five or more years.

"The evidence introduced at the hearing and the Committee report show that dual network operation is responsible for several of the most arbitrary and unfair practices engaged in by National."

The MBS method of compensating stations was described as much more favorable than the systems employed by its competitors. The NBC and CBS procedures "permit the network companies to retain huge profits for themselves while paying the stations a much smaller percentage of the net return than they receive under the Mutual plan", it was contended. In 1938, MBS recited, the average compensation paid all stations was 51% of the network's income; CBS in 1938 paid only 34%. NBC figures were not available, but MBS deduced that the percentage of the gross billing for contract outlets retained by NBC "would not vary greatly from the percentage retained by CBS".

Monopoly Angle

In a detailed analysis of legislative and legal history of radio, MBS contended that the practices of CBS and NBC contravene the standard of public interest and "are in violation of" the Communications Act. It cited Congressional hearings and court rulings to substantiate its contention that the "preservation of competition and the prevention of monopoly in broadcasting are inextricably interwoven in and are a necessary part of the standard of public interest, convenience and necessity prescribed by Congress."

RCA was singled out by MBS for particular attention in the purported tendency toward monopoly. From its inception, and before commercial broadcasting was known, it stated, "RCA was charged with attempting to monopolize the radio industry in all its phases." Referring to the 1932 consent decree involving RCA, MBS counsel said the facts demonstrate the way in which RCA "has habitually employed the monopolistic device of exclusive arrangements in order to preclude competition".

MBS charged that the exclusive and option-time clauses in the network contracts "are in violation of the Federal anti-trust laws and contravene the test of public interest, convenience and necessity". It hastened to explain, however, that in cities having four or more full-time stations with comparable facilities, there is, at present at least, "no real restraint on competition" in network broadcasting. In such cities, it pleaded, no evil exists which would justify the Commission's forbidding either ownership of a station by a network or a network-affiliate contract containing exclusive and option time features.

Time Limitation

Beyond that, MBS said that even in cities having less than four full-time stations the option-time feature, but not the exclusive feature, may be permissible provided the amount and character of the time under option is properly limited. These limitations, it held, should be that they not interfere with the ability of the affiliate to meet local or regional needs; not prevent reasonable access to the market by a competing national network, and not tie up a greater amount of time than that likely to be required.

In pointed language, the MBS brief held that the FCC has ample authority to "remedy the existing evils in chain broadcasting". It pointed out that the Commission, without complaint or challenge from anyone, "has exercised analogous powers in the promulgation of regulations having to do with frequency modulation broadcast stations, television stations, and international broadcast stations."

MBS asked that the Commission promulgate at once temporary regulations, preventing the competing networks from signing new exclusive contracts and maintaining the status quo until regulations are adopted. The evidence introduced at the hearing, it held, "is sufficiently indicative of the illegality of certain provisions in the contracts between the two large chain broadcasting companies and their affiliates to justify, and indeed compel, the promulgation of a regulation maintaining the status quo and prohibiting the two networks from continuing to execute similar contracts for additional long periods of time."

To eliminate the "evils" and to prevent their recurrence, the MBS brief outlined in a general way the subjects to be covered in proposed network regulations. They were:

That no licensee enter into any agreement with any network for programs if it would (1) forbid the station from broadcasting programs of any other network; (2) if it would give the network an option on the hours for commercial programs for more than a fixed percentage of its time, the percentage varying with the number of full-time stations with comparable facilities in the market and (3) limitation on the duration of the network contract. A proviso that these rules should not apply to licensees of stations located in cities with four or more fulltime stations having comparable facilities also was included.

Some Exceptions

Other suggested rules were for a limitation on the number of clear channel stations or other standard broadcast stations which could be licensed to networks, and for a prohibition against network operation of any standard broadcast station in a city having less than four full-time stations with comparable facilities.

Several minor exceptions to the Committee report were taken by MBS. The brief said that as might be expected in a report of such length "there are a few inaccuracies of minor importance which should be called to the Commission's attention". These related to failure of the committee to clearly demark the differences between MBS and NBC and CBS; its review of the World's Series incident, and the interpretation of the MBS accounting procedure.

DON LEE BROADCASTING SYSTEM

Counsel: *Swager Sherley, brief signed by Lewis Allen Weiss, vice-president and general manager.*

THE DON LEE brief opens with a suggestion that the Committee's report "cannot but convey the impression that the Committee undertook this problem under the impression that chain broadcasting per se is an evil practice and that the facts must be found to justify such a conclusion."

The report is declared to be "replete with conclusions unwarranted by the facts adduced at the hearing, fallacious logic in reasoning, and recommendations upon subjects neither fully nor thoroughly investigated."

Network services are desired by progressive independent stations and demanded by the listening public, it is stated, with market, population and similar factors leading to makeup of networks. Reduction in program quality is seen in carrying programs to sparsely populated areas at substantial losses.

Comparative data in the report on independent and network-owned or controlled stations are said to omit such factors as nonavailability of local advertising for small independent outlets as compared with key city locations of network-owned or controlled stations, with no reason to presume they would fare differently under additional Federal control; inexperience of small outlet operators in business affairs, with implication that regulation would somehow remedy present profit ratio of different types of stations; such factors as market, business cycles, efficiency, personal popularity, etc. are ignored; the Committee, having noted comparative prosperity of stations, then blames the situation on the very existence of the networks themselves; comparison of Don Lee network-owned stations with others ignores the fact that the Don Lee stations are in metropolitan areas.

The brief points out that the claimed inequities of network and station contracts disappear "when it is considered that the exclusive feature of the contract is the very thing that gives it life, and provides the basis from which a network can build its programs with certainty that they will be received by the outlets and not meet with the situation whereby the outlet has previously contracted the particular time to other networks." The claimed inequities are termed "theoretical and academic".

As to the conclusion of the Committee that control by the licensee has gone in turn to network, advertising agency and finally program producer, the brief said it would be just as logical to carry the supposition to the writer, composer and other artists. Most network contracts, it is stated, permit affiliates to refuse to accept programs not deemed in the local public interest. Carried to its logical conclusion, the brief continues, the committee's argument would forbid employment of a station manager with responsibilities and would require constant attention of an individual licensee or board of directors on the premises at all times.

Committee data show, it is stated that at most, multiple ownership of stations by a single licensee results in economy of operation, efficiency of administration and better service to the public. Such ownership does not affect profitable operation of singly-owned stations.

The radio industry as a whole and the public benefit by existence of other business interests of licensees, it is suggested, and it is not fair to conclude that radio contitutes a "side line".

Committee conclusions do not make out a case warranting Governmental interference or network regulation, it is stated, and the conclusions do not follow the testimony, the brief says.

AFRA Conferring On Agents Code

Agreement on Clauses Under Dispute Is Expected Soon

CONFERENCES between officials of American Federation of Radio Artists and a committee of the Artists Representatives Assn. over the new AFRA license for talent agencies are progressing satisfactorily, with a mutually agreeable conclusion expected within the next few days, Emily Holt, executive secretary of AFRA, told BROADCASTING Nov. 14.

Complaints of the independent agents against certain provisions in the code, which AFRA negotiated with network officials, have resulted in changes in some of the regulatory provisions, Mrs. Holt stated, adding that no changes are to be made in the commission setup. Code goes into effect Nov. 15, but deadline for applications from agents, previously set for Nov. 5 and extended during negotiations, may be extended again.

Preliminary conversations regarding a transfer of membership by announcers at WOR, Newark, from American Guild of Radio Actors & Producers, independent union, to AFRA have been held, but no definite action has been taken. WOR chapter is the last unit of AGRAP, which was formed more than three years ago before the organization of AFRA as an AFL union. The original AGRAP unit, at WABC, New York, was taken into AFRA earlier this fall.

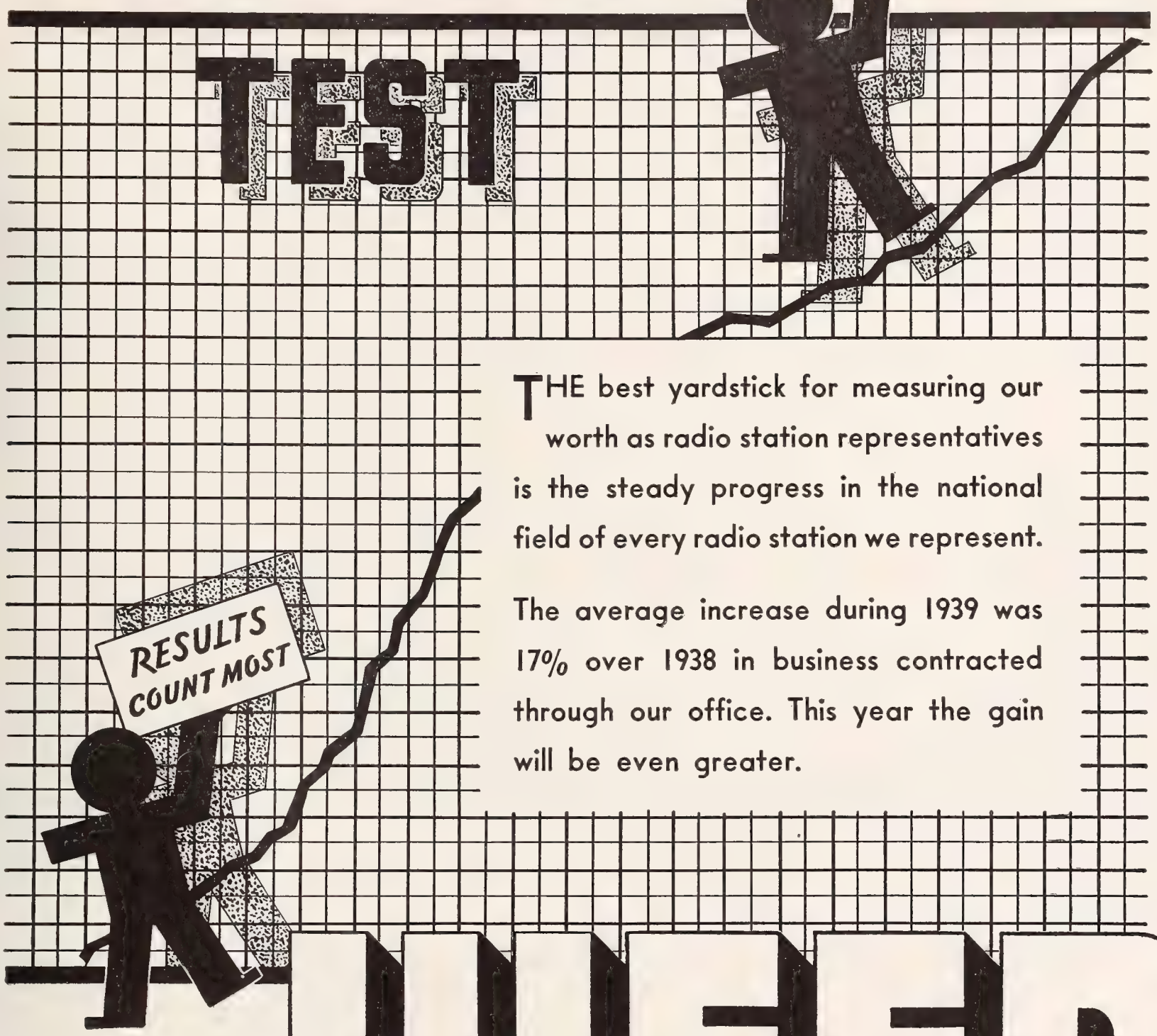
An 18-month renewal contract has been signed by AFRA and WNEW, New York, following expiration of a previous agreement. New contract is substantially the same as the earlier agreement except that it calls for certain increases in pay for commercial work.

NBC Education Staff Will Hold Conferences

NBC has announced plans for a series of educational forum meetings in various sections of the country this winter so public service program directors of its affiliated stations may meet with the network's educational directors to work out plans for public service programs.

The first meeting is scheduled Nov. 29 in New Orleans, the second in Chicago Dec. 3 prior to the opening of the fourth annual Broadcasting Council conference, Dec. 4-6. Other meetings will be in Hollywood, Portland, Ore., Boston and Atlanta. From NBC in New York, Dr. James Rowland Angell, educational counselor, Walter G. Preston Jr., assistant vice-president in charge of education, and Franklin Dunham, director of religious broadcasts, will attend all the meetings. Also invited from NBC in New York are Judith Waller, Margaret Cuthbert, Lewis Titterton and Wilfred Roberts, as well as Jennings Pierce, NBC educational director on the West Coast.

The BASIC TEST



THE best yardstick for measuring our worth as radio station representatives is the steady progress in the national field of every radio station we represent.

The average increase during 1939 was 17% over 1938 in business contracted through our office. This year the gain will be even greater.

WEED

AND COMPANY

NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

RADIO STATION REPRESENTATIVES

ALL'S



Log

Nov. 8th Listening to WEAF's new signal

Manhattan	50 mv	Rye 100 mv
Bronx	100 mv	Queens 100 mv
Mt. Vernon	100 mv	Brooklyn 50-25 mv
New Rochelle	100 mv	Staten Island 25 mv
Bronxville	100 mv	Northern Jersey 25 mv
Mamaroneck	100 mv	Greenwich 50 mv
	Tarrytown 25 mv	

WEAF coming in all over better than ever before. The best reception in the area!

CLEAR...

Most Favorable Listening Conditions Prevailing

That's what WEAF's barometer says of its new signal...

That's what listeners and advertisers

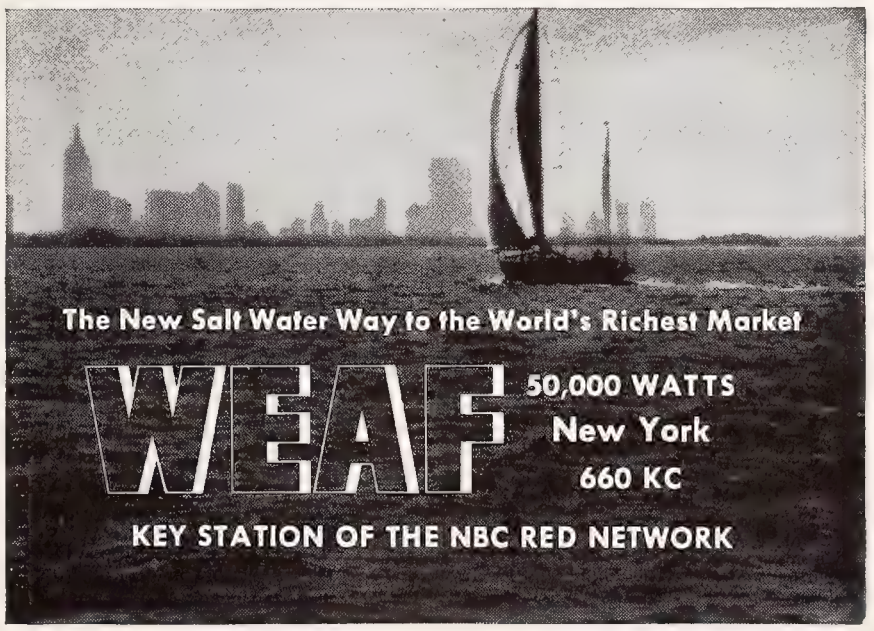
are discovering now that WEAF's new

transmitter is in operation...

LISTENING to WEAF has become a new experience...a new pleasure since November 8th. Throughout the vast area which is its province, millions of radio listeners began to hear WEAF 2½ to more than 10 times better than ever before. And they will continue to enjoy this added brilliance day and night, winter and summer, because WEAF's new transmitter, travelling its signal without obstruction across salt water, directs it with tremendous impact to the great concentrations of population in metropolitan New York, southern Connecticut and northern New Jersey.

Today WEAF's listeners enjoy the finest radio reception in the market for the finest radio programs in the market...and WEAF's advertisers are thus reaching them with greater force and in greater numbers.

We'd like to show you what WEAF now delivers in the way of coverage, what WEAF now offers advertisers at no extra cost. Our new booklet, "November 8th Was Moving Day for a Line," will soon be off the press. It tells the story in words and pictures and figures—the story of market dominance, of listener dominance, of increased broadcasting leadership in the world's richest market. We have reserved a copy for you. Just write to Station WEAF, New York.



Committee Heads Survive Election

No Important Changes Noted In Groups Handling Radio

LEADERSHIP of key Congressional committees handling radio matters remains unchanged by the Nov. 5 election. A survey of election results indicates that although there will be several changes in committee memberships due to resignation or defeat of present members, these changes apparently will not extend to top-ranking committeemen. At any rate, committee memberships will not actually change until the 77th Congress convenes in January.

A least four vacancies will result in the Senate Interstate Commerce Committee, headed by Senator Wheeler (D-Mont.). Senator Neely (D-W. Va.), fifth ranking Democrat on the Committee, was elected Governor of West Virginia; Senator Donahey (D-O.) did not run for reelection; Senator Minton (D-Ind.) was defeated in his race for reelection; Senator Lundeen (FL-Minn.) died recently in an airplane accident. Since Senator Lundeen was classed with the Democrats in the committee membership, all four vacancies will exist in the majority ranks. Among members reelected were Senators Truman (D-Mo.), Andrews (D-Fla.), Austin (R-Vt.), Shipstead (R-Minn.)

House Vacancies

On the House side at least two vacancies will exist in the Interstate and Foreign Commerce Committee, of which Rep. Lea (D-Cal.) is chairman. The defeat of Rep. Ryan (D-Minn.) creates a vacancy in the Democratic membership and that of Rep. Risk (R-R. I.) in the Republican ranks.

Three vacancies will exist in both the majority and minority membership of the House Committee on Patents, headed by Rep. Kramer (D-Cal.). Retiring committee members include Reps. Dunn (D-Pa.), McMillan (D-S. C.) and Church (R-Ill.). Two other minority members, Reps. Luce (R-Mass.) and Marshall (R-O.), were not returned to office. The sixth vacancy, in the majority membership, has existed for some time, with no one appointed to fill it during the present Congress.

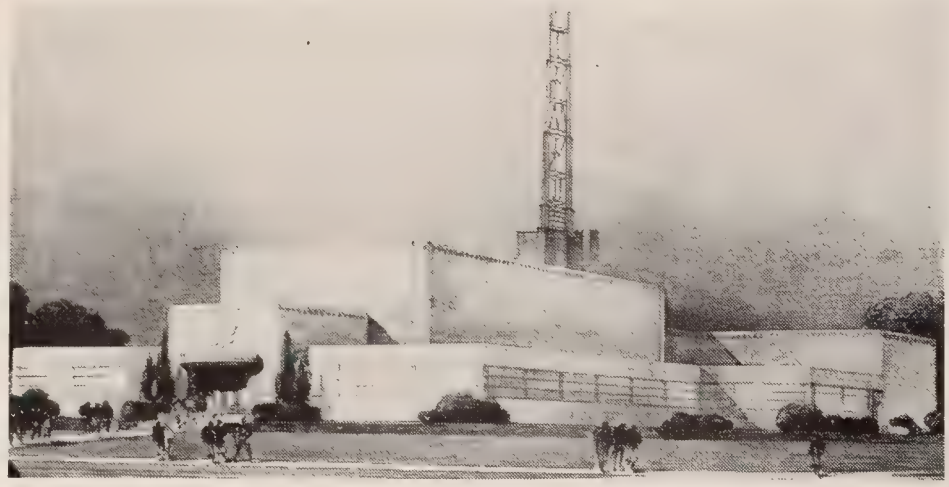
GE Plans New Show

GENERAL ELECTRIC Co., Schenectady and New York, is planning an institutional network program to run this winter as a supplement to the Phil Spitalny *Hour of Charm* broadcasts currently heard Sunday nights on NBC-Red. Although it is understood several musical shows have been auditioned, Maxon Inc., the agency in charge, has not divulged any further details on format, network or time.

AFFILIATION of Whitney Blake Music Publishers Inc., New York, with SESAC, is announced by Paul Heinecke, SESAC president. Copyrighted works of this company, Mr. Heinecke said, now are available for performance under the SESAC license.

WTMJ PLANS NEW BUILDING

Work to Be Started in Spring on Costly Plant For 'Milwaukee Journal' Radio Facilities



Architect's Drawing of WTMJ's New Radio Home

AUTHORIZED to operate in the three major fields of radio—regular broadcast, frequency modulation and television — The Milwaukee Journal Co. has announced plans for a new $500,000 triple-function broadcast plant for WTMJ, its standard broadcast station, W9XAO, experimental FM outlet, and its newly-granted experimental television station. In addition to the studio-office-transmitter structure, WTMJ also is installing a directional antenna array for fulltime 5,000-watt operation on 620 kc. and W9XAO is setting up a new 10,000-watt transmitter to operate on 45.5 instead of its present 42.6 mc.

Architect's drawings for Milwaukee's new Radio City have been completed and options have been taken or purchases made for 30 acres in three different locations near Milwaukee. The present Blue Mound Road transmitter site of WTMJ has been increased to 15 acres, the FM transmitter is to be situated on 10 acres northwest of Milwaukee and the new studio building will be on a five-acre plot.

The Radio City project is not to be started until next spring, although preliminary work has started for erection of two new towers for the WTMJ directional array. The television grant is for Channel 3—66 to 72 mc.—with 1,000 watts, but operation of the visual broadcast station will await completion of the studio structure. Work is to start immediately on the new W9XAO transmitter house and FM antenna, the 200-foot tower on high terrain reaching a height of 1,280 feet above sea level.

The Milwaukee Radio City will contain seven studios in addition to an immense three-story sound stage for television. Space is provided for a 365-seat audience studio and six smaller studios, three each for WTMJ and W9XAO, along with complete pipe organ and motion picture equipment. The building also will house executive and program departments, musicians, announcers, music library, master control desk, shortwave relay equipment and several storerooms and workshops. The T-shaped building is to be 114 feet wide at the front, 170 feet wide at the rear, with a depth of 282 feet. Height ranges from one to three stories. The 500-foot mast antenna for television is to be located atop the building. The television setup, located at the rear of the building, centers around a large sound stage three stories high.

STAY IN CONGRESS

Radio Members Retain Seats For Coming Session

THE several members of Congress identified with radio all survived the Nov. 5 elections and will serve in the next Congress. They are Karl Stefan (R-Neb.), who gained his fame as a newscaster on WJAG, Norfolk, Neb.; Luther Patrick (D-Ala.), who first won prominence as a commentator on WBRC, Birmingham; Frank E. Hook (D-Mich.), who is a director and stockholder in the company owning WJMS, Ironwood, Mich., and WATW, Ashland, Wis.

Former U. S. Senator Clarence C. Dill, co-author of the Communications Act of 1934, was at last reports trailing Mayor Langlie of Seattle in the race for the governorship of Washington State. He was about 3,000 votes behind his Republican opponent, and it was expected that 10 days would elapse before all absentee ballots could be counted and the official decision given.

* * *

According to a Nov. 13 dispatch to BROADCASTING from Seattle, Mayor Langlie was leading Senator Dill by 2,251 votes and the race was to be decided by the counting of 25,000 absentee ballots. The count will not be completed until Nov. 16 at least. The special events department of KJR, Seattle, is making three pickups daily from Seattle's city hall to provide the Northwest's intensely interested audience a running story of the tabulations.

WPEN, Philadelphia, on Nov. 7 renewed its contract with the Broadcast Local No. 28, American Communications Association, CIO. The agreement covers all employes and provides for a closed shop, $2 a week increase for all employes, periodic six-month increases, seniority provisions and return of jobs to all employes drafted into military service.

Advertising Cost For Tobacco 4.9%

FTC Analyzes Financial Data Of Six Large Companies

EXPENDITURES of $51,905,091 for advertising during 1939 by six of the largest tobacco manufacturers of the country and $6,130,637 by seven bread and bakery corporations have been reported by the Federal Trade Commission. The figures were developed by the FTC in connection with its project of collecting annual financial reports on a large number of industrial corporations operating principal industries of the United States.

Although no breakdown of the advertising expenditures into purchase of radio time was available from the FTC, both tobacco manufacturers and bakery corporations are big users of radio time. According to the BROADCASTING 1940 *Yearbook*, the "cigars, cigarettes & tobacco" sponsors during 1939 accounted for $11,668,000 in gross network time sales, plus an estimated $985,474 from January to September, in national non-network time (139 stations).

A Trend Upward

Reflecting a rising trend, the "cigars, cigarettes & tobacco" group accounted for 14% of the 1939 gross time sales of networks, according to BROADCASTING figures. The FTC figures, it is emphasized, cover only six un-named concerns, while the BROADCASTING figures are projected on a full-industry basis.

The FTC reports 1939 consolidated sales for the six tobacco companies of $1,047,390,892, or slightly more than 82% of the $1,272,687,918 total value of products noted for companies in this category during 1937 by the Bureau of the Census. The advertising expenditure accounted for 4.96% of net sales in 1939, with the net sales figure including the cost of revenue stamps. Excluding the cost of revenue tax stamps as a factor in product value, advertising costs amount to 9.86% of net sales, the FTC report indicates.

The seven baking corporations covered in another report accounted for $202,301,826 in aggregate net sales for 1939, as against a total operating outgo of $190,358,874. Of the total expenses, advertising costs amounted to 3.03%.

Wine List Extended

SAN GABRIEL WINE Co., Long Island City, has added WEVD, New York, to its campaign of quarter-hour programs and spot announcements for Colombo wines currently running on stations in metropolitan New York. Because of the increase in sales attributed to the radio campaign, the company is extending the distribution of Colombo wines through New Jersey, Connecticut and Pennsylvania. Agency is Emil Mogul Co., New York.

Roma Wine in Chicago

ROMA WINE Co., Fresno, Cal., is running a 52-week varied schedule of live announcements on WCFL WSBC WJJD WAAF WGES WIND WCAR. Robert Kahn & Assoc., Chicago, placed the business.

Modernized for **FM**

QUALITY
at a new high!

PRICE
at a new low!

Western Electric 23C Speech Input Equipment

No need to wait longer for speech input equipment that's up to the quality standards of FM. Here it is! The Western Electric 23C offers uniform frequency response from 30 to 15,000 cycles —total gain of 96 db.

This new equipment is attractive in appearance...provides a complete audio system in one factory-wired and tested unit...is simplicity itself to install...operate...maintain.

With all the great improvements in quality, you will be pleasantly surprised at the new lower price.

IMMEDIATE DELIVERY

The 23C is ready for delivery today. Wire Graybar now for full details.

Western Electric

Ask your Engineer

Agencies Advised To Accept AFRA Code in Chicago

Combined Committee Favors Commercial Provisions

ANNOUNCING THAT it is in full agreement with the recently signed code covering local commercial broadcasts in Chicago between NBC (WMAQ WENR), CBS (WBBM), MBS (WGN) and AFRA, which went into effect Nov. 3, 1940, the Advertising Agency Section of the Combined Committee of Broadcasters & Advertising Agencies advised agencies to sign immediately and return notices sent out by the broadcasting companies, to signify their acceptance.

The letter stressed that "the provisions of the agreements allow these stations to furnish the services of a staff announcer on local commercial programs without the payment of an additional fee for such services." In no instance, according to a spokesman for the Advertising Agency Section, will an advertising agency have to pay for an announcer on local commercial broadcasts providing it is willing to accept the announcers available at the scheduled time of its programs.

How It Works Out

That portion of the agreement, dealing with announcer's fees follows:

Staff announcers receiving staff salaries of $75 per week or more, and staff announcers whose weekly salary is increased to $75 per week or more, may be required by the company to perform (but not as an actor or singer) on, and read commercial copy on, local programs *without* additional compensation up to the maximum limit of 12 quarter-hour commercial programs per week or their equivalent, including whatever rehearsal is used for such programs within the the staff stretch. For the purpose of determining this service, the following formula shall govern:

Five-minute program is equivalent to ½ of 15-minute program; 10-minute program is equivalent to ¾ of 15-minute program; 30-minute program is equivalent to 5/3 of 15-minute program; 60-minute program is equivalent to 6/3 of 15-minute program.

Beyond these limits, such staff announcers shall receive additional compensation for such services rendered on local commercial programs in accordance with the terms set forth in the Chicago Supplemental Letter, which, to the announcers, provides as follows:

Five-minute—$4 (15-minute rehearsal included); 6 to 10 minutes—$5 (20-minute rehearsal included); 11 to 15 minutes—$6 (30-minute rehearsal included); 16 to 30 minutes—$10 (45-minute rehearsal included); 31 to 60 minutes—$12 (60-minute rehearsal included). Additional rehearsals: $6 per hour but may be computed and paid for in half-hour periods at the rate of $3 per half-hour or part thereof.

Staff announcers whose weekly salary is less than $75 per week shall receive additional compensation for services rendered on *all* local commercials according to the above schedule.

The base minimum salary of $55 per week [BROADCASTING, Nov. 1], involves only the announcing of sustaining programs, the making of station identification, music credit, local spot, time signal and similar announcements, switching and giving switching cues, certifying master copies of continuities and performing similar routine duties for the company which are not part of the services rendered by announcers for sponsors or advertising agencies on commercial programs; and giving voice auditions and participating in company-built auditions for local commercial programs and auditions for network and local sustaining programs.

The letters sent by NBC and CBS, which were mailed Oct. 28, to all agencies on their mailing lists, enclosed copies of the following agreements:

1. A letter agreement with AFRA extending and renewing until and including Nov. 1, 1943, the "Code of Fair Practice for Commercial Network Broadcasting".
2. The Pacific Coast Regional commercial code.
3. The Arbitration Award (affecting Chicago local commercial programs) as amplified by the Chicago supplemental letter.
4. Pertinent provisions of staff announcers agreement referred to in 3(b) of Chicago supplemental letter which read "with respect to your staff announcers who perform on local commercial programs over your stations they shall be governed by the provisions of the staff announcer's agreement entered into between you and AFRA."





MORE THAN 400 radio advertising folk attended the first WJJD-WIND open house Nov. 8 when the Chicago stations' new studios and executive offices, occupying the entire second floor of the Carbide & Carbon Bldg., 230 No. Michigan Ave., were formally inaugurated. Another open house was to be held Nov. 15 to accommodate additional guests. In upper photo (l to r) are Paul Raymer, representative; Herb Sherman, WJJD sales manager; Jack North, time buyer, Aubrey, Moore & Wallace. Lower photo shows Ralph L. Atlass, president of the two stations, in his new office.

MAKING THE CLASSICS CLICK

'Invitation to Learning' Series on CBS Proves Listener Interest in Intellectual Topics

WHEN a weekly sustaining program frankly aimed at the more intellectual listener pulls in 10 to 20 letters daily at the start and at the end of 18 weeks can draw over 435 letters in one day, it looks as though a successful formula has been reached. That is the belief of the CBS Adult Education Board, which planned the educational series *Invitation to Learning* now on 90 CBS stations, Sundays at 4:30 p.m.—the largest network of all Columbia's educational programs with the exception of the *American School of the Air*.

On May 26, 1940, under the guidance of Douglas Coulter, CBS assistant director of broadcasts, and Leon Levine, assistant CBS director of education, the series made its debut for an 18-week experimental period of ad lib discussion of history's great books by three noted speakers. Among the participants were Huntington Cairns, literary critic of the *Baltimore Post*; Allen Tate, head of the writing division of the creative arts program at Princeton U, and Mark Van Doren, Pulitzer Prize poetry winner for 1939, all of whom were selected as the three "regulars" for the series as it started its new 26-week period on Oct. 6.

All Done Ad Lib

The three men gather each Sunday in CBS informal Studio 10, New York, without scripts "to acquaint listeners," as Mr. Cairns says, "with some of the great literary classics, and to renew the interest of those already familiar with them." They sit at a small table with one eight-ball microphone between them. For the first few weeks, the men had cards with their names on hung around their necks as in quiz programs. Now they know each other well, but are advised to mention each other's names whenever possible as it makes for better "programming."

In conjunction with the series, Mr. Van Doren has written a brief outline of each of the 26 books selected for discussion during the fall and winter months. In one week over 2,000 requests were received by CBS for this guide, which is available to listeners for ten cents. Publishers are distributing the booklets to bookstores, while CBS is giving out more than 25,000 placards listing the books and the program schedule to libraries, universities and other cultural centers. The new series is divided into ten sections covering books on politics, ethics, autobiography, fiction, drama, criticism, poetry and philosophy, religion, science and history. As Mr. Van Doren puts it in the preface to the *Listeners Guide*, the books selected are "books which the world has not been willing or able to let die . . . they are more alive than many contemporary books because they are true; and the fact of their survival through centuries is a guarantee of their form."

Tough on Announcer

Most confused before the broadcasts is Announcer Kenneth Meeker, called upon to pronounce such words as Cicero's "De Officiis," Aeschylus, Machiavelli, etc. Even the program's technical staff, after working on several broadcasts, has started reading the books under discussion along with listeners.

Books are not merely discussed by the trio, but are linked up with current problems. First in the new series was Aristotle's "Politics," which lead to a discussion of how democracy should be conducted; second was Machiavelli's "The Prince," often called a blueprint for dictators and rumored to be Mussolini's favorite work.

Mail has come in from all 48 states with about 35-40% from women. Letters seem to classify into three groups: one including people who have read all the books —teachers, librarians, ministers— and are glad others are reading them; college graduates who have been unable to continue reading because of business, jobs, families, and a third group of the self-educated who love to read but want guidance in their choice.

Keeping It Sustaining

It has been estimated that the half-hour period, if sold by all the 90 CBS stations now carrying it, would bring in a quarter million dollars for the 26-week period. CBS has, however, promised that a half-hour at a good time (program currently follows the New York Philharmonic concerts) will be withheld from sale for the 26 weeks. Book publishers are naturally enthusiastic about the series. Everyman's which has on its list 23 out of the 26 books, is distributing the Van Doren booklet to bookstores. E. P. Dutton & Co., New York, has arranged for display of the program's posters in 500 bookstores. Leon Levine, who directs the program, reports that 155 public libraries in New York City are setting up special shelves to display the books discussed, and according to Mr. Cairns, informal chairman of the series, Library of Congress officials have reported an unusual demand for the classics since the CBS *Invitation to Learning* made its debut last May.

NBC again this year will broadcast the presentation of the American Woman's Assn. Award for Eminent Achievement, to be made Nov. 18 at the 14th Annual Friendship Dinner of business and professional women's clubs of New York. Among the guest speakers, discussing the theme of "Women's Achievement—Part of a Mosaic," will be David Sarnoff, president of RCA, and Edward Johnson, general manager of the Metropolitan Opera Assn. Guest soloist will be Eleanor Steber, young American soprano, who won the 1939 *Metropolitan Auditions of the Air* contest.



Radio Enlists for National Defense

THE RADIO INDUSTRY has answered the call to national defense with an "all out" acceleration of creative activities. In research, in operation, in production—from blueprint to wavelength—the watchword is Service for the Needs of Uncle Sam!

For radio today has attained front-line rank in the national defense program. Its magic voice keeps our citizens informed, unites our nation as a vast community for free discussion. It links together the 21 republics of our hemisphere in bonds of friendship and mutual interest. It enables us to communicate around the world, to reach out to ships at sea, and to guide our aviators through fog and night.

Whole-hearted Response

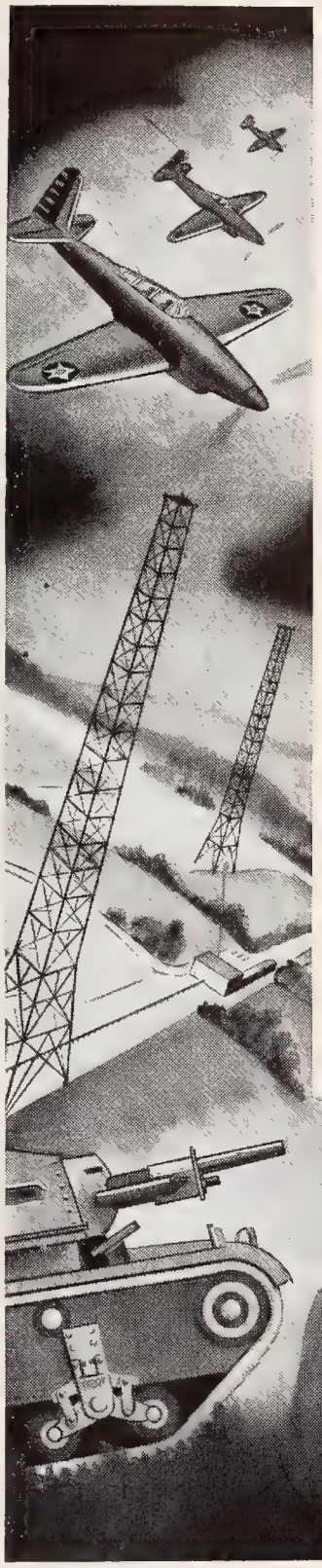
As a leader in radio research, as the only company that makes and does everything in radio, the Radio Corporation of America is proud of its call to duty. It eagerly enlists its facilities and personnel in the service of the American people.

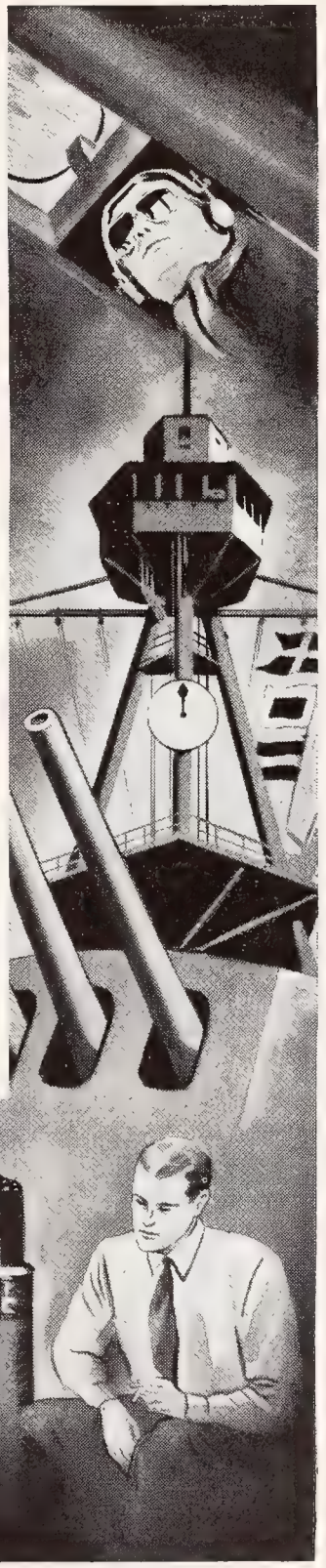
The emergency finds RCA fully prepared. Months ago the "must" orders went to every subsidiary of the company, with the result that at the present moment it is making daily contributions through its great laboratories, ceaselessly active in research—through its manufacturing company, in the production of radio apparatus—through communications, flashing message traffic around the earth—through radiomarine, in all-round communication service at sea—and through the National Broadcasting Company, in nation-wide, world-wide broadcasting. To fill the need for men with technical skill, RCA Institutes is training radio operators.

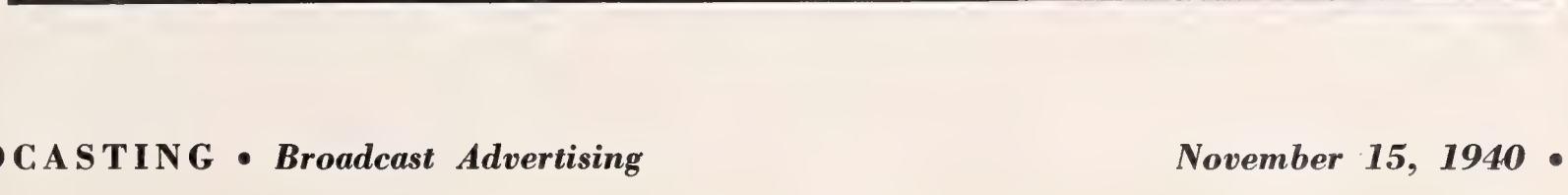
Accepting the Challenge

Using all the resources at its command, the Radio Corporation of America is meeting every demand for service—with expanded facilities, increased production, with smooth functioning speed

In assuming its vital share in national defense, RCA realizes its opportunity to help preserve the unity and integrity of our national life. Each of its thousands of employees pledges his energies and enthusiasm to producing all needed equipment on schedule, to making America's radio communication system the most efficient on earth.







RCA

RADIO CORPORATION OF AMERICA

RADIO CITY • NEW YORK

RCA Manufacturing Co., Inc. | Radiomarine Corporation of America | RCA Laboratories
National Broadcasting Company | R.C.A. Communications, Inc. | RCA Institutes, Inc.



CHOSEN as one of the nine "most noteworthy examples of modern architectural design in the vicinity of Richmond" in a recent survey conducted by *Architectural Record* magazine, this new studio building of WMBG, Richmond, Va., is pictured in the November issue of the architects' magazine. The $75,000 WMBG building was dedicated Dec. 25, 1938. Exterior is of limestone and glass brick, and the plant is RCA-equipped throughout. Participating in design and construction were W. H. Rhodes, architect; Nathan D. Thorington, contractor; Hampshire & Decker, acoustical engineers; Capt. H. Ledyard Toole, director of studio design of the Pittsburg Plate Glass Co., interior decorator.

RADIO AS A DEFENSE FACTOR

Miss Elliott, of Advisory Commission, Praises Informative Achievements of Medium

HAILING broadcasting as "an educational, news and defense service combined," Miss Harriet Elliott, in charge of the Consumer Protection Division of the National Defense Advisory Commission, pointed to radio as a principal factor in national defense along "the home line front" in a Nov. 3 address broadcast on WBIG, Greensboro, N. C. Miss Elliott emphasized the role of free radio in informing and educating consumers.

"Adult study programs, community meetings, radio forums, and library services can be expanded or started to add to the effectiveness of your individual and community life," Miss Elliott declared, suggesting various fields for expanded educational activity. "Many localities already have programs under way to give their people added proficiency in nutrition, nursing, child-care, special manual skills, and in active citizenship. A little effort and characteristic American cooperation can develop similar activities to every community. And let us add to these full public discussion of the issues facing us, through all available channels. In many countries this essential right of free men has disappeared with the light of freedom and reason.

Democracy in Action

"It is indeed fitting that I should be saying these things to you over the radio. Broadcasting, as we know it in the United States, has become a fundamental instrument and privilege of democracy. It is a demonstration of democracy in action. In America the radio has performed a valiant service in helping to educate us in the meaning of democracy and good citizenship.

"Besides the dissemination of timely news, the presentation of educational and cultural programs, and the offering of entertainment, radio has a definite responsibility in the present emergency to prepare America for total defense. Radio stations can cooperate with local organizations in the promotion and protection of human welfare in the communities they serve. They can encourage broadcasts by dietitians and food experts who can inform us what protective foods to eat and how to prepare them. They can help us develop physical fitness.

"Daily market news broadcasts are needed to tell housewives which foods are plentiful and good buys. Experienced market news reporters can readily determine what the retail stores will be offering in abundance by studying the early morning supplies in the local wholesale produce markets. Passing this information on to the people of a community is an important public service which radio stations can perform. I am glad to commend the very station over which I am speaking for giving a curb market news service to the consumers in this locality.

"Every community should seek cooperative action betwen radio station, market place and consumer to give the public a daily description of the overall food supplies available, in addition to impartial information on the best food purchases of the day. If this service is tied in with up-to-the-minute suggestions for balanced menus and food preparation, planned and broadcast by trained home economists and food experts, the home line front will have basic knowledge for fortifying our much needed human defenses."

OLDEST network sustaining program, *Major Bowes' Family*, heard Sundays 11:30 a.m. to 12:30 p.m. on CBS, starts its 19th year on the air Nov. 17.

BIG DAY FOR WAVE

New Transmitter Opened on Election Day

ELECTION DAY, Nov. 5, was a double-barrelled event for WAVE, Louisville. In addition to its full schedule of election broadcasts, the station inaugurated operation with 5,000 watts power from its new transmitter three miles north of Jeffersonville, Ind. The station, headed by George W. Norton Jr., president, and Nathan Lord, general manager, has operated heretofore with 1,000 watts on 940 kc.

WAVE has installed a new RCA 5-B transmitter and a second Blaw-Knox vertical radiator at the new location. The complete installation was accomplished in less than five months. Mr. Lord said the power boost came opportunely since national defense expenditures in the Louisville trading area authorized by the Federal Government aggregate $91,500,000, and assure Louisville of an annual payroll increase of $42,892,000.

FOUR N. Y. STATIONS SIGN ACA CONTRACT

LOCAL 16 of the broadcast department of American Communications Assn., CIO affiliate, recently signed one-year collective bargaining agreements with four New York stations, WBNX, WHOM, WNEW and WHN. Among clauses included in all four contracts are: Forty-hour, five-day week with time-and-a-half for all overtime; two weeks vacation for employes with more than one-year's service; sick leave pay ranging up to four weeks, and protection of seniority and job guarantees in event an employe is conscripted.

Salary for technicians at WBNX is $50 per week, while announcers have a sliding scale starting at $45 with $2.50 per week increase at six-month intervals. WHOM's chief engineer receives $75 per week, with technicians at $45 minimum with $2.50 per week increase every six months. ACA plans to open negotiations with WHOM for a contract covering announcers.

For technicians at WNEW a $42-per-week minimum is set with a $2 increase every six months. Supervisors start with $70 with $2 increases annually. Technicians at WHN receive from $42.50 up to $62, supervisors starting at $70.

SCOTT HOWE BOWEN, owner of WIBX, Utica, N. Y., has applied to the FCC for a new 250-watt station in Rome, N. Y.

Payless Hill-Billy Shows Permitted

Wage-Hour Exemption Holds If Benefiting Themselves

INDICATING that stations would not be required to pay hill-billy acts and other performers on sustaining programs, so long as their service is voluntary and they are performing for some benefit to themselves, officials of the Wage & Hour Division of the Department of Labor recently settled the principal remaining controversy over application of the Fair Labor Standards Act to broadcast operators. Agreement on this point was reached at a Nov. 6 meeting between Wage & Hour Division attorneys and Joseph L. Miller, NAB labor relations director.

Although the Wage-Hour officials did not concede that all such performers were not employes of the station, they indicated the Division, for the time being at least, would not prosecute any station for failure to pay them the minimum wage dictated by the Fair Labor Standards Act. They said that if it was decided later that these performers should be included under the Act, the industry would be given adequate notice and no prosecution would be retroactive.

According to the latest interpretation, supplementing earlier rulings regarding sustaining performers [BROADCASTING, Oct. 1, 15, Nov. 1], performers need not be paid who: (1) Were not customarily paid or were in the category of performers not customarily paid; and (2) whose performances were voluntary; and (3) who derived some benefit (plugs, self-promotion, etc.) from their performances.

Another interpretation of a different wage-hour problem faced by broadcasters, classification of "student announcers", was advanced Nov. 2 by Rufus G. Poole, assistant solicitor in charge of opinions and review for the Wage & Hour Division. According to Mr. Poole's interpretation, a college student not being specifically trained in radio at the school does not qualify for exemption.

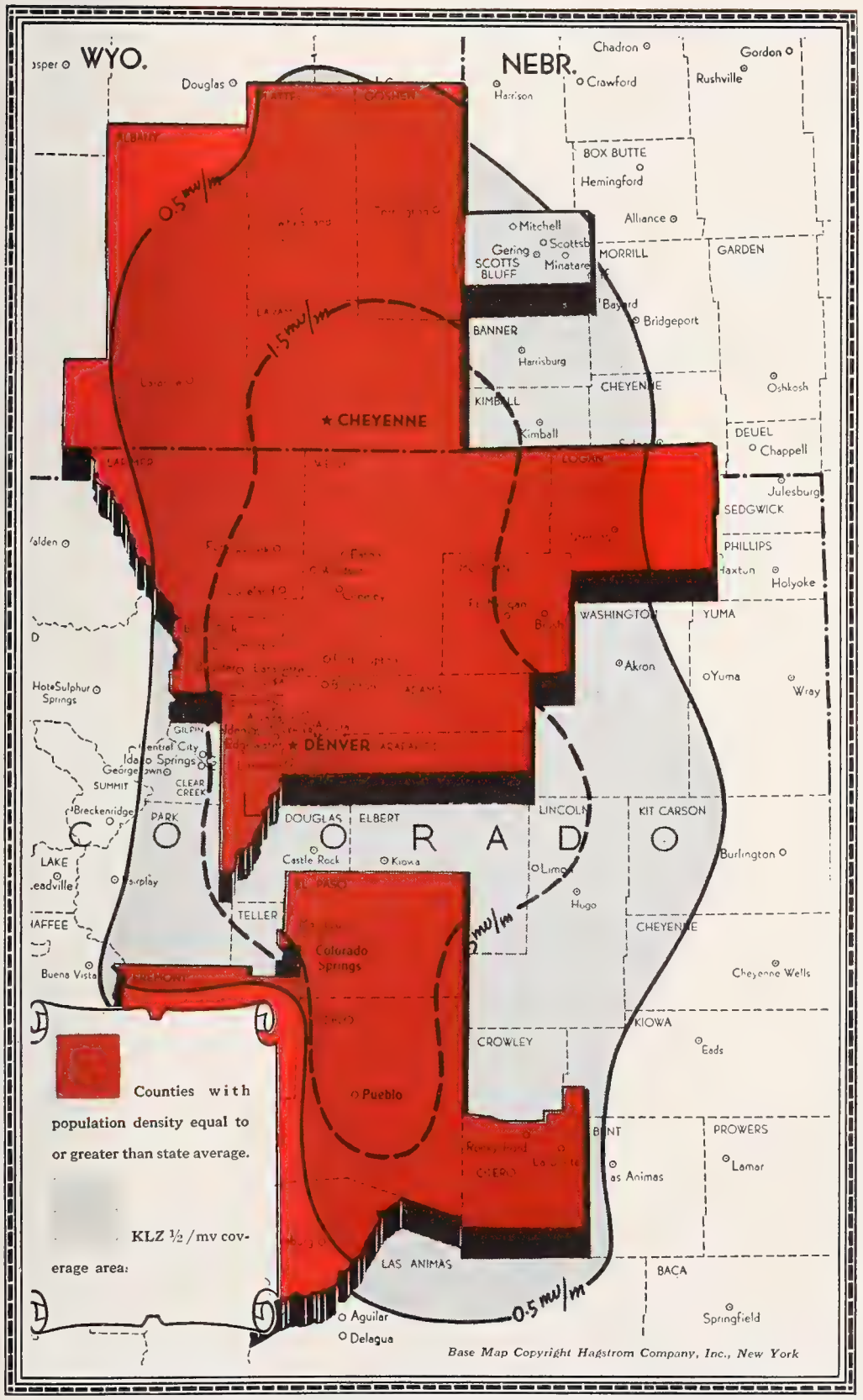
Even as a "fill-in announcer", so long as he performs actual work for the station, he must be classed as an employe of the station, subject to provisions of the Act, Mr. Poole indicated. In his inquiry, Mr. Miller had cited this case as a parallel fitting the exemption granted journalism school students working for experience on a newspaper, covered in a September interpretation.



WAVE elected Election Day to dedicate its new 5,000-watt transmitter for greater Louisville service. This building houses the new 5,000-watt RCA transmitter, with one of the two Blaw-Knox towers at the right.

KLZ's *Directed* Coverage Is

Coverage where it Counts



★ **Population is thickest**

★ **Buying is heaviest**

★ **Selling is most profitable**

KLZ's intensified and directed power is etching a new picture of radio efficiency and effectiveness throughout the Denver-Rocky Mountain region.

Inside KLZ's revised ½mv contour 93% of the population of eastern Colorado lives . . . and eastern Colorado is where the bulk of the state's population is concentrated, where the bulk of the state's business is transacted.

By no means, however, is KLZ's effective coverage hemmed in by this definitely established boundary. For KLZ's mail count brings regular response from points high up in the Rockies, from consistent listeners in southeastern Wyoming and western Nebraska.

KLZ offers a power that penetrates, a programming that pleases. Sponsors who are taking advantage of this combination are finding it a swift, sure means of gaining entrance to the homes of the Denver-Rocky Mountain area . . . the places where their selling must be done.

KLZ *Denver*

CBS Affiliate — 560 Kilocycles

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.



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SICKLES OF WWSW WINS DAVIS MEDAL

WALTER SICKLES, announcer of WWSW, Pittsburgh, is the 1940 winner of the H. P. Davis Memorial Announcers Award, presented each year in an anniversary broadcast over KDKA by Mrs. Davis in memory of her husband. Mr. Davis was vice-president of Westinghouse in charge of radio operations and collaborated with Dr. Frank Conrad in pioneering broadcasting and establishing KDKA. He also was the first chairman of the board of NBC when Westinghouse was part owner of the network organization.



Mr. Sickles

The award, a gold medal and $150 cash, is made by a board of judges to the announcer of any Pittsburgh station considered outstanding because of personality, diction, adaptability, voice, versatility and maintenance of high standards in handling programs. The 1940 judges were Vincent Johnson, radio editor, *Pittsburgh Post-Gazette*; Si Steinhauser, radio editor, *Pittsburgh Press*; Mrs. Richard Rauh, actress of the Pittsburgh Playhouse; Earl G. Hadley, instructor of Dale Carnegie speech courses; Robert Garland, Pittsburgh Chamber of Commerce.

First honorable mention went to William Hinds, KDKA, and second honorable mention to Bob Donley, WCAE.

Previous awards were won by Fred Webber, KDKA, 1933; Bill Sutherland, KDKA, 1934 and 1936; Tony Wakeman, WJAS, 1935; Ken Hildebrand, KQV, 1937; Bill Beal, KDKA, 1938; David Garroway, KDKA, 1939.

Food-Drug Law Changes For Canada Are Studied

CANADIAN food and drug advertisers are studying amendments to the Food & Drug Act, which go into effect Jan. 1, 1941. They deal mainly with advertising of vitamin content in foods and drugs. No changes in the Canadian Broadcasting Corp. regulations as to script for food and drug advertising are contemplated, the present regulation covering the new amendments.

Under the new amendments claims for vitamin content are allowed within strict limitations; testimonials regarding the action of vitamins may not be used; no assurances may be made regarding results obtained by vitamin medication.

Under present regulations food and drug copy must be submitted to the Department of National Pensions & National Health at Ottawa either direct or through the CBC, which has arranged for a referee board of three members of the department to handle complaints from advertisers after department officials have gone over the copy. It is not expected the new amendments will change this method of checking copy.

WWDC are the call letters of the new local in Washington, D. C., granted to the Capital Broadcasting Co. Oct. 29 [BROADCASTING, Nov. 1].

WLAW Joins CBS

WLAW, Lawrence, Mass., was to join CBS Nov. 17 as a member of the Basic Supplementary Group and the network's 122d station. On the same day WLAW begins fulltime operations with its new power of 5,000 watts on 680 kc. Base network rate for an evening hour has been set at $100 for advertisers whose CBS hookups also include WEEI, Boston, and at $140 for advertisers not also on WEEI.

Join NBC in Miss.

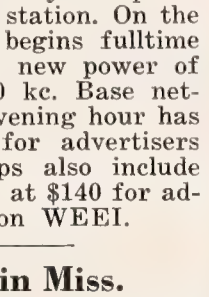
WGRM, Greenwood, Miss., and WSLI, Jackson, Miss., on Nov. 3 became affiliates of NBC's Blue Southern Group, available as a package at $80 per evening hour. WGRM is owned by P. K. Ewing, manager of WDSU, New Orleans, and operates on 1210 kc. with 250 watts unlimited time. WSLI, owned by the Standard Life Broadcasting Co., operates on 1420 kc. with 250 watts unlimited. With these two stations, NBC's affiliates total 206.

Join McClatchy Net

KYA, San Francisco, and KQW, San Jose, Nov. 15 will be available as optional outlets for advertisers using the California Radio System, according to Howard Lane, manager of the McClatchy-operated network. Addition of the two outlets brings the regional network's roster to 12.

Al Warner Given Award For Radio News Writing

NEW recognition of radio as a news medium was given this month when Sigma Delta Chi, professional journalistic fraternity, gave its first award for radio news writing to Albert Warner, CBS Washington correspondent. The award was one of five made by a committee of judges for general reporting, editorial writing, foreign correspondence, Washington correspondence and (added for the first time this year) radio news writing. It is to be presented Nov. 16 at the fraternity's annual convention in Des Moines.



Mr. Warner

Sigma Delta Chi accepts for membership on college campuses those undergraduates planning to make journalism their career and qualifying as newsmen by reason of their campus activities. Judges of the 1940 contest were Roy Roberts, managing editor, *Kansas City Star;* Paul Scott Mowrer, editor-in-chief, *Chicago Daily News;* John W. Owens, editor-in-chief, *Baltimore Sun;* Arthur Krock, *New York Times;* Frederic William Wile, *Washington Star.*

Gets RCA Fellowship

DR. THOMAS F. ANDERSON, researcher in biology, surface chemistry and spectroscopy and instructor in physical chemistry at Wisconsin U, has been appointed by the RCA Fellowship Committee to receive the RCA Electron Microscope Fellowship. Dr. Anderson will devote a year to research with the microscope at the RCA research laboratories in Camden.

When you think of

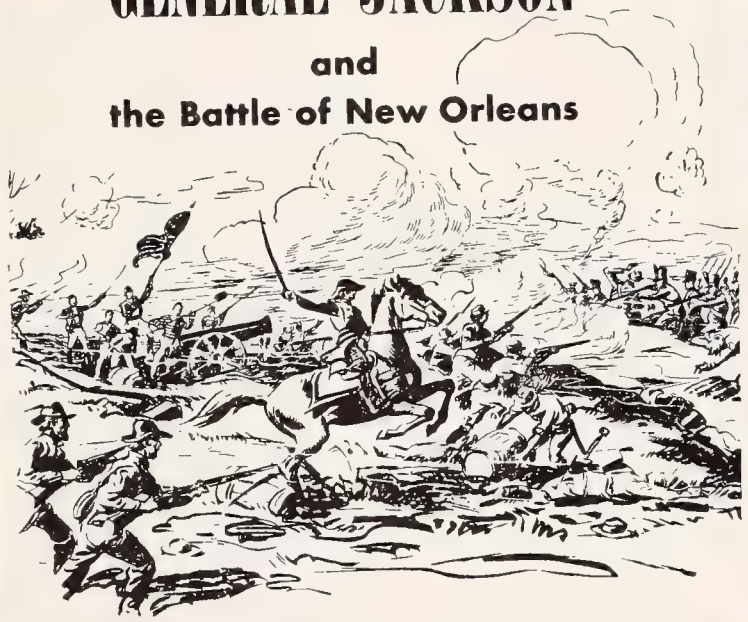
NEW ORLEANS

you think of:

GENERAL JACKSON

and

the Battle of New Orleans



and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.



Here is a find for any business sultan! MORE women . . . MORE sales . . . MO

Sorry, Sultan...Today, they're all part of the largest woman audience ever assembled in this country...the women who listen by preference to NBC RED Network!

What man doesn't love a female audience? But when that man is a Time-Buyer, it's more than a matter of ego to him; it's a matter of Repeat Business. And when that man is the Client, it's the Life-Blood of his industry.

For *women*, as provable research shows, control 80 to 90 percent of *all the purchases made in America* . . . either untie the purse-strings themselves, or control the choice of the product. Under their madcap hats lies a brain so shrewd and practical it's the calculating machine of the nation . . . as exact as any cash-register.

Tell your story to *more* women . . . and up, up go your sales . . . NBC RED gives you *more* women listeners than any other network . . . More women . . . more sales.

Just take a look at the figures. NBC RED has the *first seven peak-popular daytime* programs . . . the programs women all across the country listen to *most*. And women don't forget the network that brings them such pleasing programs. They keep listening right on through the day . . . keep turning back to RED stations.

Yes, it's a fact . . . for the recent "All County Census of Radio Listening Habits" reveals that during the day the RED Network is listened to most by 36.9% more families than any other network. What's more, at night 41.7% more families "listen most" to the RED than to any other network.

So, it's easy to see that anytime —morning, noon or night—is profitable time . . . on the RED! National Broadcasting Company. A Radio Corporation of America Service.

profits for the man who puts his radio dollars on NBC RED!





357-FOOT ANTENNA of WIND, Gary, Ind., was gone with the 65-mile-per-hour wind, the worse to hit the Midwest since 1898, on Nov. 11. Located five miles west of Gary, the antenna was one of three erected a number of years ago. The station was off the air for only 35 minutes, auxiliary equipment coming to the rescue.

Razed by Gales

ANTENNAS of at least three midwestern broadcast stations were toppled by the winter's first storm which whipped through the middle west November 11, according to advices reaching the FCC. The 733-foot tower of WJR, Detroit, was demolished, while WIND, Gary, Ind., and WKZO, Kalamazoo, Mich., also reported damage to vertical radiators. After the WJR accident, WMBC, Detroit local, carried the station's CBS programs while two temporary telephone poles were erected, pending restoration of the steel structure. WIND and WKZO obtained FCC permission to broadcast temporarily with only one antenna of their respective directional arrays until repairs were completed.

ASCAP Deletions

KFI-KECA, Los Angeles, on Nov. 1 eliminated all ASCAP music from sustaining programs. Broadcast Music Inc., and public domain music are being used. Policy was instituted at this time, according to Harrison Holliway, general manager, to avoid last minute confusion should the breach between broadcasters and ASCAP be carried over past the first of next year, when current contracts with stations expire. KFI-KECA are the first West Coast stations to institute this policy in favor of BMI. A Dec. 1 deadline on elimination of ASCAP music from sustainings has been adopted by BMI membership generally.

WIP, Philadelphia, started Nov. 8 to restrict to 50% the ASCAP music to be played on the station, the ruling affecting the playing of records and transcriptions in addition to the studio orchestra and dance remote programs. BMI and public domain music comprises the other 50%.

Cornell's 'Network'

AFFILIATING with Intercollegiate Broadcasting System, the Cornell U Radio Guild has started CRG, a miniature station serving campus dormitories and other buildings. The station, operating under sanction of Cornell's board of trustees and the FCC, has purchased new equipment and installed studios in Willard Straight Hall, the university union. In addition to a regular four-hour daily program schedule, dance music is carried Saturday nights. Programs are sent over telephone lines to oscillator units in dormitories and fraternities or rooming houses, with listeners paying a rental charge and installation fee for the oscillator. Programs are tuned on an ordinary radio. Students operate the station under a five-department setup.

Fire Destroys Station

FIRE completely destroyed the studios, transmitter and all equipment of KAWM, Gallup, N. M., Oct. 27, and reconstruction of the station is now awaiting FCC action on an application to transfer its ownership to A. W. Barnes, publisher of the *Gallup Independent*. If the application is granted, Mr. Barnes contemplates rebuilding the entire plant, using Gates American equipment throughout, according to Eugene Colley, commercial manager. A. W. Mills, local electrical contractor, is the present licensee.

Standard Station Gutted

THE BUREAU of Standards station at Beltsville, Md., WWV, was destroyed by fire Nov. 6 but will soon be replaced. The station was used to transmit standard frequencies by which radio stations could calibrate their own transmissions. It was automatic and unattended except for maintenance, and the equipment was eight years old.

MAN BITES DOG
Owners of Safford Station Start Newspaper

AFTER little more than two years of operation of KGLU, Safford, Ariz., its owners decided that the little community, boasting only a weekly newspaper, should have a daily. Accordingly, on Nov. 10 they inaugurated the *Safford Daily News* with full leased-wire facilities of UP. Needless to say, the newspaper will work in close collaboration with the station, which is an affiliate of the Arizona Broadcasting Co. network keyed from KTAR, Phoenix, and which recently became an NBC supplementary outlet.

Owners of the newspaper are the same as the owners of KGLU, in which Louis F. Long, local theatre owner, holds 70% interest; Joseph W. Greenhalgh, insurance and realty man, 10%, and Spencer W. Kimball, also an insurance and realty man, 10%.

While there are nearly 300 broadcasting stations owned in whole or part by newspapers interests, there have been few cases where radio station owners have established or acquired newspapers. One instance is the *Clay Center Sun*, which is owned by Herb Hollister and Don Searle, owners of KMMJ, Grand Island, Neb. KMMJ until about a year ago was located in Clay Center.

COMMENTARIES by Johannes Steele, noted commentator and analyst, are being syndicated via transcription by Radio Attractions, New York, for presentation by subscribing stations as a quarter-hour five times weekly series. NBC Radio-Recording Division records Mr. Steele's daily broadcasts on WMCA, New York, each evening and ships the discs via air express to subscribers. Local distributors of the General Tire Co. have signed for the programs on WBNS, Columbus, and WTRY, Troy, and other sponsors are being lined up.



BACK ON THE AIR only 12 hours after its 733-foot steel antenna tower had collapsed in a 78-mile gale Nov. 11, WJR, Detroit, was using this wooden pole setup, erected amid the wreckage of the giant tower. Within an hour after the collapse at 4:45 p.m. WJR programs were back on the air on the WMBC transmitter, and by 5:30 the next morning WJR was ready to resume operations under its own power, using the temporary setup, rushed to completion in a biting gale with the aid of Detroit Edison Co. linemen. WJR also made temporary use of WXYZ's auxiliary transmitter while engineers were getting the bugs out of the emergency installation, but before the day was out the station was back on the air on almost full 50 kw. power and Engineer M. R. Mitchell was getting congratulatory telegrams from all over the country. Although rebuilding of the antenna presents unusual problems, arising out of the steel situation because of defense construction, Manager Leo Fitzpatrick indicated that work could be completed within 60 days.

Third Dimension Effect on Films

RCA's Fantasound Process Gives Realistic Result

NEW technique in reproducing sound-on-film named "Fantasound" was demonstrated Nov. 13 with the New York premiere of Walt Disney's "Fantasia" at the Broadway Theatre. The system, developed after three years of work by Disney and engineers of RCA Mfg. Co., projects a complete third-dimensional effect of sound and music throughout the specially-equipped theatre.

The realistic effect of sound actually moving with all action on the screen is accomplished by the use of strategically located loudspeakers in the theatre and special sound control tracks. When, for example, a bee buzzes into the scene to circle around the screen and off again, loudspeakers automatically cut off and on to follow its proggress, giving the impression that the bee is traveling all around the theatre.

Prior Tests

A part of the new system, described as "multiple channel recording", was first used by RCA engineers in the 1937 production of the picture "One Hundred Men and A Girl", in which Leopold Stokowski conducted the music as he does in "Fantasia". Early in 1938 Disney decided to do a similar job in the pictorial interpretation of Dukas' "The Sorcerer's Apprentice", with RCA handling the recording work. After production, the film proved so interesting it was decided to include other musical compositions and make it a full-length feature, incorporating the sound control track idea.

More than 420,000 feet of music by the Philadelphia Orchestra was recorded, with 18,000 feet finally selected. RCA engineers simplified the system to the point where only four tracks were necessary, three for sound and one for control, which through the employment of different frequencies are combined into one. In reproduction, they are separated by filters. RCA also constructed a special optical enlarging printer, which records the four sound and control tracks simultaneously on the same strip of film, and a special reproducer for use with the sound tracks.

"Fantasound" is not to be restricted to the Broadway Theatre in New York, RCA reports, as 12 reproduction machines have been constructed for the road performances of "Fantasia" in the nation's 76 largest cities.

Purity Bakeries

PURITY BAKERIES Corp., Chicago, for Taystee Bread is testing a thrice-weekly quarter-hour radio version of the well-known comic strip "Mandrake the Magician" on three stations, KWK, St. Louis; WOR, Newark, and WLAC, Memphis. If the test, which started Nov. 11, proves successful, more markets will be added later in the year. Arrangements with King Features Syndicate for the sale of the strip to Campbell-Ewald Co. of New York, the Purity agency, were made by Henry Souvaine, New York program producer.

WANTED... *in "America's Money Belt"*

$249,187.00 worth of tobacco *Every day* for 365 days!



NOTE: Estimates based on Federal tobacco tax returns show $90,973,461.68 worth of tobacco are sold annually in America's Money Belt.

WILL YOU SELL IT?

TO MEN who know tobacco best, it's a pipe that where there's smoke, there's sales.

Here in America's Money Belt, where each year folks spend more than ninety million dollars to turn tobacco into smoke, the air is fairly blue with this money-making haze.

We'll blow some *your* way with a few puffs from The Cowles Stations . . . four voices in the middlewest that cover America's Money Belt like a smoke screen from the rolling Mississippi to the rangy Black Hills.

This broad, fertile land is also a rich, ripe market for you who sell drugs, foods, beverages, cosmetics, soaps and dozens of other things. And, now, with business and agricultural conditions better than ever, Money Belt people will be buying more than ever.

Use The Cowles Stations, in America's Money Belt, where sales are smoking hot.

WHICH OF THESE DO YOU SELL?

Estimated Annual Retail Tobacco Sales in America's Money Belt

Cigars	$13,738,148.93
Cigarettes	59,219,534.00
Chewing & Snuff	5,324,353.37
Smoking Tob..	12,691,425.38
Total	$90,973,461.68

The Cowles Stations

WMT ★ CEDAR RAPIDS WATERLOO — **KRNT** ★ DES MOINES — **KSO** ★ DES MOINES — **WNAX** ★ YANKTON SIOUX CITY

WMT KRNT KSO WNAX

Affihated with THE REGISTER AND TRIBUNE, Des Moines, Iowa

Represented Nationally by THE KATZ AGENCY

Radio Newsmen Invited To Become Members of Correspondents' Group

WITH 25 associate members already on its rolls, the Radio Correspondents Assn., organized in Washington last year to promote interest of radio news reporters in the capital, has issued invitations to all accredited radio newsmen to become associate members.

Albert L. Warner, association president and Washington commentator for CBS, has advised all stations of the availability of associate memberships to their newsmen, which would entitle them to radio gallery privileges in Congress and to admission to White House and all other Government press conferences. Associate members must be persons whose chief occupation is gathering, editing or reporting news for radio. Dues are $2 a year.

Mr. Warner said no campaign for members is being made, but the voluntary memberships received during recent weeks indicate the desire of many radio reporters to join the association. Associate members, if visitors in Washington, would have the privileges of the radio gallery in Congress and also would be welcome to the annual radio correspondents' dinner to which the President, Cabinet members, Congressional leaders and the chiefs of the major political parties are invited.

The active membership of the association now totals forty. Associate members recently enrolled include: Paul White, Elmer Davis, George Fielding Eliot, Robert Trout and Robert Wood, CBS; Lowell Thomas, A. A. Schechter, H. V. Kaltenborn, John W. Vandercook, Milton Burgh and Don Goddard, NBC; Dave Driscoll and Raymond Gram Swing, MBS; Herbert Moore, Transradio Press; Peter Grant, WLW, Cincinnati; Rex Davis, WCKY, Cincinnati; Burt Blackwell, WAVE, Louisville; Julian T. Bentley and Ervin Lewis, WLS, Chicago; Leland L. Chesley, KWK, St. Louis; William Winter, WBT, Charlotte; Erle H. Smith, KMBC, Kansas City; Brooks Watson, WMBD, Peoria; Charles G. Shaw, KTSA, San Antonio; Matthew Gordon, CBS, New York; I. R. MacFarlane, WFMD, Frederick, Md.

CBS Dance Remotes

CBS resumed its late evening programs of remote dance band pickups on Oct. 30, following signing of a contract between WGBI, CBS outlet in Scranton, and the Scranton local of the American Federation of Musicians. For the previous 16 days CBS has used studio programs in the midnight hours, AFM President James C. Petrillo having ordered bands not to play for CBS until the Scranton situation had been ironed out. WADC, CBS Akron station, was originally involved in the AFM order but reached an agreement with its local within four days.

IN RESPONSE to appeals from CBS listeners to hear the CBS Philharmonic Symphony Orchestra in person, the network has extended the tour schedule 2½ weeks. The first concert on Nov. 18 will take place in York, Pa., and the tour will close Dec. 5 in Springfield, Mass., making a total of 17 concerts in 16 cities.



Membership Card Available to Radio Newsmen

RADIO IN THE ALASKAN WAY

Sporadic Reception From United States; Stations Seek Disc Rebroadcasts for Territory

THINGS are different in Alaska, according to C. B. Arnold, manager of KINY, Juneau, who told the recent NIB convention that where he comes from 85% of the programs are either phonograph records or transcriptions. None of the Alaskan stations are affiliated with an American network, he said, and consequently when KINY broadcast its first *Kraft Music Hall* program last spring the event took on the proportions of a national holiday.

Show is recorded at the time of its network broadcast and the transcription shipped to Alaska by air express for broadcasting there nine days later. A similar arrangement has just been completed with Thomas J. Lipton which will bring the *Helen Hayes Theatre* series to the KINY audience. Both of these programs are handled by Young & Rubicam, New York.

Alaskans are largely dependent on their local stations, Mr. Arnold stated, explaining they can hear United States stations only after dark—which means after 11 p.m. during the summer—and only when meteorology conditions are absolutely correct, which they are not during most of the time, he added. About 30 American advertisers are now sponsoring programs or announcements on Alaskan stations, he said, and following the successful reception of the Bing Crosby series he expects that the Jack Benny, Kate Smith and other major network programs may soon be heard, via transcription, in Alaska.

Emergency Service

Because of the wildness of the country and the lack of point-to-point communications, the Alaskan broadcaster gets many calls for emergency service, Mr. Arnold said, and frequently will interrupt his entertainment to ask trappers in a certain territory to go to a place where a river party has been caught in an ice jam and notify them that a rescue party will meet them at such and such a spot, as was recently done, or to perform other special communications service. In the instance cited, KINY had been told of the strandees by an airplane pilot who had seen them as he flew across the land on his way to Juneau.

Broadcasts of tribal songs and rituals in the Thinglet language have given KINY a large following among Alaskan Indians, Mr. Arnold said, explaining that they had previously shunned the radio as an instrument that spoke only the white man's language but had become intense fans when they heard their own language coming from the speaker.

KINY is opening new studios in Juneau early in November, he stated, designed and built by Vincent I. Kraft, chief engineer, who has assembled the equipment from various sources to meet special needs of the station. Present studios, on the outskirts of the city, are located over a gold mine, Mr. Arnold explained, and discovery of a new vein might find the ground taken right out from under the station.

F. P. Douglas Is Named As KMOX News Chief

FRANCIS P. DOUGLAS, for the last 16 years city editor of the *St. Louis Globe-Democrat,* has been named director of the KMOX news department and the station's chief news analyst, according to an Oct. 31 announcement by Merle S. Jones, general manager of KMOX, St. Louis. He replaces Harry W. Flannery, who recently flew to Berlin as a CBS correspondent there. In addition to directing the KMOX news bureau, Mr. Douglas handles a five-weekly news commentary on KMOX for Stephano Bros., Philadelphia (Marvel Cigarettes).

Introducing Mr. Douglas to KMOX listeners on a special program late in October, Mr. Jones announced the station had subscribed to Associated Press news service, supplementing its regular United Press and Transradio Press sources. Mr. Douglas' first microphone appearance came last summer when he was invited to substitute for Mr. Flannery while the latter was vacationing. After graduating from Harvard U in 1921, Douglas joined the news staff of the *Globe-Democrat.* Three years later he was named city editor, a post he held until joining KMOX. He is 43, a native of St. Louis, is married and has two children.

United States Stations Offer Tribute to KINY

TWENTY broadcasting stations, scattered throughout the United States, participated in an unique salute to KINY, Juneau, Alaska, on Oct. 31 during dedication of new studios by the station. Edwin A. Kraft, owner of KINY, who went to Juneau from his home in Seattle for the ceremonies, reports the event the biggest ever broadcast in Alaska.

Transcribed salutes in the form of brief talks, musical programs, comedy dialogues and jamborees, presented by the various stations were shipped to Juneau. Special congratulatory addresses by Neville Miller, president of the NAB; Anthony Dimond, Alaskan delegate to Congress; William S. Hedges, vice-president of NBC, and others were broadcast by KINY. The mainland stations contributing to the broadcast ceremonies included KFI WRVA WFAA KMBC KFRC WCAE KSFO WCAO KFEL KHQ KOL KIRO WMIN KGER KSL WAAF WJR WWL WHO WSM.

KGBU Signed by MBS As Outlet for Alaska

LISTENERS in Alaska to KGBU, Ketchikan, can now hear network programs for the first time with the recent affiliation of that station with MBS. KGBU, owned by the Alaska Radio & Service Co. and operated on 900 kc., 1 kw. unlimited, has the same status as Mutual outlets in Hawaii, rebroadcasting the network's programs on signals from KOL, Seattle, and KMO, Tacoma, both MBS affiliates.

Also joining Mutual to bring its affiliates with KGBU to a total of 161 is WARM, Scranton, Pa., which operates on 1370 kc., 250 watts unlimited, and is owned by Scranton Broadcasters Inc.

GABRIEL HEATTER, news analyst of WOR, New York, is now broadcasting from fully-equipped miniature radio studios set up in both his New York apartment and his Long Island country home as a combination den, study, newsroom and broadcasting studio. According to his needs, Heatter can broadcast from either studio, each of which has UP news tickers, maps, microphones, remote-broadcast apparatus and direct lines to WOR.

RICHARD FIELD LEWIS Jr., formerly in radio on the West Coast who now manages and is part-owner of WFVA, Fredericksburg, Va., has applied to the FCC for a new 250-watt station on 1370 kc. in Winchester, Va.



NAMED to succeed Harry W. Flannery as news editor of KMOX, St. Louis, Francis P. Douglas (right), was introduced to his new radio audience late in October by Merle S. Jones, KMOX general manager.



"WGY is boosting sales...."

SPONSORS of WGY's musical clock periods conducted daily except Sunday by versatile Gene O'Haire, early-morning "air salesman," pay for one personality and get two. In one of these periods, from 7:45-8 a. m., O'Haire and his voice double, "Syracuse," take the air in behalf of Peter Paul confections, Mounds and Dreams.

That they sell is attested by this advertiser's agency, Platt Forbes Inc., which says, "WGY is boosting sales and doing a good job for Peter Paul."

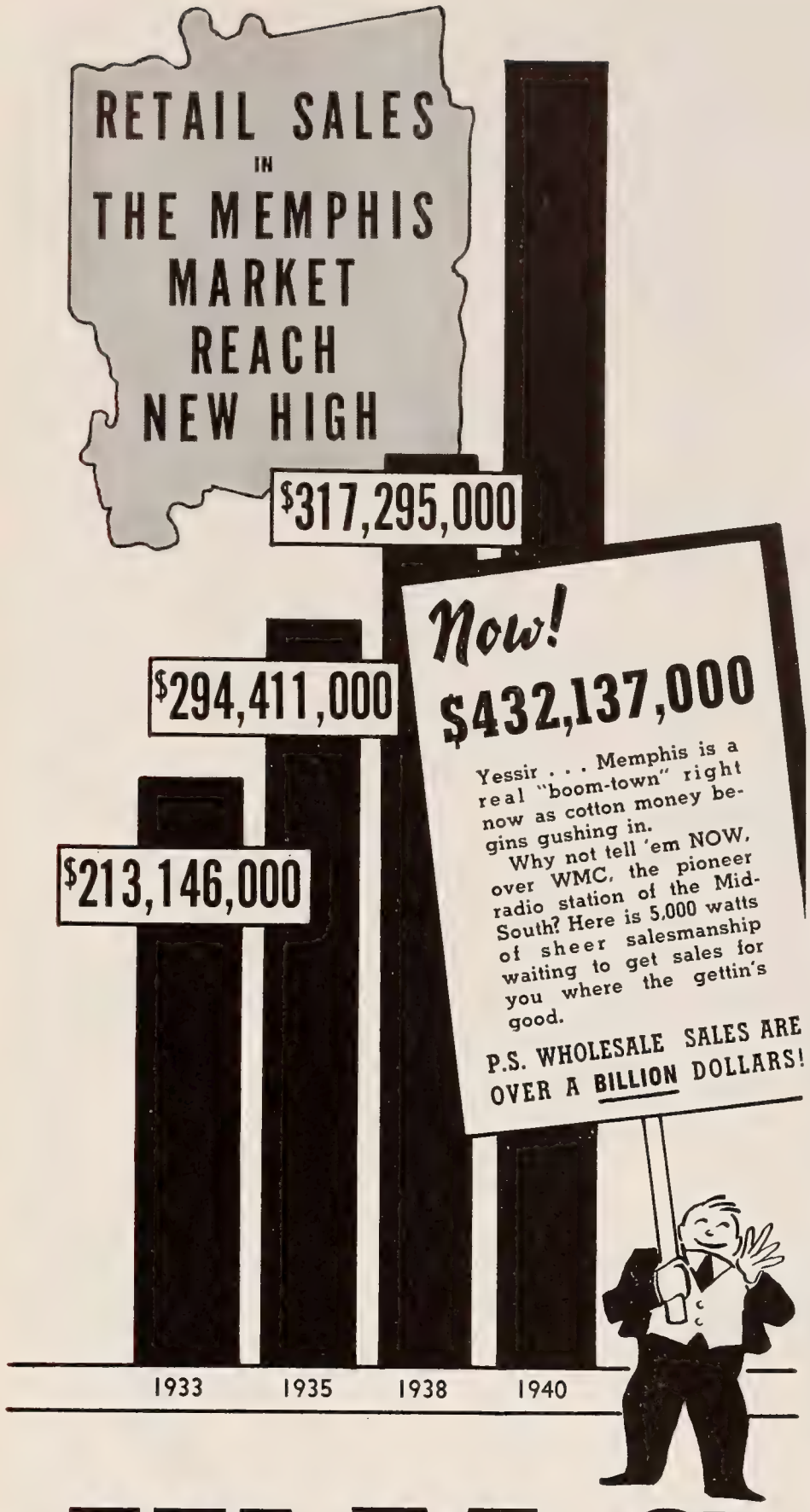
Producing results is all in a day's work at General Electric Station WGY. And doubly satisfying are the values enjoyed by advertisers using this 50,000-watt voice of the Great Northeast.

WGY-40

GENERAL ELECTRIC STATION
WGY
SCHENECTADY
50,000 WATTS · 790 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · HOLLYWOOD · CLEVELAND · WASHINGTON · DENVER



The Other Fellow's VIEWPOINT

An Expert on FM

EDITOR, BROADCASTING:

The programming of new FM stations, especially during the period when the audience is comparatively small, will be rather difficult, especially in locations where FM stations overlap areas now being served by a number of small AM network stations. Naturally, this will force networks to consider each FM station on the basis of coverage and as to what effect it might have in connection with future plans. On the other hand, if FM stations are denied present AM network programs, it will force the production of local programs and the use of program transcriptions which will, in turn, enlist a new listener audience and eventually take away listener audience from present AM network outlets. This providing of special or different programs on FM stations than can be obtained locally on AM stations will build up a special FM listener audience at a much more rapid rate than would be the case of the programs on FM stations were merely duplicates of programs from local AM stations.

Another very important consideration is that of night-time coverage of present shared-channel AM stations, which, as you know, is limited by the amount of cross-talk which can be tolerated by listeners. In general, daytime coverage of these shared channel stations is free from cross-talk, but, at night, the listener audience which can be served without ojectionable cross-talk is greatly reduced and, in many cases, is confined to a radius of only a few miles from the location of the AM transmitter. In such cases, the duplicating of these same programs, whether network or local, on an FM transmitter will give the same night-time coverage, free from cross-talk, as obtained in the service area of the AM station when operating under daytime conditions. Thus, the FM transmissions will be of great value to local network outlets which are now served by low-power shared-channel AM stations.

I know that the networks appreciate all of these problems and I trust that they will find some answer before the first of the year when FM goes commercial. In any event, FM is going ahead, regardless of the action of any or all of the networks in preventing or limiting the use of AM programs on FM transmitters.

RAY H. MANSON,
Vice Pres. & Gen. Mgr.
Stromberg-Carlson Telephone Mfg. Co.,
Nov. 1, 1940. Rochester, N. Y.

RCA's Educational Films

ADVANCE BOOKINGS for the 1940-41 season for "Airwaves" and "Television", RCA sound motion picture films produced by Pathe indicate an even larger audience than was counted last year, according to Ellsworth C. Dent, RCA educational director. The films are non-commercial in approach, portraying the story of radio from its beginning and tracing the development of television. Shown before thousands of persons last year, the films also have proven invaluable to RCA dealers and distributors.



AT START of the Virginia hunting season, Bob Beadles (left), chief announcer of WRVA, Richmond, joined Winston Montague, the Old Dominion's foremost hunting and fishing authority, on an early gunning expedition. Here the nimrods pause and admire Montague's prize setter. Montague's informal commentaries on outdoor sports are aired on WRVA under sponsorship of Larus & Bro. Co., Richmond (Domino Cigarettes).

Code on Contents

(*Continued from page 24*)

and Karl Koerper, vice-president and general manager of KMBC, Kansas City, advised the Committee of difficulties encountered in strict adherence to the Code time limitation provisions. They cited the instance of an important program which went to another station because it did not adhere to the letter of the Code.

Chairman Bill explained, in opening the conference, that the Committee's actions were simply recommendatory and that it could not go beyond suggesting to the NAB membership, at the next annual meeting, that Code provisions be modified.

Members of the Code Committee attending the meeting were Chairman Bill, Hugh A. L. Halff, WOAI, San Antonio; Henry P. Johnston, WSGN, Birmingham; J. O. Maland, WHO, Des Moines; Gilson Gray, CBS, New York; Cal Smith, KFAC, Los Angeles, and Earl J. Glade, KSL, Salt Lake City. In addition, Fred Weber, MBS general manager, appeared as proxy for T. C. Streibert, WOR-MBS vice-president; and A. W. Kaney, NBC, Chicago, for Frank E. Mullen, NBC vice-president.

AMA Renews Series

AMERICAN MEDICAL ASSN. on Nov. 13 resumed for the eighth consecutive year its weekly half-hour dramatic program *Doctors at Work* on NBC-Blue. Each broadcast will highlight some phase of modern medicine in action. The series is written by William Murphy, continuity editor of the NBC Central Division, in cooperation with Dr. W. W. Bauer, director of the bureau of public health and instruction of the AMA.



Why

did the inventor of FM, Major E. H. Armstrong, use the phase shift method of modulation in his own FM transmitter W2XMN, Alpine, N. J.?

And why have the majority of FM stations** now in actual programming operation (not experimental) chosen REL-FM equipment?

the reason is very simple...

REL is the only FM manufacturer using the ARMSTRONG PHASE SHIFT METHOD. This method of direct crystal control, without the necessity of counter-feed back, assures the broadcaster an FM transmitter that will not go off frequency.

So before you buy your FM transmitter protect your investment by investigating REL, the only manufacturer employing the ARMSTRONG SHIFT METHOD for broadcast transmitters.

•

Radio Engineering Labs., Inc.

Long Island City, N.Y.

A view of Major E. H. Armstrong's 40-kw. FM Station W2XMN, Alpine, N. J., equipped with REL-FM apparatus. In service since April, 1938.

**** FM BROADCASTING STATIONS SERVING THE PUBLIC DAILY***

Station	*Location*	*Owned by*	*On the Air Continuously Since*
W2XMN	Alpine, N. J.	Maj. E. H. Armstrong	April, 1938
W2XAG	Yonkers, N. Y.	C. R. Runyon, Jr.	Nov., 1936
W1XOJ	Paxton, Mass.	Yankee Network	May, 1939
WEOD	Boston, Mass.	Yankee Network	April, 1939
W3XO	Washington, D. C.	Janskey & Bailey	Aug., 1939
W8XVB	Rochester, N. Y.	Stromberg-Carlson	Nov., 1939
W2XQR	Long Island City, N. Y.	J. V. C. Hogan	Oct., 1939
W9XAO	Milwaukee, Wisc.	The Journal Co.	Jan., 1940
W8XAD	Rochester, N. Y.	WHEC, Inc.	Jan., 1940
W9XZR	Chicago, Ill.	Zenith Radio Corp.	Jan., 1940

*** All using REL-Armstrong Phase Shift Method.**

SHERMAN, CLAY'S 'QUESTION AIR'

San Francisco Department Store Tries Special Promotion in Advance of Holiday Season

DEPARTMENT store advertising via radio in the San Francisco bay area is widely sought, but seldom caught.

The few department stores using radio today in most cases confine their advertising to occasional spot announcement campaigns or on participating women's programs.

However, KROW, Oakland, Cal., recently sold a program idea to Sherman, Clay & Co., operating the music and radio department in the H. C. Capwell store, Oakland's largest department store and along with the sale succeeded in getting complete backing from the promotion and advertising department of the department store.

The program is titled *Question-Air*, and originates from the music department on the fourth floor of the store on Fridays—3:30 to 4 p.m. (PST). According to KROW Manager Phil Lasky, this is the first large show of any nature to be tied in with a department store in the San Francisco-Oakland area. It is booked as a special 13-week Christmas promotion for the radio-music department.

Lots of Promotion

To illustrate the enthusiasm aroused by the station the following memorandum from the store's promotional department is quoted:

"Advertising—in all Sherman, Clay ads and in all H. C. Capwell's ads where possible, a notice will appear plugging the program.

"Radio—KROW will give spot announcements regarding the program. We will give announcements on our *Johnny Jump Up* program throughout the week as well.

"Stories—KROW has already sent publicity material to the *Shopping News* for use on their radio page. We will send news stories to the newspapers on the program, emphasizing the fact that the program originates in our store.

"Window—Window No. 20 will go in for the first program and will remain in until the Dollar Day changes. Windows for following programs will be worked out.

"Department — The department will have a stage for the program located at the front of the piano department, near the sheet music section. There will be a permanent background erected back of the stage to feature the program and the Philco radios.

No Medium Overlooked

"Signs—Signs will be placed on the Fourth Floor, Accommodation Desk, Street floor, window and other suitable places as needed.

"Elevators — On Fridays, the operator in the Express Elevator will specifically mention: 'Express Elevator to Question-Air Radio Program, Fourth Floor' in her spiel to the customers.

"Pamphlets—Pamphlets will be given out in the radio department and at the Accommodation Desk which give information on radios. Information which will be the basis for some of the questions asked the contestants.

"Employes—A notice will go to employes, outlining the information given in this notice. A notice will also appear in the bulletin.

"Buyers' Meeting—At the buyers meeting, announcement will be made of new programs."

Mr. Lasky stated that H. C. Capwell Co. has sponsored a children's program, *Johnny Jump Up*, on KROW for four years, but this is their first participation in a direct merchandising program.

Bert Winn of KROW is handling the microphone on *Question-Air*, which is a general quiz type broadcast.

Right at Home

WITH stations all over the country scrambling to interview the holders of Registration No. 158, first ordinal number called in the selective service lottery on Oct. 29, WDZ, Tuscola, Ill., snickered up its sleeve. One of Tuscola's 158's was none other than John Swanik, of the WDZ staff.



SATIN SHIRTS with autographs of 70 KDYL entertainers and staff members decorate these two Salt Lake City girls as they are interviewed by S. S. Fox, president of the station. The girls obtained the autographs last summer, then embroidered them.

PHILCO Corp., Philadelphia, through James T. Buckley, president, announced Nov. 7 that all monthly Philco employes having more than one year's seniority who volunteer or are drafted for military service will be paid one month's salary following their induction into the service. Weekly salaried employes and hourly rated employes will receive four week's pay. One-half this additional compensation will be given employes with the company less than a year. The company also has agreed to pay inducted employes' group life insurance premiums, to credit seniority through the period of service, and at conclusion of the one-year service period to re-employ these workers.

WENR-WMAQ Spot Gains

SPOT REVENUE for WENR and WMAQ, NBC's respective Blue and Red network, greatly exceeded any month in history during October, according to M. M. Boyd, local and national spot sales manager for the NBC Central Division. Station WENR showed a 172 % increase over Oct. 1939, and WMAQ surpassed last year's October billing by 51%.

TEST IT IN ROCHESTER

NO. 1 TEST CITY

No. 1 of all cities,—100,000 to 500,000 population,—in New York State and all the Middle Atlantic States!

This is the consensus of opinion of 162 leading advertising agencies as determined by the latest Sales Management-Ross Federal Survey.



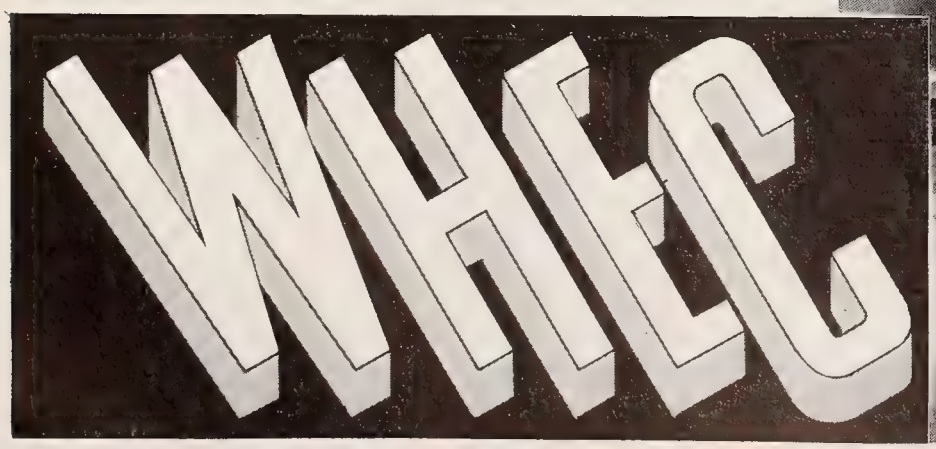
WHEC

NO. 1 FAVORITE WITH ROCHESTERIANS . . .

If you lived in Rochester there would be no doubt in your mind about the WHEC lead in listener popularity.

Rochester's leading stores and service organizations know it. That is why they buy more time on WHEC.

Agency time-buyers, nationwide, know it. That is why they buy more spot programs and more spot time on WHEC.



'Danger' Warning Discarded by FTC

Action Halts Sponsors' Plans To Limit Air Advertising

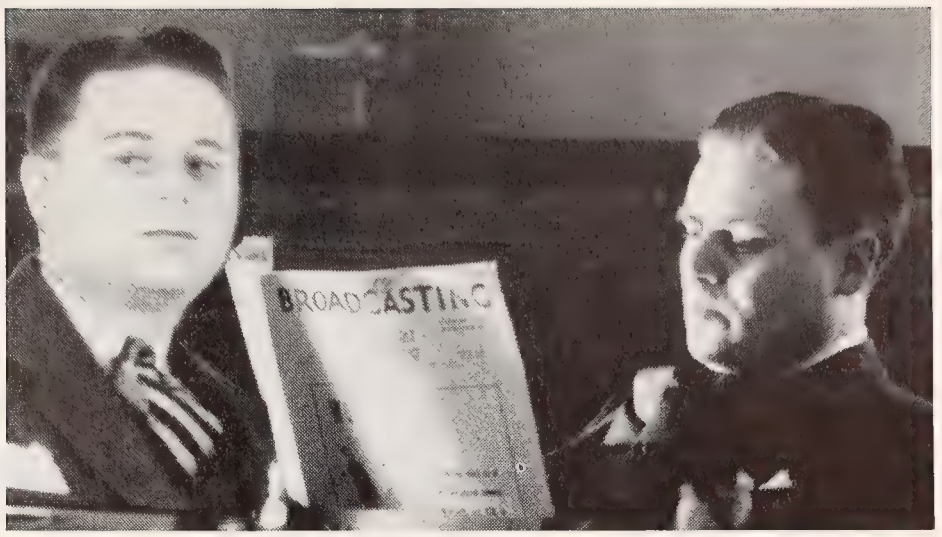
DRUG product advertisers using radio will not be required to specify "dangerous ingredient" warnings in their commercials—a procedure thought likely under the Wheeler-Lea Act which became effective a year-and-a-half ago.

Regarded as a move that will keep several million dollars of drug advertising on the air, the Federal Trade Commission discloses this new policy is founded on the theory that labels for all drug products will carry "adequate warnings" in compliance with the Food, Drug & Cosmetic Act. It is concluded, therefore, that the consumer is protected if the advertisement states the product must be used as directed on the label.

Cancellations Avoided

It was learned reliably that many drug advertisers, particularly those manufacturing headache and other simple remedies, planned to cancel their radio advertising if the Commission had required the drastic "dangerous ingredient" stipulation in commercials. It was felt such a requirement would have destroyed the value of radio advertising, since such alarmist statements would drive consumers from use of the products. Evidently this condition had not been known in the broadcasting industry.

The new general policy of the Trade Commission, stated in a recent cease and desist order, is not expected to apply to products involved in Federal Court injunction cases, such as weight reducers and electrolytic devices for removing hair. This, it was stated, is on the theory that such products are dangerous for use in self-medication, no matter how labeled or advertised to the public.



EVERY time there is a musical problem at WREN, Lawrence, Kan., Manager Verl Bratton dons a WREN glove on one fist and an AFM glove on the other. Then he either knocks himself out or emerges as a double winner, for he is president of Local 512, American Federation of Musicians, as well as manager of WREN. Reading left to right in the photo are Verl Bratton, president of Local 512 and the local Petrillo; a copy of a trade publication which he consults during his daily dilemmas; and Verl Bratton, manager of WREN. They were caught in an intimate pose by a conniving cameraman versed in tricks of the trade.

ALTHOUGH RCA equipment has been ordered, the new WRJF, which the FCC has authorized the *Miles City* (Mont.) *Star* to construct, will probably not be on the air before March or April of 1941, according to W. F. Flinn, the newspaper's general manager.

SEVERAL MBS sustaining evening programs which cannot be fitted into the evening schedule of WOR, the network's New York outlet, are now heard by WOR daytime listeners via recordings. The Thursday night Mutual variety show *In Chicago Night* is recorded on WOR Fridays 10:30-11 a.m.; *Lew Loyal*, a Friday evening Mutual dramatic series, is presented on WOR, Tuesdays 5:15-5:45 p.m., and each episode of *Ned Jordan, Secret Agent*, Mutual dramatic series heard Tuesdays, will be recorded off the air and presented on WOR Saturdays 8:30-9 a.m., starting Nov. 16. Other evening shows on MBS also will be heard on WOR through this new policy to be announced later.

Canada Plans Repeaters To Serve Isolated Areas

A NUMBER of small broadcasting stations are being installed by Canadian Broadcasting Corp. in certain sections of British Columbia and Northern Ontario, where residents have poor reception because of natural barriers. The first such station is now in operation on 840 kc. as VE9BC, Revelstoke, B. C. It is a 20-watt set and in charge of the telegraph line repeater operator at Revelstoke who feeds all CBC network programs, sustaining and commercial, through the low-powered transmitter which is powerful enough to service the residents of this mountain area.

The commercial programs are carried as part of the service given by CBR, Vancouver. The station does not sign on or off as there is no microphone at this point. Its present experimental call letters are to be changed shortly and given a call similar to other CBC broadcast stations. Similar stations are to be built at various repeater points and small settlements throughout the Rocky Mountains along the two Canadian railway lines. Later it is planned to have these stations also in northern Ontario north of Lake Superior following the transcontinental railway lines.

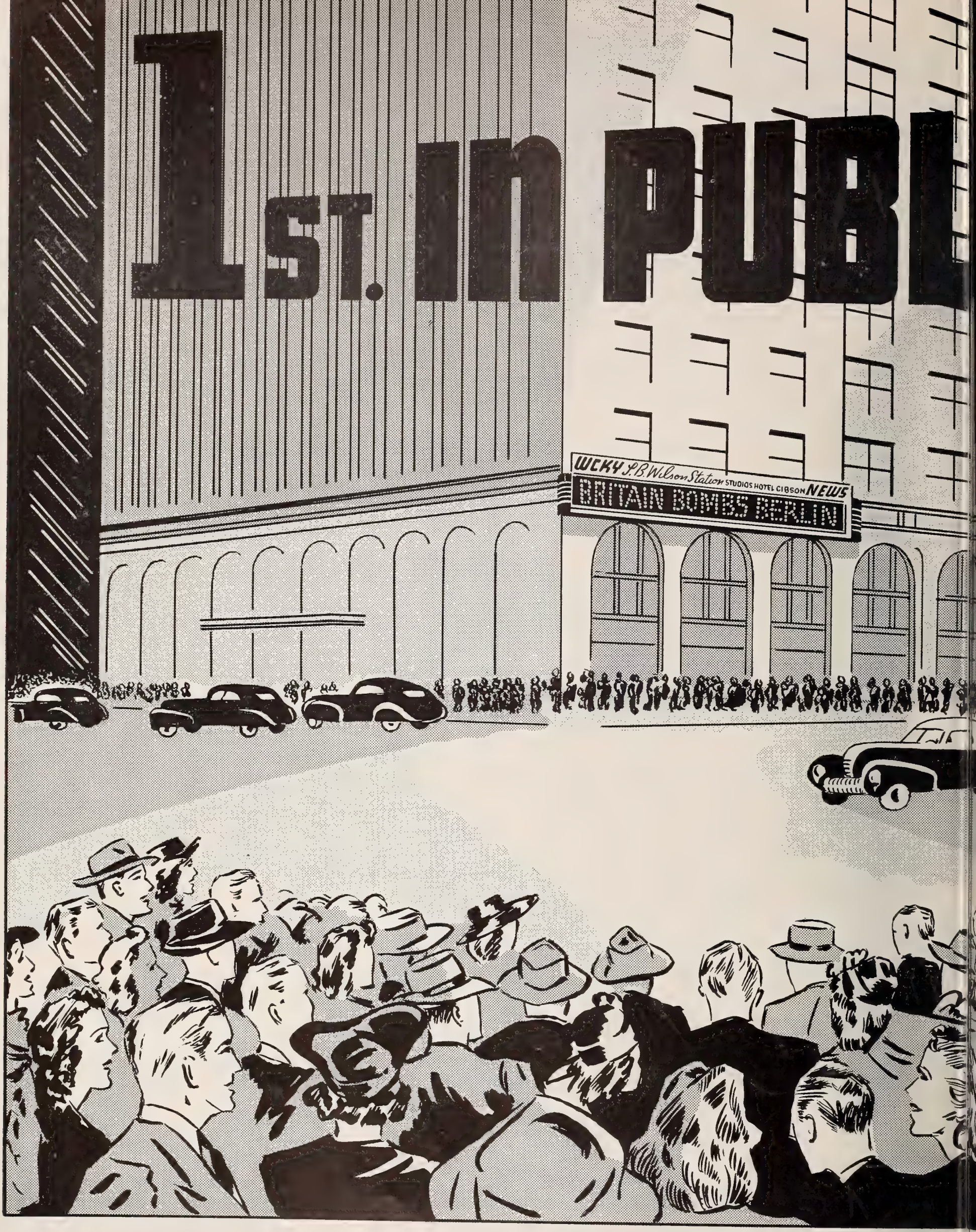
STAR RADIO PROGRAMS, New York, reports a 27% sales increase over 1939 for its 25 half-hour series of *Christmas Tree* programs. Stations recently signing for the show are CKMO KDYL KSO WRDW WGTM KGIR WMBC WPAY WOPI CKOC CFNB WATR WSAZ KFJM WBLK CKCK KIEM KWNO KTUC WCAZ WKAQ WLAV KOOS.

KSL
SALT LAKE CITY
50,000 WATTS
CBS

FIRST in popularity in the Intermountain Empire

For more information about KSL. one of the sixteen CBS 50,000 watt stations, inquire of Edward Petry & Company

VOICE OF THE INTER-MOUNTAIN EMPIRE



CBS PROGRAMS . . . .



SERVICE

MORE THAN 200,000 PEOPLE DAILY READ THE LATEST NEWS FROM WCKY'S TRAVEL NEWS-O-GRAPH OPERATING 16 HOURS EVERY DAY ON FOUNTAIN SQUARE CINCINNATI

L. B. Wilson

WCKY

FIFTY GRAND IN POWER

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

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Executive, Editorial
And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager
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HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
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The Election and Radio

ASTUTE USE of radio probably accounted as much as any other tangible factor for the re-election of President Roosevelt. His status as the nation's No. 1 radio personality remains unchallenged after a campaign in which he relied upon the spoken rather than the printed word in conveying his story to the electorate.

Broadcasting, non-partisan as an industry, came through the campaign with flying colors. There were none of the recriminations of past campaigns charging undue favoritism, except for an unimportant bleat from the communists. That is because radio handled the job admirably, from start to finish. Radio earned and deserves the plaudits and good will already manifested by the parties for a job well done.

Both major party platforms, adopted at their conventions last summer, carried "free radio" planks. As a result, radio did not become a campaign issue, despite heraldings that the Republicans would tear into bungled radio regulation under the New Deal. It is just as well that the issue was never raised.

On its part, the broadcasting industry wholeheartedly joins in the manifestations of unity and patriotism that in these critical days must be part of American democracy. Radio seeks no favoritism from the Government; it simply asks that the regulatory authorities permit it to go its own proper way in continuing to render the public service that has endeared it to the nation. It wants no paternalism or benevolent condescension from those who, by grace of politically acquired commissions, wield such immense powers over its destinies.

With the election over, and the present order entrenched for another four years, it is not unlikely that certain FCC members now feel the lid is off. In FCC councils this minority has advocated "reforms" in utter conflict with the repeated expressions of the Chief Executive that radio be kept "as free as the press". Even direct control of programs has been urged by at least three commissioners. And there are indications of a revival of the anti-newspaper-ownership sentiment.

The broadcasting industry welcomes Mr. Roosevelt back for a third term as their chief. The President has an immediate opportunity to display to the industry his oft-expressed faith in Broadcasting by the American Plan. He can appoint to the non-Democratic vacancy now existing on the FCC a qualified person of unimpeachable integrity—not just another politician. We pray that the era of giant-killing, heckling and pin-pricking is past.

We'll Get By . . .

RADIO QUESTION No. 1 these days runs something like this: "Will ASCAP and the broadcasters get together before Jan. 1?"

We do not profess to know all of the answers, but if the broadcasters have any preconceived notions about a truce, they're certainly wasting lots of time, talent and money on BMI. What ASCAP has in mind is conjectural. One thing is certain—the broadcasting industry isn't interested in any variation of the pending percentage-wise proposition.

To us it seems that BMI already has accomplished what appeared to be an impossible job. Advertisers and agencies are cooperating all down the line, too. Bands are finding that it isn't impossible to arrange non-ASCAP programs. More and more BMI music, expertly arranged, is available, and catalogs being acquired almost weekly are providing the minimum volume of music considered essential for the switchover.

All signs indicate that the old order in Tin Pan Alley, completely dominated by ASCAP, is on its way out. To paraphrase an old popular tune (which may have been ASCAP) the radio theme song of the new order might well be "We'll Get By As Long As We Have BMI."

Serving the Flag

THE NATION'S broadcasters are devoting large blocks of time to broadcasts on behalf of Government departments. They are serving their flag loyally, but under extreme difficulty, because the Washington time placements are hopelessly snarled in red tape and confusion.

In recent months, stations and networks have greatly increased their donation of facilities because of the defense program. They have given millions of dollars in time and talent on behalf of the conscription drive, skilled-labor roundup, alien registration and recruiting.

Out of Washington departments and out of their scattered local branches come all manner of requests for time and offers of scripts and transcriptions. The situation has become so messy that Chairman Fly of the FCC has given it official notice.

With Uncle Sam wanting station and network facilities, and with stations and networks eager to serve, all that is needed is some coordination. At present there is none worth mentioning, outside of the NAB's cooperation with the Civil Service Commission in a drive for skilled labor.

The coordinating job would be a difficult one. It would require tactful and efficient manipulation of conflicting and jealous elements inside the Government. It must be done, however, if the industry is to serve the flag as well as it desires.

But it must be kept in mind that a coordinator, not a mailed-fist dictator, is needed. The job is purely liaison in nature. The minute it goes beyond that point, the industry will have to fight for its freedom. Already the military branch of the Government has plans for coordinated use of radio in case of war. What is needed now is coordinated use of radio in case of peace, and there still is some peace left in the world.

On Borrowed Time

THE CONFERENCE method of reconciling differences between broadcasters and their clients, via advertising agencies and station representatives, has been introduced. The NAB Code Compliance Code, desirous of appraising the workings of its self-regulation code as applied to commercial time limitations, held a roundtable in Chicago Nov. 7, and plans one in New York in January.

This is a healthy development. Broadcasters, as custodians of public service in their respective areas, know best through experience about maximum doses of commercials for their audiences. Advertisers, anxious to sell goods, and agencies, desirous of making the best possible showings for their clients, naturally think only in terms of maximum selling appeal.

Agencies want time outside the code limitations which became effective Oct. 1, to promote radio contests and for children's programs. The broadcasters naturally do not want to encourage the prize-award element, lest it become the rule. But across the conference table some compromise can be reached, acceptable to all.

Privately, agencies admit the time limitations on commercials already have proved effective. They provide a stop sign for the agency writer and gives him a ready answer for his client. Already it has resulted in more adroit production of commercials, easier to take, and unquestionably more effective.

Horse-and-Buggy

LONG AGO, we thought, radio and the press had buried the hatchet. The realization had dawned upon the press that radio had a place in the journalistic firmament, and that it was a medium destined to stay.

But we got quite a jolt the other day. Many newspapers, notably in the South, still indulge in the silly subterfuge of listing news programs as "studio" and commercials as "music". Do newspapers serve their readers or themselves? Certainly a subscriber, who wants to know when to tune in a news broadcast or a Presidential speech or Jack Benny, isn't happy about such a meaningless listing. He probably tosses the paper aside in disgust and cusses the publisher.

We believe in freedom of the press as devoutly as the press itself. But we believe those horse-and-buggy publishers who follow this silly fake-listing process would be kinder to their self respect if they thought this one out.

We Pay Our Respects To —



GUNNAR ODDE WIIG

ENERGY and calm judgment, added to the characteristic sturdiness of his Norse ancestry, are the qualities that strike you most in Gunnar Odde Wiig, general manager of WHEC, Rochester. There isn't a job around the station, barring perhaps engineering, that he cannot take over and handle well in an emergency. There isn't a problem that arises to find him shirking.

Gunnar Wiig's story is virtually the story of WHEC, for he began in radio at that station and rose to his present managerial post through the ranks.

Born in Norway Dec. 17, 1902, Gunnar Wiig was brought to this country by his parents while a child. He went to public school in Jersey City and Rochester. In 1920 he was graduated from Mount Hermon Preparatory School, and in 1923 from Mechanics Institute in Rochester.

After engaging in YMCA work in Amsterdam, N. Y., as membership secretary and associate physical director, he went to the Madison, Wis., "Y" as boy's work secretary. During that period he found time for special studies at the U of Wisconsin. Then, for a while, he served as city boys' work secretary in Alton, Ill.

There were exactly five employes on the staff of WHEC when Gunnar Wiig joined that station in 1927 as continuity and publicity writer. Within three months he became a regular announcer. Two years later he was program director. In 1931 he was named general manager, to which post the duties of treasurer were added in 1936.

His announcing forte was sports. In 1929 he originated play-by-play descriptions by wire of Rochester's out-of-town baseball games. So popular were his baseball broadcasts that CBS in 1933 added him to its staff to handle the World Series. His still-familiar baseball phrase, "Here it c-o-o-mes!" produces a pleasant nostalgia in the hearts of sports fans throughout Western New York.

By 1936 other details of the station's work were taking up so much of his time that he gave up sports work entirely to devote himself to the business end of radio. Today Gunnar Wiig is mainly concerned with staff management, production, sales, merchandising and promotion—but he still can clearly remember those early radio days when his work started with 7 a.m. morning exercises and ended almost any hour of the night.

One of Gunnar's most important jobs is to maintain a close and friendly relationship between WHEC and its program-sponsors. His office door is always open to the members of what he chooses to call "WHEC's Radio Family", and his mind is open to any suggestion for cooperation with sponsors in the merchandising of their programs. Merchandising is a feature of radio upon which WHEC prides itself; he considers that the station's job is only half-way done unless each new program is given a good build-up and given further promotion through every conceivable practical merchandising support. And Gunnar Wiig is the ideaman behind the greater part of these promotions.

A man of varied interests and abilities, Gunnar's chief hobbies are golf, bowling, swimming and handball, at any of which he can and does offer pretty tough competition. But chief of all present hobbies is his young son, Jon, a husky youngster of 3 who already, according to Gunnar, has the makings of a Joe DiMaggio, a Red Grange and a Bobbie Jones, all in one!

SERIES of songs written in 1932 by Raymond Gram Swing, MBS news analyst, were performed publicly for the first time Nov. 10 at a concert of the National Assn for American Composers & Conductors in New York, with Dr. Sigmund Spaeth, president of the association, as commentator. First such performance of a musical work by Mr. Swing was at a Composers' Forum Concert at the New York Public Library last April. This was a violin sonata, later broadcast May 12 on MBS.

KNOX MANNING, Hollywood commentator, and Frank Streeter, novelist, are collaborating in writing a new book, *Radio Newscasting*.

Personal NOTES

MILLER C. ROBERTSON, for the last two years in the sales department of KFJZ, Fort Worth, on Nov. 15 is to join the sales department of KMBC, Kansas City, according to an announcement by Sam H. Bennett, KMBC director of sales. Well known in Texas radio and advertising circles, Robertson is a director of the 10th District of the Advertising Federation of America and vice-president of the Fort Worth Advertising Club.

JAMES I. MILLER, vice-president of United Press of South America, recently received one of the Cabot prizes, awarded annually by Columbia U to publishers, editors, or writers in any country of the Western Hemisphere who "by their professional achievements advance sympathetic understanding among the peoples of South, Central, and North America." Mr. Miller is the first citizen of the United States to win the award, established in 1938 by Godfrey Lowell Cabot of Boston.

MAJOR EDWARD A. DAVIES, vice-president of WIP, Philadelphia, in charge of sales, has been elected a member of the Advisory Board of the American Defense Society. He is president of the Philadelphia Chapter, Reserve Officers Assn.

JAMES V. McCONNELL, NBC New York manager of national spot and local sales was in Hollywood during early November to confer with Vice-President Don E Gilman.

HERBERT I. ROSENTHAL, executive vice-president of Columbia Artists, New York, on Nov. 3 married Shirley Katherine Copeland of New York.

WALTER G. ALLEN, formerly sales representative of WSGN, Birmingham, has joined the new WCBI, Columbus, Miss., as commercial manager.

M. M. BRISBIN, for 12 years associated with the RCA installation and service division, has been transferred to the RCA advertising department, Camden, to handle test equipment advertising and sales promotion. He also will edit *RCA Radio Service News*, a nationally-circulated journal for servicemen. Previously in charge of transmitter testing for General Electric Co., Mr. Brisbin has been with RCA since 1929 in various divisions.

JOHN E. SURRICK, sales director of WFIL, Philadelphia, has been appointed to the five-man committee to choose the recipient of the annual Howard G. Ford Award, given by the Philadelphia Sales Managers Assn. to the business organization making the outstanding contribution to distribution improvement in 1940.

KING HARRIS, account executive of KPO-KGO, San Francisco, and Betsy Lambie were married Nov. 2 at Woodside, Cal.

H. G. HORNER, managing director of Macquarie Network, Sydney, has been appointed chairman of the radio war service committee, Australian Federation of Commercial Broadcasting Stations.

LORIN MYERS, of the commercial staff of WSB, Atlanta, and Nita Boswell have announced their engagement.

CLAY McDANIEL, formerly of KYOS, Merced, Cal., has joined Photo & Sound, San Francisco transcription firm.

K. M. HANCE, vice-president and treasurer of KSTP, St. Paul, recently was named president of the St. Paul Kiwanis.

EARL W. BOLTER, for 13 years office manager of Don Lee Inc., Los Angeles, has been appointed controller of the California statewide Don Lee enterprises, according to Thomas S. Lee, president. His duties include Don Lee Inc., Don Lee Broadcasting System and Santa Barbara Broadcasters. On March 1 he will celebrate 21 years service in the Don Lee organization. He began as an office clerk in the Fresno, Cal. automotive division of that firm, and two years later became office manager, a position held for five years before moving to Los Angeles.

TOM DAWSON, salesman of WCCO, Minneapolis, for the last four years, moves to the Chicago office of the Radio Sales division of CBS on Nov. 15. A graduate of the U of Minnesota, Dawson specialized in handling grocery and automotive accounts while he was with WCCO.

EDGAR KOBAK, NBC vice-president in charge of Blue network sales, on Nov. 8 spoke on "Easy to Do Business With" at a meeting of the Columbus Advertising Club, Columbus, O. On Nov. 14, Mr. Kobak gave a talk on "You're in the Show Business Too" before the Associated Motion Picture Advertisers at the Hotel Edison, New York.

DR. LEON LEVY, president of WCAU, Philadelphia, is active chairman of the radio committee for the Allied Jewish Appeal campaign in Philadelphia.

PAUL QUAN, treasurer of C. P. MacGregor Co., Hollywood transcription concern, and Gladys Lum, of Fresno, Cal., were married Nov. 1 in Las Vegas, Nev.

EDGAR S. BLOOM, for 14 years president of Western Electric Co., New York, and for the last year director of purchases of the British Ministry of Shipping, has been elected president of the Atlantic, Gulf & West Indies Steamship Lines. Mr. Bloom retired as Western Electric president last December after serving 43 years in the Bell Telephone System.

ROGER W. CLIPP, general manager of WFIL, Philadelphia, has been named chairman of the publicity committee for the Maryland Society of Pennsylvania.

ERNEST COLLING of the information department of RCA, New York, on Nov. 11 was transferred to NBC's press department to handle local and television publicity for WEAF and WJZ, New York. Leif Eid, who has been handling this publicity, will specialize in general promotional television publicity.

SYLVIA ANSEN, formerly with *The Woman's Exchange Revue*, has joined the sales department of WARD, Brooklyn.

PERCY L. DEUTSCH, president of the World Broadcasting System, left New York on November 7 for a 10-day vacation at Pinehurst, N. C.

EDDIE CALDER, recently connected with the Golden Gate International Exposition in San Francisco, has joined KHUB, Watsonville, Cal., as assistant manager.

GEORGE W. SMITH, managing director of WWVA, Wheeling, W. Va., has been named general chairman of the Red Cross Roll Call in Wheeling.

DON GREENLIEF, formerly in outdoor advertising, has joined the advertising staff of WBLK, Clarksburg, W. Va. He succeeds Ken McClue, who has joined WFMJ, Youngstown, O.

INGHAM ROBERTS, account executive of KTSA, San Antonio, is the father of a boy born Nov. 4.

JOE BERNARD, formerly of WKY, Oklahoma City, and WHLD, Niagara Falls, has joined KOCY, Oklahoma City, as commercial manager.

WCAO

The Voice of Baltimore since 1922

★

Columbia Basic since 1927

★

Broadcasting on 600 kc.

BEHIND the MIKE

ROBERT DEHIL, formerly of WHP, Harrisburg, Pa., and Robert Brooks, of WKRC, Cincinnati have joined the announcing staff of WOL, Washington. Henry Seay, of the WOL commercial department, late in November is to marry Ann Campbell, secretary to James Fishback, WOL commercial manager. She is succeeded by Margaret Wyman. Carl Hess, new to radio, has been named assistant to Walter Compton, WOL newscaster and MBS presidential announcer. David Stick and Bernard Johnston have joined the WOL studio staff.

STANLEY VAINRIB, formerly of KLO, Ogden, Utah, has joined the announcing staff of WCSC, Charleston, S. C. He succeeds John Watkins, who resigned to become program director of the new WGAC, Augusta, Ga. John Sutterfield has joined the MBS-U of Kentucky announcing staff. He is a brother of Phil Sutterfield, WCSC sports editor and publicity director.

BOB MANN, formerly of WMBR, Jacksonville, Fla., has joined the announcing staff of WAPI, Birmingham. He also is attending Birmingham-Southern College. Roy Flynn, U of Alabama graduate, also has joined the WAPI announcing staff.

MARTHA REINECKER, formerly of the NBC Central Division artists service, has been transferred to the network sales traffic secretarial force. Helen E. Carey, formerly of the stenographic department, replaced Miss Reinecker. Alice E. Anderson, formerly bursar of DePaul U. Chicago, new to radio, has joined the production department as clerk. Kenneth Geske, new to radio, has joined the Central Division as messenger.

LUD GLUSKIN, CBS western division musical director, has been signed to arrange and direct music of the RKO musical film, "They Met in Argentina".

FRED HAYWARD, formerly associated with Earl McGill, CBS casting director on Nov. 4 joined the production staff of WBT, Charlotte.

IRA AVERY, special events announcer and producer of WRVA, Richmond, will conduct a course in radio writing and production to be offered by the U of Virginia Extension Division.

LOIS DASHER, of the program department of WJSV, Washington, has returned to work after a three-week absence following an appendectomy.

ROBERT AKERLEY, for several years newscaster on KPO-KGO, San Francisco, has resigned.

MERRILL WORKHOVEN, announcer of KSOO, Sioux Falls, S. D., and Helene Morris, of the music department of KSCJ, Sioux City, Ia., have announced their engagement.

LENN CURLEY, formerly connected with the RCA exhibit at the Golden Gate Exposition and previous to that with bay district stations, has joined the announcing staff of KYA, San Francisco.

NAT LEE, for three years a partner of Gordoni & Lee, Chicago radio production firm, has resigned to return East. Miss Gordoni resumes full operations of the firm, now called Lillian Gordoni Radio Productions, Chicago.

NORMA LINDBLOOM, secretary to Sandy Barnett, J. Walter Thompson Co. Hollywood director of the CBS *Lux Radio Theatre*, sponsored by Lever Bros., has announced her engagement to Arthur Wilde, Warner Bros. publicity executive.

Edward J. Calahan

EDWARD J. CALAHAN, 54, general manager of Westinghouse Artists Service Inc., Pittsburgh, died of a heart attack Oct. 30 after being in ill health for more than a year. A native of Tunkhannock, Pa., Mr. Calahan entered the brokerage and real estate business after graduating from high school, moving to New York. In 1929 he formed the firm of Calahan & Co., later E. J. Calahan Inc., which continued until 1930. After three years with a real estate management company, he joined NBC's real estate division and figured importantly in negotiations involving NBC's move to its present Radio City quarters. In 1935 he was transferred to the NBC sales department at KDKA, Pittsburgh. On Jan. 1, 1940, he was placed in charge of the NBC Artists Service Bureau there, which was taken over July 1 by Westinghouse E. & M. Co. He is survived by his wife and three children.

ROBERT W. STRAUSS, radio actor who has appeared on *Our Gal Sunday* and other network programs, was found dead Nov. 11 in his automobile near Cold Spring, N. Y., a victim of carbon monoxide poisoning.

JAMES F. PERKINS, heard as *The Cynic* on WJBK, Detroit, died of heart trouble in mid-October.

JOSEPH ALEXANDER, 32, staff organist of WJJD, Chicago, on Nov. 7 took his own life. He was unmarried.

ALOIS HAVRILLA, former NBC announcer and for the last three years free lancing, has joined the announcing staff of WOR, Newark. As a free lance announcer he has handled several WOR programs, including Walter Compton's current *Double or Nothing*, sponsored on MBS by White Labs., Newark (Feenamint).

AL ORRICK has joined KOA, Denver, as news editor, replacing Jack Fern, now news editor of WTAM, Cleveland. Don Martin has been named assistant news editor and publicity director of KOA and Jack Lyman director of special events and production manager.

ANTHONY WALBERG has been added to the regular music staff of WLW, Cincinnati. In addition to appearances on WLW, Walberg also is heard as organ soloist on WLWO, international shortwave adjunct.

PAT FREEMAN, production manager of CFAC, Calgary, and a CBC commentator on the Royal Tour last year, has been called to active service with the Canadian armed forces. His place is being taken by Bob Straker, formerly assistant manager of CJRC, Winnipeg.

MEL GALLIART, formerly chief announcer and production director of KVFD, Fort Dodge, Ia., has joined the announcing and production staff of WLS, Chicago. Charles Curtis, of Minneapolis, has joined the KVFD announcing staff.

ROBERT FISKE, formerly of KNX, Hollywood, has joined the KOIN, Portland, announcing staff. Bob Colvig, after a trip to South America, has rejoined KOIN as announcer.

BILL CARTY on Nov. 7 joined the announcing staff of WIP, Philadelphia, replacing Allen Fort, resigned. Will Banks, of the WIP sales staff, has been named radio chairman of the Philadelphia Allied Jewish Appeal campaign.

ERIC F. LUND, news editor of WLVA, Lynchburg, Va., has been named program director of the station, succeeding James H. Moore, now manager of WSLS, Roanoke, Va.

CESAR SAERCHINGER, former correspondent of CBS, on Nov. 8 started a new series of *Story Behind the Headlines* programs on NBC-Red, Fridays, 11:15 p.m. A panel of scholars of the American Historical Assn. assists Mr. Saerchinger in preparing his script.

WALLY SANDACK, newscaster of KSL, Salt Lake City, soon is to marry Helen Frank, who as Jerry Lane is heard as a feminine commentator on KDYL, Salt Lake City. The two were honor guests at a party given early in November by S. S. Fox, KDYL president, for the staffs of both stations.

JOE HERNANDEZ, turf announcer, who has been conducting Bay Meadows race recreations on KYA, San Francisco, recently was called to Pimlico Track, Baltimore, to handle the p. a. system. During his absence from KYA, Don Billings, his coworker, is substituting.

JOHN GILLINGHAM, producer of KYA, San Francisco, first lieutenant in the 439th Field Artillery Reserve, was called to active duty early in November and assigned to Fort Sill, Okla.

MORT LAWRENCE, free-lance announcer in Philadelphia, has joined WIP, that city, replacing Fred Wood, who resigned to enter another business in Bridgeton, N. J. A staff dinner was tendered Wood and Allen Fort, another announcer resigning to enter business, at Hotel Philadelphian on Nov. 6, with 65 attending.

ROY LaPLANTE, announcer of WFIL, Philadelphia, became a citizen on Nov. 2. He was a British subject, born in Canada.

SAMUEL KAUFMAN, radio feature writer of the *New York Sun*, *Radio News Magazine* and *Radio Marketing*, on Nov. 5 married Dorothy Darling, New York radio and stage actress.

IT'S WBIG!



The MAGIC CIRCLE

More people make more products, earn more wages, and get more for their crops in WBIG's Magic Circle of fifty miles, than any other like area in the southeast.

Columbia Broadcasting System affiliate.



WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

VERL K. THOMPSON, formerly an announcer of NBC Chicago, has joined the announcing staff of WXYZ, Detroit.

MARION COOPER, supervisor of the central stenographic department of NBC Chicago, has been named continuity department secretary, replacing Esther Ludwig, who recently married Robert McDonald of Chicago.

LEONARD CARLTON, radio editor of the *New York Post*, on Nov. 6 became the father of a second son, David.

ROBERT DAVIS has succeeded Dudley Manlove as newscaster of KSAN, San Francisco.

BILL MERRITT, recently with the RCA television unit on Treasure Island at the Golden Gate Exposition, has joined the announcing staff of KPMC, Bakersfield, Cal.

DON COCHRAN, announcer of KWK, St. Louis, is the father of a boy born in mid-October.

LEN LEVINSON, Hollywood writer on the NBC *Fibber McGee & Molly* program, sponsored by S. C. Johnson & Son, will collaborate with Peter Arno on six cartoons to appear in leading publications. Levinson will frame the gags, with Arno drawing the characters.

RUSSELL TOLG, continuity manager of WTMJ, Milwaukee, is the father of a boy born late in October.

KEN HIGGINS, KFI-KECA, Los Angeles, announcer, has sold an original story, "Lazy Launcelot" to M-G-M Studios. It will be used in the "Thin Man" series featuring Myrna Loy and William Powell.

JOHN WOLFE, formerly of NBC and now with Photo & Sound, recording and motion picture organization, in mid-October married Camilla Romo, Mexican soprano of the NBC artist staff in San Francisco.

TOM BENSON, CKY, Winnipeg, announcer, recently married Ruth Faulkner, in Winnipeg.

LONNIE STARR, relief and summer announcer of WPEN, Philadelphia, has been made a fulltime member of the staff.

FRED HAYWOOD, formerly with Western Canadian stations and with CKSO, Sudbury, Ont., and CHML, Hamilton Ont., has joined the announcing staff of CFRB, Toronto.

CHARLES TIGNER, announcer of KWKH, Shreveport, La., is the father of a boy born Nov. 1.

JACK TANSEY, formerly of WRUF, Gainesville, Fla., has joined the announcing staff of WRVA, Richmond.

LINCOLN DOUGLASS, night traffic supervisor of the NBC Central Division, and June Lyon, NBC pianist, have revealed their marriage which took place in Geneva, Ill., three months ago.

SAM THOMPSON, manager and tenor of The Cadets, NBC Chicago male quartet, has been called to active duty in the Army. He is captain of the 341st Infantry Reserve Regiment and will report to Fort Benning, Ga.

ROBERT LEE, Hollywood producer of Young & Rubicam, has been assigned to the five-weekly quarter-hour CBS Pacific network serial, *Second Wife*, sponsored by General Foods Corp. (Postum). John M. Young is writer.

BETTY WEBSTER, formerly of WTOL, Toledo, has joined WDGY, Minneapolis, as assistant to Dr. George W. Young, owner and manager. Bernice Severson, of KSOO-KELO, Sioux Falls, S. D., also has joined the station as assistant to Wallace E. Stone, commercial and program manager.

ALSTON STEVENS, announcer of WFIL, Philadelphia, has been named labor relations representative for WFIL announcers who are members of ACA, replacing Jack Steck.



INSTEAD of golf, Walter Hagen Jr. (left) has taken up radio as a career. Son of the world-famous golfer, young Hagen has joined the NBC central division announcing staff. Gene Rouse, night supervisor of announcers, shows him the ropes. Walter was graduated from Notre Dame, this year, where he was captain of the golf team.

PAUL AURANDT, formerly of KXOK, St. Louis, has joined the announcing staff of KGVO, Missoula, Mont.

VICTORIA YEAGER, secretary to Roger W. Clipp, general manager of WFIL, Philadelphia, on Nov. 16 is to be married to J. F. Goffredo, Philadelphia musician.

EDWARD A. RICHARDS and Edward B. Rubin have opened a public relations office at 75 E. Wacker Drive, Chicago, under the firm name of Richards & Rubin, to specialize in training programs and other editorial problems of business organizations. Dr. Richards formerly was home study director for Columbia U and editorial director of the Industrial Training Institute, Chicago, with which he was also associated as research director.

HARMAN I. MOSELEY, formerly of WWNC, Asheville, and other Carolina stations, has been named production manager of WAPO, Chattanooga. Jack Daub, formerly of WSPB, Sarasota, Fla., and WDOD, Chattanooga, has joined the WAPO announcing staff, succeeding Bob Shinbaum, who resigned to join WNOX, Knoxville.

KNOX MANNING, CBS Hollywood commentator, has been awarded the first annual diction trophy by the International Assn. of Broadcasters.

EDWIN L. ROGERS, announcer of WRC-WMAL, Washington, recently was elected first vice-president of the Columbia U Alumni Club of Washington.

HENRY C. LAZARSKI, heard as Gill Keith on WOLF, Syracuse, N. Y., has been called to active duty with the U. S. Naval Reserve Corps. He is to attend the Naval Reserve Radio School at Noroton, Conn.

RUSS JOHNSON, CBS-Pacific network program director, and Paul Pierce, continuity director are conducting the weekly quarter-hour airplane discussion program, *Air Views*, on CBS-Pacific.

MARY HUNTER, of the music rights department of KPO-KGO, San Francisco, recently announced her engagement to Alec Petry, head of the NBC music library in Hollywood. The wedding is set for January.

AL HELFER, announcer and sports commentator of WOR, Newark, on Nov. 4 became the father of a second son.

TOM HUDSON, formerly chief announcer of the Texas State Network, and previously announcer for WGN, Chicago, and other Texas stations, has joined WMCA, New York.

ROBERT YOUNG, announcer of KOA, Denver, and a second lieutenant in the Army reserves, left Nov. 8 for training at the infantry school at Fort Benning, Ga.

MAL HANSEN, assistant farm news editor of WHO, Des Moines, revealed late in October that he has been married since Dec. 29, 1939, to Mildred Paule, who has resigned her teaching position to join him in Des Moines.

Full Time **550 Kc**

KSD

A DISTINGUISHED BROADCASTING STATION

Exclusive
ST. LOUIS Outlet For NBC Red Network

The Powerful Sales Stimulant

St. Louis' listener preference station on the listener preference network also has the full time Associated Press news service.

Since 1935 KSD has led all other St. Louis broadcasting stations in "FIRSTS" in 16 nation-wide Radio Star Popularity Polls, voting for listeners' preference.

Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

WINX, in Washington, Completes Debut Plans

WINX, Washington, D. C., the national capital's fifth station, is now scheduled to go on the air shortly after Nov. 15, operating with 250 watts on 1310 kc., according to Lawrence J. Heller, attorney and owner, who has announced completion of the station's staff. RCA equipped throughout and with a 180-foot Blaw-Knox tower, the station is located in downtown Washington but uses a 50-watt synchronized booster located on the campus of American U, on the city's outskirts.

Reggie Martin, former manager of WJNO, West Palm Beach, Fla., heads the staff as general manager. The staff includes: Mrs. Helen K. Mobberley, formerly with WRC-WMAL, commercial manager; Francis Owen, from WIOD, Miami, and WJNO, acting program director; Robert Callahan, from WRC-WMAL; Ralph E. Cannon, former chief engineer of KFDA, Amarillo, chief engineer; Pete McEvoy, from the *Chicago American*, news editor; Jack B. Creamer, from WIOD, continuity and publicity; Anson S. Carpenter, production; Sam Lawder, Charles Murphy, Leonard Meekin, Major Robb and Milton Shoemaker, announcers; Ross Beville, Henry Meisinger, Blair Jones and William Brubaker, engineers; Ethel Davis, auditor; C. Merritt Trott, Frances McKeown, Douglas Hall and Paul Heller, salesmen.

INS news and Standard Radio transcription library will be used.



HEADS UP!

If you're interested in getting attention for your merchandise, *here's* a point to pack in your meerschaum! Nigh onto 95% of the 1,282,920 radio listeners in the Roanoke area are tuned to WDBJ *most of the time!* And they're the folks who shell out $14,896,000 a year for drug store items alone! If *you* want maximum radio attention in the Roanoke market, *only* WDBJ can get it for you. There's no other network station within 100 miles! Would you like *all the facts?*

WDBJ ROANOKE, VIRGINIA

FREE & PETERS, INC.
Exclusive National Representatives

Owned and Operated by the TIMES-WORLD CORP.

CBS Affiliate • 5000 Watts Day • 1000 Watts Night • 930 Kc.



PERFECTLY at ease, perhaps, was John Merrifield, agricultural coordinator of WHAS, Louisville, as he broadcast at the Kentucky State Fair with an 11-foot python caressing him. The neck-piece was unexpectedly acquired when Merrifield stopped at a snake-charmer's booth and offered his mike to the barker.

Hospitalized

FORT PEARSON, announcer of NBC, Chicago, is the father of a boy, Fort Jr., born Nov. 10 at Mercy Hospital, Chicago. Mr. Pearson developed a cold while broadcasting the Minnesota-Michigan game the preceding day and was a patient at the hospital at the time of his son's birth.

Yankee-Colonial Appointment

ROBERT S. PLAYFAIR, of New York, has been appointed director of station and sales promotion in the new Yankee and Colonial departmental arrangement coordinating all phases of publicity and promotion, it was announced Nov. 4 by Linus Travers, vice-president in charge of sales and promotion of Yankee and Colonial Networks. Mr. Playfair, formerly with Carl Byoir & Associates, and Audivision Inc., New York public relations and advertising firms, is a 1936 Harvard graduate. Other appointments in the department were: Carleton McVarish, research; Al Stephenson, publicity; Fred McLaughlin, special events.

BILL KING, tenor heard regularly with the *Chapel Singers* on WTOC, Savannah, Ga., is making a guest appearance Nov. 15 as vocalist on the *Al Pearce & His Gang* broadcast from Hollywood.

Forrest Barnes Elected Writers Guild President

FORREST BARNES, Hollywood writer, was elected national president of Radio Writers Guild, and Paul Franklin, Western Regional vice-president, at a meeting in that city Nov. 7. New York and Chicago members were to vote on Barnes' candidacy Nov. 12, but the vote was mere formality as he was unopposed. Elected members of Western Regional Council for two-year terms were Hector Chevigny, Sam Moore, Arch Oboler, Jerry Schwartz, and Everett Tomlinson. Council alternates elected for one year are Wolfe Kaufman, Leonard L. Levinson, Carleton E. Morse, Donald Quinn and Maurice Zimm.

Members also adopted a resolution asking the national council of RWG to call for a vote on the proposal that no executive writer may be elected national president or regional vice-president. In addition they approved a regulation prohibiting radio writers from working for any transcription concern on the RWG unfair list.

Pearl's New Firm

WARREN H. PEARL, treasurer of General Amusement Corp., New York, has resigned to organize Musical Management Inc. in the RKO Bldg., New York. The company will engage in personnel management of radio artists and orchestras, two of which already signed are Bobby Byrne's Orchestra and Johnny Long and his band. Byrne was auditioned last week by BBDO, New York, for the *Discoveries of 1941* program to be sponsored by Brown & Williamson Tobacco Co. for Raleigh cigarettes. Program features a "Name the Tune" contest with prizes of $250 plus 10% of royalties to the listener sending in the winning title to song played on the show. Associated with Mr. Pearl in the new company is A. Edward Moskowitz, New York attorney.

Slattery Leaves WCOP

RESIGNATION of Gerard H. Slattery as general manager of WCOP, Boston, because of ill health, was announced Nov. 12 by Harold A. Lafount, general manager of Bulova stations. Ashley Robison, station auditor, has been named acting manager pending the appointment of Mr. Slattery's successor. Mr. Slattery, former agency executive, has been head of WCOP since its opening in 1935. He plans to leave on an extended cruise before returning to active work.



Contest for Radio Plays Is Announced by WATL

WATL, Atlanta, has announced an ambitious radio play-writing contest, open to senior students of local high schools, with a total of $1,000 in college scholarships as prizes. Tied in with school work, the WATL contest offers duplicate prizes for boy and girl entrants writing the best original half-hour radio plays, along with a $50 prize to the schools represented by the winning boy and girl writers. First prize for both girls and boys is $200; second, $100; third, $50; fourth, $40; fifth, $35; sixth $25. The prize money is to be paid directly to colleges selected by the winning seniors during the 1941-42 school year.

Three judges from the faculties of Agnes Scott, Emory U and Oglethorpe U will select the 12 best plays, six written by girls and six by boys. Each school, using its own method, is to eliminate all except the six best plays written by its seniors, and one or all of the plays are to be broadcast on WATL, with a cast selected by the school. The WATL staff will judge the two most effective radio productions of student-written dramas, one by a girl and one by a boy, although emphasis will be on writing. Para Lee Brook, educational director of WATL, acts as liaison between the station and supervising teachers in each school during the contest.

WAOV in Operation

DELAYED in getting under way in August as originally scheduled, the new WAOV, Vincennes, Ind., is now in full operation with 100 watts on 1420 kc. The station is licensed to the same ownership as the *Vincennes Sun-Commercial*, whose publisher, Eugene C. Pulliam, also is owner of WIRE, Indianapolis. Howard N. Greenlee, manager of the *Sun-Commercial*, has been named general manager of WAOV; Victor H. Lund, station manager; John Jefry, commercial manager; Carl Erickson, program director; Claude Harris, chief engineer. Western Electric transmitter equipment and a 175-foot Lingo tower are used.

Allied Changes Name

ALLIED PHONOGRAPH & Record Mfg. Co., pioneer West Coast processing and pressing concern, with headquarters at 1041 N. Las Palmas Ave., Hollywood, has changed its name to Allied Record Mfg Co. There is no change in policy, ownership or management, according to Louis I. Goldberg, president. The firm will continue to do processing and pressing for stations, studios and agencies nationally. Operation space has been increased and new processes as well as additional equipment installed.

KSCJ Sioux City Iowa
The Journal
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

Ferguson's Shift

R. L. FERGUSON, for 3½ years commercial manager of WLW, Cincinnati, and onetime manager of WINS, New York, and WCLO, Janesville, Wis., on Nov. 15 became manager of the radio department of the New York office of National Research Bureau Inc. At the same time the appointment of B. C. Dunham, formerly of the San Antonio office, to the radio directorship of the West Coast office with headquarters in Los Angeles, was announced.



Mr. Ferguson

Staff of New WFHR

GEORGE H. FRECHETTE has been named manager of the new WFHR, Wisconsin Rapids, Wis., which was inaugurated Nov. 10 with 100 watts night and 250 day on 1310 kc. With his appointment, William F. Huffman, publisher of the *Wisconsin Rapids Tribune* and owner of the station, announced completion of the staff as follows: Bruce G. Beichl, formerly with various Wisconsin stations, commercial manager; Ernie Smith, from WTAQ, Green Bay, program director; Garth N. Bowker, from WROK, Rockford, Ill., chief engineer; Bert Mulroy, from WEMP, Milwaukee, salesman-announcer; Virginia Lee, director of the women's hour; Victor Nickel, engineer; Kay Nordin, staff pianist; Mrs. Gertrude Kellogg, organist; Red Blanchard, talent bureau; Vern Jensen, secretary.

IN RECOGNITION of her contributions to the State through her writing and radio programs, Gov. Lloyd C. Stark, of Missouri, recently proclaimed Nov. 22 as Mary Margaret McBride Day throughout the State. Miss McBride, widely known for her magazine articles and books, as well as her *Martha Deane* programs on WOR and MBS and her present CBS *Column of the Air*, is believed to be the first woman in Missouri history to have a day set aside in her honor. The celebration will center in Mexico, Mo., where she is to arrive by plane Nov. 22 to broadcast her regular CBS afternoon program from her old desk on the *Mexico Evening Ledger*, where she held her first newspaper job.

SELL HOUSEWIVES
WITH NCBS'
HOUSEWIVES BUREAU OF INFORMATION
5 Times Weekly—
11:45 to 12 Noon
Participation Available At Reasonable Cost
5,000,000 AUDIENCE
Guaranteed Distribution and Display of Your Products in 1500 Retail Outlets
NORTH CENTRAL
(Minnesota, No. & So Dakota)
BROADCASTING SYSTEM
81 Western Avenue, N.
St. Paul, Minn.



WNEW DELIVERS!
6 powerful reasons why:

1. TWICE THE AUDIENCE of any other New York independent station. (Hooper-Holmes and other impartial surveys.) **2.** THE NATION'S BIGGEST MARKET. (The 50-mile metropolitan trading area.) **3.** ONE-THIRD THE COST of any New York network station. **4.** RADIO'S OUTSTANDING PROGRAMS. ("Make Believe Ballroom" with Martin Block, "Milkman's Matinee" with Stan Shaw. And many others.) **5.** LOCAL ADVERTISERS *know* WNEW moves most goods—fastest. **6.** MORE COMMERCIAL TIME is bought on WNEW than on any other station in New York.



Nationally Represented by John Blair & Company

WDRC
CONNECTICUT'S PIONEER BROADCASTER

32 DAYS

Now's the time to spot holiday business. Only 32 shopping days left until Xmas! Wire or phone Wm. Malo, Commercial Mgr., WDRC, Hartford, for availabilities.

CBS

Basic CBS for Connecticut

Growth of Air Navigation Complicates Problem of High Antennas, Vital to FM

EXPANSION of air navigation, together with national defense aviation construction activities, have converged to make approval of antenna sites and heights more difficult to obtain and probably will have a bearing on FM antenna height approval by the Civil Aeronautics Administration.

While no rigid limit has been established on antenna heights, recent applicants for broadcast facilities have experienced increased difficulty in getting approval of heights over 400 feet. So far as known, no station actually has been denied antenna approval, but there have been delays, and changes in locations have been required.

The CAA recently amended its requirements for lighting of towers, to overcome objection of aviation to high antennas. Further amendments probably will be adopted to meet the situation. CAA promises cooperation and states that no arbitrary limits have been placed on antenna heights.

Radio's Place?

Structures of considerable height on heavily-traveled airway routes cannot be approved, it was pointed out, unless there are other justifying factors. The effort is to hold such antennas down to 100 feet or lower, it was said.

In the broadcasting industry, the feeling recently has developed that CAA proposes to place a ceiling of 400 feet on antennas and that air commerce should have the full right of way above that height. The industry view is that there should be a definite determination of radio's place in the air.

The situation is extremely important for FM, because high sites are necessary to overcome the shadow effect peculiar to high frequencies. FM stations should be located at the highest point in the area to be covered. Heights of a thousand feet or even more are essential in many areas.

OK in Cities

At CAA it was indicated that FM antennas can be located in congested areas atop the highest buildings. In such instances there should be little difficulty from the airways, because the building hazards to air travel already exist and because of the minimum altitude requirements of congested areas.

The amended regulations, it was pointed out, permit use of a turnstyle type of antenna with code beacons, using 100-watt flash lights. It was emphasized that each individual antenna application is handled separately and that aeronautical interests in the particular area are checked. Moreover, there may be military plans for the locality, on which no publicity can be given, which might result in disapproval of the particular location with the proposed antenna height. CAA does not rely entirely on the reaction of commercial aeronautical interests but makes its own studies and offers sound aeronautical reasons in opposing a particular site.

NBC Field Tests Show Results of FM Testing

FULL theoretical advantages of FM may be obtained in practice if the transmitting and receiving apparatus are properly designed, according to a paper on "NBC Frequency Modulation Field Test" published in the October *RCA Review,* quarterly journal issued by RCA Institute Press. The authors are Raymond F. Guy and Robert M. Morris, NBC engineers.

"For primary service," the summary of the paper states, "amplitude modulation on the ultra-high frequencies offers some advantages over standard broadcasting. FM offers advantages over AM on the ultra-high frequencies. The advantages to the listener of FM on the ultra-high frequencies consist of freedom from the 10 kc. beat-note and side-band interference which result from the frequency allocation of standard broadcasting, and also the reduction of locally generated noise, atmospherics and interference from distant stations operating on the same channel.

"Standard broadcasting has the advantage of providing clear-channel night-time service to vast areas which would not be served by FM on the ultra-high frequencies." The article carries illustrations and graphs covering the field test findings.

Fair Visitors Approve Quality of FM Signal

ABOUT 92% of first-time FM listeners at the New York World's Fair were enthusiastic about "staticless radio" and would be inclined to purchase FM receivers, according to a recent report by General Electric Co. A sample poll taken among visitors to the GE exhibit at the Fair indicated that less than 10% did not think they would purchase an FM set if given the opportunity.

The FM demonstrations were started in the closing weeks of the Fair through cooperation with W2XOR, FM adjunct of WOR in New York. A combination AM-FM receiver was installed in a small auditorium of the GE Bldg., and twice each day W2XOR broadcast special test programs for the benefit of Fair listeners. Earlier this season GE engineers had demonstrated reception of FM programs from W2XMN, pioneer transmitter of Maj. Edwin H. Armstrong, in Steinmetz Hall. Demonstrations showed clear FM reception even when the receiver antenna was near a continuous million-volt artificial lightning discharge, while the same program via AM was lost in a roar of electrical interference.

Television at the Fairs

TOTAL of 1,400,000 men, women and children saw television for the first time at the RCA exhibits at the New York World's Fair and the Golden Gate International Exposition during 1940, according to statistics compiled by RCA. An average of 50 telecasts a day was maintained throughout the season, covering interviews with celebrities or passersby and variety programs. In addition, several thousand visitors saw the first demonstrations of two-way amateur television communication between a Manhattan skyscraper and the New York Fair's Communications Bldg., the equipment for which was designed by radio amateurs around RCA's iconoscope tube.

DO YOU WANT RELIEF (Ky.)?

Relief is a real Kentucky town—typical of dozens which Station WAVE does *not* reach. WAVE is not powered to cover the romantic but impoverished back-lands. Our territory is the Louisville Trading Area, a MILLION-*plus* market that accounts for far more *buying* than any other part of the State! . . . This affluent area *regularly* dials WAVE because we're the only N.B.C. source within 100 miles. Want the rest of our story?

LOUISVILLE'S WAVE

940 K. C.

N. B. C.

5000 WATTS

NAT'L REPRESENTATIVES

FREE & PETERS, INC.,



MISSOULA SHORE HAS GROWED!

From 1930 to 1940—
Montana gained 3.1%
MISSOULA GAINED 30.2%
Earnin' and Spendin' more, too. Yes Sir!

KGVO 5000 W. DAY 1000 W. NIGHT 1260 KC.
MISSOULA, MONTANA
Growing with Western Montana—Central Idaho

And the Proof Rolls In!

W·E·B·C

DULUTH
SUPERIOR

HEAD OF THE LAKES BROADCASTING CO.

WEBC BUILDING
DULUTH, MINNESOTA

August 26, 1940

Mr. W. R. David
Radio and Television Department
General Electric Company
Schenectady, N. Y.

Dear Mr. David:

The Head of the Lakes Broadcasting Company has had a 250-watt General Electric Frequency Modulated transmitter in operation for the past 5 months. Recent frequency, distortion and noise level measurements show that no change has taken place in those characteristics since the installation of the transmitter. The general performance of the transmitter has been excellent with no interruptions to the program due to equipment trouble.

Public acceptance of FM broadcasting in this locality has exceeded expectations. Listeners equipped with good FM receivers are very enthusiastic over the high fidelity performance of FM. It is our opinion that the listening public needs only a demonstration of FM to completely sell them on the noise free, high fidelity advantages of this new system.

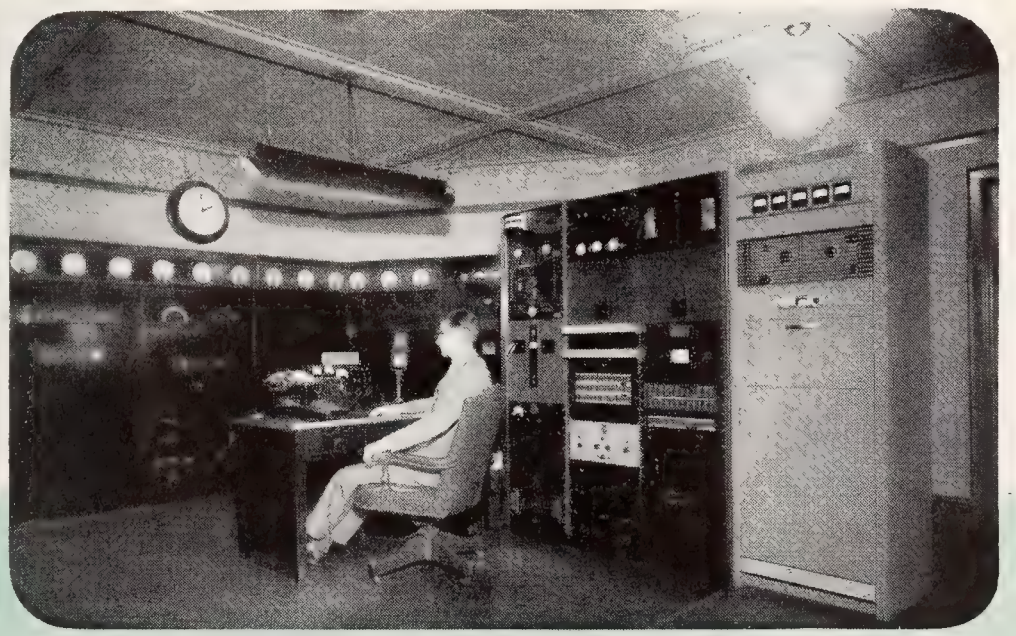
The Head of the Lakes Broadcasting Company was one of the first organizations to put an FM transmitter on the air and at present operates the only FM station west of Chicago. It is our aim to continue to set the pace in FM broadcasting in this part of the Northwest.

Very truly yours,

W. C. Bingay

General Manager
The Head of the Lakes Broadcasting Co.

WCB/rk



Chief Engineer C. B. Persons at the controls of WEBC and W9XYH. At the extreme right is the 250-watt General Electric FM transmitter.

Proof of the SIMPLIFIED Circuit Design of GE FM Broadcast Transmitters

SIMPLIFIED FM circuit design was introduced by General Electric because of its many advantages and economies which no other system offers.

G.E. produces *direct* FM with only *two* tubes; G-E *instant acting* frequency control requires only *four* tubes (including crystal oscillator and the following tripler stage). There are no trick, hard-to-adjust circuits . . . no complicated, multi-tube networks . . . no moving parts.

G-E design is truly simplified. The resulting performance speaks for itself. Consult our local representative. Call or write him today. General Electric, Schenectady, N. Y.

GENERAL ELECTRIC

160-9

Early in 1941

FULL TIME on
1060 Kilocycles and
50,000
watts

WBAL
means business in Baltimore

Georgia Defense Group Would Coordinate Work

A PROPOSAL by the Georgia Assn. of Broadcasters to coordinate the work of its new National Defense Committee with that of the Federal Government has been taken under advisement by the Defense Communications Board, headed by FCC Chairman, James Lawrence Fly.

J. W. Woodruff Jr., executive manager of WRBL, Columbus, president of the Georgia group, recently wrote President Roosevelt offering the services of the Georgia group "to cooperate closely with the activities of your National Defense Board and Defense Communications Board." Chairman Fly notified Mr. Woodruff Nov. 2 that his board "is very glad to have your offer of cooperation and shall surely avail itself of the opportunity for your services should such occasion arise."

Schechter's News Book

DEVELOPMENT of radio's technique of news coverage on a worldwide minute-to-minute basis is chronicled in a new volume, *Go Ahead, Garrison,* written by A. A. Schechter, NBC news and special events director [Dodd, Mead & Co., New York, $2]. Largely a fictionalized biography of his own and his associates' experiences, Mr. Schechter's book amounts to a history of the rapidly-developing radio news profession and emphasizes the tenets of radio journalism. Unique among the current crop of professional tales, the novel superimposes fictional characters upon a background of factual circumstances and events, such as radio's coverage of the New England hurricane, the *Squalus* sub disaster, European crises and wars and sundry special event pickups in the ken of most radio men.

Kraft Format Changed

WITH return of Bing Crosby Nov. 14 to the NBC *Kraft Music Hall,* sponsored by Kraft Cheese Co., Chicago, the weekly 60-minute program has undergone several formula changes. There will be less chatter and more music in the future. Connie Boswell, vocalist, has joined the show and is being featured along with Crosby. A dramatic insert from current motion pictures also is used each week. Featured are well-known film talent. Bob Burns remains as m. c., with Ken Carpenter announcing. John Scott Trotter is musical director. Vocal harmony is supplied by the Music Maids. Robert Brewster continues as J. Walter Thompson Co. Hollywood producer, with Ted Hediger representing NBC. Carroll Carroll and Ed Helwick are writers.

Meet the LADIES



SUZANNE JAVEAU

GOLD BANGLES, cocker spaniels and early American magazines are the hobbies of Suzanne Javeau, but her work centers principally on her women's program on WWL, New Orleans. She started in radio seven years ago, doing straight dramatics on WMAQ, Chicago. When Clarke Salmon, her husband, moved South two years later to join the *New Orleans Item,* she became commentator for WSMB, New Orleans. After two more years she joined WWL, where she has had her own women's program for the last three years. New friends are surprised to learn she has a son in Tulane U. She plays golf and swims almost daily. Often during her programs she quotes her Great-Aunt Clothilde's ideas on household hints, and Aunt Clothilde now rivals Suzanne in fan mail volume.

'Divorce' Sponsors

THREE food sponsors have joined the group presenting the MBS program *I Want a Divorce,* sponsored cooperatively by the Food & Beverage Broadcasters Assn., through Brisacher, Davis & Staff, San Francisco. Added sponsors and stations carrying the half-hour weekly program are Golden Age Ginger Ale & Pepsi-Cola Co. on WJW, Akron; Sears Roebuck Co. on WGH, Newport News, Va., and Acme Breweries on the three Utah stations, KLO, Ogden; KOVO, Provo, and KEUB, Price.

DISTINGUISHED South Americans now in this country are the guest stars and musical talent on *Fiesta Pan Americana,* weekly half-hour program on NBC-Blue under the musical direction of Terig Tucci.

Breaks the News

ALBERT J. BEVERIDGE Jr., of the WIRE, Indianapolis, news staff, was a candidate for State Senator in the recent elections and had the "pleasure" of making first public announcement of his defeat in that race while broadcasting unofficial tabulations of official returns during a pickup from the canvass board room at the courthouse.

The Northwest's Most Popular Radio Station

Located in the Twin Cities . . . St. Paul and Minneapolis, With Population of Nearly 800,000

Owned and Operated by the St. Paul Dispatch-Pioneer Press and Minneapolis Tribune and Times-Tribune

Free and Peters, Inc., National Representatives . . . New York . . . Chicago . . . Detroit . . . Los Angeles . . . San Francisco . . . Atlanta



WHOM's
(*New Western Electric*)
1,000 WATT TRANSMITTER NOW ON THE AIR
New York City's Outstanding Foreign Language Station
JOSEPH LANG, Mgr.
New York Office & Studios
29 W. 57th St., N. Y.

Get on WJHP's new highway to Jacksonville's buyways!
NBC BLUE
WJHP
JACKSONVILLE FLORIDA
H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA

New Shortwave Station Tested by Westinghouse

WESTINGHOUSE, now conducting equipment and program tests, announced Nov. 12 that it has begun shakedown operations of its new 50,000-watt international shortwave station WBOS, Boston, which it states is the first air-cooled shortwave set of that power in the United States. By Nov. 15 the station was to be operating in the European and Latin American service.

Engineers under Ralph N. Harmon, Westinghouse chief broadcasting engineer from Baltimore, are running round-the-clock tests daily on 11870 kc., except during the hours when WPIT, Pittsburgh, takes over that frequency for its regular transmissions to Latin America. WBOS is now operating under a WPIT construction permit, but later will use its own five frequencies. F. P. Nelson, director of shortwave activities for Westinghouse, will shortly go to Boston to supervise the formal opening.

Special New York Disc Of 'Information Please'

WHEN American Tobacco Co., New York, took over sponsorship of the NBC program *Information Please* on Nov. 15, it arranged with NBC Radio-Recording Division for a transcription of the program for presentation on WMCA, New York, the following Tuesday evening. The repeat of the Friday program was to be heard 8:30-9 p. m. on WMCA as a service to New Yorkers accustomed to that hour, starting Nov. 19.

Live version of the show is Fridays, 8:30-9 p. m. on NBC-Red, with the format essentially the same. Milton Cross continues as announcer, Clifton Fadiman as m.c. and the board of experts still comprises John Kieran, Franklin P. Adams and Oscar Levant. First guest Nov. 15 was Fred Allen, comedian. The commercials for Lucky Strike cigarettes also remain similar to those for Canada Dry Ginger Ale Co., former sponsor of the program. Lord & Thomas, New York, is agency.

TO PROMOTE LATIN RELATIONS

Paley and Party Taking Six-Week Aerial Tour To Conduct Radio Survey for CBS

WILLIAM S. PALEY, president of CBS, accompanied by Mrs. Paley and two CBS executives, Paul White, director of news programs, and Edmund Chester, new director of Latin-American relations, left New York Nov. 7 for a six-week aerial tour of South America. In announcing the survey trip, which is designed to collect data on South American radio conditions with the goal of increasing and improving radio cooperation between the Americas, Mr. Paley stated:

"I have long been convinced that there are many ways in which the ties uniting the American republics can be strengthened through the medium of broadcasting. Our peoples should know much more of each other's cultures. News and interpretative programs both can be made more effective to this end. The peoples of North and South America should be made better acquainted with each other — and radio intends to do its share."

To Visit Many Countries

Itinerary includes visits to Panama, Colombia, Ecuador, Peru, Chile, Argentina, Uruguay, Brazil and Venezuela. While a major aim will be to learn what the South Americans want to hear, and how and when they want to hear it, the CBS executives will also attempt to pick out phases of life and culture in the countries visited that would be most interesting and instructive to listeners in the United States. Technical data on the number and distribution of receiving sets, conditions of reception and the like will also be collected by the party.

CBS was recently granted construction permits for two new 50-kw. shortwave stations, WCBX and WCRC, which are expected to be ready for regular operation by next fall. Eight antennas, designed for broadcasting to Latin America exclusively, are already under construction near Brentwood, L. I., affording 15 different broadcasting combinations with either of the two stations. Both transmitters can be shifted from one frequency to another instantaneously, enabling CBS engineers to use the one best suited to the atmospheric conditions of the day and season to provide the best reception in South and Central America.

Another form of CBS cooperation with southern neighbors was the recent expansion of the *American School of the Air*, which programs are now available in Spanish and Portuguese recordings. Thus far 14 nations have announced their participation in the plan and their intention to use the programs in their schools this coming year.

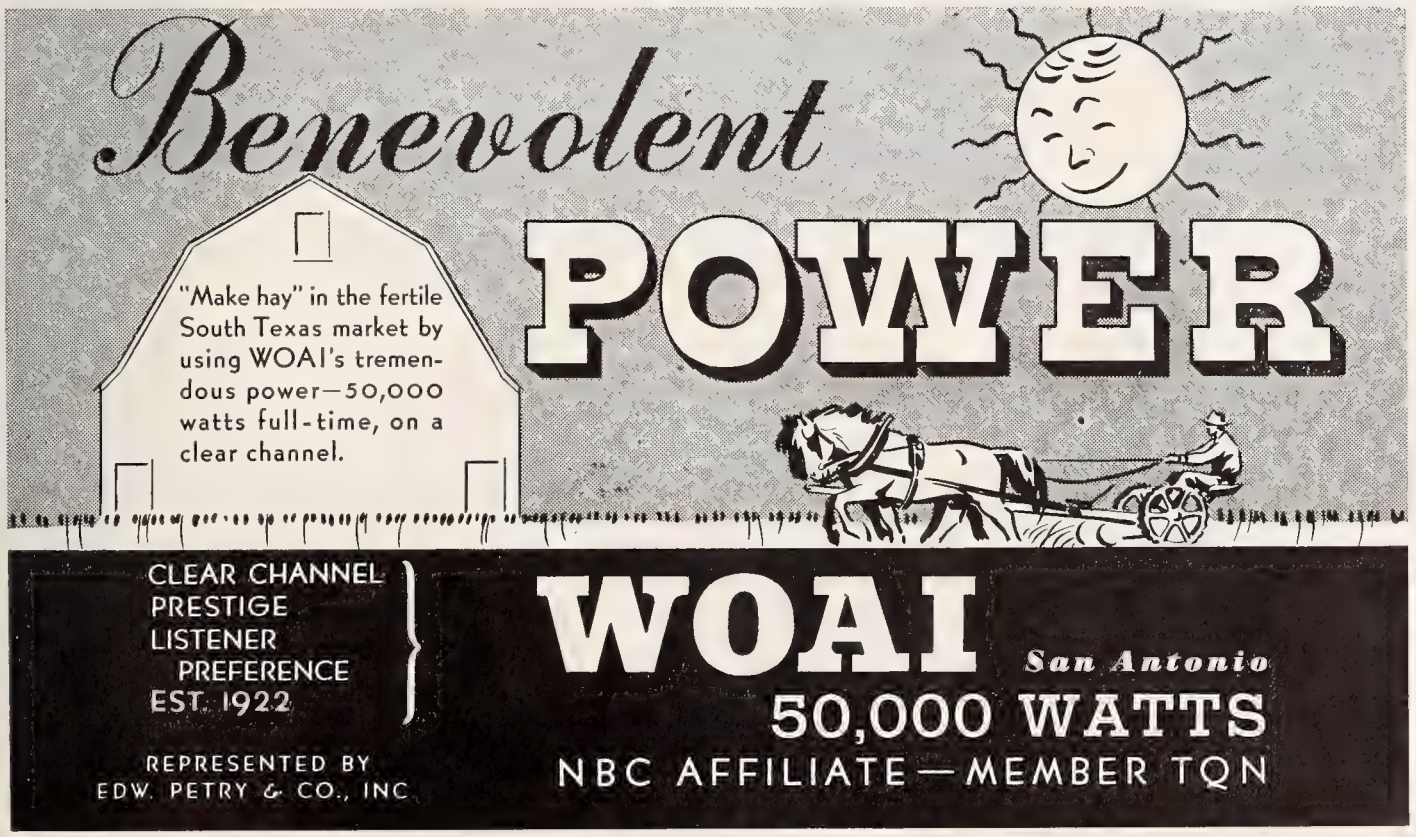
INSURANCE GROUP STUDIES POLICIES

A SURVEY of insurance problems of broadcast stations, to devise means of standardizing policies with minimum premiums, has been launched by the NAB Insurance Committee, headed by Roger W. Clipp, general manager of WFIL.

As its first undertaking, the committee has sent member stations a questionnaire covering types of insurance carried. Subjects at issue are standardization of rates for various risks; more clearly defined risks as applicable to broadcasters; establishment of the status of broadcasters for purposes of compensation rates, and making available to broadcasters insurance covering risks not specifically included in insurance policies now written.

Individual questionnaire replies will be confidential, Chairman Clipp stated. The committee was established by NAB President Neville Miller after it became evident that a need for standardization had developed. Other members are William I. Moore, WBNX, New York; Charles A. Wall, NBC; C. R. Dean, CBS, and J. R. Poppele, WOR-MBS.





COMMERCIAL MANAGER AVAILABLE

A COMMERCIAL MANAGER who has played an important role in building a station that was described as "ONE OF THE TOUGHEST SALES IN THE COUNTRY" to its present place of prominence among leading U. S stations in 4 years is looking for a new connection January 1st.

His efforts have tripled the business of a station that was a definite second in a highly competitive market and made that station the outstanding FIRST.

Young (32), aggressive, thorough. Background of splendid experience in newspaper advertising and merchandising prior to radio. Has wide acquaintance and fine reputation among time buyers in national field. A real record for personal sales and the direction of salesmen's efforts in the local field. Character references that speak for themselves. Thoroughly familiar with management problems and coordination of all departments. Sensible ideas concerning salary where genuine opportunity for future exists. Address Box 42, BROADCASTING.

Purely PROGRAMS

DOING a combination job of making academic subjects entertaining as well as instructive, a program titled *Unlimited Horizons* has been started on KGO, San Francisco. The series covers advancements in astronomy, physics, paleontology, geology and allied fields. They are being presented by NBC in cooperation with the U of California, Stanford U and California Institute of Technology. Celebrated savants participate, professional actors take part and orchestral music sets the scenes. The series rotates between the San Francisco and Hollywood studios.

* * *

Women in Sports

A SPORTS program devoted entirely to the exploits of women in athletic fields was started Nov. 9 on WPEN, Philadelphia. Dottie Evans, captain of the U of Pennsylvania swimming team, handles the weekly feature, known as *Women in Sports.*

* * *

New in Books

USED to plug its new Book of the Month Club service, St. Paul Book & Stationery Co. is sponsoring *What's New* on KSTP, St. Paul. The program points out new items in everything from books to women's clothing.

Jobs Not Needed

EMPLOYMENT has increased so remarkably in the Cincinnati area that WLW recently found it necessary to replace its 14-month-old *I Want a Job* program with a weekly news summary. Sponsored by Dr. Thomas Kinwald, a Cincinnati dentist, the *I Want a Job* feature during its first 12 months secured positions for 1,345 men and women who told their stories on the air. Ed Mason, WLW farm program director, has conducted the program since it started. The new program, also sponsored by Dr. Kinwald, each Sunday will present Fred Foster and William McCord with summaries of the week's news.

Right or Wrong

TWENTY out of the studio audience are picked just before the broadcast of *The Fun Parade,* half-hour Wednesday evening feature on CFRB, Toronto, for Agnew Surpass Shoe Stores, national shoe chain. They take part in various features of the show, including a "yes" or "no" rapid fire quiz with the audience member being given a set sum of money from which is taken an amount for each wrong answer and to which is added an amount for each correct answer. Listeners can partake in the show by answering rapid-fire quiz questions on colored postcards available free at the shoe stores. Cash prize is awarded each week to one correct postcard picked at random from mail, amount of prize depending on color of postcard as announced on the program. Program is produced and placed by Dickson & Ford, Toronto.

* * *

Voice of the Majority

ASSOCIATED Students, U of California group, is presenting a series of programs on KRE, Berkeley, entitled *The California Hour.* The program presents music, drama and school life, and is designed to mirror the normal activities and ideals of university students. It is serving as the voice of the majority group to counteract the unfavorable publicity drawn to the university by an articulate minority.



WARM BLANKETS for 20,000 poor persons of London who have been left homeless by air-raids is the aim of this Hollywood group from radio, advertising and motion pictures, who in early November under auspices of Bundles For Britain Inc. launched a 30-day appeal. They are (l to r) R. E. (Joe) Messer, production manager of Raymond R. Morgan Co., advertising agency; Fay Wray, radio and film actress; Homer O. Griffith, head of Homer Owen Griffith & Associates, station representatives.

* * *

For School Pupils

IN A DEAL worked out by Harry Maizlish, manager of KFWB, Hollywood, the *Los Angeles Examiner* has started sponsoring a five-weekly quarter-hour morning newscast directed to school children. Titled *Examiner Schoolcast,* the program is presented by Freeman Lusk, public relations executive of the Los Angeles Board of Education. Designed primarily for classroom use in schools, each program is devoted to five or six news items of headline importance. Historical and geographical background of each item is also given during the broadcast.

* * *

Room for Spots

RALPH BORRELLI, Italian program director at WPEN, Philadelphia, has devised a means to incorporate 10 spot announcements during a 15-minute period without losing the entertainment quality of the program entirely. Since the many announcements on the daily 5:15-5:30 p. m. Italian period practically crowded out the studio orchestra's selection, the program has been fashioned as "Announcements in Rhythm", interpolating commercials as the orchestra plays.

* * *

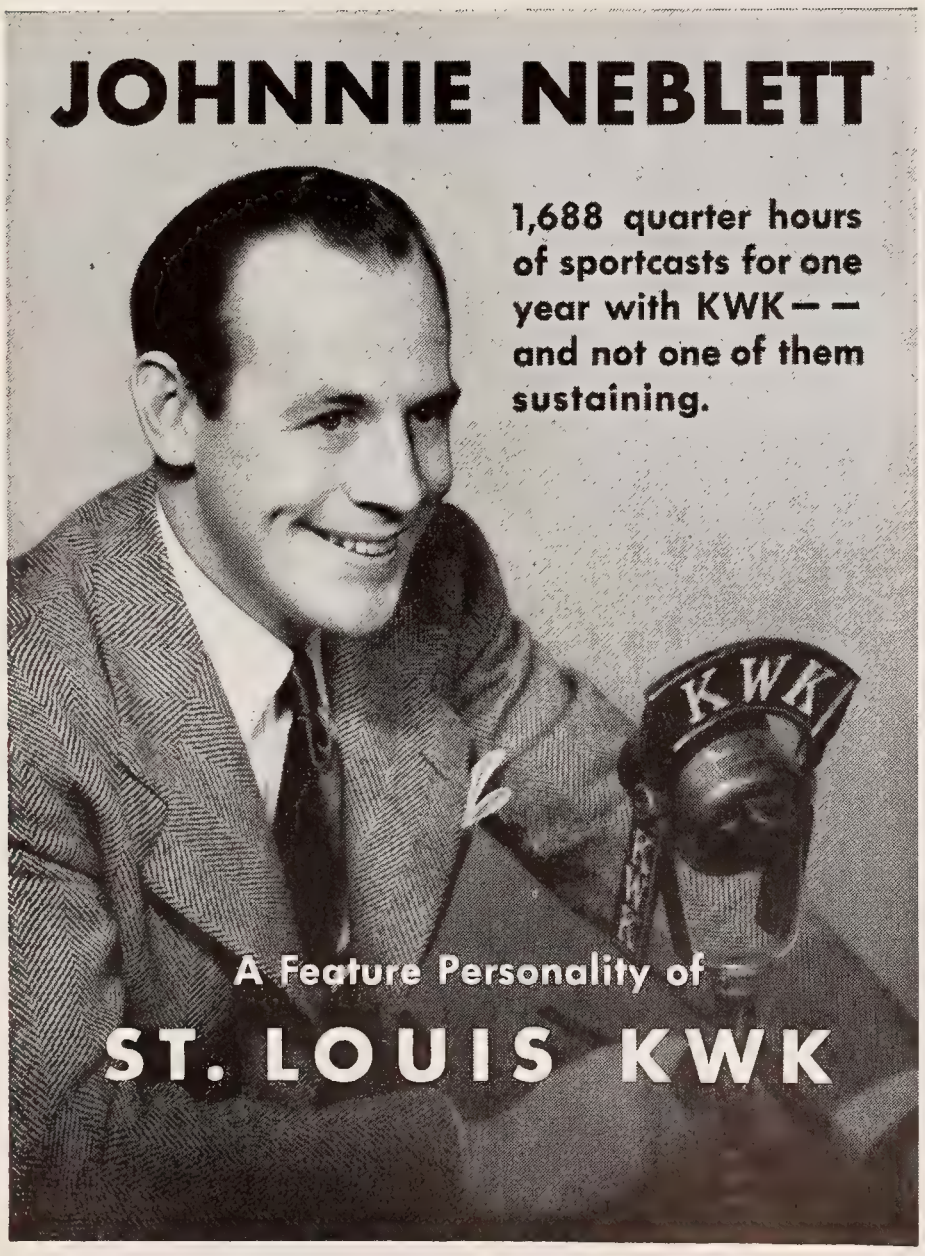
Cotton Pickers

SLANTED to the State's colored population, WKY, Oklahoma City, has started a new weekly all-Negro program, *Cabin in the Cotton.* No white person appears before the microphone during the 25-minute show, produced by Terry O'Sullivan. Music and atmosphere suggests a gathering of old-time cotton pickers after the day's work is done. Yarns are swapped and songs sung at the cabin of "Judge" Raymond Evans, in real life the WKY porter.

* * *

Per Word Charges

FOR THE use of retail dealers, real estate agents and others wishing to run help-wanted or lost and found notices, WMCA, New York, has started a series of daily half-hour morning programs titled *Reward for Listening,* with time sold on a wordage basis through Classified Broadcasts Ads, New York. Featured also are contests averaging awards of $25 daily with news and notes on fashions and recorded music.



WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

What's fer Dinner?

ELEVEN national and regional firms are currently sponsoring participation in the thrice-weekly quarter-hour program, *What Shall I Have For Dinner?*, on KMPC, Beverly Hills, Cal. Programs feature Robert Balzer and Emily Lawrence who offer menus and suggestions on dining and wining as well as recipes. Participating sponsors include Old Monk Olive Oil Co., Chicago (olive oil); Wilson Packing Co., Los Angeles (smoked hams); French Kitchen Foods Corp., Chatsworth, Cal. (French Kettle onion soup); Hecker Co. Inc., Los Angeles (wine vinegars); Leigh Silliphant Co., Glendale, Cal. (canned pheasant); Beaulieu Vineyard Co., San Francisco (wines); Forst Packing Co., Kingston, N. Y. (smoked turkeys), and Nestle's Milk Products Co., San Francisco (Nescafe).

* * *

Time Specialists

MEMBERS of a local five-piece orchestra act as musical experts, answering musical queries and puzzles offered by listeners, on the new *Play or Pay*, sponsored by the local Holsum Bakery on WJNO, West Palm Beach, Fla. The Sunday evening half-hour originates from the Terrace Room of the George Washington Hotel before a large audience. A 10-inch birthday cake is offered listeners submitting usable musical questions.

* * *

Outside the 400

NOT VERY high-brow is the new weekday *Rowdy Revue* on WEEI, Boston, which allows Comedian Carl Moore to sing a bit and introduce "People You'd Hate to Know", folks chosen from among his many acquaintances during his night club and radio career. Augmented by a five-piece orchestra, the program also includes a song-guessing contest with theatre tickets as prizes.

* * *

Science and Crime

CRIME THRILLERS of a scientific nature makes for the *Scientific Crime Detectives* series inaugurated on WHAT, Philadelphia, started Nov. 5. Dr. W. Nisson Brenner, director of the Pennsylvania Institute of Criminology, and his assistant, Prof. Harry Myers, dispense with sound effects in chatting about the ways modern science has foiled and solved famous crimes.

National Defense Program brings 25,000 new people and millions of dollars to Savannah area. We sell this market . . . at the lowest per person cost of any medium.

RED NBC BLUE

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

Negro News

WSGN, Birmingham, Ala., recently started a six-weekly Negro newscast, *Negroes in the News*, covering Negro activities both locally and nationally. Commentator for the program, sponsored by a local credit clothier, is Robert Durr, publisher of *The Weekly Review*, local colored newspaper.

A Thanksgiving Idea

GUEST OF honor for the second successive year on *Thanks to America*, hour Thanksgiving program to be heard Nov. 21 on NBC-Blue, will again be the "world's most grateful man", as selected by a committee of experts as most perfectly representative of America's naturalized citizens. Highlights of past Thanksgivings will be dramatized, with Graham McNamee as m.c and narrator.

Nimrod Nuggets

KOB, Albuquerque, has started a *Hunters' Emergency Message Service* as part of its afternoon *Sports Review*. Designed to serve hunters in the field, the service on its first day relayed two urgent messages to nimrods and every day is available for emergency communications from relatives, friends or business associates.

* * *

Atlanta Circle

TO BOOST interest in its *Airport Reporter* program, WSB, Atlanta, has started an Air Guest Circle, membership in which is given to every person interviewed on the program, broadcast five times weekly from Atlanta's municipal airport.

* * *

To Televise Drama

W3XE, Philco's experimental television station in Philadelphia, will televise for the first time a collegiate theatrical production, picking up the annual show by the Templayers, drama group of Temple U.

Carolina Facts

TO ACQUAINT local citizens with the structure and mechanism of State government, WPTF, Raleigh, N. C., has started the new *Know Your State Government* series. Bulk of the broadcast comprises questions and answers by a group of six high school students, drawn from the Raleigh student body each week, and a State official.

* * *

Five of Them

A DRAMA series featuring the Edwards family, father, mother and three children, all experienced radio, stage and screen actors, entitled *The Five Edwards*, was started Nov. 6 on KGO, San Francisco, and NBC-Pacific Blue.

* * *

Art From Dawn

REPLACING the Sunday afternoon program, *The World Is Yours*, NBC on Nov. 10 started a dramatic series, *Pageant of Art*, covering the fine arts from the dawn of history to the industrial revolution and presented in cooperation with the Metropolitan Museum of Art.

Election Returns are all in . . .



and KFYR has again won first place as the favorite station in the Northwest!

Let us sell your story

550 Kilocycles
NBC Affiliate

KFYR

5000 Watts Day
1000 Watts Night

Meyer Broadcasting Company
BISMARCK, North Dakota
JOHN BLAIR & CO., *National Representatives*



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGN, Chicago

Simplex Shoe Mfg. Co., Milwaukee (Flexies), 5 *sp* weekly, 8 weeks, thru Beaumont & Hohman, Chicago.
Farnsworth Television & Radio Corp., Ft. Wayne, Ind., 16 *sa*, thru N. W. Ayer & Son, Chicago.
Consolidated Drug Products, Chicago, 6 *t* weekly, thru Benson & Dall, Chicago.
Railway Express Agency, New York, 36 *ta*, thru Caples Co., N. Y.
Remington-Rand, Buffalo, 3 *t* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Axton-Fisher Tobacco Co., Louisville (20 Grand cigarettes), 6 *sp* weekly, 13 weeks, thru McCann-Erickson, Chicago.
F. Ad. Richter Co., Brooklyn (Anchor Pain-Expeller), weekly *sp*, 20 weeks, thru H. W. Kastor & Sons, Chicago.
Famous Permanent Wave Salons Inc., Chicago, 6 *sa* weekly, thru Ferry-Hanly Co., Chicago.
Beaumont Co., St. Louis (4-Way Cold tablets), weekly *sp*, 22 weeks, thru H. W. Kastor & Sons, Chicago.
Jests Inc., Brooklyn (antacid tablets), weekly *ta*, 52 weeks; 3 *sp* weekly, thru Joseph Katz Co., Baltimore.
Sheaffer Pen Co., Fort Madison, Ia., 6 *sa* weekly, 52 weeks, thru Russell M. Seeds Co. Chicago.
Andy Lotshaw Co., Chicago (Gorjus), 3 *t* weekly, 13 weeks, thru Neisser-Meyerhoff, Chicago.
American Cranberry Exchange, New York (Eatmor cranberries), 26 *sa*, thru BBDO, N. Y.
P. Lorillard Co., New York (Old Golds), 3 *sp* weekly, thru Lennen & Mitchell, N. Y.

KFI, Los Angeles

Larus & Bro. Co., Richmond, Va. (Chelsea cigarettes) weekly *sp*, thru Warwick & Legler, N. Y.
American Cranberry Exchange, New York (Eatmor cranberries), 3 *sa* weekly, thru BBDO, N. Y.
Sunnyvale Packing Corp., San Francisco (Rancho soups), 5 *sp* weekly, thru Lord & Thomas, San Francisco.
Healthaids Inc., Jersey City (Serutan), 3 *sp* weekly, thru Raymond R. Spector Co., N. Y.
White Labs., Newark (Chooz), 3 *ta* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Remington-Rand, Buffalo (electric razors), 27 *sa*, thru Leeford Adv. Agency, N. Y.
Chemicals Inc., San Francisco (Vanocleanser), 5 *sp* weekly, thru Botsford, Constantine & Gardner, San Francisco.
Planters Nut & Chocolate Co., San Francisco (peanut oil), 3 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.

KECA, Los Angeles

C. H. Baker & Co., Los Angeles (shoe chain store), 5 *sa* weekly, thru Sidney Garfinkel Adv. Agency, Los Angeles.
Therapy Ltd., Los Angeles (vitamin products), weekly *sp*, thru Philip J. Meany Co., Los Angeles.
B. C. Remedy Co., Durham, N. C., (proprietary), 3 *t* weekly, thru Harvey-Massengale Co., Atlanta.
Piso Co., Warren, Pa., (proprietary), 3 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.

WHK, Cleveland

G. T. Fulford Co., New York (Dr. (William's pills), 104 *ta* thru Spot Broadcasting, N. Y.
Union Pharmaceutical Co., New York (Saraka), 156 *sa*, thru Sherman K. Ellis & Co., N. Y.
American Greeting Publishers, Detroit (greeting cards), 4 *sa* weekly, thru Simons-Michelson Co., Detroit.
Pacquin Inc., New York (hand cream), 24 *sa*, thru Wm. Esty & Co., N. Y.
Commercial Credit Co., Baltimore, 65 *sp*, thru O'Dea, Sheldon & Canaday, N. Y.
Dr. W. B. Caldwell Inc. Monticello, Ill. (proprietary), 156 *ta*, thru Sherman & Marquette, Chicago.
Vick Chemical Co., New York (proprietary), 91 *ta*, thru Morse International, N. Y.

CJCA, Edmonton, Alta.

B.C. Fruit Board, Kelowna, B.C., 15 *sa*, thru Canadian Adv. Agency, Montreal.
W. K. Buckley Ltd., Toronto, 52 *ta*, thru Tandy Adv. Agency, Toronto.
Canadian Canners, Hamilton, 33 *ta*, thru Russell T. Kelley Ltd., Hamilton.
Ex-Lax Ltd., Montreal, 66 *ta*, thru Cockfield Brown & Co., Montreal.
Libby McNeill & Libby of Canada, Chatham, Ont. (beans), 26 *ta*, thru McConnell Eastman & Co., Toronto.
Liberty Magazine, Toronto, 13 *t*, thru Cockfield Brown & Co., Toronto.
Mantle Lamp Co. of America, Chicago, 2 *t* weekly, thru Presba, Fellers & Presba, Chicago.

CKCL, Toronto

Planters Nut & Chocolate Co., Toronto (peanuts), 6 *ta* weekly, thru Norris-Patterson, Toronto.
S. S. Kresge Co., Toronto (chain stores), 3 *sp* weekly, direct.
McLean's Ltd., London, England (proprietary), 3 *t* weekly, thru Atherton & Currier, Toronto.

KNX, Hollywood

W. A. Sheaffer Pen. Co., Fort Madison, Ia., 3 *sa* weekly, thru Russell M. Seeds Co., Chicago.
Basic Foods Inc., Somerset, Pa., (health bread), 3 *sp* weekly, thru Elucidator Publications, Hollywood.

KGO, San Francisco

Cook Products Corp., San Francisco (salad dressing) weekly *sa*, thru Rufus Rhoades & Co., San Francisco.
E. Fougera & Co., New York (Vapex) 3 *sa* weekly, thru Small & Seiffer, N. Y.

KOA, Denver

P. Lorillard Co., New York (Old Gold), 2 *t* weekly, thru Lennen & Mitchell, N. Y.
Bay Petroleum Corp., Denver, 3 *sp* weekly, thru Raymond Keane Adv. Agency, Denver.
Aviation Institute, Denver (training school), weekly *sp*, thru Lane-Freiberger Agency, Denver.
Mantle Lamp Co., Chicago, weekly *t*, thru Presba, Fellers & Presba, Chicago.
Ford Motor Co., Dearborn, 7 *sa* weekly, thru McCann-Erickson, Detroit.
Standard Oil Co. of Indiana, Chicago (industrial lubricants), 4 *sa* weekly, thru McCann-Erickson, Chicago.
Wincharger Corp., Sioux City, Ia. (current generators), 3 *sa* weekly, thru E. H. Brown Adv. Agency, Chicago.
American Chicle Co., Long Island City, N. Y. (Beeman's gum), 4 *sa* weekly, thru Badger & Browning Inc., New York.
Beaumont Laboratories, St. Louis (cold tablets), 5 *ta* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Industrial Training Corp., Chicago (technical school), weekly *t*, thru James R. Lunke & Associates, Chicago.
Thomas Leeming & Co., New York (Baume Bengue), 6 *sa* weekly, thru Wm. Esty & Co., New York.
Railway Express Agency, New York, 36 *sa*, thru Caples Co., New York.

WOWO-WGL, Fort Wayne

Arcady Farms Milling Co., Chicago (feeds), 78 *sa*, thru Erwin, Wasey & Co., Chicago.
Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind., 18 *sa*, thru Campbell-Ewald Co., Detroit.
Household Magazine, Topeka, 6 *sa*, thru Presba, Fellers & Presba, Chicago.
Farnsworth Television & Radio Corp., Fort Wayne, 12 *sa*, thru N. W. Ayer & Son, Chicago.

KYW, Philadelphia

Landwehr Heating Corp., Philadelphia (oil burners), 6 *sa* weekly, thru Oswalk Adv., Philadelphia.
Piso Co., Warren, Pa. (cough syrup), 6 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.
Ludin's Inc., Reading, Pa. (cough drops), 3 *sa* weekly, thru J. M. Mathes, N. Y.
Packard Motor Car Co., Detroit, 2 *ta* daily, thru Young & Rubicam, N. Y.



"Look Bess . . . I went for the big one an' got two extra!"

More for your money on the Z Net. Montana Broadcasters, Box 1956, Butte, Montana.
Pd. Adv.

KHJ, Los Angeles

U. S. Playing Card Co., Cincinnati, 6 *ta* weekly, thru J. Walter Thompson Co., N. Y.
Potter Drug & Chemical Corp., Malden, Mass., (Cuticura soap), 12 *sa* weekly, thru Atherton & Currier, N. Y.
Lyon Van & Storage Co., Los Angeles (chain service), 3 *ta* weekly, thru BBDO, Hollywood.
Randall Motor Club, Los Angeles (auto club and insurance), weekly *sp*, thru Lockwood Shackleford Adv. Agency, Los Angeles.
Union Pacific Railroad, Omaha, 40 *sa*, thru Caples Co., Los Angeles.
Gallo Wine Co., Modesto, Cal., (wines), 21 *ta* weekly, thru Ted Dahl Adv. Agency, Los Angeles.
Red-ee Foods Inc., Los Angeles (Cinch Cake Mix), 3 *sp* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.

KPO, San Francisco

Challenge Cream & Butter Assn., Los Angeles, weekly *sp*, thru Brisacher, Davis & Staff, Los Angeles.
Standard Oil Co. of Cal., San Francisco, 21 *sa* weekly, thru McCann-Erickson, San Francisco.
Beaumont Labs., St. Louis (4-way Cold Tablets), 4 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Lehn & Fink Products, New York (Hinds), 6 *sa* weekly, thru Wm. Esty & Co., N. Y.
Piso Co., Warren, Pa. (cough syrup), weekly *sa*, thru Lake-Spiro-Shurman, Memphis.
Purex Corp., South Gate, Cal. (bleacher), 2 *sa* weekly, thru Lord & Thomas, Los Angeles.

WHN, New York

Henry Heide, New York (candy cough drops), 24 *sa* weekly, 13 weeks, thru Buchanan & Co., N. Y.
Potter Drug & Chemical Corp., Malden, Mass. (Cuticura soap), *sa* series, 46 weeks, thru Atherton & Currier, N. Y.
Glama-Pak Co., New York (facial treatment), 12 *sa* weekly, 13 weeks, thru Lynn Baker Co., N. Y.
McManus Laboratories, Brooklyn (Koolerwave permanent waver), 6 *sa* weekly, 13 weeks, direct.

KSL, Salt Lake City

Schumacher & Co., New York (Waverly fabrics), 5 *sa* weekly, thru Anderson, Davis & Platte, N. Y.
Wm. H. Wise & Co., New York (books), *t* series, thru Northwest Radio Adv. Co., Seattle.
Packard Motor Car Co., Detroit, *sa* series, thru Young & Rubicam, N. Y.
Railway Express Co., New York, 35 *ta*, thru Caples Co., N. Y.
Sheaffer Pen Co., Fort Madison, 260 *sa*, thru Russell M. Seeds Co., Chicago.

KMPC, Beverly Hills, Cal.

Stein Bros., New York (clothing chain stores), 6 *sp* weekly, thru Allied Adv. Agencies, Los Angeles.
Ace Distributing Co., Los Angeles (wines), 5 *sp* weekly, thru Mayers Co., Los Angeles.
BZB Honey Co., Alhambra, Cal., 6 *sp* weekly, thru Glasser Adv. Agency, Los Angeles.
Helms Olympic Bakeries, Los Angeles (chain), 5 *sp* weekly, thru Martin Allen Adv., Los Angeles.

KQW, San Jose, Cal.

Mission Packing Co., Los Angeles (glaced fruit), 7 *ta* weekly, thru Dana Jones Co., Los Angeles.
Princess Pat, Chicago (lipstick) weekly *sa*, thru Frank Steel Associates, Chicago.
Morton Salt Co., Milwaukee (salt), 3 *t* weekly, thru Klau-Van Pietersom-Dunlap, Milwaukee.
Caterpillar Tractor Co., San Leandro, Cal. (tractors) 5 *sp* weekly, direct.

WINS, New York

Ex-Lax Inc., Brooklyn (Jests indigestion tablets), 40 *sa* weekly, thru Joseph Katz Co., N. Y.
United Shoe Exchange, New York, 3 *sp* weekly, 13 weeks, direct.

Radio Advertisers

GENERAL FOODS SALES Co., New York (Calumet Baking Powder), on Nov. 11 renewed for seven weeks *What Do You Say* program Mondays thru Fridays, 12:15-12:30 p.m, on WGN, Chicago. Alan Scott is m.c. on the show, which draws its talent from a daily audience of women. Agency is Young & Rubicam, New York. P. Lorillard Co., New York (Sensation cigarettes), on Nov 4 started a five-weekly quarter-hour musical program, *Sensation Syncopation*, starring Bill Anson, featured on many Chicago programs as mimic and m.c. Program is heard Mondays thru Saturdays 5-5:15 p.m. Lennen & Mitchell, New York, handles the account. Fels & Co., Philadelphia (Fels Naptha soap), on Nov. 4 renewed for 13 weeks its thrice-weekly quarter-hour program, *Tom, Dick & Harry*, through Young & Rubicam, New York. San Alto Cigar Co., Chicago, on Oct. 26 started a 26-time spot announcement campaign placed by Spector-Goodman Adv., Chicago.

TWO commercial programs on WABC, New York, on Nov. 4 shifted time as follows: John Nesbitt's *Passing Parade*, sponsored by Gordon Baking Co. for Silvercup bread, now is heard 8:20-8:25 a.m., Monday through Friday, instead of 7:40-7:45 a.m.; Jack Berch's variety program, sponsored by White Laboratories for Chooz gum, shifts from Monday, Wednesday, Friday, 8:20-8:25 a.m. to Tuesday, Thursday, Saturday, 8:15-8:20 a.m. Agencies respectively are Barton A. Stebbins and Wm. Esty & Co., both New York.

RUBEL BAKING Co., Cincinnati, through Frederic W. Ziv Agency, Cincinnati, on Nov. 7 signed for the five-weekly quarter-hour transcribed show, *Forbidden Diary*, on WKRC, that city. This is the second local bakery currently on WKRC. Rainbo Baking Co. is using seven 15-minute man-on-the-street programs. *Forbidden Diary* features Joan Kay and Bonnie Kay.

FRED FEAR & Co., Brooklyn, which has announced its annual Easter campaign for Chick Chick and Presto Easter egg dyes of daily one-minute spot announcements on 10 stations for ten days prior to Easter Sunday, also plans to use the *Uncle Don* program on WOR, Newark, during that period. Agency is Menken Adv., New York.

FITGER BEER Co., Minneapolis, is currently using seven weekly one-minute transcribed announcements on KDAL and WEBC, Duluth; WHLB, Hibbing, Minn., and WMFG, Virginia, Minn. Contracts run to Jan. 1, 1941. Sherman & Marquette Inc., Chicago, placed the business.

BARNEY'S CLOTHES, New York, on Nov. 6 started a thrice-weekly series of sports programs on WNEW, New York, devoted exclusively to the sports activities of all schools in the metropolitan area. Titled *The High School Sports Roundup*, the series includes predictions of future games, comments by team members on past games and interviews with outstanding players of all the major sports. Programs are heard Tuesdays, Thursdays and Saturdays, 8:15-8:30 p.m. Agency is Emil Mogul Co., New York.

NORTHWESTERN Mutual Savings & Loan Assn., Fargo, N. D., is sponsoring Dorothy Thompson's Sunday evening news comments on KVOX, Moorhead, Minn., as the 15th advertiser for her cooperatively sponsored series on MBS stations.

STANDARD OIL Co. of Indiana has increased its "Laughat Winter" campaign to 54 Midwest stations. [BROADCASTING, Nov. 1]. The 26-time campaign of chain-break announcements started Oct. 31. McCann-Erickson, Chicago, is the agency.

ROYAL TOBACCO Co., Montreal, has started a recorded program, transcribed at a Montreal theatre, twice-weekly on CFCF, Montreal, and thrice-weekly on CKAC, Montreal. Account was placed by Metropolitan Broadcasting Service, Toronto.

A Just Reward

WHEN Leonard Nasman, now commercial manager of WFMJ, Youngstown, let an eager youngster carry his shoulder pads on to the gridiron where his high school team was playing back in 1925, he didn't know his good deed would bring a just reward. The reward appeared a few days ago when Joseph Hannon, of Steel City Paint Co., signed a contract for WFMJ time. He was the lucky lad who had carried the shoulder pads, and he had never forgotten the time his gridiron hero took him through the gate.

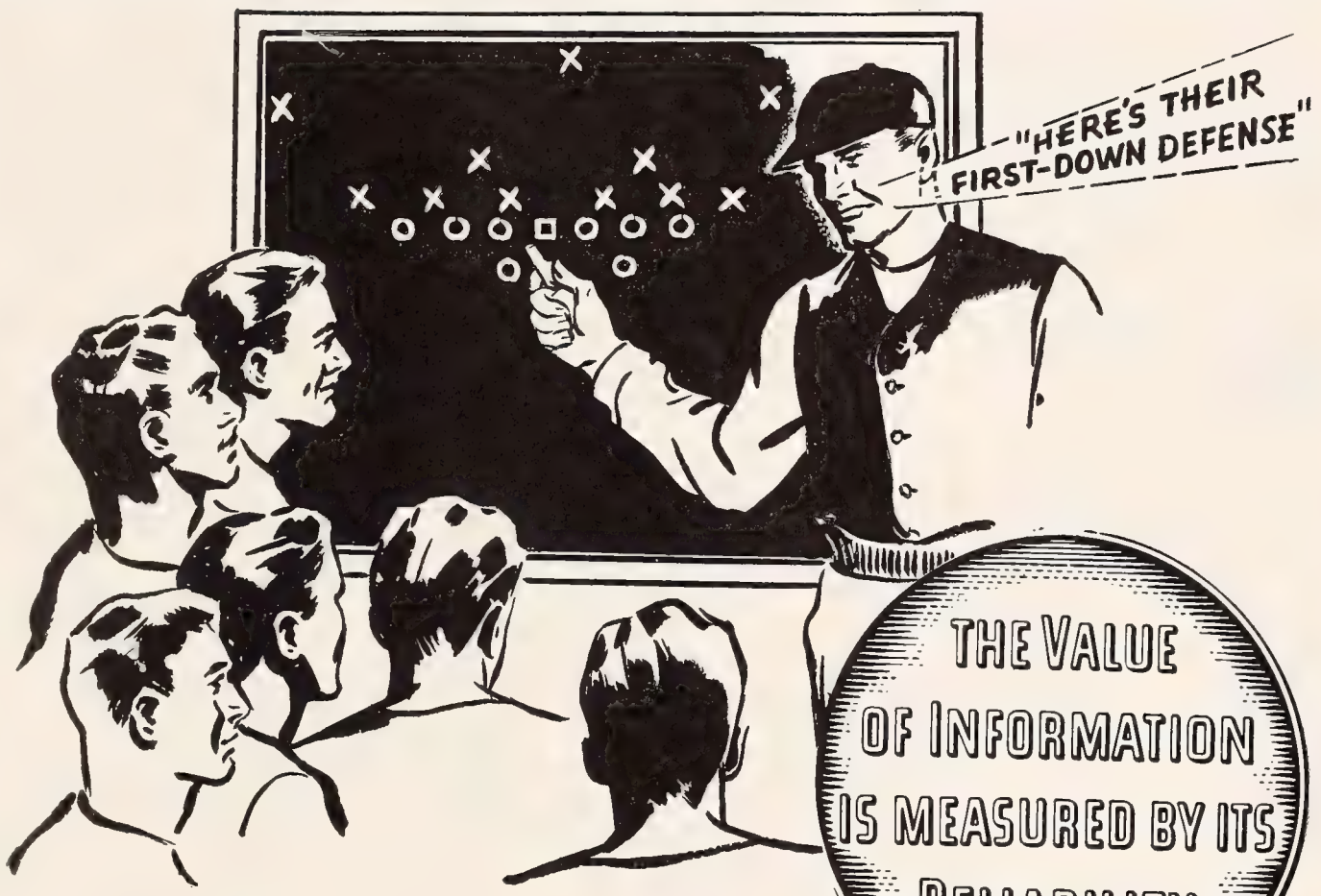
TWO sponsors have joined the group already using the five times weekly news commentaries by Fulton Lewis Jr. on MBS, making a total of ten participating sponsors. Additions are Gillette Safety Razor Co., Boston, on WJR, Akron, an J. R. Cooke Chevrolet Co., Lexington, on WLAP, that city.

INDIANA FUR Co., Indianapolis, is sponsoring a thrice-weekly quarter-hour program, *Serenade in the Night*, on WIRE, Indianapolis. Program features Virginia Byrd at the novachord with Robert Pace, vocalist. Account was placed direct.

CHILDS Co., New York, for its restaurants in the metropolitan area, is sponsoring Phil Cook's *Morning Almanac* program on WABC, New York, Mondays, Wednesdays and Fridays, 7:30-7:45 a.m. Agency is Geyer, Cornell & Newell, New York.

DREZMA, Inc., New York, on Nov. 12 started Nell Vinick's *Lessons in Loveliness* program for Drezma Beauty Aids on WABC, New York. The half-hour weekly program was heard last year on WOR, Newark. Lynn Baker Co., New York, is the newly-appointed agency.

CHICAGO, Milwaukee & St. Paul Railroad, on Nov. 10 started for 13 weeks, a weekly quarter-hour news period featuring Alan Scott, on WGN, Chicago. Program is heard Sundays, 6-6:30 p.m. Roche, Williams & Cunnyngham, Chicago, handles the account. Plough Inc., Memphis (Penetro), on Nov. 7 started on WGN a thrice-weekly five-minute transcribed series, Tuesdays, Thursdays and Saturdays 7:20-7:25 a.m. Agency is Lake-Spiro-Shurman Inc., Memphis.



THE SQUAD listens intently to the scout's report. In crashing a line or a market, you get farther when you know just what you're up against. We consider it our responsibility to present an accurate picture of the factors that can contribute to the successful use of spot radio advertising in the markets we represent.

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO	NEW YORK	DETROIT	ST. LOUIS	LOS ANGELES	SAN FRANCISCO
520 N. Michigan Ave.	341 Madison Avenue	New Center Building	455 Paul Brown Building	Chamber of Commerce Bldg.	608 Russ Building
SUPerior 8659	Murray Hill 9-6084	Madison 7889	Chestnut 4154	Prospect 3584	Douglas 3188

KFRC

1ST IN PROGRAM ADVERTISERS!

More San Francisco program advertisers use time on KFRC than on any other network station! This includes both local and network programs purchased in this area by advertisers and agencies!

Why lose listeners at sundown?

KLRA
LITTLE ROCK
ARKANSAS

Fans get

Continuous Coverage
Full Time--

over the

ONLY
COLUMBIA
STATION
in the state!

5000 WATTS DAY & NIGHT

THE KATZ AGENCY
National Representatives

JAMES R. ABRAMS, formerly of Congoleum-Nairn Inc., Kearny, N. J., has been appointed advertising director of the domestic gas range division of the Assn. of Gas Appliance and Equipment Mfgrs., New York, user of spot radio through its dealers.

HELMS OLYMPIC BAKERIES, Los Angeles, through Martin Allen Adv., Los Angeles, has started eight-week participation in the *Uncle Harry* juvenile program on KMPC, Beverly Hills, Cal. BZB Honey Co., Alhambra, through Glasser Adv. Agency, Los Angeles, has started six-weekly participation for four weeks on KMPC's *Andy & Virginia* program. Ace Distributing Co., Los Angeles, through The Meyers Co., that city, on Nov. 6 started sponsoring Clete Roberts' five-weekly quarter-hour evening newscast, *Heart of the News*, for 21 weeks on the station.

J. C. ENO (Canada) Ltd., Toronto, for Thermogene has started *Melodies of Memory* weekly on 29 Canadian stations, and five times weekly on CFRB, Toronto. For Eno's Fruit Salt, the same sponsor has started *Stars of the Week* on 34 Canadian stations thrice-weekly. Accounts were placed by Atherton & Currier, Toronto.

GALLO WINE Co., Modesto, Cal., new to West Coast radio, in a 52-week campaign started Oct. 31 is using 21 transcribed announcements weekly on KHJ, Los Angeles. Firm plans to use other West Coast stations, with placement through Ted Dahl Adv. Agency, Los Angeles.

MONARCH WINE Co., Brooklyn, on Nov. 9 started, for Gold Ribbon wine, a Saturday night variety program, 8-10 p.m. on WMCA, New York. Program is chiefly musical and features guest stars and last-minute news flashes. Agency is Arthur Rosenberg Co., New York.



VISITING Chicago during the recent auto show, H. C. Doss, general sales manager of Ford Motor Co., was interviewed on WLS and made a member of the "Over 900,000 Club" of the *WLS National Barn Dance*. Gathered around for the pinning are (l to r) Art Page, WLS farm program director; A. S. Hatch, Ford branch manager in Chicago; WLS Program Director Harold Safford, pinning the red-white-and-blue badge on the honored guest; Don Kelly, WLS promotion manager; Mr. Doss; F. A. Alter, Ford Motor Co. sales promotion manager; Chick Freeman, of the WLS sales staff.

Cash Spurner

DOUG ARTHUR, who dials listeners for cash awards on his *Say It* program on WIBG, Glenside, Pa., tells of a phone number selection made the other day. He called the number to award $80 to the listener, and after explaining the reason for his call, was politely told: "Veddy sorry, sir, but I do not believe Madam would be at all interested."

BULLOCK'S Inc., Los Angeles department store, consistent user of Southern California radio, on Nov. 4 started a five-weekly quarter-hour commentary, directed to women, on KECA, that city. Series features Art Baker, and contract is for 13 weeks. Firm also sponsors the five-weekly half-hour children's program, *Whoa, Bill Club*, on KFAC, that city. Agency is Dana Jones Co., Los Angeles.

WILLARDSON Co., Los Angeles (Norbest turkeys), new to radio, in a holiday season campaign which started Nov. 4 is sponsoring participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Agency is McCarty Co., Los Angeles.

PACIFIC SOAP Co., Los Angeles (Citrus soap), new to radio, in a 30-day test campaign ending Nov. 30, is using 10 transcribed announcements weekly on KOMO, Seattle. Robert Smith Adv. Agency, Los Angeles, has the account.

UNION OIL Co., Los Angeles (radiator stop-freeze), in a four-day campaign early in November sponsored chain break announcements on 15 Pacific Coast stations, using seven on each. List included KVOS KVI KIRO KHQ KIT KPQ KVJ KOIN KSLM KORE KFJI KMED KBKR KVCV KOH. Agency is Lord & Thomas, Los Angeles.

LOS ALAMITOS PACKING Co., Los Alamitos, Cal., (Dr. Ross' dog and cat food; Skippy dog and cat food; Silver Foam soap), placing direct, in a 17-week campaign started Nov. 6 is sponsoring the thrice-weekly quarter-hour children's adventure program, *The Cobbers Club*, on KMPC, Beverly Hills, Cal. Firm, for its various products, also sponsors a weekly quarter-hour musical program, featuring Harold Agal, on KGER, Long Beach, Cal.; participation six times a week in the *Old Colonel* on KMTR, Hollywood; thrice-weekly participation in Irma Gregory Griffith's program on KMJ, Fresno, Cal.; six spot announcements weekly on KROW, Oakland. In addition, the company uses six spot announcements weekly on XEMO.

LEHN & FINK (Canada), Toronto, for Pebeco toothpaste and powder, has started *Let's Listen to Lesser* a live quarter-show twice daily, five times a week on CFRB, Toronto. Account was placed by McConnell Eastman & Co., Toronto.

McLEAN'S Ltd., London, England, (proprietary) on Nov. 4 started quarter-hour musical transcriptions featuring Wishart Campbell three times weekly on 12 Canadian stations. Account was placed by Atherton & Currier, Toronto.

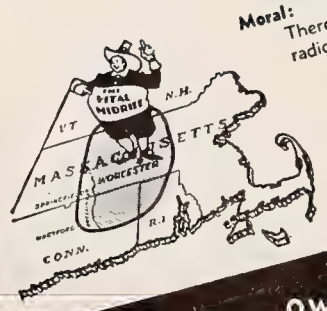
CARSON, PIRIE, SCOTT & Co., Chicago (department store), on Nov. 3 started a varied spot announcement campaign on WBBM, WGN, WIND and WAAF. Agency is McJunkin Adv. Co., Chicago.

Mobilgas
to sponsor Central New England news, chooses
WTAG
WORCESTER

August 22
Mobilgas seeks sponsorship of Central New England news! The first question of Mobilgas is, "To what station do the people in this area turn for their news?" And the answer shows up quickly — WTAG, Worcester Do they listen to the same station for morning and late evening news? They do, Mobilgas discovers.

September 30
Mobilgas takes over WTAG's morning and evening news bulletins, 7:45 a.m. and 11:00 p.m.

Moral:
There is only one approach to Central New England's radio audience and that is through WTAG.



OWNED AND OPERATED BY
THE WORCESTER TELEGRAM-GAZETTE
NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC. — NATIONAL REPRESENTATIVE

WFBL
SYRACUSE
SENSATION Cigarettes
Chooses WFBL
For New Test Campaign
Syracuse is proved as the ideal test market . . . and WFBL the preferred station in Syracuse and Central New York . . . by every check. That's why Sensation Cigarettes chose WFBL for their new test campaign.
More advertisers test more products over this station. For complete market data, rates and time available write
WFBL
SYRACUSE, N. Y.
or Free & Peters, Inc.
National Representatives

WCBM
BALTIMORE, MARYLAND
Affiliated With The
MUTUAL
Broadcasting System
JOHN ELMER, President
GEO. H. ROEDER, Gen. Mgr.
National Representatives
THE
FOREMAN COMPANY
247 Park Ave., New York
Wrigley Building, Chicago

AGENCY Appointments

JOHN F. JELKE Co., Chicago (Good Luck margarine, other foods), to Young & Rubicam, Chicago. No radio plans at present.

CHICAGO LAUNDRY OWNERS Association to Needham, Louis & Brorby, Chicago. No radio plans at present.

FRANK BAKER BREAD Co., Lima, O. (Plezol bread), to MacDonald-Potter, Chicago. Radio may be used later.

FOREST GARMENT Co., Cleveland (women's clothes), to Frankel-Rose Co., Chicago. No radio plans at present.

TURNER MFG. Co., Chicago (furniture novelties, pictures, mirrors), to Frankel-Rose Co., Chicago. Radio not contemplated at present.

PARFAIT POWDER PUFF Co., Chicago, to Frank R. Steel & Assoc., same city. Radio being considered.

NYLON COLD SUDS Co., Portland, Ore., to Searcy Adv. Agency, Portland.

CARSON PIRIE SCOTT & Co., Chicago, to Abbott Kimball Inc., New York.

JEL-SERT Co., Chicago, to Cecil & Presbrey, Chicago.

BROADWAY-HOLLYWOOD Department Store, Hollywood, to Lee Ringer Adv., Los Angeles. Currently sponsoring five-weekly quarter-hour *Bridge Club* on KECA, Agency also services Broadway Department Store, Los Angeles.

B. F. GOODRICH Co., Akron, to BBDO, New York, effective Feb. 1, 1941, for all automobile tire advertising. No advertising plans decided as yet.

UNION PHARMACEUTICAL Co., Bloomfield, N. J. (Saraka laxative), to Lawrence C. Gumbinner Adv. Agency, New York. No plans made as yet.

VIRGINIA POPE BIRDS & ANIMALS, New York (bird foods), to Milton J. Adler Co., New York. Radio planned late this year.

BLAIR LABORATORIES, Lynchburg, Va., to Lynn Baker Co., New York, to handle advertising and sales promotion for its food products and cosmetics. No advertising plans have been made as yet.

KENILWORTH PIPE Co., Chicago (Kenette Sof-Bit cigaret holder), to Critchfield & Co., Chicago. Plans not yet decided.

CONTINENTAL RADIO & TELEVISION Corp., Chicago (Admiral radio sets), to Cruttenden & Eger, Chicago. Radio may be used.

RYAN MILLING Co., Buffalo, to Moss-Chase Co., Buffalo.

DON MacDONALD, Philadelphia (clothing), to Vernik Adv. Agency, Philadelphia.

PIPER Co., St. Louis (exterminator supplies), to Christy Humburg Adv. Agency, St. Louis.

KONDON MFG. Co., Minneapolis, to United Adv. Companies, Chicago.

CALIFORNIA DAIRY Council, San Francisco, to Albert Frank-Guenther Law Adv. Agency, San Francisco.

BENDIX HOME APPLIANCES Inc., South Bend, Ind., to Young & Rubicam, Chicago.

MISSION DRY Corp., Los Angeles, to Maxon Inc., New York, for V. V. Vitawater. Company currently sponsors *Where Are You From?*, half-hour weekly program on WOR, Newark, and has made no further radio plans.

SIEBEL INSTITUTE OF TECHNOLOGY, Chicago (school of brewing and baking), to Lane, Benson, McClure, Chicago. No radio plans at present.

PFAFFMAN Co., Cleveland (soup), to Gregory-Bolton Inc., Cleveland.

WGN Wins Script Appeal

ILLINOIS Appellate Court in a unanimous decision Nov. 4 upheld a Superior Court ruling that the property rights in the radio serial *Painted Dreams* rested with WGN Inc., and the *Chicago Tribune Co.* Miss Irna Phillips, who was employed by WGN from 1930 to April, 1932, had brought suit for an injunction and accounting, asserting she was the creator and independent owner of the drama and owned it by copyright.

MAX WYLIE, director of the CBS script division, has prepared his second volume of radio scripts "Best Broadcasts of 1940", published Nov. 15 by Whittlesley House, New York.

Advertisers in Canada Arrange Annual Awards For Outstanding Merit

OUTSTANDING contributions in the field of advertising will be recognized by the annual presentation of a gold and three silver medals, to be awarded by the Assn. of Canadian Advertisers, it was announced at the annual meeting of the ACA at Toronto Oct. 31-Nov. 1. The awards will start next year.

At closed meetings developments in radio advertising regulations were discussed, including what action the ACA might take in connection with changes in regulations permitting sponsored newscasts, which go into effect Jan. 1. The ACA heard a paper on radio by G. A. Phare of R. C. Smith & Son, Toronto agency, pointing out the problems of the agencies. The paper was presented in the name of the Canadian Assn. of Advertising Agencies.

Charles R. Vint, president of Colgate-Palmolive-Peet Co., Toronto was elected president for the coming year. Although Canadian born, he started with his present firm in Milwaukee as an office boy at $3.50 a week in 1903. In 1913 he was sent to Canada as manager of the new Canadian subsidiary. He became president of the Canadian company in 1939 and has been personally in charge of the Canadian company's advertising for many years.

Other officers appointed were: Vice-president, Robert E. Jones, General Foods, Toronto; P. K. Abrahamson, Borden Co., Toronto; E. F. Millard, Ford Motor Co. of Canada, Windsor, Ont.; R. E. Merry, Lever Bros., Toronto. Directors, Glen Bannerman, Hudson Motor of Canada, Toronto; B. W. Keightley, Canadian Industries, Montreal; R. H. Rimmer, Canadian General Electric Co., Toronto; K. R. Townsend, Canadian Westinghouse Co., Hamilton, Ont.; J. E. Mason, Canada Dry Ginger Ale Co., Toronto; W. O. H. James, Dominion Bank, Toronto; J. W. Doherty, Imperial Oil, Toronto; J. E. Mason, Canada Dry Ginger Ale Co., Toronto; Ray L. Sperber, Sterling Distributors, Windsor, Ont.; Neill B. Powter, Howard Smith Paper Mills, Montreal; secretary, G. S. H. Carter, Toronto General Trusts Corp., Toronto, and Miss F. E. Clotworthy.

Campana's 11th Year

CAMPANA SALES Co., Batavia, Ill., on Nov. 26 starts the 11th year of broadcasting of its *First Nighter* program, currently on 53 CBS stations, Tuesdays, 8:30-8:55 p. m. Agency is Aubrey, Moore & Wallace, Chicago.

WPTF, Raleigh, on or about Jan. 1, will begin operation with 50,000 watts on the 680 kc. channel. In the Oct. 15 issue of BROADCASTING, page 77, the frequency erroneously was given as 630 kc. We regret the typographical error.



on or about January 1, 1941

50,000 watts

offering greatest single station coverage of North Carolina

WPTF 680 Kc.

NBC Affiliate

Raleigh, N. C.



FREE & PETERS, Inc., EXCLUSIVE NATIONAL REPRESENTATIVES



for any advertiser!

306,000

RADIO FAMILIES

with but a

single thought—

WCBA-WSAN

Lehigh Valley Broadcasting Co.

ALLENTOWN, PA.

NBC RED AND BLUE
QUAKER NETWORK
PENNA. REGIONAL

Agencies

BROWN & THOMAS Adv. Corp., New York agency, has opened a Chicago office at 919 N. Michigan Blvd. Telephone is Whitehall 5757. Louis E. Golan, former vice-president and general sales manager of Schenley Distillers, Chicago, also organizer of Liquor Products Co., Chicago, and a Chicago Parks Commissioner, in charge, is president.

DANE LUSSIER, Hollywood writer of BBDO, is the father of an 8½-pound boy born Nov. 2.

FREDERICK T. WEEKS, president of Brewer-Weeks Agency, San Francisco, recently announced his retirement from the agency to succeed his late father in the Weeks Stevedoring Co., New York. His interest has been purchased by W. A. Brewer, co-founder and president.

EDWARD H. LEWIS Jr., formerly advertising manager of Motor Parts Co., has joined Stewart-Jordon Co., Philadelphia agency.

EDDIE GOULD, radio executive of McConnell Eastman & Co., Toronto, was married recently.

GORDON STEEDMAN, of the San Francisco office of J. Walter Thompson Co., recently was transferred to the Seattle office in charge of copy and production.

BOB DWORKIN & ASSOCIATES, radio research service, has been established at 6253 Hollywood Blvd., Hollywood.

METROPOLITAN Broadcasting Service, Toronto, has opened an office at 1100 Craig St. E., Montreal, with Jim Vernon in charge, according to Ken Soble. New Presto equipment has been installed at the new recording office in Montreal.



OBSERVING the entry into radio of The Hecht Co., Washington department store, NBC late in October was host at a breakfast for Hecht executives, merchandising managers and department heads, with Baukhage, NBC's Washington news commentator, as honor guest. The Hecht Co. is sponsoring Baukhage on WRC each week-day evening, 6:30-6:40 p.m., in the company's first major radio effort. The firm, whose 5 million lines per year make it, in its class, the second largest user of newspaper advertising linage in the country, plugged the start of the Baukhage series with full-page ads and regularly incorporates reference to its programs in its advertising. Gathered during NBC's breakfast are (l to r) John H. Dodge, WRC-WMAL sales manager; William C. Roux, WEAF-WJZ sales promotion manager; Bert Sarazan, publicity director of The Hecht Co.; David B. Stein, radio director of Kal Advertising Inc., handling the account; Charles B. Dulcan Sr., Hecht vice-president and general manager; Kenneth H. Berkeley, WRC-WMAL general manager; Baukhage; John M. Dinwiddie, WRC-WMAL promotion manager.

H. BLUMBERG, formerly general manager of the Long Island Outfitting Co., New York, and J. J. Clarich, merchandising manager of Sachs Quality Furniture Co., New York, have organized the advertising, sales promotion and business service agency Blumberg & Clarich at 171 Madison Ave., New York. Telephone is Murray Hill 3-7495. The company's accounts have not yet been announced, but according to Mr. Blumberg, radio will be used later in the year for some of them.

SIDNEY GARFINKEL ADV. AGENCY, San Francisco, recently added to its personnel Phil Poirson, art department; Bertha Barnwell, production department; Christian Cronin, radio department; Marie Houde, office manager.

AL TARANTO, radio time buyer of Wm. Esty & Co., New York, on Nov. 8 married Ninette Joseph of the time buying staff of BBDO, New York, at the Little Church Around the Corner, New York.

JAMES F. NUTT, formerly of Arthur Kudner, New York, has joined McCann-Erickson, New York, as space buyer on national advertising for the Ford Motor Co. account.

BENSON INGE, formerly on the publicity staff of Benton & Bowles, New York, is handling radio promotion and publicity for the Bundles for Britain Society.

Biow's Ingenuity

BAD flying weather grounded Milton Biow, president of Biow Co., New York, at Chicago Airport on his way to offer a presentation to the American Trucking Assn. convention Nov. 11 in Los Angeles. Taking a train from Chicago to Kansas City, he found all flights still grounded. To the rescue came CBS and International News Photo Service. CBS supplied a two-way direct hookup from WBBM to KNX, Los Angeles, with wire to the Biltmore Hotel ballroom. INPS copied slides from original art and type at its New York office, and prints were transmitted to Los Angeles. Returning to Chicago, Mr. Biow spoke from WBBM to the convention, while a projection machine at the Biltmore flashed slides on the screen and the presentation went on without a hitch.

DOUGLAS M. SMITH, formerly manager of Edward L. Sedgwick Co., Chicago, has been appointed art director of Lane, Benson, McClure Agency, Chicago. Theodore Fischer, formerly account executive with several leading agencies, has been appointed merchandising director.



PUZZLED about radio coverage of the Detroit area? Don't be. You can wrap up this big market with just one important package — CKLW. It'll be the thriftiest buy on your entire schedule, too — because CKLW's vast able-to-buy audience "says it with purchases" that keep your sales-cost down to rock-bottom!

IN THE DETROIT AREA-IT'S

CKLW

5,000 Watts Day and Night
CLEAR CHANNEL
Joseph Hershey McGillvra—Representative

MUTUAL BROADCASTING SYSTEM

They Have Our Number

In all this territory, twirling to WAIR's spot on the dial is as much a habit as buying the products of WAIR advertisers. Proof? Try—

WAIR

Winston-Salem, North Carolina
National Representatives
International Radio Sales

EL Paso
A "natural monopoly"
$118,786,000 market
is best reached by
KROD
the Southwest's newest station-the only
Columbia Outlet
serving the REAL SOUTHWEST

Digest of Replies to FCC Network-Monopoly Report

[See also pages 26-A-D]

NATIONAL BROADCASTING CO.

Counsel: *Philip J. Hennessey Jr., A. L. Ashby, Henry Ladner, John J. Hurley.*

IN A SLASHING all-front attack on the FCC Network Monopoly Committee report, NBC asked flatly that all of the Committee's proposals be rejected. The brief bore the signatures of Philip J. Hennessey Jr., chief counsel during the protracted hearing, and A. L. Ashby, NBC vice-president and general counsel, as well as Henry Ladner, and John J. Hurley of the NBC legal staff.

All of NBC's practices and operations were justified by counsel with the contention that the Committee's proposals are beyond the Commission's jurisdiction. Like the IRNA brief, NBC's pleading argued that if networks are to be licensed by the FCC, it is but a step toward ultimate Government control of programs.

Covering the Committee's program recommendations, NBC counsel stated that "no more bare-faced proposal for Government control of free expression has ever been made". The Committee's conclusion, it charged, "relies upon a palpable distortion of the Commission's function under the Communications Act and is made more flagrant by its disregard of Section 326 of the Act which prohibits the Commission from exercising any power of censorship."

Vigorous disavowal of monopoly charges through dual network ownership, exclusivity features and option-time provision was made by NBC. Arguments of MBS against exclusive contracts were answered with the observation that if non-exclusivity is as alluring as it has been pictured by that network and if the exclusive provisions of NBC's contracts are so onerous that these contracts must be imposed upon stations, "why have any of them renewed with National?". Then, it added, "why should Mutual be compelled to seek a Commission regulation which will prevent more of them doing so?".

'Brief and General'

In initially attacking the Committee report, NBC pointed out that in contrast to its voluminous findings of fact and conclusions, the Committee's recommendations "are of the utmost brevity and generality". Lack of access to data upon which the Committee obviously relied heavily, it was added, precludes detailed correction of the Committee report. Thus, it explained, the brief seeks to convince the Commission that the report "is erroneous in its findings and unsound in its recommendations".

Developing the background of the report, NBC pointed out that confusion developed because on the same day in 1938 that the Network Monopoly Inquiry was authorized, another committee was designated to make recommendations for rules governing broadcast stations and standards of good engineering practice.

Both of these committees were to make further inquiry into a previous report covering social and economic data prepared by the Engineering Department of the FCC, and which represented the first non-technical study ever made by the Federal radio agency.

By comparing the work of these two committees, NBC said, it is possible to trace the process whereby a Commission "originally established to prevent electrical interference between stations, will, if the Committee recommendations in Docket 5060 (Network Monopoly) be adopted, use its licensing power to control network programs, transcriptions, talent, rates, compensation of affiliates, profits and every other important feature of network broadcasting".

Two Points of View

In comparing the recommendations of the committee handling the new rules for broadcasting and that which undertook the Monopoly investigation, NBC brought out that the former committee in effect gave network broadcasting its blessing. It also recommended retention of clear channels, which the Monopoly Committee appeared to oppose.

The recommendations of the rules committee were adopted by the FCC by unanimous vote on June 23, 1939, about two months after public hearings on the Monopoly investigation had been adjourned and while the Committee report was in process of preparation.

The Committee appointed for the Monopoly report, NBC pointed out, comprised Chairman McNinch, ex-officio, and Commissioners Sykes, Brown and Walker. Public hearings did not begin until Nov. 14, 1938, and continued intermittently until May, 1939. The Committee report was released on June 12, 1940. Of the four members of the original Committee, only Commissioner Walker is now a member of the Commission, it was pointed out.

"Even when considered against such a background, the 1,300-page Committee report is an amazing document," NBC held. It pointed out that NBC, along with its principal competitor, CBS, were charged with being guilty of a "long list of unlawful and reprehensible practices". These were enumerated in infinite detail.

The full significance of the Committee's recommendations in Docket 5060, NBC averred, "stands out in sharp relief when it is realized that the members of the Committee are also members of the Commission which adopted the regulations proposed in Docket 5072-A" (broadcast rules).

Some Benefits

The brief continued, "In 1939 the entire Commission adopted the report of its committee in Docket 5072-A which asserted that network broadcasting constituted an excellent method of making available live-talent programs to the public at large; individual station licensees, if given a sound economic basis for their operation, were considered capable of rendering a useful social service; the licensing power of the Commission was an instrumentality by which this sound economic foundation might be assured.

"In 1940 the report of the Committee in Docket 5060 asserts that networks are a malignant force dangerous to the welfare of the country; station licensees, having surrendered their rights and responsibilities to the networks, evidence neither the capacity nor the inclination to conduct their own business affairs; the licensing power of the Commission must be used, not to establish a basis upon which competent men may evolve their own business practices, but as the instrumentality by which the Commission will control programs, talent, transcriptions, the kind of contracts to be entered into by broadcasters, the distribution of business and profits among stations and all the other ramifications of the industry."

Fallacies inherent in the Monopoly report were enumerated lengthily by NBC. It held, first, that the report misconceives the nature of broadcast licenses; that it misconceives the nature and function of competition in broadcasting, and nowhere attempts to define what is meant by such competition. A historical recounting of radio regulation was given the FCC to prove its points.



BOOBY PRIZE was won by Russ Johnston, CBS Pacific Coast program director, Hollywood, because he was off by 22 minutes in his timing during the recent annual air cruise of the Aviation Country Clubs of California. The cruise, with 100 pilots participating, was a navigation test in which each pilot before hopping off estimated the cruising speed of his plane to Del Monte, Cal. Charles Correll (*Andy* of *Andy 'n' Andy*) won first prize. Johnston, who hopped off from Glendale, here demonstrates his prize, a gadget a la Rube Goldberg "designed and manufactured" from old airplane parts and an 89-cent alarm clock.

Alleging that the Committee's proposals are "unsound", NBC first attacked the technical recommendations and then the economic recommendations. The manner in which the Committee pulled into the Monopoly hearing by its bootstraps the recommendation that clear channels be broken down, was sharply condemned. It pointed out that the rules committee had recommended that 26 Class 1-A channels be continued to provide service to rural listeners. Yet the Monopoly Committee recommended a "revaluation of the so-called clear-channel policy." It was charged that the Committee's vague recommendation with respect to clear channels "is not supported either by the evidence or by its own findings".

'Not In a Vacuum'

Regarding economic aspects, NBC said that business practices of broadcasting stations and networks "have not been developed in a vacuum. They have grown up in an atmosphere of competition between radio and other advertising media. To a large extent they reflect the experience of advertisers in these other fields. Network-outlet contracts are a manifestation of this experience."

Covering network - outlet contracts, NBC said that throughout the long period covered by the hearings and in spite of the wide publicity received, "only one station owner appeared to testify to his dissatisfaction of NBC's contractual arrangements". Reference was made to the testimony of John Shepard 3d., president of the Yankee Network, in connection with WNAC, a Red network outlet. "But National's contracts with its affiliates do meet with disapproval from two other sources—the Committee and Mutual Broadcasting System."

Contract Problem

Except by inference, NBC argued, it is impossible to determine what kind of contract the Committee believes should be written between the network and its affiliated stations. It makes no specific recommendations, the attorneys argued.

Answering the Committee's conclusion that the heart of the abuse of chain broadcasting is in the network outlet contract, NBC pointed out that the 350 stations affiliated with national networks during 1938 had a net operating income of $14,654,445, while the 310 stations having no national network affiliation showed a loss of $149,107 for the same period. "Under such circumstances," NBC recited, "stations force easily."

Striking at the MBS motion, NBC said that network is an organization of persons primarily interested in the ownership and operation of stations. "Its network activities are purely incidental," NBC added, and it has no studios or program production facilities, with an investment in tangible property of $1. Moreover, it held, its operation since 1934 has resulted in a total loss of more than $1,700,000.

As for the MBS motions that a

regulation be adopted prohibiting stations from entering into any contract, renewal or extension with any national network during the pendency of the investigation, NBC argued that it believed the FCC did not have authority to promulgate such a regulation, but that even if it had jurisdiction, "there are compelling reasons why the Commission should not adopt such a rule".

Defense of Contract

Detailed justification of NBC's form of contract was made by the network. It was held that longterm contracts, optional time provisions and other network affiliate requirements are essential to the successful and orderly conduct of broadcasting on a national basis. It also challenged certain of the interpretations of contract clauses as made by the Committee.

Answering the Committee's implied recommendation that all network-outlet contracts be non-exclusive, NBC pointed out that the MBS policy at the time of hearing was to contract with stations upon a nonexclusive basis, but that this policy "has been reversed in favor of exclusively during the past year. It is not difficult to understand Mutual's distaste for an existing condition in which National and many of the National's affiliates—co-venturers in the business of network broadcasting for many years—have made it clear that these stations are not available as Mutual outlets. But Mutual says it could bear with the situation during the life of existing contracts. Its complaint is that whenever one of these contracts expires National and its affiliate *almost invariably renew upon a basis of exclusivity*".



WHEN George W. Fuerst, traffic manager of KPO-KGO, San Francisco, recently married Mary Ellen Coady, the entire male membership of the wedding party was made up of NBC fellow workers. And here they all are, arranged with geometric precision of a Grant Wood painting: (l to r) Dan Williams, NBC engineer; Nancy McCarthy; Mr. Fuerst; Mrs. Fuerst; Producer Bob Dwan, standing behind the bride; Sales Promotion Manager Bob McAndrews, Eileen Connolly; Engineer Proctor Sugg.

On this score, NBC pointed out that over a period of about two years, half the stations on NBC's networks will have the opportunity of contracting with MBS if they see fit to do so. "If non-exclusivity is as alluring as it has been pictured by Mutual and if the exclusive provisions of National's contracts are so onerous that these contracts must be imposed upon stations, why have any of them renewed with National? Why should Mutual be compelled to seek a Commission regulation which will prevent more of them doing so?"

One of the answers, NBC said, is that the operation of a network under the American system requires more than a mere casual relationship between a group of stations and a time-selling agency. It embraces many other services from the network, including good sustaining programs, and it implies the loyal support of each affiliate. Network and station were described as "partners in a venture where real competition exists—competition with other networks and competition with other advertising media". Successful network operation, it contended, cannot be predicated upon a hit and miss system of contracts where neither the network nor the affiliate has any particular responsibility to the other.

Station Ownership

Exclusivity is exclusivity, whichever way it cuts, NBC said in referring to the 1939 World Series incident wherein MBS secured the privilege of broadcasting the Series on an "exclusive" basis. "The Committee finds that as a result of the *exclusive* network-outlet contracts which National and Columbia had with their affiliates 'thousands of potential listeners failed to hear the World Series of 1939'. But it voices no disapproval of the practice whereby Mutual having secured the *exclusive* right to the series released its programs *exclusively* over the outlet in each community and refused to permit other outlets in that community to do so."

Justifying its ownership of stations, NBC said that the network now operates a total of 10 stations. Declaring it had never sought to conceal its true relationship to stations, NBC asserted that its reasons for acquiring these stations were varied. In each instance, it said, it thought it was exercising good business judgment and that judgment since has been confirmed. In each instance its acquisition of a station was intended to benefit its network operations as a whole "and that result has always followed".

As a matter of cold economics, network broadcasting exists in this country because the networks, including MBS, either themselves own or are owned by important stations in New York, Chicago and other leading markets, NBC pointed out, adding that stations which have the lowest rate per thousand families are the stations which NBC itself owns and operates.

Striking at the Committee's attack upon its dual network operation, NBC charged that it abandoned in mid-air its premise that profitable station operation is evidence of domination of the industry. The Committee, it was pointed out, "finds that National's less profitable Blue network is likewise evidence of an intention to monopolize the field".

Answering the Committee criticism that NBC, under its contracts, may change stations from the Red to the Blue network at will, leaving the station without complaint, NBC said it "has never changed a station from its Red to its Blue network under such circumstances". When NBC was formed in 1926 as the first network, the brief recited, it quickly became apparent that a single network service was not enough to satisfy the demands of the radio audience.

Station owners, particularly in cities where their competitors had made program arrangements with the Red network, pressed for network affiliation. Therefore, in less than two months after the first NBC network service began, there was created the Blue network. It was argued that the dual operation has resulted in an increase in the amount of service rendered to local communities and independent stations, and to the economic stability of the stations themselves, and to American business through the availability of local markets for national advertising and selling.

"NBC was furnishing dual network service to stations in 1927 before the passage of the Radio Act and before the entry of any other network into the field," it is stated. Its purpose was not to restrain competition. There was no competition. Its purpose was to furnish twice as much service as could be furnished over a single network of stations. That is still its purpose."

Artist Management

Denial of charges of monopoly in artist management and transcriptions was made by NBC. Apropos artist management, NBC said that in 1937 its artist management bureau, out of a total business of more than $6,000,000, realized a profit of about $287,000. For the last two years agreements have been in effect between NBC and American Federation of Radio Artists governing terms and conditions of employment in key cities, it is stated.

All of these agreements were reached as a result of collective bargaining and are concrete evidence that the artist management and artist employment problems about which the Committee concerned itself "are solved to the satisfaction of the employe members of the various bargaining units involved in full keeping with the laws relating to employe-representation and the principle of collective bargaining."

Apropos transcriptions, NBC said that the transcription is eminently satisfactory for programming where time is not an important element and that in some respects and under some circumstances "it may even be superior". Answering the Committees suggestion that a redefinition of licensing policy of the Commission should be considered in the light of NBC's participation in the transcription field, NBC said that the remedy proposed is remarkable not only "for its disregard of established legal concepts" but for the variety of benefits which the Committee expects of it.

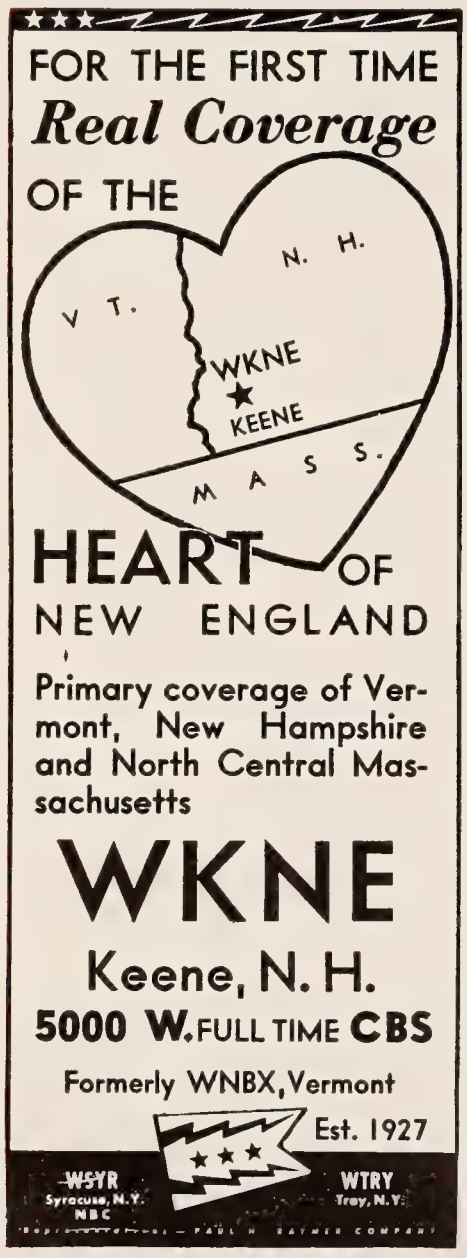
American Institution

NBC added that the Committee completely disregards, without discussion, NBC's unanswered contention that it is under no obligation, either legally or morally, to make its facilities available to its competitors to enable them to produce transcriptions more easily and more cheaply and of better quality than they would be able to produce them without the use of NBC's facilities. It added that the Committee disregarded the fact that the total NBC business in simultaneous wire line recordings amounted to about $125,000 per year, or less than 3% of the total transcription business done in the country.

The NBC brief concluded:

"One clause in the Communications Act is of such significance that ordinarily no one makes specific reference to it. It is found in Section 303 (g) of the Act and specifies that the Commission shall: 'Generally encourage the larger and more effective use of radio in the public interest.'

"Broadcasting under the American system is no longer a scientific phenomenon, an advertising medium or a source of entertainment. It has become greater than the sum



of all these. It is an American institution.

"To this metamorphosis Congress has contributed by enacting legislation which imposes minimum restrictions upon the industry and upon the Commission. The Commission has contributed by using its broad authority wisely. The industry has contributed initiative and self-reliance.

"It has not been the purpose of this brief to justify either the industry or NBC. Their justification rests upon a firmer basis reached by balancing achievements against mistakes and evaluating the result. Both are entitled to more intelligent treatment than has been accorded them in this Committee report.

"Reformation of network-outlet contracts, revaluation of policies with respect to clear channels and many other changes can and will result as broadcasting continues its development. But such changes should not be undertaken until they will encourage the larger and more effective use of radio in the public interest. Measured by this standard all of the Committee's proposals should be rejected."

COLUMBIA BROADCASTING SYSTEM

Counsel: *John J. Burns, Samuel Becker, Francis Currie, Francis S. Walker.*

WITHOUT pulling its punches, CBS in its hundred-page brief, charged the FCC Network Monopoly Committee with "bias" and at the very outset took exception "to the temper and spirit of the report of the Committee". Far from being a "scientific and fair-minded inquiry to ascertain whether there exist abuses which should be corrected in furtherance of the public interest," the brief said, "the report seems rather to be a brief attempting to justify certain preconceived prejudices."

The brief was filed by former Judge John J. Burns, former general counsel of the Securities & Exchange Commission, who handled the case through the FCC investigation. Co-counsel were Samuel Becker, Francis Currie and Francis S. Walker.

Analyzing the recommendations of the Committee, CBS said its brief was directed primarily to a statement of the reasons why the report should be rejected in its entirety by the FCC and why the request of MBS for adoption of temporary regulations should be denied. Charging that the normal methods of Government were not followed by the Committee, CBS said the FCC group made no accusations of misconduct by the networks but apparently it entertained "certain prejudices, certain false assumptions about the industry and sought to fit the testimony offered by the industry to such pre-conceived judgments."

Bias Charged

Bias of the Committee, Judge Burns charged, is revealed most clearly in its failure even to report on the "extraordinary contributions of the networks to the progress of radio, the constantly increasing sale of radio sets, the remarkable record of increasing listening audience, the ever widening variety of new features, the ingenuity and skill which have made great contributions to the education and entertainment of the American people —a development possible only through the network type of operation."

Like the NBC and IRNA briefs, the CBS answer challenged the FCC's jurisdiction to promulgate regulations suggested by the Committee. Legal precedent was cited to buttress its view that the Commission has no jurisdiction to promulgate regulations relating to the business operations of commercial broadcasting stations or networks.

"The Committee's findings adverse to the networks in the main have been unsupported by evidence," said the brief. "In many instances the conclusions are contrary to the record. The serious errors of fact reveal an ignorance of the broadcasting business plus a zeal for reform, unrelated to the actual operation of radio. It is respectfully stated that to a fair and impartial tribunal the record is devoid of evidence of any serious abuses on the part of the networks."

CBS asked that the recommendations be rejected for the reasons that the report is "incorrect"; that the recommendations are unsound, unnecessary and detrimental to the public interest and contrary to the desires of the public; and that the Commission has no statutory authority to promulgate regulations affecting the network outlet contract.

It also asked that the MBS motion for the promulgation of temporary regulations prohibiting stations from entering into, renewing or extending existing network contracts be denied, particularly since MBS itself has "abandoned" its previous policy and is now "adopting the very policy of long-term contracts which it has criticized."

Key Stations Needed

Pointing out that the Committee was directed to investigate and ascertain among other things whether there was a monopoly in broadcasting and a concentration of control of stations, CBS said the Committee found neither monopoly nor concentration of control but charged the networks with "unhealthy predominance of the industry." This characterization was labeled "false and unjustified" and based upon the "erroneous conclusion that the network organizations receive an undue share of the financial benefits of the industry." CBS concluded the record shows that the share which stations receive is no more than commensurate with their investment in the industry and the public service they render.

Network organization of key stations was declared essential and indispensable for efficient and high quality network operation. The Committee's claim that the networks should be criticized for failure to give the country adequate service was branded without merit. It was pointed out that CBS coverage alone has been extended to a point where it now covers over 90% of the 28,000,000 homes that have radio receiving sets. Further extension of network service to the existing station structure must depend upon economic support for it, CBS said.

Network affiliation contracts were declared to be essential to the maintenance and development of the American system of broadcasting. "Far from being inequitable these contracts are powerful assets of the stations, and enhance their ability to render a public service and operate profitably," it is claimed. Elimination of the provisions which the Committee criticizes, Judge Burns argued, "would weaken all but a few of the stations, would demoralize, even destroy the networks, and as a result materially impair the present quality of public service rendered by broadcasting."

Free Use of Talent

Moreover, it was held that under these contracts the networks actually derive a lower net revenue from each advertising dollar than the affiliated stations.

Networks do not control the supply of talent in broadcasting, but on the contrary comparatively few of the artists performing in radio are either managed by or employed exclusively by any network, CBS contended. "There has been no restraint, either actual or potential, upon the free utilization of radio talent."

CBS argued that the Commission is without power to promulgate the proposed regulations, holding that its authority is limited to such rules "as are designed to prevent inter-station interference and so to secure most advantageous use of the radio spectrum." The avowed purpose of the proposed regulations, it held, is to strengthen the bargaining power of the affiliates in negotiating contracts of affiliates and to effect a redistribution of the revenues from network broadcasting in favor of the affiliates as against the networks.

The effect of such regulations would vary widely from their objective, it was contended. "Their effect would be to further strengthen temporarily the few stations which are already powerful and to further weaken the many which such regulation would be designed to serve."

The temporary regulation proposed by MBS, pending determination of the question of adoption of regulations proposed, CBS held, "is unnecessary and without the jurisdiction of the Commission to adopt". To adopt such a rule, Judge Burns argued, would in fact "disturb and dislocate the situation it is designed to preserve."

Not 'Inherently Sinful'

In analyzing net time sales as against broadcasting investment and payments to stations, CBS essayed to show that many of the Committee deductions were erroneous. "The Committee seems to be proceeding on the theory that there is something sinful in running a profitable business," it stated.

CBS also made mention of the conflict between the findings of the FCC Committee designated to study standard broadcast rules and the Monopoly Committee on the matter of dispensability of network service.

"Throughout the report there are indications that the drafters look upon bigness in the industry as an inherent evil," Judge Burns stated at another juncture. "We submit





INCREASING its power to 1,000 watts, KRSC, Seattle, early in October moved into this new broadcasting plant, with all business, studio and transmitter operations in a single building. The station also is observing its 14th year under the leadership of P. K. Leberman, chief owner, and Robert E. Priebe, general manager.

The new plant is RCA-equipped throughout, with an RCA 1 kw. transmitter, RCA turntables and RCA 76-B console. The two-story portion of the structure houses the general offices, observation deck and largest studio, with sales and business offices at left and operations at right. Staff members are (l to r) Mr. Priebe, general manager; Robert McCaw, sales; Paul Morris, engineer; Prof. Zander T. Hull, continuity; Leo Moen, engineer; N. J. Rifkin, news editor; Hal Dillon, traffic; Ted Bell, chief announcer; Homer Mason, announcer.

An opening day congratulation from President Roosevelt declared: "To the old freedoms, freedom of conscience, of the press, of speech and of assembly, is now added another, freedom of radio. This last must be maintained else our whole democracy will be endangered."

that size may be intelligently studied only in relation to function." Networks have provided the structural means of enabling independently - owned stations to bring to the public the world's finest program, the quality and variety of which stations could not afford to provide their listeners, the FCC was told.

Moreover, it held network affiliation has been of greatest financial advantage to such stations, being almost the determining factor in their financial strength, and the advertiser and the listening public have expressed a decided preference for network broadcasting.

Answering the exclusivity attack, CBS said the statement of the Committee should really read that exclusivity deprives "some stations, which are already the most profitable, of profitable business that might be obtained from competing networks if the station were free to accept it." If there is any objection to exclusivity, CBS argued, it must come from MBS, "which, it is interesting to observe, has since adopted the principle, or from non-affiliated stations which desire to become affiliated."

Division of Revenues

Regarding division of revenues between network and outlets, CBS said that payment to its affiliates rose from 21½% of net time sales in 1931 to 42% in 1937. The average station share of the gross time sales revenue was said to be about 2½ times greater when 35 hours of network time are sold over the station than when five hours are sold. Of the advertiser's dollar, only 11% is net profit to CBS, whereas the 25% paid to the station is largely net profit to it, CBS declared.

CBS contended that the Committee report is defective in "failing to make any critical analysis of the unorthodox organization of the present Mutual Broadcasting System". It continued: "There is no attempt to evaluate in terms of benefit or detriment to the public, the relatively impermanent nature of Mutual's arrangements with stations.

"Some objective comment would be very helpful to the Commission in determining whether the public interest is served by an arrangement which permits a group to call itself a network for its own convenience without having that sustained and permanent status which the older networks have developed.

"The Committee apparently failed to examine the structure and the performance of Mutual to the point of realizing that it assumed little of the risk and none of the long-term building job which have characterized the older networks. Columbia came into the field after National was well established. It has never asked that National's work be undone to its benefit. Comment has been made that the report 'is strikingly less severe' upon Mutual."

Freedom of Talent

CBS concluded that there is no control of the supply of talent in broadcasting and the employment and management of talent but it has not restricted its free employment. The contract for exclusive management of an artist does not provide for the exclusive service of the artist in any sense, does not prevent him from seeking employment for services anywhere he chooses, nor prevent any station or network from freely utilizing his services.

The contract, it was added, simply provides for the engagement of CBS as the exclusive manager for the artist for a compensation based on a percentage of his earnings, so that other managers cannot offer the artist's services to prospective users at the same time. It was held that there is not the slightest evidence that any artist has been prevented from working for any other station or network at any time because he was employed by CBS. Indeed, the evidence is quite the contrary, CBS claimed.

CBS concluded its argument with the contention that the Commission has no jurisdiction over the business affairs of broadcasting licensees. It reviewed the law and cited ample legal precedent to establish this point. Congressional debate also was drawn into its argument. Then, it was held that the proposed regulations "essay to regulate the business of commercial broadcasting stations."

The brief concluded:

"The Commission should reject the report and the recommendations of the Committee in their entirety, and deny the application of MBS for the promulgation of temporary regulations with respect to network contracts."



WHEN KYA, San Francisco, signed one of its largest regional accounts of the late fall, these principals participated in the signatory ceremonies. The contract is with the Rosefield Packing Co., Alameda, Cal. (Skippy Peanut Butter). The firm is sponsoring the transcribed dramatic serial *Superman* three times weekly on KYA. Left to right are Harold H. Meyer, general manager of KYA; M. J. Rosefield, plant manager, Rosefield Packing Co.; Hugh MacKenzie, account executive, Botsford, Constantine & Gardner advertising agency (in rear center); J. L. Rosefield (seated) president of the packing firm; J. M. Rosefield, sales manager and Carl Nielsen, account executive, KYA.

Bathasweet on WABC

BATHASWEET Corp., New York, on Nov. 19 will sponsor Ted Steele and his Novachord on a series of Tuesday evening quarter-hour programs on WABC, New York, on behalf of its soap. Agency in charge is H. M. Kiesewetter Adv. Agency,

ASSOCIATION of Technical Employes of NBC, independent union, is holding its annual convention at the Abbey Hotel, New York. Sessions started Nov. 13 and are expected to continue through Nov. 20. Union has presented a set of demands to NBC, but negotiations have just begun.

Technical Radio Experts Start Research Activity For National Defense

LEADING figures in technical radio and communications have accepted appointments with the National Defense Research Committee, headed by Dr. Vannevar Bush, to encourage scientific developments in the defense program. Dr. Frank B. Jewett, chairman of the board of Bell Laboratories, is a member of the committee and chairman of its division dealing with communications and transportation.

Among those serving on the division are Dr. C. B. Jolliffe, former FCC chief engineer and chief frequency engineer of RCA, vice chairman; L. F. Jones, RCA; Baraden Pratt, chief engineer of Mackay; Dr. J. H. Dellinger, chief, Radio Division, Bureau of Standards, and Dr. A. F. Murray, consulting television engineer.

In the division deading with detection, controls and instruments are R. R. Beal, RCA director of research; Harold H. Beverage, vice-president and chief engineer of RCA Communications; E. W. Engstrom, RCA technical television head; W. C. Evans, general manager of broadcasting of Westinghouse, and Dr. George Metcalf of GE, among others.

All of these officials and engineers have volunteered their services on a part time basis without compensation. The Defense Research Committee has completed or has under negotiation approximately 60 contracts with industrial laboratories and universities for research on specific problems.

Cominos Succeeds Klein

JAMES G. COMINOS, formerly assistant to Henry Klein, BBDO radio director in Chicago recently transferred to the agency's New York office, has been named radio director to succeed Mr. Klein.

BANGBOARD BATTLES

Midwest Huskers Provide Good Program Material

MIDWEST stations have developed one of the most unique sporting events—corn picking contests—into an autumn feature of intense interest to their rural audiences. The bangboard battles have been going on for some time, but in recent years they have established themselves as the biggest crowd-pullers of any sporting event. Recognition of the contests' propensities is reflected in the response of stations in the corn belt in sending special events crews hundreds of miles to cover everything from county to national championship matches.

According to estimates of Charles Worcester, farm service director of WNAX, Yankton, S. D., about 10,000 of the 10 to 15 million cornhuskers in the nation competed in some 1,000 husking contests this fall. Between 3 and 4 million persons watched these events, it is estimated. Local and regional elimination contests culminated Oct. 30 in the National Cornhusking Championships, held on the Henry Keppy farm, near Davenport, Ia. The record crowd at a national contest was 146,000 in Indiana several years ago, according to Mr. Worcester. At the meet this year, with 11 states represented, Irvin Bauman, of Illinois, set a new world record by husking 46.71 bushels in 80 minutes.

This fall WNAX covered seven of the more important meets, including the national contest, involving some 3,000 miles of travel. Because of time-lag between the start of the contest and final determination of the winner, involving calculations and weighing of picked corn, the station used transcription equipment extensively. Picking out the high spots—descriptions of the crowd, weather and entrants, the start of the race, the final minute or two of action, announcement of the winner and an interview with him—the pickup was molded into a quarter-hour cross-section. The recorded description was broadcast as soon as it could be delivered to the studio.

WFMJ Touch

LEN NASMAN, sales manager of WFMJ, Youngstown, O., who has shown large numbers of visitors through the new $275,000 WFMJ Bldg., recently experienced a novel sensation. When blind kiddies visited the station, under auspices of the local society for the blind, they were urged by Mr. Nasman to feel everything as a description was given of the studios, in order that their sense of touch and hearing would give as complete a picture as possible.

TO CELEBRATE National Doughnut Week, Clellan Card, of WCCO, Minneapolis, offered a set of dunking equipment on his morning program for Northrup, King & Co., seed and feed sponsor. In return he got 60 doughnuts ranging from cup-shaped ones (sip and nip), to dolls. Each April 1 Card stages a real dunking party. His daily dunking gag is mythical.

SAM TAUBMAN, former radio director of Sidney H. Weiler Adv. Agency, Philadelphia, has bought the agency, to be known as Sam Taubman Adv. Agency. Business will continue at the present offices in the Crozer Bldg.

FRED JONES, formerly Hollywood publicity director of Young & Rubicam, has joined Glasser Adv. Agency, Los Angeles, as head copywriter.

ED CURTIN of the publicity department of BBDO, New York, and formerly of the radio department of the New York World's Fair, on Nov. 10 left for Fort Benning, Ga., to take a year's training as a reserve officer in the U. S. Infantry. Porter Bibb, BBDO publicity director, takes over his duties.

JOHN COLE, formerly of Gardner Adv. Agency, St. Louis, has joined Compton Adv., New York, as a radio copywriter.

CURT PETERSON, radio director of Marschalk & Pratt, New York, is not expected back at his desk for another month following a back injury, from which he is now convalescing.

LEIGH CROSBY has joined Leon Livingston Adv. Agency, San Francisco, as radio director.

GORDON D. COOKE, formerly of Ruthrauff & Ryan, New York, and Sherman K. Ellis & Co., Chicago, has been named vice-president in charge of copy of Stack-Goble Adv. Agency, New York, succeeding the late John Butler.

S. E. ROBERTS, Philadelphia agency, has moved to new quarters on 13th floor of the Lincoln-Liberty Bldg.

MacDONALD-POTTER, Chicago, recently moved to larger quarters in the Carbide & Carbon Bldg., 230 N. Michigan Ave., Chicago; telephone is Randolph 6969.

UNITED ADV. AGENCY recently was formed in San Francisco, with offices at 155 Sansome St. C. Rothblum is radio director. The agency was formerly known as the S. L. Kay Agency. Mr. Kay has sold his interest in the business.

YOUNG & RUBICAM, New York, has closed its San Francisco branch office.

GORDON D. COOKE, formerly of Sherman K. Ellis & Co., Chicago, has been appointed vice-president of Stack-Goble Adv. Agency, New York.

WALTER CRAIG, radio director of Street & Finney, New York, has resigned.

DAVE McCOSKER, for five years in charge of radio program sales of KFWB, Hollywood, has been appointed West Coast manager of H. W. Kastor & Sons Adv. Co., and will establish offices in that city.

AAAA—Radio Meeting

THE ANNUAL one-day Eastern Seaboard Conference of the AAAA, with the radio group scheduled to meet under the direction of C. E. (Ned) Midgley, radio time buyer of BBDO, has been scheduled for Dec. 3 at the Waldorf-Astoria, New York. A session for agency heads and management officers only will be held in the morning. A luncheon at noon will be addressed by Atherton W. Hobler, AAAA board chairman, who will discuss current projects and activities of the association. Following the luncheon, there will be eight group meetings running concurrently, one of which will be devoted to radio.

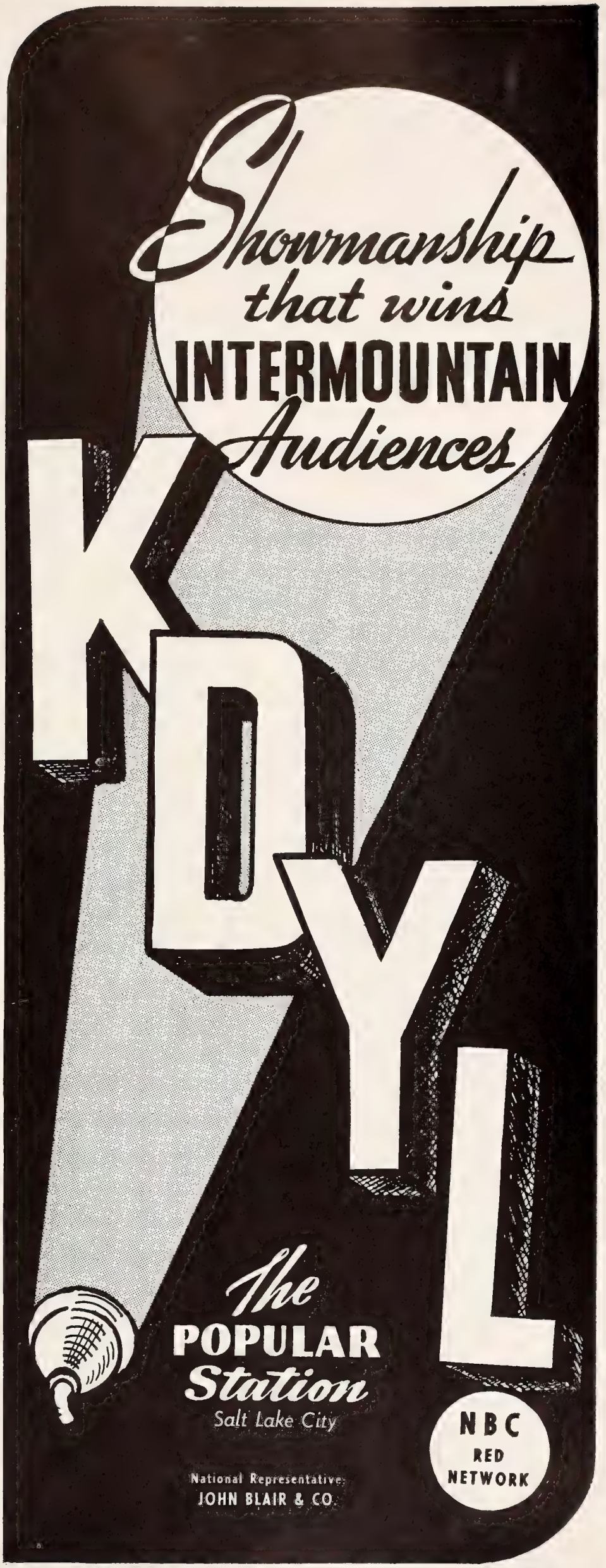
AAAA Chicago Meeting

ARTHUR E. TATHAM, vice-president and manager of the Chicago office of Young & Rubicam, has been appointed general chairman of the annual condensed convention of the American Assn. of Advertising Agencies to be held Dec. 5 at the Lake Shore Club, Chicago. Chairmen of the various committees are: R. J. Scott, of Schwimmer & Scott, radio; Otto R. Stadelman, of Needham, Louis & Brorby, media; E. Thomas McBreen, of J. Walter Thompson Co., mechanical production; S. A. Wells, McCann-Erickson, art and copy, assisted by DeWitt O'Kieffe, of Leo Burnet Co., and J. B. Breunig, of Lord & Thomas. The morning sessions will be for the executives of members of the AAAA. The afternoon sessions will be open to agency staffs.

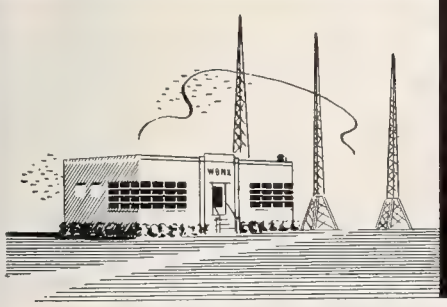
Owen B. Winters

OWEN B. WINTERS, 48, executive vice-president of Erwin, Wasey & Co., New York agency, died Nov. 12 at his winter home in Cat Cay in the Bahamas of a coronary thrombosis. The body was sent immediately to Miami and was flown to New York for funeral services Nov. 14. He had gone to Cat Cay last September to recuperate from an operation. He is survived by a widow and two daughters.

TRUMAN R. (Rex) KING, 43, a senior executive of the Toronto office of Cockfield Brown & Co., Toronto, died Nov. 1, after an operation. Mr. King had wide experience in all departments of the advertising business. He was born in Bruce County, Ont., was educated at St. Andrew's College, Toronto, where he was also a teacher and coach to rugby teams. He started in the advertising field with Baker Adv. Agency at Toronto.



Directional over New York

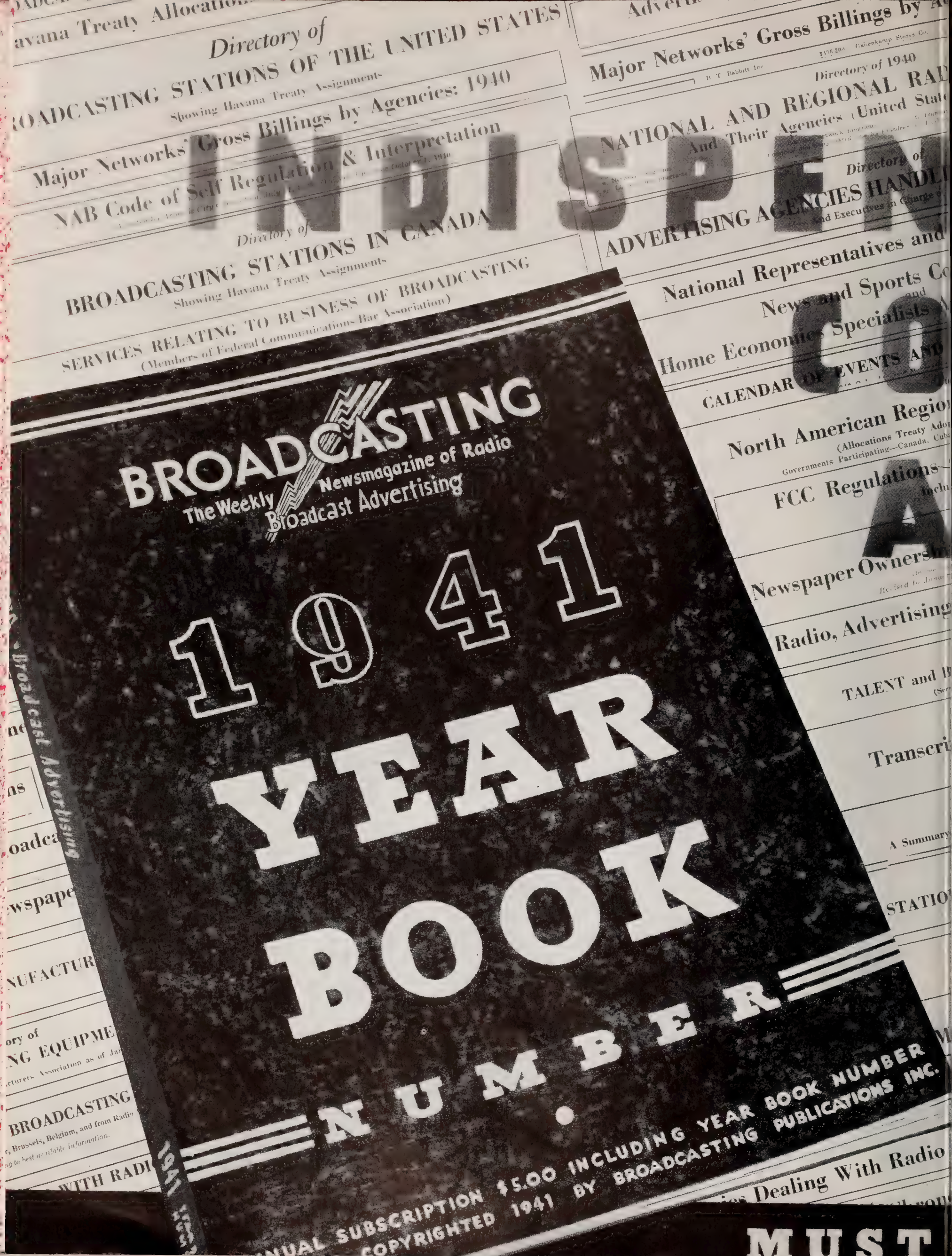


Now! 5000 WATTS DAY and NIGHT

WBNX

YOUR BEST NATIONAL SPOT BUY

A NEW APPROACH TO THE NEW YORK MARKET


Directory of
BROADCASTING STATIONS OF THE UNITED STATES
Showing Havana Treaty Assignments
Major Networks' Gross Billings by Agencies: 1940
NAB Code of Self Regulation & Interpretation
Directory of
BROADCASTING STATIONS IN CANADA
Showing Havana Treaty Assignments
SERVICES RELATING TO BUSINESS OF BROADCASTING
(Members of Federal Communications Bar Association)
Major Networks' Gross Billings by
Directory of 1940
NATIONAL AND REGIONAL
And Their Agencies (United
ADVERTISING AGENCIES
National Representatives and
News and Sports
Home Economics Specialists
CALENDAR OF EVENTS
North American Regio
(Allocations Treaty Ado
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FCC Regulations—
Newspaper Owners
Radio, Advertising
TALENT and
Transcri
A Summary
STATIO
Dealing With Radio
BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising
1941
YEAR BOOK
NUMBER
ANNUAL SUBSCRIPTION $5.00 INCLUDING YEAR BOOK NUMBER
COPYRIGHTED 1941 BY BROADCASTING PUBLICATIONS INC.
MUST

DVERTISERS
Canada)

Executive and Staff Perso
Headquarters Office: Postoffice

CANADIAN BROADCASTING CORPORATION: RATES and
Head Office: Victoria Bldg., Ottawa, Ontario

COMM

DIRECTORY
From Latest Data Obtainable from

ADIO ACCOUNTS

MUTUAL BROADCASTING SYSTEM, Inc.: EXECUTIVES and RATES
1440 Broadway, New York City

RADIO SET

r Station Lists

The Communications Act of 1934
(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utilities Common Carriers Omitted)

Prote

ntators

ble for Sponsorship

Equipment in Use in
BROADCAST STATIONS IN UNITED STATES AND CANADA

DI

MANUFACTURERS OF RECORDING AND ASSOCIATED EQUIPMENT

OTIONAL GUIDE: 1940

Unions And Labor Groups Dealing in Radio Fields

roadcasting Agreement
vana, December 13, 1937)
n Republic, Haiti, Mexico and United States

Official Kilocycle-Meter Conversion Table
Kilocycles (kc) to Meters (m), or Meters to Kilocycles
(Columns are Interchangeable)

rning Broadcast Services
Notes & Standards

REGULATIONS GOVERNING CANADIAN BROADCAST STATIONS
Made Under Canadian Broadca-sting Act, 1936

irectory of
Control of Broadcasting Stations

Bibliography of Literature Pertaining to Broadcasting

COLUMBIA BROADCASTING SYSTEM, Inc.: NETWORK RATES
485 Madison Ave., New York City
Telephone: Wickersham 2-2000

Trade Associations and Committees

Allocations of Call Letters to Countries
According to Section 1, Article 14, of the International Radio Conference at Cairo, 1938
As Annexed to International Telecommunications Convention of Madrid, 1932

Directory of
NG AGENCIES HANDLING RADIO ARTISTS
e Artists, Orchestras, Writers and, in many cases, Production)

Advertisers Using NBC-Red Network During

Directory of
, Recording, Program Producing,
ript and Related Services

Program Ideas and Titles
of Successful Programs Reported in BROADCASTING Magazine During 1940

Advertisers Using NBC-Blue Network Duri

Directory of PROGRAM LIBRARIES

Advertisers Using Mutual Network Duri

UBSCRIBING TO TRANSCRIPTIONS

Advertisers Using CBS Networks D

Radio Editors of
WSPAPERS IN THE UNITED STATES AND CANADA

Advertisers Using the Yankee Network

Directory of
Canadian Advertising Agencies and Radio Executives

Advertisers Using the Colonial Network

Advertisers Using NBC Pacific Coast Netw

Radio Polls, Awards and Citations: 1940

RETAIL RADIO SALES IN THE UNITED STATES, 1922-1940
(Compiled for the 1940 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Radio Today")

The Law of Broadcast Regulation

Advertisers Using the Don Lee Network

Regional Networks and Group Operated Stations

International Broadcasting Stations of the United States
Authorized by FCC as of Jan

NATIONAL BRO

ND BROADCASTING

ED BY THE FCC DURING 1940

NUFACTURERS

ROADCASTING

NG STATIONS IN U. S

SABLE!
MPLETE!
CURATE!
Reserve Space NOW
ADVERTISING FORMS CLOSE DECEMBER 5
BUY OF THE YEAR !

Merchandising & Promotion

WEAF'S Sound—Control of Spots—Facts in a Hurry—Cameras Cheap—Big Capsule Year

LAST word in art is the "portrait of the best sounding board in radio" sent to the trade by WEAF, New York, to promote its moving day. The Nov. 8 transfer for the New York key of NBC-Red was marked by a special program in which the new and old signals were compared. The portrait offers a view of Long Island Sound (the sounding board), with a sailboat scudding over the waves and the New York skyline faintly silhouetted against a cloudy sky. A large picture, it was carefully shipped and is suitable for framing. The "sound" route to Manhattan, NBC claims, carries a greatly strengthened signal into an enlarged area.

Food and Drug Facts

DESIGNED to improve distribution and sale of food and drug products and to obtain distribution and quick acceptance of new products, the 11-station North Central Broadcasting System conducts the *Housewives' Bureau of Information.* Each new product to be advertised on the quarter-hour program, which features Miss Avenel Barnes, is first distributed to members selected at random for a test and report previous to starting the sales campaign. Merchants cooperating with HBI get free advertising, free mention of each store on local station, along with identification streamers and store displays.

* * *

Bottlers' Salute

HAILING the convention of the American Bottlers of Carbonated Beverages, which in mid-November brought 6,000 visitors to the city, WCKY, Cincinnati, from Nov. 11 to 15 carried a daily quarter-hour, *Salute to the Bottlers.* Rex Davis, WCKY chief announcer, interviewed representatives of leading bottling companies to develop what the bottling industry means to America. Interviewed were executives of Coca Cola, Pepsi-Cola, Royal Crown Cola, Queen City Bottling Co. and Wagner Bottling Co.

WQXR Campaign

FOR THE first time in its history, WQXR, New York, is running an advertising campaign in New York newspapers to promote its increase in power to 5,000 watts and to build a larger audience of listeners by calling attention to its featured programs. Three daily insertions, two in run-of-paper and one in radio page space, are appearing from Nov. 10 on for several weeks, featuring *Symphony Hall,* nightly concert of recorded classics, Quincy Howe, WQXR news commentator, and the station's monthly printed program booklet. Copies of the WQXR advertisements have been printed in brochure form, with a sales letter signed by Hugh K. Boice, vice-president in charge of sales, for distribution to sponsors, agencies, and radio editors. Agency in charge of the campaign is Schwab & Beatty, New York.

* * *

Lone Star Drugs

COOPERATING with the Texas Pharmaceutical Assn., Texas State Network has started a new weekly series, *Texas Pharmaceutical Hour.* Designed to acquaint listeners with their neighborhood druggists, the program features messages from drug executives, news about the profession and incidents in the history and development of pharmacy.

* * *

Spot Control

VITAL part of the "spot control" system of Ferry-Hanly Co., Kansas City, is a follow-up card with a light touch, sent to stations handling spot announcements for accounts on the Ferry-Hanly list. The illustrated card each month reminds stations to furnish the agency lists of its presently used spots and other available spot times.

* * *

Twin City Quickies

TO GIVE advertisers and radio editors a picture of the value of WCCO, Minneapolis, as an advertising medium, the station is mailing during the next few weeks a series of eight "quick facts", one at a time, according to an announcement by E. H. Gammons, WCCO general manager.

* * *

Pepsodent Cameras

PEPSODENT Co., Chicago, is using its NBC program starring Bob Hope in addition to other media to promote an offer through Dec. 10 of a candid camera, valued at $1, available to listeners in return for 15c and a carton from any Pepsodent product. Agency is Lord & Thomas, Chicago.



ADVERTENT or no, WOW, Omaha, in mid-October got some free publicity on this *Collier's* magazine cover by Arthur Crouch. Although the station management disowns any responsibility, more than 500 advertising and radio personages over the country have mailed General Manager John Gillin Jr. tearsheets and congratulations. Grateful, WOW purchased the original artwork, which is now framed and hung in the station's studios—the only picture ever to hang on any WOW studio wall. The call letters appear on a mike handled by a checker-suited announcer buried under the gridiron behemoth.

* * *

Tickets for Letters

CHRISTMAS edition of *Add 'Em Up,* mail-pulling program of WROK, Rockford, Ill., offers free theatre tickets to the first 10 listeners submitting correct totals of all numbers mentioned on the participating show. Additional prizes of $1 daily, $5 weekly and a grand award of $50 are given listeners who write the best letters about one of the program's 10 participating sponsors.

* * *

Evansville Events

WGBF and WEOA, Evansville, Ind., on Nov. 1 distributed to listeners the first of a monthly publication, *The Kalendar,* in the interest of better coordination and cooperation between radio stations, classical music groups and other cultural societies. In addition *The Kalendar* carried a complete monthly calendar of all local activities plus a full radio bulletin.

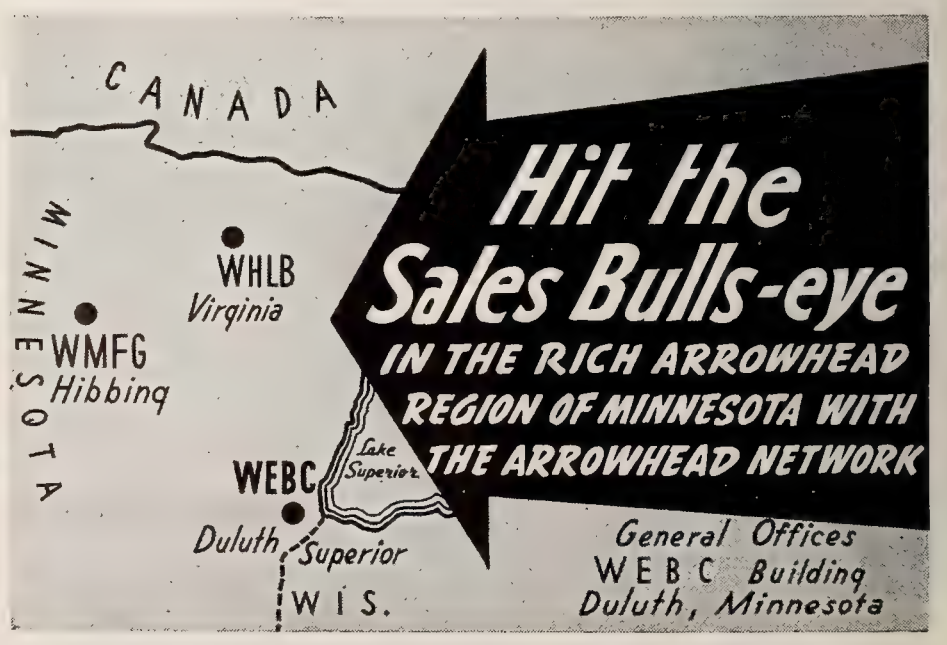
WOW

590 Kilocycles
John J. Gillin, Jr., Mgr.
★ On the NBC Red Net ★
OMAHA, NEBRASKA

THE CALL LETTERS THAT HAVE THE CALL IN RICHMOND

WMBG

RED NETWORK OUTLET · RICHMOND, VA.
JOHN BLAIR CO., REP.



A YEAR FOR CAPSULES

Many Records Are Planted for Future Opening

THE YEAR now ending appears to have been a record period for the planting of "time capsules" for future generations to measure the civilization of the present. Down in Griffin, Ga., the other day a concrete vault was sunk at the foot of the Confederate Monument, to be opened in 2040. Included with the city's financial statement, city guide, listing of qualified voters, telephone directory and current magazines, the city fathers buried a transcription of a radio program featured during the city's centennial—the voice of Dozier Wynne, chairman of the centennial radio program and author of the popular local serial, *The Old Captain & His Treasure Chest.*

The recording was done on WBS vinylite material, which, it was deemed, could probably stand the 100-year wait. Commented M. A. Hollinshead, an executive of World Broadcasting System:

"1940 is the prize year for the planting of 'time capsules.' Whether this fact has an ominous note in view of the conflagrations around the world, may be a matter of opinion—but the capsules are being planted nevertheless. The Westinghouse people, of course, coined the expression 'time capsule' in naming the elaborate cigar-shaped cell planted deep in the soil of the World's Fair, now being razed.

"This capsule, filled with the records of our day including transcriptions and sound pictures, is being withdrawn from the sight of man for 5,000 years. As the great buildings of the Fair are leveled, changing the Flushing meadows into a City Park, a monument will be erected to guide the citizens of 5,000 years hence to the spot where the capsule offers its treasures of history. So thorough has been the planning and such vision of the ineffable changes applied by 5,000 years, that a key to the understanding of the English language is included."

* * *

Poll and Quiz

A WEEKLY public opinion poll has been started on CFRB, Toronto, for O'Keefe's Beverages Ltd., Toronto (soft drinks). Drivers for O'Keefe's leave public opinion questionnaires at all retail outlets, allowing anyone to enter the contest by sending in "yes" or "no" answers to the questions. A studio audience at CFRB is asked the same questions, each member of the audience being asked two questions with reasons. Those agreeing with the public opinion poll are awarded cash prizes. Program was placed by A. McKim Ltd., Toronto.

* * *

Giant Letters

ON NOV. 8, the day on which the regular Friday afternoon concerts by the Philadelphia Orchestra started on MBS, the network sent out via messengers to radio editors in New York a 22½ x 32-inch announcement on heavy white stock. The sheet also announced the scheduled broadcasts on Mutual by the Chicago Opera Company and the concerts by the Chicago Symphony conducted by Dr. Frederick Stock.



TRAVELING DISPLAYS which tie-in with the weekly NBC *Good News* program, are being routed by General Foods Corp. to different super-markets in the Los Angeles area each week. This 14-case Maxwell House Coffee display, with blow-up photo of program cast, is credited with increasing sales 100% during the week it was shown at Ralphs' Super Market, 3633 Crenshaw Blvd., according to Leon Rowland, manager (center). Regular sales are 172 pounds per week, he tells Noel Corbett, NBC Hollywood press representative (left), and John Sarconi, in charge of city super markets for General Foods (right). The figure doubled during the week this display was on exhibit.

BROCHURES

WAAF, Chicago—A four-page monthly black and white file-size radio news letter, "WAAF Speaking"

WCAU, Philadelphia—Lithographed 12-page booklet, *The People's Choice*, presenting a listeners survey.

NBC—Two-color folder giving market data on NBC's Pacific Coast Blue.

WTAM, Cleveland—Personalized six-page folder analyzing mail response for *Woman's Club of the Air.*

KFXM, San Bernardino, Cal.—40-page presentation of station staff, market, program features published to celebrate completion of new transmitter.

WJPR, Greenville, Miss.—"The Industries of Greenville, Miss.", a 24-page booklet of WJPR market facts, including map of station's area to .5 milivolt contour.

WIBW, Topeka, Kan.—"Bonus Coverage" brochure, incorporating coverage maps and market data around a die-cut design.

WBBM, Chicago—Four-page windowed folder on *The Sunshine Hour.*



Youngstown was prosperous a year ago. Business now is 24 per cent better. Cover this thriving market best with . . .

WFMJ

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

From FCC to Army

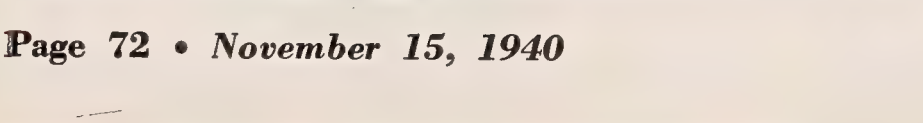
JAMES D. CUNNINGHAM, FCC principal attorney and a captain in the Reserve Corps, on Nov. 12 entered active Army service in the Judge Advocate General's Office. Capt. Cunningham, the first FCC official to enter active service, transferred his activities on 48-hour notice. He has been granted a year's leave by the FCC.

WMBC Seeks 50 Kw.

WMBC, Detroit, ownership of which was acquired early this year by John Lord Booth, son of the late Ralph H. Booth, president of the Booth Newspapers of Michigan, has applied to the FCC for authority to shift to 1220 kc. with 50,000 watts. It proposes to change its transmitter location from Detroit to a point near Plymouth, Mich. The station now operates with 250 watts on 1420 kc.

N. RAY KELLY, NBC manager of the development and maintenance division of the sound effects department, New York, has been placed in charge of the entire department following a merger of the development and maintenance and the operating group. Zale Dillon, who was supervisor of the latter division, is on a leave of absence until Dec. 1.

MORE POWER TO YOU!
SEATTLE'S OUTSTANDING INDEPENDENT STATION
Now.. 1,000 WATTS
COVERING 70% OF THE WESTERN WASHINGTON BUYING AREA
Station KRSC
SEATTLE
NEW MODERN STUDIO AND TRANSMITTER WITH SALT WATER GROUND SYSTEM, STRATEGICALLY LOCATED ON HIGHWAY 99, SEATTLE, WN.
YOUR RADIO DOLLAR DOES TWICE THE WORK AT KRSC



in the CONTROL ROOM

DAVID BAIN, chief engineer of WBML, Macon, Ga., has announced the following engineering personnel for the station: R. V. Pearson, assistant chief engineer; Austen Kimble, formerly of WSKB, McComb, Miss.; Shafter Goodrich, of KDRO, Sedalia, Mo. Bain was chief engineer of WRTD, Richmond, before joining WBML.

RALPH BATT, engineer of WGN, Chicago, on Nov. 10 married Harriet Paul, formerly receptionist of WMBD, Peoria.

FRANK HIGGINS, engineer of WMBD, Peoira, Ill., is the father of a girl, born recently.

PAUL A. WILLIAMS, formerly assistant engineering supervisor of the radio division of the Golden Gate Exposition, recently was added to the technical staff of KFRC, San Francisco. Franklin Dougherty, also from the division, has joined KFRC.

RAY KAPLAN, formerly of WNBF, Binghamton, N. Y., and Robert Dalton have joined the engineering department of WOL, Washington.

RICHARD KELLY, control engineer of WICC, Bridgeport, Conn., is the father of a girl born in mid-October.

CHARLES F. CONCANNON, technician of KFRC, San Francisco, and a lieutenant in the Naval Reserve, was called to active duty Nov. 6 and assigned to Mare Island Navy Yard, Vallejo, Cal.

SHERMAN HILDRETH, new to radio, has joined the engineering staff of WCSC, Charleston, S. C.

CLIFFORD LEE, engineer of WAPI, Birmingham, has resigned to accept a position with the FCC in Washington.

EDWIN SCHUESSLER, formerly of WOC, Davenport, Ia., has joined the engineering staff of WHO, Des Moines.

KENNY HYMAN, chief engineer of KABC, San Antonio, won top honors at the San Antonio Dog Show Oct. 19-20 with his eight-month-old Scottie, Black Roderick I.

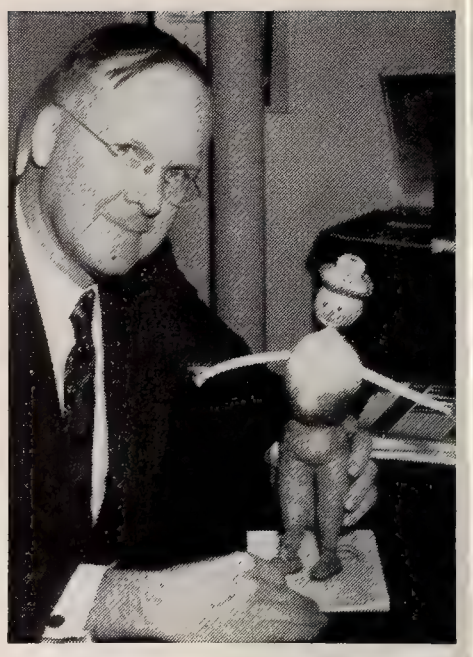
MILLARD CLARY, formerly chief operator of KWGB, Hutchinson, Kan., has joined the engineering staff of WIBW, Topeka, Kan. Johnny Heslip, 17-year-old apprentice engineer of WIBW, has left the station to continue his high school studies in Kansas City.

KENNETH R. WOODYATT formerly of KMPC, Beverly Hills, and other California stations, has joined the engineering staff of KARM, Fresno.

JOSEPH M. TROESCH, formerly of KQV, Pittsburgh, has joined the engineering staff of WSTV, Steubenville, O.

ZOLTAN T. BOGAR, formerly of WRTD, Richmond, has joined the engineering staff of the new WINX, Washington.

CHARLES BRANNEN, chief engineer of WCLO, Janesville, Wis., is the father of boy born recently. Dale Kealy has joined the WCLO engineering staff, replacing Ed Hesky, who has returned to school in Chicago.



GARDENING is the hobby of E. L. Gove, technical supervisor of WHK-WCLE, Cleveland, and here is his proudest creation, a double-barrelled carrot topped with turnip, celery and potato to simulate a horticultural miracle. Beaded hat was provided by Mary Frazee, secretary to Manager H. K. Carpenter, with shoes and facial artistry by Betty Rohan, WHK receptionist.

PROCTOR A. SUGG and Frank L. Fullaway, engineers of KGO-KPO, San Francisco, both in the U. S. Naval Reserve, recently volunteered for active service. They have been assigned to duty out of San Francisco and San Diego, respectively. Three other reserve officers on the engineering staff include Chief Engineer Curtis Peck, Edward C. Callahan and James W. Summers.

WILBUR L. MILLER, formerly of KPMC, Bakersfield, Cal., and KFVD, Los Angeles has joined the engineering staff of KTAR, Phoenix.

E. L. RAEKE, KOA, Denver, transmitter caretaker, is recuperating from a major operation.

DANIEL BARLOW, engineer of WIP, Philadelphia, operating the transmitter at Bel-Mar, N. J., late in October eloped to Raleigh, N. C., with Winifred Groux, WIP receptionist, it has just been revealed.

CARL HALL, control engineer of KANS, Wichita, Kan., is the father of a girl born in mid-October.

LEONARD WHITEHORNE, engineer of WRVA, Richmond, is the father of a boy born Nov. 1.

GORDON F. BISHOP, formerly of WPFM, local police transmitter, has joined the engineering staff of WSGN, Birmingham.

George H. Seward

GEORGE H. SEWARD, 67, founder and president of the Hollywood Television Society and the Television Engineers Institute of America Inc., died at General Hospital, Los Angeles, Oct. 30, from a heart ailment. Born in New Haven, he was a graduate of the engineering department of Yale. He had lived in Hollywood for 29 years and at the time of his death operated a radio and appliance business. He had been active in civic and political work as well as in promoting television. His wife survives.



KMA The Earl May Station
The Mail Station
SHENANDOAH, IOWA • 5000 watts • NBC
FREE & PETERS, Inc., National Representatives

Radio Employes In Signal Corps

COMMUNICATIONS employes, including amateur radio operators, who are drafted under the selective service procedure, will be assigned to duty with the Army Signal Corps, under War Department orders announced Nov. 5. Instructions for such assignments covering "occupational specialists" were transmitted to all corps area commanders by Maj. Gen. E. S. Adams, Adjutant-General of the Army.

The instructions specify that all selective service men inducted into the service whose civilian occupation has been in the engineering or plant departments of the AT&T, associated Bell companies, independent telephone companies, Western Union, or Postal Telegraph, and all members of the Army amateur radio system be assigned to "Signal Corps organizations." In the event the total number of trainees falling within these occupations received in any one corps area is in excess of the needs of the Signal Corps units in that area, it was explained, the War Department will direct the transfer of the excess to signal corps units of other corps areas.

Because many broadcast station engineers and operators are amateurs, the ruling will apply to them under certain circumstances, it was pointed out. Moreover, by virtue of the specialization of broadcast technicians, it is thought that the Signal Corps will be on the alert for such trainees for specialized work.

Meanwhile, the FCC is conducting a survey of amateur radio to procure information to meet any amateur problem which may arise in connection with neutrality, national defense and other emergencies. As against only some 2,000 amateurs at the outbreak of the first World War in 1914, there are now upwards of 33,000 licensed amateurs in this country.

Lynn B. Henson

LYNN B. HENSON, 50, pioneer radio technician and former mechanical supervisor of WFAA, Dallas, died suddenly late in October during a business trip to Phoenix, Ariz. After serving in the U. S. Army Signal Corps during the World War, he became interested in radio work and helped install Dallas' early municipal station, WRR. In 1922, when the *Dallas Morning News* established WFAA, Mr. Henson assisted in construction of the station and became mechanical supervisor, remaining with the station until 1934, when he retired to enter business for himself as an electrical engineer. He was a member of the Scottish Rite and is survived by his wife.

Dr. John R. Carson

DR. JOHN R. CARSON, 54, research mathematician and electrical engineer of Bell Telephone Laboratories, New York, died Oct. 31 at his home in New York. As an engineer for AT&T, Dr. Carson installed the first carrier current system between Pittsburgh and Baltimore in 1917, and developed the mathematical background for the use of metal pipes to guide radio waves. In 1924 he received the Liebmann memorial prize from the IRE. Surviving are his wife, a son and a brother.

100% GATES • MEANS 100% SATISFACTION



Doing a Good Job PROFITABLY !

Read Why Mgr. Raymond Beckner of Station KIUP, Durango, Colo., Credits Gates Studio and Transmitter Equipment for Improved Coverage and Increased Sales Revenue . . . .

7,000 feet high up in the Rockies, Durango, Colorado is the only city in the United States that can be reached only by traveling a narrow-gauge railway. Here, KIUP reigns supreme to an exclusive daytime audience isolated by the high mountainous altitude (that excludes other signals) . . . but efficiently covered with the aid of Gates American Transmitter and Studio equipment. The ability of this equipment to withstand the punishment of severe requirements has also resulted in practically eliminating maintenance costs. Step by step, KIUP has expanded its Gates equipment from the 250-A Transmitter set-up pictured above, to a recently installed 20-D Speech Console. Under the able management of aggressive Raymond M. Beckner, KIUP is now recognized as Southern Colorado's leading advertising medium . . . and a 100% Gates-equipped station.

We will be glad to discuss your Transmitter and Studio Equipment requirements with you and your engineers. Write today for complete technical data and costs on the Gates 250-A Transmitter and other studio, transmitting and remote equipment.

CHECK YOUR REQUIREMENTS AGAINST GATES FEATURES

GATES
QUINCY, ILLINOIS, U.S.A.
AMERICAN CORPORATION

"What's 'galena,' Dad?"



Lots of fathers will remember the oatmeal-carton and cat-whisker days of radio, when "galena" was so important in "crystal" sets.

But radio has come so far—and so fast!—that today's youngsters never heard of galena. Instead, they talk about push-button tuning and remote control.

An important factor in the growth of radio has been the telephone network. Bell Telephone engineers have co-operated from the very beginning—routing and rerouting programs . . . providing better and better facilities. And the work goes on continuously in Bell Telephone Laboratories to develop new and more efficient methods and equipment for the networks of the future.

BELL SYSTEM
AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES

Uncle Sam in Radio

(*Continued from page 19*)

ated Nov. 4 in an NBC-Blue program commemorating its 165th anniversary.

Maritime Commission

Produced a series of network shows and transcriptions when Robert Horton was publicity director. Horton now is with National Defense Advisory Commission. Also cooperates in special events, such as launching of *S.S. America.*

War Department

Radio and Pictorial Section of Public Relations Branch cooperates in requests for officers to appear on programs. In charge of public relations is Lieut. Col. Ward Maris.

Main Army radio activity has been concentrated on the recruiting campaign, conducted through the Adjutant General's Office. In the past the recruiting branch of the Army had used radio intermittently, but since July 12 an intensive broadcast drive has been conducted. "Wonderfully successful" is the way Army officials describe radio's part and Maj. Gen. E. S. Adams, adjutant general, has officially lauded broadcasters for their assistance [BROADCASTING, Sept. 1].

The recruiting campaign consists of quarter-hour dramatic and historical discs along with 10 transcribed announcements, shipped each Friday to 700 stations. Local corps areas use live announcements and programs adapted to their special needs. Recently released was a disc series explaining the courses open to those who have registered under the Selective Service Act. A one-time network program was broadcast Oct. 19 on NBC-Blue based on the successful recruiting film "Service With the Colors", with Edward G. Robinson and Humphrey Bogart participating. More such programs are planned. Network and station commentators have cooperated in the recruiting drive.

Civil Service Commission

This new entrant into the broadcast scene is making effective use of the medium to obtain skilled workers for defense industries. Cooperation in the job-selling campaign was pledged by 645 stations, with most others also participating.

Every Saturday a list of jobs open is sent to stations in appropriate areas. Since July over 100,000 skilled workers have been obtained through the radio drive, and plans are ready to go after another 100,000. Thus one of the hardest bottlenecks in the defense program is being solved. Cooperating in the drive is the NAB, with Art Stringer aiding the Commission's staff. Carson C. Hathaway is information director of the Commission.

Department of Agriculture

This pioneer Federal user of radio has utilized the medium for many years. It looks to broadcasters rather than to sponsors for opportunity to present information on farm subjects. Morse Salisbury, associate director of information of the Department, was the first Government publicity officer to attain radio prominence. Chief of the Department's Radio Service, which comes under the information office, is Wallace L. Kadderly.

Main Department radio interest centers in the *National Farm & Home Hour* on 90 NBC-Blue stations, for 11 years a leading daytime air feature. Talks, playlets, interviews and special events are provided for this sustaining feature.

A script service titled *Farm Flashes* is sent to 461 stations. It consists of time copy and is not sent out on regular schedule. Another script program, *Homemakers Chats,* is sent to about 200 stations. It had been used by 13 stations for sponsored programs and by 32 for participators, but the sponsor privilege was discontinued recently except under strict limitations.

Special Services

From 300 to 600 words daily are provided for the United Press *On the Farm Front* feature, which the service sends to about 450 stations,



the Department says. On 11 NBC-Pacific Red stations, a program titled *Western Agriculture* covers farm news of that area. The Department's Consumers Counsel Division cooperates with the General Federation of Women's Clubs in a weekly program on 35 NBC-Red stations.

Among other radio features within the past year was a series of 19 transcribed interviews by Grady Cole of WBT, Charlotte; *Problems of Plains & Mountains* on KOA, Denver; eight programs for *U. S. Government Reports* series of the Office of Government Reports.

At least 600 stations are carrying Department information and cooperating with Land Grant Colleges on a regular basis. Besides, county extension agents use perhaps 200 stations. Radio schools are conducted for these agents, with 1,075 having taken the course in script writing and delivery in the past year.

Some special radio promotion is conducted by various divisions of the Department, such as transcribed talks and plays by the Farm Credit Administration and Forest Service.

The Rural Electrification Administration produces local campaigns to tie in with electrification projects. Pane Woodbridge, formerly of CBS, is radio director.

Federal Housing Administration

An astute user of radio time, with most activity based on sponsor cooperation in drive to promote home-building industry. Currently cooperating with Libbey-Owens-Ford Glass Co. in Sunday series, *Design for Happiness*, on 67 CBS stations. This series is designed to promote interest in the small-home field and the FHA. It was placed through Harold Merillat, president of U. S. Adv. Corp., Toledo.

In nearly all States, FHA cooperates in programs sponsored by building industry groups, with special autumn emphasis on modernization and repair. Sample commercial announcements for use by local industry groups have been prepared and sent to commercial managers of all stations.

Disc Series

An NBC transcription containing three five-minute dramas on one side and 10 one-minute announcements on the other is being used by about 250 stations, in most instances under local sponsorship. It promotes modernization. A similar series on the small-home program of FHA was issued some months ago to about 400 stations.

FHA script material includes 12 announcements a week and a set of 15 five-minute talks, sent to 550 stations. Early in 1940 the NAB cooperated with FHA in issuing a sales manual describing radio sales potentialities in the building field.

A network series called *The Master Builder* had a run of four years.

Radio director of FHA is George T. Van Der Hoff, who has let stations and sponsors take the initiative is using radio time to promote the housing industries. FHA has supplied continuities, programs and information for those desiring to utilize the material.



ALL'S WELLS at KTSA, especially when H. G. and Orson are corralled in a studio with a microphone handy. This bit of fancy programming greeted KTSA listeners when H. G. Wells (left) addressed the National Brewers' Assn. convention at San Antonio. Orson Welles changed his itinerary on a trip to the Coast so he could meet the distinguished British author. The two talked for a half-hour, with Charles C. Shaw (center), KTSA news editor, as moderator.

Department of Justice

A monthly quarter-hour on NBC-Blue, *Good Guests*, is designed to encourage alien registration. Citizens of foreign birth participate as guests. Charles Boyer, actor, was guest on Oct. 15 episode. Networks have provided a half-dozen nationwide broadcasts in campaign to register 3,600,000 aliens. Two recordings included in weekly disc series of Office of Government Reports. Discs of three speeches used by 300 stations. Now making discs in four foreign languages, sent to stations broadcasting in foreign tongues. M. E. Gilfond, assistant director of Alien Registration Division, gives radio heavy share of credit for success of registration campaign, 1,900,000 having registered by Oct. 15.

Immigration & Naturalization Service on Oct. 13 renewed *I'm an American* series on the NBC-Blue, Sundays, 1-1:15 p.m. Distinguished guests explain privileges of American democracy. Among guests in new series are Emil Ludwig, Leopold Stokowski, Paul Muni, Walter Damrosch and Lynn Fontanne. Radio director of department is Dorothy Donnell.

Federal Bureau of Investigation permits local agents to appear on programs broadcast by stations in their districts. Officials occasionally appear on networks. Bulletins on crime-hunts have been sent to regions involved from time to time and have aided in capturing criminals. FBI has working arrangements with State and local police radio systems.

Federal Security Agency

Social Security Board has used several transcription series of an informative nature, some produced in connection with the Office of Education. The Board has operated on a regional basis, cooperating with State boards in use of local scripts, transcriptions and shows. Wendell Gibbs is in charge of radio.

Public Health Service uses special programs in connection with the President's Interdepartmental Congress on Health. Several programs have been heard on networks and the Service has participated in some of the Interior Department programs.

The Office of Education aids in production of *The World Is Yours*, Smithsonian Institution program on NBC-Red, Sundays, 4:30-5 p.m., on the air five years. Since loss of funds allotted from WPA appropriations it has become relatively inactive. At one time 250 WPA workers were engaged in the Office's radio activity, mostly in Washington and New York. Some 700 network programs were produced and a script exchange was developed. The exchange is still active and has loaned out 250,000 scripts to 1,200 local producing groups. William D. Boutwell is chief of the Division of Radio, Publications and Exhibits.

Interior Department

One of the extensive users of radio facilities. *This Our America*, conducted in cooperation with National Resources Planning Board, ended Sept. 4 on NBC-Blue. It was a series of half-hour episodes covering the nation's manpower and productive skills. A new series, *The American Parade*, weekly half-hour in cooperation with WNYC, New York and the municipal symphony, started Oct. 19 on WNYC. It is being transcribed and at the conclusion will be available to other stations. Americanism and defense topics are covered.

For several months the department has produced a noon quarter-hour on MBS titled *Conservation Reporter* and featuring news of conservation, along with guest artists. On CBS for 52 weeks was a weekly half-hour, *What Price America?*

Broadcast activities are directed and produced by the Radio Section of the Information Division, with Shannon Allen in charge. The Department has extensive studio and recording facilities which are used by many Federal agencies. Mr. Allen acts as radio adviser for many Federal offices.

The Fish & Wild Life Service has an announcement campaign designed to promote consumption of fish and to aid the fishing industry. It is carried on 98 stations in fishery centers [BROADCASTING, Oct. 15].

National Park Service stages a program of park and tourist information on WNYC, New York. In 1939 the Service had a park series on NBC-Blue.

Bureau of Reclamation provides skeleton scripts for California stations and schools, which cooperate in writing and producing reclamation programs.

Indian Service is preparing a series of transcriptions for use in schools.

Office of Government Reports

This branch of the Executive Office of the President among other duties is charged with compilation and distribution of information for use of Governmental offices. For over a year it distributed to its State branches a transcription series based on activities of the Cabinet and other Federal agencies. These discs were fed by the State branches. At present it is distributing a disc series based on the defense program, covering such agencies as the Army, Navy, Coast Guard, Civil Aeronautics Authority, FCC and Department of Justice (alien registration). Robert I. Berger, special assistant to the director, acts as a radio liaison and consultant for certain Federal agencies in their use of the medium.

Federal Home Loan Bank Board

Recently completed a questionnaire survey of advertising by members of Federal Home Loan Bank System. In analyzing results of radio advertising, the Board suggested principles to be followed in successful use of radio [BROADCASTING, Nov. 1]. The Board itself is not a regular radio user but its officials have been heard on the air occasionally.

Federal Works Agency

Public Works Administration, now winding up its activities, used intermittent radio, mainly talks.

Works Progress Administration has distributed weekly quarter-hour transcriptions for several years to some 300 stations. Programs consist of orchestral and choral music performed by WPA musicians directed by noted conductors. Dubbed in are 2½-minute talks covering such subjects as art, music, national defense and similar topics. Recording facilities of NBC in Boston, New York, Los Angeles and San Francisco are used.

Smithsonian Institution

Provides research, checking and scripts for *The World Is Yours*, five-year-old program heard on NBC-Red, Sundays, 4:30-5 p.m.

Treasury

Internal Revenue Bureau has distributed special scripts about income taxes. The Department has utilized radio in promoting sale of Baby Bonds.

Post Office Department

With approach of the Christmas season, the Department for years has urged local postmasters to place "mail early" announcements on stations in their area.

ARCH OBOLER Hollywood writer of the weekly NBC *Everyman's Theatre*, sponsored by Procter & Gamble Co. (Oxydol), has had three of his radio dramas compiled in book form and published by Targ, Chicago, under title of *Ivory Tower*. Another volume titled *Fourteen Radio Plays by Arch Oboler*, has just been issued by Random House, New York.

Fast Finish Brings Radio Time In Campaign Over 2 Millions

Political Billings During Mid-Evening Hours Offset By Credits to Regular Network Sponsors

MOUNTING to proportions far in excess of preliminary estimates, even those made late in October, the final wave of broadcast political oratory boosted total campaign radio expenditures to well over the $2,000,000 mark. Statisticians for the major networks, who at the end of October estimated the political total at about $1,350,000 [BROADCASTING, Nov. 1], now state that preliminary tabulations indicate the final total will exceed $1,750,000. Addition of local and regional broadcasts is expected to push the industry total up accordingly—possibly to about $2,250,000.

Magnitude of the last-minute rush for air time, in vivid contrast to the early weeks of the campaign, is illustrated by the breakdown supplied by MBS, only network to have completed its tabulation. Of the total political revenue of $262,674, received by Mutual during the campaign, approximately $80,000, or more than 30%, was spent during the first four days of November, final tour of the campaign.

Sponsor Credits

Despite this final spurt that raised 1940's political radio expenditures far above those of 1936, few network executives regretted the campaign's close. Most campaign broadcasts occurred in the mid-evening hours, time also preferred by radio's regular sponsors, so in many instances the political billings were offset by credits to advertisers whose programs were cancelled to oblige one party or the other. Such cancellations, and those of familiar sustaining shows as well, not only resulted in no profits, but leave the broadcasters the task of re-educating their audiences into regular listening habits, almost completely disrupted during the final weeks of the campaign.

NBC's preliminary breakdown of political billings is as follows: Republicans, $462,000; Democrats, $435,000; John L. Lewis speech (paid for by the National Committee of Democrats for Willkie), $11,600; Socialists, $5,000 to $6,000; Social-Labor, $4,000; Communists, $7,000.

No breakdown of time was given and none can be estimated from the figures, as the size of the networks differ, and some broadcasts went on during the daytime, when rates are less than in the evening. The figures also include rebates made to advertisers for talent expenditures, which continued even when the programs were not broadcast.

Preliminary CBS figures are: Democrats, $319,300, broken down into time charges of $260,000, talent rebates of $54,500, and wire charges of $4,800; Republicans, $274,600, divided into $229,700 for time, $39,000 for talent, and $5,900 for wires. CBS also reports that the Roosevelt supporters used 12 hours of CBS network time, including six hours and 15 minutes of cancelled commercials, and the Willkie supporters took 13 hours and 45 minutes, of which five hours and 45 minutes were cancelled commercials. CBS had not released figures covering expenditures of minor parties as BROADCASTING went to press.

The MBS breakdown shows: Democrats, $130,500, 14 hours 45 minutes; Republicans, $124,500, 17 hours; Communist, $5,100, 30 minutes; Social-Labor, $2,574, 15 minutes.

In 1936 NBC's political billings totaled $658,768; CBS, $570,343, and MBS, $105,042.

Individual Stations

Doubtless well above the average, but nevertheless illustrating that independent stations also got their share of campaign broadcasts, WMCA, New York, reported that a total of $22,522 was spent by the political parties for time on the station. A recapitulation shows $14,114 spent for Willkie, $8,277 for Roosevelt and $130 non-partison. Nine Democratic organizations took 11 hours, 35 minutes and used 53 spot announcements; 17 Republican groups, 15 hours 17 minutes and 178 spot announcements; nonpartisan, 15 minutes.

Further political revenue came to individual stations through sponsorship of broadcasts of election returns. WHOM, Jersey City, sold its returns to four different sponsors. In Philadelphia WFIL and WPEN also carried sponsored broadcasts, although WCAU at the 11th hour cancelled scheduled commercial sponsorship of its returns in favor of carrying them as a public service.

Video Panels to Report Their Progress Jan. 27

AT A public conference scheduled for Jan. 27, 1941, the FCC will receive a progress report on the television study now being conducted by the National Television System Committee. The date was set Nov. 15 at a special FCC meeting, when it was indicated also that FCC members probably would make another "television tour" to New York about Jan. 24.

The FCC explained that the January meeting will not be a hearing, and that Dr. W. R. G. Baker, General Electric vice-president and NTSC chairman, and the various panel heads of the committee would report progress at a public session. The FCC indicated it will not call for recommendations as to whether visual broadcasting standards should be fixed at that time.

Dr. Baker has advised panel chairmen that their reports will be status surveys, with an outline of desirable methods. Color television and FM were listed as important problems for all panels. Since organization of NTSC July 31, Chief Engineer E. K. Jett, of the FCC, has kept in constant touch with committee activities, but the January conference will yield the first comprehensive report on progress.

It's All Over Now



Portland Oregon Journal

Thanks to radio, he made up his own mind.

TEN VIDEO GRANTS ANNOUNCED BY FCC

SPURTING into action once more in the visual broadcast field, the FCC at a special meeting Nov. 15 granted 10 additional television applications, extending from Los Angeles and San Francisco to Manhattan, Kan., Chicago and New York. With about 40 separate experimental television facilities either operating or authorized, the FCC estimated some $8,000,000 in equipment and operation projections is represented in these facilities. The Nov. 15 grants alone were estimated to represent about $3,000,000 of this amount.

At the Nov. 15 meeting the Hughes Production Division of Hughes Tool Co.—headed by Howard Hughes, famed round-the-world flier, motion picture producer and millionaire sportsman — received two grants, for 10 kw. television stations in Los Angeles and San Francisco. Both stations were assigned Channel No. 2, with 10 kw. aural and visual. The FCC estimated the two stations will represent an expenditure of about $2,000,000.

CBS also received two grants, one for a 1 kw. visual broadcast station on Channel No. 8 in Los Angeles, and a second for 1 kw. on Channel No. 4 in Chicago. Other grants included: Metropolitan Television Inc., New York, 1 kw. on Channel No. 8; Earle C. Anthony Inc., Los Angeles, 1 kw. on Channel No. 6; Leroy's Jewelers, Los Angeles, 1 kw. on Channel No. 10; May Department Stores Co., Los Angeles, 1 kw. on Channel No. 12; Kansas State College, Manhattan, Kan., 100 watts on Channel No. 1; Television Productions Inc., Los Angeles, 250-watt portable relay, visual only, on Channels No. 13 and 14, to operate in conjunction with already granted facilities on Channels No. 9 and 10.

THE FCC on Nov. 15 postponed until Feb. 10, 1941, the scheduled Nov. 26 hearing involving management contracts of WGST, Atlanta, licensed to Georgia School of Technology.

Board Appointed For Radio Award

Networks and Various Types Of Stations to Be Honored

PROMINENT advertising and radio personages are included on the 12-man George Foster Peabody Radio Awards Advisory Board as announced Nov. 15 by Harmon W. Caldwell, U of Georgia president, and Dean John E. Drewry, of the Henry W. Grady School of Journalism. The advisory board will have the primary function of determining winners of the Peabody Awards, to be given each year in recognition of outstanding public service by radio stations and networks.

Advisory Board

Members of the advisory board include Dr. S. V. Sanford, U of Georgia chancellor; Bruce Barton, BBDO president; John H. Benson, AAAA president; Virginius Dabney, editor, *Richmond* (Va.) *Times Dispatch*; Norman H. Davis, American Red Cross chairman; Jonathan Daniels, editor, *Raleigh* (N. C.) *News & Observer*; Mark F. Ethridge, vice-president and general manager, WHAS and the *Louisville Courier-Journal* and *Times*; Waldemar Kaempffert, *New York Times* science editor; Alfred A. Knopf, publisher; Dr. John W. Studebaker, U. S. Commissioner of Education; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody and president of "Yaddo", Saratoga Springs, N. Y.; Edward Weeks, *Atlantic Monthly* editor.

Honoring the late George Foster Peabody, a distinguished benefactor and life trustee of the U of Georgia, the Peabody Awards were established last May by the board of regents of the University, with the approval and cooperation of the NAB. The awards parallel the Pulitzer Awards for newspapers and literature, and will be administered by the Henry W. Grady School of Journalism at the university, in a manner similar to the Pulitzer Award administration by Columbia U's school of journalism.

Separate awards, based on public service in their individual fields, are to be made for small, medium and large stations, and networks. The first awards will be made in 1941, probably at the annual Georgia Press Institute. Particularly active in establishment of the Peabody Awards was Lambdin Kay, of WSB, Atlanta, who several years ago was appointed to head a committee for the NAB to investigate possibilities of providing national educational recognition for public service in radio.

WRUW Power Boost

THE FCC on Nov. 15 granted an application of World Wide Broadcasting Corp., Scituate, Mass., to increase power of its international shortwave outlet, WRUW, to the 50 kw. minimum required under the new FCC international rules.

Pilot Radio Contest

PILOT RADIO Corp., New York, which sponsors Dorothy Thompson's cooperatively sponsored talks on WOR, Newark, is starting a contest Dec. 4 to find a name for the new model Pilot radio number one, which retails for $19.95. Prize offered for the best name submitted is $500, with entry blanks available through Pilot dealers.

Southwest Votes Copyright Office

Support Is Offered to BMI As 70 Attend Conference

ENTHUSIASTICALLY supporting Broadcast Music, Inc., as opposed to ASCAP, more than 70 broadcasters met Nov. 12 under NAB auspices in Fort Worth and approved the establishment of a copyright clearance point in that city. They concluded that ASCAP licenses, as proposed, will not be "available" as of next Jan. 1.

The meeting, arranged by Harold Hough, general manager of WBAP-KGKO and an NAB director, included broadcasters from Districts 12 (Kansas-Oklahoma) and 13 (Texas), as well as guest participants from Tennessee, Missouri, Louisiana and Arkansas. The agreement to establish the copyright clearance point contemplates using the available libraries of WFAA-WBAP, Dallas-Forth Worth.

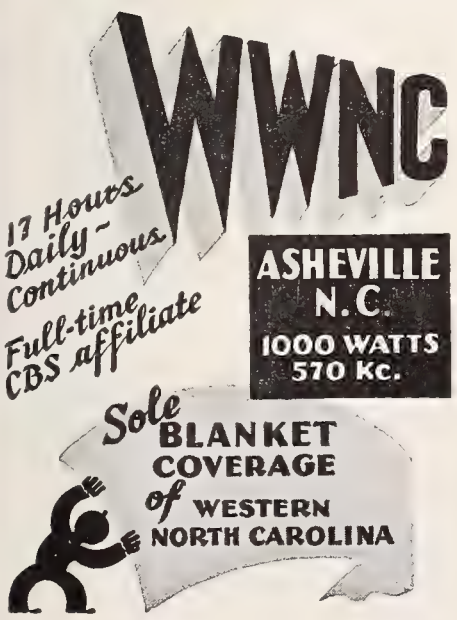
Stuart Sprague, New York copyright attorney, and counsel for BMI, addressed the sessions. O. L. Taylor, District 13 director, and Herb Hollister, District 12 director, were co-chairmen along with Mr. Hough.

Maurice Coleman Takes Over WAGA Sales Helm

MAURICE C. COLEMAN, for the last four years manager of WATL, Atlanta, and a veteran of 11 years in radio in that city will join WAGA, Atlanta, as commercial manager in the near future.

Arrangements to take over the commercial helm of the NBC-Blue outlet were consummated by Mr. Coleman with George B. Storer, president of Fort Industry Co., owner of the station and of stations in Ohio and West Virginia. Don Ioset is station manager, having been transferred from management of WLOK, Lima, several months ago. Mr. Coleman will take over his new duties as soon as arrangements are completed with WATL, headed by James W. Woodruff Jr.

J. M. Comer Jr., chief engineer of WATL, is expected to become acting manager of that station. Mr. Comer has been associated with the station for several years.



New FM Call Letters Proposed

(*Continued from page 17*)

Discussing FM Nov. 12, Mr. Fly said he looked sympathetically upon new groups and new blood in the medium, rather than a preponderence of existing AM station licensees. With more "independents" in the field, he said, competition will be healthier.

The first 15 applicants to be awarded FM grants, showing location, frequency, coverage in square miles and population, were as follows:

1. Detroit, Evening News Assn. (WWJ), 44.5 mc.; 6,820 sq. mi.; 2,498,000 population.
2. Los Angeles, Don Lee, 44.5 mc.; 6,944 sq. mi.; 2,600,000 population.
3. Schenectady, Capitol Broadcasting Co. Inc., 44.7 mc.; 6,944 sq. mi.; 967,700 population.
4. New York, Marcus Loew Booking Agency (WHN); 46.3 mc.; 8,500 sq. mi.; 12,000,000 population.
5. New York, NBC; 45.1 mc.; 8,500 sq. mi.; 12,000,000 population.
6. New York, W. G. H. Finch; 45.5 m.c.; 8,500 sq. mi; 12,000,000 population.
7. Brooklyn, N. Y., Frequency Broadcasting Corp., 45.9 mc., 8,500 sq. mi.; 12,000,000 population.
8. Evansville, Ind., Evansville On the Air Inc. (WEOA-WGBF); 44.5 mc.; 8.397 sq. mi.; 465,000 population.
9. Mt. Washington, N. H., Yankee Network; 43.9 mc.; 31,000 sq. mi.; 2,000,000 population.
10. Binghamton, N. Y., Howitt-Wood Radio Co. (WNBF); 44.9 mc.; 6,500 sq. mi.; 256,300 population.
11. Baton Rouge, La., Baton Rouge Broadcasting Co. (WJBO); 44.5 mc.; 8,100 sq. mi.; 361,400 population.
12. Columbus, O., WBNS Inc.; 44.5 mc.; 12,400 sq. mi.; 1,100,000 population.
13. Salt Lake City, Radio Service Corp. of Utah (KSL); 44.7 mc.; 623 sq. mi.; 194,000 population.
14. Chicago, Zenith Radio Corp.; 45.1 mc.; 10,760 sq. mi.; 4,500,000 population.
15. Milwaukee Journal Co. (WTMJ); 45.5 mc.; 8,540 sq. mi.; 1,522,000 population.

40 More Pend Action

The FCC explained some 40 additional applications are awaiting early action, the result of its ruling last May in "paving the way for FM commercialization". It pointed out that under these regulations, FM stations are available to every community. Because they are not subject to the same interference as standard stations, FM outlets can operate on the same channel with less separation, but no assignments will be made to adjacent channels in the same areas. As many as a dozen or more FM stations using alternate channels may operate in a large metropolitan area, it was pointed out.

Explaining the allocation to Salt Lake City, the FCC said the service area is limited to considerably less than the basic trade area of the city. The topography of the area surrounding Salt Lake City, it explains, makes it technically impractical to serve a larger area which would include anything like all of the basic trade area. All other service areas in the allocations were made to conform "substantially with the basic trade area of the city in which the station is located". In the case of Los Angeles, there are certain technical limitations due to the topography and configuration of the trade area which have been taken into consideration, it was explained.

Added by Wizard

SOMETHING new in Election Day features was presented Nov. 5 by WEBC, Duluth, when Willie the Wizard, 17-year-old mathematical wonder was brought to the station to add complicated election totals at a glance. As local returns were gathered by reporters of the *Superior* (Wis.) *Telegram* and phoned to the station, Willie added the figures on the spot—much faster than any adding machine. Seegar Swanson, editor of the *Evening Telegram*, estimated returns were ahead by as much as a half hour, compared with previous election efforts. Willie—real name Willis Dysart—is a Georgia youth who reputedly was endowed with his mathematical prowess when his mother came to him in a dream when he was four years old, and who at election time was making appearances in Superior.

New Foolproof Method To Check Source Music Is Developed by BMI

A HITHERTO unknown original version of the familiar "Girl I Left Behind Me" has been found in the Library of Congress by BMI's copyright department in clearing the number for a new arrangement, according to Arthur Gutman, director of arranging for BMI. New version differs materially from those usually heard, he says, probably because of variations made from time to time by singers who learned the number by ear from older generations.

In making these new arrangements of old favorites and famaliar melodies, BMI has developed a "foolproof method" of establishing complete authenticity of the original source material, Mr. Gutman said. First, the public domain selections most frequently used by broadcasters are listed and analyzed. Next, BMI's copyright department, aided by Stuart Sprague, of Crawford & Sprague, copyright attorneys, establishes the selections as authentic public domain material from the Bureau of Copyrights in Washington.

The original manuscript, first edition or oldest available copy in the Library of Congress or the New York Public Library is photostated and the photostatic copy rechecked by BMI's copyright department.

After this double check, the number goes to the arranging department where it is given a new scoring, made with its use on the air as the first consideration. Finally, the rearranged number is put through the production line of copyists, autographers and proofreaders, after which it is printed and distributed. As many of the arrangements of public domain music are 10, 20 and even 50 years old, the BMI arrangements, scored especially for broadcasting, are a boon to broadcasters and listeners.

WHEELING
A Fort Industry Market

True
— to —
Form

At times ours is the habit of speaking up if we feel that a definitely specified campaign won't deliver according to our experience. We recently dared and succeeded in changing an agency executive's original WWVA plan from announcements to programs at double the cost. True to form, we hit the nail on the head and here's the proof:

"When you suggested that this account use programs, I must confess that I was a bit skeptical, but your returns were far beyond my expectations and I certainly appreciate your co-operation".

Check WWVA tested service to the listeners of the thriving steel and coal belt of the nation — that's Eastern Ohio, Western Pennsylvania and Northern West Virginia.

●

C. B. S.

Blair Represents Us

A FORT INDUSTRY STATION

5,000 WATTS

WWVA

WHEELING, W. VA.



SALES HO! Yes, sales are riding the high tide of prosperity here in the land of Ark-La-Tex. For instance, station KWKH had its best year in 1939 and up to date the sales record for the first nine months of this year assures that 1940 will be the greatest year in history. And it should be, for the great Shreveport Market, containing over 3,000,000 people, is growing by leaps and bounds, through its trade, its manufacturing, and its wealth in natural resources which makes this area a fertile field for many products. KWKH is the dominating media in this trade territory. Let KWKH add a chapter to your own success story.

50,000 WATTS

KWKH

A Shreveport Times Station

SHREVEPORT, LOUISIANA

Member South Central Quality Network
KWKH-KTBS—Shreveport
KARK—Little Rock
WJDX—Jackson
WMC—Memphis
WSMB—New Orleans

C.B.S.
Represented By The Branham Co.

5000 WATTS
in
BOSTON
WMEX

70 BROOKLINE AVE., BOSTON, MASS.

Representatives

JACK SLATTER, station representative at Toronto, on Nov. 1 opened a branch office at Montreal in the Dominion Square Bldg., with W. Dippie of the Toronto office in charge. Before joining the Slatter organization Dippie had been in radio advertising in Vancouver and had travelled throughout western Canada for Warner Bros. and Famous Players Corp. Slatter will represent exclusively in Montreal, CFQC, Saskatoon, Sask.; CKPR, Fort William, Ont.; CFRN, Edmonton, Alta.; CJGX, Yorkton, Sask.; CFCN, Calgary, Alta.; CKTB, St. Catherines, Ont.; CKCR, Kitchener, Ont.

PAUL RAY, for the last five years manager of the Chicago office of The Katz Agency, has joined the Chicago office of John Blair & Co., station representatives, as account executive. Mr. Ray formerly was associated with the *Kansas City Star* and Associated Farm Papers, and had represented The Katz Agency in Detroit.

HAL WINTER, formerly advertising salesman of *Radio Daily*, on Nov. 17 is to join The Katz Agency, station representative firm, as a member of the New York radio sales staff.

WLAW, Lawrence, Mass., has named The Katz Agency its exclusive national representative, effective Nov. 17. The station is owned and operated by the publishers of the *Lawrence Eagle* and *Tribune.*

WAOV, Vincennes, Ind., has appointed George P. Hollingbery Co. as national representatives.

CFAR, Flin Flon, Man., has appointed H N. Stovin as exclusive representative in Eastern Canada.

Heads C.P.P. Public Relations

HARRY KELLER, former newspaperman and publicity agent for the William Morris Agency and the Shattuck-Ettinger Agency, Hollywood, has been appointed to the newly created position of director of public relations for Colgate-Palmolive-Peet Co., Jersey City. Mr. Keller will work with Hugh McKay, CPP director of advertising, in coordinating the company's radio, general, trade and institutional publicity. The company's nine network programs currently on the air are: *Ask-It-Basket, Cashmere Bouquet of Music, Strange As It Seems, Hilltop House, Myrt & Marge, Woman of Courage* and *Stepmother*, all on CBS; *Sportsreel of the Air* on NBC-Blue, and *Ellen Randolph* on NBC-Red.

KYW, Philadelphia, on Dec. 16 will discontinue all ASCAP music on its programs, according to a Nov. 14 order issued by James P. Begley, KYW program manager.

BEAUMONT'S
KFDM
NBC BLUE
FULL TIME—560 KC
1000 WATTS
CENTERED IN THE VERY HEART OF
TEXAS' BOOMING GULF COAST INDUSTRIAL AREA
REPRESENTED BY
HOWARD H. WILSON COMPANY

Hoag Appointed by Free To Los Angeles Office

JAMES L. FREE, president of Free & Peters, Chicago, has announced the appointment of Hal W. Hoag as manager of the Los Angeles office effective Dec. 1, replacing Haan J. Tyler, resigned. For nearly 2½ years Mr. Hoag has been associated with the Chicago office of the company. A graduate of Wisconsin U, he joined the advertising department of the *Chicago Tribune*, remaining for five years. He then became associated with Marshall Field & Co. in a merchandising capacity, later becoming an assistant buyer. He joined Free & Peters in the summer of 1938.



Mr. Hoag

Radford Succeeds Stovin

JACK RADFORD, manager of CBL and CBY, Toronto, and Ontario regional representative for the Canadian Broadcasting Corp. has been named supervisor of station relations, succeeding Horace N. Stovin, who has gone into the radio representation business [BROADCASTING, Oct. 15]. Radford's appointment is effective Nov. 15, and he will have his office at the CBC Toronto headquarters. Before coming to Toronto he was CBC regional representative for British Columbia and manager of CBR, Vancouver, and prior to that managed the former CBC station at Windsor, Ont. From Winnipeg D. Claringbull is going to Toronto to replace Radford, having held a similar position as regional CBC representative for the three prairie provinces. Jack Kannawin, Winnipeg, superintendent of western programs, becomes the new CBC prairie regional representative.

Furgason Quits Walker

GENE FURGASON, since November, 1939 a partner of Furgason & Walker Inc., station representative firm, has resigned. Wythe Walker has taken over all stock and becomes sole owner of the firm, which continues under the same name. Mr. Walker has announced the opening of three new offices: Kansas City, 1012 Baltimore, J. J. Farrell, manager, telephone Grand 0810; San Francisco, 681 Market St., Gordon Heater, manager, telephone Douglas 4475; Seattle, White-Henry-Stuart Bldg., Hal Pearce, manager, telephone Elliot 6662. Byron Smith is manager of the New York office, the post formerly held by Furgason.

Harry A. Macfayden

HARRY A. MACFAYDEN, an NBC production director in New York for the last eight years, on Nov. 11 died of pneumonia in the Flower-Fifth Avenue Hospital, New York. Formerly a tenor with the De Wolfe Hopper Co., Mr. Macfayden served as director and actor in the David Belasco, and was director of the Ohio Theatre in Cleveland for 11 years before joining NBC's production department.

Defense Groups Named as Board Studies Program

(*Continued from page 15*)

vide for continuing studies and for contact with other Government agencies and with the civil communication industry." Other committees may be named from time to time, it is provided, and changes or additions in existing committees or in the definitions of their respective functions may be authorized. In addition to their other functions, all of the committees named "should examine and consider existing and proposed precautions against interruptions of communication facilities within their purview, and should recommend any changes which might be considered necessary from the standpoint of national defense," the order states.

In defining the functions of the Coordinating Committee, the board said it will maintain liaison with the three major committees for advice and consultation "and will supervise the work of the other committees, which will report directly to it." In addition to Chairman Jett, the committee will comprise Francis C. deWolf, assistant chief of international communications of the State Department; Maj. W. T. Guest, Army Signal Corps; Comdr. Earl E. Stone, Naval Communications, and Comdr. J. F. Farley, chief of Coast Guard communications.

Other Functions

Members of the Law Committee, which will report directly to the board and maintain liaison with the Coordinating Committee only, are Chairman Taylor; Capt. J. W. Huyssoon, Judge Advocate General's Office, Army; Steven Spingarn, Treasury; Lieut. Comdr. Franz O. Willenbucher, Navy, and Raymund T. Yingling, State Department.

Functions of the Industry Advisory Committee will include submission of expert advice to the board on all problems of general concern to the communications companies incident to proper carrying out of the board's national defense mission. With national defense as the primary consideration, this committee will submit recommendations to the board on problems referred to it and will report directly to the board but will have liaison with the Coordinating Committee and the Labor Advisory Committee.

The labor unit functions were defined as identical with those of the Industry Advisory Committee, except that the matters referred to deal with "all labor problems incident to the proper carrying out of its (DCB) national defense mission."



THE DOUBLE-SOCK of powerful Denver news mediums—KOA and the *Denver Post*—combined for an election party Nov. 5. Unlike former years, when the famous newspaper was vigorously anti-radio, the two joined forces for the occasion. Before the microphone in the *Post's* editorial rooms (standing) are KOA's general manager, Lloyd E. Yoder, Gov. Ralph Carr of Colorado, and *Post* Publisher W. C. Shepard. Seated are KOA Program Director Clarence Moore and Production Manager Jack Lyman (with earphones). The *Post* played up the party for three days in advance with front page boxes, and KOA used spot announcements for several days.

In defining the functions of the Domestic Broadcasting Committee, the board was careful to limit the scope of its work to the study of "physical aspects", picking up the precise language used by the President in his Executive Order, lest there be injected censorship or program control elements. The text of this paragraph follows:

Study of Broadcasting

"The duties of this committee include the study of the physical aspects of domestic standard broadcasting and the formulation of recommendations of such precautions, supplementary facilities and reallocations as it shall deem desirable under forseeable military conditions. It shall also consider other domestic broadcasting systems including relay broadcasting, high-frequency (FM) broadcasting, television, facsimile broadcasting and experimental broadcasting. The Committee's work in all of these fields will include recommendations for the speedy and efficacious use in time of military emergency of all necessary domestic broadcasting facilities and communications services associated therewith, with the requirements of the national defense as a primary consideration."

Invasion Measures

Literally, board members interpreted this provision as meaning that in event of actual invasion, various broadcast operations might be interrupted to prevent use of signals as "homing" beams. And if such an eventuality as military occupation of any area were necessary, then presumably the plans will encompass taking over all communications in that area. Every eventuality, it was explained, must be anticipated and the proposed Executive Orders will take all communications into account.

Nevertheless, it is emphasized over and over that nothing is in prospect to disturb the private commercial operation of broadcasting. There will be coordinated plans whereby wire-lines will be made available for special regional, sectional or national networks, but the plans do not contemplate commandeering of any broadcast operations, unless under actual state of seige.

Functions of the International Broadcast Committee differ from those of the domestic unit. The order specifies that duties of this committee will include study of all phases of international broadcasting and formulation of recommendations concerning precautions, supplementary facilities and reallocations as it shall deem desirable under forseeable military conditions. "With the requirements of national defense as the primary consideration," states the order, "it shall also recommend plans for the speedy and efficacious use of all necessary international broadcasting facilities in time of military emergency, giving due consideration to the needs of other Governmental agencies, of industry, and of other civilian activities."

Functions of the other committees, in a general way, are defined in similar language.

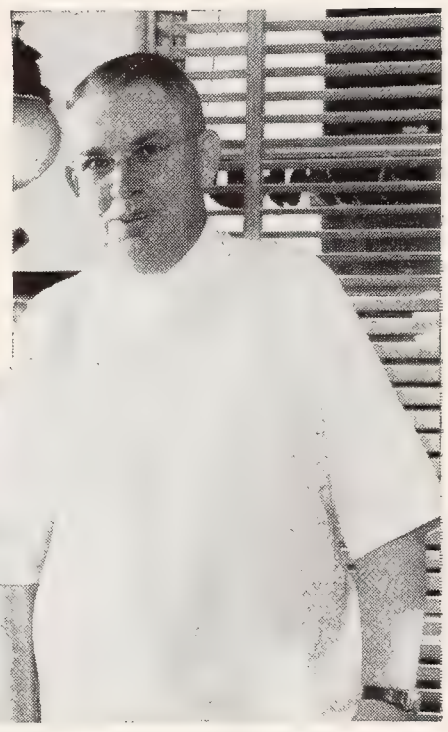
Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

"I heard about the new Dodge on Major Bowes' program over WMBD! . . . went to see it yesterday!"



In Peoriarea with its population of over 605,000, there are a MULTITUDE of professional men who RESPOND to WMBD advertisers!

Dentists, doctors, druggists, lawyers, ministers, teachers . . . ALL listen to WMBD, the ONLY radio station in Peoriarea that completely blankets and serves its concentrated population of over 605,000 potential buyers. With an annual income of over 80 million dollars, Peoriarea has an average of $491 per capita to spend every year . . . representing an almost 50-50 balance between industry and agriculture. What better spot could you ask for to test any radio sales campaign effectively?

FREE & PETERS, INC.
Exclusive National Representatives

TEST SPOT of the MIDDLEWEST
THE HEART OF ILLINOIS

MEMBER C.B.S. NETWORK
WMBD
PEORIA, ILLINOIS

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives
BOSTON
N.Y.

Ears of Mice

ENGINEERS at the WBBM, Chicago, transmitter, located at Glenview, Ill., take the word of Joe Novy, assistant to Frank Falkner, chief engineer, literally. Recently when they complained that mice were making merry in and about some boxes of new equipment, Novy reminded them the hunting season was on. A few days later Novy received a small box. In it were six pairs of the rodent's ears. Also a request for the bounty.

Gearing for ASCAP-less Music

(*Continued from page 13*)

for a political program, but the studio audience is reported to have received the program enthusiastically.

The program's sponsor, American Tobacco Co., has recently adopted a BMI theme song for both the Kay Kyser and *Hit Parade* programs [BROADCASTING, Nov. 1], apparently contradicting reports that the latter would go off the air as soon as ASCAP music is no longer available. The *Hit Parade* formula of the ten most popular tunes of the week continues, but for several weeks the opening announcement has described the program's contents as the "ten top tunes available for radio."

Orchestras as well as sponsors are preparing for the Dec. 31 deadline, building repertoires of non-ASCAP music so they will be able to give affirmative answers to sponsors when they ask, "If I keep you on the air, have you anything to play?" Glenn Miller, leader of one of the most popular swing bands, currently sponsored three times weekly on CBS by Liggett & Myers Tobacco Co., has organized his own music publishing company, Mutual Music Society, as one means of insuring a usable supply of music.

Lunceford Signs

Jimmie Lunceford, who recently dropped his sustaining broadcasts on CBS with the explanation that he could not get enough numbers suited to his musical style to enable him to meet the network's non-ASCAP requirements, has assigned the performing rights of music published by his company, New Era Music Corp., to BMI. Contract also makes available 24 Lunceford recordings of this music and provides for 16 additional records to be made by him for BMI, beginning immediately.

In announcing the contract, Lunceford explained his position in the music controversy as follows:

"This contract ought to show what I think about BMI. The BMI way of dealing with writers is the best thing that has ever happened to American music. Some newspapers tried to make out that I was rooting for ASCAP. This is just not so. There is no publishing house in the country, except my own, which gives me one tune in a thousand that suits my style of playing. That is why I have my own house. My own music is going to BMI because BMI gives the fairest deal that I can get. No matter whether my band plays before a microphone for the next few months or not, my music will still be on the air through the records that I have made and the new ones that I'm going to make for BMI."

Other recent acquisitions by BMI give broadcasters the right to use the music of Alpha Music and Coast-to-Coast Music Corp. The Alpha catalog, made up of Latin-American music, makes more than 100 additional phonograph records available for broadcasting, including tangos and rhumbas as well as numerous waltzes. It is learned that negotiations are progressing satisfactorily for BMI's acquisition of another major catalog, although BMI executives refuse to discuss the matter until the deal is definitely set.

Going to Broadway for Broadway hit times, BMI has secured the publishing and radio rights to the Leonard Stillman production, "All in Fun", scheduled to open in New York during Christmas week, with Phil Baker and Bill Robinson as stars. BMI is also publishing the music of the Princeton Triangle Club show, "Many a Slip", which gets its premiere Nov. 15.

Support from without the industry has come to BMI from the American Hotel Assn., which has issued a plan to acquaint hotelmen with BMI. Plan was prepared by Harry P. Somerville, chairman of the AHA legislative committee, who suggests that secretaries of the State and regional associations act as clearing houses, supplying their members with BMI data. "I am not recommending to the AHA membership that they drop their ASCAP licenses at this time," Mr. Somerville stated, "I do, however, recommend that they use BMI music as much as possible and then each individual hotel can determine whether or not they can get along without ASCAP music."

Mailed with the plan to State secretaries of the AHA was a letter from Neville Miller, NAB president, which explains the music monopoly situation that led to BMI's formation. Letter also explains BMI's licensing policy for groups outside the broadcasting industry, as follows:

"It is but natural for your members to want to know what the cost of a BMI license will be, not only for the present but for the future. For the present, there will be no charge. As for the future, I wish to assure you that it is not our desire or intention to destroy ASCAP's monopoly so that we may set up a monopoly of our own.

"As stated above, we hope to create a competitive market, and if such is created competition will keep the price of music within reasonable bounds, not only for broadcasters but for all other users of music. When the time arrives that in the interest of and in justice to composers of our music it should become necessary to make a charge to the hotels for a BMI license, I can assure your members that the license fee will be on a fair and reasonable basis, and further, that if there is any dispute as to the cost, BMI will agree to submit the



IN MUTUAL Network's official colors, green and gold, these tags are given to Chicago auto owners. Here William A. McGuineas, WGN sales manager, attaches the 1,500th plate.

10 FOLD
INCREASE OF POWER
W I B G
PHILADELPHIA, PA.
NOW
1000 WATTS
970 K.C.
for further information
PAUL F. HARRON, Pres.
Perry Bldg. — Phila., Pa.

IT'S NO MYSTERY—
THIS GREAT SPURT IN
K·E·X POPULARITY

● To begin with there's that great new program schedule supplied to KEX by the NBC Blue network—and, as everybody in the business knows, it's a lulu. Put the magnifying glass on it—check it over from stem to stern—it's chock full of listener-getting features morning, afternoon and evening.

And KEX is doing a bang-up job locally, too. The station carries literally dozens of strong local-interest features. It is backed by the full strength and prestige of The Oregonian, "the great newspaper of the West." Can you imagine a more perfect set-up for the spot advertiser?

"SHERLOCK HOLMES"
KEX—Sundays, 5:30 to 6:00 p. m.



KGW
620 KC
5000 WATTS DAYS
1000 WATTS NIGHTS
NBC RED

RADIO STATIONS OF THE
OREGONIAN
PORTLAND • OREGON

KEX
1160 KC
5000 WATTS
CONTINUOUS
NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

WOL
WASHINGTON'S 1st
24-HOUR STATION!
Affiliated with Mutual Broadcasting System
1000 WATTS
National Representatives
INTERNATIONAL
RADIO SALES
WASH., D. C.

matter to a board of arbitration or to a mediator acceptable to those concerned."

As a part of the educational campaign for hotelmen, BMI sponsored an exhibit at the National Hotel Exposition held at Grand Central Palace, New York, Nov. 11-15. Literature describing BMI was distributed and recordings of BMI music played for interested visitors. BMI has also sent to radio editors throughout the country, who have been flooded with ASCAP propaganda, a *Factual Background of the Radio Music Controversy* which, in a single page of type, explains how ASCAP's refusal to sell its music to radio on a "per program" basis led to what ASCAP is now terming a "boycott" of its music. "If the public is deprived of any music," the statement concludes, "it will not be the fault of the broadcasters but the fault of a monopolistic combination which grew so powerful that it did not know when and where to stop."

Membership Rises

Boosting the membership roll to 414, the following stations have signed with BMI within the last two weeks: KFRU, Columbia, Mo.; WSAI, Cincinnati; WHKY, Hickory, N. C.; WBLJ, Dalton, Ga.; KYOS, Merced, Cal.; KVCV, Redding, Cal.; KHSL, Chico, Cal.; KMYC, Marysville, Cal.; WEW, St. Louis; WFOR, Hattiesburg, Miss.; KFDY, Brookings, S. D.; KROD, El Paso; WMRN, Marion, O.; KOWH, Omaha; WHB, Kansas City. As only ten stations have been announced by ASCAP as accepting its new contracts, this makes BMI's official plurality at this time exactly 404, although ASCAP explains that "a great many stations" have secretly signed with it but "through fear of industry reprisals" have not allowed the facts to be announced.

Five more bonus transcriptions were sent to BMI members Nov. 7, giving them 42 additional recorded titles. Eight of the ten sides were recorded by World Broadcasting System, consisting of 32 classical and folk numbers, all played by Victor Arden and Orchestra. The other record, from Standard Program Library, includes five folk songs on one side and five BMI tunes on the other, played by Alvino Rey, His Singing Guitar and Orchestra.

Another set of recordings, said to comprise one of the largest continuous recording jobs ever made on the West Coast, is a series of 24 16-inch transcriptions covering the afternoon and evening concerts staged by ASCAP at San Francisco's World's Fair last August. Asked what use ASCAP intended to make of the 1,200 pressings of the program that have already been made, an ASCAP spokesman stated that as the program constituted a cross-section of what ASCAP is, the records were wanted for "reference and for future use". Pressed for an explanation of what was meant by "future use", he replied that at present ASCAP music is still heard on the air but that the Society is "girding its loins" against the time when none of its music will be broadcast. No further statement was forthcoming.

BMI Recounts 'Squeeze Play'

To advertisers and agencies BMI has recently sent a handsome promotion piece headed *A Music Monopoly Is Reaching for Your Pocketbook,* which explains ASCAP's "squeeze play" and how it affects radio advertisers. Today, the brochure states: "Radio theme songs and signatures—made priceless at the expense of advertisers—are owned and controlled by a small clique having no interest in either broadcasting or the advertiser. Radio advertisers who do not use any music must nevertheless pay ASCAP for music. Radio advertisers must buy and pay for far more music than they will ever need or use. Radio advertisers who use only non-ASCAP music nevertheless pay ASCAP for music. Radio advertisers and radio broadcasting find themselves forced to perpetuate and strengthen a monopoly which demands more and more as it grows stronger; they are forced to contribute to an organization which benefits only a small group and by its own admission is not interested in the young, unsung and unplayed composer; they are forced to help suppress young, new American composers whose music can't be paid for because ASCAP demands all the money radio can afford for music."

Pointing out that now, beginning Jan. 1, 1941, ASCAP is demanding $4,000,000 a year more from radio, the brochure states that appeasement is no longer necessary, that BMI has been created "to break a monopoly and create an open market." Asking advertisers to start now playing non-ASCAP music, popularizing new signatures and theme songs and getting acquainted with other sources of music than ASCAP, BMI offers without charge to "submit a new theme song for your program; supply new arrangements of the best public domain music; develop new background music for your program; place at your disposal what is already one of the greatest catalogs of music in the world today—the BMI library; work with you on any musical problem of any kind."

ASCAP Luncheons

To present ASCAP's story that although "our door is always open," the broadcasters have made "no counter proposals" to ASCAP's new licensing terms and that consequently if there is no ASCAP music on the air after Dec. 31 the broadcasters, not ASCAP, will be at fault, General Manager Paine, of the Society, is holding a series of luncheon meetings with individual advertising agency executives. Meetings are also exploring numerous requests from advertisers and agencies for a plan which would permit them to buy their music directly from ASCAP, it was stated.

WHEN the well known radio forum, *America's Town Meeting of the Air,* returned Nov. 14 to NBC-Blue for its sixth year, a new program policy went into effect in response to popular demand. Three programs instead of one will be devoted to each general subject discussed in order to develop the central theme from three angles of approach. First subject is Foreign Affairs to be covered Nov. 14, 21 and 28. Six of the broadcasts will originate outside New York's Town Hall when the program goes on tour from Feb. 20 through March 27.

··Now Operating Full Time··
POWER OF 1000 WATTS
KFRO
LONGVIEW, TEXAS
Voice of East Texas



KFRO is the only regional station in East Texas serving 30 counties, 26 of which are located in East Texas — home of the world's largest oil field—4 in Western Louisiana and 2 in Arkansas.

Why not reach this vast empire of 1,000,000 people with your sales message? KFRO's competent merchandising staff will assist you.

For further information consult our National Representatives or James R. Curtis, Longview, Texas.

COVER East Texas from the CENTER

5TH BIG YEAR!
The entirely new version of the famous
"CHRISTMAS TREE"
is ready for your station!
- 25 cleverly written 30-minute scripts for one man production.
- May be used for single or participating sponsorships.
- Write immediately for sales brochures.
- Territorial rights going fast—smart stations ordering *now!*

Released Exclusively by
Star Radio Programs, Inc.
250 Park Ave. New York City

LANG-WORTH
planned programs
LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD
•
LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

SIMPLER to Operate...
EASIER to Service!
FAIRCHILD
Precision Built Recorder

You helped us build this new Fairchild F-26-3 Recorder, because it was perfected on the firing line — in actual use by rough-and-ready engineers who demand that recorders both "take it" and "give it out." They KNOW that F-26-3 will deliver better recordings and stand up under tougher punishment!

Read these precision features; your guarantee of noise-free, trouble-free recording:

- *Amazing new cutterhead and network with a frequency response flat to 8,000 cycles (also available to fit Unit 199 and 220 Recorders, Model 2).*
- *New recording scale in minutes for all pitches and both OUT-IN and IN-OUT. Floating motor mount eliminates all vibration.*
- *Instantaneous variation of pitch and direction of cut eliminate expensive feed screws—a Fairchild exclusive.*
- *16" dynamically balanced turntable with direct synchronous drive assures split-second timing.*
- *Instant change from 78 to 33⅓ r.p.m.*

"...it had to satisfy Fairchild first"
FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

Write for illustrated literature today

Studio Notes

WIBC, Indianapolis, through Manager C. A. McLaughlin, reports that work has already begun on its new 1 kw. plant, which the FCC has authorized to go to fulltime subject to conferences pertaining to daytime coverage which may require higher daytime power. The installation is expected to be completed within 60 days and the inaugural is tentatively set for Jan. 1, 1941.

ALWAYS active in the civic affairs of the community, the management of WMBD, Peoria, permitted Charles Caley, commercial manager, to assume the leadership in two local projects. As chairman of the commercial division of the 1940 Community Chest Drive, Mr. Caley's unit was one of two that exceeded their quota. As general chairman of the local YMCA drive, his group accounted for signing up 754 new members against a goal of 600.

DESIGNED for use by teachers and teachers' committees, Evaluation of School Broadcasts, Ohio State U, has published a new manual, *How to Judge a School Broadcast*, containing suggestions for appraising radio programs and recordings for classroom use. Produced through cooperation with the Federal Radio Education Committee and the U. S. Office of Education, the manual was written by Seerley Reid and Norman Woelfel.

SO THAT Cuban children may listen to the daily CBS *School of the Air* programs, broadcast in Spanish on all Cuban stations, Dr. Juan J. Remos, minister of education of Cuba, plans to install radios in every public and high school in the country. CBS also reports that a station in Montevideo, Uruguay, plans a program patterned after CBS *People's Platform* as an educational series.

AS FOURTH in a series of reports on educational radio methods, the Federal Radio Education Committee has issued a booklet titled *Local Cooperative Broadcasting*, written by Leonard Power. The report covers material gathered from some 500 stations as well as from interviews with over 100 station managers. A foreword is presented by John W. Studebaker, U. S. Commissioner of Education and chairman of the committee. Other reports are titled *Forums on the Air, Local Station Policies* and *College Radio Workshops.*

TO INFORM the U. S. Antarctic Expedition in Little America and other foreign listeners of election results, General Electric's shortwave stations operated until 4 a.m., Nov. 6. WGEO, Schenectady, was beamed on Europe, with bulletins in English; WGEA, Schenectady, beamed on South America and the Antarctic, with bulletins in Spanish and Portuguese; KGEI, San Francisco, broadcast first to Latin America and later to the Orient.

SALES CONTEST with an open account as the prize, conducted during October by WCAE, Pittsburgh, brought in 23 contracts in 21 days for the station, including 19 new accounts and four renewals. The four-man contest was won by Tom Tomb, who landed seven new contracts and a renewal. Competition was based on two points for a new contract, one for a renewal and one for each $100 dollars worth of business.

WNEW, New York, for the fourth consecutive year will broadcast exclusively the benefit concert to be held Nov. 18 by Local 802 of the AFM at Manhattan Center, New York. Martin Block, m.c. of WNEW's *Make Believe Ballroom*, will be in charge of the program from 10 p.m. through 6 a.m., during which 14 popular orchestras have already signed to play. Proceeds go to a fund providing medical care for needy musicians and their families.

PAUL KANE, of the sales staff at WIP, Philadelphia, is organizing a basketball team composed entirely of staff members and hopes to organize a league among stations in the area. Leonard Bunkin, of the sales staff, is manager.

PENNSYLVANIA Model Builders Assn. has taken over Ira Walsh's *Hobby in Sports* program on WPEN, Philadelphia, to serve as nucleus for organization of "The Air Scouts of America" to interest American youth in aeronautics.

STAN LEE BROZA, program director at WCAU, Philadelphia, is building a *WCAU Revue* for personal appearances in theatres. The unit will be built around Joey Kearns, station musical director, and use six acts featured on the station. A similar WCAU unit toured successfully several years ago when Jan Savitt directed the studio band.



STATION executives of WFIL, Philadelphia, and their ladies attended the first of a series of social events designed to promote employer-employe relationships. Among those present were (left side, reading upward) Arnold Nygren, chief engineer; Mrs. Surrick, and John E. Surrick, sales director; Fred Dodge, assistant to general manager; Mrs. James Allan, wife of the program director; (right side, reading from lower corner), Samuel R. Rosenbaum, president; Mrs. Clipp, and Roger W. Clipp, general manager; Mrs. Caskey, and William E. Caskey, promotion director (partly concealed). Beyond camera range were Mrs. Rosenbaum, Mr. Allan and Mrs. Dodge.

WSB, Atlanta, has named 13 additional singers and musicians, including former network artists, to its staff. Glenn Hughes, former star of NBC's *Plantation Party*, has been named production head of the shows. The group includes Dwight Butcher, Hank Penny, Harpo Kidwell, Marvin Taylor, Doug Spivey, Lewis DuMont, Boudleux Bryant, Warren Sykes and the four Cumberland Valley Girls.

WKY, Oklahoma City, on Nov. 9 started a new Saturday symphony hour presenting the U of Oklahoma Symphony Orchestra. The concerts are previews of public concerts given three days after each broadcast. A guest soloist is featured on each concert.

TO MARK the opening of new 1,000-watt Northern Electric transmitter and new studios at CHSJ, St. John, N. B., on Oct. 29, 1940, the *St. John Telegraph-Journal* and *Evening Times-Globe*, owner of the station, issued a 12-page radio section with the regular edition of both morning and evening editions.

FRITZ MAHLER, former conductor of the Copenhagen Symphony Orchestra, and guest conductor of various orchestras in America for the past six years, has been appointed director of the classical music department of the NYA Radio Workshop and conductor of the NYA Symphony Orchestra, heard Sundays on WNYC, New York municipal station.

WIP, Philadelphia, will broadcast the annual Kiddies Parade sponsored by Gimbel Bros. department store, on Thanksgiving morning. This seasonal event, devoted entirely for the entertainment of children in the Philadelphia area, is arranged by Uncle Wip (Wayne Cody), who handles WIP kiddie shows for the store.

EDWARD WEEKS, editor of *Atlantic Monthly*, on Nov. 12 resumed his weekly half-hour *Meet Edward Weeks* program on the NBC-Blue network. During his weekly series Mr. Weeks will carry on chats with and about authors.

BEFORE departing for Schenectady to confer with General Electric officials, Buck Harris, manager of KGEI, GE shortwave transmitter on Treasure Island, stated that plans are under way for construction of San Francisco studios for the station. The shortwave transmitter will be moved from Treasure Island to Belmont, 20 miles south of San Francisco.

KTAR, Phoenix, key station of Arizona Broadcasting Co., recently subscribed to International News Service, supplementing its United Press wire. Other ABC stations taking the additional service are KVOA, Tucson; KYUM, Yuma, and KGLU, Safford.

RADIO and motion picture industries will again cooperate in a Hollywood-Christmas-from-the-Heart broadcast to Great Britain. The three networks, CBS, NBC and Mutual, will be utilized and the show, scheduled for Dec. 22, will have everything Hollywood can offer in the way of top entertainment. Arch Oboler will be in charge of production.

KFDA, Amarillo, on Nov. 1 carried a 3½-hour broadcast from the visiting Cole Bros. Circus, under sponsorship of the local Packard and Willys automobile distributor. The comprehensive special event program started with a general description of sideshow attractions and interviews with entertainers, and continued with an act-by-act description of events in the three rings of the big top, along with interviews with all the main performers.

WKAT, Miami Beach, Fla., on Oct. 23 started operating with its new 1,000-watt power and a frequency shift from 1500 kc. to 1330 kc. Baron de Hirsch-Meyer, Miami Beach councilman, threw the switch putting the station on the air with its new facilities. WKAT is an NBC-Blue outlet.

WMAQ, Chicago, on Nov. 18 increases its broadcasting day by opening the station a half-hour earlier at 6:15 a.m., when a new farm service program entitled *Agricultural News & Views* will be inaugurated. Everett Mitchell, NBC *Farm & Home Hour* announcer, will bring rural listeners early morning weather, crop and livestock reports along with news. Mitchell also will be m.c. on the *Morning Jubilee* featuring transcribed music, time, temperature and weather reports from 6:30-6:45 a.m.

TWICE weekly North Carolina U's extension department will be heard on WBIG, Greensboro, N. C., with a series of musical, lecture and book review programs. A similar series was offered last year. Dr. Ralph W. McDonald is in charge.

In Chicagoland
300,000 Lithuanians
Listen and Respond to
THE LITHUANIAN HOUR
Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily
• • •
A few facts:
1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.
• • •
for participation details, write
SALTIMIERAS
RADIO ADVERTISERS
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Telephone: Prospect 4050
CHICAGO, ILL.



IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.
ON THE NBC RED NETWORK

RADIO WORKSHOP of Birmingham-Southern College, under direction of Stuart Mims, of WAPI, Birmingham, has announced plans to produce three series of programs during the fall and winter—*The South Today*, a forum featuring professors and students discussing Southern economic and cultural problems; a musical series produced by the college chorus and instrumentalists; a dramatic series, *You Be the Judge*, dramatizing the work of the juvenile court and court of domestic relations.

WIZE, new NBC outlet in Springfield, O., cooperated with the Vogue Shop, local man's store, in setting up a window to give residents minute-by-minute returns on the drawings in the recent selective service lottery. The show window included a bulletin board with names of all local registrants, and numbers were posted immediately as reported by INS. Larry Gordon and Dick Hunt handled the performance.

WJSV, Washington, on Nov. 9 started a new series of Saturday afternoon half-hours, *Heroes of Democracy*, presented under auspices of the new Radio Committee for the Public Schools of the District of Columbia. Local college and high school groups handle the dramatizations.

WGTC, Greenville, N. C., late in October carried a remote pickup from Washington, N. C., broadcasting the ceremonies at a civic celebration honoring former Rep. Lindsay C. Warren, new U. S. Comptroller General. Handling descriptions of the celebration and interviews with visiting notables were Announcer Charles Whedbee and Engineer William Arrington.

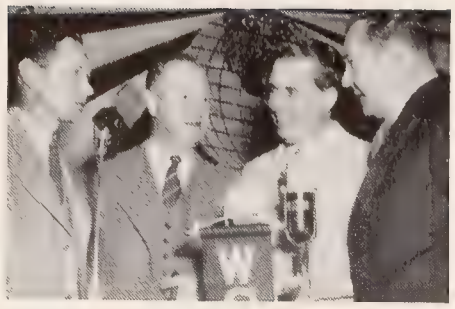
WJBK, Detroit, has varied the ordinary Saturday afternoon fare of football broadcasts by starting its new 3-5 p.m. musical feature, *Saturday Matinee*, slanted to non-sports-minded listeners. The program is being sponsored through the football season by the local Good Housekeeping Shops.

SYD BROWN, Canadian Broadcasting Corp. announcer of *The Northern Messenger*, winter weekly service of letters to Canada's Arctic whites, received an Arctic fox pelt from Corp. R. W. Hamilton of the Royal Canadian Mounted Police at Craig Harbour, Ellesmere Island, world's most northerly police post, when Canada's annual supply ship returned from its eastern Arctic trip in October. Corp. Hamilton sent Brown the pelt for the many messages Brown read out to him from friends and relatives in Canada.

CHSJ, St. John, N. B., inaugurated its new 1,000-watt transmitter and new studios Oct. 29, with a program carried over the CBC network. Among those present were the CBC station relations chief, H. N. Stovin, and Joseph H. McGillvra of New York, with Bill Wright and L. Mickles of the Toronto and Montreal offices.

TO ACQUAINT radio editors and educators with the educational programs presented by MBS, the network is releasing a monthly *Educational Bulletin*, first of which covers November. Included in the first five-page bulletin is the announcement that Mutual is presenting an exclusive series of concerts by the Philadelphia Orchestra and a series of five weekly performances by the Chicago Opera Co., under the direction of Henry Weber. The *Bulletin* also lists the educational programs for each weekday and Sundays throughout November.

TOM BROOKS, radio editor of the *New York Journal-American*, and news commentator on WNEW, New York, together with the station, has received papal blessings from Pope Pius XII for "interest in the propagation of the faith" in broadcasting religious services. The blessings and a scroll were bestowed on WNEW and Mr. Brooks for two seasons of exclusive coverage of Lenten Services at the Church of St. Vincent Ferrer, New York.



THIS QUARTET of farm-minded gents gathered around microphones of WSB, Atlanta, when the station recently aired a half-hour pickup on the *National Farm & Home Hour* from the Southeastern World's Fair in Atlanta. They are (l to r) Bill Prance, WSB farm director; Bill Drips, NBC farm director; Mike Benton, president of the Southeastern Fair; Roy McMillan, WSB program director, who announced the show.

NEW REGULATIONS for the conduct of contests over Canadian Broadcasting Corp. stations, networks and subsidiary hookups, have been announced by the CBC station relations departments to all Canadian station managers and advertising agencies. The new regulations are changes in procedure for permission for such contests in accordance with policy laid down by the CBC board of governors

LESS THAN three minutes after the judges at the National Corn Husking contest near Davenport, Ia., had reached a decision, NBC-Blue network had the winner, Irving Bauman, on the air Oct. 30. Everett Mitchell, NBC announcer, interviewed the winner as he stepped from the judges' tent. A pack transmitter and the NBC Mobile Unit were used. In addition the *National Farm and Home Hour*, for the 12th consecutive year, carried an ear-by-ear description of the contest itself.

CKGB, Timmins, Ont., recently installed a theatre-type marquee on its new studio building. The neon-lighted marquee provides space for daily big-letter listing of the standout national network program of each evening.

WCAR, Pontiac, Mich., estimates that 200,000 persons visited its log cabin broadcasting booth during the 10 days of the Michigan State Fair. The two-room cabin housed a control room and studio, and during the fair WCAR broadcast from 17 pickup points as frequently as 16 times daily.

SELMA KING in charge of program listings for WOR, Newark, celebrated her 10th anniversary with the station during the last week in October. She started as secretary to Producer Roger Bower and has worked all shifts in the WOR program department since.

CBS Seeking KQV

(*Continued from page 11*)

would become effective upon the expiration of the KSFO contract Jan. 1, 1942, unless an understanding is reached before that time, anticipating FCC approval. Because NBC now owns and operates KPO, 50,000-watt Red outlet, and manages KGO, General Electric-owned, 7,500-watt outlet, CBS has been anxious to procure a high-powered station in the San Francisco area. KGO also is slated for 50,000-watt operation.

The present CBS studios in the Palace Hotel are used by KSFO under the existing affiliation arrangement. Because ownership is vested in CBS, however, the new KQW deal contemplates use of these studios for the projected operation. KQW now operates on 1010 kc., which, under the Havana Treaty, becomes an exclusive Canadian channel. The KQW-CBS application was filed with the FCC by Elmer Pratt, attorney, for the Brunton stations. Former Commissioner E. O. Sykes represents KSFO in its application for the 740 kc. assignment, proposing that KQW take over the present KSFO regional facility on 560 kc. These applications are slated for hearing prior to the March 29 reallocation.

FIRST club application card to be broadcast via facsimile transmitter was sent out recently by WOR, Newark, for lookers who want to join Stan Coe and John Gambling's WOR Model Airplane Club.

First Viewings

FIRST glimpses of television were had by 1,400,000 persons at the RCA exhibits at the New York World's Fair and the Golden Gate International Exposition during the 1940 sessions, according to statistics announced by RCA. In addition, thousands of others witnessed the first demonstrations of two-way amateur television communications between the Communications Bldg. at the New York World's Fair and a Manhattan skyscraper. Both outdoor and indoor pickups were demonstrated at each fair, with an average of 50 shows daily throughout the season.

ONLY 33 MORE SHOPPING DAYS TO XMAS!

Call your Katz representative today to tap the sales of the growing Cincinnati market.

Buy WKRC, the natural station for national spot sales.

Akron's only NBC Outlet

WAKR

AKRON

BASIC

N•B•C BLUE

1000 WATTS DAY & NIGHT

REPRESENTED BY INTERNATIONAL RADIO SALES



Commencing this Fall, WLAW, Lawrence, Mass., will offer 5000 watts and full time, operating on 680 kilocycles. WLAW will serve a listening audience of more than 3,000,000 people within its 0.5 m.v. contour—a gain of 2,250,000 over WLAW's former 1000 watts—part time.

Affiliate of Columbia Broadcasting System—excellent merchandising and sales promotion department—WLAW and Lawrence Eagle-Tribune are under joint ownership.

WLAW

LAWRENCE, MASS.

COLUMBIA AFFILIATE

C.P. 5,000 WATTS FULL TIME

WCCO Engineers Snowbound

A NEARBY resident came to the rescue of two WCCO engineers snowbound in mid-November during a severe storm. The engineers were George Jacobson and Alfred Lennon. Announcement on the air that they were cold and hungry brought a supply of coffee, food and clothing.

Radio Editors Organize National Award Group

RADIO EDITORS of America, an association representing many radio editors, has been formed at 509 Madison Ave., New York, as a result of the meeting last Aug. 25 of eight radio editors to discuss plans for annual radio awards [BROADCASTING, Oct. 1].

Initiated by Philco Distributors, New York, the idea of "Philco Radio Awards" met with such favorable response from the editors contacted that the group is now organized to carry out its purposes, originally listed as follows: To administer the awards; to get more radio news in newspapers; to set up a free employment service for placing writers on newspapers; to publish a radio news bulletin, and to facilitate radio editor-industry relations. Corresponding secretary of the association's New York headquarters is Dinty Doyle, former radio editor of the *New York Journal American*. Telephone is Plaza 8-2278.

Women's Radio Group Plans Annual Meeting

WOMEN'S National Radio Committee, New York, on Nov. 18 will hold its annual membership meeting at Steinway Hall, New York, to elect its officers for the coming year and to hear reports of the past year's activiites from its various committees. Plans also will be announced for the surveys to be conducted by the WNRC during 1941.

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IN
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USE
SMILIN' ED McCONNELL
in "HYMN TIME"
Transcriptions of this successful Program are now in Canada, duty paid.
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360 N. Michigan Avenue, Chicago

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Combination Engineer - Announcer — send personal recording and complete details to WDLP, Panama City, Florida.

Announcers, Writers, Salesmen, Operators, Directors—investigate our placement service. Central Registry, Orpheum Bldg., Wichita, Kansas.

Engineer—experienced in all phases broadcasting for local station in East. State qualifications fully and salary expected. Box 38, BROADCASTING.

Announcer-Licensed Operator—for combination job. Give age, experience, references and starting salary expected. WAML, Laurel, Mississippi.

Announcer—with license for Southern local station in city of 20,000. Give full details in first letter. Address Box 49, BROADCASTING.

Radio Personnel—cash in on your ability! Enjoy prestige, profit of better position. Confidential Intermediary promotes you. Present position, identity protected. Nationwide service. Personal Promotion Service, 3 Crandall Street, Binghamton, N. Y.

Experienced Salesman—good sales record, executive ability, southerner. Must be able stand investigation, and able to come for interview. Position with local station under construction in large southern market. Possibility of rapid advancement for real producer. Salary and commission. Box 45, BROADCASTING.

Station Managers & Employees—we operate nationally! We have made satisfactory placements in nearly every section of this country with clients in 42 states and two U. S. possessions. Let us help you, too! National Radio Employment Bureau, Box 864, Denver, Colorado.

Sales Manager—opportunity to cash in on the profits of a local full time Broadcasting Station is offered to a man with plenty of initiative and aggressiveness. Non-resident owner is willing to share profits with the man who can do the sales job. Programming, Office Management and other departments well taken care of. Proposition will require that applicant take this job without any draw and based entirely upon his ability to earn profits. Owner and Station will bear the most searching investigation and applicant must be able to stand the same type of investigation. Station making profit now. Overhead leveled off so man who knows the Broadcast business will be able to fairly judge the profit prospects. In reply give fullest details of business experience. Send Photo. Box 52, BROADCASTING.

Situations Wanted

YOUNG ANNOUNCER—wants job with small station. Go anywhere. Box 50, BROADCASTING.

CHIEF ENGINEER — thoroughly experienced, well educated, and the best of references. Employed. Desire change. Box 47, BROADCASTING.

Situations Wanted (Continued)

Experienced Announcer - Copywriter - Salesman—will invest services plus capital, if necessary, in good station. Box 44, BROADCASTING.

Engineer—(First Class Phone) experienced in transmitter operation and handling of remotes. Employed but desires a change. Single. Box 48, BROADCASTING.

Chief Announcer—employed in small station seeks advancement. Well trained. Emcee and sports. Reasonable salary. No dependents. Box 51, BROADCASTING.

Production-Programming-Continuity—eight years' experience includes NBC and CBS metropolitan and rural stations; 24 years old (not subject to draft call). Box 46, BROADCASTING.

Station Manager or Commercial Manager—thoroughly familiar with all phases of successful station operation. Business go-getter. Best references. Box 53, BROADCASTING.

Announcer—capable and creative, desires position. Successful metropolitan experience, commentator, continuity, ad lib. Excellent selling voice. Prefers West. Box 39, BROADCASTING.

Chief Engineer—of small station wishes engineering or operator-announcer position with chances for advancement. Information or transcription on request. Box 43, BROADCASTING.

Script, Continuity, Copywriter—experienced program directing. Handle all around radio production. News analysis. Young. References. Scripts, original programs available. Box 40, BROADCASTING.

Copywriter-Newscaster-Salesman — young, experienced, ambitious. Considerable radio and newspaper background. Knows sales presentation as well as program production. Excellent references. Box 41, BROADCASTING.

Commercial Manager—young man under 40 with 11 years radio experience in national spot and network desires to obtain position as commercial manager of well established station in midwest or western manager of well established station representation organization. References supplied. Box 54, BROADCASTING.

Wanted to Buy

250 Watt Transmitter—give full information and best price. Box 55, BROADCASTING.

For Sale

1000 Watt, High Fidelity, Western Electric 353-B1 Transmitter—complete with tubes. Includes 12-B transmitter and 71-A 1000 watt amplifier, uses 279-A air cooled tubes in final. Now operating and in perfect condition. Price new $11,500.00. Selling because of increase in power. Available in few months. A bargain. For complete details write KELA, Centralia, Washington.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
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There is no substitute for experience
GLENN D. GILLETT
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Earle Building, Washington, D. C.
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PAGE & DAVIS
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Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
7134 Main Street, Kansas City, Mo.
Branch office, Crossroads of the World
Hollywood, Cal.

RW M
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Broadcast Engineering
Special Equipment Designing
Bowen Bldg. • WASH., D. C. • NA. 6718

Storer Names McIntosh As Technical Supervisor

APPOINTMENT of Frank McIntosh, sales manager for Graybar-Western Electric in San Francisco, as technical executive of Fort Industry Co., operating stations in Ohio, West Virginia and Georgia, was announced Nov. 14 by George B. Storer, Fort Industry president. Mr. McIntosh, a well-known figure in broadcast engineering circles, will serve as assistant to Mr. Storer and J. Harold Ryan, Fort Industry vice-president. He probably will headquarter in Toledo.

Mr. McIntosh originally built WOW in Omaha, his home town. He is a graduate of Massachusetts Institute of Technology and before joining Graybar was an engineer at Bell Laboratories. Mr. McIntosh will devote his primary attentions to technical supervision of WSPD, Toledo; WWVA, Wheeling; WMMN, Fairmont; WLOK, Lima; WHIZ, Zanesville, and WAGA, Atlanta.

Bundles for Britain

BUNDLES FOR BRITAIN, with headquarters in New York, as an appeal for surgical equipment to send to England, is using a series of five-minute transcriptions prepared by the WHN (New York) Transcription Service and featuring the Hollywood stars, Ronald Colman, Herbert Marshall and Charles Boyer. Series will start this month on stations in the New York metropolitan area. Already broadcast via transcription on a large list of stations throughout the country are a quarter-hour talk for the campaign by Mrs. Franklin D. Roosevelt and a half-hour speech, titled "Sound of History," with Elmer Davis, CBS news commentator, as announcer.

Lyric Contest

ASSOCIATED Recorded Program Service, New York, has announced a contest for employes of stations subscribing to its transcription library, the winner to receive $100 cash. Contestants must write original lyrics to two melodies by Leo Ascher, European composer now in America. Publication of winning lyrics is guaranteed, the winner or two winners to receive 1½c royalty on each copy of sheet music sold and 25% of net income from the sales of commercial phonograph records. Judges for the contest, which closes Dec. 7, are D'Artega, composer - arranger, Buddy Clark, radio singing star, and Sid Weiss, New York columnist.

LATE *Personal* NOTES

ANNE DIRECTOR, time buyer of Raymond Spector & Co., New York, has resigned, announcing no further plans at this time. She was formerly radio time buyer in the San Francisco office of J. Walter Thompson Co.

MAURICE BENT, vice-president of Blackett-Sample-Hummert, Chicago, has been transferred to the agency's New York office as an executive vice-president to handle production activities.

CATHERINE WHITAKER, in charge of remote sustaining broadcasts in NBC's program department in New York, has resigned, effective Nov. 15. Succeeding in the position is Helen Shervey, formerly in the network's Chicago program department. Miss Whitaker, who had been with NBC for more than ten years, has announced no future plans.

EDWARD MICHAEL, formerly of WCAR, Pontiac, Mich., and Verle Thomson, of NBC, Chicago, have joined the announcing staff of WXYZ, Detroit. They succeed Douglas Edwards, who returned to WSB, Atlanta, and Fielden Farrington, now with CBS in New York. James Fletcher, of the WXYZ sound department, is the father of a boy born early in November.

HUGH M. ASPINWALL, well known as a radio writer, producer and entertainer, has been named production manager of farm programs of KGKO, Fort Worth. In addition to his KGKO duties, Aspinwall will continue to produce and appear on *Checkerboard Time*, transcribed show sponsored thrice-weekly on 60 stations by Ralston Purina Co., St. Louis.

AL NEWMAN, radio editor of *Newsweek* Magazine, has been transferred to the sports department, replacing the late Paul J. Fitzgerald. Allan Finn, who has been in the nation department of *Newsweek*, and was formerly with the *Literary Digest*, succeeds Mr. Newman as radio editor.

WALTER BRESTER, engineer of WJSV, Washington, is the father of a baby girl born in mid-November, his first child. Earl Heatwood, also a WJSV engineer, is the father of a 9-pound boy.

WAYNE ANDERS, former announcer-writer, has joined the commercial department of WDGY, Minneapolis.

ALLEN M. WHITLOCK, formerly of Benton & Bowles, New York, has joined Marschalk & Pratt, New York, as account executive.

STANLEY QUINN of the script-writing and radio production department of J. Walter Thompson Co., New York, has been transferred to the agency's branch office in Australia as radio director, replacing Phil Mygatt, who is returning to New York to take over Mr. Quinn's position. Mr. Quinn on Nov. 30 will marry Roberta Stockton of Princeton, N. J., leaving for Australia several days later with his wife.

DICK DORRANCE, head of the information office maintained by FM Broadcasters Inc. in New York, will be married Nov. 16 to Miss Marjorie Wooster of Flushing, L. I. They plan flying to the West Indies for a ten-day honeymoon.

DON BENNETT, formerly of WNBF, Binghamton, N. Y., has joined KYW, Philadelphia, as production chief, succeeding Al Watton, resigned.

FRED WOOD, formerly of WIP, Philadelphia, has joined WSNJ, Bridgeton, N. J., where he handles the new *Strictly Off the Record* program.

WILLIAM F. CARLEY, sales promotion and publicity head of WBT, Charlotte, is convalescing after a siege of pneumonia.

FEATURED byline stories by Wythe Williams are appearing in three current popular magazines. *Look* magazine Nov. 19 has an inside story by the ex-foreign correspondent titled "Hitler and Stalin in 1941"; *Liberty* for Nov. 16 has a piece titled "Why Hitler Watched Our Election", and the current *Radio and Screen Guide* features "My Sources."

WLS, Chicago, late in October honored the 900,000th visitor to the *National Barn Dance* at the Eighth Street Theater. The 900,000th guest received a console radio and was introduced to the air audience by Harold Safford, program director. Cashing in on recent popularity of political campaign buttons, WLS handed out red-white-and-blue pins with 900,000th blurb printed on each to all *Barn Dance* visitors the same night.

L. & H. STERN Co., Brooklyn, on Nov. 10 started a test campaign for Zeus cigarette-filter holders on WOR, Newark, using the Sunday, 10-10:05 p.m., program of UP news by George Brooks. According to Al Paul Lefton Co., New York, the agency, the campaign will be enlarged if the test proves successful.

NETS AND WRITERS STUDY CONTRACTS

NEGOTIATIONS to set up a standard contract for radio writers have been opened between the Radio Writers Guild in New York and representatives from NBC, CBS and WOR, Newark. Several preliminary meetings have been held and others are scheduled for later this month, during which it is expected an amicable settlement can be reached between broadcasters and RWG on the terms of contract.

Representatives for the broadcasters are Mark Woods, NBC vice-president; Julius F. Seebach, WOR vice-president and program director; from CBS, Douglas Coulter, assistant director of broadcasts, Max Wylie, director of the script division, and Howard L. Housman, of the legal department.

Members of the eastern division of RWG met Nov. 12 at Midston House, New York, for their annual election of officers. Forrest Barnes was named president and Katharine Seymour vice-president of the eastern region. Five new Eastern council members and alternates were elected.

DILL DEFEATED

WITH only preponderantly Seattle Republican absentees remaining to be counted, Mayor Langlie of Seattle took a lead of 4,593 votes over former U. S. Senator Dill in the close race for the governorship of the State of Washington. On Nov. 15 it was practically certain that Dill had been defeated. [See earlier story on page 30.]



The Pioneer Voice of Kansas

KFBI WICHITA

5000 WATTS

1050 Kc.

Kay Pyle
General Mgr.

$293 REWARD: TO ONE TELEGRAM USER!

You're rewarded with big cash savings on telegrams when Postal Telegraph surveys your telegraph costs! This free file-analysis saved $293 last year for one firm (name on request). It uncovers huge wastes and provides easy-to-follow plan to *stop them!*

For information about free telegraph-file analysis —wire collect: A. A. Kramer, Postal Telegraph, 253 Broadway, N.Y.C. No obligation.

WIRE COLLECT:

Postal Telegraph

5000 RADIOMEN can't be wrong!



CREI Graduates, As A Group Are The HIGHEST PAID in the Industry!

CREI Advanced Practical Engineering Training Qualifies Professional Radiomen for the Better Jobs That Exist in Every Branch of the Industry.

• We are not interested in bringing "beginners" into the industry but WE ARE interested in helping professional radiomen to advance to better paying jobs. 5,000 students and graduates prove we are doing it—surveys show that CREI men as a group, are the HIGHEST PAID! New opportunities for trained men are being created constantly. Now is the time for you to advance yourself with advanced practical training.

If you are a professional radioman and want to make more money—let us prove to you we have something that'll help you qualify for job opportunities that can be yours. To help us intelligently answer your inquiry, please state briefly your education, radio experience and present position.

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-11, 3224-16th St., N.W. Wash., D. C.

KFBB

Great Falls

For Bigger Business *in Montana 5,000 Watts*

A C.B.S. Affiliate

Recently a well known National Advertiser * ran an offer on 31 stations west of the Mississippi. In cost per inquiry KFBB ranked 8th, costing less than three 50,000 watters; two 10,000 watters and eight 5,000 watters.

KFBB's cost was .36 as compared to .82, the average of the 31 stations, and .654, the average of the other 6 Montana stations.

KFBB offers exclusive daytime coverage in 30% of State's radio homes at 19% of State's radio cost.

* Name on request.

Represented by
WEED & CO.
and on West Coast by
WALTER BIDDICK

Would Separate Nets and Discs

(Continued from page 16)

tion in the transcription field; by frowning on advertisers using the transcriptions of independent companies, "forcing artists to record only for network operated transcription firms," penalizing stations using an independent company's product; refusing permission to independent companies to record off network lines, furnishing free or at low cost for broadcasting purposes phonograph records ordinarily sold for home use; refusing to use transcriptions on network programs; or exercising options on station time to take transcribed programs off the air at desired hours.

"Until there is effective competition between the networks and independent transcription companies, NBC and CBS will continue to have dominant power over radio in the United States because of the great importance of their good-will to advertisers, artists and local radio stations," the AMP brief declared. To insure "effective competition", the brief urged, definite prohibitions should be set up against stations' giving networks blanket options on time, obtaining transcriptions from companies controlled by the networks, entering into contracts permitting the networks to drop a station from the network without cause, and receiving a sustaining program from the network in payment for station time, while networks would be prohibited from engaging directly or indirectly in the business of acting as a talent agent.

Disc Network

WBS in its brief declared that organization of its transcription network was an effective cause of two direct benefits to advertisers and the public: "The networks liberalized their practice of requiring advertisers to select stations in groups, and began to return to advertisers some of the discounts they had been receiving for large scale purchases of station time." However, "under current conditions and practices" the creation of such a transcription network is impossible, WBS commented.

Going briefly into the ASCAP-BMI situation, the WBS brief declared the company is not concerned with the merits of any such dispute. "It is concerned, however, with any situation which may lead to an extension of the networks' monopoly over radio broadcasting," the brief continued. "The networks hold a practical monopoly over talent. The networks are so powerfully situated with respect to transcriptions as to be able to freeze all independent companies out of the field. If it should eventuate that practical domination and control over popular music copyrights will reside in the networks, they will have completed their predominance and control over all broadcasting, whether it be through live broadcasts, transcriptions or records."

"The removal of the networks from the transcription business would afford a measure of relief, but would not be entirely sufficient," the WBS brief concluded. "The difficulty stems in large part from the networks' virtually monopolistic control over station time. If the networks ceased to engage in the transcription business, but continued to control station time, the conditions would still exist whereby the use of transcriptions could be restrained. This is so because the transcription companies would be unable to assure advertisers of the availability of time, whereas the networks would operate under no such handicap.

"The solution of the problem then must lie, in part at least, along the path of regulating network control over station time. This can be accomplished by freeing the stations from the time preemption feature of their contracts with the networks, so that if a transcription broadcast were arranged with a station, it could not be shifted at the mere whim of the controlling network."

HERMAN MAXWELL, salesman of WOR, Newark, received a bonus check from the station in appreciation of his work during the recent political campaign, during which he placed $59,000 worth of talks and received not a single complaint.



CELEBRATING the 15th anniversary of the *WGY Farm Forum*, pioneer General Electric program on WGY, Schenectady, radio bigwigs and some 7,000 other persons on Nov. 1 paid their way to the birthday program by bringing about five tons of food, mostly potatoes and apples, to be donated to State charities. Among prominent personalities participating in the special program were Edward A. O'Neal, president of the American Farm Bureau Federation; Charles E. Wilson, GE president; Wheeler McMillen, editor of *Farm Journal* and *Farmer's Wife;* Niles Trammell, NBC president; Frank E. Mullen, NBC vice-president; Dr. Hugh T. Baker, president of Massachusetts State College; Jared Van Wagenen Jr., Lawyersville, N. Y.; Ed W. Mitchell, WGY. The program for visitors included demonstrations of television, FM and the latest farm electrical equipment. Chatting earnestly during the proceedings were (l to r) William E. Drips, NBC director of agriculture; Emerson Markham, in charge of GE agricultural broadcasting; Merrill Phillips, of the GE agricultural staff.

NAB Gets Information On Long-time Recording For Shortwave Stations

SPURRED by operators' demands for the equipment, growing out of the FCC's new Rule 4.43 (f) requiring reference recording of all international shortwave broadcasts [BROADCASTING, Nov. 1], the NAB has collected comprehensive data on "long-time record purpose" recorders under direction of Lynne C. Smeby, NAB director of engineering. Although this equipment is of immediate interest primarily to international station operators, the NAB announces the information is available to regular broadcast operators as well.

The NAB list includes four manufacturers of long-term recording devices, including both disc and film—Miles Reproducer Co., Lon-Ga-Tone In., and Recordgraph Corp., all of New York, and Memovox Inc., Los Angeles. According to specifications furnished the NAB by these manufacturers, hourly recording cost ranges from 12.2 cents to 41.7 cents, with cost of equipment ranging from a few hundred dollars to $10,000 per unit.

Mr. Smeby and C. E. Arney Jr., assistant to NAB President Miller, outlined data on the equipment late in October at a meeting in New York with representatives of international shortwave operators, during which long-term recording was demonstrated. It was agreed at the meeting it would be desirable for broadcasters to use standardized equipment, especially from the FCC viewpoint, as the FCC would need only a single reproducing unit.

25% of the North Carolina Market at less than 15% of the State Radio Cost!



CAROLINA BROADCASTING SYSTEM
Affiliated with Mutual Broadcasting System

NORTH CAROLINA'S BUSINESS IS GOOD!

Franchise, income, sales and beverage tax collections in North Carolina in July and August, 1940, were 6.1% greater (at same rates) than in July and August, 1939.

That means that Tar Heels are doing more business, making more money, spending more and living better.

GET YOUR SHARE OF THIS INCREASED BUSINESS THROUGH WRAL—WGTM—WFTC—THE HEART OF EASTERN CAROLINA!

Contact GILL MURRAY, Gen. Mgr. WRAL, Raleigh, N. C., or Sears & Ayer, NEW YORK, CHICAGO.

Equipment

CBS has announced arrangement with Mackay Radio & Telegraph Co. for two 50 kw. shortwave transmitters, to be located at Brentwood, L. I., for broadcast service to Latin America and Europe. Equipment for the new directional stations will be manufactured and installed by Federal Telegraph Co., Newark, manufacturing associate of Mackay. The CBS transmitters will share the 1,200-acre site at Brentwood with the international transmitters of Mackay Radio Co., which will make extensive alterations to its main building to accommodate the CBS equipment and personnel. The new stations are expected to be in operation by the summer of 1941.

CITY of Nashville, Tenn., has ordered a complete FM emergency communications system from General Electric Co. to replace the AM system used for the last five years. The city's new FM system will include a 250-watt and 24 25-watt GE FM transmitters and 30 GE receivers. The headquarters transmitter will be located in a new building on Love Circle Hill, in Nashville, and broadcast will be made by remote control from police headquarters. A 200-foot half-wave antenna will be erected on the hill. Nashville claims to be the first Southern city to adopt FM for police communication, and expects the new system to go into operation soon.

WQXR, New York, on Nov. 1 began broadcasting from its new 5,000-watt transmitter located in Maspeth, Long Island, where a new transmitter house, designed by A. H. Knappe & Associates, and a 300-foot Blaw-Knox tower have been erected. Transmitting equipment was designed, built and installed under the supervision of John V. L. Hogan, WQXR's president, and Russell D. Valentine, the station's chief engineer.

FOUR TOWERS of the self-supporting type are being erected on the augmented 55-acre transmitter site of WIND, Gary, Ind., under the supervision of Page & Davis, consulting engineers, with Ken Shird, chief engineer of WIND, directing operations.

RCA Mfg. Co. has issued a bulletin covering its 69-B distortion and noise meter, covering 30-15,000 cycles and meeting all FM requirements.

WWL, New Orleans, recently received FCC authorization to build and operate a 100-watt mobile unit with call letters WLOY. The unit is to be ready to operate within 90 days, according to Chief Engineer J. D. Bloom.

TOM HANLON, KNX, Hollywood, night supervisor and conductor of the *Midnight-Merry-Go-Round* program, portrays an early-morning setting-up exercise radio announcer in the Universal picture "Where Did You Get That Girl?"

NBC-Blue on New Year's Day will broadcast exclusively the Rose Bowl football game at Pasadena with Bill Stern at the microphone.

NOW
1/2 KW.
1350 Kc. Regional
Not BIG, But Big Enough to do a "swell" job in the
KTSM El Paso Southwest
NBC · Red and Blue

Finch Demonstration

EMPLOYING frequency modulation in airplane-to-ground transmission, Finch Telecommunications Inc., Passaic, N. J., early in November presented a facsimile demonstration to students and faculty members of the U of Pennsylvania in Philadelphia. Claimed as the first Finch facsimile demonstration in Pennsylvania, equipment used in the demonstration was the newly developed Finch "Duplex" facsimile unit. One of the instruments was installed in the Finch plane, from which the message was transmitted, to another identical instrument set up in the Finch mobile laboratory, parked on the university campus.

Goldmark Claims Pickups in Color

New Video Process Explained At Meetings of Engineers

DIRECT pickup in color television has been achieved experimentally in the CBS laboratories, Dr. Peter C. Goldmark, CBS chief television engineer, told the joint fall meeting of the Institute of Radio Engineers and Radio Manufacturers Assn. at Rochester, N. Y., Nov. 12. His staff is already constructing equipment with which laboratory demonstrations can be given for the FCC, the National Television Systems Committee and the press, he stated.

Dr. Goldmark further emphasized this development Nov. 13 in Washington when he told a meeting of the local IRE chapter that direct pickup of live performers for full-color transmission was now an established fact.

Ordinary Lighting

When the CBS color television was first shown to the press last September, with colored moving pictures as the subject matter transmitted [BROADCASTING, Sept. 15], Dr. Goldmark stated that the color television experiments were then in the fourth year of five stages, with direct pickups of actual people and objects in color the final and only stage yet to be achieved. The stages were outlined as: Application of optical and electrical formulae to the practical problem of creating a picture in full color; addition of motion to color; adapting a standard receiver to receive color, and actually testing the system on the air.

In announcing that his theories of direct color had been verified, Dr. Goldmark said that with the equipment used in his experiments the color pickups had required no more intense lighting than for ordinary black-and-white television. He added that while with the same kind of equipment, color pickups may call for more light than black-and-white, the increase will not be great enough to present any problem.

Stating that direct pickup of full color television has "definitely graduated from the drawing board and formula stage and appears to require only straightforward engineering effort," Dr. Goldmark added that while his laboratory results "are most encouraging," he wants it fully understood that "we are still in the laboratory".

Newspaperman Made Partner

HORACE HALL, business manager of the *Dothan* (Ala.) *Eagle*, becomes one of the four co-equal partners in the ownership of WAGF, Dothan, by virtue of an FCC decision Nov. 14 authorizing the three present partners to bring him into the company for a consideration of $12,500. The other partners, each of whom held one-third of the stock, are John T. Hubbard, chief engineer; Julian C. Smith, manager, and Fred C. Moseley, commercial manager.

SCOTT & BOWNE, Toronto, for Scott's Emulsion, has started a transcribed program twice-weekly on 34 Canadian stations. Atherton & Currier Inc., Toronto, placed the account.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
M.B.C.
JACKSON GETS NEW ARMY AIR BASE
More than $2,000,000 is to be spent to build Jackson's new U. S. Army Air Base.
2590 officers and enlisted men will be attached to the Jackson base.
Nearly 700 people will soon be employed in Jackson's General Electric Company Plant now nearing completion.
Invest your advertising dollars with WJDX—dominant radio station in the growing Mississippi market.
Member of Southcentral Quality Network
WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

IN THE HEART OF THE MOTOR INDUSTRY!
WCAR
1000 *Streamlined* WATTS
LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST
WCAR
PONTIAC, MICHIGAN
National Representatives
RADIO ADVERTISING CORP.
New York · Chicago · Cleveland

In HOLLYWOOD *It's*
ALLIED
for
QUALITY AND SERVICE
RADIODISC
PROCESSING and PRESSING
Electrical Transcriptions
and
Phonograph Records
ALLIED RECORD MFG. CO.
1041 No. Las Palmas Avenue
HOLLYWOOD, CALIF.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 31 TO NOVEMBER 15, INCLUSIVE

Decisions . . .

OCTOBER 31

NEW, Batavia Bcstg. Corp., Batavia, N. Y.—Granted CP 1500 kc 250 w unl.

NEW, Capitol Bcstg. Corp., Indianapolis—Granted CP 1280 kc 1-5 kw unl. dir. N.

WIBA, Madison, Wis.—Granted CP change directional antenna, increase to 5 kw N & D.

WORC, Worcester, Mass.—Granted CP increase to 1 kw.

KLS, Oakland, Cal.—Granted CP increase to 1 kw, new transmitter.

WRR, Dallas—Granted CP move transmitter, new equip., directional N, increase to 5 kw unl.

WDOD, Chattanooga—Granted CP move transmitter, directional N, increase N to 5 kw.

KFBB, Great Falls, Mont.—Granted CP increase to 5 kw directional N.

NEW, Evening News Assn., Detroit—Granted FM license 44.5 mc 6,820 sq. miles.

NEW, Don Lee Bcstg. System, Los Angeles—Granted FM license 44.5 mc 6,944 sq. miles.

NEW, Capitol Bcstg. Co., Schenectady—Granted FM license 44.7 mc 6,589 sq. miles.

NEW, Marcus Loew Booking Agency, New York—Granted FM license 43.5 mc 8,000 sq. miles.

NEW, NBC, New York—Granted FM license 45.1 mc 8,000 sq. miles.

NEW, Wm. G. H. Finch, New York—Granted FM license 45.9 mc 8,000 sq. miles.

NEW, Frequency Bcstg. Corp., Brooklyn—Granted FM license 45.9 mc 8,000 sq. miles.

NEW, Evansville On the Air Inc., Evansville, Ind.—Granted FM license 44.5 mc 8,397 sq. miles.

NEW, Yankee Network, Mt. Washington, N. H.—Granted FM license 43.9 mc 31,000 sq. miles.

NEW, Howitt-Wood Radio Co., Binghamton, N. Y.—Granted FM license 44.9 mc 3,500 sq. miles.

NEW, Baton Rouge Bcstg. Co., Baton Rouge, La.—Granted FM license 44.5 mc 8,100 sq. miles.

NEW, WBNS Inc., Columbus—Granted FM license 44.7 mc 12,400 sq. miles.

NEW, Radio Service Corp. of Utah, Salt Lake City—Granted FM license 44.7 mc 623 sq. miles.

NEW, Zenith Radio Corp., Chicago—Granted FM license 45.1 mc 10,760 sq. miles.

NEW, Journal Co., Milwaukee—Granted FM license 45.5 mc 8,540 sq. miles.

KFSD, San Diego—Denied petition to reopen proceedings in grant of new station to Worcester Bcstg. Corp.

SET FOR HEARING—NEW, T. B. Gillespie, Paletka, Fla., CP 1310 kc 250 w IV; NEW, Robert V. Lee, Bradentown, Fla., CP 1500 kc 250 w IV.

NOVEMBER 1

WMCA, New York—Granted reinstatement CP new trans., change antenna, increase to 1-5 kw etc.

WBLJ, Dalton, Ga.—Granted mod. CP new station re trans.

WOV, New York—Granted mod. CP change trans.

KFH, Wichita—Granted mod. CP increase power etc. to change trans.

WAJR, Morgantown, W. Va.—Granted mod. CP new station re trans.

WOCB, Hyannis, Mass.—Granted license new station 1210 kc 250 w unl.

W2XOY, New Scotland, N. Y.—Granted license 43.2 mc 1 kw experimental.

NOVEMBER 5

KGLO, Mason City, Ia.; KGCA, KWLC, Decorah, Ia.—Adopted final order denying renewal of license to KGCA; denying without prejudice renewal of KWLC license; granting CP to KGLO for new trans. directional N, change to 1270 kc 1 kw unl.

WMAZ, Macon, Ga.—Denied extension temp. auth. 1180 kc 1-5 kw 11-8-40 to 12-3-40 for programs in public interest.

NOVEMBER 7

WFLA, Tampa—Granted license increase power etc.

WMBG, Richmond, Va.—Granted license increase power etc.

NOVEMBER 14

NEW, LaGrange Bcstg. Co., LaGrange, Ga.—Granted CP 1210 kc 250 w unl.

NEW, Central Willamette Bcstg. Co., Albany, Ore.—Granted CP 1210 kc 250 w unl.

NEW, Delta Bcstg. Co., Escanaba, Mich.—Granted CP 1500 kc 250 w unl.

KOIL, Omaha—Sidles Co. granted authority transfer one share to Star Printing Co., relinquishing control.

WMOG, Brunswick, Ga.—Granted request relinquish control to Arthur Lucas and William K. Jenkins.

KFUO, Clayton, Mo.—Granted CP new trans., radiator, increase to 5 kw (Denver sunrise to sunset).

KHJ, Los Angeles—Granted mod. CO change antenna.

WEXL, Royal Oak, Mich.—Granted CP increase to 250 w unl., new equip., move trans.

KRIS, Corpus Christi, Tex.—Granted CP increase to 1 kw, new trans.

KMO, Tacoma, Wash.—Granted CP new trans., increase to 5 kw unl.

WAGF, Dothan, Ala.—Granted consent voluntary assignment license and CP to John T. Hubbard, Julian C. Smith, Fred C. Moseley and Horace Hall d/b Dothan Bcstg. Co.

WFPG, Atlantic City—Granted mod. license increase N to 250 w.

SET FOR HEARING—KFOR, Lincoln, Neb., applic. transfer control; KFAB, Lincoln, same; NEW, Fred Jones Bcstg. Co., Tulsa, CP 690 kc 50 kw directional; KOMA, Okalahoma City, CP increase to 50 kw new trans., directional, change to 690 kc under treaty; KGGF, Coffeyville, Kan., CP change to 690 kc increase to 5 kw new trans., directional N; KFEQ, St. Joseph, Mo., and KWK, St. Louis, applic. KFEQ increase power operate unl., and KWK change to 680 kc 50 kw; NEW, Trent Bcstg. Corp. and WTNJ, Trenton, N. J., Trent Bcstg. Corp. applic. 1230 kc 1 kw unl. and WTNJ applic. change to 1230 kc 1 kw unl. directional; WCAM, Camden, WCAP, Asbury Park and WTNJ, Trenton, N. J., renewal applications; KFRO, Longview, Tex., mod. CP 5 kw etc.; KGNO, Dodge City, Kan., mod. license to 500 w 1 kw LS unl. 1340 kc; NEW, Central Carolina Bcstg. Corp., Burlington, N. C., CP 1420 kc 100 w unl.; WMBG, Richmond, mod. license to 5 kw N & D, directional; NEW, Greensboro Bcstg. Co., Greensboro, N. C., CP 1370 kc 100 w unl.; NEW, High Point Bcstg. Co., High Point, N. C., CP 1370 kc 100 w unl.; WBCM, Bay City, Mich., mod. license N to 1 kw; WHIS, Bluefield, W. Va., CP change antenna, new trans., increase to 1-5 kw; WSFA, Montgomery, Ala., mod. license N to 1 kw.

MISCELLANEOUS — WAPI, Birmingham, granted petition in part continuing hearing to 12-9-40 on renewal applic.; KUJ, Walla Walla, Wash., granted mod. CP new trans. etc.; WKPA, New Kensington, Pa., granted license 1120 kc 250 w D; WBML, Macon, Ga., granted license 1420 kc 250 w unl.; KYAN, Cheyenne, Wyo., granted license 1370 kc 250 w unl.; KLRA, Little Rock, Ark., granted license increase power etc.; WAOV, Vincennes, Ind., granted license new station 1420 kc 100 w unl.; WMBC, Detroit, granted mod. license to John L. Booth Bcstg. Inc.; KWLM, Willmar, Minn., granted license new station 1310 kc 100 w unl.; WWNY, Watertown, N. Y., granted mod. CP 1270 kc 500 w D re new trans.; WHAL, Saginaw, Mich., granted mod. CP new station 950 kc 500 w D re trans., studio, antenna; WLOF, Orlando, Fla., granted license new station 1200 kc 250 w unl.; Caribbean Bcstg. Assn., San Juan, P. R., continued hearing to date to be fixed for hearing on applic. Puerto Rico Adv. Co.

NOVEMBER 15

MISCELLANEOUS — WHEB, Portsmouth, N. H., granted dismissal without prejudice application transfer control to R. G. Le Tourneau; WHJB, Greensburg, Pa., granted auth. withdraw appearance and motion for dismissal without prejudice for CP increase power etc.; KOVO, Provo, Utah, granted leave amend application voluntary assignment license, but referred to full Commission that part which asks reconsideration; WSAR, Fall River, Mass., granted order take depositions re applic. assign license to Fall River Bcstg. Co.; KFXM, San Bernardino, Cal., withdraw petition intervene applics. Bcstg. Corp. of America and Mollin Investment Co., asking new stations in Riverside, Cal.; WCAB, Philadelphia, granted motion dismiss without prejudice applic. modification international license to add 11830 kc.

Applications . . .

NOVEMBER 2

NEW, Monroe B. England, N. Adams, Mass.—CP 1500 kc 250 w unl. IV (1490 kc under treaty).

NEW, Metropolitan Television Inc., New York—CP 45.5 mc 3,960 kc.

WMBC, Detroit—CP increase to 50 kw etc., amended to change name to John L. Booth Bcstg. Inc.

WKBN, Youngstown—CP directional N, increase to 1 kw, amended to new trans., change directional antenna, 5 kw directional N, asks WOSU facilities.

NEW, Richard Field Lewis Jr., Winchester, Va.—CP 1370 kc 250 w unl. IV (1400 under treaty).

KWLC, Decorah, Ia.—CP change to 1210 kc 250 w D, new trans.

WGN, Chicago—CP 44.3 mc 16,822 sq. miles, amended to 45.1 mc 12,855 sq. miles.

NEW, Rockford Bcstrs., Rockford, Ill.—CP 45.1 mc 6,000 sq. miles.

NEW, Journal Co., Milwaukee—CP 43.1 mc 15,462 sq. miles, amended to 45.5 mc 8,540 sq. miles.

KIRO, Seattle—Mod. CP increase power etc., further asking 50 kw, new trans., change antenna.

NOVEMBER 7

NEW, Mohawk Radio Inc., Schenectady—CP 1210 kc 250 w unl. amended re stockholders.

NEW, Metropolitan Television Inc., New York—CP 45.5 mc 3,960 sq. miles.

NEW, Richard Field Lewis Jr., Winchester, Va.—CP 1370 kc 250 w unl. IV, 1400 kc under treaty.

WMC, Memphis—Voluntary assignment license from Memphis Commercial Appeal Co. to Memphis Pub. Co.

WMOG, Brunswick, Ga.—Mod. license to 250 w N & D.

NEW, Texas Star Bcstg. Co., Houston—CP 1210 kc 250 w unl. IV.

NEW, Wayne M. Nelson, Concord, N. C.—CP 1380 kc 1 kw D III.

NEW, Parkersburg Sentinel Co., Parkersburg, W. Va.—CP 1310 kc 250 w unl. IV.

KDTH, Dubuque, Ia.—Mod. CP as mod. for approval trans. site, directional N.

KCMO, Kansas City—CP change to 5 kw N & D, change directional antenna N, III-A.

NEW, Granite District Radio Bcstg. Co., Murray, Utah—CP 930 kc 250 w unl. (960 kc under treaty), amended to 1500 kc (1490 under treaty), contingent on KUTA being granted 570 kc 1 kw.

KFXM, San Bernardino, Cal.—CP change 1210 kc 250 w to 1390 kc 1 kw unl., new trans., antenna.

NOVEMBER 12

WATR, Waterbury, Conn.—CP increase to 1 kw, new trans., change directional antenna.

WTAG, Worcester, Mass.—CP increase to 5 kw N & D, change directional antenna.

NEW, CBS, New York—CP FM 44.9 mc 14,150 sq. miles.

WGRB, Grand Rapids, Mich.—Mod. CP new station re antenna, trans., studio.

WOMI, Owensboro, Ky. — Authority transfer control to L. W. Hager, W. B. Hager, George M. Fuqua.

NEW, Federated Publications, Lansing, Mich.—CP FM 47.1 mc 3,820 sq. miles.

NEW, Federated Publications, Battle Creek—CP FM 48.1 mc 4,100 sq. miles.

NEW, Federated Publications, Grand Rapids—CP FM 46.1 mc 5,300 sq. miles.

WGRM, Greenwood, Miss. — CP new trans.

KSUN, Lowell, Ariz.—Auth. transfer control to Carleton W. Morris.



Hanover (Pa.) Sun

"Call Up the Broadcasting Company and Tell That Woman Her Slip's Showing!"

New Beacon for Planes Is Developed by RCA

A NEW radio beacon system, which enables an airplane pilot to veer from the fixed aerial pathways between cities and yet always know his position, has been developed by RCA laboratories in Camden, N. J. The new method uses shorter waves and "avoids static and is more reliable in storms or other atmospheric disturbances", Dr. David G. C. Luck, who developed it, told the Institute of Radio Engineers, meeting Nov. 7 at the RCA plant.

In the method now in use, radio transmitters at airports send out long, narrow "beams" and the pilot keeps his course within the beam by listening to a steady, droning "on course" signal through his earphones. If he strays from the beam, he finds it extremely difficult to determine his position. With Dr. Luck's invention, the "omnidirectional range finder", the pilot merely watches a dial with a circle of light around the edge. A small marker moves around the circle, showing his direction from the airport. No matter where he flies, he always knows his way back.

Instead of the 125-foot antenna poles in the present system, Dr. Luck's invention requires only five rods, two feet high and spaced 10 inches apart. They flash out a radio beam that revolves around the sky 60 times every second, operating the direction marker in the pilot's cabin.

NOVEMBER 13

NEW, Parkersburg Sentinel Co., Parkersburg, W. Va.—CP 1310 kc 250 w unl., amended re trans.

WCAB, Newton Square, Pa.—Mod. license add 9650 and 11830 kc, Sh.-WCBX.

NEW, Grenco Inc., Greenwood, S. C.—CP 1420 kc 250 w unl. IV, amended re trans. site.

KTRH, Houston—CP new trans., directional, increase to 50 kw, change to 740 kc, amended re trans. site.

WJAX, Jacksonville, Fla.—CP change to 5 kw N & D, directional N.

WTMA, Charleston, S. C.—CP new trans., directional N, change to 1220 kc 1 kw, amended re directional antenna.

WIBC, Indianapolis—Mod. CP change hours, etc., requesting new trans., increase to 1 kw 5 kw D, directional N.

KMBC, Kansas City—CP change to 690 kc 50 kw, new trans., etc., amended to change studio to Kansas City, Kan.

KVOA, Tucson, Ariz.—CP change to 590 kc directional III-B, amended re antenna.

NOVEMBER 15

NEW, CBS, New York—CP FM 44.9 mc 14,150 sq. miles.

WBAX, Wilkes-Barre—CP increase to 250 w, change trans.

WCAU, Philadelphia—CP new trans.

WSTV, Steubenville, O.—License new station.

NEW, James F. Hopkins Inc., Detroit—CP FM 46.5 mc 3050 sq. miles, amended to 2,130 sq. miles

KXYZ, Houston—CP change to 1290 kc 5 kw (asks KTRH facilities if KTRH goes to 50 kw).

WFOR, Hattiesburg, Miss.—CP increase to 250 w.

WMAZ, Macon, Ga.—Mod. license to unl.

WQBC, Vicksburg, Miss.—CP change equip., antenna.

NEW, Piedmont Pub. Co, Winston-Salem, N. C.—CP FM 46.7 mc 4600 sq. miles.

KGLO, Mason City, Ia.—Mod CP increase power etc. re antenna and trans.

NEW, South Bend Tribune, South Bend, Ind.—CP FM 47.1 mc 4330 sq. miles.

NEW, Rockford Bcstrs., Rockford, Ill.—CP FM 45.1 mc 6000 sq. miles

KFBC, Cheyenne, Wyo.—Mod. CP new station re trans.

Network Accounts

All time EST unless otherwise indicated.

New Business

WILLIAMSON CANDY Co., Chicago (Oh Henry candy), on Nov. 11 started *Famous Jury Trials* on 7 NBC-Blue stations, Mon. 6-6:30 p.m. (CST). Agency: Aubrey, Moore & Wallace, Chicago.

CHAMBERLIN SALES Corp., Des Moines (hand lotion), on Nov. 10 started for 52 weeks *Serenade to Loveliness* on 23 NBC-Red stations, Sun. 10:30-11 p.m. (EST), with first transcribed repeat on 10 NBC-Pacific Blue stations, 9-9:30 p.m. (PST), and second repeat on 4 NBC-Pacific Blue stations, 9:30-10 p.m. (PST). Agency: L. W. Ramsey Co., Davenport, Ia.

LEVER BROS. Co., Cambridge, Mass. (Rinso), on Nov. 12 started *Grand Central Station* on 45 NBC-Blue stations, Tues., 9-9:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

ALBERS BROS. Milling Co., Seattle (cereals), on Nov. 18 starts *Voice of Experience*, on 8 NBC-Pacific Red stations (KFI KPO KGW KOMO KHQ KMJ KDYL KIDO), Mon., Wed., Fri., 9:30-9:45 a.m. (PST). Agency: Erwin, Wasey & Co., Seattle.

BOND STORES Inc., San Francisco (clothes), on Oct. 27 started for 52 weeks *Newscasts* on 2 California Don Lee stations (KHJ KFRC), Tues., Thurs., Sat., 7:45-8 a.m.; Sun., Tues. thru Fri., 10:30-10:45 p.m. (PST). Agency: Neff-Rogow, N. Y.

IMPERIAL TOBACCO Co., Montreal, on Nov. 15 starts *Quebec Senior Hockey League* games on CBF, Montreal; CHRC, Quebec, Sun. 3-4:30 p.m. (EDST). Agency: Whitehall Broadcasting Ltd., Montreal.

Renewal Accounts

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist fruits), on Nov. 4 renewed for 52 weeks *Hedda Hopper's Hollywood* and added 10 CBS stations making a total of 40 CBS stations, Mon., Wed., Fri., 6:15-6:30 p.m. Agency: Lord & Thomas, Los Angeles.

WM. WRIGLEY JR. Co., Chicago (Doublemint gum), on Nov. 10 renewed for 52 weeks *Melody Ranch* on 68 CBS stations, Sun., 6:30-7 p.m. Agency: J. Walter Thompson Co., Chicago.

WM. WRIGLEY JR. Co. Chicago (Spearmint gum), on Nov. 11 renewed *Scattergood Baines* on 77 CBS stations, Mon. thru Fri., 5:45-6 p.m. Agency: Neisser-Meyerhoff, Chicago.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency **$17.50**
2. NEW CRYSTAL (less holder) **$22.50**
3. NEW CRYSTAL fully mounted .. **$30.00**

LOW DRIFT - APPROVED BY FCC

Scientific
RADIO SERVICE
124 Jackson Ave.
University Park, Md.



RETURNING to the air after a two-year absence, Boake Carter (right), a former RAF pilot and veteran radio commentator, exchanges quips with Hay McClinton, vice-president of N. W. Ayer & Son, just before starting his new commentary program on 10 MBS stations under sponsorship of United Air Lines, Chicago [BROADCASTING, Nov. 1].

'Info Please' Prizes

AMERICAN TOBACCO Co., New York, which takes over sponsorship of *Information Please* on NBC-Red Nov. 19, has raised the amount for questions used on the program so that the sender will receive $10 instead of $5. When a question stumps the board of experts it is worth an additional $25, instead of $10 as heretofore, plus a copy of the 1941 edition of *Information Please*, collection of typical questions and answers, and the usual complete set of the *Encyclopedia Britannica*.

CARNATION Co., Milwaukee, on Jan. 6 renews *Carnation Contented Hour* for 52 weeks on 67 NBC-Red stations, Monday, 10-10:30 p. m. Agency: Erwin, Wasey & Co., N. Y.

Program Changes

KNOWLTON DANDERINE CO., Wheeling (Double Danderine), on Nov. 4 replaced *Short Short Stories* on 13 TSN stations, Mon., Wed., Fri., 7-7:15 p. m. with *Sweetest Love Songs Ever Sung* on 13 TSN, Mon. thru Fri., 10:45-11 a. m. Agency: Blackett-Sample-Hummert, N. Y.

JOHN B. CANEPA Co., Chicago (Red Cross macaroni products), on Oct. 30 added 2 MBC stations to *Melody Street* making a total of 7 on MBS, Wed., 7-7:30 p.m. Agency: J. Edward Long Adv. Agency, Chicago.

S. C. JOHNSON Co., Racine, Wis. (floor wax), on Nov. 5 added the three Minnesota network stations to *Fibber McGee & Molly* making a total of 95 NBC-Red stations, Tues., 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

WHITE LABORATORIES, New York (Feenamint), on Nov. 3 added KFKA, Greeley, Col., and WSPD, Toledo to, *Double or Nothing* making a total of 117 MBS stations Sun., 6-6:30 p.m. Agency: Wm. Esty & Co., N. Y.

HANDI-MIKES



Universal's new handi-mike for small transmitters, sound equipment, etc. Clear, crisp voice reproduction. Bal. grip, pol. chrome plate, snap switch, 6 ft. flex. cord. Choice of circuits and switches, single and double button carbon, crystals, dynamics in all impedances. At your dealer or jobber.

UNIVERSAL MICROPHONE CO., Ltd.
Inglewood Calif., U. S. A.

TIME FOR THE FAIR
Over 11,000 Programs Staged At N. Y. Exposition

NO LESS than 11,680 programs, representing a time value of $14,000,118, were carried during 1939 and 1940 on behalf of and from the New York World's Fair, according to a recent report from Dr. John S. Young, director of the Fair's radio and television department, in the *New York Times*. Regarded as a new high in continued promotional activity, radio has been used unstintingly in the last four years to call attention to the wonders of the exposition—all at no cost to the Fair corporation.

The 11,680 programs ranged from musical extravaganzas to news flashes, addresses by President Roosevelt and King George VI of England to shy remarks by everyday citizens at the Fair. Tied in with the Howard Hughes 'round-the-world flight, from July 10 to 13, 1938, the Fair benefited from $2,706,325 worth of free time. The *Salute of the Nations* series, with 17 countries participating, represented another $661,419 worth of free broadcasts, and the later *Salute to the Americas* series, an additional $255,640.

Other broadcasts by numerous stations and individual networks were made from various points on the Fair Grounds. All lines were routed through a master control room in the Administration Bldg. The radio department also supervised operation of W2USA, an amateur transmitter in the Communications Bldg. Television also established itself as a valuable adjunct.

FEDERATION BANK & TRUST Co., New York, has signed a 13-week contract with WQXR, New York, to sponsor *Tomorrow's Headlines*, of AP news, through Redfield-Johnstone, New York.

Operators of Surveys Explain Their Methods

JUST as the Audit Bureau of Circulations gives space-buyers a means of comparing all publications by measuring the thing they all have in common—average net paid circulation—so the coincidental survey technique can give time-buyers a similar measurement of the average audience of any program, with which they can compare programs as dissimilar as *Little Orphan Annie* and the Metropolitan Opera broadcasts, C. E. Hooper, head of the research organization of that name, told the Radio Executives Club of New York Nov. 13 at its weekly meeting.

While stating there are many methods of radio research, each with certain advantages so that the choice of method depends on the job to be done, W. J. Shine, director of research, Ross-Federal Research Corp. said 96% of the radio clients of his company choose the coincidental method as the best for their purposes. L. J. Hubbard of Crossley Inc., also participated in the research round-table discussion, for which H. M. Beville Jr., research manager of NBC, acted as m.c.

Radio's Golden Gloves

FOURTH annual WHO Golden Gloves amateur boxing tournament, only such event sponsored by a radio station, has been scheduled for Jan. 24 and 31, Feb. 7 and 14 at Des Moines Shrine Auditorium, according to Bill Brown, WHO sports editor and director of the tournament. In previous years preliminary bouts were held on three consecutive nights, with finals the following week, but this year to accommodate spectators tournament bouts have been spaced a week apart. The WHO tournament, officially sanctioned by the *Chicago Tribune*, sponsor of the annual Tournament of Champions, will select an eight-man boxing team.



Sabotage Charge In Shutdown of WOV Is Probed

FCC and Local Police Study Acts of ACA Strikers

BOTH the FCC and the police of Kearny, N. J., location of the transmitter of WOV, New York, are investigating charges of sabotage made by Miss Hyla Kiczales, manager of WOV, against members of American Communications Assn., CIO union striking against the station.

When the WOV engineers left their posts to go on strike Nov. 3, it is charged, they left the transmitter equipment in such bad shape that it took the substitute crew more than 24 hours to get the station back on the air. M. W. Bannister, FCC inspector, in New York, said he had visited the transmitter the following day and had submitted a full report to the Commission, but he refused to discuss his findings.

It was stated at the FCC that the Bannister report has been received and taken under advisement. If sabotage charges against engineers are substantiated, their licenses can be suspended up to two years.

Emphatically denying the charges, ACA officials pointed out that engineers are less likely to engage in sabotage than any other type of worker, because of their FCC licenses. They described the sabotage charge as designed to discredit the strikers and to break the strike, and said ACA has filed its own charges of "refusal to bargain" against WOV in a complaint to the National Labor Relations Board.

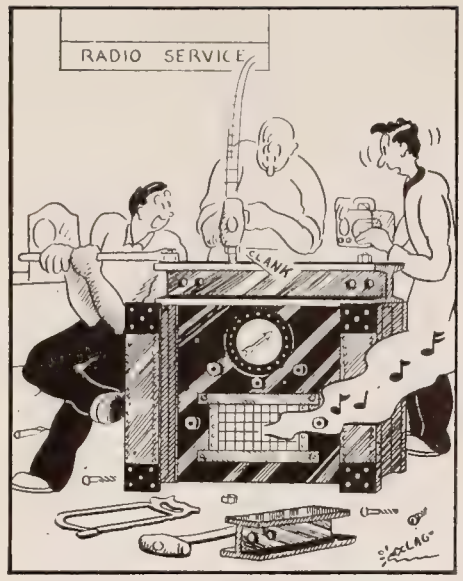
Mrs. Edna Kerr, examiner of the NLRB office in New York, in charge of the ACA complaint against the station, told BROADCASTING Nov. 13 that the matter was "under examination". Explaining that it is an NLRB policy never to discuss the progress of any investigation until it has reached a settlement, she said she had held meetings with both sides and that progress had been made.

In addition to deliberate acts of sabotage against WOV's physical property, Miss Kiczales said, the union "has attempted to scare away our sponsors. Not only has the ACA written to all of our advertisers, urging them to cease their use of WOV to advertise their products, but local grocers have been intimidated into calling certain manufacturers and notifying them that the stores would not continue to handle their merchandise unless they withdrew their advertsing from WOV. I am proud to report that we have not lost a single account as a result of these boycott tactics, but so much pressure has been brought upon one advertiser that he has asked us to continue his program without any commercials for the time being."

Both sides filed charges about negotiation procedure. Miss Kiczales said the union had called the strike after uncompleted negotiations had been set for resumption Nov. 5.

The station has maintained its regular operating schedule since the first shutdown. AFM and Italian Actors Union are performing as usual, but AFRA, having no agreement with WOV, asked its members not to replace announcers on strike, some of whom were AFRA as well as ACA members.

Meanwhile, picketers carrying placards lettered "Arde Bulova refuses to bargain with his employes", plodded back and forth in front of the WOV studios.



Radio Today

"It's a Special Rugged Job for Campaign Speeches."



Washington Dinner Is Planned by NAB To Observe 20th Birthday of Industry

HIGHLIGHTING the industry-wide celebration of Radio's 20th Birthday, being observed Nov. 11-30, a huge birthday dinner has been scheduled in Washington Nov. 26. The anniversary dinner, co-sponsored by the NAB, RMA, Electric Institute of Washington, the national networks and Washington stations, is expected to draw about 1,000 celebrants, including high government officials, industry leaders and radio stars.

Open to all broadcasters, invitations are being sent to President Roosevelt and members of his cabinet, members of Congress, officials of the FCC, the Army and Navy and leading figures in the Washington press and motion picture corps.

Tying in with similar birthday celebrations being scheduled throughout the nation, the Washington dinner will feature entertainment by visiting radio celebrities, many of them old-timers who grew up with the industry. Another feature of the Washington celebration, to be held at the Willard Hotel, will be a special 9:30-10 p.m. broadcast on a coast-to-coast MBS hookup of *American Forum of the Air*, conducted by Theodore Granik, during which nationally-known figures will discuss the past and future 20 years of radio.

Other Promotion

Although details were still being worked out as BROADCASTING went to press, it was indicated the Washington party promised to be the most ambitious individual effort in the Radio Birthday promotion, since it will carry the official keynote from the nation's capital. Arrangements for the celebration were being handled largely by Edward M. Kirby, NAB director of public relations, and Arthur Stringer, of the NAB headquarters staff.

Meanwhile the 20th anniversary is drawing widespread attention from stations, advertisers and local industries. Apart from special programs by participating stations, emphasis lies in intensive merchandising campaigns employing window displays, newspaper advertising, posters and bona fide birthday parties, complete with cake.

In Kansas City, under auspices of the Kansas City Electric Assn., a city-wide celebration was set in motion after a Nov. 8 meeting at which radio salesmen, dealers, distributors and broadcasters were guests. With local stations cooperating, the celebration features an advertising campaign highlighted by a window-decorating contest in which cash prizes of $25, $15 and $10 are offered.

An unusual tieup, between Yankee Network and Boston's Oxford Press, provides a joint celebration of radio's 20th birthday and the 500th anniversary of printing, to be observed Nov. 17-23. WHO, Des Moines, on Nov. 7 called upon listeners to send in their experiences with radio in its early days, with plans to build anniversary programs around the volunteered reminiscences or ideas.

The networks also have provided special anniversary attractions. CBS on Nov. 15 carried a special broadcast of Norman Corwin's verse-drama, *Seems Radio Is Here to Stay*. On Nov. 17 NBC-Blue has scheduled an appearance on its *Behind the Mike* by Neal Blake, Hartford student who recently won the $100 NAB essay contest, writing on "The American System of Broadcasting—Why It Is Best for Americans". A special Radio Birthday transciption, paying tribute to radio for its work in recruiting skilled workers for national defense, also has been made available to stations.

Foreign Checkup

TO TIGHTEN the station's responsibility in foreign-language broadcasts, members of the Nationality Broadcasting Assn., which presents 11 nationality programs weekly on WGAR, Cleveland, recently were required to fill out a notarized questionnaire covering their antecedents and present citizenship status, drawn up by Carl George, WGAR program director. In addition, the plan provided that scripts for all foreign-language programs be submitted 48 hours before broadcast time, the program must be not more than 50% in the foreign tongue, and the broadcaster must swear to an affidavit that the program was broadcast as written. Intermittent transcriptions also will be made as a further check.

Advertisers Are Cited In Complaints by FTC

COMPLAINTS have been announced by the Federal Trade Commission, as of Nov. 15, against Chocolate Products Co., Chicago, charging misrepresentation in the sale of Stillicious Vitamix, chocolate syrup; Crowell-Collier Publishing Co. and P. F. Collier & Son Corp., New York, charging misleading representations for books and encyclopedias; Burry Biscuit Co., Elizabeth, N. J., charging misrepresentation for baked goods; Basic Foods Inc. has been ordered to cease alleged misrepresentations for Dr. Springer's Antediluvian Tea and Dr. Springer's Re-Hib.

The FTC also has announced receipt of an answer to a complaint recently issued against Healthaids Inc., Jersey City, The Journal of Living Publishing Corp. and Victor H. Lindlahr, publisher, both of New York. Stipulations have been received from Fischer Baking Co., Newark, for Fischer's Buttercup Bread; George's Radio Co., Washington, for retail sale of radios; Crescent Macaroni & Cracker Co., Davenport, Ia., for Crescent Macronets; George W. Luft Co., Long Island City, N. Y., for Tangee Theatrical Lipstick; House of Hollywood, Los Angeles, for perfume products.

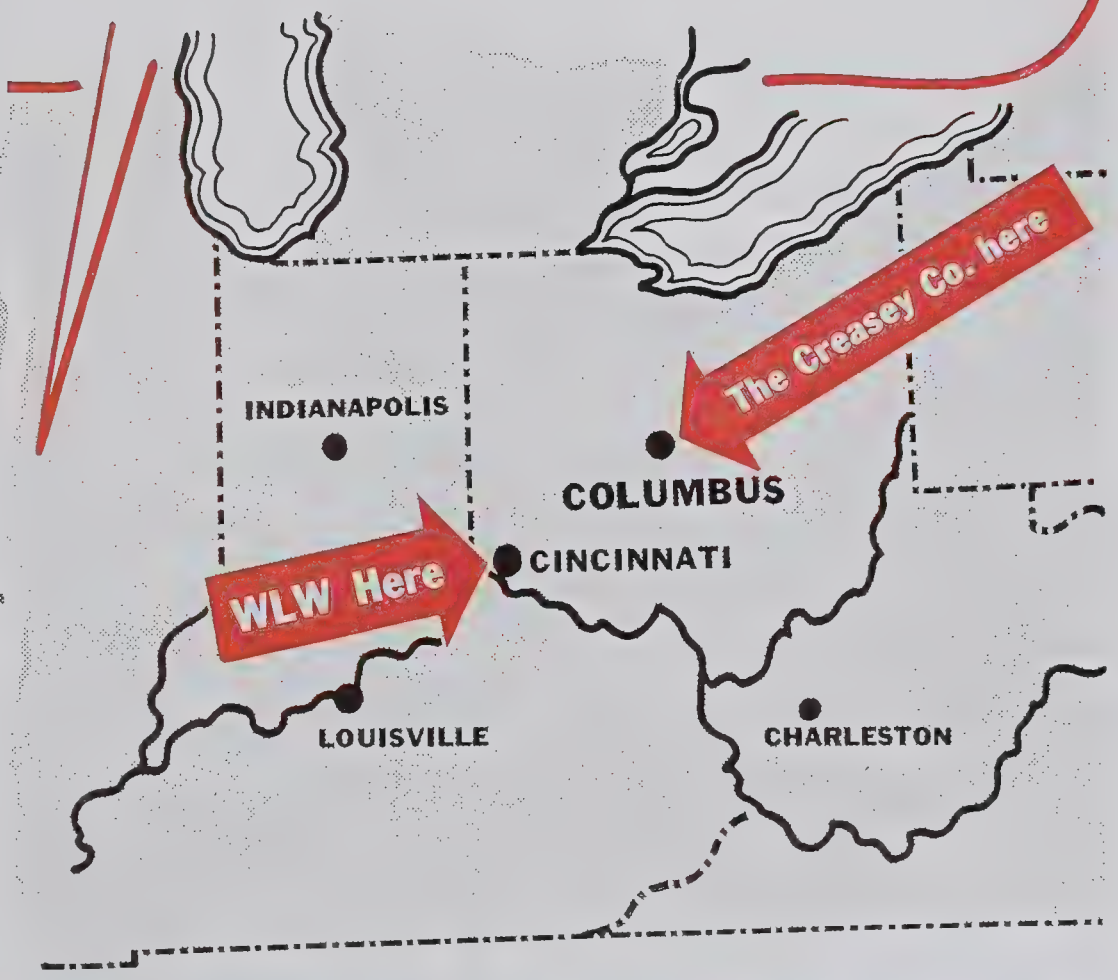
WAGA, Atlanta, is transcribing the entire NBC sustainer *America's Town Meeting of the Air* so that inmates of Federal Penitentiary of Atlanta can hear it during their weekly forum, according to Don Ioset, general manager.

"We feel that WLW is a very important factor in building consumer-demand in the territory we serve. Our stock of merchandise is carefully checked, and a sufficient supply is placed on hand to take care of an expected increase in sales—whenever we receive notice that a product will be advertised over WLW."

R. M. FISHER, ***Vice-Pres. and Gen. Manager***
THE CREASEY CO., ***Wholesale Grocers,***
Columbus, Ohio

(Covering 25 Counties)





REPRESENTATIVES: New York — Transamerican Broadcasting & Television Corp. Chicago — WLW, 230 N. Michigan Avenue. San Francisco — International Radio Sales.

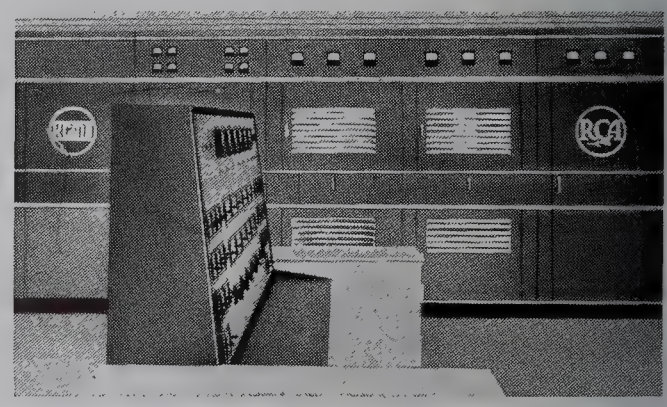
WLW THE NATION'S *most Merchandise-able* STATION



THREE thousand miles West of the mainland, in the middle of the Pacific Ocean, broadcasters have the same problems of pleasing advertisers and audiences that *you* have... and solve them in the same way *you* can solve them! 5,000-watt KGMB, serving the Territory of Hawaii, selected the RCA 5-DX De Luxe Transmitter—for highest fidelity and efficiency.

Program facilities—? The finest! They're RCA too—RCA All the Way... from the microphone right on through! For West or East, that's the easiest way, as well as the best way, to please audiences and advertisers alike!

New York: 1270 Sixth Ave. Chicago: 589 E. Illinois St.
Atlanta: 530 Citizens & Southern Bank Bldg.
Dallas: Santa Fe Bldg. San Francisco: 170 Ninth St.
Hollywood: 1016 N. Sycamore Ave.



KGMB Selects RCA 5-DX Transmitter—Here's Why!

★ Unified Front Panel—formerly available only on custom-built and 50,000 watt transmitters. ★ Functional styling for easiest accessibility—easiest installation—easiest operation. ★ Airstream-cooled tubes—no water, water pumps or water problems. ★ Cooler, quieter, higher efficiency... higher fidelity! ★ Write for the 5-DX booklet that tells the whole story.

Use RCA Radio Tubes in your station for finer performance.

RCA Broadcast Equipment

FOR FINER PERFORMANCE... GO RCA ALL THE WAY

Microphones
Speech Input Systems
Associated Equipment
Transmitters

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

PRINTED IN U.S.A.

BROADCASTING

Broadcast Advertising

Vol. 19 • No. 11

DECEMBER 1, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



which egg is boiled?

Appearances are sometimes deceptive.
This goes for radio stations as well as eggs.

MORAL—There are four 50,000 watt stations in New York, but only WOR delivers an impact of 135,000 watts.★

★ because of WOR's unique directive-array concentration of power which more than doubles its basic wattage.

1 out of every 140 people in the U.S. has *SEEN* the

WLS NATIONAL BARN DANCE

IN OTHER WORDS

If every person in Nevada brought NINE others to the Barn Dance, they would almost equal the 900,000 who have SEEN the program.

OR LOOK AT IT THIS WAY

If everyone in Vermont, Delaware, Wyoming and Nevada came, they would almost equal the 900,000 who have SEEN the program.

900,000 IN ALL

Since the WLS National Barn Dance moved into Chicago's Eighth Street Theater in March, 1932 (the Barn Dance itself is 16½ years old), 900,000 people have paid 75¢ each to see their favorites of the Old Hayloft in person.

Here, then, is *another* evidence of the good will Chicagoans and the people of Mid-West America have for WLS—a good will that extends also to the other programs on the station and the advertisers who sponsor them.

870 Kilocycles-50,000 Watts

WLS

CHICAGO

NBC BLUE AFFILIATE

National Representatives: JOHN BLAIR & CO.

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* — Glenn Snyder, *Manager*



...and all the Year 'Round.....

AUDIENCE presence — the LARGEST in New England — that's what The Yankee Network brings you, together with the acceptance that wins good will and good sales for your product.

Yuletide is high tide in retail sales — but New England is so prosperous, so populous, so responsive to sales appeals over its favorite, community Yankee Network stations, that ANY time and all the time business is excellent in each of the key buying centers.

In these areas, nineteen stations, the majority of which have been established for years, make your sales impacts intensive and comprehensive.

When you make promotion plans for 1941, assign the entire New England radio promotion job to The Yankee Network — the ONLY way to get COMPLETE coverage of one of America's greatest markets.

WNAC
Boston
★
WTIC
Hartford
★
WEAN
Providence
★
WTAG
Worcester
★
WICC
Bridgeport
New Haven
★
WNLC
New London
★
WCSH
Portland
★
WLBZ
Bangor
★
WFEA
Manchester
★
WSAR
Fall River
★
WNBH
New Bedford
★
WHAI
Greenfield
★
WBRK
Pittsfield
★
WLLH
Lowell
Lawrence
★
WLNH
Laconia
★
WRDO
Augusta
★
WCOU
Lewiston
Auburn
★
WSYB
Rutland
★
WELI
New Haven

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

LEADERSHIP *in Library Service*

Talent Superiority

—an Outstanding Characteristic of Standard Program Library Service . .

Standard radio talent is *salable* talent. It is commercially attractive—so high in quality, so varied in its appeal, and so brilliantly directed and produced that it commands unfailing listener interest; yet it is not so familiar to radio audiences as to have lost its freshness and originality. Above all, Standard Library material is outstandingly adaptable to the building of complete shows. The result, our subscribers tell us, is the ability to please prospective sponsors, and to insure renewals from present sponsors.

The same sound commercial sense has made Standard's "SPOT-ADS" the talk of the broadcasting industry. Furnished as an extra merchandising dividend to Standard subscribers, these unique dramatized commercials are adding appreciably to their revenue. The four groups now available are: Series A for USED CAR DEALERS, Series B for CLOTHING STORES, Series C for FURNITURE STORES and Series D for JEWELRY STORES.

Write for information on Standard Radio's "SPOT-ADS," Standard Radio Library Service, Standard Radio's new Tax-Free Library, and Standard Super Sound Effects.

"... unusual wealth of talent"

WGRC *Serving The Falls Cities*
LOUISVILLE, KENTUCKY · KENTUCKY HOME LIFE BLDG. . WABASH 3303
NEW ALBANY, INDIANA · INDIANA THEATRE BLDG. · PHONE 139

Louisville
October 9, 1940

Mr. Milt Blink
Standard Radio
360 North Michigan Avenue
Chicago, Illinois

Dear Milt:

The shipment of the Standard Library arrived in good condition and has been set up in our transcription department.

We have just concluded a series of auditions to our sales force on some of the outstanding units of the service, and they are highly enthusiastic over the unusual wealth of talent available, and our plan of selling certain Standard artists and units exclusive to one sponsor. This is something of a new departure in selling library services and we feel sure will produce new sales in programs.

After almost two years without Standard I can honestly testify that no other library, in my opinion, is as "commercial" as yours. These things stand out with Standard over other libraries: first, Standard recruits more new talent; second, you record salable melodies and artists and orchestras; third, your production details such as timing, variety in tempos, etc., make Standard the easiest library to build own shows; and finally, the quantity of new releases keeps interest fresh.

WGRC is convinced that only Standard can give a station a real backbone library service, designed for radio conditions. We may add other libraries as time goes on, but not if we would have to give up Standard.

Cordially,

S. A. Cisler

S. A. Cisler
General Manager

MUTUAL BROADCASTING SYSTEM AND THE SOUTHERN NETWORK

Are your Transcriptions up to Standard?

These **NEW SUBSCRIBERS** *answer* **"YES"!**

KYOS—Merced, Cal.	KMYC—Marysville, Cal.
KHSL—Chico, Cal.	WCLO—Janesville, Wis.
KVCV—Redding, Cal.	WBLJ—Dalton, Ga.

Now—275 Standard Stations!

Standard Radio

HOLLYWOOD CHICAGO

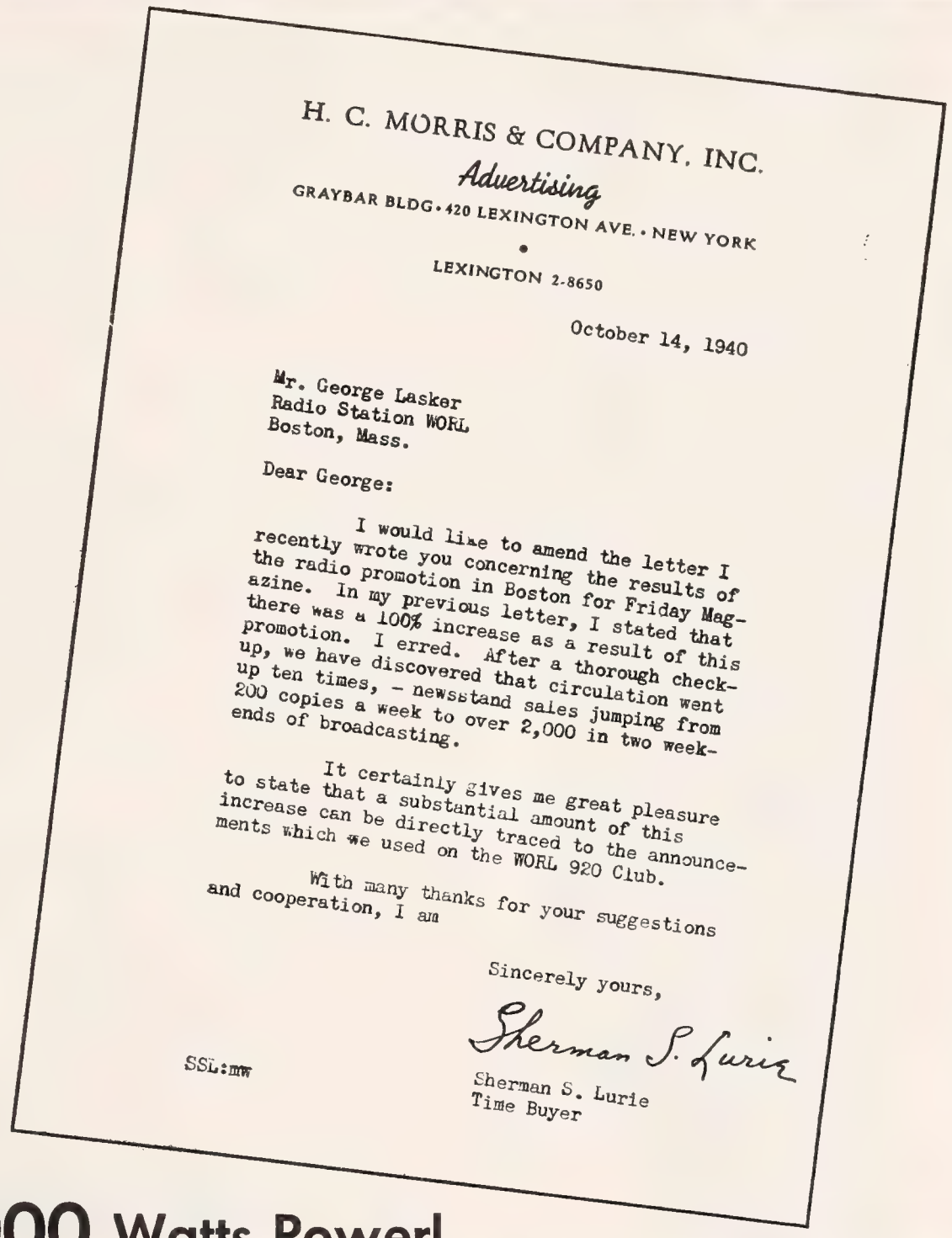
DOMINATE BOSTON WITH THE 920 CLUB

What WORL did for FRIDAY MAGAZINE it can do for any advertiser who wants to crack the "tough" Boston market.

EVIDENCE!

You don't have to take anybody's word for it. Send for details of 15 recent success stories which PROVE what WORL can do.

Economy, efficiency, quick action in SALES for amazingly modest cost — these are what you can get through WORL'S famous 920 Club.



H. C. MORRIS & COMPANY, INC.
Advertising
GRAYBAR BLDG. • 420 LEXINGTON AVE. • NEW YORK
•
LEXINGTON 2-8650

October 14, 1940

Mr. George Lasker
Radio Station WORL
Boston, Mass.

Dear George:

I would like to amend the letter I recently wrote you concerning the results of the radio promotion in Boston for Friday Magazine. In my previous letter, I stated that there was a 100% increase as a result of this promotion. I erred. After a thorough check-up, we have discovered that circulation went up ten times, - newsstand sales jumping from 200 copies a week to over 2,000 in two weeks of broadcasting.

It certainly gives me great pleasure to state that a substantial amount of this increase can be directly traced to the announcements which we used on the WORL 920 Club.

With many thanks for your suggestions and cooperation, I am

Sincerely yours,

Sherman S. Lurie

SSL:mw

Sherman S. Lurie
Time Buyer

Now Operating on 1000 Watts Power!

920 KILOCYCLES **WORL** BOSTON, MASS.

"Nearly Everybody in Boston Listens to the 920 Club"

WFBM The Hoosier Station

ONLY BASIC CBS OUTLET IN INDIANA
and
The ONLY Indiana Station Offering ALL These Merchandising and Promotional Services

1. New year-'round advertising schedule in Indianapolis Times, promoting programs and products.
2. Outstanding window displays in city's leading stores.
3. Taxicab rear tire cover posters promoting WFBM programs.
4. 4-page leaflets inside each cab, changed every 2 to 3 weeks, playing up national, local and network programs.
5. Special interior displays in department stores, merchandising products, stars and programs.
6. Close co-operation (trailers and other publicity) with Lyric Theatre, Indianapolis' leading stage and movie house

Send for booklet giving complete details of WFBM coverage. It contains new and important information that you cannot afford to miss.

National Sales Representative
THE KATZ AGENCY, Inc.

To Reach the HOOSIER Market — in Indianapolis USE



WFBM
THE HOOSIER STATION

The Most Distinct Advance Yet Made in Speech Equipment Design . . .

A NEW STAR IS BORN



Provides Better Appearance • Improves Efficiency • Lowers Maintenance Costs

Again Gates makes an important contribution to broadcasting . . . that will appeal to every station interested in new efficiency, modern design and low cost maintenance. The new Gates 30 Series Console has so many exclusive advantages that it far surpasses everything before it. To house this perfectly engineered equipment we have designed the finest cabinet obtainable—beautifully streamlined and impressively large. Here, indeed is an efficient and attractive console that will create a modern atmosphere in any studio. Nothing has been spared to make it radio's finest . . . yet, it is far from the costliest. Yes, this IS news and you should know all the facts. Write, or mail the coupon below, for complete details in technical bulletin.

Here are the Exclusive Important Features

● COMPLETE KEY CONTROL (not the less costly push buttons) ● EXTREME LOW DISTORTION (All push-pull inverse feed back circuit) ● LINEAR STANDARD TRANSFORMERS USED THROUGHOUT ● 8 POSITION MIXING SYSTEM ● 5 PRE-AMPLIFIERS ● 2 STUDIO TALK-BACK FACILITIES ● 12 REMOTE POSITIONS ● ONE-PIECE CHASSIS CONSTRUCTION ● 50-IN. CABINET OF INLAID WALNUT, ENGRAVED NATURAL ALUMINUM PANEL.

THE **NEW** GATES 30 SERIES SPEECH INPUT CONSOLE

GATES
QUINCY, ILLINOIS, U.S.A.

AMERICAN CORPORATION

GATES AMERICAN CORPORATION
QUINCY, ILLINOIS

Please send me immediately a copy of your new Bulletin B-12, describing the exceptional features of the new Gates 30 Series Speech Input Console.

Individual_____

Company_____

Street_____

City_____

"Hush, Julia, those men aren't talking about us!"



"My goodness, Dobbin! Guess I have ears. That man distinctly said . . . 'There's the team to pull our load!' "

"Don't get into a dither, dear! Didn't you hear the other fellow? 'Right you are,' he says . . . 'WJR and WGAR will haul our sales to new highs in the midwest—*because they really cover the ground!*' "

"It's just plain horse sense!" That's the way one frank-spoken adman put it as he named WJR Detroit and WGAR Cleveland for a healthy chunk of his radio spot campaign during the coming year.

Teamed up, these stations cover two of the nation's most prosperous market areas, where there's nearly three-quarter billion dollars spent annually for groceries, more than a hundred million for drugs . . . where there are more auto owners than in any single state . . . where farmers have a billion dollar yearly income, and workers earn the highest average wage in the nation.

Yes, it's just good old-fashioned horse sense to see that your schedules include WJR and WGAR, the Great Stations of the Great Lakes!

THE GREAT STATIONS OF THE GREAT LAKES

AND FOR REAL "SALES PULL" IN SOUTHERN CALIFORNIA

KMPC — THE STATION OF THE STARS

Beverly Hills ★ Los Angeles

CBS ASSOCIATE STATION

Winning and Holding Good Will with Clients and Listeners Alike

WJR

THE GOODWILL STATION

Detroit

WGAR

THE FRIENDLY STATION

Cleveland

Basic Stations . . . Columbia Broadcasting System

Edward Petry & Co., Inc., Nat'l Representatives

BROADCASTING
and
Broadcast Advertising

Vol. 19 No. 11 WASHINGTON, D. C., DECEMBER 1, 1940 $3.00 A YEAR—15c A COPY

Monopoly Blast Heard in Highest Circles

Torn With Dissension, FCC Orders Hearing Dec. 2 as Radical Ideas Get Congress, White House Attention

By SOL TAISHOFF

TORN with internal strife over repercussions to the report of its Network Monopoly Committee, which have been echoed at the White House and in Congress, the FCC Dec. 2 enters the final scheduled phase of this explosive issue when it hears oral arguments from 13 respondents, including the major networks.

It is openly hinted in Administration circles that the fate of the FCC, as presently constituted, as well as the future of network broadcasting, may be involved in these proceedings. More acrimony has been engendered in the industry over these latest developments, touched off by recent moves of individual FCC members, than by perhaps any other issue before that embattled agency in several years. Not all of it, however, has been publicly aired.

Justice Dept. Step?

Possible Department of Justice intervention in the network monopoly situation was rumored, but responsible officials called them "premature". A report was current that Assistant Attorney-General Thurman Arnold, in charge of the Anti-Trust Division, might attempt to invoke the Sherman anti-trust laws against the major networks, based on the FCC network monopoly investigation findings.

It is known that the Department has had access to the entire hearing record and has studied the FCC Committee's report. However, this has been in connection with revival of the Department's litigation against ASCAP [see page 13], expected to take tangible form prior to the end of the year. The Department apparently has been most interested in allegations of suppression of competition in the transcription field and in purported monopoly of talent through the network artist bureaus.

Call for an FCC investigation by the Senate Interstate Commerce Committee was made in the Senate Nov. 29 by Senator Gurney (R-S.D.). The former owner of WNAX, Yankton, said the proposed FCC rules would "strangle, if not impose a death sentence" upon established networks. The FCC Committee's report, he added, was severely criticized and generally discredited "because of its inaccuracy and demonstrable bias". If the FCC adopts the proposed rules, he concluded, it surely "will have gone 'loco' ".

At a special meeting Nov. 28 the Commission, by a split vote, finally decided to proceed with oral arguments Dec. 2-3 as originally scheduled. The action followed a series of 3-to-3 deadlocks at meetings at which no words were minced. The deadlock was broken, it is understood, after Chairman Fly and Commissioners Craven and Case consistently had favored oral arguments on the basis of the Committee's report.

The remaining three members (Thompson, Walker and Payne) apparently had favored full FCC action on the Committee's far-reaching recommendations to regulate virtually every aspect of commercial network operations. At the Nov. 28 session, Payne cast his vote with the more conservative group.

Telegrams and letters of record in the latest controversy over the FCC Network-Monopoly Report will be found on pages 70-71.

In announcing procedure for the oral arguments, the FCC advanced a series of suggested special regulations [see text on this page] designed to cover chain broadcasting, but was quick to emphasize that they were offered only to "facilitate the oral argument". The suggestions, proposing to invoke strong restrictions on network operations, including banning of exclusive affiliation arrangements and optioned time, are extreme in character and appear to be precisely the type of regulation condemned as outside the jurisdiction of the FCC by NBC and CBS, along with the Independent Radio Network Affiliates. MBS, on the other hand, had suggested regulations generally on all fours with these proposals.

Two Big Days

In its public notice the FCC emphasized it is to be understood "the regulations have not received the approval of the Commission and are to be taken as suggestions by the Commission intended to focus the attention of counsel upon the issues raised in the report". It added that counsel would not be limited to a discussion of these regulations but could address themselves to any of the issues of fact or policy raised by the report of the Network-Monopoly Committee.

The hearings will be held at the Interstate Commerce Commission auditorium, starting at 10:30 a.m. Since there are 13 respondents, and

(*Continued on page 68*)

Suggested Regulations for Chain Broadcasting . . .

IN ITS PUBLIC notice the FCC released a series of seven proposed special regulations, several of them in alternate form, relating to chain broadcasting. It emphasized that these suggestions were merely to "facilitate oral argument" and have not received FCC approval. Moreover, it stated that the oral argument is in no wise limited to the issues recited. Following is the text of the suggested regulations:

1A—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with a network organization which provides for or has the effect of establishing an exclusive affiliation with the network organization.

OR

1B—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with a network organization which provides for or has the effect of establishing an exclusive affiliation with the network organization; *Provided*, that such restriction shall not apply to licensees of stations located in or rendering primary service to cities receiving adequate primary service from five or more fulltime stations.

2—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with any network organization which gives the network organization an option on the hours of operation of the licensee's station for the broadcasting of commercial programs (a) for more than 30% of the converted hours of operation in any city receiving adequate primary service from three fulltime stations with comparable facilities; (b) for more than 20% of the converted hours of operation in any city receiving adequate primary service from two fulltime stations with comparable facilities; (c) for more than 10% of the converted hours of operation in any city receiving adequate primary service from one fulltime station; (d) for a total number of converted hours exceeding by more than 25% the converted hours during which such licensee has broadcast commercial programs transmitted to the licensee by the network organization during the six months preceding the effective date of the contract.

3A—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with any network organization, the terms of which exceed in duration the effective period of the license granted by this Commission. For the purposes of this section, an agreement shall be considered as exceeding in duration the effective period of the license if the agreement gives either party an option to extend the contract beyond the termination of the license; *Provided*, that this restriction shall not be construed as preventing a licensee from entering into a contract with a network organization a reasonable period of time, not to exceed 30 days, in advance of the expiration date of the existing contract.

OR

3B—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with a network organization which gives the network organization any rights with respect to the renewal or cancellation of such contractual arrangement not given to the licensee.

OR

3C—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with a network organization for a period longer than two years.

4—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with a network organization which controls, restrains, limits, or in any other way interferes with the any other way interferes with the establishment of the rates to be charged by the licensee for the sale of available broadcast time to advertisers or other clients.

5—No licensee of a standard broad-

(*Continued on page 69*)

Six New Locals Approved by FCC, Creating Record

Worcester Gets San Diego CP After Four-Year Effort

SIX MORE new local broadcasting stations were authorized for construction by the FCC during the last fortnight, bringing to 72 the total number of construction permits for new outlets granted thus far this year. This is a record number of grants in any one year to be made either by the FCC or its predecessor Radio Commission.

The new locals will be located in San Diego, Cal.; Wheeling, W. Va.; DeLand, Fla.; Kokomo, Ind.; Ottumwa, Ia., and Medford, Wis. Most were granted without hearing due to lack of opposition, but several were final decisions sustaining previously issued proposed findings in favor of applicants.

Worcester Wins At Last

The San Diego grant went to Worcester Broadcasting Corp., and authorized a new fulltime 250-watt station on 1420 kc. This action upheld the Commission's proposed findings of last Sept. 6, and culminates the four-year efforts of Warren Worcester, 31-year-old engineer and grandson of one of the founders of the U. S. Steel Corp., to secure a station in that community.

Young Worcester is president and 75% stockholder, with Mrs. Worcester and Glenn H. Munklet, attorney, holding qualifying shares, and 24.98% of the stock yet to be issued. The Commission's decision gave the company 30 days in which to furnish "satisfactory proof of authority to issue its capital stock."

Wheeling Gets Local

The new Wheeling station authorized Nov. 26 will be licensed to Community Broadcasting Inc., and will operate with 100 watts on 1370 kc. President of the company is Joe L. Smith Jr., son of the Congressman from West Virginia and operator of WJLS, Beckley, W. Va., who holds 98% of the stock. On Nov. 27 the Commission designated for hearing the application of WJLS for a change from 250 watts on 1210 kc. to 1,000 watts on 900 kc.

The station in DeLand, Fla., also authorized Nov. 26, will be licensed to Tropical Broadcasting Co., 250 watts on 1310 kc. Officers and stockholders are: Carl E. Raymond, dean of the Law College, Stetson U, president, 12½%; V. M. Fountain, local clothing merchant, vice-president, 12¼%; W. H. Acree, local Ford dealer, secretary-treasurer, 12½%; G. M. Peek, architect, 12½%; Charles K. Tribble, physician, 12½%; E. K. Jones, contractor and builder, 12½%; R. B. Lipcombe, bank cashier, 12¼%; J. Phil Wahle, local retailer, 12%.

Kokomo's New Station

The Kokomo, Ind. grant, authorized Nov. 20, is to Kokomo Broadcasting Co., 250 watts on 1420 kc., and represented an FCC final order in a proposed finding of last Sept. 12. Officers and stockholders are: Charles K. Boyajian, physician, 3.12%, president; Charles Boyajian Jr., now with WJBK, Detroit, who will manage the station, vice-president, 14.37%; A. David Potter, Detroit, treasurer, 7.81%; Hugh O. Weir, Inkster, Mich., secretary, 6.25%; and 14 other stockholders, each holding less than 10%.

The Ottuma, Ia. grant, also announced Nov. 20, is to J. D. Falvey, for the last 25 years engaged in radio and newspaper advertising. It covers 100 watts on 1210 kc. In making this grant, the Commission denied a rival application for the same facilities filed by L. & M. Broadcasting Co.

The Medford, Wis. grant also announced Nov. 20, was to George F. Meyer, manager of the Medford Clinic and Hospital, and for the last ten years a public accountant. It covers 100 watts on 1500 kc.

W. R. McAndrew Is Named News Editor Of 'Broadcasting', Soon to Go Weekly

AS PART of its staff expansion incident to inauguration of weekly publication in January, BROADCASTING announces with pleasure the appointment of William R. McAndrew, NBC Washington news editor, as news editor at Washington headquarters of the publication. Mr. McAndrew takes over his new duties Dec. 1. BROADCASTING begins weekly publication Jan. 13 and will appear every Monday thereafter, terminating more than nine years as a semi-monthly [BROADCASTING, Oct. 15].

Simultaneously, announcement was made of the appointment of S. J. Paul, former Rochester and Washington newspaperman specializing in radio, to the New York bureau. He will work under Bruce Robertson, associate editor in charge of news in that center. A graduate of American University, Washington, he has worked on Rochester newspapers and handled programs on WHEC. In 1935 he was on the staff of Rep. Duffy (D.-N. Y.) and for the last three years has handled Washington news and news programs for a number of broadcast stations.

Mr. McAndrew takes over a newly created post necessitated by weekly publication. J. Frank Beatty, for the last six years managing editor headquartered in Washington, continues in that capacity.

A native Washingtonian, Mr. McAndrew is a graduate of Catholic University, where he majored in economics. He was editor of the school paper in his sophomore year and worked on Washington newspapers during his college career. Upon graduation in 1935 he joined the Washington staff of the United Press and was assigned to the Senate. Afterward he transferred to the then newly created radio division of UP, filing the special radio wire out of Washington.

Mr. McAndrew joined NBC in 1936 as assistant news editor, and a year later became editor-in-chief. In that capacity during the last three years he was instrumental in organizing the news staff and directed the work of such commentators as Earl Godwin and H. R. Baukhage on all legislative coverage. He also directed the news staff and commentators on news developments such as the beginning of the second World War and the various invasions. He assisted in the preparations for NBC coverage of the 1936 inaugural and attended both political conventions in 1940.

In addition to his news work, Mr. McAndrew handled production on many special-event programs from Washington. He was in charge of the continuity acceptance department and responsible for checking all script used on NBC's two Washington stations—WRC and WMAL—as well as network programs originating in Washington. This fall he also was made head of the joint news and publicity departments of NBC. He was the first secretary of the Radio Correspondents' Assn., organized two years ago, and is now vice-president of the group.

Assignments on 600 kc. Are Revamped; Power Boosts Granted Many Stations

REVAMPING of assignments on the 600 kc. regional frequency, including horizontal power boosts to 5,000 watts fulltime for WMT, Cedar Rapids, and WREC, Memphis, were authorized Nov. 26 by the FCC.

At the same meeting WCOP, Bulova-owned station in Boston, was granted fulltime on 1120 kc., with 500 watts, after several years of pendency. The station, which now operates daytime, was given the improved facilities subject to certain engineering considerations involving protection for other stations on the frequency.

In authorizing revised assignments on 600 kc., the FCC granted KROD, El Paso, a construction permit to shift from 1500 to 600 kc. and to increase its power from 250 to 1,000 watts daytime and 500 watts at night. WSJS, Winston-Salem, N. C., was shifted from 1310 to 600 kc., with an increase in power from 250 to 1,000 watts, using a directional antenna at night.

Memphis Changes

WMT and WREC, which get Class III-A status on 600 kc., will change directional antennas to accommodate the 5,000-watt output.

WAIR, Winston-Salem, N. C., was granted a modification to shift from 1250 to 1310 kc. and increase hours from daytime to unlimited with 250 watts.

At its meeting Nov. 20 the FCC granted WTSP, St. Petersburg, Fla., authority to shift from 1370 to 1350 kc. and increase power from 250 watts day and night to 1,000 watts day, 500 night, or from local to regional status.

WDEL, Wilmington, WISN, Milwaukee, and WJBO, Baton Rouge, La., were granted horizontal increases in power to 5,000 watts full-time on 1120 kc. The action was taken following a conference with the FCC involving also KSAL, Salina, Kans., and WAPO, Chattanooga, Tenn., to work out interference problems on the channel.

KSAL was granted authority to increase night power from 500 to 1,000 watts and to operate fulltime on the 1120 kc. channel. WAPO was given an increase from 500 watts night, 1,000 day to 1,000 night and 5,000 until local sunset, on the same frequency.

WDEL was increased from 250 watts night and 1,000 watts day to 5,000 watts, as was WISN. WJBO was increased from 1,000 watts to the 5,000-watt maximum for Class III-A stations.

WALB, Albany, Ga., was granted a shift in frequency from 1230 to 1530 kc., with installation of a directional antenna for night use and with increased hours of operation from daytime to unlimited time, using 250 watts. WCOV, Montgomery, was granted a power increase from 100 to 250 watts on 1210 kc. WAIM, Anderson, S. C., was granted a similar local power increase.

WORL, Boston, was granted a modification of license to increase its power from 5,000 to 1,000 watts daytime only, on 920 kc.



A TROPHY emblematic of the aviation industry was awarded to Josephine Halpin, of KMOX, St. Louis, for her service to all phases of aviation. Presenter is Carleton Putnam, president of Chicago & Southern Air Lines. Miss Halpin broadcasts *One Woman's Opinion* on KMOX daily and has actively publicized the CAA aviation training program.

Carnation Discs

CARNATION Co., Milwaukee (milk), sponsoring *Arthur Godfrey* on 10 MBS stations Monday, Wednesday and Friday, 9-9:15 a. m., shortly after Jan. 1 plans to sponsor the program as a thrice-weekly quarter-hour transcribed series on 10 to 15 stations in cities where the program is not currently heard. Stations have not yet been selected. Agency is Erwin, Wasey & Co., New York.

Spots for Badges

DEJA COSTUME JEWELRY, New York, is planning to use spot announcements as part of a national advertising campaign to promote its "Carry the Torch" novelty pins, introduced in November as the emblem of a "club for lonely hearts" of the same name. Handling the account is Saltzman Service, New York.

BILL HAY, CBS announcer for the *Amos 'n' Andy* program, on Nov. 15 completed his 17th year in radio. He made his debut as an announcer in 1923 on KFKX, Hastings, Neb.

Allocation Snags Menace Havana Pact

Cuban Delay in Revising Assignments Threat To Effectuation

POSSIBILITY of postponement of the standard broadcast reallocation from March 29 until later in 1941, is foreseen in Washington radio circles. Unexpected delays, which have plagued the North American Broadcasting Agreement since its drafting three years ago, are causing no little concern at the FCC, at the State Department and among broadcasters.

Unless steps are taken forthwith through diplomatic channels to adjust conflicts in allocations proposed by Canada and Mexico, and unless Cuba expedites its proposed allocations, little hope is seen for the March 29 reallocation. If a postponement is necessary it can only be authorized by consent of all four principal signatories (Canada, Mexico, Cuba and the United States), but it would immediately endanger the whole allocation structure. Should any one of the nations renounce the Treaty, the entire reallocation plan would collapse.

Cuba's List Awaited

Aside from the delay in holiday conferences with delegations representing Canada and Mexico on allocation conflicts, Cuba has not yet submitted its revised list covering its proposed allocations, in compliance with the engineering standards projected in the Treaty itself. It was learned that steps are planned at once to invite delegations of Canadian and Mexican engineers to Washington for separate conferences. Originally, it had been planned to hold these conferences in latter October or early November. Thus far, so far as could be ascertained, the letters have not yet been dispatched.

Though FCC and State Department officials are not inclined to discuss the current situation, they nevertheless do not deny that there is extreme danger of missing the March 29 deadline. The treaty itself provides that it must become fully effective one year from the date of final ratification by the last of the four major signatories. Mexico, after nearly a two-year delay, ratified March 29, 1940. The FCC promulgated the standard broadcast allocations for the United States on Sept. 10, to become effective March 29. As proposed, this allocation would affect 777 of the more than 860 stations operating or authorized at that time.

Whether the lethargy in pursuing the continental reallocation reposes at the FCC, at the State Department, or with the other signatories, is open to question. Prior to the Sept. 10 promulgation of domestic allocations, it had become evident that certain members of the FCC were inclined to oppose the Treaty primarily because it retained a basic clear-channel structure. There is known opposition in the FCC to retention of clear channels, as reflected in the Network Monopoly Report of a Commission minority (Walker and Thompson), which, in substance, recommended a reclassification of clear channels.

The Border Stations

The proposed Canadian allocations already have been published [BROADCASTING, Oct. 15] as have those of the United States [BROADCASTING, Oct. 1]. The Mexican allocation table, while received by the FCC, has not been made public. The original Cuban list, it is reported, disregarded the engineering requirements under the North American agreement and as a consequence was returned for revision. Last word received by the State Department was that the revised allocations, conforming with the Treaty, would be submitted within a fortnight.

Despite the lack of information on the proposed Mexican allocations, concern is being evinced in informed quarters. Apparently there is no clear-cut provision for elimination of the notorious border stations operated for the most part by renegade American broadcasters—coincident with the effective date of the Treaty. The exclusive channels assigned to Mexico, it is hinted, are earmarked for location in the interior of the country, as specified in the Treaty allocations, but apparently no iron-clad commitment was made that they will be moved as of March 29. Perhaps the most important aspect of the agreement was the understanding that the high-powered Brinkley and Baker stations, plus a half-dozen others, would be deleted because of serious interference with operations in this country.

To Confer on Conflicts

It is presumed that at the forthcoming conference to iron out allocation conflicts with Mexico the matter of removal of the border stations will be the principal topic. The Treaty itself specifies the precise location of the class 1-A and 1-B stations in the signatory countries and provides that they shall be used to serve the nationals of those countries. Thus, continued operation of the border stations in their present locations would constitute an infraction of the Treaty, it is observed here. Whether there is a loophole on the time of removal is questionable, though the understanding has been that once the Treaty becomes effective, the high-powered border stations would terminate operation. Otherwise, the carefully worked out allocation aspects of the Treaty would prove useless.



SPONSOR'S approval of the weekly half-hour NBC *Rudy Vallee Show* brought grins to this quartet which recently met in Hollywood to discuss program ideas. They are (l to r) James A. McFadden, newly-appointed vice-president in charge of radio, for McKee & Albright, agency servicing the account; Ed Gardner, agency producer of the series; Rudy Vallee, and Armand Deutsch, Hollywood manager of the agency.

Army Title

AT REQUEST of Capt. Dorsey Owings, of the Army Information Service, Maj. John A. Holman, general manager of KDKA, Pittsburgh, has released the title, *This Man's Army*, for other broadcasts in the Army's interests. The highly successful program idea goes back to 1937, when Maj. Holman started the weekly round table discussion by prominent Army officers, designed to stir up interest in Army recruiting, on WBZ-WBZA, Boston - Springfield. When he transferred to Pittsburgh last spring, Maj. Holman started a similar weekly program, explaining the advantages of Army life, on KDKA.

New Wine Series

ATLAS IMPORT & EXPORT Co., Philadelphia, (wine) has started a special holiday campaign for its line of Bon Ton and Fruit Bowl wines. A live spot announcement series is being used on eight stations in Pennsylvania, a total of 250 announcements to be heard during the campaign extending from Nov. 25 to Dec. 31. Stations used are WIP WFIL WGBI WBRE WBAX KQV WWSW and WJAS. An extensive campaign, using additional stations in Pennsylvania, will be started shortly after the first of the year. Agency is Philip Klein, Philadelphia.

Beechnut Packing Plans $900,000 NBC Series

BEECHNUT PACKING Co., Canojoharie, N. Y., new to radio this year when it started test spot announcements in selected markets for its gum products, is planning thrice-weekly sponsorship of the NBC-Red *Newsroom of the Air* program with John W. Vandercook. Although the contract has not yet been signed, it is understood the campaign will cost $900,000 when full details of stations are decided.

The program, presented six times weekly 7:15-7:30 p.m., is now sponsored Wednesdays by Remington-Rand, New York, for its portable typewriters. The Beechnut campaign is scheduled to start about Jan. 1. Agency is Newell-Emmett Co., New York.

Axton-Fisher Acquires NBC Birthday Program

WHEN Axton-Fisher Tobacco Co., Louisville, starts *Twenty Grand Salutes Your Happy Birthday*, Jan. 3, 1941, on NBC-Blue, the program will have run five weeks on the network as a sustainer under the title *NBC Salutes Your Birthday*, Fridays, 9:35-10 p.m. Chief feature of the broadcasts is the distribution of $500 each week to persons having birthdays on the specified date, as found in a large birthday cake.

A guest of honor picks one section of the cake in which the date has been inserted and pulls one of many ribbons leading to Congressional districts throughout the country. All who live in the district chosen with birthdays on that date share in the prize. Claimants are given two weeks to present proof that the date selected is their birthday. Format of the program will be similar when Axton-Fisher takes it over in the interests of 20-Grand cigarettes. Agency is Weiss & Geller, New York.

G-M Plans Nebulous

GENERAL MOTORS Corp., Detroit, is considering an institutional half-hour program, but the project is officially declared not to have passed the discussion stage. Some work toward a program along the lines of the Wheeling Steel series on MBS was done by General Motors and its agency, Campbell-Ewald Co., but it is stated that networks had not yet been queried regarding time clearance. The matter is said still to be nebulous. Under the plans discussed the talent would be drawn from company personnel.

AGFA Films to Test

AGFA ANSCO Film Co., New York, is planning a four-week campaign of spot announcements for its films, using stations in major markets. Full details had not been released by Young & Rubicam, New York, agency in charge, as BROADCASTING went to press.

MILES LABORATORIES, Elkhart, Ind., on Dec. 9 will start a campaign for Alka-Seltzer and One-A-Day Vitamin tablets on WABC, New York, using the 11-11:05 a.m. news Saturdays, and the 3:55-4 p.m. news period Monday through Friday. Agency is Wade Adv. Agency, Chicago.

Quick Break Seen in ASCAP Monopoly

Capital Is Alive With Rumors Of Action

IF ASCAP MUSIC is on the air after current contracts expire Dec. 31, it probably will be as a result of a complete ASCAP capitulation, which will effectively break its monopoly of Tin Pan Alley.

The answer, if one is found, will not come across the conference table between broadcasters and the ASCAP board, but as a result of legal intervention by the Department of Justice. Though Government officials are close-mouthed, it nevertheless is apparent that things are happening at the Department in connection with revival of its five-year-old anti-trust suit against ASCAP and its 130 key officials and publisher members. Recently, it is learned, ASCAP has switched its attorneys handling Washington contacts and there have been frequent conferences with Anti-Trust Division attorneys.

Action Imminent

Whether the answer will come through active revival of the litigation along criminal lines, or through some consent agreement, is problematical. But if the activity apparent in Washington means anything, there will be action prior to the end of the year, along one line or the other.

Involvement of the major networks in the revived criminal litigation also is a possibility, if that course is pursued against ASCAP. The Department has had access to the network-monopoly files of the FCC, accumulated at its investigation, and evidently feels there is some substance to allegations relating to suppression of competition in the transcription field and in maintenance of artists' bureaus by the networks. There does not appear to be any disposition to institute separate anti-trust proceedings against the networks at this stage, in any event.

At the Department's Anti-Trust Division it was stated Nov. 29 that reports of action against the networks were "premature". It was indicated the Department probably would not be disposed to take steps, if at all, until the FCC has completed action on the network-monopoly investigation (see Page 9).

In its original suit against ASCAP, filed five years ago, the Department alleged that ASCAP was an illegal price-fixing monopoly in restraint of trade. Presumably, in an agreement to terminate this litigation, the Department will demand free and open competition in the music field, Unquestionably ASCAP's new attorneys, said to be headed by Milton Diamond of New York, have covered this ground with Department officials.

Thurman Arnold, assistant attorney general in charge of the Anti-Trust Division, has been in this picture. His chief assistant in the ASCAP matter is Victor Waters.



FOUR GENERATIONS of Katzmans make up an unique musical family. Great-grandad Phillip (right), 79, who played with many of Europe's masters, warms up a trumpet. Watching are his grandson Henry, 28, composer of the BMI hit "We Could Make Such Beautiful Music Together"; son Louis (holding baton), musical director of WINS, New York and research director of BMI; and the great-grandson Michael, 16 months. Henry plays piano in the WINS orchestra and composes popular musical numbers, using the pen name of Henry Manners.

For several months Mr. Waters has been analyzing data procured by questionnaire from stations, music publishers, hotels, motion picture exhibitors and others publicly performing music, to ascertain in essence whether their businesses have been subjected "to unreasonable restraints imposed by any combination of owners of copyrighted music".

The litigation now pending was instituted in the Federal District Court for the Southern District of New York. After preliminary arguments, however, the trial was revived pending a stipulation of the record. The case has been virtually dormant since, though the Department obtained a Grand Jury order several months ago requiring ASCAP to make available its files and records.

Meanwhile, Broadcast Music Inc., the industry's answer to ASCAP's demands for increased tribute to perform its music when the year ends, has accelerated its pace in production all down the line. Recent efforts by individual stations or groups to obtain from ASCAP any commitment on contracts other than those proposed last March appear to have been fruitless. Broadcasters figure that ASCAP's demands would result in a virtual doubled royalty tribute to ASCAP of from approximately $4,500,000 to $9,000,000 per year.

Getting Ready

Broadcast stations and networks have progressed with their plans to forsake ASCAP music when current contracts expire. The networks are using more and more non-ASCAP music in sustaining programs, while individual stations as of Dec. 1, in many instances, are banning ASCAP music on all programs, both commercial and sustaining, recorded and live. All this is in readiness for the anticipated transition to non-ASCAP operation effective Jan. 1.

ASCAP, meanwhile, continues its bold front. It insists that ASCAP music will be on the air, one way or the other, next year. It is evident that as a last-ditch proposition, it threatens to go to the advertisers and sell them music on an exclusive basis, to be cleared at the source for the entire networks. ASCAP executives insist they could derive a greater amount of revenue through such dealings than from stations on a percentage-wise basis. While there is no official announcement, the claim is made by ASCAP that upwards of 200 stations already have signed contracts.

Harold A. Lafount, president of National Independent Broadcasters and general manager of the Bulova radio stations, and Donald Flamm, president of WMCA, New York, visited ASCAP Nov. 20 and conferred with members of its radio committee. Nothing happened beyond a discussion of suggested plans, with ASCAP apparently sticking to its percentage of gross proposition, on which current contracts are based. It is understood Mr. Flamm proposed a percentage basis on commercials and a flat rate for sustaining programs, presumably having in mind passing on of the commercial program music costs to advertisers. ASCAP spokesmen apparently declined even to consider the plan.

John G. Paine, general manager of ASCAP, told the Radio Executives Club of New York Nov. 27 that reports radio is about to "deal ASCAP out of the picture" are irresponsible. He bitterly criticized the networks for their failure to acknowledge the license plan submitted by ASCAP last March.

Describing the plan as a formula which ASCAP is willing to modify if shown that it is impractical, Mr. Paine cited the license's concessions to the small stations by reducing their percentage payments and to the network affiliate group by granting them clearance at the source as proof that ASCAP is willing to give its customers what they want. "Maybe 7½% is too much to ask of the chains," he said, "although our calculations indicate that they can pay that amount. They've told the press, the advertisers, the agencies and the band leaders that they can't, but they've never told us."

Stating that under these conditions "I don't know what the outcome will be or whether the chains will sign up or not," he said that ASCAP "feels it a duty to give everyone the opportunity to use its music on the same basis as everyone else," and that it's up to radio to accept or reject the formula or to offer to negotiate. "If radio elects not to take ASCAP music on a non-competitive basis, then our obligation is cancelled and we are free to accept the other offers we have had," he declared.

An Easy Way

In discussing the various proposed methods by which music might be sold to radio, Mr. Paine described the present blanket license plan, enabling the broadcaster to use as much or as little ASCAP music as he chooses, as "a simple, easy, direct way of doing business". The per piece method, he said, "is so difficult and complicated as to be impractical." The per program system is possible, he stated, but "that comes down to making it possible for radio to charge the advertiser who uses music and not the non-music user. If that's the way it's to be, then ASCAP doesn't need radio as its salesman but can do a better job by dealing direct with the advertisers."

Whatever decision the broadcasters may make, ASCAP is not worried, Mr. Paine asserted, as long as it has the music of Cole Porter, Sigmund Romberg, Irving Berlin, George Gershwin, Sousa, Rachmaninoff, and the other music "the public wants." The best stars aren't worth much without good material, he stated, and ASCAP has that material.

Progressing with its task of building up a radio-controlled supply of equally good material, BMI is pushing its negotiations with Edw. B. Marks Music Corp., owner of one of the most important American music catalogs. Deal, which is expected to be settled

Lyric Contest

LYRIC-WRITING contest, believed to be the first of its kind in radio, was held by WHK, Cleveland, in connection with the annual convention of the National Scholastic Press Assn. in Cleveland Nov. 28-30. High school newspaper editors from all parts of the country chose 12 members of their association to participate in the contest. These assembled at WHK one hour in advance of a program by the WHK staff orchestra. A popular melody was played for them several times, and they were requested to write a new lyric for it. When time for the program arrived, the best lyric was chosen and sung by Lillian Sherman, WHK-WCLE vocalist. First prize was a $5 bill.

within the next few days, would take from ASCAP, with which the firm is now affiliated, and give to radio some 20,000 songs representing a cross-section of the most popular music of the past quarter-century.

BMI has announced the completion of its first deal with a performing rights society, the Society of Authors, Composers & Editors of Music, Mexico City. Contract, signed for the Mexican society by Alfonso Esparza Oteo, gives to BMI on Jan. 1, 1941, the broadcasting and television rights to more than 20,000 compositions, including 2,000 records. During the remainder of 1940, performance rights are available through ASCAP. Grant includes the works of more than 150 Mexican song writers, both popular and serious. In cooperation with the music committee of the Pan-American Union, BMI is planning a series of programs of Mexican, Cuban and South American music to popularize this type of music in the United States.

SESAC Plan

Negotiations between the NAB and SESAC have resulted in an agreement from SESAC that its license fees to broadcasters will not be raised for the next five years. In a letter to the NAB, SESAC guaranteed: That all stations whose licenses expire prior to Dec. 31, 1941, may renew their agreements for an additional five-year period at rates not exceeding the current schedule of fees, and that those stations without SESAC licenses may obtain five-year licenses by Jan. 1, 1941, at rates not exceeding the current schedule.

Pointing out that SESAC has cooperated with radio during its ten years in business and that its license fees have remained practically stationary while its music has increased from eight catalogs in 1931 to 125 at present, giving it control over performance rights of more than 55,000 compositions, the letter states that nearly 700 stations have long-term agreements with SESAC. NAB is writing all its member stations urging them to take advantage of their SESAC music and suggesting that stations not now licensed by SESAC give serious consideration to acquiring such a license.

In observance of its tenth anniversary, SESAC has issued a music guide, containing a classified index of some 200 different types of music included in its calalogs, listed by classifications of music, and also a list of the publishers and organizations affiliated with SESAC. Copies of the guide were sent to stations with the NAB letter.

Thirteen stations have become BMI members within the past two weeks, raising the total to 428. New members are: WRDW, Augusta, Ga.; WLAW, Lawrence, Mass.; KFKA, Greeley, Col.; WKBB, Dubuque; KFDM, Beaumont; KAST, Astoria, Ore.; KUTA, Salt Lake City; KTSW, Emporia; KSOO, Sioux Falls, S. D.; WLOG, Logan, W. Va.; WIND, Gary; WTRY, Troy; WKNE, Keene. N. H.

(*Continued on page 65*)

Hummert Asks FCC Mediation In ASCAP-BMI Controversy

IN THE first formal peace offensive of the controversy between the broadcasting industry and ASCAP, E. Frank Hummert, vice-president of Blackett-Sample-Hummert, on Nov. 28 sent the FCC a letter suggesting that "the Commission undertake such action as may be appropriate to mediate between the broadcasters and ASCAP to the end that the nation's great radio audience may continue, without interruption, to enjoy all of its own American music."

Regarding his own situation, Mr. Hummert states: "That the resultant situation affects me personally as a producer of long-established radio musical programs is of relatively minor importance. That millions of the radio audience will be deprived of most of the best American music is of paramount public interest."

Mediation Efforts

Explaining the delay between Mr. Hummert's announcement of his intention to make this protest [BROADCASTING, Nov. 15] and the sending of the protest, Henry K. Urion, of O'Connor & Farber, counsel for Mr. Hummert, said that it was decided to attempt to bring about mediation directly before appealing to the Commission. Mr. Hummert and Mr. Urion conferred with John G. Paine, ASCAP's general manager, and found him amenable to the mediation idea.

Then they called on Niles Trammell, NBC president; Edward Klauber, CBS executive vice-president, and Sydney Kaye, general counsel for BMI, and, according to Mr. Urion, this group did not view with favor the suggestion that a mediator be authorized to settle the problem.

Can FCC Intervene?

Whether the FCC can intervene is questionable. It has no authority under the statute to mediate in matters of this kind. Should the quality of program service deteriorate as a result of the ASCAP ban, it is presumed the FCC might raise some question about program service on renewals of station licenses. On the other hand, if broadcasters and ASCAP agree to mediation, some individual commissioner might voluntarily intercede. Such a development, however, is not deemed likely.

In his letter, Mr. Hummert said that since the new license agreements were tenderd by ASCAP, no negotiations whatever had taken place between ASCAP and the networks. He said he had recently suggested that ASCAP and the networks enter into negotiations through a mediator, and while this suggestion was acceptable to ASCAP, the networks had not assented to it. Thus, he pointed out, after Dec. 31 the networks and their stations will not broadcast music controlled by ASCAP.

Despite his disclaimer of impartiality, Mr. Hummert nevertheless attacked radio's position. "Motivated solely by personal pecuniary considerations and without regard whatsoever to the interests of the radio public, the broadcasting chains, virtually controlling the major part of our radio facilities, have evidently determined that they will not deal with the organization that controls the bulk of American music," he wrote the FCC. He said it was inconceivable "that the controlling broadcasting interests, presumed to operate in the public interest, should be permitted to deprive the American radio public of its accustomed music by a mere fight for dollars.

"In view of the great public interest which is involved, I respectfully suggest that the Commission undertake such action as may be appropriate to mediate between the broadcasters and ASCAP to the end that the nation's great radio audience may continue, without interruption, to enjoy all of its own American music."

Jergens Band Contract Contains ASCAP Clause

ANDREW JERGENS Co., Cincinnati (Woodbury soap) currently sponsoring the weekly half hour NBC *Woodbury Hollywood Playhouse*, on Jan. 1 will replace the dramatic show with a musical program. Tony Martin's band has been signed. The same 64 NBC-Red stations, Wednesday, 8-8:30 p.m. (EST), with West Coast repeat, 8-8:30 p.m. (PST), will be used.

Although Hollywood executives of Lennen & Mitchell, agency servicing the account, would not be quoted, it is understood that for the first time in contractual history of radio, Martin has been given a performer's cancellation clause, based on the current ASCAP controversy. It is reported that should there be a lack of ASCAP music for the series, Martin might regard it as militating against the success of his program. Therefore the cancellation clause would permit him to withdraw. William N. Robson, Hollywood manager of the agency, is to produce the new series. Jim Ameche and Gale Page are currently being featured in the *Woodbury Hollywood Playhouse* series, having succeeded Charles Boyer when he withdrew last season.



EXTERIOR of new 5 kw. plant of WISN, Milwaukee, as conceived by Mark Pfaller, architect. Four towers comprising a directional antenna system will be built on the new 40-acre site located in Milwaukee county. G. W. Grignon, manager of WISN, has announced that more than $100,000 will be invested in new equipment alone. Authorized Nov. 20 to increase from 250 watts night, 1,000 day to 5,000 day and night on a new freqency of 1150 kc., in lieu of the present 1120 kc., the new plant will be ready next spring.

RIGHT OFF THE FARM
Murphy Products Originates Series at a Home

MURPHY PRODUCTS Co., Burlington, Wis., (stock food concentrates), on Nov. 30 started a 13-week half-hour test campaign Saturdays 1-1:30 p.m. on WDAY, Fargo; WHO, Des Moines; WLS, Chicago; KFAM, St. Cloud, Minn.; KROC, Rochester, Minn.; KYSM, Mankato, Minn.

Program originates in the home of the Herman Tonsfeldt family near Sabin, Minn., and is called *Home on the Farm*. Everyday happenings such as livestock sales, church socials and shopping tours are discussed by the Tonsfeldts and their children. Direct wires are used by the network of stations releasing the program, with WDAY acting as key station. Critchfield & Co., Chicago, placed the business.

NBC, CBS and MBS will carry the "Christmas Under Fire" speech of King George VI of England, to be broadcast Christmas Day.

Preparing BMI Hymnal

A BMI hymnal, containing between 400 and 500 standard hymns, gospel songs of all denominations, with a few patriotic hymns and Negro spirituals, is being prepared and will be ready for distribution about Dec. 20. Richard Maxwell, conductor of *Songs of Comfort and Cheer* on CBS, has served as special consultant on the volume, collaborating with M. E. Tompkins, BMI general manager, and Dana Merriman of the BMI editorial staff.

BMI's Hollywood Office

WITH Harry Engel having taken over as West Coast manager of Broadcast Music Inc., the organization has moved its Hollywood offices to 1549 N. Vine St., utilizing a suite of five rooms. A veteran of 20 years in the music publishing business, Engel assumed his new duties in mid-November, and is being assisted by Richard Hartman and Eddie Janis. Hannah Green is office manager.

P. LORILLARD Co., New York, on Nov. 27 started for four weeks Dick Fishell's nightly sports resume on WHN, New York, on behalf of Old Gold cigarettes. Lennen & Mitchell placed the account.

Radio Celebrates Its 20th Anniversary

Notables Join in Washington Dinner

RADIO received an impressive sendoff on its second 20 years at a 20th Birthday Party held Nov. 26 in Washington at the Willard Hotel, with more than 600 broadcasters, industry personalities, government officials and public figures participating in the festivities. The Washington celebration, designed as an official commemoration of radio's first 20 years, highlighted the nationwide 20th birthday promotion sponsored Nov. 11-30 by the NAB. The party was sponsored by NBC, CBS, MBS, NAB, RMA, Electric Institute of Washington, and the six Washington stations—WRC, WMAL, WOL, WJSV, WINX, WWDC.

Washington celebrants heard Neville Miller, NAB president, read letters from President Roosevelt and Wendell L. Willkie, Republican presidential candidate in the recent campaign, both of whom paid hearty tribute to the broadcast industry and emphasized the importance of maintaining free radio. They also heard a special transatlantic pickup from London on which correspondents of all three national networks exchanged questions and answers with A. A. Schechter NBC director of news and special events. And they were entertained with BMI music, furnished by John Charles Thomas, famous concert artist, and Johnny Messner's orchestra, along with well-known radio and stage acts.

Mr. Willkie's Letter

Offering his congratulations to the American broadcasting industry for "a splendid and outstanding performance," Mr. Willkie declared in the letter read by President Miller:

"Those closely associated with radio broadcasting in this country can take pride in this achievement, as well as in the fact that they have kept the ether waves clear for free expressions of all shades of thought. As one who has just come through a national political campaign as a major participant, I can bear testimony to the fairness and high sense of responsibility of those in control of our radio facilities. May it ever be so. A free radio, along with a free press, constitutes the cornerstone of a system of free men."

Praising the industry's development, President Roosevelt declared: "The growth of broadcasting as we know it in America has been one of the most outstanding achievements of this generation. I reaffirm to you my belief that democracy will not tolerate any attempts at domination or control by the Government at the free and open avenues of public information."

[See opposite page for full text of President's letter.]

Special features of the Washington program included a special MBS broadcast of *American Forum of the Air*, conducted by Theodore Granik, on which appeared a group of nationally known figures discussing the past and coming 20 years of radio development. On the special transatlantic pickup, an unbroadcast program between BBC studios in London and the Willard Hotel ballroom, Mr. Schechter carried on via a public address system a 15-minute conversation with Edward R. Murrow, CBS London correspondent, Fred Bate, of NBC, and John Steele, of MBS. The program of entertainment featured, in addition to Mr. Thomas and two orchestras, Jay C. Flippen, Howard & Shelton, Ramona, all well-known radio personalities, along with Bobby May, juggler, and The Pitchmen, musical novelty trio.

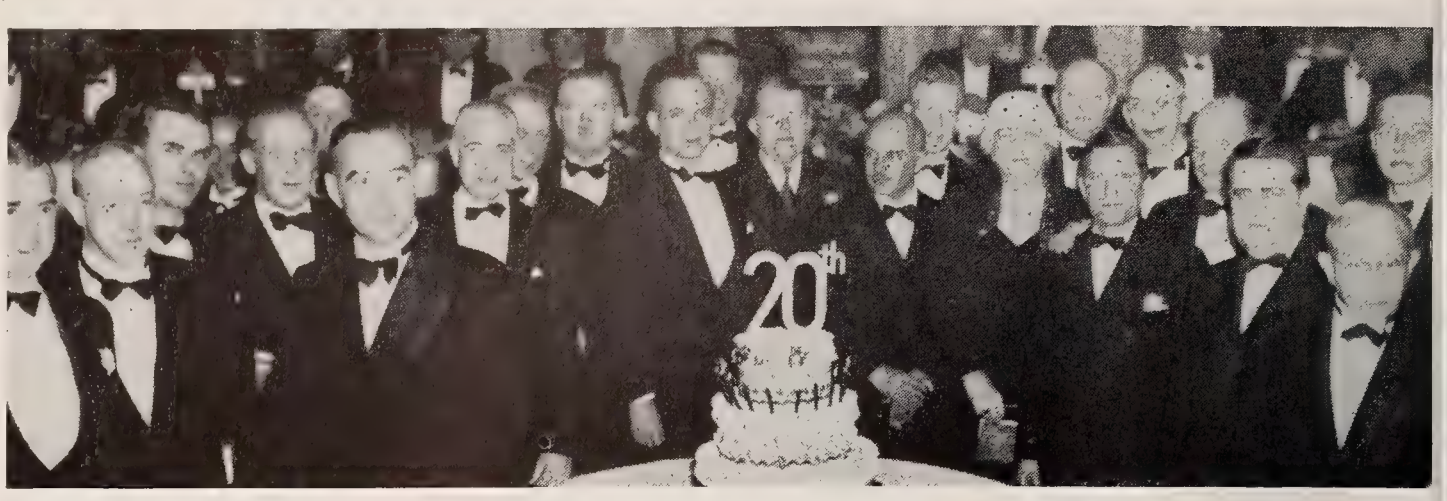
Prominent Guests

Prominent guests attending the 20th anniversary party in Washington included: Jesse Jones, Secretary of Commerce; Frank Mullen, NBC vice-president and general manager; Senator Sherman Minton; John Benson, AAAA president; Bishop James E. Freeman; Harold Lafount, NIB president; Rev. Samuel McCrea Cavert; Maj. Gen. J. O. Mauborgne, Chief Signal Officer, U. S. Army; Rabbi Edward Israel; Chairman James Lawrence Fly, of the FCC; Commissioner Norman S. Case of the FCC; Walter W. Van Kirk, of the Federal Council of Churches of Christ in America; Thomas Burke, chief, Division of International Communications, State Department; Joseph D. Jamieson, president, White House News Photographers Assn.; Senator Elbert D. Thomas; Edward Klauber, CBS executive vice-president; Senator H. H. Schwartz; Senator C. Wayland Brooks; Paul B. West, president, Assn. of National Advertisers; Gen. George C. Marshall, Chief of Staff, U. S. Army; Theodore C. Streibert, MBS vice-president; Breckenridge Long, Assistant Secretary of State; Rev. Maurice S. Sheehy; Commissioner Harry C. Mitchell, of the U. S. Civil Service Commission; Bond Geddes, RMA executive vice-president; Commissioner Paul A. Walker, of the FCC; Commissioner George H. Payne, of the FCC; Ward Stringham, president, Electric Institute of Washington; Commissioner T. A. M. Craven, of the FCC; Albert L. Warner, chairman of the executive committee of the Radio Correspondents Assn.

Veterans Light Candles

During the program veterans of two decades and more in radio lighted the candles on a 3-foot birthday cake, paraded through the banquet hall. Noted among this group (shown in picture above) were Meade Brunet, RCA Washington official; Mr. Duncan, RCA, Philadelphia; S. D. Gregory, NBC manager of managed and programmed stations; A. L. Ashby, NBC vice-president and general counsel; Arthur B. Church, president of KMBC, Kansas City; E. M. Webster, FCC assistant chief engineer; Commissioner T. A. M. Craven, FCC; John W. Guider, Washington attorney; E. C. Page, Washington consulting engineer; A. B. Chamberlain, CBS chief engineer; Mrs. LeRoy Mark, owner of WOL, Washington; C. M. Jansky Jr., Washington consulting engineer; Louis Windmuller, Washington representative of Fairchild Aviation Corp.; E. K. Cohan, CBS technical director; G. W. (Johnny) Johnstone, radio director, Democratic National Committee; H. G. Dorsey, U. S. Coast & Geodetic Survey; Ralph Perry, WPRA, Mayaguez, P. R.; Maj. Gen. J. O. Mauborgne, Chief Signal Officer, U. S. Army; George O. Sutton, Washington radio attorney and former engineer.

20-YEAR VETERANS LIGHT BROADCASTING BIRTHDAY CAKE



A partial list of those actively identified with broadcasting who attended the Radio Birthday Dinner is published on Page 64.

Code Is Lauded

Unable to attend the Washington function, the following telegram was sent to the NAB from Mrs. H. V. Milligan, president of the National Council of Women:

"On behalf of the National Council of Women of the United States, I want to congratulate the radio industry on this important occasion. Coincidentally with its rise to one of our major industries has come an awareness on the part of women of the vast debt they owe radio. The higher level of our national culture is due largely to the contribution radio has made to the American people through its many educational broadcasts of every description. We want to take this occasion, too, to express our gratitude to the NAB for its adoption of the code which insures to all Americans the dissemination of the truth, without prejudice, and in a spirit of fair play. We believe that a free radio is the very essence of true democracy and pledge our continued support to the end that free radio shall continue in the United States."

In connection with the birthday celebration, the radio committee of the American Civil Liberties Union forwarded a message of congratulation to NAB President Miller, coupled with an expression of agreement with the underlying principle of the NAB Code, particularly as it applies to the question of controversial issues, and a reaffirmation of the Union's opposition to Section 606 (c) of the Federal Communications Act. Speaking as the Washington representative of the Union's radio committee, H. Thomas Austern, Washington attorney, declared:

"We deem the existing statutory power of the President to take over the operation of all radio stations in time of national emergency or war as potentially dangerous—so dangerous, indeed, that we have advocated congressional action to deprive the President of this power. There seems to be no argument for such a blanket control of radio in time of emergency that would not apply equally to the press. The radio code apparently insures a degree of self-regulation sufficient to make unnecessary the exercise of any such sweeping and drastic power by the Federal Government. In these circumstances we think that legislative action to limit the existing statutory grant of power is warranted."

* * *

Over the country individual stations reported various 20th Birthday Party promotions to BROADCASTING. KTRB, Modesto, Cal., conducted a listener contest with prizes for the best letters reminiscent of the early days of radio. KFRO, Longview, Tex., cooperating with the local public schools, conducted an essay contest on "The American System of Radio," offering students $21 in prizes. KSO-KRNT, Des Moines, observed the anniversary period by giving away a radio a day to listeners at whose homes the station's "Radio Gift Man" called. KVOO, Tulsa, Okla., carried a series of six special 20th anniversary programs surveying the progress of the industry and presenting leading Tulsa educators and radio personalities.

AFRA Finishing Draft Of Talent Agency Code

WITH an agreement between the American Federation of Radio Artists and the independent talent agents practically reached following lengthy negotiations, a final draft of the union's code for talent agencies is now being drawn up and will probably be agreed upon within the next few days, according to Emily Holt, executive secretary of AFRA.

Changes in the original document, which was negotiated with network officials covering their artists bureaus at the same time that AFRA and the networks renewed their agreements for wages and working conditions for talent employed on all network programs, are only in the regulatory and disciplinary sections of the code, Mrs. Holt stated, and do not affect the provisions on compensation.

The delay caused by these negotiations in handling the routine business of the union has resulted in a postponement of AFRA's negotiations with the transcription manufacturers for a code governing employment of actors, singers and announcers on transcribed programs, she said, adding that these negotiations will probably not be resumed until the first of the year.

NAB and IRNA Sessions Scheduled in New York

POSTPONEMENT of the meeting of the NAB board of directors in New York from Dec. 3-4 to Dec. 5-6 was announced Nov. 28 by NAB President Neville Miller. The sessions will be held in the Roosevelt Hotel. The NAB Legislative Committee will meet at the Ritz Tower Dec. 4.

Network negotiating committees of Independent Radio Network Affiliates will confer with NBC and CBS in New York Dec. 4, according to Samuel R. Rosenbaum, IRNA chairman. The sesions are in line with policy established last summer under which committees representng the affiliates, NBC and CBS confer on matters relating to commercial and programming policies.

Monarch on Coast

REID, MURDOCH & Co., Los Angeles (Monarch coffee), in a 13-week campaign which started Nov. 20 is using five-weekly participations in the *Mildred Van* home economics program on KECA, that city. Firm is also currently using five-weekly participations in *Norma Young's Happy Homes* on KHJ; 35 time signal announcements a week on KFAC, and 42 each week on KIEV. Agency is W. B. Ross & Associates, Los Angeles.

Proprietary on 60

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., from Dec. 1 until Feb. 1 plans to gradually increase radio advertising for its vegetable compound by eliminating the smaller stations it is currently using and placing five-minute programs and one-minute transcribed announcements on 60 stations in larger cities. Erwin, Wasey & Co., New York, handles the account.

PRESIDENT ROOSEVELT'S LETTER

Congratulating Radio on Its 20th Birthday

Following is President Roosevelt's letter of Nov. 25 to Neville Miller, NAB president, felicitating American radio on its twentieth birthday and read over the networks Nov. 26:

ON THE OCCASION of the twentieth birthday of broadcasting, I wish to extend through you my congratulations and best wishes to the industry. The growth of broadcasting as we know it in America has been one of the outstanding achievements of this generation. Since the days of 20 years ago when attic experimenters tinkered with crystal sets and the reception of a distant signal was a mere novelty, the modern receiver has become a necessity in the American household.

With this fine record of technical achievement, the radio industry also has rendered excellent public service. It has brought information and entertainment of quality to the millions of American homes which otherwise could not have enjoyed such benefits. In fact, it might be said that radio has erased the old boundaries of time and space. As millions of American families gather each day about their receivers, we become neighbors in a new and true sense.

Today the need is greater than ever that broadcasting should perform its function as a medium of public information. Factual and accurate news made available to all of our people is a basic essential of democracy. Radio has done its job well in this field. Elsewhere radio and the press are instruments of the state, used by dictators without regard for truth or justice. I reaffirm to you my belief that democracy will not tolerate any attempts at domination or control by government at the free and open avenues of public information. The best assurance that this will continue to be so is the proper discharge of the public responsibilities by those who operate these media.

The nations of this hemisphere are engaged in a cooperative undertaking to keep war and aggression from our shores. It is my hope that radio will increase and continue its efforts to create a broader understanding among the people of this hemisphere. The exchange of programs among the broadcasting stations of the Americas and the origination of special broadcasts from and to our neighbors serve to strengthen the common purpose which unites us at home.

Again, I felicitate the radio industry on its twentieth birthday. You have reached an amazing maturity for one so young. Your government has no wish to interfere or hinder the continued development of the American system of broadcasting. Radio was born and developed in the real American way and its future must continue on that basis.

Nehi Revising

NEHI Corp., Columbus, Ga., currently sponsoring Robert Ripley's *Believe It or Not* program on CBS, is understood to be dropping the program probably Dec. 6 or 13, with plans to sponsor Tom Howard and Roy Shelton in the same period together with a daytime serial on behalf of Royal Crown Cola. The agency, BBDO, New York, has released no statement on the change and details will probably be withheld pending settlement of the current litigation brought by Coca Cola Co. against all beverage companies using the name "Cola."



RADIO'S PUBLIC SERVICE obligations are being met fully and fairly, according to a consensus of representatives of various walks of life who spoke on a special *American Forum of the Air* broadcast Nov. 26 from an improvised studio adjoining the ballroom of the Willard Hotel, Washington, while the NAB Twentieth Birthday Party was in progress. Theodore Granik's MBS program was selected as indicative of freedom of speech on the radio, and the program was carried for a half-hour on that network. Lauding radio's efforts were (l to r) Rabbi Edward Israel, president, Synagogue Council of America; FCC Chairman Fly; Edward J. Heffron, executive secretary, National Council of Catholic Men; Martin Codel, publisher, BROADCASTING; Neville Miller, NAB president; Theodore Granik; Paul B. West, president, Assn. of National Advertisers; Senator Elbert D. Thomas, of Utah; Samuel M. Cavert, general secretary, Federal Council of Churches of Christ of America.

Report for Radio Is Begun by AP; Facsimile Tests

Sustaining, Commercial Pact Is Negotiated With MBS

ASSOCIATED PRESS will start its processed radio report Dec. 1, according to W. J. McCambridge, assistant general manager, who stated that a force of experienced news writers and news broadcasters had been engaged to handle this new service.

For the last few weeks sample radio reports have been prepared daily from the general AP news reports and carefully studied by AP executives, so that service would be developed before transmission to stations was begun. Since AP first made its news available to radio on a basis comparable to that of the other news agencies, a report especially prepared for broadcasting has been requested by more subscribers than any other feature of the service, and plans for its establishment have been under way for several months.

MBS to Sign

An agreement with MBS, making AP news available to this network for both sustaining and commercial use, has already gone into effect, Mr. McCambridge said, but contracts have not been signed.

Under a verbal agreement reached with Fred Weber, general manager of Mutual, along the same lines as those previously negotiated with NBC and CBS, the network receives AP service on an "exchange of news" basis which makes news collected by MBS correspondents available to AP and which also provides for a cash differential to be paid by the network.

In addition to making its news available for use by broadcasters, AP is experimenting with radio as a means of transmitting AP news and pictures. While they are still in the laboratory stage with a lot of work still to be done, these experiments have demonstrated the practicability of facsimile broadcasting, especially by the use of frequency modulation, for news transmission, said Mr. McCambridge.

Facsimile Experiments

Copy has been transmitted by facsimile radio between New York and Chicago at the rate of 140 words a minute, he stated, more than twice the speed of present wireline transmission of copy, which normally goes at about 60 words a minute. Maps, charts, cartoons and other two-tone illustrative material has also been transmitted with good results, he said, and experiments are being conducted with the transmission of photographs. The regular AP wirephoto apparatus can be used for radio transmission and reception without any major changes.

Although stressing that the change from wires to radio will not come within the next year, he predicted it is not too far away. FM is the basis of the whole plan, he declared, as all of AP's experiments have shown that facsimile copy sent by FM can be received clearly in locations such as the AP Bldg. in New York's Rockefeller Center where reception by amplitude modulation is undependable and impracticable.

Defense Planning Hits Broadcasting Industry Lightly

Communications Group Picked From Industry Executives

INDICATING the broadcasting industry is destined to play only a secondary role in the national defense planning work assigned it by Presidential decree, the Defense Communications Board Nov. 29 announced appointment of an Industry Advisory Committee of seven members—all executives of communications companies.

The Committee—most important of the industry advisory groups designated—will maintain direct liaison with the five-man DCB of high-ranking Government officials. Members selected are Walter Gifford, president of AT&T; Sosthenes Behn, president of IT&T; David Sarnoff, RCA president, named as chairman of the board of RCA Communications Inc.; R. B. White, president of Western Union; W. E. Beakes, president of Tropical Radio Telegraph; Joseph Pierson, president of Press Wireless Inc., and Jack Kaufman, executive vice-president of Globe Wireless Inc.

Subcommittees Named

Only Mr. Sarnoff, of the seven committee members, is identified with broadcasting, by virtue of his chairmanship of NBC. The board announced that it had recognized the need for broadcasting representation by providing that whenever a problem of domestic broadcasting or international broadcasting arises, it would call on the chairman of the domestic broadcasting or the international broadcasting subcommittee to delegate a representative to sit with the industry committee.

Thus, the broadcasting industry as such will have no direct dealing with the board unless "need" arises. The domestic broadcast subcommittee is one of 11 created by the board. The four main committees are law; coordinating, made up entirely of Government personnel; industry advisory, and labor advisory. All these will have direct contact with the board itself.

The board comprises FCC Chairman James Lawrence Fly, chairman; Maj. Gen. Joseph O. Mauborgne, Army Signal Officer; Rear Admiral Leigh Noyes, Director of Naval Communications; Assistant Secretary of State Breckenridge Long, and Assistant Secretary of the Treasury Herbert E. Gaston.

A three-man labor advisory committee was authorized. The board invited the American Federation of Labor, C.I.O., and the National Federation of Telephone Workers to select one representative each from their communications and broadcasting unions to serve.

Lowell Mellett, direct of the Office of Government Reports, and a special assistant to the President, was named one of the Government members on the broadcast subcommittee.

Membership of the Domestic Broadcast Committee would total 17, of whom five would be Government men. Appointment of Mr. Mellett, regarded as the top Government information officer and as the likely "George Creel" of the emergency situation, caused some reaction, particularly since the President's Executive Order creating the Defense Board emphasized that its function, in relation to broadcasting, shall be limited to "physical aspects" and shall in no way pertain to censorship or program control.

The only other Government member designated was Major Frank C. Meade, of the Army Air Corps War Plans Section. Other Government posts will be for the FCC, Federal Radio Education Committee and State Department.

Organizations invited to name members to the Domestic Broadcast Committee, the duties of which will include study of "physical aspects of domestic broadcasting" and formulation of recommendations deemed desirable under "foreseeable military conditions" were: AT&T, CBS, FM Broadcasters Inc., MBS, NAB, Finch Telecommunications Inc., NBC, NIB, National Television Systems Committee, Postal Telegraph, U. S. Independent Telephone Assn. and Western Union. It is doubted whether several of these organizations will name Committee members, because of remoteness of interest.

The International Broadcasting Committee will have 11 members, of whom five will be Government officials. Mr. Mellett again was named to this Committee for the Office of Government Reports.

Other Government representatives already named are Rear Admiral S. C. Hooper, Navy communications specialist; Nelson Rockefeller, coordinator of commercial and cultural relations between the American Republics, and Gerald C. Gross, International Division chief of the FCC. Commercial companies invited to name representatives were CBS, Crosley, General Electric, NBC, Westinghouse and World Wide Broadcasting Corp. When NAB President Neville Miller called to the Board's attention the lack of NAB representation on this Committee, the Board authorized addition of that organization. The State Department has not yet named its representative.

Listings Not Final

In announcing the Committees, Chairman Fly explained that the listings were not final and that additional members could be appointed upon proper showing. The Defense Communications Board desired to have a minimum number of Committee members, he said, but each of them could invite as many advisors as it desired.

In letters of confirmation sent to the companies and organizations for their nomination of representatives on the 11 technical subcommittees, the Board stated that each committee would elect its own chairman and secretary. The companies were asked to cooperate in securing the most effective membership, with representatives thoroughly familiar with the problems and subject matter to be studied.

Participating companies also were advised that the services of their representatives must be on a voluntary basis, as no appropriation is available for the Board to pay the expenses of members. Each committee member may be assisted by expert advisors from his organization and may participate in Committee discussions, at the discretion of those bodies, the formal notice stated.



HIGHER standards in diathermy equipment will be considered by a joint committee of FCC, medical, industry and other affected groups, following a conference held Nov. 29 at the FCC. Presiding at the meeting, called to discuss standards to reduce interference from radio therapy, was E. K. Jett, FCC chief engineer. This candid portrait of Mr. Jett was taken as he discussed radio interference problems recently on Watson Davis' CBS *Science Service* feature.

AGMA Asks Court to Revive Stay Order Restricting AFM

AMERICAN Guild of Musical Artists appeared Nov. 29 before the Appellate Division of the New York Supreme Court, with Justice Francis Martin presiding, to request reinstatement of the stay order restricting James C. Petrillo, president of the American Federation of Musicians, from carrying out his threat to forbid AFM members from working with instrumentalists belonging to AGMA until AGMA's motion for a permanent injunction has been heard.

Frederick E. Crane, former chief justice of the New York Supreme Court of Appeals, presented AGMA's argument that no harm will be done Mr. Petrillo or the AFM if the status quo is maintained, whereas if a stay is not granted AGMA, members will suffer great loss.

Individual Contracts

He raised the points previously presented by AGMA that its members—soloists such as Spaulding and Heifetz — are independent agents whose services are contracted for at special fees and that they banded together into AGMA to secure contractual protection. Musicians who are members of orchestras or bands work for salaries and need the group protection and collective bargaining offered by AFM, which would have no value for AGMA members, he argued.

Samuel Seabury, president of the Association of the Bar of New York City, represented Mr. Petrillo, and answered that the AFM is not trying to enjoin anybody but merely standing on the rights granted by its charter from AFL, which gives it jurisdiction over all instrumental musicians. Stating that the right of an AGMA member to refuse to work with nonmembers cannot be denied and that unless AGMA soloists wish to perform with AFM members there is no reason for their request for an injunction, he argued that waiting for a trial would mean only a further delay in AFM's exercise of its legal rights to protect itself against competition of AGMA in organizing musicians. He asked that AGMA's petition be denied. The court gave AGMA until Dec. 3 to file a supplementary brief and AFM until Dec. 15 to file an answer.

Hearing came only 10 days after Justice Aron Steuer of the New York Supreme Court had denied AGMA's application for a temporary injuction to restrain Mr. Petrillo from carrying out his announced plan. Suit for a permanant injunction was not barred by this decision, however, as Justice Steuer at the same time denied Mr. Petrillo's cross motion to dismiss this suit.

Contrary to expectations, the AFM president did not immediately take action against AGMA members when the Steuer decision upset the temporary stay granted AGMA on Aug. 29 by Justice Ferdinand Pecora [BROADCASTING, Sept. 1]. Instead, Mr. Petrillo, through his attorney, Samuel Seabury, agreed to take no action pending the decision of the Appellate Division and to allow the status to remain as it had been under the Pecora order.

On Nov. 20, day after the Steuer decision, Mr. Seabury and another Petrillo counsel, Henry A. Friedman, appeared with Henry Jaffe, representing AGMA, before Presiding Justice Francis Martin of the Appellate Division and agreed to the stipulation, which in effect nullifies the ruling of Justice Steuer.

After signing the stipulation to maintain the conditions existing under the Pecora stay order, the attorneys agreed to argue their cases Nov. 29. It is believed the stipulation will activate the appellate judges to give the problem prompt consideration, with the possibility of a decision within a few weeks. Hearing before Justice Steuer had been held Sept. 19 [BROADCASTING, Oct. 1], with a two-month interval before his ruling.

Came as Relief

AFM decision to withhold action until the decision of the Appellate Division came as a relief to program executives of radio stations and networks and of advertising agencies placing such programs as *Ford Sunday Evening Hour* which regularly present soloists with symphonic orchestral accompaniment. If Mr. Petrillo had decided to take immediate advantage of Justice Steuer's ruling, the result might have upset a number of program plans which could not be easily rearranged at the last moment.

For instance, the new Coca-Cola series starting Dec. 1 on CBS features Albert Spalding, eminent violinist and active AGMA member who is one of the individual plaintiffs aganst Mr. Petrillo and AFM, with Andre Kostelanetz' orchestra, belonging to AFM.

FM Stations Request Speedup By the FCC as Licenses Lag

Commercial Operation After Jan. 1 Sought, With Right to File Performance Data Later

PERTURBED over the lag in licensing of FM stations, slated for full commercial status Jan. 1, a committee representing FM Broadcasters Inc. conferred Nov. 27 with FCC Chairman James Lawrence Fly and his engineering aides, advancing specific suggestions to speed up the entire process.

With only 18 FM grants made thus far, the FM committee, headed by President John Shepard 3d, offered a half-dozen proposals which were taken under advisement by Chairman Fly, Chief Engineer E. K. Jett and Gerald C. Gross, head of the FCC International Section of the FCC. Accompanying Mr. Shepard were Theodore C. Streibert, vice-president of WOR and MBS; C. M. Jansky Jr., consulting radio engineer, and Philip G. Loucks, recently named general counsel of FM Broadcasters Inc.

Speedup Ideas

Covered during the conference were suggestions that the FCC allow existing experimental FM stations, of which there are nearly a score, to operate on a commercial basis after Jan. 1, with regular calls, pending installation of newly authorized facilities; to permit FM stations in certain instances to begin operation without requiring them to cover maximum specified service areas; to defer filing by applicants of exhaustive technical data so that applications can be considered on the basis of legal, financial and public service qualifications of the applicants, with the technical data to come later; to provide shortwave relay facilities for FM stations; to postpone the necessity for requirement of proof of audio performance until after a year of operation, and to adopt a system of call-letter allocations different from that recommended [BROADCASTING, Nov. 15].

The group advocated use of four-letter calls similar to those employed for standard broadcasting as its first preference. If that is not expedient because of the limitation in the number of available call combinations, the group suggested that a combination of letters and figures be used, but that the figures be in the middle of the four element calls, such at W44B. The Engineering Department had recommended that two-letter prefixes be used followed by a dash and two numerals, indicating the channel to which the station is assigned. A typical call would be WA-14.

Mr. Shepard's committee contended that their suggestion would make for greater euphony and that the calls thus would be more easily remembered. Moreover, it was pointed out that the first letter and numerals would be automatic, but that the second letter might be selected because of significance as to station location or ownership.

In suggesting that the FCC authorize continued operation existing experimental FM stations beyond Jan. 1, with commercial status, the Shepard Committee said this would make possible uninterrupted service to FM listeners in those areas pending completion of new stations.

Preliminary Data

To speed up availability of service by FM stations, the committee urged that applications be granted for smaller stations than those earmarked for specified areas, at the outset at least. Particularly applicable to larger areas, such a plan would make possible rapid installation of service which otherwise would require substantial time. The enlarged service later could be provided, it was pointd out, to comply with the FCC allocation plan of allotment of facilities to serve basic trade areas or natural spheres of economic influence.

By eliminating the necessity for supplying the extensive preliminary technical data at the time of considering new FM applications, the FCC was told it would take a long stride toward expediting the whole allocation process. The Commission then could proceed with consideration of financial, legal and other prerequisities. When the applicant measures up, the grant could be made, conditional upon subsequent approval of the detailed engineering data. It was said this would tend to encourage FM applications from smaller, independent interests which hesitate to invest substantial sums for preparation of the engineering data until they have at least some assurance of favorable action.

Because of purported difficulties in obtaining telephone lines of adequate fidelity without excessive cost, the Shepard group urged that steps be taken to make available shortwave channels for relays from transmitters to studios and for ultimate networking of FM. Specific permission was requested to use bands above 150 mc., now assigned to relay stations, for FM relays and intercity hookups, pending development of an allocation for this purpose.

Proof of Performance

With an engineering conference called for Dec. 9 on manufacture of FM transmitters and other technical equipment, the FM committee urged the Commission to defer the requirement that FM stations submit proof of audio performance during test period, and prior to the issuance of a regular license. Invoking of such a requirement, it was argued, would result in delays in licensing. Since the FCC is allowing stations a year in which to submit the results of field surveys showing FM station coverage, it was suggested the rules be modified to allow the same length of time on proof at audio performance.

Chairman Fly indicated the FCC would give consideration to all of the suggestions at early meetings, after Chief Engineer Jett has had the opportunity to study the proposals and draft his final recommendations.

'Town Hall' FM Station

AMONG the local plans for its 50th Anniversary national campaign, Town Hall, New York, has announced it will build and equip an FM station atop its present building on W. 43d St., in addition to extensive alterations and additions to its auditorium and offices. Over a three-year period, committees formed on behalf of the Anniversary will work on the local expansion program as well as the plan of coordinating with Town Hall the more than 3,000 discussion groups which have formed throughout America as a result of the weekly broadcasts on NBC of *America's Town Meeting of the Air*.

THREE FM STATIONS GET FCC APPROVAL

THREE additional commercial FM stations, bringing to 18 the total authorized since lifting of the experimental restriction, were given approval by the FCC during latter November.

Supplementing its grants to Travelers Broadcasting Service Corp., Hartford (WTIC) and General Electric Co., Schenectady (WGY) on Nov. 20, the FCC at its meeting Nov. 26 granted an application of WCAU, Philadelphia, for an FM adjunct. On Oct. 31 the FCC granted permits to 15 applicants. Approximately 50 applications now are pending and steps are being taken for their expeditious handling, it was stated.

The Hartford grant is for 45.3 mc., with a coverage of 6,100 square miles, embracing 1,118,000 population. The Schenectady grant does not specify frequency but the area is 600 square miles, with the population 967,700. The Philadelphia grant is for 46.7 mc., 9,300 square miles and 3,846,651 population. It specifies hours of operation as six hours at night and six hours during the day, marking the first time such provisions have been included in an authorization.

'Birth of Nation' Suit

SUIT charging unfair competition was filed Nov. 19 in New York Supreme Court against CBS by Epoch Producing Corp., New York, charging that it owns the picture and title "The Birth of a Nation", also the name of a program presented Sept. 2, 1940, on CBS as one of a series of planned broadcasts.

Maj. Armstrong Honored

MAJ. EDWIN H. ARMSTRONG, inventor of FM, will receive the Holley Medal of the American Society of Mechanical Engineers for distinguished service in engineering and science. The award will be made Dec. 4 at the Society's 61st annual meeting in New York.

RCA studio equipment, Scully turntables, and Presto power amplifiers are being used in Library of Congress radio studios nearing completion.

Latham to Survey Markets for FM

Will Conduct Network Study Before Joining Durstine

AT A MEETING Nov. 18, the executive committee of the FM Program Research Group, formed last August to explore the possibilities of forming an FM nationwide network [BROADCASTING, Sept. 1], unanimously approved the action to retain Jack Latham, recently resigned as radio director of Benton & Bowles, New York, to make a preliminary survey of markets, programs, sales and other pertinent problems relative to the further extension of the plan.



Mr. Latham

According to Herbert L. Pettey, manager of WHN, New York, and secretary-treasurer of the FM group, "it is anticipated that some time in the future this work to be done by Mr. Latham will be of value for further discussion and development of FM simultaneous broadcasting, although the general plan of the organization is nebulous at the present time."

Knows His Market

"Mr. Latham is devoting himself to this work at the express request of the committee," Mr. Petty continued, "and will work on the project for a period of at least 60 days on a temporary basis. He will complete his report prior to taking up his duties as an executive of Roy S. Durstine Inc., New York. Mr. Latham's experience in radio was deemed highly important by the committee as a result of his previous connections with Young & Rubicam, New York, American Cigarette & Cigar Co. and more recently with Benton & Bowles. His knowledge of market and conditions will make his survey report singularly important."

Chairman of the executive committee of the group is John Shepard 3d, president of the Yankee Network, and other members include Walter Damm, WTMJ, Milwaukee, and Elzey Roberts, KXOK, St. Louis.

Mr. Latham, who will join the advertising agency of Roy S. Durstine after completing his report, will be an executive of the company with no particular title, according to Mr. Durstine.

CHARLES GRIMM, onetime manager of the Chicago Cubs and last season baseball announcer, together with Lew Fonseca, of WJJD, Chicago, on Nov. 25 was released of his announcing contract for next season by Ralph L. Atlass, president of the station, so that he could return to the National League baseball team as coach. A successor to Mr. Grimm will be announced in December.

CALL letters CBRA have been assigned the 20-watt repeater station at Revelstoke, B. C. [BROADCASTING, Nov. 15], the first of a number to be built by the Canadian Broadcasting Corp. to service towns in isolated regions on main railway and telegraph lines. The call letters denote that it is tied to CBR, Vancouver.

An FM Auto Listener Gets Around

New York Motor Tour Shows Remarkable Reception

By ALVIN VON AUW
Western Electric Co.

ONE DAY, a few weeks ago, a day when the outside of the office looks better than the inside, the writer signed on with an expedition to tour the Long Island and Westchester countryside with an ear to the quality of FM reception in that area. At the controls of the test car sat Charles Singer, superintendent of WOR's transmitters, while Rinehart Rast, recent U of Connecticut graduate now a member of the engineering staff of FM station W2XOR, fiddled with the controls of an FM receiver [General Electric], mounted on a wooden framework between the front and rear seats of the car. Along for the ride were Will Whitmore, advertising supervisor, Western Electric Co., and the writer.

A Dearth of Gadgets

The intricate array of gadgetry usually associated with field strength surveys was left strictly to home. This was to be a layman's listening test. The writer, for instance, though only vaguely aware of the meaning of a decibel, is, however, all too familiar with the phenomenon of static interference and has been conscious of a decided difference between the range and quality of the music heard in the concert hall and that which issues from the "mighty midget" next to the easy chair at home.

During our test we kept the receiver tuned for the most part to FM station W2XOR, inasmuch as that station is furnishing an uninterrupted 15-hour service every day, the only FM station in the metropolitan area to do so. The W2XOR programs were picked up from the air by what Mr. Singer described as a "vertical dipole antenna with a coaxial transmission line between antenna and receiver". This antenna was mounted at the left rear side of the car so that its lower section cleared the fender by about five inches.

Our trip started from the WOR transmitter building at Carteret, N. J. The Mutual programs transmitted from W2XOR atop 444 Madison Ave. in Manhattan poured from the FM receiver true and clear. No background noise, no fading was observed as we drove from Carteret to Manhattan via Route 25 through Elizabeth, past Newark Airport and along the Pulaski Skyway. As we left the Skyway and entered the heavily industrialized countryside, we passed through a broad underpass and cocked our ears for a possible fading of the received signal. The signal did not falter.

After crossing to Manhattan through the Lincoln Tunnel, we drove down the West Side Highway to Manhattan's toe, thence up through the concrete and steel canyons of lower Broadway. We might just as well have been in the middle of a cow pasture on a direct line-of-sight from the transmitter for all the difference it made in the consistently-steady FM reception.



DEEP in a sand and gravel pit, at Port Washington, Long Island, an FM test car finds that the high ridge, directly in the path of an FM transmitter, didn't cause the slightest diminution in signal strength or equality. Even steel bridges failed to affect the signal.

Defies a Bridge

From Broadway we cut over to Fourth Ave., then to Madison, passing the site of W2XOR's transmitter on our way to 58th St. where we headed east through heavy traffic to Queensborough Bridge over the East River. There the AM receiver in the car was switched on and tuned to WOR for comparison of its signal with the FM signal from W2XOR. As we progressed through the latticed girder construction of the bridge, the AM signal from Carteret was swamped in the rising noise level, while the FM signal continued to ignore the fact that it was passing through an area of maximum shielding. Beyond the bridge WOR's powerful 50 kw. signal returned to its normal high level.

Proceeding in an easterly direction along Queens Boulevard, we arrived at our first Long Island listening point at the corner of 72d Ave. and Queens Blvd. in Forest Hills, 7½ miles from the transmitter. We parked the car between two groups of apartment buildings. However, no shadow effect, if any was present, could be detected in the FM reception.

Without Static

Our trek continued along Queens Boulevard for a mile or so, then crossed over to Grand Central Parkway. As we passed under the Parkway's numerous bridges, the FM signal came in strong and clear in contrast with conventional reception. We parked the car under a large concrete bridge to observe this phenomenon and wondered why FM has been considered unsuitable for auto radios. The only interference with the FM signal we observed on our tour—and this was negligible in comparison to the static that AM auto-listeners accept as a matter of course—occurred when we pulled up for red lights next to cars with unshielded ignitions.

Beside a Ridge

Turning right off Grand Central Parkway, we bounced along on rural routes, then cut across country down a rutted farm road where projecting brush snapped off the lower half of our antenna. With two cows as interested witnesses, Singer dragged a supplementary antenna from the rear compartment and installed it in little more than ten minutes. The FM signal continued to pour in throughout the operation.

The farm road dumped us down on the west shore of Hempstead Harbor, where the road is bounded on one side by water and on the other by a long ridge varying in height from 50 to 125 feet. In order to make some stationary tests, we drove into the largest of the many sand and gravel pits in that area and parked the car close to the wall with the ridge squarely in the transmitter-receiver path. At no time did the response fade to a point beyond normal program enjoyment.

On Beacon Hill above Port Washington, some 17 miles airline from the transmitter, you can see the towers of Manhattan on a clear day. In this line-of-sight position we attempted listening tests of the signal strengths of W2XOR, W2XMN, W2XWP and W2XQR. The signals of all these stations poured in with such strength that an aural comparison of their respective powers was impossible.

Only a Few Dips

From Port Washington we drove to the Bronx Whitestone Bridge and thence to the Hutchinson River Parkway as far as Purchase St., in Rye, N. Y., an airline distance of 22 miles from the transmitter. The signal came in solidly with no noise throughout this area and stayed with us consistently all the way back to New York, although we noticed a few narrow dips in signal strength in the area of Saxon Woods. Coming down the Henry Hudson Parkway, we passed through a toll station and over the wire which projects from the road and drains off the car's static elec-

(*Continued on page 57*)

Conference Is Summoned by the FCC To Discuss Proposed Ratings for FM

ACTING upon the request of several equipment manufacturers, the FCC Engineering Department has called an informal engineering conference for Dec. 9 to consider transmitting equipment ratings for FM with respect to power. Ratings offered as a basis for discussion range from 250 to 100,000 watts.

To be presided over by Assistant Chief Engineer A. D. Ring, the conference will discuss (1) maximum power rating and operating range of standard FM transmitters and (2) performance characteristics of audio amplifying equipment when obtained separately and as a complete unit.

Maximum Ratings

The FCC's public notice, calling the conference for 10:30 a. m., at Room 7416, New Postoffice Bldg., Washington, states:

The Commission has been informed that it would facilitate the manufacture of standard high-frequency (FM) broadcast transmitting equipment if maximum power ratings could be standardized. Also, the operating power range of the transmitters of different maximum power ratings should be standardized for the equipment made by different manufacturers.

As the Commission regulates only the external performance characteristics, it ordinarily would not be particularly concerned with power rating except insofar as it must be considered in obtaining the necessary performance. It has been agreed, however, to discuss these matters with the several manufacturers so as to standardize the power ratings in order to expedite manufacture at this time when most of the engineering facilities of the manufacturers are devoted to defense engineering.

The following power ratings are offered as a basis of discussion:

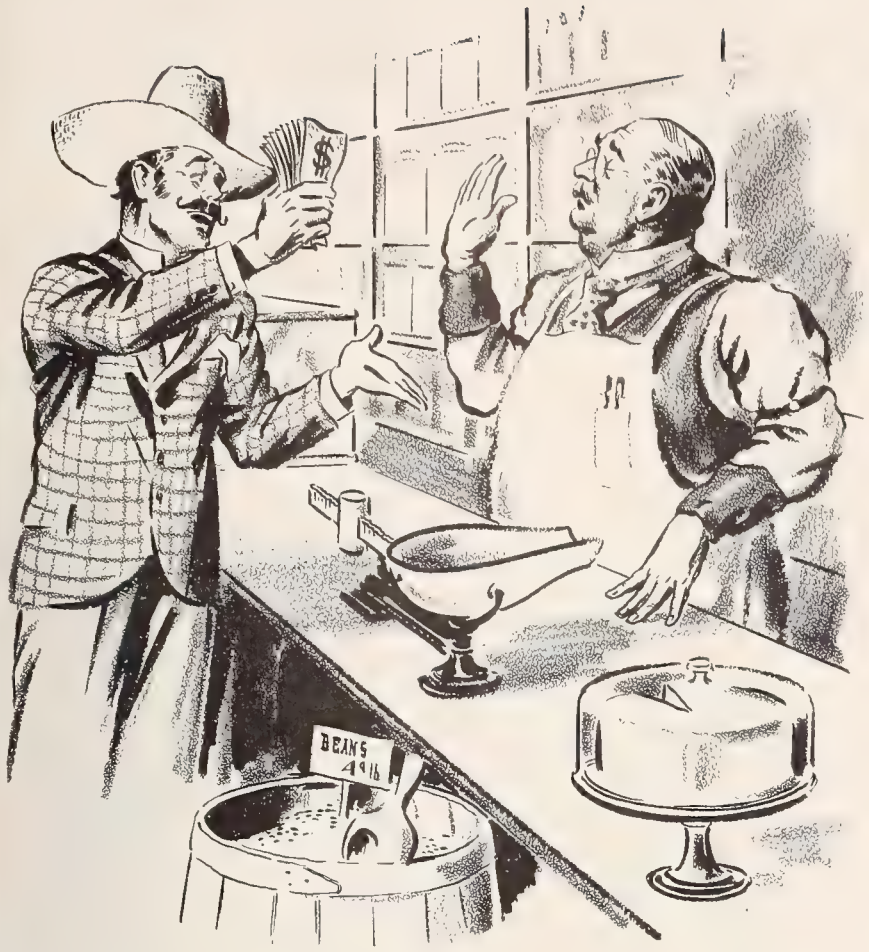
Maximum Power Rating	*Operating Power Range*
250 watts	50 to 250 watts
1250 "	250 " 1,250 "
5000 "	1,250 " 5,000 "
25,000 "	5,000 " 25,000 "
100,000 "	25,000 " 100,000 "

High-frequency broadcast stations are *not* rated on the basis of power output. They *are* rated on the basis of service area. The service area is established from economic data and certain technical considerations. Since all stations serving the same city must have substantially the same service area and as the antenna height and antenna gain vary in all cases, the operating power will, in most cases, be odd values (such as 1190 watts, 19.2 kw, etc.) While stations are not to be rated on the basis of operating power, consideration should also be given the determination of the operating power for the authorized coverage.

Even though standard maximum ratings as given above are adopted, it may be desirable to make provision for immediate steps by reducing the number of tubes or using tubes of different power ratings in the last radio stage when the operating power is considerably below the maximum power rating. This is suggested for economy only.

It has come to the attention of the Commission that the performance characteristics of the speech input equipment is dependent upon the input and output circuits employed. Unless each unit is designed for the impendance characteristics of the load, the performance (frequency and amplitude) may be different from the published data.

The claims for overall performance of high-frequency broadcast equipment are, in many cases, based upon the performance of individual units which may not, in some cases when not matched, give performance meeting the requirements, unless all units are equalized as a whole. It is desired to discuss these problems with the view of standardizing a method of specifying characteristics and load conditions. High-frequency broadcast stations are required to submit proof of audio performance during tests as a complete station before a license will be issued by the Commission.



"TWENTY-THREE, SKIDOO! FARMERS WON'T BUY WIDGETS!"

● Perhaps in all the vast ramification of American industry it may so happen that you are *not* among those who make or sell *widgets*—and you may therefore feel fairly impersonal about the illustration and headline above.

But whoah, stranger! Do you make cosmetics? canned lobster bisque? caffeine-less coffee? wafer-thin wrist watches, or any "urban" products that "farm people don't use"? If so, kindly stand back while we double-shot the long-gun!

Look up your own sales records, and you'll find that per capita, Iowa people buy just as much luxury merchandise as the population of New York (N. Y.) or Chicago (Ill.). You'll find this fairly logical, too, because Iowa is more than 1/3 urban, and because the remaining 2/3 have entirely urban standards of living.

We dare you to call us on our statement that WHO can sell *any* product that will move readily, *anywhere*. And we bet you don't take dares!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

140 Successful Weeks for Wilshire

Flip and Frequent Commercials on Coast Show

By JOHN GUEDEL
Radio Director,
Dan B. Miner Co., Los Angeles

ABOUT 140 weeks ago Wilshire Oil Co., Los Angeles (gasoline), went searching for an inexpensive radio program to fill a 15-week summer period. Executives of the firm had definite ideas in mind. They wanted a show that would encourage motorists to visit California's points of interest on their vacation. The program also had to build goodwill and sell the sponsor's products. It had to be informal, entertaining, informative, and appeal to all ages, from children in the first grade to folks over 80.

And so, *Pull Over, Neighbor*, a weekly half-hour audience participation program, was born. With Art Baker as head man, the series started June 8, 1938, on KFI, Los Angeles, for a 13-week period. Rather than merely present information in dry form, the program emphasized the lighter side and featured questions and answers, singing contests, impromptu acting and impersonations, memory and many other parlor games adapted to radio. It caught on sufficiently to warrant renewal for another 13 weeks. The sponsor, delighted with results, renewed for a third time, and finally extended the contract through Feb. 28, 1939.

It Went Regional

When Wilshire expanded its market to cover the entire State of California, the weekly local program went regional on March 7, 1939. It became an NBC-California Red network show, with KPO, San Francisco, added to KFI. On July 6, 1939, the series was switched to three CBS California stations (KNX KSFO KARM), for a successful 13 weeks. New followers were added and dealers throughout California reported further business increases as result of the weekly show.

It was on Sept. 12, 1939 that the program was shifted to 15 California-Don Lee stations, Mondays, 8-8:30 p.m. (PST), and the show that started as a "summer filler" has been renewed 10 times. Soon it had more listeners in California than many transcontinental programs (including all but one of the TC quiz shows), according to a recent C. E. Hooper survey. That it sold gasoline successfully was evidenced by the fact that Wilshire Oil Co. sold more of its products in May than during any other month in the history of the firm.

Let's take the program to pieces and see why *Pull Over, Neighbor*, was a successful vehicle for its sponsor. First, the idea of the show fits the products advertised, Polly Gas and Economy Gasoline. The idea was simply a mythical "race" from one California city to another. Five contestants, chosen at random from the studio audience prior to the broadcast, were called "drivers". Each was represented by a car on a blackboard. The drivers moved toward the finish line along th mythical "route" according to their skill in answering questions shot at them by the "guide" of the Wilshire tour, Art Baker.

Ninety-five per cent of the questions were of general interest to anyone in the country. Five percent were California questions. Of course it was naturally easy to plug gasoline during the course of a mythical motor race. For instance, if a driver answered a certain question he might be awarded a few gallons of Polly Gas "to make the hills ahead smooth out before him, so he can win the race".

Two regular commercials were usually tied-in with features of the trip, although listeners could never be sure just how and when the announcements would appear. They might be delivered in the "running gag" style, by the announcer posing as an Eskimo, a Hindu mystic, the deliverer of a "message from Garcia", or any other humorous manner. At least one commercial in each program was delivered by Art Baker himself.

Mentions Galore

A checkup on recent shows revealed that the products were mentioned on the average of 30 times during the half-hour period, yet the program didn't appear to be heavy with plugs. For example, one method of combining commercials with entertainment was a six-part question which was occasionally used. The contestant was given a quart can of Polly Penn Motor Oil for each part he answered correctly. For each part he missed, a quart can of the product was taken away from him. For some strange reason, both the listening and studio audience found this highly amusing.

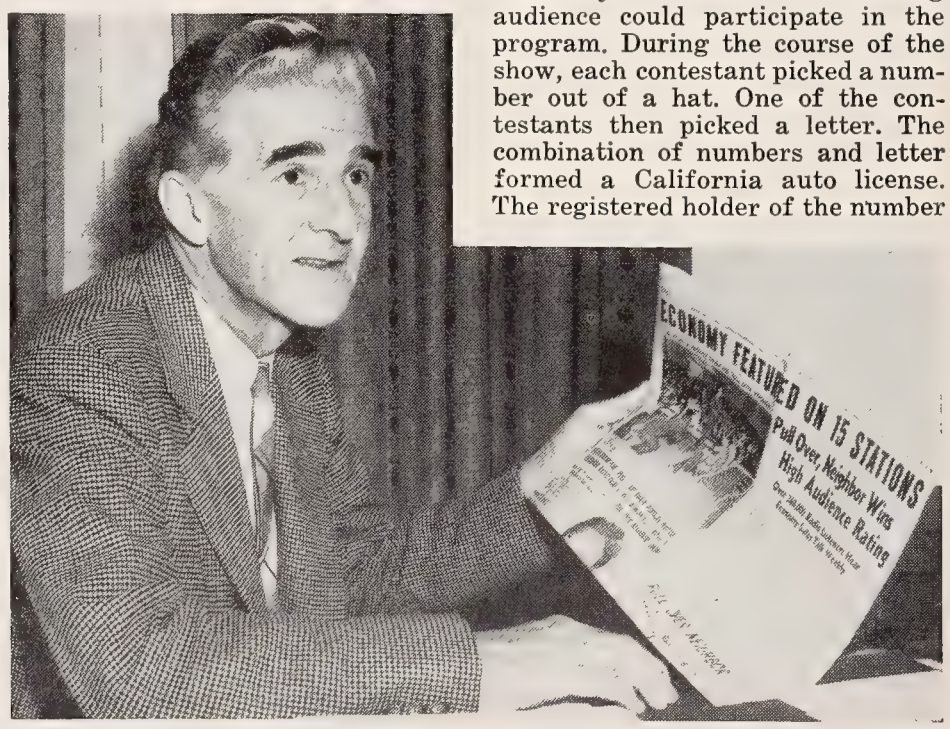
To merchandise the show, Chambers of Commerce in various communities mentioned along the "route" were notified from time to time that their respective city would be mentioned on the program on a certain Monday night. Not only did the program receive considerable local exploitation, but the sponsor earned the goodwill of everyone in the town because of the publicity given. By plugging "safe driving" additional goodwill was also earned.

Listeners were invited to obtain special blanks from any of the 3,000 independent dealers selling Polly or Economy Gasoline, if they wished to attend the broadcast in person. As a result, an average of 1,100 persons went to Wilshire stations weekly to obtain passes. Out-of-town requests were high, with an average of one-third of the studio audiences coming from communities 50 miles away. Display cards and other promotion pieces plugging the program, were frequently sent dealers.

Then too, there was the *Wilshire Advance-News*, a full-size promotion newspaper, which plugged the merits of the program, and was distributed frequently through dealers. To stimulate dealer enthusiasm, twice yearly they were invited to the program en masse, and some appeared as contestants. In addition, each dealer had an annual pass to the show.

Gas for Questions

Occasionally we asked the listening audience to submit questions. If used on the program, an order for five gallons of Polly Gas was sent to the contributor. From time to time, we conducted contests for the best list of three questions, the principal prize being a large console radio. During the last few months, Wilshire Oil Co. employed an original way in which the listening audience could participate in the program. During the course of the show, each contestant picked a number out of a hat. One of the contestants then picked a letter. The combination of numbers and letter formed a California auto license. The registered holder of the number was asked to answer a certain question by telegram before midnight. If he did, a Philco combination radio-phonograph was the reward. This feature of the program took but a minute on the air, but it actually brought every member of the listening audience into the program without requiring any work on their part.



SEVERAL THOUSAND full-size newspapers, mast-headed Wilshire Advance-News, which promoted the weekly half hour program, *Pull Over, Neighbor*, and also plugged various petroleum products of the sponsor, were distributed monthly through independent Wilshire Oil Co. dealers in California. The promotion piece was edited by W. D. Smith, assistant secretary-treasurer in charge of advertising, who is reading an issue.

Pull Over, Neighbor consisted of not merely a series of questions. It was a balanced variety show. Besides questions, there were games, stunts and gags, in fact the very things folks do at wholesome parties in their homes. To our knowledge, this program was the first to introduce to radio the "Double or Nothing" game; the singing, extemporaneous speech, impersonation and acting contests. "Win, Place or Show", "Singing Hecklers", and the "What's My Name?" type of question games, were among the number of silly laugh-provokers first introduced to radio via this regional program. The humor of *Pull Over, Neighbor* is not the smart Broadway type, but a kind that all understood and enjoyed. The show's earthiness and homey reality were undoubtedly responsible for much of its popularity and "pull."

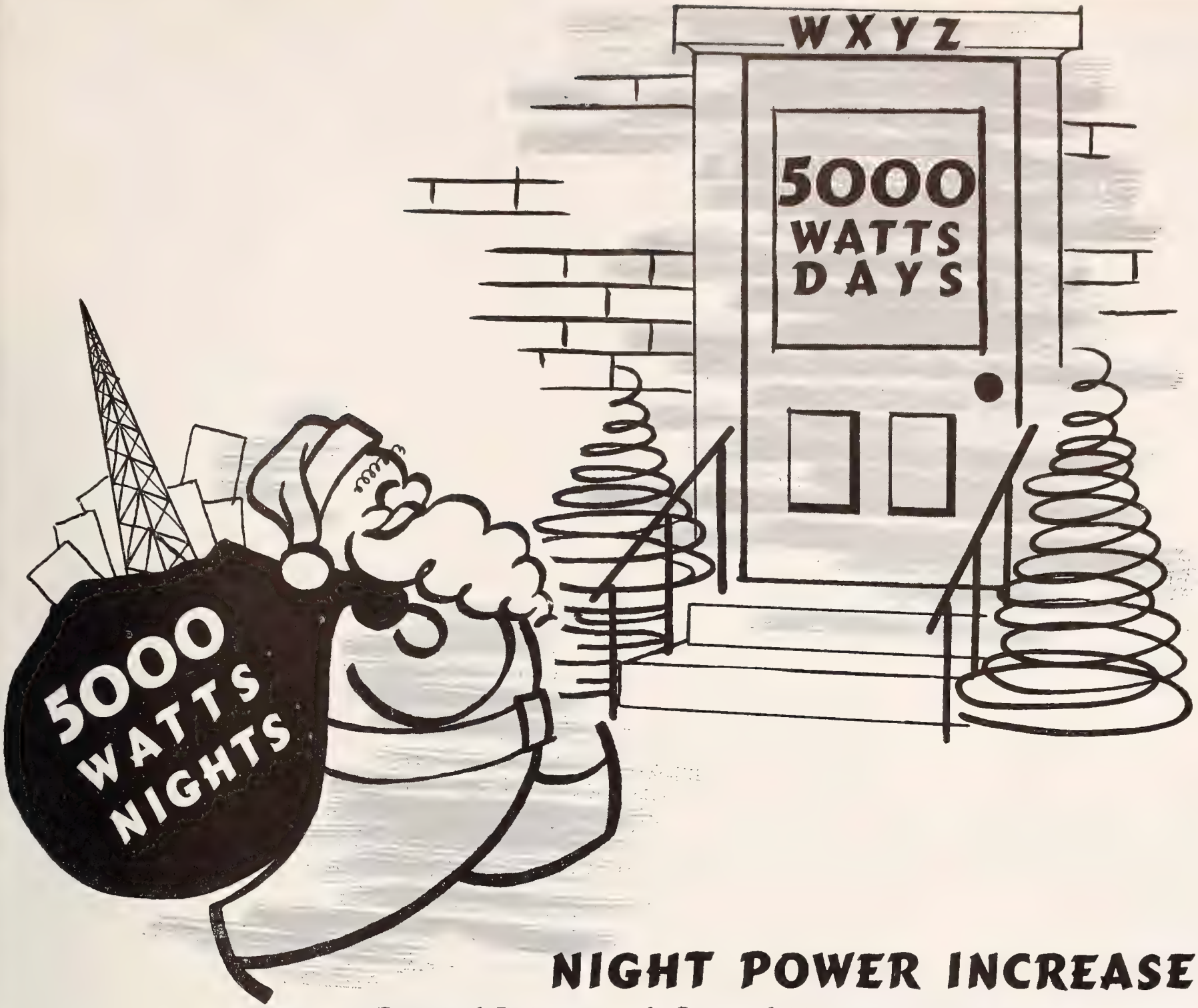
Without Help

Largely responsible for conveying the proper spontaneous party feeling was Art Baker, who conducted the show without aid of orchestra or other talent. He succeeded in winning the confidence of listeners because of the sincere, friendly way in which he put the contestants at ease. As a result, Baker's personal endorsement of the gasoline sold by his sponsor meant something to the listener. That's why Baker read most of the commercials. That the show enjoyed a high point of sponsor-identification was proved by the fact that the majority of letters received weekly were addressed not to *Pull Over, Neighbor*, but to the Polly Gas program. The mail pull also proved that the program's appeal was general. Contributing questions and suggestions came from both sexes. They ranged in age from 8 years to 80, and no one classification seemed to dominate.

All With Low Budget

Wilshire Oil Co. has not been a consistent radio advertiser. In fact the concern hadn't used that medium for two years prior to the *Pull Over, Neighbor*, initial broadcast, and naturally was at first a bit skeptical to results. Today executives call attention to the fact that its Polly Gas had been on the market only a few months when the program began. It wasn't well known to motorists. Within a year the product became solidly established with California motorists, which speaks for itself.

John C. Morse, executive on the Wilshire account, sums up the *Pull Over, Neighbor* success story with this statement, "By smart buying Wilshire Oil Co. of Los Angeles has proven that a low budget regional show can compete favorably in both listening audience and sales with the most costly transcontinental programs on the air".



NIGHT POWER INCREASE
IN OPERATION ABOUT DECEMBER 15TH

NO INCREASE IN RATES
UNTIL FEBRUARY 1, 1941

WXYZ

KEY STATION—MICHIGAN RADIO NETWORK—Basic Detroit Outlet NBC Blue Network
National Sales Representative—PAUL H. RAYMER CO.

Efforts of Nazis to Use Radio Shown in Dies 'White Paper'

Denials of Charges Involving Transradio Press And WCBM, Baltimore, Quickly Forthcoming

ATTEMPTS by officials of a German government propaganda organization in the United States to "reach" a prominent radio commentator, plant its alleged news service in American radio stations, along with a reference to the "financing of a German news program" in Baltimore by an official of the German embassy in Washington, and a charge that Transradio Press is "not only a receiving agency" for the German propaganda service "but also a transmitting agency," are contained in the now famous Dies Committee "White Paper," released Nov. 21.

White House intervention in the Dies Committee investigations came when it was indicated at the White House press conference Nov. 26 that President Roosevelt would meet with Rep. Dies and representatives of the State and Justice Departments for a discussion of Government activity in combating the "fifth column" situation.

Radio Allegations

The principal radio reference centered around the German-owned Transocean news service, which the Committee said is used to express German views and ideology in foreign countries. The Committee published four letters between Herbert Moore, president of Transradio, and the office of Manfred Zapp, head of Transocean in this country. The letters all dealt with the quality of transmission of German news reports.

Dies Committee Report

After publishing the letters the Committee report added:

"It appears reasonable to assume from the above four exhibits that the South American countries to which Transocean News was directed from New York, by means of shortwave broadcasting, reported the success or failure of this transmission directly to Berlin. In the event that the South American reception was faulty, Berlin immediately advised Zapp in New York. Thereupon, Zapp took this matter up with Transradio Press Service, which appears to be not only the receiving agency for Transocean but also the transmitting agency. This fact is further substantiated from an examination of the Transocean financial records in which it is disclosed that for the period from Jan. 1, 1939 to Aug., 1940, Transocean News Service paid Transradio Press Service the sum of $44,387.91. The certificate of incorporation of the Transradio Press Service Inc., filed in New York State, bears the name of Arthur M. Quisenberry as a member of the board of directors of the said corporation. The list of employes of Transocean News Service, as contained in the files of this organization, indicates that an employe, Arthur Quisenberry, was entered on the rolls as of April 12, 1939."

Herbert Moore Replies

Mr. Moore replied to the Dies report on behalf of Transradio. He said in part: "The Dies Committee, in its zeal to combat subversive influences, has made public certain disclosures which have the unfortunate effect of misrepresenting the entirely legitimate connections which have existed between the American press services and German news organization. . . . It is well known that Transradio and other American news services have scrupulously guarded against all kinds of totalitarian propaganda although they have, by necessity, maintained working press agreements with German and other foreign news agencies."

Mr. Moore said that no special significance could be attached to the arrangements which have existed between his organization and Transocean. He said these arrangements were similar to agreements existing between Transradio and British and French news agencies. "These arrangements," said Mr. Moore, "were known to competent Federal authorities and conformed to the standards laid down by ethics and law."

The Transradio president termed the committee's statements relating to Quisenberry an "obvious falsehood." Mr. Moore said, "The Mr. W. G. Quisenberry who is a member of the board of directors of Transradio Press Service is not related in any way with Mr. Arthur Quisenberry."

However, the Dies Committee issued another statement denying Moore's contentions concerning Quisenberry. The latest Dies statement included what the Committee said were photo copies of the original incorporation papers of Transradio and another document certifying the accuracy of the copy.

The photo copy bore the names of Herbert Moore, Dixon Stewart and Arthur M. Quisenberry as the original incorporators.

Sought Commentator

Another letter published by the Committee shows the desperate efforts to which Zapp was urged to go in order to give the United States a favorable picture of German activities. The letter was from Dr. K. O. Bertling, director of the Amerika-Institute in Berlin to Zapp. It said in part, "I also want to mention to you the name of Hans V. Kaltenborn, whom you may reach by telephone. K. is a descendant of the war minister, van Kaltenborn-Stachau, and studied at Harvard University, where he was my predecessor as president of the Harvard German Society. He is on everybody's lips because he probably has the greatest influence as radio reporter on European politics. Unfortunately now for several years he is not feeling very kindly toward Germany, and therefore I urge that you first of all discuss the matter with Mr. Dennis (Lawrence Dennis, the author of *The Coming Fascism in America*, whether and how it would be possible to crank up Kaltenborns' engine for your purposes. In any event, it is to be assumed that Mr. Kaltenborn should be receptive for informations which he could get through you."

The Committee report adds this significant statement: "The record shows that Mr. Kaltenborn would have been a poor contact for Zapp in view of the fact that Nazi Germany deemed it advisable to ask Mr. Kaltenborn to leave Germany because of his anti-Nazi utterances."

For all his supposed influence in the United States, Zapp, as far as could be learned from the "White Paper," actually was only able to get one radio station to buy Transocean. The White Paper does not show any stations accepting the service for nothing.

In a letter dated Sept. 9, 1939—nine days after Germany invaded

(*Continued on page 40*)

Dies Committee's Transradio Charges Are Scrutinized by Canadian Officials

CANADIAN radio officials are scrutinizing the controversial report of the U. S. House Committee Investigating Unamerican activities to determine if there is any basis for the Committee charge that Transradio Press has any illegal connection with German propaganda efforts.

In the White Paper, released by Committee Chairman Martin Dies, it was charged that Transradio was "not only a receiving but transmitting agent of the Transocean News Service". The latter is an official German government agency.

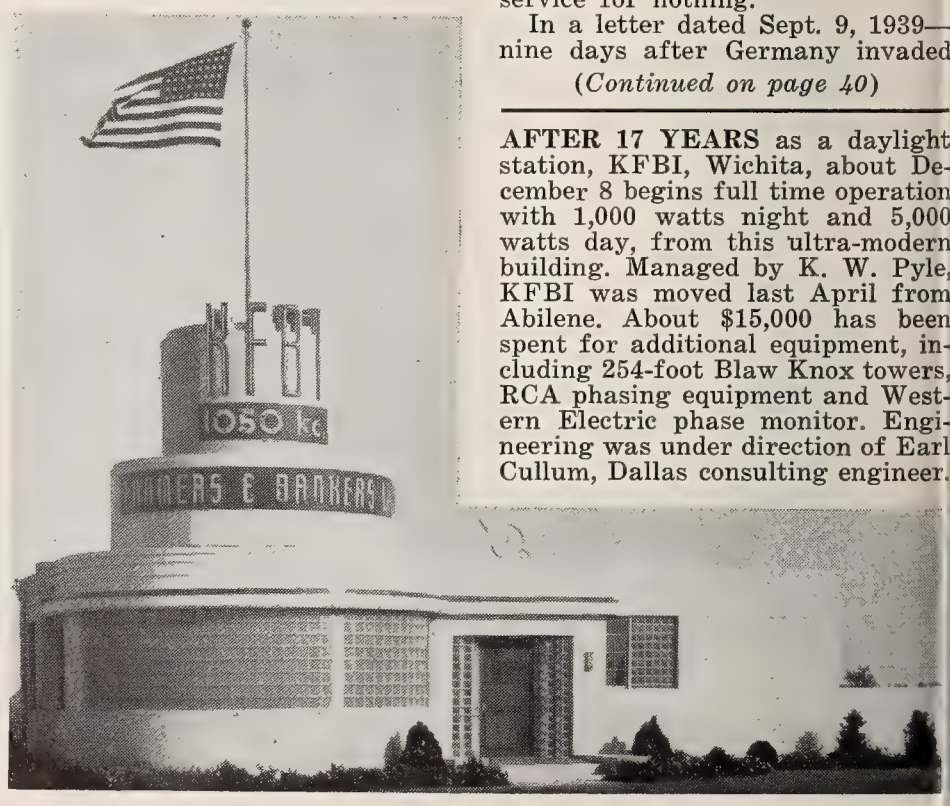
Maj. Murray Comments

It was reported in Toronto that Maj. Gladstone Murray, general manager of Canadian Broadcasting Corp., had said that a ban against Transradio is being seriously considered at Ottawa. At the same time R. P. Landry, CBC secretary and wartime censor, said that "a recommendation of that kind banning Transradio would come within the power of the corporation. The same accusation (association with a German agency) against Transradio has been made before, [BROADCASTING, July 1] but we have never been able to put our finger on anything definite. This report may supply the link."

Transradio, in a dispatch from Ottawa, quoted Canada's Minister of Munitions and Supply, C. B. Howe, as saying in the Dominion House of Commons that Canadian censors have carefully watched the news service's broadcasts and have found no traces of Nazi propaganda.

Transradio now serves 40 stations in Canada. However, it was reported from Toronto that action to exclude the American news service has been contemplated for some time. This report states that the ousting of Transradio would be accomplished by what is termed a "squeeze" play on the part of the CBC and the Dominion Department of Transport. When CBC commences sending out its own news service (to be purchased from Canadian Press and British United Press) at the beginning of 1941 [BROADCASTING, Oct. 15], it will be made available to all private stations, and the CBC has been hoping, according to this report, that these stations will take it to the exclusion of Transradio. However, the CBC news service will not be open to sponsorship, and private stations which have continued their contracts with Transradio have supplementary agreements with BUP to go into effect should Transradio be banned in Canada.

The Board of Governors of the Canadian Broadcasting Corporation adjourned Nov. 27 after a two-day session devoted to news service matters. Before adjourning, the Board appointed a committee to continue consideration of the news service problem with particular reference to Transradio's position which was set forth fully when Transradio's president, Herbert Moore, appeared before the Board.



AFTER 17 YEARS as a daylight station, KFBI, Wichita, about December 8 begins full time operation with 1,000 watts night and 5,000 watts day, from this ultra-modern building. Managed by K. W. Pyle, KFBI was moved last April from Abilene. About $15,000 has been spent for additional equipment, including 254-foot Blaw Knox towers, RCA phasing equipment and Western Electric phase monitor. Engineering was under direction of Earl Cullum, Dallas consulting engineer.

There's Only ONE Santa Claus



And there's ONLY ONE radio station that blankets the Nation's 17th largest market

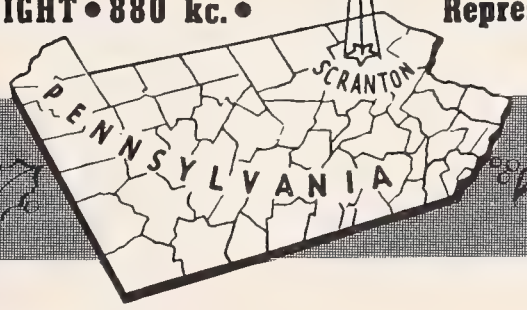
that's **WGBI**

Treat yourself to a lot of Christmas cheer with an advertising schedule over WGBI. Christmas cheer... because WGBI is the station in the nation's 17th market that can do a happy job for your product. You see, WGBI is the *only* regional or clear channel station serving the 652,000 persons in the Scranton – Wilkes-Barre Market. It's the *only* station heard throughout this market. A searching study by Daniel Starch and Staff revealed that 98% of the daytime listeners and 96% of the nighttime listeners in Scranton's home county stay tuned to WGBI.

A CBS Affiliate **WGBI** **SCRANTON, PA.**

SCRANTON BROADCASTERS, Inc. *Frank Megargee*, **Pres.**

1000 WATTS DAY • 500 WATTS NIGHT • 880 kc. • **Represented by JOHN BLAIR & CO.**



District Courts Get Jurisdiction In Station Sales

Supreme Court Specifies New Procedure for Appeals

BROADCAST station owners seeking relief from adverse rulings of the FCC having to do with voluntary assignments of their licenses henceforth must go to Federal District courts rather than the U. S. Court of Appeals for the District of Columbia. This was the finding of the Supreme Court of the United States Nov. 25, in an opinion delivered by Justice Felix Frankfurter, upholding the FCC's refusal to sanction the transfer by lease of KSFO, San Francisco, to CBS.

The decision, which involved only the question of jurisdiction, reversed the Washington appellate court, which had held that it could review FCC decisions in transfer cases. It marked the first victory in the Supreme Court for FCC General Counsel Telford Taylor since his appointment last May.

It Came in a Hurry

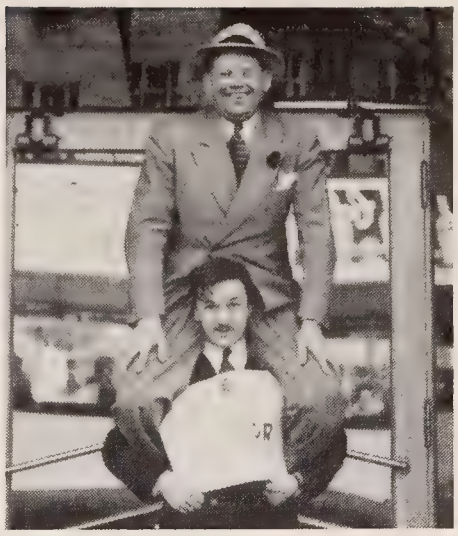
Acting with almost unpredecented speed, the Supreme Court heard oral arguments on the case Nov. 15 and handed down its opinion ten days later. Mr. Taylor argued the jurisdictional question for the Government, with Duke M. Patrick representing CBS. KSFO did not participate in the proceedings, although it was a direct party before the FCC and the lower court.

While the opinion presumably leaves open procedure whereby CBS and KSFO could carry the case to the Federal Court for the Fifth Circuit, in New Orleans, there was no inkling from either party that they intended to pursue the litigation.

The proposed lease arrangement was entered into in 1936, for a five-year period. Since virtually all of that time has elapsed and since CBS has disclosed plans to make KQW, San Jose, its San Francisco affiliate [BROADCASTING, Nov. 15], it is thought the litigation probably will be dropped, insofar as the network is concerned. The arrangement contemplated annual payment of $25,000 per year to KSFO, plus a percentage of earnings, and also contained a reversionary clause which the FCC held improper in denying the KSFO-CBS application.

The Supreme Court's ruling is destined to have an immediate effect on several appeals involving transfer cases now pending before the Washington Appellate Court. That court has withheld action pending the highest tribunal's ruling in the KSFO-CBS case. Among the transfer applications now pending and likely to be dismissed are those involving WAPI, Birmingham, in which CBS is a party; transfer of WLBZ, Bangor, Me., to Congress Square Hotel Co., Portland; and the KSFO case. It is expected that promptly following dismissal the appellants in the Washington court immediately will seek jurisdictional review of the FCC denials in the appropriate statutory three-judge courts.

The Frankfurter opinion, after analyzing the appellate provisions of the statute and the Congressional debates relating to their enactment, held that proper recourse should be in the Federal District Courts, rather than in the Washington tribunal. He pointed out that under the specific language of the Act, only five types of appeals may be carried to the District of Columbia Court—from an order of the FCC granting or refusing an application and CP's, or license; for renewal of an existing license; for modification of an existing license; suspending a radio operator's license. By inference, he held that appeals of all other types of orders must be carried to the district courts.



PIGGIE-BACK ride around the block was won by Al Yohe, Denver amusement park official, in an election bet with Howard Johnson (bottom), of KLZ engineering staff.

Plug for Radio

ONE MORE Government agency singing the praises of radio service is the Wage & Hour Division of the Labor Department. Col. Philip B. Fleming, administrator of the Division, on Nov. 27 cited to BROADCASTING the "splendid cooperation" secured from stations all over the country in publicizing the inception of the 40-hour week late in October. Some time before the Oct. 24 switch from a 42 to a 40-hour maximum workweek basis, in compliance with the Fair Labor Standards Act, wage-hour field representatives arranged with stations to carry spot announcements calling attention of employers to the coming change.

Fair and Complete Election Handling By Radio Draws Chairman Fly's Praise

TRIBUTE to the broadcasting industry for its impartial and comprehensive handling of the political campaigns, climaxed by its election day broadcasts, was paid Nov. 26 by FCC Chairman James Lawrence Fly in an address over NBC-Blue.

Describing the job as "well done", Chairman Fly contrasted the radio technique to that of newspapers. He alluded to the "acrimony and bitterness which prevailed among newspaper commentators and editorial writers", while radio commentators on national networks and local stations "generally preferred dispassionate, analytical discussions". Radio, he said, has gained ground on other media of information, which he said "have hardly held their own".

Industry Scrupulous

"The right of people to have radio used for the communication of information and exchange of ideas, fairly and objectively presented, has been recognized by the broadcasting industry not only in theory but in practice," Chairman Fly said. "I can tell you that by far the greater part of the industry is becoming scrupulous in its attempts to carry that idea forward.

"It is true that differences of opinion may arise as to just how far that approach should be taken. Should commentators be permitted to peddle their sponsors' views under the guise of news commentary? Should news reporters be permitted to inject their own or their sponsor's views into ostensible factual reporting? But those are at present subsidiary matters. The important thing is that the basic principle of objectivity has been accepted and placed into practice. Today the adoption of an editorial policy by a licensee of a broadcast station is virtually unknown."

"Let me make it clear that what I am talking about is not mere idealism; the facts I have in mind represent the actual functioning of a great practical machine. Through the practical application of idealism in the administration of this country's broadcasting system we now can see important, practical, concrete results. Radio has, indeed, become a cornerstone of the democratic system. In the past few months we have seen its achievements grow in reporting news daily and from hour to hour, in carrying frequent debates on controversial issues and more especially, in its conduct of the political campaigns."

Chairman Fly described the policy of impartial use of radio facilities as "the democratic system at its best". To radio, he said, much credit must be given for its part in stimulating the largest vote in the country's history.

Election Returns Cited

Perhaps the outstanding service which radio performed was "its complete and timely broadcast of election returns", Mr. Fly declared. Before some voting units in the western States had been closed "the radio had announced the partially complete election returns of some eastern States," he observed. Competent vote analysts kept the public informed on their views on trends, minute by minute, and before midnight—a few short hours after most polls closed—station after station carried the news of the election outcome."

In introducing Chairman Fly to the network audience, NAB President Neville Miller pointed it was just 20 years ago, on the occasion of the Harding-Cox election, that returns were broadcast for the first time.

During those two decades, he pointed out, radio has made steady improvement and has rendered a public service to the American people by bringing to the electorate the issues as presented by the principal candidates in their own words.

CHERNOFF DIRECTS KENNEDY STATIONS

APPOINTMENT of Howard L. Chernoff, assistant general manager of the West Virginia Network, as managing director of the station group and of WCHS, Charleston, was announced Nov. 29 by John A. Kennedy, president and general manager. Stations in the group are WCHS, WPAR, Parkersburg; WBLK, Clarksburg, and WSAZ, Huntington.



Mr. Chernoff

Mr. Chernoff originally was employed as advertising manager of the Clarksburg Publishing Co. in 1936, coming from Mansfield, O., where he had worked on newspapers in that city and in Lorain. In 1938 he was transferred by Mr. Kennedy from the newspaper to WCHS as assistant general manager. Later he became assistant general manager of the network operation, holding that post until his elevation to the managing directorship.

With the appointment Mr. Kennedy disclosed that he planned an extended trip through South and Central America during January, February and early March. Accompanied by Mrs. Kennedy, he plans to transcribe a series of interviews and commentaries on Latin American activities, to be broadcast over his stations. The trip will be made primarily by *Clipper*.

Newspaper Properties Disposed of by Kennedy

SALE OF HIS interest in the Clarksburg Publishing Co., publishers of the morning *Exponent*, the afternoon *Telegram*, and the *Sunday Exponent-Telegram*, to the estate of the late Virgil L. Highland, was announced Nov. 21 by John A. Kennedy, president and general manager of the West Virginia Network. The transaction ended extensive litigation involving control of the newspaper properties.

Mr. Kennedy announced the sale would enable him to devote full time to his expanded interests in radio, which are demanding more and more attention. The West Virginia Network includes WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg, and WSAZ, Huntington, the latter owned in partnership with the Huntington Publishing Co.

Birthday Ball Committees Set

G. W. JOHNSTONE, director of radio for the Democratic National Committee, has been appointed a member of the executive committee of the President's Birthday Ball, to be held Jan. 30, 1941, as well as chairman of the radio division for the celebration. He will continue as radio director for the Democrats, maintaining offices both in the New York and Washington headquarters of that Committee. Active radio director for the Birthday Ball Committee is James H. Knox, former radio director for the Florida State exhibit at the New York World's Fair and more recently program director of WFTL, Fort Lauderdale, Fla. Eddie Cantor again will serve as chairman of the "March of Dimes" broadcast campaign.

AMERICAS GREATEST INDUSTRIAL CITY ALSO A LEADING DEFENSE CENTER



More Than $500,000,000 in War Orders Alone, Already Allocated to Michigan!

Faster, FASTER, *FASTER* . . . turn the wheels of industry in Detroit! *In addition to* an already highly accelerated program of automobile production, building, tool making and general business activity in the Detroit area, MILLIONS of dollars in defense contracts and war orders are being poured into Michigan. And since Michigan industry so largely centers in Detroit, it is easy to understand what this means in jobs, payrolls, purchasing power, and in *opportunity for advertisers* in this vast market. Particularly, for advertisers who make Station WWJ the key station in their appeal to the buying power homes in this great industrial center. For all surveys show that WWJ leads all other local radio stations in listener interest in the important Detroit area.

Member NBC Basic Red Network

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta
San Francisco -:- Los Angeles

America's Pioneer Broadcasting Station

Industry to Help Market Program

Cooperation of NAB Offered To Defense Organization

COOPERATION of the radio industry with the National Defense Advisory Commission in stimulating market news broadcasts has been pledged by President Neville Miller of the NAB. Mr. Miller recently assured industry cooperation "in the broadcasting of constructive consumer information" in a letter to Miss Harriet Elliott, NDAC member in charge of the Consumer Protection Division.

The NAB pledge of cooperation was announced by Miss Elliott Nov. 22, along with publication of a bulletin, *Local Market News Broadcasts for Consumers*, which is being distributed to State and local defense councils and to civic and service organizations. Miss Elliott urged the use of market news broadcasts as an aid in protecting living standards by helping guide consumer food purchasing, and as a measure to help raise the nutritional levels of the country [BROADCASTING, Nov. 15].

Radio Cooperation

"Radio stations can cooperate with local organizations in the promotion and protection of human welfare in the communities they serve," commented Commissioner Elliott. "Particularly needed are broadcasts concerning foods which protect health, food preparation methods which conserve vital nutritive values, and information on the availability of essential foods. Such services should be provided by government agencies concerned with food products and their distribution."

In his letter to Miss Elliott Mr. Miller stated: "Please be assured of the desire of the NAB to cooperate with your office in every way possible in the furtherance of your program to safeguard our American way of life in the broadcasting of constructive consumer information in directing attention to the ever needed efforts to eliminate malnutrition, and with the Advisory Commission's farseeing effort to strengthen our human defenses, as well as military.

The Commission's bulletin recommends regular local broadcasts that will tell housewives which foods are plentiful and good buys. The information would not deal with specific brands or stores, but with overall food supplies available. It also recommended that State and local defense councils and civic organizations enlist the cooperation of radio stations and arrange with municipal departments of markets, State departments of agriculture, regional offices of the Federal Agricultural Marketing Service, or other appropriate governmental agencies to provide the service.

In addition to suggesting procedures and criteria, the bulletin describes the food market news broadcasts currently furnished consumers by stations cooperating with public agencies in several cities, including Boston, Springfield, Worcester, and Greenfield, Mass.; Laconia, N. H.; Bridgeport, Conn.; Lewiston, Me.; Providence, R. I.; New York; Greensboro, N. C.; Cincinnati and Cleveland, O.; Kansas City; Minneapolis and St. Paul.

Scripps-Howard Radio Promotions



Mr. Howard



Mr. Hanrahan



Mr. Watters



Mr. Westergaard

PROMOTIONS ordered by the board of directors of Scripps-Howard Radio Inc., and announced Nov. 25 by Jack Howard, president, elevate James C. Hanrahan from vice-president to executive vice-president; Richard B. Westergaard, manager of WNOX, Knoxville, to vice-president; Mortimer C. Watters, WCPO, Cincinnati, manager to vice-president.

NOTHING BUT RADIO

Store Uses Entire Budget for Time on the Air

SOME WEEKS ago Salesman S. Earl Wright, of KHSL, Chico, Cal., persuaded a large local grocery concern, Mulkey's Market, to place its entire advertising allocation in KHSL programs and spot announcements. After a month Mulkey's authorized the station to state that "a 32% increase in general business has taken place, a breakdown showing that greatest increases have taken place in departments realizing highest percentage profits to the business".

Lloyd Mulkey, manager of the concern, declared: "You'll never again have to sell me on the value of radio advertising. I will never undertake any selling campaign without allocating the largest part of the available money for broadcasting". The present Mulkey's account on KHSL includes two quarter-hours daily, six days a week, and five announcements a day seven days a week. The contract is for 52 weeks.

KGFW-WCLS Transferred

LLOYD C. THOMAS, former general manager and part owner of WROK, Rockford, Ill., and onetime NBC executive, on Nov. 26 was authorized by the FCC to purchase 51% of the stock of KGFW, Kearney, Neb., for $6,500. He already owned 49% and is now managing the station. He purchased the stock interests of Kenneth Dryden, Edith McKean and Dora Brown. The same day the Commission authorized Walter Ashe, owner of a St. Louis radio supply house, to acquire WCLS, Joliet, Ill., from Robert W. Thomas, administrator of the estate of the late L. W. Wood.

Peace Buys Into WMRC

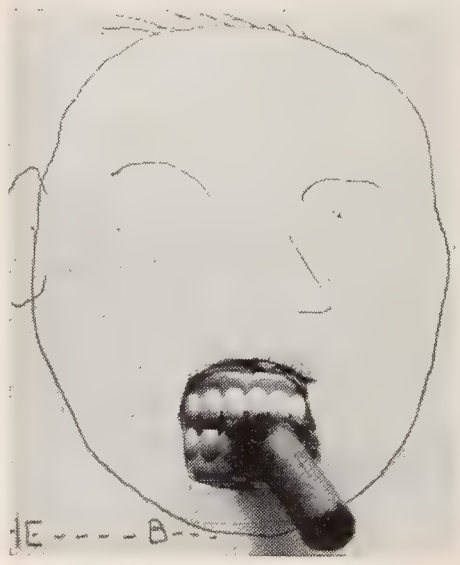
A DEAL whereby Roger C. Peace, operator of WFBC, Greenville, S. C., will purchase 49% interest in WMRC, Greenville, has been made by Mr. Peace, who is also publisher of the *Greenville News* and *Piedmont*. WMRC was authorized for construction last July, and recently went on the air. It operates with 250 watts on 1500 kc. It is managed by Wayne M. Nelson, formerly chief owner of WMFR, High Point, N. C., who recently sold out his interest in that station.

Texaco Met Plans

TEXAS Co., New York, which will sponsor the Saturday afternoon opera broadcasts by the Metropolitan Opera Co., starting Dec. 7, has announced it will use 131 NBC-Blue stations for the programs, which were purchased on a package basis for $250,000. As in the past the operas will be broadcast to Latin America, this year to be sponsored by Texas Co. at the regular commercial rate set by NBC's International Division. They will be shortwaved on NBC's shortwave stations WRCA and WNBI, with Llopis de Olivares, NBC Spanish announcer, reading the commercials. Announcer for the programs in the United States will be Milton Cross. Agency is Buchanan & Co., New York.

CALL letters assigned by the FCC to recent new stations are: WITH, Baltimore; KEYS, Corpus Christi, Tex.; WDBC, Escanaba, Mich.; WLAG, LaGrange, Ga.; KWIL, Albany, Ore.; WBTA, Batavia, N. Y.; WISH, Indianapolis; WHYN, Holyoke, Mass.

Animated Doodle



NOT a device for rebuking of recalcitrant children is this animated doodle. Instead it's a three-dimensional sketch by Vic Van der Linde, of the sales staff of WNEW, New York. Subject of the sketch, who wasn't present at its conception, is Herman Bess, WNEW vice-president in charge of sales. Van der Linde little realized he had created a masterpiece until Jack Banner, WNEW art critic, perceived its extensive publicity potentialities.

ADVERTISING STUDY IS BEGUN BY RMA

WITH appointment of a special committee on advertising, headed by John S. Garceau, advertising and sales promotion manager of Farnsworth Television & Radio Corp., Fort Wayne, the Radio Manufacturers Assn. is undertaking a voluntary cooperative review of radio industry advertising. The nine-man committee, composed of leading advertising and sales promotion managers, will survey industry advertising and establish desirable, ethical and technically correct advertising standards and practices, acording to a Nov. 20 RMA announcement. The first meeting of the committee is to be held early in December, with other meetings planned every sixty days.

The work of the RMA committee on advertising will be entirely on a voluntary and cooperative basis, it was pointed out, and will not conflict with any other agency or action of any individual company. Its function is predicated on the broad objective of having the industry itself develop proper advertising practices to avoid possible criticism of the public, Better Business Bureaus and Government agencies. The group will have the advice and assistance of the RMA engineering department in developing technically correct advertisements. Development and recommendation of RMA advertising standards, similar to the functions of the RMA in establishing recommended engineering standards and practices through the RMA engineering department, is planned.

Members of the committee on advertising, appointed by Chairman Paul V. Galvin, of the RMA Set Division, includes:

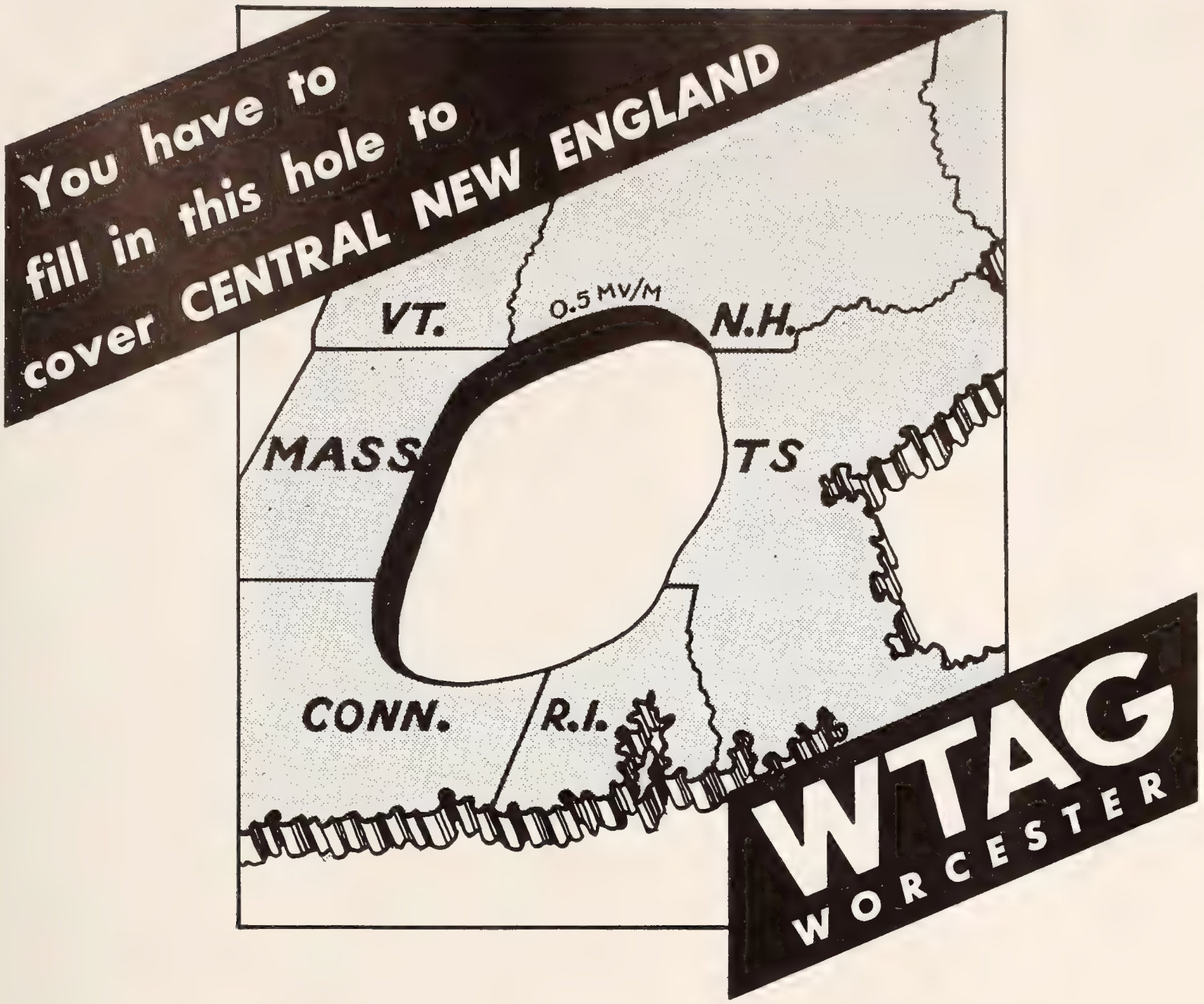
John S. Garceau, Farnsworth Television & Radio Corp., Fort Wayne, chairman; Clifford C. Dewees, Stewart-Warner Corp. Chicago; P. G. Gillig, Emerson Radio & Phonograph Corp., New York; P. F. Hadlock, General Electric Co., Bridgeport, Conn.; Victor A. Irvine, Galvin Mfg. Corp., Chicago; Thomas F. Joyce, RCA Mfg. Co., Camden, N. J.; L. Martin Krautter, Crosley Corp., Cincinnati; Lee McCanne, Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.; Sayre M. Ramsdell, Philco Corp., Philadelphia.

Candicod Drive

STANDARD VITAMIN CORP., New York (Candicod) started its annual winter campaign in November for its line of vitamin chocolates. Participations on women's programs at seven stations in Pennsylvania and New York is being used for 13 weeks, with 23 live announcements weekly a total of 299. The campaign may be renewed 13 weeks on WCAU and at least one other station added. Stations participating in the current campaign include KDKA, WHEC, WSYR, WBRE, WBEN, WCAE, KYW. Agency is Al Paul Lefton Co., Philadelphia.

Honored by Magazine

FIRST woman to receive the Award of Merit for excellence in broadcasting given by *Movie & Radio Guide* is Mary Margaret McBride, CBS "Columnist of the Air", who conducts a daily program on the network under sponsorship of Florida Citrus Commission, Lakeland, Fla.





Your New England radio schedule is subject to a major omission if your plans call for a hole instead of **Central** New England. Only one station will fill in this hole — WTAG, Worcester. The listening habits of its million people, well and amply tested, prove that Central New England keeps tuned to WTAG. Details of the Central New England market are yours for the asking.

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

NBC to Start Regular Pickups By Stations in Latin America

Shortwave Programs to Be Available for Local Sponsorship; Royal to Direct New Service

ARRANGEMENTS for NBC's shortwave broadcasts in Spanish and Portuguese to be picked up and rebroadcast by local stations in Central and South America have been announced by Niles Trammell, NBC president. The new set-up will be directed by John F. Royal, vice-president in charge of international relations.

Under the plan, which becomes effective Jan. 1, 1941, certain programs will be made available for local sponsorship, Mr. Royal stated, providing the Latin American broadcasters with an opportunity to increase their revenue as well as with a sustaining program service.

Also contemplated are straight commercial programs, broadcast on shortwave under the sponsorship of United States advertisers doing business in Latin America and rebroadcast by the local stations with cut-in commercials for the individual dealers and agents of the sponsors in the various cities in which the programs are rebroadcast. Another angle of the plan involves the distribution of transcriptions to the Latin American stations as a supplementary service to the direct pickups.

Unity of Americas

"Our chief purpose in this extension of our service to Latin America peoples," Mr. Royal said in explaining the announcement, "is to speed the development of Pan-American solidarity. Unity of the Americas in this hour of crisis must depend very largely on the initiative taken by the United States. The desire for unity must not be a matter of the moment, but should be planned for a long time.

"Radio has been incomparably effective in promoting a sensitive and cordial feeling among our own people. Properly and intelligently used, radio can also multiply the goodwill of the peoples in the 20 other American republics toward the United States. Our new service will be one to foster understanding of American aims and policies and our way of life, and it will not be used to plant seeds of distrust toward any other nation."

While NBC's present shortwave program schedule will undergo a major revision to adapt itself to the schedules of the Latin American stations cooperating in the plan, news will continue to be the backbone of the service, Mr. Royal stated. Compiled from the reports of the American news services, these broadcasts treat the news in a strictly objective manner and are broadcast regularly on the hour in 15-minute periods. Other programs will continue to be built especially for the Latin American audience, with only a few of NBC's domestic network programs put on the shortwaves. These latter will include the programs of the NBC Symphony Orchestra under the direction of Toscanini and other noted conductors and the Metropolitan Opera broadcasts, which the Texas Co. sponsors both in the United States and by shortwave.

The rebroadcast plan is not the result of any sudden inspiration, Mr. Royal stated, but has evolved gradually from numerous conversations with Latin America broadcasters over a period of years. He has visited South America twice this year and five times within the past four years, he said, and has made a like number of extended visits to Mexico and Central America. On Nov. 27 he flew to Mexico City where he was a guest of the government at the inauguration of Gen. Manuel Avilla Camacho as President of Mexico. Before returning to New York he expects to travel as far as Guatemala, conferring with both broadcasters and government officials.

Plans New Trip

Mr. Royal is also tentatively planning another South American trip to be made early next year, probably in February. This visit would give him a first-hand view of the way the rebroadcasting plan is working out and to discuss with local broadcasters methods of improving and expanding NBC's program service for them.

Asked how many Latin American stations were expected to pick up NBC's programs for rebroadcast, he said the number would vary from program to program, just as the number of NBC affiliates carrying network sustaining programs varies. Also, the number is apt to be small at first, perhaps 35 or 40 stations, he said, and to grow as the service becomes better adapted to their needs, with a maximum of about 150 stations. The time element enters into the South American situation as much or more than in the United States, he explained, and of course a chance to commercialize any program would also make a difference.

"We are feeling our way on the commercial angle," Mr. Royal explained, "and we don't know just how far we can go with it, but it seems logical that we can get a great deal more cooperation from the Latin American broadcasters if we make it possible for them to make a little money. Furthermore, for the international advertiser the ideal set-up is shortwave plus local rebroadcast.

"First of all, the local rebroadcasts will greatly increase the size of the audience, doubling or redoubling the number of Latin American listeners. We know from domestic experience that many times more Americans listen to foreign programs when they are rebroadcast on our networks. That holds true for Spanish and Portuguese speaking people, too. They rely chiefly on their local stations whose programs are printed in the newspapers. Getting those listings for our international broadcasts is not the least important part of the new arrangement.

Local Situation

"The rebroadcast plan also enables the advertiser to strengthen his distributor and dealer organization in Latin America by allowing them to place some local advertising while maintaining control of the program material at home. When they can buy rebroadcast time on the stations in their own territories, then they have a different viewpoint.

"This is not entirely a new idea," Mr. Royal continued. "Our broadcast of the Louis-Godoy fight last February was picked up by 133 Latin American stations, who rebroadcast the ringside descriptions given in Portuguese and Spanish by NBC announcers. The shortwave broadcast was bought here by Standard Oil and in South America the different divisions and subsidiaries of Standard Oil bought the rebroadcasts for their respective countries for distribution, with cut-in commercials.

New Stations Near Completion

"Then the last Louis-Godoy fight was bought by a local manufacturer of headache tablets down there, who took it and rebroadcast it after receiving it by shortwave broadcast from New York. With our new transmitters in operation all of our shortwave service for Latin America will be within easy reach of every broadcaster from Havana to Buenos Aires."

Construction on the new transmitters of WNBI and WRCA, NBC's shortwave stations at Bound Brook, N. J., which have been granted power increases to 50,000 watts, is nearing completion, Mr. Royal said, with one expected to begin operation about Dec. 15 and the other within the following month.



WHEN Paul Neal, staff member of WBNS, Columbus, O., recently became the father of a 7-pound son, he also became winner of many a wager. To facilitate collection of the bets he rigged up this portable cashier's window, worn jumper-fashion over the shoulders, and roamed through the station offices. Losers paid with a smile as they took in the vital statistics chart and other symbolic features of the mobile unit. Another WBNS man, Engineer William Needs, also became the father of a girl recently.

Francisco Favors Creation of Bureau To Coordinate Hemisphere Broadcasts

EXPLORATORY studies looking toward creation of a central bureau to coordinate radio programming activities of the 21 Pan American nations, under industry auspices, would be welcomed by the Nelson A. Rockefeller Board on Cultural Relations Between the American Republics. This view was expressed Nov. 27 by Don Francisco, former president of Lord & Thomas, a member of the Rockefeller Coordinating Committee on Communications.

Such a development, Mr. Francisco told BROADCASTING, should expedite inter-change of programs among the Pan American nations and tend toward cementing of relations with the sister republics in this hemisphere. Mr. Francisco leaves Washington Dec. 13 for an extended tour of South American nations and said he would sound out sentiment on such a project.

Meanwhile, John F. Royal, vice-president of NBC in charge of new activities and developments, prior to his departure for Mexico City Nov. 27 said he was heartily in favor of such a project. He pointed out it might readily be patterned after the International Broadcasting Union, maintained by broadcasting administrations of Europe prior to the war with headquarters in Geneva. This organization, he pointed out, arranged inter-change of programs among the European nations and with this country and also served as a clearing house for technical, legal and other matters pertaining to European broadcast allocations.

While in Mexico to attend the inauguration of President-elect Camacho, Mr. Royal probably will discuss such a project with leading Mexican broadcasters. Emilio Azcarraga, president of the Mexican Assn. of Broadcasters, has evinced an interest in such a plan. Mr. Royal will return to this country Dec. 13, but contemplates a trip to South America next spring. It is expected he will explore the reactions of South American broadcasters at that time.

Should such an organization be decided upon, it probably would be headquartered in a centrally-located country, Cuba or possibly Panama. The Pan American Union is headquartered in Washington but a Spanish-speaking nation is favored.

Following the North American Regional Broadcast Conference in Havana in latter 1937, at which the so-called Havana Treaty was drafted, an inter-American radio office was formed by Dr. Armando Mencia. This office, it is understood, has operated on a restricted basis and possibly might fit into the new project.

Treet Adds for Spots

ARMOUR & Co., Chicago (Treet), on Nov. 25 started six weekly one-minute announcements for 13 weeks on WOOD, Grand Rapids, Mich. In addition, the firm added WXYZ, Detroit, and KRNT, Cedar Rapids, to its list of stations carrying the thrice-weekly transcribed musical program *Your Treat*. Lord & Thomas, Chicago, handles this account.



NEW STUDIOS FOR DON LEE

5515 MELROSE AVENUE, HOLLYWOOD, CALIFORNIA

After December first, Don Lee will be "at home" in one of the finest studios ever built for radio. This expansion is necessitated because of the heaviest commercial schedule in thirteen years of Don Lee Network operation. More than twenty-four hours of Pacific Coast commercial programming will originate in these studios each week, in addition to a generous schedule of local commercials for KHJ release, as well as sustaining features embracing all forms of entertainment and cultural broadcasting for the network.

This new $500,000 structure will include three auditoriums for audience shows, special newsrooms for newscasting with A.P. and INS service, two small studios for Don Lee's famous one-man shows, make-up and dressing rooms, and one of the finest music libraries in existence – 25,000 specially arranged tunes, many written for the Don Lee organization by the world's outstanding musicians. Executive offices will occupy the main structure. A separate building of 28 offices will house the production and engineering staffs.

You are cordially invited to make our headquarters your headquarters when in Hollywood.

MUTUAL DON LEE BROADCASTING SYSTEM

5515 MELROSE AVE., HOLLYWOOD, CALIF.
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
JOHN BLAIR & CO., NATIONAL REPRESENTATIVES

THE NATION'S GREATEST REGIONAL NETWORK



START of her second 52 weeks of broadcasting the thrice-weekly quarter-hour *Hedda Hopper's Hollywood* on 40 CBS stations under continued sponsorship of California Fruit Growers Exchange (Sunkist oranges and lemons), was celebrated by a luncheon in her honor. Toasting Miss Hopper (center) with orange juice are (l to r) Don Belding, Los Angeles vice-president of Lord & Thomas, agency servicing the account; Donald W. Thornburgh, CBS Pacific Coast vice-president; Paul S. Armstrong, general manager of California Fruit Growers Exchange; William Beatty, vice-president of the Exchange; Russell Z. Eller, advertising director of that cooperative organization, and Thomas McAvity, newly-elected vice-president and radio director of Lord & Thomas.

Mme. Yolanda Mero-Irion Re-elected as Head of Women's Radio Comm.

WOMEN'S NATIONAL RADIO Committee, at its annual meeting in New York Nov. 18, re-elected as chairman Mme. Yolanda Mero-Irion, founder of the organization. Among other officers elected were: Mrs. Marion M. Miller, director of education of United Parents Assn., as first vice-chairman, and Miss Edith Lowry, executive secretary of the National Committee of Church Women, as second vice-chairman.

At the meeting Mme. Mero-Irion announced the WNRC survey contemplated for 1941 to determine the musical tastes of America's radio listeners. Through this, she stated, the Committee will try to discover whether the limited percentage of serious music on the air is dictated by the actual inclinations of radio audiences, or whether it results from a misinterpretation of radio taste on the past of the sponsors.

To gather this information the WNRC will question its member organizations as well as a large group of musical and non-musical radio listeners. In closing her report, Mme. Mero-Irion commended NBC, CBS and Mutual, and WQXR, New York, for the fine sustaining musical programs they offer and expressed her conviction that "sponsors might emulate their example with both prestige and profit to themselves."

Polish Audience Hears Repeats of Lever Show

FOLLOWING an unusually large volume of complimentary letters from Polish leaders and Polish-American listeners to the "We Americans" episode in the *Big Town* series presented Oct. 9 on CBS, Lever Bros., Cambridge, Mass., sponsor of the program for Rinso, placed special transcribed versions of the show on nine foreign-language stations in areas with large Polish populations.

The program, which dramatized the patriotic history of the Pulaski Family in the United States, was rebroadcast twice by each of the nine stations on different days between Nov. 16 and Dec. 1. Stations were: WGES, Chicago; WHOM, Jersey City; WBRE, Wilkes-Barre; WEMP, Milwaukee; WWSW, Pittsburgh; WJBK, Detroit; WPEN, Philadelphia; WCOP, Boston, and WHLD, Niagara Falls. Agency is Ruthrauff & Ryan, New York.

Video Committee Busy in Experiments; GE Demonstrates Colored Television

WORK of the National Television Systems Committee is progressing satisfactorily toward its goal of establishing a set of television standards, according to Dr. W. R. G. Baker, manager of the General Electric radio and television department and general chairman of the NTSC, which was organized last summer under the auspices of the Radio Manufacturers Assn. with the approval of the FCC.

Four of the nine panel groups comprising the NTSC are expected to make their reports at the next general meeting of the committee, tentatively scheduled for Dec. 12, Dr. Baker said. The remaining five panels will submit their reports at a subsequent meeting between Dec. 20 and the first of the year.

Tests in the Field

Describing the committee, with its 168 individuals from 41 separate companies, as a splendid example of industry cooperation among the various companies and with a Federal Agency, Dr. Baker predicted the result will be a fine working arrangement permitting television to progress in a unified and orderly manner. The NTSC will appear before the FCC Jan. 27 to report on the status of the art as indicated by the results of its experiments in the various components of transmission of sight and sound.

Declining to discuss the work of individual panels at this stage, Dr. Baker explained that in some instances work has been delayed by the large number of field tests, some of which are still in progress. The facilities of Du Mont, Hazeltine, Philco, RCA and GE have all been utilized in these tests, he stated. Very elaborate tests have been made in the use of FM broadcasting in both synchronization and sound sections of channels and there have also been extensive tests on the various systems of synchronization, he said.

Color television has been the subject of intensive study, he continued, stating that the GE station had been off the air for some time to devote itself to experiments in this field. Comparative tests of transmission with vertical and horizontal polarization will be used not only in television, he said, but also in determining the most satisfactory method of polarization for FM sound transmission.

The GE system of bichromatic color television, a mechanical color-disc method similar to that recently developed by CBS, was demonstrated in Schenectady Nov. 20 to visiting NTSC members and Commissioner George H. Payne, of the FCC. The demonstration, arranged by Dr. E. F. W. Alexanderson, GE scientist, was held in his home where he had installed a standard receiver equipped with a two-color 24-inch revolving disc about a foot in front of the cathode ray tube. Dr. Alexanderson explained that synchronized color wheels at the GE Schenectady transmitting studio and the receiver resulted in "realistic colors" in the broadcast image. The color wheel, with a transparent field of orange-red and greenish-blue segments, revolves at a speed of 1,800 rpm.

"In our early experiments we tried both two and three-color discs," Dr. Alexanderson commented. "With two colors and a disc speed of 1,800 rpm, the same color succeeded itself 30 times per second. With three colors, they succeeded each other 20 times per second, producing a color flicker. So that is why we decided upon the two colors for the present. We found it did not detract much from the three-color picture. This gives very good results without flicker, and we feel it is most practical with standard commercial receivers.

Dr. Alexanderson emphasized the Nov. 20 demonstration was of an experimental nature and that GE has no plans for introducing color to its television programs for the present. During their Schenectady visit the NTSC members also visited GE's new Helderberg Mountain FM station, which started regular program service that day.

Canada Dry Spots

CANADA DRY GINGER ALE Co., New York, which sponsored NBC's *Information Please* program from October, 1938, until November of this year, is starting thrice-weekly participations on home economics programs in a few selected markets. Programs used will be *Marjorie Mills* on the Yankee Network, *Laura May Stewart* on WCAU, Philadelphia, *Featured Foods* on WLS, Chicago, and as yet unselected programs on WJR, Detroit, and KSTP, St. Paul. Campaign will begin on various dates throughout December. Agency is J. M. Mathes, New York.

Television Types Subject to Tests

NBC Retaining Methods for Guidance of Committee

ENGINEERING tests in television transmission with various types of synchronization and by both amplitude and frequency modulation are being conducted by NBC in cooperation with the National Television Standards Committee, which will make its first report on progress toward achieving standardized television transmission techniques to the FCC late in January.

Illustrative of the way in which competing companies are subordinating individual interest for the common welfare in television's advancement, the current experiments at NBC on synchronization include transmission by the regular RMA method, by a new type based on RMA methods and by the Du Mont system, which is quite different.

Systems Rotated

Test patterns are broadcast by each system in rotation, with five minutes allotted to each type, followed by rotation in 30-second intervals so that the effect of any interference factor such as a truck passing or similar interference might be noted on all three types of synchronization. At receiving points from 10 to 85 miles from the transmitter three receivers, each designed for the best possible reception of each type of synchronization, enable observers to check comparative results.

In the FM-AM experiments the two transmission systems are alternated at both long and short intervals, with both picture and sound transmission by both methods. R. M. Morris, NBC development engineer in charge of the experiments, refused to discuss the results to date, stating that NBC was conducting them at the request of the NTSC and that any reports would have to come from the committee.

One Year of Television Reviewed in NBC Book

REVIEWING television's first year of regular, scheduled program service, NBC has published a 48-page illustrated book which effectively traces NBC's progress in establishing visual broadcast service. The book, *Television's First Year*, covers everything from a chronological review of the development of visual broadcasting to lists of the various types of programs transmitted on W2XBS, NBC television station serving the New York area.

Illustrations include a series of 19th Century sketches by Albert Robida, well-known caricaturist of that period, projecting impressions of what visual broadcasting might be like. Contrasted against these impressions are photographs of actual equipment, programs and personalities of television in 1940. The program reviews cover a multitude of subjects, from sports broadcasts to opera, parades to circuses, educational and dramatic features. Also included are lists of artists appearing on NBC television programs and national and local advertisers who have presented television programs.

Strawbridge & Clothier May Dispose of Interest In WFIL to Lit Bros.

NEGOTIATIONS looking toward sale by Strawbridge & Clothier, Philadelphia department store, of its 50% interest in WFIL to Lit Brothers, already half-owner of the station, are reported under way. While no confirmation could be obtained, it is understood that an application for the transfer will soon be filed with the FCC.

Prior to 1934 Strawbridge & Clothier operated WFI while Lit Brothers operated WLIT, then sharing time on 560 kc. Negotiations initiated by Samuel R. Rosenbaum, Philadelphia attorney and industrialist, resulted in the consolidation of these two stations as WFIL, with Mr. Rosenbaum himself heading the then newly-created WFIL Broadcasting Co.

Should the new transaction, giving Lit Brothers 100% ownership of the station, be consummated, it is assumed that Mr. Rosenbaum would retain his present post as would substantially all members of the station staff.

Westinghouse Stations Shifted to Subsidiary

TRANSFER OF licenses held by Westinghouse Electric & Mfg. Co. to its radio subsidiary, Westinghouse Radio Stations Inc., is sought in applications filed with the FCC Nov. 27. The applications involve standard broadcast, international broadcast, relay and other licenses now issued to the parent company.

Simultaneously, applications were filed by Westinghouse for new FM stations in Boston, Springfield, Mass., Philadelphia, Pittsburgh and Fort Wayne, to parallel present standard broadcast stations operated in those cities.

New Fan Publication

A NEW radio fan publication, *Radio Weekly*, will make its bow Dec. 21, published by Darrell V. Martin, veteran Pittsburgh radio editor. It will start with 3,000 circulation, according to Mr. Martin, and its distribution will be concentrated at first in three States. Mr. Martin will also be editor. He has served since 1923 successively with the *Gazette Times*, *Chronicle Telegraph*, *Sun-Telegraph* and *Post Gazette* in Pittsburgh as radio editor.

New Radio Checking Service

RADIO spot-checking service has been established for advertisers and agencies by Burnett & Brenner & Egert, New York, independent nationwide market research agency. Working through resident investigators the service is flexible enough to check, over any number of stations, one announcement per week over each station, all the spots given on a single day over each station, or all the announcements given for a full week over each station. The service reports whether or not the announcement was made, and, if given, the exact time it started; rates the announcer's delivery, pace and enthusiasm; checks the spoken word against the script, reporting background or station noises; names sponsors preceding and following programs; checks whether the advertiser has the spot exclusively or shares it with another advertiser.

THE LATEST IN ENGINEERING

Ohio State U Conference, Fourth of Its Kind, To Cover Progress During Past Year

By LYNNE C. SMEBY
NAB Director of Engineering

THE TECHNICAL outlook for FM broadcasting and television will highlight the fourth annual Ohio State Broadcast Engineering Conference, to be held Feb. 10-21 at Ohio State U, Columbus. Tentative plans for the agenda were announced Nov. 19 by Dr. W. L. Everitt, director of the OSU conference.



Dr. Everitt

The Third Conference, held in February this year, was attended by 248 engineers from 35 states. Each conference period is two hours long, of which 1½ hours is devoted to a formal lecture on the subject, and 30 minutes to informal discussion. Although the lectures are conducted under conditions similar to college classroom work, the subject matter bridges the gap between purely academic presentation and practical application. NAB was happy to participate in the Third Conference and is officially cooperating in the coming Fourth Conference.

List of Instructors

Each conference has grown in attendance and the February meeting should be no exception. Among the outstanding men assembled as instructors or speakers for the Fourth Conference are E. K. Jett, FCC chief engineer; A. D. Ring, FCC assistant chief engineer in charge of broadcasting; Harvey Fletcher, Bell Telephone Laboratories; Edwin H. Armstrong, inventor of the Armstrong wide-band FM system; W. R. G. Baker, director of engineering for the Radio Manufacturers Assn.; Peter G. Goldmark, CBS chief television engineer.

Mr. Jett will address the conference on "Communications in National Defense". Although Mr. Jett is bound to secrecy on many phases of his subject, his topic promises to be of extreme interest.

One of the outstanding sessions of past conferences has been the "General Discussion and Question Box" conducted by Mr. Ring, covering engineering regulation problems. A year has brought many new regulatory problems, such as the North American Regional Broadcast Agreement shifts.

In connection with claims made for FM, the talk by Mr. Fletcher on "Hearing Determines the Fundamental Requirements of High-Fidelity" should be of interest. Mr. Fletcher has conducted many research projects at Bell Laboratories on the characteristics of the human ear and is well qualified to handle this subject. Seven sessions on FM have been scheduled. These will be conducted by Major Armstrong.

Work of the National Television Standards Committee will be covered by Chairman Baker. Since the work is to be completed by conference time, Mr. Baker may discuss the formulated standards.

Color television has recently come into prominence, and Dr. Goldmark will discuss the color system he has developed for CBS.

Diversified Topics

An interesting addition to the conference will be laboratory periods during which all members will have an opportunity to make the various measurements involved in properly maintaining a broadcast station. These periods will be conducted by manufacturers, who will supply the test equipment and instructors. General Radio Co. and RCA Mfg. Co., among others, have promised to cooperate.

The balance of the program covers topics of timely interest and capable men have been secured to cover them. The complete program will be announced late in December.

With the rapid development of the broadcasting art, engineers have found it difficult to keep up with the swift pace. Dr. Everitt recognized four years ago the need of periodic classroom work to help engineers keep up with their profession and started Broadcast Engineering Conference. The conferences are highly respected by all engineers who have attended.

Dr. Everitt received his E.E. degree at Cornell U in 1922, his M.S. at the U of Michigan in 1926 and his Ph.D. at Ohio State U in 1933. Since 1929 he has been professor of electrical engineering in charge of instruction in communication at Ohio State. He has published a book, *Communications Engineering*, known to most communication engineers and used as a text in about 60 schools. Dr. Everitt has published a number of papers on communication and is a Fellow of the Institute of Radio Engineers and the American Institute of Electrical Engineers.



ENGINEERS of local stations and networks made whoopee at the recent smoker of Los Angeles-Hollywood Chapter, Veteran Wireless Operators Assn. In semi-serious mood during the festivities were (top row, l to r) James H. Brown, NBC relief control supervisor; George Vodra, KFWB engineer; Ray L. Lithgow, CBS engineer; (center), P. S. Wilson, KMTR engineer; H. M. McDonald, KFI-KECA control room supervisor; Carroll Hauser, KMTR chief engineer; Les Bowman, CBS western division chief engineer; (seated), Leroy Bremmer and Hal Styles, secretary and president, respectively of Los Angeles-Hollywood Chapter; and Mort O. Smith, NBC recording engineer.

COMMERCIAL BASIS PLANNED BY KFUO

AUTHORIZED to operate on 830 kc. with 5,000 watts until Denver local sunset under the recent FCC action relieving KSD, St. Louis, of its former time-sharing arrangement, KFUO, St. Louis, operated by the Evangelical Lutheran Synod, is contemplating commercial operation in the near future, according to the Rev. H. H. Hohenstein, station director.

The Rev. Hohenstein advised BROADCASTING that, while no staff changes are yet in view, it is likely that KFUO will start selling time when the new transmitter is in operation, probably after Jan. 1. Heretofore KFUO has operated as a non-commercial outlet, devoting all of its time to broadcasts relating to church activities. The final decision on commercialization will be made at a meeting of the church's board of directors.

American Export Starts Latin Aviation Series

AMERICAN EXPORT AIRLINES, New York, on Nov. 24 started 52-week sponsorship of a quarter-hour program titled *American Aviation*, which is shortwaved thrice weekly to Central and South America on NBC's shortwave stations WRCA and WNBI.

The program, devoted chiefly to telling the story of aviation in North America, also covers the progress made in that field by Latin American countries. It is presented Sunday in Spanish at 8:30 p.m. with Alfredo Barrett, Tuesdays in Portuguese at 7:45 p.m. with Fernando De Sa, and Thursdays at 10:30 p.m. in English with Frank Nesbitt, aviation editor of NBC. Agency handling the account is N. W. Ayer & Son, New York.

RUDY VALLEE, star of the weekly NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp. (Sealtest), has started a lecture course on "The Elements of Showmanship" at the U of California at Los Angeles.

June Is Favored For Conventions

NAB 11th District Approves NAB-BMI Music Policy

A PLEA to the NAB Board of Directors that the annual convention be held in early June rather than during the late summer or fall, was made by broadcasters in Minnesota and North and South Dakota, at their district meeting Nov. 15 in Minneapolis.

Adopting a resolution instructing the 11th District Director to advise the NAB Board of the action, the broadcasters concluded that a convention between June 1-15 was the most advantageous time for the industry's annual sessions. The full board meets in New York Dec. 3-4.

In accord with actions at previous broadcasters' sessions, the 11th District members, with some 40 station representatives present, voted their unanimous support of BMI and the NAB in the campaign against acceptance of ASCAP contracts. When the meeting opened, 11 of the stations represented had not signed with BMI. At the conclusion, eight had announced their decision to join and it was believed the other three will follow suit, giving the district practically a 100% membership.

Progress of NAB

A nominating committee headed by Gregory Gentling, KROC, Rochester, Minn., was named to nominate a district director, to succeed E. H. Gammons, general manager of WCCO, Minneapolis, who has served for two terms. The meeting was addressed by C. E. Arney Jr., assistant to NAB President Neville Miller, and Carl Haverlin, public relations director of BMI. Mr. Arney reported on national activities of the NAB and stressed the unit plan for reporting time sales. Mr. Haverlin charted the development of BMI and predicted it would be equipped to handle the industry's music requirements by the Jan. 1 deadline.

Members of the nominating committee, in addition to Chairman Gentling, include E. L. Hayek, KATE, Albert Lea, Minn.; A. A. Fahy, KABR, Aberdeen, S. D.; P. J. Meyer, KFYR, Bismarck, N. D.; E. C. Reineke, WDAY, Fargo, N. D., and Robert R. Tincher, WNAX, Yankton, S. D.

John J. Gillin Jr., general manager of WOW, Omaha, and director of the 10th District comprising Iowa, Missouri and Nebraska, attended the sessions. A meeting of the Committee on Associate Memberships in the NAB, which includes Messrs. Gillin and Gammons, also was held. Attending the District 11 meeting were:

Mr. Hayek; Joseph and Morton Henkin, KSOO and KELO, Sioux Falls; Manny Marget, KVOX, Moorhead, Minn.; Mr. Tincher; G. E. Bruntlett, KOBH, Rapid City, S. D.; Mr. Fahy; Mr. Meyer, KFYR, Bismarck; Gregory Gentling, KROC, Rochester, Minn.; M. H. White, KWNO, Winona, Minn.; Mr. Reineke, WDAY, Fargo; Bert Wick, KDLR, Devils Lake, N. D.; Dalton LeMasurier, KDAL, Duluth, and KFJM, Grand Forks, N. D.; Dr. George Young and Wallace Stone, WDGY, Minneapolis; E. P. Shurick, WLOL, Minneapolis; Mr. Gammons and Carl Burkland, WCCO, Minneapolis; Lee Whiting and Robert De Haven, WTCN, Minneapolis; B. Harland Ohde, KRMC, Jamestown, N. D.; John Boler, KGCU, Mandan, KLPM, Minot and KOVC, Valley City, N. D.



WHEN NBC broke ground Nov. 14 for its million-dollar home in San Francisco, some 75 spades were wielded by staff members and others. Among spaders were girls from the Omar Khayyam restaurant, who represented Manager George Mardikian as president of the San Francisco chapter of Sidewalk Superintendents' Club. A 75-minute program marked the ground-breaking, with prominent officials joining Al Nelson, KPO-KGO general manager, in the elaborate construction ceremonies.

THEY PREFER ADULT PROGRAMS

Study of Child Audience Shows They Listen Only 17% of the Time to Child Programs

SURPRISINGLY adult program tastes for school children are indicated in a U of Missouri doctoral thesis, "Radio as a Factor in the Lives of Sixth Grade Children", by John Price McKay. The study, based on records kept by 1,909 sixth grade pupils over a 14-day period, shows that only 17.2% of the children's total listening time was spent tuning in so-called children's programs. The survey was limited to sixth graders of the white race enrolled in 57 schools within the metropolitan area of St. Louis.

Dr. McKay's study of school children's listening habits, conducted in cooperation with superintendents and principals of participating schools from Feb. 6-19, 1939, is considered unique in its use of student-kept daily listening records rather than interviews with parents or other survey techniques. Each participating student was given a specially prepared booklet containing simple instructions for filling in blanks in connection with lists of programs. Program lists, covering virtually all available daytime network features of interest to juveniles, also included evening variety shows and other programs slanted to primarily adult audiences.

Preferred Listening

Among conclusions based on his study Dr. McKay lists: Children listened to the radio each week about half the amount of time they attended school; Mondays and Thursdays were the most popular "listening days"; 56 programs, or 61.5% of the 91 studied, were broadcast on or after 6:30 p. m. (CST), indicating that attendance at moving picture shows may have had some effect on the amount of time children listened to the radio; types of programs most popular with the group studied were dramas with plenty of motion, variety programs including comedy, music and drama, and audience participation features.

Coordination of break-downs of program preferences as between boys and girls indicated that the five programs most popular with boys also were the five top-ranking features with the girls, although in different order: Boys—*Gang Busters, Lux Radio Theatre, Charlie McCarthy, Jack Benny* and *Big Town;* girls—*Lux Radio Theatre, Big Town, Charlie McCarthy, Gang Busters* and *Jack Benny.*

Of the top 25 in the aggregate list of preferred programs, the survey showed, 21 were common to the favorite program lists of both boys and girls. The four programs on the boy's lists not found in the girls' were *Dick Tracy, Terry & the Pirates, Fred Allen* and *Don Winslow;* while the girls' list included *Kate Smith, Campbell Playhouse* (Orson Welles), *Prof. Quiz* and *Jack Haley's Wonder Show.*

The 25 most popular programs, ranked with respect to the total number of listening hours, were: *Lux Radio Theatre; Charlie McCarthy; Tom Mix Straight Shooters;* news (any broadcast); *Major Bowes Amateur Hour; Dick Tracy; Lone Ranger; Don Winslow of the Navy; Jack Armstrong; Little Orphan Annie; Kate Smith; Campbell Playhouse* (Orson Welles); *Fred Allen; Howie Wing; Gang Busters; Bob Burns; Ozark Varieties; Mr. Keen, Tracer of Lost Persons; Jack Benny; Amos 'n' Andy; Big Town; Captain Midnight; National Barn Dance; Al Jolson; Joe Penner.*

OLD GOLD ACCOUNT SHIFTED TO J-W-T

AFTER 15 years with Lennen & Mitchell, New York, for advertising of all its tobacco products, P. Lorillard Co., New York is shifting the Old Gold division of its account to J. Walter Thompson Co., New York, effective Jan. 1, 1941.

Advertising of all other Lorillard products remains with Lennen & Mitchell, including Sensation and Deity cigarettes, Friends, Union Leader and Briggs smoking tobacco, Muriel cigars, and the new king-size Beech-Nut cigarette. The latter is currently being introduced in the Buffalo and Rochester territory, but no plans for radio or other advertising in further districts have been made.

Old Gold, a million dollar account, first introduced in 1926 and now ranks about fifth in sales. A pioneer user of radio, the account has had either network or spot campaigns on the air since its start. Currently it is sponsoring spots on the *Yankee News* in New England; racing results on WHN, New York; time signals on WQXR, New York; quarter-hour sports programs in Philadelphia; quarter-hour musical programs in Schenectady and Ohio; *Bob Elson* on WGN, Chicago, and sports program in Miami; and the Texas Rangers on the Pacific Coast and via transcription twice weekly in 30 markets.

J. Walter Thompson Co., will announce no plans until January.

Lorillard Spots

P. LORILLARD Co., New York, which started its fall campaign for Sensation cigarettes Nov. 2 with a *Soldier's Quiz* program on Colonial Network, began the remainder of the campaign the week of Nov. 25 with a transcribed series of quarter-hour programs for twice-weekly presentation on 27 stations. The series, purchased from Transamerican Broadcasting & Television Corp. on a package basis, features dramatizations of "Short Short Stories" from *Liberty* Magazine. Stations are: WGY WXYZ WELL WIBM WFDF WJIM WBCM WOOD-WASH WOWO WFBM WHAS KOA WCHS WPAR WBLK WTAR WDBJ WJAX WDBO WDAE WQAM KMOX KWOS KGBX WCCO and WMT. Agency is Lennen & Mitchell, New York.

Gulden Adds 6

CHARLES GULDEN Inc., New York, which is using quarter-hour transcribed variety programs twice weekly together with participations and news on five stations, has added the following six stations to the list, all on varying schedules: KYW, Philadelphia; WBAL, Baltimore; WMAS, Springfield, Mass.; WTAG, Worcester; WEAF, New York, and WSYR, Syracuse. Agency is Charles W. Hoyt Co., New York.

G. Washington Spot

G. WASHINGTON Coffee Refining Co., Morris Plains, N. J., on Nov. 25 joined the list of sponsors for the *Martha Deane* program, conducted on WOR, Newark, by Bessie Beatty. Sponsorship is on a participating basis with each product mentioned every day during the broadcast from 11:15 a. m.-12 noon. G. Washington agency is Cecil & Presbrey, New York.

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

1941

YEAR BOOK

NUMBER

ANNUAL SU… …OK NUMBER
CONTENTS … …IONS INC.

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and

FORMS CLOSE

(December 15)

Order Space NOW!

RED, BLUE DIVIDED IN THE SOUTHEAST

WITH the addition Dec. 15 of ten new affiliates in the southeastern States—Georgia, the Carolinas, Tennessee, West Virginia — NBC will establish separate Red and Blue regional segments for listeners in that part of the country. The new stations, bringing the total of NBC outlets to 218, will become affiliates of the Blue Network, which will then total 86 stations. This new group will be known as the Blue Southeastern Group and the dozen stations in the present Southeastern Group which is now available with either NBC network will become exclusive Red Network affiliates.

New Southeastern Blue stations are: WGAC, Augusta, Ga.; WCBT, Roanoke Rapids, N. C.; WEED, Rocky Mount, N. C.; WMFD, Wilmington, N. C.; WMFR, High Point, N. C.: WGNC, Gastonia, N. C.; WHKY, Hickory, N. C.; WCOS, Columbia, S. C.; WJHL, Johnson City, Tenn.; WHIS, Bluefield, W. Va.

Stations will be available to Blue Network advertisers only as a group at a package rate which has not yet been set.

Avocados Spots

CALAVO GROWERS of California, Los Angeles (avocados), in early December starts, on a short scattered schedule, thrice weekly participation in home economic programs on stations in 14 markets. Following a lay-off during the holiday season, the schedule will be resumed with additional stations added. Stations to be used in December are WLS, WJR, KMOX, WFAA, KPRC, WTMJ, WOAI, KSL, KLZ, KOMO, KSTP, KMBC, WKRC, KOIN. Agency is Lord & Thomas, Los Angeles.

Arrow in Canada

CLUETT PEABODY & Co., of Canada Ltd., Toronto (Arrow shirts and ties), started on Nov. 15 four weekly transcribed spot announcements on 12 Canadian stations. Account was placed by Cockfield Brown & Co. Ltd., Toronto.

NEWEST IN THE ASCAP AXIS?

TO THE BROADCASTING fraternity at large, and particularly to the operators of the 292 stations owned in whole or part by newspaper interests, not to forget the thousands of radio employes who came up from the newspaper ranks, we commend a reading of the following editorial:

> Approximately one-third of the nation's radio stations are either owned by newspapers or have a close working agreement with newspapers. The interests of the press and radio are today inseparable, regardless of past differences and the stresses of competition. The primary elements of successful radio operation now are news and music, and under both headings radio has had a pretty easy time of it to date.
>
> The major interests in broadcasting are now resisting the efforts of the American Society of Composers and Publishers to obtain for the creators of music a larger share of the broadcasters' revenues. The radio people claim, *with how much justice we don't know* [italics ours], that musicians are attempting a hold-up, a drive to collect for their compositions several hundred per cent more than they received when radio was young. That is probably true, but it is also true that in the early days of radio, composers received nothing, or next to nothing, for the reproduction of their work. That was not equitable, but it would not have been corrected unless ASCAP had been militant in its members' interests.
>
> The Society represents the best in American music. The works of its members cannot be replaced by the catalogs of foreign music which the broadcasters are said to be preparing to furnish to their audiences if an agreement is not reached with ASCAP. At a time when the United States stands almost alone as the bulwark of Democratic thought, it is our idea that the musicians and the broadcasters reach a quick compromise on the monetary difficulties, make an agreement that will last, and *spare our people from a deluge of foreign propaganda through music—a propaganda which is highly esteemed by Fuehrer Hitler and Duce Mussolini* [sic!]

The source? The Nov. 25 issue of *Editor & Publisher*, our esteemed contemporary and trade journal of the newspaper industry. Need we comment more than to ask: Is this 1940 or the horse-and-buggy era?

More 'Hellzapoppin'

IN THE interests of the musical comedy "New Hellzapoppin," now entering its third year on Broadway, Select Theatres Corp., New York, is sponsoring *Musical Comedy Favorites*, thrice-weekly early morning program on WABC, New York. Blaine-Thompson Co., New York, is agency. The show has used radio as a major part of its advertising schedule since its opening in September 1938.

ROXY THEATRE, New York, during the week of Nov. 22 placed a series of eight 50-word announcements on 14 stations in New York to promote the new 20th Century Fox Film release "Tin Pan Alley" playing at the theatre. Agency is Kayton-Spiero Co., New York.



ON THE BARRELHEAD for 52 weeks, six days per week, was this contract signed by Welfare Finance Corp., with WSAI, Cincinnati. The paid-in-advance schedule covers the daily 15-minute *Sports Review* with Dick Bray at the mike. At the signing were (seated l to r) James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting; June R. Lear, president, Welfare Finance; J. J. Geerin, Walter Haehnle Adv. Agency, and Robert Davis, general supervisor, Welfare Finance. Standing: August Lear, Welfare Finance; Sportscaster Bray; D. H. Long, WSAI manager, and Harold F. Walker, WSAI salesman who made deal.

ALL NIGHT AT WMCA

Poetry, Guests, Tips on Jobs, Are Among Features

WMCA, New York, on Dec. 1 went on a 24-hour daily broadcasting schedule with the inauguration of the *WMCA All Night Club* program, presented seven days a week from 1-7 a.m. Unlike other all-night broadcasts, the program includes not only request musical recordings but also poetry readings, impromptu guest appearances of well-known stars, sunrise service, and an employment period for the jobless.

The sunrise service, first of its kind in radio, is presented at 5 a.m. by guest ministers of New York churches under the auspices of the National Conference of Christians and Jews. The "help-wanted" feature from 6-7 a.m. is designed to reach unemployed starting out in search of work. Information on jobs available is furnished with the cooperation of the New York State Employment Bureau.

Also included is a song-writers hour during which professionals create songs on the air, and news bulletins are broadcast at intervals. To develop a closer association of interest among listeners to the program, special membership cards will be issued on request. These cards will be numbered and drawings will be held on the program to "conscript" members as guests. Alan Courtney is m.c.

WSTV Joins MBS

WSTV, Steubenville, O., on Nov. 20 joined MBS as the network's 162d affiliate. Starting operations Nov. 4 of this year, the station is owned by the Valley Broadcasting Co., and operates on 1310 kc., 250 watts, unlimited. Manager of WSTV is John Laux, formerly of WJAS and KQV, Pittsburgh.

Network Interest In Mexico Noted

Akerberg, Paley and Royal Visit South of the Border

CURRENT visits to Mexico of H. V. Akerberg, CBS vice-president in charge of stations relations, and John F. Royal, NBC vice-president in charge of international relations, have given rise to conjecture that the field of network rivalry may soon be expanded to include Mexico as well as the United States.

While neither network will admit to definite plans for adding Mexican stations to their lists of affiliates, the improved conditions resulting from the reallocation treaty, which clears up the disturbing border station situation, plus the general program of closer cooperation between Mexico and the United States under the hemisphere solidarity plan, make such expansion more feasible now than at any previous time in radio history.

Purely Fact-Finding

Mr. Akerberg left New York Nov. 21 for a two-week loop around Mexico which is described by CBS officials as "purely exploratory" and an extension of the fact-finding expedition to South America headed by William S. Paley, CBS President [BROADCASTING, Nov. 15]. He will confer with Emilio Azcarraga, president of XEW, Mexico City, and also head of the Mexican Assn. of Broadcasters, a close personal friend, and will then visit other Mexican cities, possibly getting to Honduras and Central America before returning to New York, it was stated.

Reports that CBS is planning to purchase an interest in one or more Mexican stations, presumably as "keys" for a Mexican network, were emphatically denied. It was admitted, however, that Mr. Akerberg may investigate the possibility of network affiliation for Mexican stations. Such a move, it was said, is always a possibility, although there is not much interest in the Mexican market on the part of United States advertisers.

Purpose of Mr. Royal's Mexican visit was to attend the inauguration of that country's new President, Gen. Manuel Avilla Camacho, on official invitation. Mr. Royal left New York Nov. 27 and following the inauguration will visit Guatemala before his return.

More for Plough

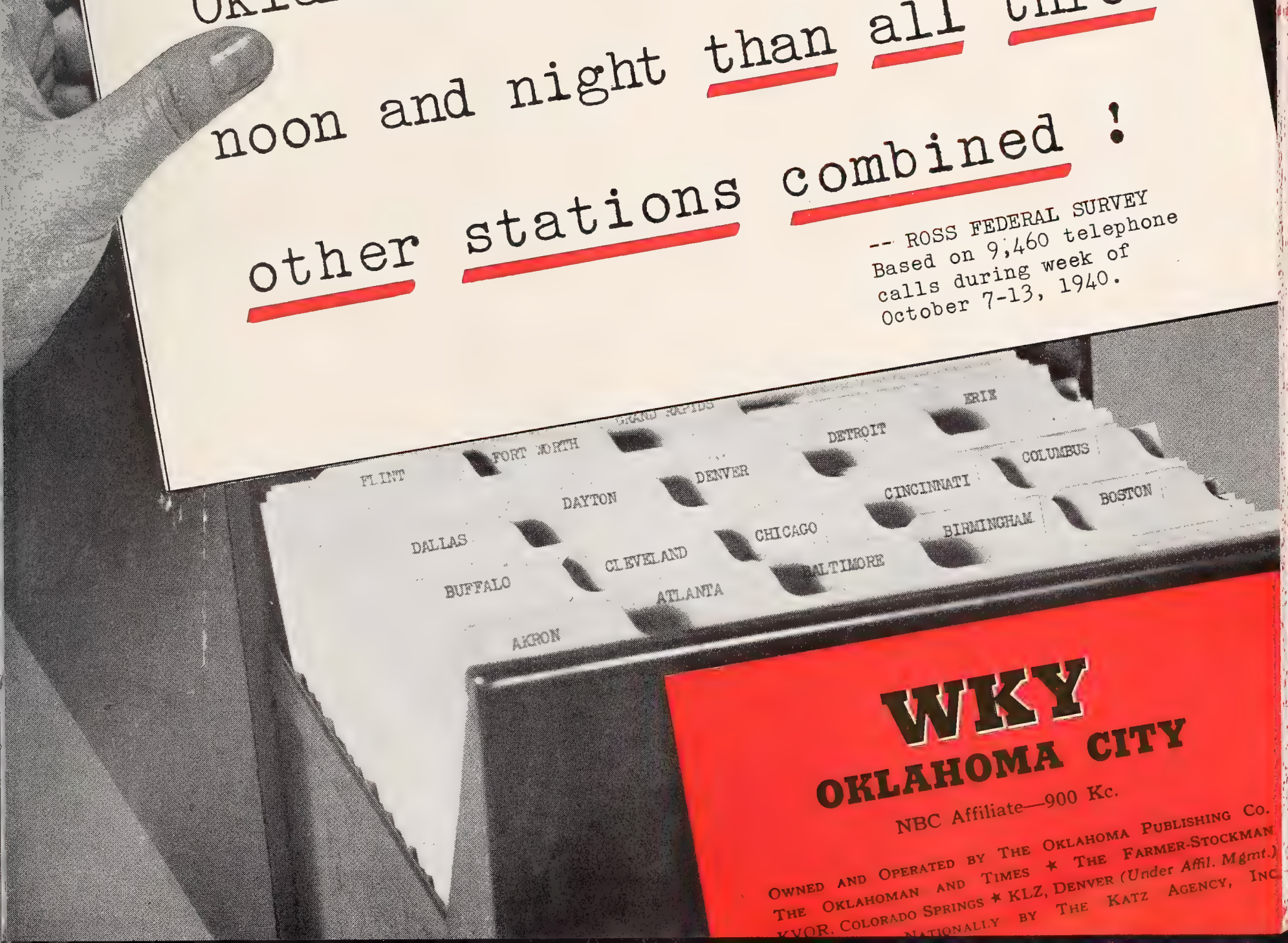
PLOUGH Inc., Memphis, is sponsoring 12 quarter-hour United Press newscasts weekly on WHN, New York, for Penetro Inhaler, Penetro Nose Drops and St. Joseph Aspirin. News for Penetro Inhaler is heard Monday through Saturday, 2:15-2-30 p. m.; Penetro Nose Drops, Monday, Wednesday and Friday, 5:45-6 p. m.; St. Joseph Aspirin, Sunday, 9:15-9:30 a. m., Tuesday and Thursday, 5:45-6 p. m. Complete merchandising follow-up has been worked out with New York City retailers of all three products. The company also is sponsoring a vocal trio—Sniff, Whiff and Biff—heard Tuesday, Thursday and Saturday, 7:20-7:25 a. m., on WGN, Chicago, for Penetro Inhaler. Agency is Lake-Spiro-Shurman, Memphis.

What More Is There to Say?

OKLAHOMA CITY

WKY has more listeners in Oklahoma City morning, afternoon and night than all three other stations combined !

-- ROSS FEDERAL SURVEY
Based on 9,460 telephone calls during week of October 7-13, 1940.



WKY
OKLAHOMA CITY

NBC Affiliate—900 Kc.

Owned and Operated by The Oklahoma Publishing Co.
The Oklahoman and Times ★ The Farmer-Stockman
KVOR, Colorado Springs ★ KLZ, Denver (*Under Affil. Mgmt.*)
Nationally by The Katz Agency, Inc.

45 Bolts from the Blue . . . each one a boon to listeners, a bonus to advertisers

Regardless of the excellence of its programs, no network is stronger than its stations, no station stronger than the "signal" it delivers.

The Blue Network of NBC doesn't forget its responsibility to listeners to deliver its whole varied list of programs with the highest possible technical excellence. That is why you constantly receive reports on new stations, new equipment, increases in power on the Blue. Typical of this continual progress are the 45 improvements listed below.

Each one means a definite and concrete addition to the audiences of Blue Network programs, an important bonus to Blue advertisers.

45 Blue Improvements since June 1st

New Blue Florida Group Added

WJHP Jacksonville
WMFJ Daytona Beach
WLOF Orlando
WKAT Miami Beach
WTMC Ocala
WSUN Tampa-St. Petersburg

New Blue Southeastern Group

WGAC Augusta, Ga.
WCBT Roanoke Rapids, N. C.
WEED Rocky Mount, N. C.
WMFD Wilmington, N. C.
WMFR High Point, N. C.
WGNC Gastonia, N. C.
WHKY Hickory, N. C.
WCOS Columbia, S. C.
WJHL Johnson City, Tenn.
WHIS Bluefield, W. Va.

Other Stations Added or Scheduled for Immediate Addition

KOME Tulsa
WCBS Springfield, Ill.
WAKR Akron
KOH Reno, Nev.
KFBC Cheyenne
KXOK St. Louis
KFRU Columbia, Mo.
WKIP Poughkeepsie
WGRM Greenwood, Miss.
WSLI Jackson, Miss.
WEMP Milwaukee, Wisc.

Completed Transmitter Improvements

KERN, Bakersfield, California. Increased power from 100 watts to 1000 watts. New transmitter.

WRNL, Richmond (1000 watts 880 kc.) was substituted for the previous outlet, which operated at lower power on a less favorable frequency.

WSGN, Birmingham. Increased its power to 250 watts.

WBZ, Boston, began operation with new antenna and new transmitter on new site at Hull, Massachusetts, giving direct salt water coverage to the Boston market.

Other Improvements Now Being Made

KOB, Albuquerque. Increases power to 50,000 watts, giving Blue Network excellent clear-channel coverage of the Mountain area. New building, new transmitter, new antenna.

WELL, Battle Creek. Increases power from 100 watts to 250 watts.

WHK, Cleveland, Ohio. Increases night power to 5000 watts, and also installs directional antenna.

WKAT, Miami Beach. Increases from power 250 watts to 1000 watts and changes frequency from 1500 to 1330 kc. New location, new transmitter.

KFSD, San Diego. Increases power to 5000 watts. New transmitter, new site, new antenna.

KSCJ, Sioux City. Increases night power to 5000 watts and installs directional antenna.

WMAL, Washington. Increases power to 5000 watts. New location, new transmitter, new directional antenna.

Further Improvements For Which Authority Has Now Been Granted

WBAL, Baltimore—To use 50,000 watts.

WXYZ, Detroit—To use 5000 watts night.

WFDF, Flint—To use 1000 watts and change frequency to 880 kc.

KTMS, Santa Barbara—To use 1000 watts.

KECA, Los Angeles—To use 5000 watts night.

WEAN, Providence—To use 5000 watts night.

WDSU, New Orleans—To use 5000 watts night.

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

The BLUE NETWORK OF NBC

Sales thru the air with the greatest of ease

45


BOLTS FROM THE BLUE

U. S. Shows Rank First Canada Survey Reveals

U. S. NETWORK shows aired in Canada rank first in popularity with Canadian listeners, according to a preliminary report, representing a measurement of network programs on the air in Canada, conducted during the last week in October and just released by Canadian Facts, Toronto research organization.

Based on measurements made in Halifax, Montreal (English homes), Toronto, Winnipeg and Vancouver, it shows Jack Benny in first place with a rating of 45.1; Charlie McCarthy, second, 41.1; *Lux Theatre*, third, 35.9; *One Man's Family*, fourth, 29.1; *Big Town*, fifth, 27.6.

The first Canadian program was Wrigley's *Treasure Trail*, a special network measured in Toronto and Montreal only. It placed eighth out of 38 programs covered, with a rating of 23.7. The first Canadian country-wide network show was Lifebuoy's *Family Man*, in eleventh place with 20.6. Rinso's *Big Sister* led the daytime program with 17.8.

The study was based on more than 75,000 completed interviews in the cities covered. The coincidental method was employed.



ON HIS FIRST TRIP west of the Mississippi, Lou Avery, of the Free & Peters New York office, received a royal—if somewhat embarrassing—reception from KMBC when he visited Kansas City in mid-November. As Lou stepped from the train, he was greeted with an affectionate embrace by Penny Linn, KMBC songstress—witness cupid's-bowed jowl. Ushered into the Union Station lobby, he and several hundred others were serenaded by KMBC musicians, introduced as Kansas City's Philharmonic. Crowned with a special "sombrero" and armed with a "hoss pistol" to fend off Indians, Lou next was elevated to a soap box to tell the crowd he was in Kansas City to attend the opening of KMBC's weekly stage show, *Brush Creek Follies*. Sam Bennett, KMBC director of sales, who arranged the reception, is left of Brooklyn Cowboy Avery.



AND THEY 'SELL EVERYTHING'

Commercial Success of 'WLS National Barn Dance' Includes Food, Fences, Clothing and Medicine

By DONALD E. FINLAYSON
WLS, Chicago

THOUSANDS of words have been written about the popularity and production angles of the world's oldest continuous and commercial radio program, the *WLS National Barn Dance* on WLS, Chicago. But almost nothing has appeared in the public prints about the commercial success of this show.

On the air for more than 16 years, broadcast five hours every Saturday night—with one hour of it fed to an NBC network—the *WLS National Barn Dance* on Oct. 26 honored the 900,000th paid visitor to the program since it moved into the Eighth St. Theatre eight years ago. There have been visitors from all over the world — from Canada, England, Germany and Java — but most of them are hard-working, good-buying Midwesterners.

They take the word of WLS for the things they should buy—and that is why the *WLS National Barn Dance* can and has sold everything and anything, from kerosene lamps to tractors, including food and clothing, insurance and education. And this selling has been so successful that advertisers renew year after year—with Mantle Lamp Co. having used the *WLS National Barn Dance* every year since 1929, for 12 consecutive years.

The *WLS National Barn Dance* is as old as the station itself. On April 19, 1924, only a week after the WLS opening, the first *Barn Dance* was broadcast, first from the studios in the Hotel Sherman, then in 1928 from the *Prairie Farmer* studios when that oldest farm paper (100 years) bought WLS. Crowds jammed the 200-seat auditorium every Saturday night. In March, 1932, officials found all reservations gone through October; so they moved to the Eighth St. Theatre, where the show still originates.

The five-hour *WLS National Barn Dance* is sold to national spot and network advertisers in 15-minute, half-hour and hour pieces. Represented on the long list of advertisers who have used the program have been makers of tobaccos, photographs, remedies, tractors, tires, lamps, laundry irons, feeds, fences, foods and almost every other product.

Enter Dr. Miles!

Some of these advertisers have used the *Barn Dance* year after year, piling up successful sales records through it. Outstanding example is probably Alka-Seltzer. Dr. Miles Laboratories started making the product in 1931, started using spot radio (WLS) in 1932. This was the first Miles broadcasting—a Sunday afternoon program—and it produced 33,000 requests for samples, no less than 200 from any State in the country.

Broadcasting seemed to answer all the Miles problems; so immediately it had ambitions. Network was the thing. Spending more for time and more for talent, putting on a philosophy-drama show with a small-town setting, Alka-Seltzer found it received fewer sample requests from the network than from WLS alone.

It tried another network, with few tangible results. Then in February, 1933, Alka-Seltzer began sponsorship of one hour of the *WLS National Barn Dance* on WLS only. In mid-summer it ran the show by direct wire to Detroit and Pittsburgh. Results proved the *Barn Dance* was a selling show; so in September, 1933, Miles Laboratories put the show on NBC where it has been for an hour ever since.

Other Oldtimers

Keystone Steel & Wire Co. (fence) has been on the *WLS National Barn Dance* for eight years (contracted for ninth). After a trial in 1929, it returned in and has been on ever since.

Woman's World and *Pathf* magazines have been other lars (*Pathfinder* four years), receiving tens of thousands o subscriptions in various *Dance* contests. Murphy Pro Co. (feeds) has been on the five years—same show, same tion, same time and same spo Pinex is another five-year vet and many advertisers have drawn back for four years by exceptional results.

Renewing year after year, t advertisers have stamped the *National Barn Dance* as a prog that gets results. How long wi go on? Nobody knows. But M ager Glenn Snyder, Program rector Harold Safford and S Manager W. R. Cline at WLS t there should be no end to t "gold mine", for the *WLS Nati Barn Dance* is founded on b principles of showmanship sound advertising practices ro far back in American tradition

WLWO INCREASES POWER TO 75 K

UNDER temporary author granted by the FCC, to dem strate that the transmitting equ ment of the station is capabl producing the increased pow WLWO, international shortw adjunct of WLW, Cincinnati, broadcasting with increased pov of 75 kw. Although the permit temporary, an application has b filed for permanent authority use the higher power, accordi to R. J. Rockwell, chief of t WLW-WLWO technical staff. P viously WLWO had operated wi the 50 kw. minimum power n required of all international st tions. At present the station is e ploying only three of its five a signed frequencies as a result damage sustained in a recent fi

According to a Nov. 22 announc ment by Wilfred Guenther, ge eral manager of WLWO, t station has secured exclusive broa cast privileges for the winter co certs of the Cincinnati Symphor Orchestra. Henley Hill, Portuge and Spanish announcer, will a nounce the numbers, with Conch Gandia handling intermission con mentaries. First concert of th winter season was broadcast No 23.

Acting to comply with the FC ruling calling for reference tra scription of all international broa casts, engineers of the broadca division of Crosley Corp. are seek ing to develop a recording tech nique that will allow transcribin of a full-hour broadcast on a sing side. Instead of the usual 33 1/ rpm of a broadcast transcriptio engineers are attempting to reduc turntable speed to 10 rpm. Al though this slow-down will disto music, Mr. Rockwell has indicate it will satisfy the reference re quirement of the FCC.

Woolworth on 75

F. W. WOOLWORTH CO., Ne York, for the week starting Dec. will run a special merchandisin campaign of one-minute spot an nouncements on 75 stations i Eastern and Midwestern States t advertise a 40-page Christmas gif catalog, the first of its kind eve issued by the chain. Agency i Lynn Baker Co., New York.

vertime Clause
n Law Clarified

tra Payment Is Required
spite Labor Contracts

STENCE of a union contract ing for a workweek of more n 40 hours without payment of rtime does not void the obliga- to pay time-and-a-half after hours, under the Fair Labor ndards Act, according to a Nov. announcement by Col. Philip B. ming, administrator of the ge & Hour Division of the La- Department. This interpreta- applies generally, with only exceptions in certain instances, explained.

Since the requirement that time- -a-half be paid after 40 hours ame effective on Oct. 24, we e received many inquiries from on members, business agents, employers about the status of on contracts calling for a longer kweek without payment of over- e," Col. Fleming commented.

No Legal Effect

A clause providing for a work- k of more than 40 hours with- the payment of overtime does relieve the employer of the ne- ity of paying time-and-a-half accordance with the provisions he Act. Such a clause will have legal effect, although the rest of contract may stand. The Wage Hour Division will not give ght to such a clause in making inspection to determine whether law is being complied with by employer. The standards fixed the Act may not be lowered by kind of agreement."

he exceptions, Col. Fleming in- ated, occur under Section 7(b) the Fair Labor Standards Act. s section provides that employes rking under agreements provid- for an absolute maximum of 0 hours work in any 26-week iod, or 2,000 hours work in 52 eks, may be worked up to 12 rs a day and 56 hours a week hout payment of overtime if: The agreement was made as result of collective bargaining representatives of employes cer- ed as bona fide by the National or Relations Board; (2) there in the agreement limiting the rs of work to 2,000 in 52 weeks rovision for a fixed annual wage continuous employment for er 52 weeks or 2,000 hours. Col. ming declared that overtime is employes for all hours in ex- s of 40 in any given workweek the 1,000 or 2,000-hour maxi- are exceeded.

Engineers Buy KORN

NTROLLING interest in KORN, mont, Neb., local outlet on 1370 which first went on the air in ember, 1939, will be acquired by radio engineers for $13,900, if FCC authorizes a transfer ap- ation filed Nov. 22. The pur- sers are John F. Palmquist, merly with WCCO, Minneapolis, WJSV, Washington, and Paul er, engineer-announcer former- with KTKC, Visalia, Cal., and YO, Sheridan, Wyo. The stock- lers proposing to sell are C. J. lmsten, S. S. Sidner, A. C. Sid- , H. A. Gunderson and E. J. Lee.

The NEW ENGLAND PICTURE HAS NOW CHANGED!



Columbia's fine radio programs now available through WLAW facilities, to reach more New England homes with more powerful signal. Merchandising and Sales Promotion department available to advertisers.

Owned and Operated by
HILDRETH & ROGERS CO.
Publishers of
LAWRENCE DAILY EAGLE and EVENING TRIBUNE

Beginning December 1st there's a new L-A-W for New England radio coverage. Now . . . in every New England radio plan WLAW is a "MUST". Its ideal location and increased power provide clear, strong reception to the rich Northern New England market of nearly 3,000,000 people. The new L-A-W **completely** changes the New England picture. WLAW belongs at the top of your New England list.

* C. P. issued and construction of directional antenna nearly completed.

National Representatives • THE KATZ AGENCY, Inc.
New York • Chicago • Detroit • Atlanta • Kansas City • Dallas • San Francisco

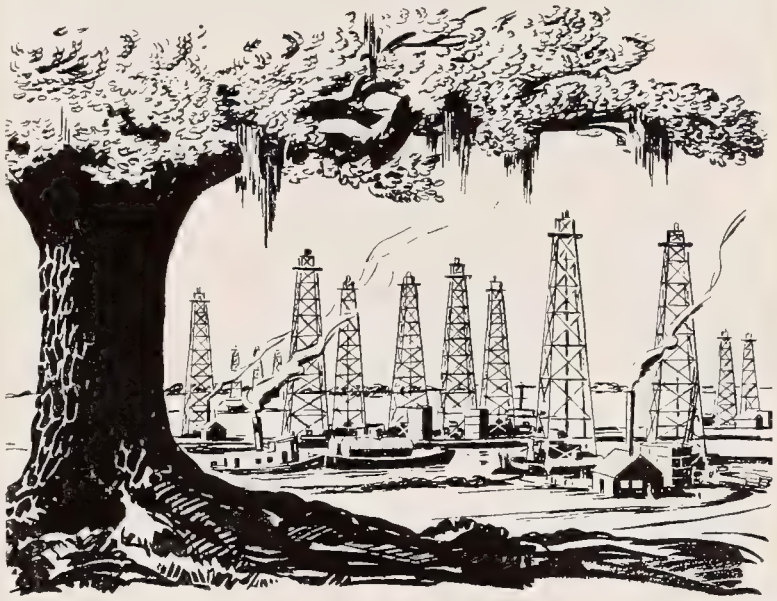
WLAW
LAWRENCE, MASS.

When you think of

NEW ORLEANS

you think of:

America's new oil empire



and

WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

Dies 'White Paper'

(*Continued from page 22*)

Poland—Zapp reveals that Station WCBM in Baltimore had agreed to use Transocean.

The letters, as made public by the Committee, follow:

Herr Karl F. Klien,
859 No. Howard St., Baltimore,
Dear Herr Klien: As I have heard from Herr Von Strempel (then Counsellor of the German Embassy in Washington) the financing of a German news hour will be taken care of. I, therefore, send you from today on the Transocean News at the price of ten dollars per week. I would ask you to give me the station and time of transmission. Also, I would be grateful if you would let me know if our Transocean news reaches you in time, so that we can arrange our transmission in accordance therewith.
With best greetings,
MANFRED ZAPP.

Another letter from Zapp to Strempel, at the German embassy, gave the schedule of Transocean news on WCBM. The programs, according to the letter, were to be heard Tuesday, Wednesday, Friday and Saturday at 9 a. m. and Thursday evening at 7:15 p.m. The letter ended with "warmest greetings, Heil Hitler!"

Listener Protest

On Oct. 17, 1939, about a month after the preceding letters, Zapp complained in a letter to Guenther Altenburg, Foreign Office, Berlin, that "I tried to sell Transocean to the radio. But I had hardly gotten a broadcast before the protests from Jewish listeners demanding its suppression began to develop. And the Transocean program had to go off the air. But that will not deter me from making further efforts in this field."

It is assumed that Zapp referred to the WCBM broadcast.

WCBM Issues Reply

A blanket denial of inferences that WCBM was in any manner used for Nazi propaganda was issued by George H. Roeder, general manager of the station, shortly after release of the Dies White Paper. The statement, published in the *Baltimore Sun*, was as follows:

"Klein was the last of three announcers on the German program which was broadcast from the station for several years. The program was announced both in German and English. It never was used to send out a news item or for German propaganda. The program consisted of commercial announcements and music, which was recordings.

"These programs, like all others, were submitted to the station authorities in advance and checked twice. We still have copies of all that went on these programs. They were similar to the Polish, Italian and other commercial programs broadcast. This went on for several years, but when developments in Europe became acute, advertisers withdrew from the German language program and we insisted the programs be put in English. The withdrawal of advertisers caused a discontinuance of the program."

Another prominent radio program also figured in the Committee's disclosures. In a voluntary statement by Dr. Federic F. E. Auhagen, who is described as the "guiding light of the American Fellowship Forum," it is revealed that the organization had its inception after Auhagen appeared on *America's Town Meeting of the Air*, heard over the NBC-Blue. The Committee report states that the Forum interchanged its mailing list with the German Railroads Information office. Auhagen told Committee investigators that on the strength of the public response to his *Town Hall Broadcast* he decided to found an organization which would exclusively devote itself to present international affairs from the particular angle which he had always tried to maintain in his various lectures. This angle is described by Auhagen as an attempt to avoid "all sentiment, propaganda and bias from entering into the discussion of international affairs."

Gen. J. C. Harbord, chairman of the board of RCA was the subject of correspondence between Zapp and German diplomatic officials. One letter to Fritz Kellermeier, commercial attache of the German embassy stationed in New York, transmitted a speech by Gen. Harbord. The transmittal letter read: "Enclosed is a speech by the chairman of the board of directors of the RCA who has made utterances of a particularly hateful nature against Germany. I trust that this lecture will interest you. Heil Hitler."

Gen. Harbord's views about Hitler did not seem to affect RCA business. For in the photostatic copies reproduced in the White Paper it is revealed that German officials frequently used RCA to transmit messages.



PRETTY, poetic and publicity-minded is Marjorie Thoma, of the KDKA, Pittsburgh, publicity department, but her press-agent proclivities are not devoted to her own interests. In fact it took a visiting actor, Edward Raquello, to convince confreres that her talent as a poetess was exceptional. For some time she has been writing *Town Talk Dream Weaver*, poetic program sponsored by Braun Baking Co. and read by Announcer Paul Shannon against organ background by Bernie Armstrong. Raquello, who is in the cast of Robert E. Sherwood's play "There Shall Be No Night," picked up the program while in Pittsburgh and asked to meet the penner of the poetic lines.

Closing Date of Entries In Peabody Radio Award Is Selected as Jan. 15

CLOSING DATE of entries for the 1941 George Foster Peabody Radio Awards will be Jan. 15 according to an announcement by Dean John E. Drewry, of Georgia U's Henry W. Grady School of Journalism, through whose office the entries and awards will be handled. A University bulletin describing the awards, to be given annually starting in 1941 for distinguished public service by radio stations and networks, is to be mailed soon to every station, Dean Drewery stated.

Pointing to the approaching deadline for entries, Dean Drewry suggested that station managers begin to prepare their entries immediately. There are to be separate awards for small, medium and large stations, as well as for networks [BROADCASTING, Nov. 15]. The procedure outlined for the Peabody Award plan, as adopted by the Regents of the University System of Georgia, follows:

"Nominations of candidates for these awards shall be made in writing to the Dean of the Henry W. Grady School of Journalism, the University of Georgia, Athens, Ga. Each nomination must be accompanied by complete and self-evident data setting forth clearly the claim to consideration of one of these awards. Program subjects, program outlines, program transcriptions, recordings, letters, and other pertinent data should be so presented as to comprise an exhibit which will be a faithful record of the station's particular contribution to public service offered for consideration in this connection.

"Competition for one of these awards will be limited to work done during the calendar year ending Dec. 31 next preceding. The first award will be made in 1941, based on public service programs of 1940. The closing date for entries will be Jan. 15."

Awards will be made at a date and place yet to be announced, based upon recommendations of the advisory board.



TOP PERSONALITIES participating in the Nov. 16 world premiere in Tulsa of "Take Me Back to Oklahoma," Monogram movie starring Tex Ritter and Bob Wills, leader of the Texas Playboys, long heard on KVOO, Tulsa, are included in this group. The premiere of the picture, which aroused intense interest among fans of Bob Wills & His Texas Playboys, featured a huge parade through downtown Tulsa, during which KVOO announcer J. B. Lake interviewed participating celebrities. Station officials were hosts at a luncheon following the parade. Gathered for the luncheon at the Tulsa Club are (l to r) Gus Brandborg, KVOO sales representative; O. W. Mayo, manager of Bob Wills & His Texas Playboys; Bob Wills; Willard D. Egolf, commercial manager of KVOO; James E. Berry, Lieutenant Governor of Oklahoma; Ed Finney, producer of Monogram Pictures; Bobby Clack, famous 14-year-old rodeo performer and movie star; Tex Ritter, popular Western star.

Si-Noze on 23

SI-NOZE Co., Chicago (cold remedy), late in October and early in November started a varying schedule of announcements and programs on 23 midwestern stations. Schedule runs through March. Stations are: KMA WMMN WWVA WIBW WKOK WHIZ WSPD KFBI WHBL WLS WWL KWTO WDZ WTMV KITE WHKC WDGY KMMJ XERA WINN WPIC WIBC WCFL. Neal Adv. Agency, Chicago, handles the account.

TAYLOR AND WYSE WOULD BUY KWBG

PROPOSING to sell his station to devote most of his time to a transcribed radio network project, W. B. Greenwald, who founded and has operated KWBG, Hutchinson, Kan., since 1935, has applied to the FCC for authority to transfer the license of that station to O. L. (Ted) Taylor, manager of KGNC, Amarillo, and William Wyse, commercial manager of KFYO, Lubbock, Tex.

The purchase price would be $40,000 for the 250-watt full-time station on 1420 kc. The venture is purely a personal one on the part of Mr. Taylor and Mr. Wyse, each of whom would own 50%. Mr. Taylor, besides managing and being part owner of KGNC, also supervises the operation of the other stations of the Gene Howe-O. L. Taylor-T. E. Snowden group of Texas stations—KFYO, Lubbock; KGRV, Weslaco; KTSA, San Antonio.

Mr. Greenwald in 1938 organized Airways Broadcasting Co. in New York, but dropped this transcribed network venture when he could not spare time from his station duties. Early this year he was engaged by the newly-formed Keystone Broadcasting System, Los Angeles, a similar project, as station relations manager.

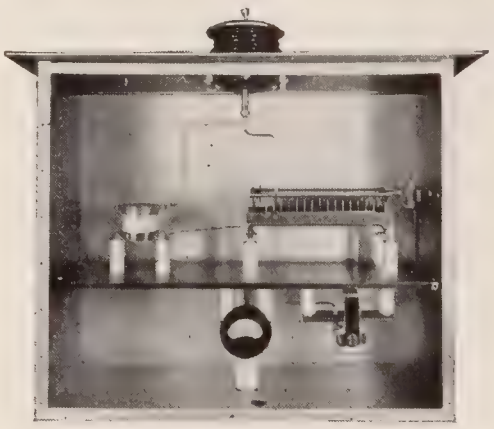
THE BOOK "*Best Broadcasts of 1938-39*, compiled by Max Wylie, CBS director of the script division, is now used as a textbook by 450 colleges. His new *Best Broadcasts of 1940* will be published Dec. 2.

WJSV
WASHINGTON, D.C.
50,000 WATTS
CBS

The most powerful voice in the country's wealthiest per capita market

For more information about WJSV, one of the sixteen CBS 50,000 watt stations, inquire of Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N.C., San Francisco, Los Angeles

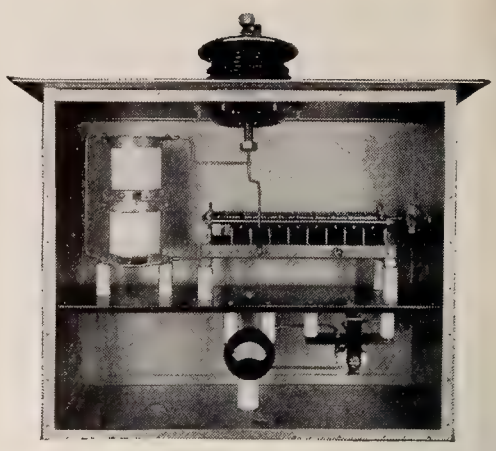
COLUMBIA'S STATION FOR THE NATION'S CAPITAL



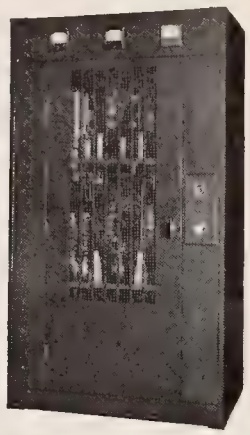
D-99419 (100 to 500 watt) Shunt type Antenna Coupling Unit. (With cover removed.)



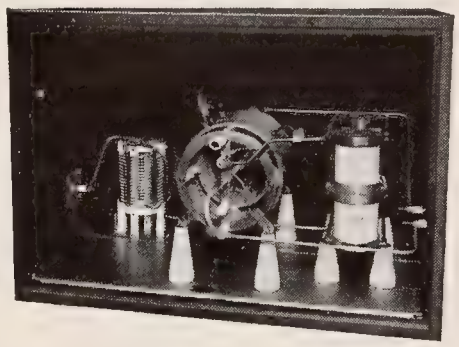
D-97008 (100 watt to 1 KW Series Type) Antenna Coupling Unit.



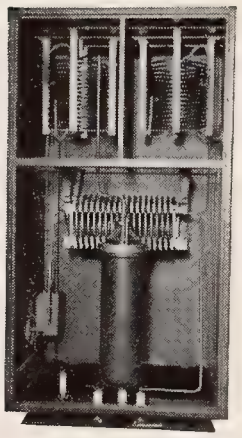
D-99418 (5 KW Shunt Type) Antenna Coupling Unit. (With cover removed.)



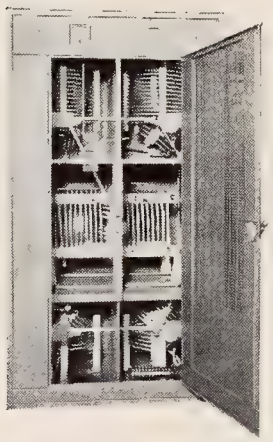
33A Antenna Control Unit, (Includes: 1 Variable Branching Circuit; 1 Variable Phase Shifter; 1 Fixed Phase Shifter.) For powers up to and including 10 KW.



35A Antenna Power Control Unit—Fixed line branching network. For powers up to and including 10 KW.



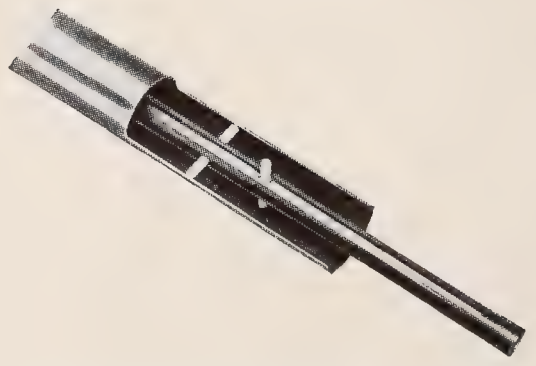
34B (50 KW) Antenna Phase Control Unit.



33B (50 KW) Antenna Control Unit (1 Line Branching Network, 1 Phase Shifting Network.)



D-107058 Coaxial Line. (For Phase Monitor Sampling Lines.) Available from stock in single lengths up to 1000 feet—up to 3000 feet on special order.



D-151067 (50-100 KW) 2⅝" Coaxial Transmission Line.

BE UP TO EF

...with Wes
Antenna

Whatever your s
coupling or cont
assures you of up
—not all—is sho
50 KW—Graybar
you need—for B

We

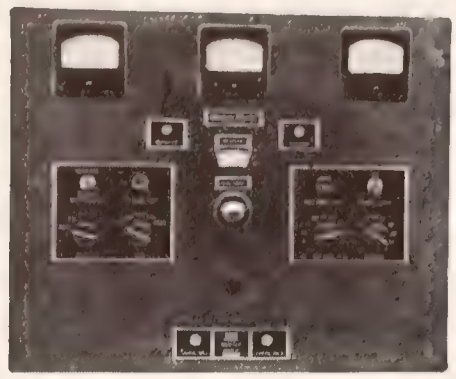
Ask your



101A (5 KW Series Type) Antenna Coupling Unit, complete in weatherproof housing.



D-151139 (50 KW) Series Excited Antenna Coupling Unit, complete in weatherproof housing.



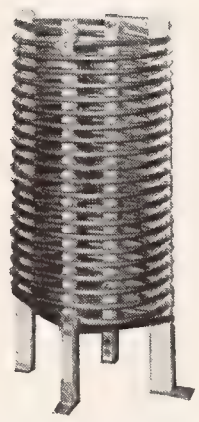
2A Phase Monitor



D-151198 (3 wire) Ceramic Core Tower Lighting Choke Coil. (For 1500 Watt Maximum Tower Lighting Load.)



ES-675364 (3 wire) Tower Lighting Choke Coil. (For heavier power requirements.)



ES-675768 RF Isolation Coil for bypassing phase monitor sampling lines around tower insulator.

DATE
ICIENT
ECONOMICAL!

rn Electric's complete line of
oupling and Control Equipment

ion's power—no matter what your antenna problem—Western Electric's complete line date, efficient, economical equipment. Some here. Units for all powers from 100 watts to an give you immediate delivery on everything er *Broadcasting*.

tern Electric

ngineer!

Graybar Distributed by Graybar Electric Company

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MARTIN CODEL, Publisher
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Published by
BROADCASTING
PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager ● BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor ● W. R. Mc ANDREW, News Editor
NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
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Radio's Birthday

AS RADIO broadcasting rounds out its first 20 years of existence, it is justly proud of a job well done. Though it began as a fad, regarded by some as a passing fancy, and though it has set a dizzy, almost reckless pace as it grew, today it has its own tradition. Today it has poise and stature and enjoys not only self-respect but respect on all hands.

Celebrating its birthday during the last fortnight, the radio industry fittingly climaxed the occasion with a gala dinner in Washington under NAB auspices. The affair, attended by notables from all walks of life, was a glowing tribute to radio's coming of age. From President Roosevelt came more than mere felicitations. "Your Government," he wrote, "has no wish to interfere or hinder the continued development of the American system of broadcasting. Radio was born and developed in the real American way and its future must continue on that basis."

Radio could ask no higher assurance. Yet from Wendell Willkie, from FCC Chairman Fly and from other distinguished personages came similar expressions of good will. All of this lends not to a feeling of smugness but to a sense of confidence that radio can and will add to its accomplishments during the years to come to retain the high place in popular and official esteem it now enjoys.

The Dies Lesson

FOREWARNED at the time hostilities erupted in Europe, broadcasters in this country have exercised vigilance against foreign propaganda. But until the latest White Paper of the Dies Committee revealed the ends to which Nazi agents have gone to sway American public opinion, they did not realize how close to home this under-cover campaign has struck.

The startling Dies Report discloses that efforts were made to control or enlist the services of news commentators on the networks, that manipulations were resorted to in getting Nazi spokesmen on radio forums, and that steps were taken to color and control radio news. Nazi dollars were spent lavishly in this reprehensible Fifth Column activity.

No station owner, we firmly believe, would accept a single Nazi dollar for time over his facilities. But, as revealed by the Dies report, the approach has been subtle and the propaganda ingeniously veiled.

These latest developments bring home the scrupulous care that must be exercised by networks and stations alike in scheduling speeches or forums involving international affairs. High-sounding names are used by these outfits. They appear to have money and connections in responsible places. But usually they are mere letter head organizations. It behooves every broadcaster to double-check their offerings, whether commercial or sustaining. Ignorance is a feeble and dangerous defense.

Wire-Trapped

THINGS are astir again at the FCC. Once more displaying its genius for fomenting trouble, an FCC faction (no longer a minority) has kicked over the traces on the network-monopoly situation. If it were not so serious, it could be classified as just another blunder. Mark Ethridge, former NAB president, terms it "intimidation" and "tyranny". It is another example of the futility of expecting judicial regulation from men who are essentially anti-radio.

Merely because they did not like the tenor of briefs filed by CBS and IRNA, and possibly NBC, the former members of the Network-Monopoly Committee took things into their own hands It began with the sending of a telegram to 227 network affiliates over the signature of the FCC secretary, but without FCC approval. It was this telegram that was branded by Mr. Ethridge as sheer intimidation. With a vacancy on the FCC, it has become a house divided once again, with three commissioners evidently condoning this amazing action and the other three (Fly, Craven, Case) opposing it.

Of the Network-Monopoly Committee report much has been said, including some pretty harsh words by members of the Senate Interstate Commerce Committee. And more will be heard! The veracity of the committee's findings has been challenged. Certainly, it is the duty of the FCC as a body to reappraise the testimony and arrive at its own decision. And certainly it is not the function of individual members of the FCC to take umbrage when respondents file briefs critical of that report, however outspoken, particularly when their very existence is at stake. The committee finished its work last June, when the report, after a confinement of two years, was brought out, timed politically for those ill-starred hearings before the Senate Interstate Commerce Committee.

Briefs are self-serving legal documents. NBC, CBS and IRNA held that the FCC was without the power to regulate management of stations or networks. MBS, alone, took an opposite position. Thus, there is division within the industry itself.

To us it seems that immediate self-interest must be forgotten. The question boils down to whether the broadcasting industry shall continue as a private business, or whether the Government shall step in. Stripped of non-essentials, the Network-Monopoly Committee report proposes just that.

IRNA, which has quarrelled with the networks over dollars, and will continue to do so, says it would rather take its chances with businessmen than with bureaucrats. If there is a monopoly or a duopoly, or if there is unfair competition, what's the matter with the Department of Justice or the Federal Trade Commission? Congress very wisely restricted the FCC to the licensing function. The FCC argued this itself in the Sanders Case before the Supreme Court, and won on the free competition theory.

The whole issue now is likely to wind up in Congress. Proponents of an investigation of the FCC, and of new radio legislation certainly have plenty of new ammunition. The President, who hasn't been any too happy about the FCC's antics of the past, is acquainted with the present plight of that agency.

And the men who earn their livelihood from the broadcasting business, who will forget immediate gain and look at the broader picture, will cast their lot with Congress. A re-definition of the law, which would make possible remolding of the FCC, perhaps around its present clear-thinking and far-sighted nucleus, seems the answer.

Havana Manana

SOME MONTHS AGO we expressed concern over the fate of the standard broadcast reallocation provided under the Havana Treaty. Unceremoniously, we were told in official quarters that the ways of diplomacy are devious, and that the reallocation would be along in plenty of time. Thereafter, March 29, 1941, was designated the date for the "moving day" when almost all stations in the United States, Canada, Mexico and Cuba are slated to shift to new assignments, as provided under the treaty engineering standards.

Now we are bothered again. Conferences were to have been held with delegations from Canada and Mexico to iron out allocation conflicts. Cuba evidently has been derelict and hasn't even submitted its revised list. While officials are reluctant to comment, they admit that time's awasting, and there is danger of a postponement of moving day unless the whole process is stepped up.

Here's the rub! Under the treaty, March 29 is the deadline. The treaty specifies that it must become effective within *one year* from the date of final ratification by the last of the four signatories. The reallocation can be extended only by consent of *all* four signatories. If one nation should fail to consent, the treaty would be renounced, and a decade of work in attempting to provide a scientific continental allocation would be cancelled out.

It isn't necessary to take this risk. If our FCC and our State Department will step on the gas, it can be accomplished with time to spare —but not much. We will probably be admonished again to keep our shirt on. But it's later than you think!

We Pay Our Respects To —



HOLLAND EVERETT ENGLE

HOLLAND EVERETT ENGLE reversed the usual procedure. After a decade of running the radio gamut, from announcing and acting to producing and managing, he switched to the advertising agency field of broadcasting. Vice versa more often is the case. Eminently successful in radio, his success in advertising reflects in his recent appointment as director of radio for The Cramer-Krasselt Co., Milwaukee, after four years as radio director for Erwin, Wasey & Co., Chicago.

An honest-to-goodness radio veteran, Holland Engle started his broadcasting career as far back as 1923. He left college in his junior year to go into radio for good. Until 1927 he was heard as announcer and actor on KDKA, Pittsburgh, WBT, Charlotte, and WHP, Harrisburg, Pa. In that year he helped set up and manage the new WMMN in Fairmont, W. Va., his home town. Subsequently, as a free-lancer, with a national network and in the agency end of the business he has long been a big-timer.

Born April 26, 1907, in Fairmont, he was the son of Harry and Olive Engle. Men of the cloth seemed to run in the family, what with one grandfather a Methodist minister, another an elder in the Baptist Church, and his own father a deacon in the Presbyterian Church. It is not known whether as a boy he preferred thinking of himself growing up to become a member of the clergy or an explorer. But after young Holland had successively passed through Fairmont's Butcher Grade School and West Side High School, he began to get his great radio revelation. And when the opportunity came in his third year at Fairmont State College, he dropped academic travail in favor of the microphone.

In 1929, after two years with WMMN, Holland went to Wheeling, W. Va., where he managed WWVA. The following year he joined the executive staff of KMOX, St. Louis, where he handled the Phillips Petroleum program, claimed to be the largest single-station contract ever placed. By 1932 he was in Chicago with CBS and within a year was named Western division program director for the network. Further advance came a few months later when he was made station manager and production manager of WBBM, CBS Chicago key station.

In 1935 Holland left CBS to free-lance, working such programs as Wrigley's *Myrt & Marge*, Mars' *Milky Way Winners*, Koolox's *Grand Stand Thrills*. One of the most successful free lancers of the day, at one time he worked on 42 programs weekly. He was named radio director of Erwin, Wasey in 1936, and took over complete direction of the *Carnation Contented Hour*. Now with Cramer-Krasselt, his first assignment is the new NBC-Blue program, *Ahead of the Headlines*, sponsored by Knapp-Monarch Co., St. Louis, (electrical appliances), and produced in cooperation with *Newsweek* magazine.

Harking back, Holland Engle must remember the days on KMOX when, as announcer for the *Phillips 66* program, he was known as the fastest-talking spieler in the business. He had to talk fast. An average evening's work for a single hour program is said to have included six pages of single-space copy listing listeners' names and addresses, four pages of commercial copy, and introductions for 22 musical numbers by the orchestra.

An all-around radio performer himself, he grew up with many radio notables of today. Paul Sullivan, WHAS-CBS news commentator, was under his wing in the early days. Teddy Straeter, now with Kate Smith, used to accompany Holland in a song program on KMOX. Kay Thompson, leader of the famed Rhythm Singers, was a third of the Co-eds Trio, one of his early announcing chores. As a singer himself he was with the Ford, Al & Doc trio—the Ford was Ford Rush of Ford & Glenn fame.

Holland has faced the microphones of all the major networks and has introduced a great share of famous radio, stage, and screen stars at one time or another. Back in the earlier days he announced the original *Mountaineer Club* program on WWVA, Wheeling, and at KMOX started what later was to become the *Saturday Night Frolic*. In Chicago he was the original *Old Night Rider* on WBBM on the *Around the Town* program and shared the night dance spot announcing chore with Truman Bradley and Harlow Wilcox.

Producer of every type of radio, from symphony orchestra programs to daytime dramatics, he claims to be the first radio man to give Pinnochio to the air waves —long before Walt Disney broke the wooden moppet into the movies. As an actor he trouped as everything from the Frog in Alice in Wonderland, with the original radio company, to the young hero and the villain in the piece.

Mr. Engle in 1929 married Helen Virginia Osgood. He is the father of two boys, Robert, 7, and Alan, nearly 3. In Milwaukee he lives at a California-like address—5229 North Santa Monica Blvd., Whitefish Bay.

Personal NOTES

FRANK BRAUCHER, recently resigned as vice-president in charge of advertising of WOR, Newark, has been elected fulltime president of the Periodical Publishers Assn., according to an announcement by Earle H. McHugh, chairman of the board. The association is composed of representatives of the leading magazines of the country. Mr. Braucher, before joining WOR in 1937, served as extracurricular president of the PPA and was previously advertising director of the Crowell group of magazines.

LILIAN HOLMES, formerly with representatives in New York, Southwest Network in Texas and J. Walter Thompson Co. in Chicago, has joined the commercial department of KYA, San Francisco.

VICTOR SIFTON, president of Trans-Canada Communications, Winnipeg, operating CJRC, Winnipeg; and CJRM and CKCK, Regina, Sask., has been appointed acting Master General of Ordnance for Canada. He has for some months been serving as assistant to Phillip Chester, general manager of Hudsons Bay Co., who has resigned the Ordnance post.

CARL E. HAYMOND, president of the Pacific Broadcasting Co., Tacoma, is now at his Palm Springs, Cal., winter home.

RUDI NEUBAUER, for the last 11 years cashier of the NBC Central Division, Chicago, has been transferred to the division's spot sales department under M. M. Boyd. He succeeds Carl P. McAssey who has been transferred to the NBC-Blue network sales staff under E. R. Borroff.

H. HOPKINS, for many years account executive with KSAN, San Francisco, has resigned.

FRED BUGG, recently with WTSP, St. Petersburg, Fla., and now general manager of the new WDEF, Chattanooga, is the father of a boy born recently.

ROBERT LOWELL has joined the sales staff of WCNW, Brooklyn.

C. P. MacGREGOR, head of C. P. MacGregor Co., Hollywood transcription concern, has been elected vice-president of KVOE, Santa Ana, Cal.

VERN MINOR, formerly manager of KVGB, Great Bend, Kan., and with KANS, Wichita, has joined the sales staff of KWGB, Hutchinson, Kan.

FREDERICK W. COLE, formerly of NBC, has been named promotion representative of WLBZ, Bangor, Me.; WRDO, Augusta, Me.; WCSH, Portland, Me.; WFEA, Manchester, N. H.; WIXG, Boston television station.

ROBERT B. ROWLEY, manager of WICA, Ashtabula, O., on Jan. 1 is to marry Olive Mae Dunne.

MARK WOODS, vice-president and treasurer of NBC, addressed the Chicago Better Business Bureau's annual dinner meeting on Nov. 26. Talk was broadcast on NBC-Blue. Mr. Woods is a director of the national BBB association.

HAAN J. TYLER has been named sales manager of KSFO, San Francisco, according to an announcement by Lincoln Dellar, KSFO general manager.

VICTOR M. RATNER, CBS director of sales promotion, has been in the New York Hospital for a week with a throat infection.

WILLIAM KEARNEY, of the WLS, Chicago, business office, is convalescing at St. Luke's Hospital, Chicago, from a major operation. John Gillis, of the promotion department, and Chuck Acree, WLS artist, provided blood transfusions.

LAMBDIN KAY, public service director of WSB, Atlanta, recently presided as conference director over the fourth annual three-day Southern conclave on audio-visual education. Marcus Bartlett, WSB production manager, also participated.

MRS. GEORGE COOK, wife of the treasurer of WLS, Chicago, is recuperating from an emergency appendectomy.

WILLIAM E. FORBES, CBS Hollywood agency contact executive, is the father of a girl born Nov. 16.

MERRILL MULREADY, formerly chief announcer of KSCJ, Sioux City, Ia., has joined the station's sales staff after two months in California.

R. E. DENISON, board chairman of Macquarie network, Sydney, Australia, and also board chairman of Associated Newspapers, that city, has entered officers' training camp in New South Wales.

ALBERT CAPOTOSTO, of the sales staff at WBAB, Atlantic City, and Jayne Smathers, daughter of U. S. Senator William H. Smathers, were married Nov. 24 in Ventnor, N. J.

E. L. BARKER, KPO-KGO, San Francisco, account executive, has been transferred to the Hollywood office.

DR. LEON LEVY, president of WCAU, Philadelphia, first member outside the motion picture industry to head the Philadelphia Variety Club, Tent No. 13, has been elected "Chief Barker" for the new year. In addition, Dr. Levy was elected to the club's Board of Canvasmen.

WILLIAM W. GARDNER has been appointed acting manager of KARM, Fresno, Cal., pending selection of a permanent general manager to succeed T. H. Kilgore, who resigned Nov. 1.

EDWARD F. ROACHE, radio director of Bozell & Jacobs, Chicago agency, has joined the sales staff of WBBM, Chicago.

KENNETH A. FOELLINGER, formerly chief auditor of American Steel Dredge Co., has been named auditor of WOWO-WGL, Westinghouse stations in Fort Wayne, Ind., according to a Nov. 25 announcement by J. B. Conley, manager of the stations.

RAYMOND SCOTT, formerly with Curtis Aircraft, has joined the sales staff of KTRB, Modesto, Cal.

HOWARD GATES, active in the radio industry for more than 20 years, on Nov. 20 was named president of Majestic Radio & Television Corp., succeeding Walter G. Scott, resigned.

Nathan David Appointed To Cunningham Vacancy On FCC's Legal Staff

APPOINTMENT of Nathan H. David, secretary to FCC Chairman James Lawrence Fly, to the Law Department of the FCC to fill the vacancy created by the call to active service of James D. Cunningham, was approved Nov. 23. Action was taken upon recommendation of General Counsel Telford Taylor.



Mr. David

Mr David's appointment is for the duration of Mr. Cunningham's active Army service. Mr. Cunningham, a principal attorney assigned to broadcasting, was called last month for active duty in the Judge Advocate General's office, as a captain in the Reserve Corps. His leave from the FCC is for a year, but his post as principal attorney is being retained.

Mr. David assumed his duties as secretary and assistant to Chairman Fly in Oct. 1939. A graduate of Yale in 1934 with highest honors, he stood fourth in his class when graduated from Harvard Law School three years later. Prior to joining the FCC, he was with the Boston law firm of Burns & Brandon. As secretary to Chairman Fly his salary was $4,000. The Law Department assignment carries a $5,200 annual stipend. Mr. David will not assume his new duties until a successor has been selected.

Mullen Honored

A SCORE of Washington newspaper executives and broadcasters Nov. 22 attended a luncheon in honor of Frank E. Mullen, recently appointed NBC vice-president and general manager. Host at the informal session was Frank M. Russell, NBC Washington vice-president. Among those present were Fleming Newbold and Sam Kauffmann, business executives of the *Washington Star*; Mark Foote, president, Gridiron Club; Felix Belair, president, Washington Correspondents Assn.; Harold Hinton, president, Overseas Writers; Lyle Wilson, chief, United Press Washington Bureau; James L. Wright, chief, Washington Bureau, *Buffalo Evening News*; Neville Miller, NAB President; Harry C. Butcher, CBS Washington Vice-President; Earl Godwin and Baukhage, NBC Washington commentators; K. H. Berkeley, manager, WRC-WMAL; John Dodge, sales manager, WRC-WMAL; Oswald Schuette and Robert Pritchard, of the RCA Washington branch.

KMBC Names Brown

EDWIN BROWN, formerly of WREN, Lawrence, Kan., has been named director of education of KMBC, Kansas City, according to an announcement by Karl Koerper, KMBC managing director. Brown assumes the post left by Kenneth L. Graham, who resigned after three years to become assistant manager of the Herald Publishing Co., Independence, Mo. He is a 1938 graduate of Kansas U, receiving an A.B. degree, and has continued his school work since then.

Meet the LADIES



MARIE-THERESE LENOIR

A BUSY little girl is Marie-Theresa Lenoir, of CKAC, Montreal. As a regular staff member of the station she is music, transcription and record librarian, pianist-accompanist, soloist and arranger. With several published songs in French to her credit, Miss Lenoir also is featured, along with Roy Malouin, CKAC's singing announcer, on four quarter-hour weekly sponsored by Libby, McNeil & Libby of Canada. In addition she is one-fourth of a local girl quartet that trills regularly on a coast-to-coast hookup. The balance of her time she fills in on the Hammond organ and makes up a daily list of recorded programs.

KWLK Staff Changes

WITH Ralph R. Bryan having been appointed manager of KWLK, Longview, Wash., the station personnel has undergone a revamping. Dorothy Hamilton Atkinson has been made assistant manager, with Billy Cunningham, formerly announcer-engineer, elevated to production manager. Larry Curd, formerly chief engineer of KYOS, Merced, Cal., has joined KWLK in a similar capacity. Leonard Franklin has joined the station as sales and service division manager. Thelma Bryan, the new manager's bride, is publicity director and traffic manager. Formerly Thelma Ramsey of Veronia, Ore., she was married to Mr. Bryan Nov. 3.

Appointments at KATE

E. L. HAYEK, owner-manager of Kate, Albert Lea, Minn., has announced the appointment of Warner C. Tidemann, for the last 2½-years commercial manager of the station, as assistant manager. At the same time Thomas J. Lathrop, formerly sales manager of the Minnesota Radio Network, was appointed commercial manager. Prior to his affiliation with MRN, Lathrop was manager of WJDX, Jackson, Miss., and one time manager of KGGM, Albuquerque, N. M.

Ed Lord to New WALB

EDWARD J. LORD, until recently with WFMJ, Youngstown, O., has been appointed manager of the new WALB, Albany, Ga., 1,000-watt station on 1530 kc. authorized for construction by the FCC last June 25. Originally granted as a daytime outlet with 1,000 watts on 1230 kc., WALB in November was authorized to change its assignment to 1530 kc. fulltime. No starting date has yet been announced by Albany Publishing Co., publisher of the *Albany Herald*, which will be the licensee.

ELPHICKE MANAGER OF CJRC, WINNIPEG

F. H. (Tiny) ELPHICKE, recently manager of CJCA, Edmonton, has been named manager of CJRC, Winnipeg, in a series of staff changes involving several stations in Western Canada. Other stations involved are CJRM, Regina, and CJAC, Calgary.



Mr. Elphicke

The two Transcanada Communications Ltd. stations, CJRC and CJRM, have named All-Canada Radio Facilities as national representative, with Weed & Co. as representative in the United States.

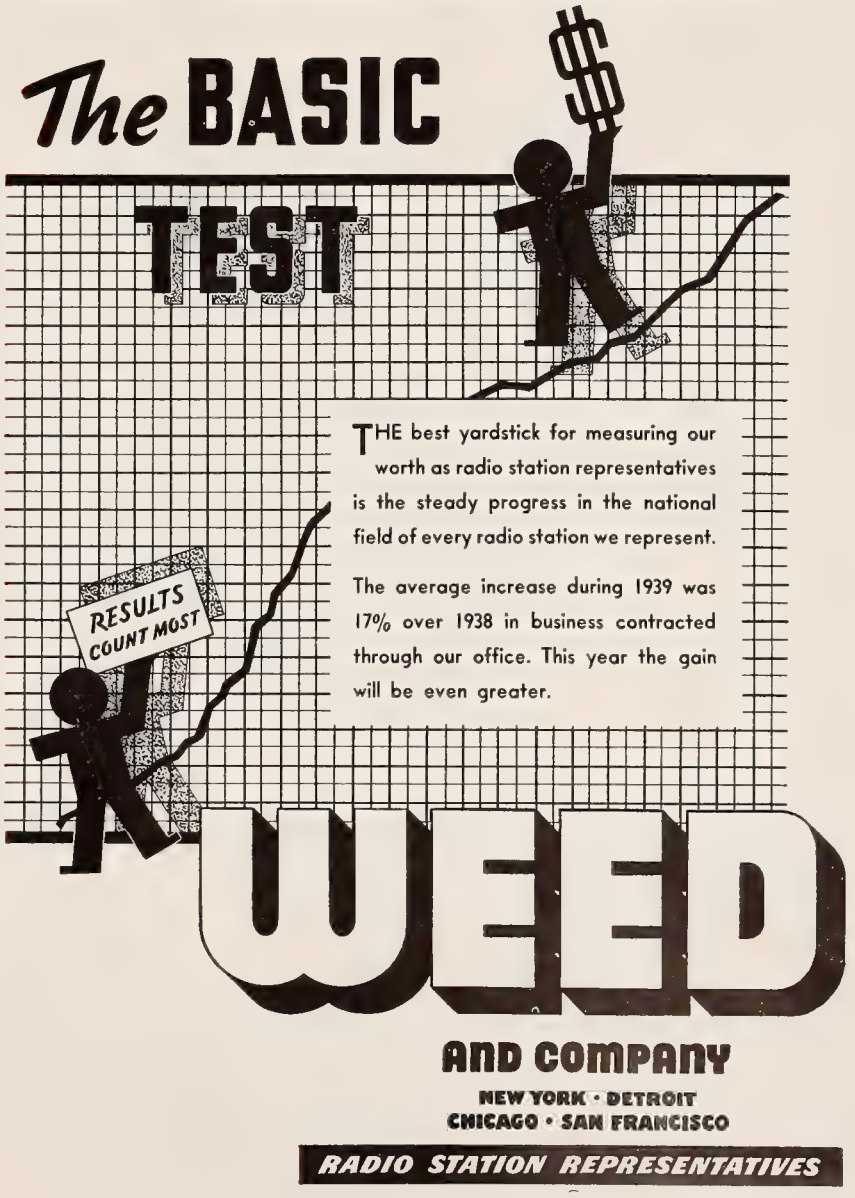
Other management changes include: Victor F. Nielsen, of CJRC, moved to CFAC, Calgary; Gordon Henry, of CFAC, to CJAC; Fred Scanlan, of CJRM, elevated to manager of that station.

New commercial manager at CJRC is P. H. Gayner, formerly All-Canada representative in Winnipeg; Stewart MacPherson, just returned from a special events and sports assignment with the British Broadcasting Corp., will have a similar assignment at CJRC; Jack Dennett, of CFAC, and Stuart MacKay, of CJCA, have joined the announcing staff; Waldo Holden, former theatrical press agent, has joined the sales staff; Hugh Newton, with All-Canada in Winnipeg, is handling continuity and also is sales promotion director; Norm Chamberlin, trade paper representative, has been named publicity and merchandising director. A number of technical changes are planned by CJRC.

Bob Straker, chief accountant of CJRC, has been moved to CFAC, Calgary, as program director, replacing Pat Freeman, who has joined the Royal Canadian Air Force. Fred Luce, CJRC salesman, has been transferred to CJRM, Regina, as has Ken Anderson, accountant. Three CJRC staffman who have entered military service are Ken Cameron, chief studio engineer; Keith McConnell, control engineer, and Hugh Young, special events and sports.

MPPA Elects

MEMBERS of the Music Publishers' Protective Assn. held their annual meeting Nov. 19 at the Astor Hotel, New York, at which time the following directors were elected: Louis Bernstein, Saul Bornstein, Jack Bregman, Dick Murray, Jack Mills, Buddy Morris, John O'Connor, Lester Santly and Herman Starr. General manager of MPPA continues to be Harry Fox, with Walter G. Douglas as chairman of the board.





BEHIND the MIKE

WALTER (Red) BARBER, baseball broadcaster of WOR, Newark, has been named 1940 winner of the Brooklyn Young Men's Chamber of Commerce award for "that young man who has made the largest civic contribution for the betterment of Brooklyn". Cited for his work in boosting Brooklyn through his Brooklyn Dodgers baseball broadcasts this season, Barber was presented a scroll on his *Battle of the Boroughs* program on WOR on Nov. 24. He will receive a medal later this winter and automatically will be entered in the national Junior Chamber of Commerce contest to select the young man contributing most to a local community.

CHARLES CARVAJAL, formerly production manager and chief of the Spanish section of NBC's international division, and until recently assistant director of NBC's international commercial division, has resigned after 11 years with the network to become an independent consultant and producer of radio programs for Latin America.

MEL SAYRE, formerly of KFPY, Spokane, and KMO, Tacoma, has joined KWAL, Wallace, Ida., as news editor. Howard Olsen, new to radio, has joined KWAL as announcer and engineer. Ethel Clayton, program director of KWAL, recently married Rod McArdle, formerly of the station's staff.

HENRY MISSELWITZ, formerly *New York Times* and United Press correspondent in the Far East, has joined KMPC, Beverly Hills, Cal., as news commentator.

LARRY NIXON, former press agent for the Bell Telephone exhibit at the New York World's Fair, has rejoined H. A. Bruno & Associates, New York, public relations counsel. Mr. Nixon at one time handled publicity for WNEW, New York.

RAY McKENZIE, formerly of KBND, Bend, Ore., has joined the continuity staff of KMO, Tacoma.

STUART STEELMAN, of the Songfellows quartet of WHO, Des Moines, is the father of a girl born in mid-November.

VIRGINIA MYERS, secretary to Robert Brewster, Hollywood producer of J. Walter Thompson Co. on the NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., has announced her engagement to Loy White, Los Angeles realtor.

PAUL PHILLIPS, CBS continuity writer, New York, is the father of a boy, Michael, born Nov. 14.

WILLARD DAVIS, KRKD, Los Angeles, announcer, is the father of a girl born Nov. 17.

TOMMY SMITH, program manager of WPEN, Philadelphia, who teaches radio production at Temple U., has been appointed assistant producer of the U. of Pennsylvania's annual "Mask & Wig" show.

MYRON FOX, program director of KDYL, Salt Lake City, and a captain in the 413th Infantry Reserve, is to start active Army duty Dec. 5 at Fort McArthur, San Pedro, Cal.

BY WOODBURY, musical director of KDYL, Salt Lake City, and Don Ray have written a new theme for his *Music By Woodbury* feature, which has been accepted for publication by Broadcast Music Inc.

MILT BERKOWITZ, news editor and announcer of WNBC,, New Britain, Conn., has returned to work after being hospitalized with a leg infection.

Stork Over Tulsa

SUNDAY appears to be Stork Day to announcers of KTUL, Tulsa, Okla. In a period of five Sundays, dating from mid-October to late November, three KTUL announcers became fathers of boys. First was Carlyle Stevens, KTUL production manager. Two Sundays later Don O'Brien, sportscaster, became the father of a boy. And two Sundays after that Jack McElroy, KTUL special events man, was presented with another boy.

LEE McLENDON, formerly with stations in Texas, Louisiana and Nebraska, has joined the production staff of KROW, Oakland, Cal. He replaces John Moore, resigned.

J. LESTER MALLOY, formerly of KSAN, San Francisco, recently was added to the announcing staff of KJBS.

Billy Jones

BILLY JONES, 53, who with the late Ernie Hare was a member of the pioneer radio team, the "Happiness Boys", on Nov. 23 died of a heart attack on Broadway in New York. Jones and Hara sang together from 1920, when they made records for the Brunswick studios, until 1939 when Hare died of pneumonia. The team first broadcast in 1921 on WJZ, New York, and later on WEAF, New York, under various sponsors. Recently Jones, accompanied by Jim Brennan, had been presenting the *Billy Jones Review*, half-hour Sunday program on WMCA, New York, under sponsorship of Sachs Furniture Store, New York. The radio script for the Nov. 24 program was found in Mr. Jones' pocket upon his death and was rewritten and broadcast that day in the form of a memorial program.

DARWIN DEYOE, formerly of KFBI, Wichita, Kan., has joined the announcing staff of KWBG, Hutchinson, Kan.

JOHNNIE O'HARA, sportscaster of KWK, St. Louis, for the last five years, in November signed a five-year contract with the station. O'Hara has handled play-by-play broadcasts and sports reviews for Falstaff Brewing Co. on the station.

JIM POOL, of the press department of KGO-KPO, San Francisco, recently wrote the words and Music to a song "Blue Sea, Blue Sky" introduced on KPO and NBC Red network Nov. 27 by Paul Martin's orchestra.

BILL BLAKE, formerly of the *Wheeling* (W. Va.) *Intelligencer*, has joined WHIS, Bluefield, W. Va., as head of the publicity and promotion department.

LLOYD ANDERSON, formerly of WHIO, Dayton, O., and KXOK, St. Louis, has joined the announcing staff of KMOX, St. Louis.

LLOYD D. CHAPMAN, formerly handling assignments in both the traffic and news departments of KDKA, Pittsburgh, has been named day news editor of the station. Francis Fitzsimmons handles the night news desk.

BOB HITE, formerly of WXYZ, Detroit, and WEXL, Royal Oak, Mich., has joined the announcing staff of KWK, St. Louis.



CARLOADS OF SOAP EACH WASHDAY! That's as close as we can come to translating into every-day terms the staggering amount of soap used by OUR FAMILY.

MORE IMPORTANT to you than just soap is the huge, ready-to-buy market that OUR FAMILY represents . . . a market that embraces Kansas and all adjoining states . . . 2,380 marketing communities . . . 1,238,890 radio homes whose spendable income is now at new peaks.

MOST IMPORTANT to you is the fact that the friendly voice and neighborly personalities of WIBW dominate this market . . . translating the listener loyalty of OUR FAMILY into *sales for you.*

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

Now Operating Full Time
POWER OF 1000 WATTS
KFRO
LONGVIEW, TEXAS
Voice of East Texas



1940 cash income in East Texas exceeds 1939 —thanks to oil, agriculture, manufacturing, livestock.

This vast empire of 1,000,000 people can best be reached by KFRO, East Texas' only regional station.

For complete market information consult our National Representatives or James R. Curtis, Longview, Texas.

COVER *East Texas from the* CENTER

PHILLIP RUSH, formerly of WHB, Kansas City, has joined the announcing staff of KSAL, Salina, Kan. Other additions to the KSAL staff include Mary Jeanette Bachtold, Chet Gowen and Elizabeth Coggeshall.

BILL RIEMER has joined the announcing staff of WCNW, Brooklyn. The WCNW announcing staff also includes Ray Baker, Addy Amor, Herb Kaufman and Joe Bostic.

ELDEN SHUTE Jr., program director of WCOU, Lewiston, Me., recently married Jane Rafnell.

GENE D'ACCARDO, new to radio, and Raymond Scott, formerly of Curtis Aircraft, have joined the announcing staff of KTRB, Modesto, Cal.

YVES BOURASSA, formerly program director of CKAC, Montreal, has joined the production office of Radio Programme Producers. He is succeeded by Henry Letondal. Ferdinand Biondi, of the CKAC production staff, has been named chief of the department, and Bernard Goulet, formerly announcer of CHLP, Montreal, has joined his staff. Marcel Sylvain has joined the announcing staff, now headed by Roy Malouin. Armand Gravel has been named office staff manager.

PAUL LANGFORD, formerly of KMPC, Beverly Hills, Cal., has joined the announcing staff of KRKD, Los Angeles.

JOHN MOVENSON has joined WIP, Philadelphia, as relief announcer while Lee Vines vacations in Florida.

B. S. BERCOVICI, news commentator formerly of New York Broadcasting System, has joined WSAY, Rochester, N. Y., as news commentator for a series of twice daily programs, sponsored by National Clothing Co., Rochester.

REILAND QUINN, formerly manager of KYA, San Francisco, has been named program director of the station by Manager Harold H. Meyer. He replaced Richard Ellers, who resigned Dec. 1 to take a production post at KQW-KJBS.



BEVERIDGE ELECTED
Leads State Senate Race by a Plurality of 67

ALBERT J. BEVERIDGE jr., special events announcer of WIRE, Indianapolis, and son of the late Senator, finally was elected to the Indiana State Senate in a virtual photo-finish that involved his announcing his seeming defeat on the air. Unofficial returns, broadcast by Beveridge over WIRE, direct from election counting headquarters, indicated his defeat. But the official tally showed him a winner by 67 votes.

Now there has been a demand for a recount in the race and the question of who won is up in the air again.

Newspaperman, magazine editor, and interested in political affairs, Beveridge has been with the Indianapolis station nearly four years, handling special events pickups, occasional staff announcing and newsroom work. Announcing his own defeat on the air, he then had the radio station for which he works carry the news of his election and later the account of a recount demand.

DARLEAN COLVIN, formerly of Heintz-Pickering & Co., Los Angeles agency, has been made secretary to Wilbur Eickelberg, sales manager of the Don Lee Broadcasting System, that city. Helvi Roos has been appointed secretary to Sydney Gaynor, commercial manager of KHJ, Los Angeles key station of that network.

MARY MASON, home economic director of WRC-WMAL, Washington, will be honored Dec. 7 at a fifth birthday party for her *WRC Home Forum* program. A special 45-minute morning broadcast, originating in the Earle Theatre, will feature Allan Prescott, Lynn Allison, Gene Archer and Morgan Baer and his studio band, along with variety acts. NBC also will be host at a Dec. 4 luncheon in honor of Miss Mason. The station is offering listeners $50 in prizes for the best letters on why the *Home Forum* is preferred listening.

DON NAYLOR, production manager of WGST, Atlanta, Ga., is the father of a girl born in mid-November.

JACK WORMSER, NBC Hollywood sound effects man on the *Fibber McGee & Molly Show*, sponsored by S. C. Johnson & Son (wax products), has returned to his network duties after a major operation.

JOHN RANDALL, formerly heard as announcer for Drake U radio programs, has joined the announcing staff of KSCJ, Sioux City, Ia. Irma F. Coffron, formerly of WLOL, Minneapolis, has joined KSCJ as music librarian, succeeding Helene Norris, who resigned to marry Marrill Workhoven, announcer of KSOO, Sioux Falls, S. D., early in December.



The Pioneer Voice of Kansas

KFBI WICHITA
5000 WATTS
1050 Kc.
Kay Pyle
General Mgr.

DAVID VAILE, formerly chief announcer of KYA, San Francisco, and production manager of KROD, El Paso, Tex., has joined the announcing staff of KOA, Denver. He replaces Bob Young, who has entered military service.

GARNETT MARKS, member of the Paramount News voice staff and before that aide to Arch McDonald in announcing 1939 baseball on WABC, New York, has joined WKRC, Cincinnati, as newscaster and sports announcer.

DICK TEELA, production director of KSO-KRNT, Des Moines, on Dec. 1 is to join the production staff of CBS in New York. Mary Ingram has been named head of the KSO-KRNT traffic department and Eddie Truman head of the music and transcription department.

FRANK BURGER, formerly of WIS, Columbia, S. C., and WOL, Washington, has joined WAOV, Vincennes, Ind., as announcer and continuity writer.

HAL TATE, formerly Chicago correspondent of BROADCASTING and radio writer, on Nov. 22 was appointed central editor of *Boxoffice* Magazine, motion picture trade paper. Mr. Tate succeeds Gene Rich, who has joined the exploitation staff of Metro-Goldwyn-Mayer, Chicago.

LORETTA DWYER, formerly of the sales department of NBC Chicago, has been named secretary to J. J. Neale, newly appointed radio director of Blackett-Sample-Hummert Inc., Chicago.

KEN BURKARD, formerly of KLS and KROW, Oakland, has been added to the announcing staff of KRE, Berkeley, Cal.

MEL GALLIART, formerly of KVFD, Fort Dodge, Ia., has joined the announcing and production staff of WLS, Chicago.

FRANCES PIKE, traffic manager of KYA, San Francisco, resigned Dec. 1.

RALPH VON LEHMDEN, idea man and designer of studio building displays for WGN, Chicago, recently won a $100 award for his oil painting submitted at the 51st annual exhibition of American Paintings and Sculpture at the Art Institute, Chicago.

GENE D'ACCARDO, new to radio, has joined the news reporting staff of KTRB, Modesto, Cal.

ELMER HANSON and George Chance of KFJM, Grand Forks, N. D., are conducting series of lectures on radio script and continuity writing at North Dakota U.

DON WILSON, Hollywood announcer on the NBC *Jack Benny Show* and *Maxwell House Coffee Time* program, both sponsored by General Foods Corp., on Nov. 19 married Peggy Kent in Van Nuys, Cal.

MINERVA PIOUS, comedienne on the CBS *Texaco Star Theatre*, sponsored by Texas Co., has been signed by Paramount Pictures Corp. for a major role in the film "Road to Zanzibar", which co-stars Dorothy Lamour, Bob Hope and Bing Crosby.

JOHN B. HUGHES, KFRC, San Francisco, news commentator, portrays a similar role in the forthcoming Warner Bros. film, "Meet John Doe", now in production.

JOE HASELBERGER, of the mail department of WGN, Chicago, on Nov. 30 married Harriet Linaweaver.

PAUL FOGARTY, free lance writer and actor, has rejoined WGN, Chicago, as producer and announcer.

H. ARTHUR BROWN, program director of KROD, El Paso, Tex., on Nov. 23 appeared as guest conductor at the Juilliard School of Music, New York. He flew to New York Nov. 19, immediately after the opening concert of the El Paso Symphony Orchestra, of which he is permanent conductor.

GENE GOLDBACH, formerly of Charles H. Dowd Inc., Toledo agency, has joined George Logan Price Inc., Los Angeles production unit, as account executive.



JUST after the knot was tied Clete Robert, special events announcer of KIDO, Boise, Ida., and his bride, the former Lois D. Ritter, beam at friends in the Redwood Room of Sun Valley Lodge, where they were married at midnight in November.

BILL STERN, NBC New York sports announcer, will spend a month in Hollywood, broadcasting the USC-Notre Dame game Dec. 7 and the Pasadena Rose Bowl game New Year's Day.

CATHERINE DE COSTA, of KLS, Oakland, Cal. and Russ Strickland were married recently.

CARL NELSON, announcer of CBS Chicago, is convalescing from an appendectomy.

PHYLLIS LOUDEN and Paul West of the KSFO production staff are to be married in San Francisco Dec. 7.

TED MEYERS, KFI-KECA, Los Angeles, announcer, and Mary Alice Kirk, radio singer, were married Nov. 15 in Glendale, Cal.

HENRY NIGRELLI, announcer of WPTF, Raleigh, N. C., has been named public relations director of the station.

MATTHIAS (Jack) WEIS, former movie director, playwright and artist, on Thanksgiving Day started his Santa Claus program for the sixth consecutive year on WIL, St. Louis, the 16th annual Santa Claus feature for the station.

LYNN WILLIAMS, formerly announcer and program director of the Marshall studios of KFRO, Longview, Tex., resigned Nov. 30 to join KELD, El Dorado, Ark. He is succeeded at KFRO by J. G. Turner, formerly of KFYO, Lubbock, Tex.

ELDON CAMPBELL, special events director of WOWO-WGL, Fort Wayne, Ind., has returned to work following an appendectomy.

MARVIN YOUNG, NBC director of Woodbury's *Hollywood Playhouse* and John Nesbitt's *Passing Parade*, has been promoted from captain to major in the U. S. Army Reserve Corps. Major Young recently returned to Hollywood after a period of active service at the Presidio in San Francisco.

KAY HALLE, socialite commentator of WGAR, Cleveland, is making an air tour of South America, visiting Mexico City, Lima and Santiago. From each of the cities visited she is airmailing a transcription of her air column for subsequent broadcast on WGAR.

WAYNE MACK, chief announcer of WGAR, Cleveland, is the father of a boy born recently.

FRED TEMPLE, announcer of WFIL, Philadelphia, has resigned because of ill health.

WALLY SHELDON has returned to the announcing staff at WCAU, Philadelphia, after a season at WSAN, Allentown, Pa.

JACQUES DESBAILLETS, producer in charge of commercial programs for the Montreal studios of the Canadian Broadcasting Corp., has been appointed to the CBC Overseas Unit in Great Britain.

GEORGE ADAMS, formerly of KRMD, Shreveport, and WSGN, Birmingham, has joined the announcing staff of WALA, Mobile, Ala.

BOB KESTEN, free-lance announcer at CKCL and CFRB, Toronto, is the father of a girl born in October.

JAMES MONROE, announcer of KCMO, Kansas City, has been named head of the station's news department. James Coy, KCMO program director, on Nov. 17 married Betty Ann Painter, free-lance radio actress.

NBC Washington Promotions

RECENT promotions in the NBC Washington studios include: Appointment of E. William Young, formerly of the New York office, as manager of the Radio-Recording Division; Ross Filion, to production supervisor; Thomas E. Knode to newsroom chief, succeeding William R. McAndrew, appointed News Editor of BROADCASTING; Bryson Rash, to acting night supervisor during the absence of Charles C. Barry, on two months leave to promote Mile o' Dimes campaign in connection with the President's Birthday Ball. Louis E. Whyte, former Washington newspaperman, goes into the newsroom.

ROBERT HENDERSON, of NBC news and special events, New York, is the first NBC employee called for active duty, thus receiving NBC's first "service severance" check. A senior grade lieutenant in the Naval Reserve, Mr. Henderson reported Dec. 1 at the Naval Air Station, Pensacola, Fla.

Air Power

JOE DILLON, who announced the recorded *Night Club of the Air* program on WPEN, Philadelphia, was pulling the listeners' legs when he told about a proposed football game between WPEN announcers and the ushers at Franklin Field, U of Pennsylvania stadium. He said admission to the game would be 50 cents or a pair of old socks. He little reckoned that any listener would take him seriously, but his mail to date has brought 200 50-cent pieces and three pairs of old socks.

WEW Expands Staff

SEVERAL staff additions to WEW, St. Louis, are announced by Nick Pagliara, station manager, as part of the St. Louis station's expanding commercial program. Mr. Pagliara, who recently took over the helm, coming from WCHS, Charleston, W. Va., reports the addition of Ted White, recently with WIL, St. Louis, to the sales department; Frank Mahon, sportscaster; Ernest Harszy, staff musician. Father W. A. Burk, S.J., faculty director, also announces three students engaged as part-time announcers.

OSCAR C. HIRSCH, operator of KFVS, Cape Girardeau, Mo., has applied to the FCC for a new 250-watt station on 1500 kc. in Cairo, Ill.



IT SAYS HERE WE'RE PURTY HOT STUFF!

In a recent state-by-state tabulation of U. S. business conditions published by "Business Week", North Dakota is one of only two states in the whole country showing gains [for the first half of 1940, over the first half of 1939] in all eight important business indices! For example, our farm income is up 39%—passenger car sales, 32%—heavy construction, 35%—household refrigerator sales, 25%.

Yes—business is good in North Dakota—better than good in the rich Red River Valley centered by Fargo. And WDAY, in Fargo, is the only station covering the whole valley! Need we say more?

WDAY, INC.

N. B. C.

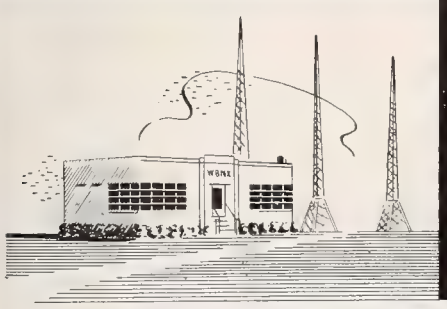
FARGO, N. D.

940 K. C. . . 5000 WATTS DAY—1000 NIGHT

Affiliated with the Fargo Forum

FREE & PETERS, Nat'l Representatives

Directional over New York



Now! 5000 WATTS DAY and NIGHT

WBNX

YOUR BEST NATIONAL SPOT BUY

A NEW APPROACH TO THE NEW YORK MARKET

Merchandising & Promotion

News in Cabs—Old-Timer—Ladies First—Power Jump—Street Singers—Santa's Pattern

EVERY week 15,000 folders are placed in Indianapolis taxicabs by WFBM. First page covers football news, with a little ad for Wonder bread. An inside spread carries a schedule of broadcasts. The last page offers a personality sketch of a WFBM announcer. Distribution of the taxi folders was started in October.

* * *

Football Frolic

BILLBOARDS, jointly used by a KROW sponsor and a hotel from which the program originates, are used to promote the *Friday Football Frolic* over the Oakland station. Sponsored by McCauley's men's wear shop catering to collegiate trade, the program is announced by Phil Ray, who for this purpose calls himself "The Friday Night Quarterback." The program is an informal variety show of interviews with coaches, players, sports columnists, and a football quiz with college students. Originating at the Claremont Hotel in Berkeley, home of the U of California, the program is centered at the Friday dances of college students on the eve of the football games.

* * *

Kansas Tabs

PRESENTING findings of Prof. H. B. Summers survey of the Kansas radio audience for 1940, WIBW, Topeka, has published a plastic-bound 50-page book on the fourth annual study of Kansas listeners [BROADCASTING, Sept. 1]. The book, using color profusely in maps and page decorations, has an ingenious system of index tabs and includes a WIBW promotion message.

Northwest Drive

MERCHANDISING men and executives of North Central Broadcasting System met recently in Minneapolis for conferences with chiefs of Warren's Inc. and Gerald S. Beskin Agency to lay plans for a NCBS merchandising drive for Balm Aloha Hand Lotion. The promotion is carried on in conjunction with *I Want a Divorce* on NCBS and the NCBS participating show, *Housewives' Bureau of Information.* Under the plan, claimed as an innovation in radio, five field men for the regional network, which covers Minnesota and North and South Dakota, will contact retail outlets throughout the Northwest, establishing dealers and taking orders for the product.

* * *

Portrait of a Plug

AS A NOVEL piece of direct-mail advertising for Vick Chemical Co., WQXR, New York, is mailing subscribers to its monthly program booklet a facsimile sheet of the copy for a Vicks spot announcement on the station, reproduced exactly as it would be used on the air, on the stationery of Morse International, New York, the Vick agency. The copy is marked with the announcer's accents and pauses to give the subscribers a "behind the scenes" glimpse of radio.

Richfield Anniversary

RICHFIELD OIL Co., Los Angeles, sponsoring the six-weekly quarter-hour *Richfield Reporter* on 6 NBC-Pacific Red stations, Sunday through Friday, 10-10:15 p.m. (PST), on Nov. 26 observed its 3,000th broadcast. Event was saluted by NBC with a special half-hour program titled *Nine Million Words,* which followed the *Richfield Reporter,* and related the story of newscasting and also included recreations of highlights from broadcasts of the past nine years. Don E. Gilman, NBC western division vice-president and executive of Richfield Oil Co. also participated which was preceded by a banquet. Richfield has sponsored the program since April 20, 1931. John Wald and Don Forbes are currently the co-commentators. Wayne Miller of Hixson-O'Donnell Adv., Los Angeles agency, is editor and writer of the broadcast.

* * *

Latin Service

PRINTED in red, white and blue, NBC has published a 16-page presentation promoting its commercial broadcast service to Latin America, directed by Lunsford P. Yandell. The presentation, prefaced with a commendatory letter from Secretary of State Hull, develops through picture and text a survey of the Latin American market available to U. S. advertisers. Hailing NBC's international broadcast service as "the new sales ambassador to Latin America" and emphasizing the thesis that "No one has a greater stake in Latin America than goodwill", the brochure presents testimonials from present commercial sponsors, including Standard Oil Co. of New Jersey and Hotel Astor, along with population and market figures for all the Latin American countries. An arresting feature of the presentation is a heavy plastic map-overlay tracing beams of NBC transmissions.

* * *

Nashville Book

REPLETE with lists of contest winners, advertising participants, products and merchandising projects, WSM, Nashville, has compiled a plastic-bound promotion book following up the recent "As Advertised on WSM Week". Copies of the brochure were sent to all concerns participating in the special promotion.

For New Product

MAMA MIA OIL Co., New York (edible oils), has set up a subsidiary company in taking over the sponsorship of Nathen Fleischer, Jewish news commentator heard nightly on WDAS, Philadelphia. Going after the Jewish markets for the first time, the Sunshine Edible Oil Co. was formed to market a new product, Sunshine Peanut Oil. The WDAS sales department not only sold the account direct but arranged distribution, at the same time creating a carton design. Through Perloff Bros., distributors for Mama Mia vegetable oil products in Philadelphia, WDAS arranged for the distribution of the new Sunshine Peanut Oil at more than 600 Penn-Mutual grocery stores in the territory. In addition, arrangements are being made to have the product distributed at independent Jewish grocery stores. The news period is sponsored nightly at 9 p. m. for 15 minutes. For his Sunday period, Fleischer has been sponsored by the Penn-Maid Dairy Products, Philadelphia sour cream company.

* * *

Meeting Two Ladies

TO GIVE local advertisers and prospective sponsors an introduction to two women program conductors, WOR, Newark and WGN. Chicago, on Nov. 28 and 29 arranged an exchange of programs whereby Bessie Beatty, who conducts the *Martha Deane* program on WOR, traveled to Chicago to broadcast there locally on WGN, and WGN's June Baker journeyed to New York to broadcast locally on WOR.

The WOR promotion department had planned to mail various Chicago advertising executives alarm clocks set to ring at the time of the *Martha Deane* program on WGN. A bright WOR employe, however, called attention to the fact that the loud tickings might cause a bomb scare if sent from New York, so the clocks had to be bought in Chicago and delivered by telegraph messengers.

* * *

Raleigh Boost

AS ONE feature in publicizing its increase in power to 50 kw., WPTF, Raleigh, N. C., is using 21 outdoor billboards for a month. Done in tri-color red, the displays are placed along strategic highways of the State. The designs for the billboards, which center about the increased wattage, are to be used as a design base for WPTF's Christmas cards.

WFBL

SYRACUSE

Dept. Store Advertising UP 35% on WFBL

Hits New Time High

During the first ten months of this year, Syracuse Department Stores have increased their time with WFBL 35% over last year's record expenditures. Now they are spending more money . . . buying more time because WFBL has brought them paying results *day after day!*

Choice of Syracuse and Central New York's listeners by every check—WFBL continues to bring more people into more stores . . . sell more merchandise.

Consider this proof by local department stores . . . stores that keep active check on results every day. Let WFBL help you reach more people . . . increase your sales. Write or wire WFBL, Syracuse, New York, or Free & Peters, Inc., National Representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.

for

CENTRAL ILLINOIS



Good things come in pairs. (1) One of America's three richest agricultural markets. (2) One of America's best sectional radio stations. Try WJBC. 1200 Kilocycles — 250 W.

WJBC

BLOOMINGTON, ILL.

1000 watts on 600 k.c. means COVERAGE in Canada's rich Pacific Coast area. That's the story of

CJOR

Vancouver, B. C.

National Representative
Joseph Hershey McGillvra



SPIRIT of generosity overwhelmed W. R. Christian (left), salesman of WSAI, Cincinnati, just before he took off for a trip to Atlanta, and he carried along a big loaf of Rubel's Heidelberg rye bread presented by Dick Bray, conductor of the Rubel sidewalk program on WSAI. Frankie and Johnnie (center and right), Carroll Furniture Co. sidewalk commentators for a program on WGST, sent Bray an alarm clock from their sponsor. Both ceremonies were broadcast.

WCKY's Carolers

GARBED in 16th Century costumes, the Christmas Carolers of WCKY, Cincinnati, are making regular appearances all over the city in street corner sings. The singers, using the public address system of the WCKY Studio Plane, are sent out by WCKY as a goodwill service in cooperation with local business men's groups. The city council granted blanket permission to use downtown and suburban street corners for the concerts. The "Talking Santa Claus" of the station also is appearing at luncheon clubs, hospitals, orphanages, and various meetings. Helen Rees, WCKY woman's program director, is planning her own Christmas party, to be held Christmas morning in the Hotel Gibson roof garden, at which toys supplied by listeners will be distributed to several thousand underprivileged children.

* * *

Australian Map

MACQUARIE NETWORK, Sydney, has issued a large sized wall outline map of Australia which shows the various units of that network. A limited number have been sent to the United States for agency distribution through the network's representative, Dr. Ralph L. Power, Los Angeles.

* * *

WFIL Tieups

WFIL, Philadelphia, has added the *Evening Bulletin* and the *Daily News* to its time-for-space arrangements with local newspapers. Swap deals were made earlier with the *Evening Ledger* and the *Philadelphia Record*, and the station now uses all but one of the local newspapers, the *Inquirer*.

A ONE-MAN SHOW
Parts of All Sorts Taken by WSPD Santa Claus

BEGINNING the day after Thanksgiving, Lew Williams annually becomes Santa Claus for 11 days on WSPD, Toledo. For 13 years his one-man program has been sponsored on the station by LaSalle & Koch Co., local department store, which this year is devoting a complete store window to the Santa Claus buildup, supported by radio announcements and newspaper advertising.

Story and sequence are worked out weeks in advance by Mr. Williams. Following substantially the same simple pattern since the beginning, the first broadcast is from the North Pole, with Santa packing his sleigh, including a miniature transmitter. During the succeeding 10 days Williams takes the part of all sorts of characters, from the Queen of the Dolls to the Captain of the Tin Soldiers and the wooly dog, in a series of adventures culminating with the finish of the trip from the North Pole to LaSalle & Koch's Toy Town.

* * *

Ladies Days

FOLLOWING UP its morning wire feature, *In the Woman's World*, United Press has announced the first of a series of brochures to be made available to stations for contacting prospective sponsors. Other brochures are to be published weekly until every feature of UP service has been presented. Back of each folder provides space for station imprint.

Breakfast Music

FIVE symphony albums are to be awarded by WGAR, Cleveland, to listeners sending in the best letters on "Why I like 'Music for Breakfast'." The contest is designed to stimulate interest in good music during early morning hours and promote the half-hour morning show, *Music for Breakfast.*

BROCHURES

NAB Bureau of Radio Advertising—No. 9 in its series of "Results from Radio" studies, covering radio's use by Omar Milling Co., Omaha; Owl Drug Stores, Muncie, Ind.; Broadway Department Store, Los Angeles; H. Leh & Co., Allentown, Pa., department store.

CBS—Folder promoting *American School of the Air* programs to Central and South America; folder "The tenth year . . ." presenting facts on the *Church of the Air*, starting its tenth year.

NBC—NBC-Red advertising reprint, featuring red cellophane underlay to carry out theme, "Look at Your Listening Audience Through Red-Colored Glasses."

NBC-Blue—Folder "Around the World With the Travelling Cook," promoting Richard Kent's programs of foreign recipes.

TRANSRADIO PRESS SERVICE—Letters and telegrams from broadcasters praising election coverage.

YANKEE-COLONIAL NETWORK—Election coverage brochure, "News While it is News".

THE TOWN HALL Inc., New York—Eight-page illustrated program schedule for 1940-41 Town Hall meetings.

ARE YOU HOPING FOR ORDINARY (Ky.) PROFITS?

Ordinary, Ky., is not a great sales center. Ordinary (and hundreds of other Kentucky hamlets) is just *too small* to present a profitable market for most manufacturers. On the other hand, *Louisville* is a MILLION-BUYER market—makes more purchases than any other market in the State! To this *buying* audience WAVE presents the pick of N. B. C. programs, plus the best local entertainment available. Let us tell you more!

LOUISVILLE'S WAVE
INCORPORATED
5000 WATTS . . . 940 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

5000
WATTS FULL TIME
CBS
Tulsa's
KTUL
FREE & PETERS, INC., Exclusive National Representatives

4th Year Bell Attraction

"BYRON PARKER AND HIS BLACK DRAUGHT HILL BILLIES . . . IS A FOUR BELL ATTRACTION IN FIVE STATES . . ." (Liberty, Nov. 16, 1940)

"The Old Hired Hand" Received 4264

ORDERS FOR SONG BOOKS AS A RESULT OF AN OFFER MADE OVER WIS OCTOBER 20, 1940. AT 25c PER BOOK, LISTENERS SENT IN $1066.00 IN TWO WEEKS.
LONG THE LARGEST MAIL PULLER ON WIS, WITH A RECORD OF 11,421 PIECES OF MAIL ON ONE QUARTER HOUR, WE TAKE PLEASURE IN COMPLIMENTING THE OLD HIRED HAND ON HIS FOURTH CONSECUTIVE FIFTY-TWO WEEK RENEWAL BY HIS SPONSORS, THE CHATTANOOGA MEDICINE COMPANY.

THE LIBERTY LIFE STATION
WIS
NBC
560KC
COLUMBIA, S.C.

N. B. C. RED
560 K. C.

FREE & PETERS, INC.
Exclusive National Representatives

5000 WATTS DAY
CP 5000 WATTS NIGHT

Drop ASCAP Case

MOTION to dismiss the complaint brought against ASCAP in March, 1940, by six members of Staatlich Genehmigte Gesellschaft der Autoren, Komponisten und Musikverleger (AKM) has been filed in New York Supreme Court for hearing Dec. 17, according to Herman Finkelstein of Schwartz & Frolich, ASCAP counsel. Plaintiffs claim in their suit that they have received no payment from AKM since the German anschluss in 1938, when AKM was taken over by STAGMA, German organization similar to ASCAP, and are seeking a judgment for $58,000 representing the money owed to AKM by ASCAP, which licenses AKM music in this country [BROADCASTING, April 1].

More Ears Per Dollar

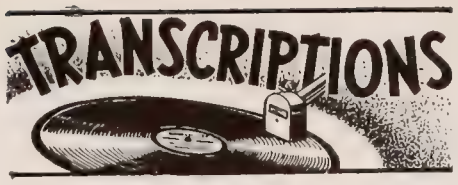
Only ears count in radio. The owners of the thousands of WAIR ears gladly "shell out" for products advertised on—

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales



COMPLETELY restyled for clarity and effectiveness of design and content is the October, 1940 edition of Columbia Recording Corp.'s catalog of Masterworks and Popular records. The catalog includes an effective system of cross reference and special sizes of the type to distinguish titles of selections, composers, performers and names of compositions in reverse sides of records. Prepared by Ernest Werner, of CRC's sales promotion department, the edition has three-color cover designed by Alex Steinweiss of CRC.

CONSTANCE HOPE Associates, New York, has been appointed to handle all publicity activities of Columbia Recording Corp., New York and Bridgeport, following the resignation of Hal Davis, former publicity agent for CRC. Constance Hope and Alan Keyes will handle the account, including the CRC Reviewer's Service, Popular, Masterworks, and Okeh records, reporting directly to Patrick Dolan, CRC director of sales promotion in Bridgeport.

EDWARD SLOMAN PRODUCTIONS, Hollywood, which entered the transcription producing field with *Adventures of Pinocchio*, has taken over sales distribution of that series from Radio Attractions. Mr. Sloman is setting up a distributing organization to market the serial, as well as two new transcribed shows. *In His Steps* and *This Thing Called Love*. Sam Martin Kerner has been made sales manager, with Joe Corey, eastern field manager. Sales executives for other territories will be announced.

NBC RADIO - RECORDING Division is preparing a series of 156 recorded programs featuring Stella Unger, "Your Hollywood Newsgirl", for thrice weekly presentation on a 52-weekly basis. Titled *Hollywood Headliners*, the series includes a special record of opening and closing announcements with an advance record of five-minute sales presentation by Miss Unger. Subscribers to NBC *Thesaurus* are receiving a "bonus" of eight programs in the series for broadcast on a sustaining or sponsored basis.

HARRIS RADIO PRODUCTIONS, new Hollywood production unit, has been established at 8268 Sunset Blvd., with Leon Harris as general manager, and Wallace Brosse in charge of contacts. Specializing in live and transcribed shows to order, the firm also has established a dramatic and vocal coaching department, under direction of Mrs. Harris.

CHARLES MICHELSON, New York transcription firm, has installed its Porto-Playback transcription machines as part of the equipment used by the sales staffs of WLTH, New York; WMCA, New York; WSJS, Winston-Salem, N. C.; WSTV, Steubenville, O.; KCMO, Kansas City; KFRO, Longview, Tex.; KGNC, Amarillo, Tex.; KRE, Berkley, Cal. The following advertising agencies also have purchased the portable transcription units for use in their radio departments: Lynn Baker Co., McCann-Erickson, J. W. Pepper, Frederic W. Ziv, Cincinnati.

TO PROMOTE a special series of articles on England by Ralph Ingersoll, editor of *PM*, New York daily newspaper, the publication used a total of 270 spot announcements for the four-day period from Nov. 17-20 on New York stations WMCA, WNEW, WQXR, WINS, WHN, WAAT, WEVD, WOR, through Compton Adv., New York.

DAVIS, SCHWEGLER LEAVE DISC FIRM

WITH Kenneth C. Davis and Paul Schwegler having withdrawn from active participation in Davis & Schwegler, Los Angeles tax-free music transcription production service, Herbert H. Aronson, formerly vice-president, has been elected president and general manager. Although Davis & Schwegler will continue as stockholders in the firm, they will have no participation in its policies. Davis is resuming his law practice in Seattle, while Schwegler will devote his time to other interests. Aronson announced that it is his intention to improve the Davis & Schwegler transcription library service. He is now actively engaged in reorganizing the company.

Although no announcement was made, it is reliably reported in Hollywood that Davis has disposed of his interest in the proposed Keystone Broadcasting System. The latter organization, it was said, is being reorganized with ample financial backing by a group of well-known West Coast financiers who propose to place the transcription network in operation shortly after the first of next year. Spokesman informed BROADCASTING unofficially that 103 stations were ready to join the proposed transcription network, having signed contracts to that effect.

Ruling of Highest Court In Record Case Awaited

THE U. S. Supreme Court is expected to announce in mid-December its decision on whether it will review the case of RCA Mfg. Co. against Paul Whiteman, WBO Broadcasting Corp. (operator of WNEW, New York) and Elin Inc. Petitions of RCA and Whiteman for a writ of certiorari were filed Nov. 13 [BROADCASTING, Nov. 15] and served Nov. 18, with WNEW expected to file an opposing brief before the 20-day answering period has expired.

The Whiteman petition was prepared by Maurice J. Speiser, general counsel for the National Assn. of Performing Artists, which has handled Whiteman's part in the case from its inception. WNEW's brief will be prepared by Stuart Sprague of Crawford & Sprague and Col. J. M. Hartfield of White & Case, who were retained by NAB to handle the station's appeal in the U. S. Circuit Court of Appeals.

On Nov. 25 the U. S. Supreme Court refused to allow NAPA and the American Federation of Musicians to file briefs in the case as amicus curiae. Motions filed by these organizations were approved by Whiteman but not by RCA, and the court does not generally accept such motions unless they are agreed to by both parties, it was stated.

Spanish Translation Service

FOR RADIO advertisers interested in developing markets in and trade with Latin-American countries, a Spanish translation service has been organized by the Spanish Language Center at 292 Madison Ave., New York. Evaristo Corredor and Hernando Silva, co-directors of the Center, will direct a staff of translators in assisting advertising agencies and other clients in the preparation of scripts and spot announcements for shortwave broadcasting.

KYW

RED Network Station in PHILADELPHIA

goes

50,000

WATTS

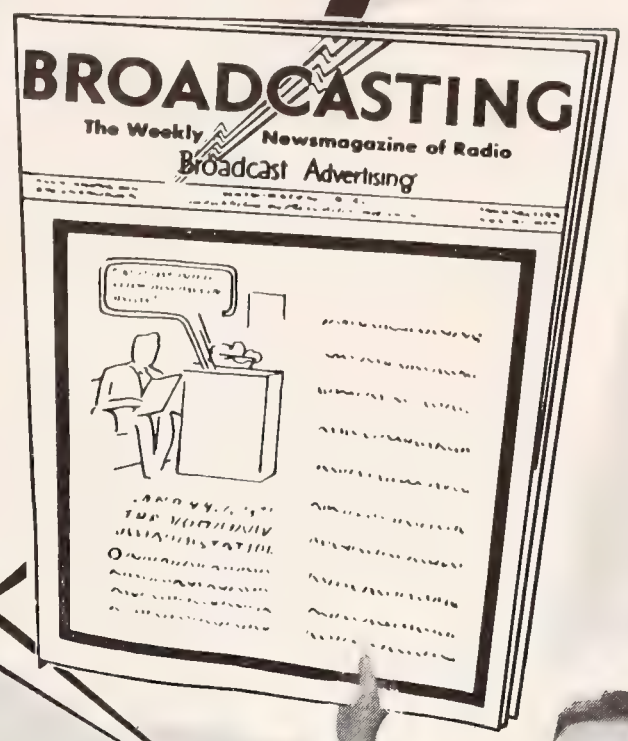
Serving 10,000,000 listeners in the Nation's *third* market



WESTINGHOUSE RADIO STATIONS

Represented Nationally by NBC Spot Sales Offices

SAVE $2!
SAVE $2!
SUBSCRIBE BEFORE JAN. ONE!



GOOD NEWS for BROADCASTING readers! Yes, it's the very best news when you can get more than twice as many issues of your favorite trade publication at the same old price.

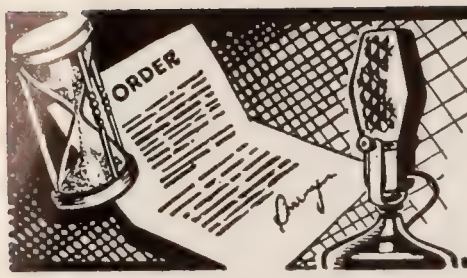
That's your reward for promptness . . . if you subscribe, or renew, your current subscription before January 1.

Before January 1	After January 1
$3, one year	$5, one year
$5, two years	$8, two years

including YEARBOOK Number



Did you know that for $1.50 you can send a Christmas gift worth $5.00 to each of your friends in Radio? Here's how it's done. Enter 10 or more Christmas gift subscriptions at the special rate of $1.50 per subscription (including 52 issues and YEARBOOK Number). We'll acknowledge your gift to each recipient with an attractive Christmas card. Send your list in today



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WEEI, Boston

Stephano Bros., Philadelphia (Marvel cigarettes), 7 *sp* weekly, thru Aitkin-Kynett, Phila.
Thoren's Inc., New Hyde Park, Long Island, 3 *t* weekly, thru Samuel C. Croot Co., N. Y.
Flexo-Glass Mfg. Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Rival Packing Co., Chicago (dog food), *sa* series, thru Charles Silver & Co., Chicago.
General Motors Corp., Detroit (Chevrolet), *sa* series, thru Campbell-Ewald, Detroit.
Musterole Co., Cleveland (proprietary), *sa* series, thru Erwin, Wasey & Co., N. Y.
Whipple Co., Natick, Mass. (mince meat), *series*, thru Leonard Etherington Adv., Boston.
Plymouth Rock Gelatine Co., Allston, Mass., *sa* series, thru John W. Queen, Boston.
Phila. & Reading Coal & Iron Co., Phila., *sa* series, thru McKee & Albright, Phila.
R. G. Sullivan Inc., Manchester, N. H. (7-20-4 cigars), *sa* series, thru Broadcast Adv., Boston.
P. A. Starck Piano Co., Chicago, *sp* series, thru George H. Hartman Co., Chicago.
Boston & Maine Railroad, Boston, *sa* series, thru Harold Cabot & Co., Boston.
Maryland Pharmaceutical Co., Baltimore (Rem), *ta* series, thru Joseph Katz Co., Baltimore.

KSO-KRNT, Des Moines

Miller Cereal Mills, Omaha, *sp* series, thru Allen & Reynolds, Omaha.
American Dairy Assn., Chicago, *sa* series, thru Lord & Thomas, Chicago.
U. S. China Co., *sp* series, thru Presba, Fellers & Presba, Chicago.
Marlin Firearms Co., New Haven, *ta* series, thru Craven & Hedrick, N. Y.
Friday Inc., New York (magazine), *sp* series, thru H. C. Morris & Co., N. Y.
G. E. Conkey Co., Cleveland (feed), *sa* series, thru Rogers & Smith Adv. Agency, Chicago.
Reid, Murdoch & Co., Chicago, (food), *sa* series, thru Rogers & Smith Adv. Agency, Chicago.
Iowa Soap Co., *sp* series, thru Weston-Barnett, Des Moines.
Grove Labs., St. Louis, *sp* series, thru Russell M. Seeds Co., Chicago.
Walter H. Johnson Candy Co., Chicago, *sp* series, thru Franklin Bruck Adv. Co., N. Y.

WBBM, Chicago

C. A. Briggs Co., Cambridge (H-B Cough Drops), 32 *sa*, thru Horton-Noyes Co., Providence.
Smith Bros., Poughkeepsie (cough drops), 5 *sa* weekly, thru J. D. Tarcher & Co., N. Y.
Dutch Mill Candy Shops, Chicago, weekly *sp*, thru Goodkind, Joice & Morgan, Chicago.

CKAC, Montreal

Lambert Pharmacal Co., Toronto, *sp* series, thru Lambert & Feasley, N. Y.

CFCF, Montreal

Imperial Tobacco Co., Montreal (cigarettes), hockey series, thru Whitehall Bcstg., Montreal.
Canadian Industrial Alcohol Co., Montreal (anti-freeze), football series, thru Ronalds Adv. Agency, Montreal.
Reliable Toy Co., Toronto, 2 *t* weekly, thru Ronalds Adv. Agency, Montreal.
Alka-Seltzer Co. of Canada, Toronto, weekly *t*, thru Cockfield, Brown & Co., Montreal.
Liberty Weekly of Canada, Toronto, weekly *t*, thru Cockfield, Brown & Co., Toronto.
Art Metal Works, Toronto, daily *sa*, thru Cecil & Presbrey, N. Y.
National Drug & Chemical Co., Montreal (proprietary), *sa* series, thru A. McKim Ltd., Montreal.
Carleton & Hovey, Lowell, Mass. proprietary), daily *sa*, thru McConnell, Eastman & Co., London, Ont.
Lambert Pharmacal Co., New York (Listerine), weekly *t*, thru Lambert & Feasley, N. Y.
John Labatt Ltd., Toronto (ale), 5 *sp* weekly, thru J. Walter Thompson Co., Toronto.

KYA, San Francisco

United Packing Co., South San Francisco, 3 *sp* weekly, thru United Adv. Agency, San Francisco.
Southern Pacific Co., San Francisco (rail), weekly *sa*, thru Lord & Thomas, San Francisco.
William Wise School of Aeronautics, Seattle, 3 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.
Gardner Nursery Co., Osage, Ia., 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

WICC, Bridgeport, Conn.

Chrysler Corp., Detroit (Dodge), 51 *sa*, thru Ruthrauff & Ryan, N. Y.
H. D. Foss Co., Boston (Cynthia Sweets), 26 *sa*, thru C. MacDonald, Boston.
Burnham & Morrill, Portland, Me. (beans), 52 *sa*, thru Lavin Co., Boston.
Church & Dwight, New York (soda), 52 *sa*, thru Brooke, Smith, French & Dorrance, N. Y.

WHN, New York

P. J. LeRoy, New York (piano lessons by mail), 7 *sp* weekly, 13 weeks, direct.
Naborhood Service, Boston, 3 *sa* weekly, 13 weeks, thru Edmund S. Whitten, Boston.

WOWO-WGL, Fort Wayne

E. I. Dupont de Nemours & Co., New York (Cel-O-Glass), 18 *sa*, thru BBDO, N. Y.
Oyster Shell Products Corp., New Rochelle, 52 *sa*, thru Brown & Thomas, N. Y.
National Refining Co., New York, 26 *sp*, thru Sherman K. Ellis & Co., N. Y.
Luden's Inc Reading, Pa. (cough drops), 85 *sa*, thru J. M. Mathes Inc., N. Y.
Dr. W. B Caldwell Inc, Monticello, Ill. (proprietary), 10 *sa* weekly, thru Sherman & Marquette, Chicago.
Compagnie Parisienne, San Antonio (perfume), 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.
Kroger Grocery & Baking Co., Cincinnati, 261 *sp*, thru Ralph H. Jones Co., Cincinnati.

KYW, Philadelphia

C. A. Briggs Co., Cambridge, Mass. (H-B Cough Drops), 3 *sa* weekly, thru Horton-Noyes, Providence, R. I.
American Dairy Assn, Chicago (milk), 3 *sa* weekly, thru Lord & Thomas, Chicago.
R. J. Reynolds Tobacco Co, Winston-Salem, N. C. (Camels), 5 *sa* weekly. thru William Esty & Co., N. Y.
Jests Inc., Brooklyn (candy), 3 *ta* weekly, thru Joseph Katz Co., N. Y.
Vick Chemical Co., New York (cough drops), 3 *ta* weekly, thru Morse International, N. Y.

WIND-WJJD, Chicago

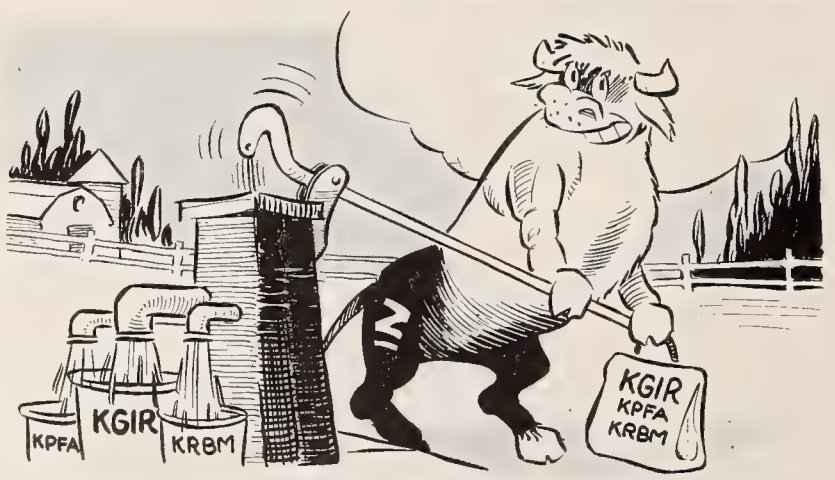
I. Lewis Cigar Mfg. Co., Newark (John Ruskin), 5 *sp* weekly, 52 weeks, thru Lewis & Tokar, Newark.
William Wrigley Co., Chicago (gum), 5 *t* weekly, 52 weeks, thru Neisser-Meyerhoff, Chicago.
Carson Pirie Scott & Co., Chicago (department store). 14 *sa*, thru McJunkin Adv. Agency, Chicago.
French Lick Springs Hotel, French Lick, Ind., 40 *sa*, thru Ruthrauff & Ryan, Chicago.

WNLC, New London, Conn.

Connecticut Refining Co., Hartford (Benzoline), 6 *sa* weekly, thru Hammer Adv. Agency, Hartford.
Southern New England Telephone Co., New Haven, 45 *sa*, thru BBDO, N. Y.

WDBJ, Roanoke, Va.

Procter & Gamble Co., Cincinnati (Duz), 5 *t* weekly, thru Compton Adv., N. Y.



"Ripley had nothing to do with it . . . I just figured it was more efficient!"

For Montana coverage, Montana Broadcasters, Box 1956, Butte, Montana.

Pd. Adv.

KSFO, San Francisco

America First Committee, New York, 5 *sp*, thru BBDO, N. Y.
American Popcorn Co., Omaha, *sa* series, thru Buchanan-Thomas Co., Omaha.
Beechnut Packing Co., Canajoharie, N. Y. (chewing gum), 5 *sa* weekly, thru Newell-Emmett Co., N. Y.
Blue Ribbon Books, Seattle *sa* series, thru Northwest Radio Adv. Co., Seattle.
Compagnie Parisienne, San Antonio (perfume), 6 *sp*, thru Northwest Radio Adv. Co., Seattle.
Farnsworth Television & Radio Corp., New York (radios), 3 *sa* weekly, thru N. W. Ayer & Son, N. Y.
Flamingo Sales Co., Los Angeles (nail polish), 2 *sa* weekly, thru Milton Weinberg Adv. Co., Los Angeles.
Gas Appliance Society of Cal., San Francisco, *sa* series, thru Jean Scott Frickelton, San Francisco.
Globe Grain & Milling Co., Los Angeles (flour), 5 *t* weekly, thru Dan B. Miner Co., Los Angeles.
Grove Labs., St. Louis, 3 *sp* weekly, thru J. Walter Thompson Co., N. Y.
Langendorf United Bakeries, San Francisco, 7 *sa* weekly, thru Leon Livingston Agency, San Francisco.
Luden's Inc., Reading (cough drops), 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.

KFI, Los Angeles

North American Accident Insurance Co. Newark, 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Pacquin Inc., New York (hand cream), 12 *ta* weekly, thru Wm. Esty & Co., N. Y.
Bulova Watch Co., New York (timepieces), 14 *sa* weekly, thru Biow Co., N. Y.
Beaumont Labs., St. Louis (4-Way cold tablets), 5 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Vick Chemical Co., Greensboro, N. C. (cough drops), 3 *ta* weekly, thru Morse International, N. Y.
Mission Packing Co., Los Angeles (packed glazed fruits), 7 *ta* weekly, thru Dana Jones Co., Los Angeles.
Marlin Firearms Co., New Haven (razor blades), 3 *sa* weekly, thru Craven & Hedrick, N. Y.

KECA, Los Angeles

Safeway Stores Inc., Oakland (fresh produce), 18 *ta* weekly, thru J. Walter Thompson Co., San Francisco.
Institute of Applied Science, Chicago (correspondence school), weekly *sp*, thru Matteson-Fogarty-Jordan Co., Chicago.
Mission Packing Co., Los Angeles (packed glazed fruits), 13 *ta* weekly, thru Dana Jones Co., Los Angeles.
U. S. Playing Card Co., Cincinnati (cards), 76 *ta*, thru J. Walter Thompson Co., N. Y.
Hammond Instrument Co., Chicago (Solovox), 5 *ta* weekly, thru George H. Hartman Co., Chicago.

WVFW, Brooklyn

National Refund Co., Chicago, 7 *sa* weekly. 13 weeks, direct.
Air Conditioning Training Corp., Youngstown, weekly *sp*, thru National Classified Adv. Agency, Youngstown.

KOA, Denver

Plough Inc., Memphis (Penetro), 6 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.
Merchant's Biscuit Co., Denver, 6 *sa* weekly, thru Ball & Davidson, Denver.

WINS, New York

Tailored-Silk Undergarment Co., New York (Trillium lingerie), 2 *sa* weekly, 6 weeks, direct.

KXOK, St. Louis

Folger Coffee Co., San Francisco, 5 *t* weekly, thru Lord & Thomas, N. Y.

Radio Advertisers

REX COLE and the distributors and dealers of General Electric Co.'s refrigerators and appliances throughout the country, on Nov. 20 took over sponsorship of *Americans All-Where Are You From?*, weekly half-hour program on WOR, Newark, formerly sponsored by Mission Dry Corp., Los Angeles. The program features Dr. Henry Lee Smith of Brown U guessing where various members of the studio audience are from by their speech habits, with Allen Kent as m.c. Commercials promote Christmas specials such as GE washers, refrigerators and automatic coffee makers. The program may be expanded to the Mutual network later this winter, according to Maxon Inc., New York, agency in charge.

RESTLAND MEMORIAL PARK and Graceland Memorial Park, cemeteries in New Jersey, have signed 39-week contracts with WHN, New York, to sponsor the *Bowery Mission* program, now heard Mondays 9-10 p.m. The cemeteries also sponsor a 39-week series of transcribed Biblical plays on WHN, Sundays, 12:30-1 p.m. Agency is Green-Brodie, New York.

WASHINGTON FURNITURE Co., Los Angeles (retail), frequent user of radio time, in a four-week campaign ending Dec. 13 is sponsoring a thrice-weekly quarter-hour program, *News Analyst*, with Henry Misselwitz, commentator, on KMPC, Beverly Hills, Cal. Firm is also sponsoring a five-minute transcribed musical program, five times weekly on that station. Uhl Service Adv., Los Angeles, has the account.

VIRGINIA DARE Ltd., Toronto (chain specialty shops) on Nov. 17 started a quarter-hour Sunday afternoon musical and fashion program on CFRB, Toronto, as a test and plans to expand after January. Account placed by Ellis Adv. Co., Toronto.

PILSEN BREWING Co., Chicago (Yusay Pilsener beer), on Nov. 22 renewed for 13 weeks its Sunday quarter-hour portion of the *Lithuanian Hour* featuring St. Louis Looie on WHIP, Hammond, Ind.

MILES LABORATORIES Ltd., Toronto (Alka-Seltzer), on Nov. 25 started *Public Opinion* at a Montreal theatre with theatre audience participating on CFCF, Montreal. Account placed by Cockfield Brown & Co. Ltd., Toronto.

DOMINION Art Metal Works, Toronto, for Ronson Lighters, has started a Christmas campaign of spot announcements on nine Canadian stations. Account was placed by Cecil & Presbrey, New York.

HENRY K. WAMPOLE & Co., Perth, Ont. (cod liver oil), has started three weekly spot announcements to run until April, 1941, on 31 Canadian stations. Account was placed by J. J. Gibbons Ltd., Montreal.

INSTITUTE OF APPLIED SCIENCE, Chicago (correspondence school), national user of spot radio, in a 13-week campaign started Nov. 15 is sponsoring a weekly quarter-hour anti-crime series with Nick Harris, celebrated Pacific Coast detective, as commentator. Agency is Matteson-Fogarty-Jordan Co., Chicago.

WDZ, Tuscola, Ill., on Nov. 18 started *The Barton Family*, six-weekly quarter-hour dramatized program, sponsored by McConnon & Co., Winona, Minn. (household necessities). Agency is McCord Co., Minneapolis. Consolidated Drug Trade Products, Chicago (Peruna), on Nov. 20 started thrice-week quarter-hour programs featuring Red Belcher, staff entertainer. Benson & Dall, Chicago, is agency.

RELIABLE Toy Co., Toronto (dolls) started on Nov. 15 transcribed show *Story Time Lady* three times weekly on CFRB, Toronto; CFCF, Montreal; CJOR, Vancouver; CKY, Winnipeg; CKCO, Ottawa; CFAC, Calgary, Alta., CKLW, Windsor, Ont.; CHSJ, St. John, N. B. Account was placed by Ronalds Adv. Agency, Toronto.

BABCOCK BROS., Denison, Tex., operating 24 auto accessory stores in Texas and Oklahoma, has started a thrice-weekly quarter-hour musical program on KGKO, Fort Worth. Contract for 156 programs was signed by Ferguson Co., Dallas.

GIRARD INVESTMENT CO., Philadelphia, is sponsoring quarter-hour daily participation in the *Musical Clock* morning feature of KYW, Philadelphia. Agency is May Advertising Inc., Philadelphia. Standard Vitamin Corp., New York (Candicod), is sponsoring twice weekly the daily Ruth Welles program on KYW, through Al Paul Lefton Co., Philadelphia. Charles Gulden Inc., New York (Gulden's Mustard), is sponsoring the transcribed quarter-hour *Gulden Serenaders* twice weekly on the station, through Charles W. Hoyt Co., New York.

Dept. Store on WFIL

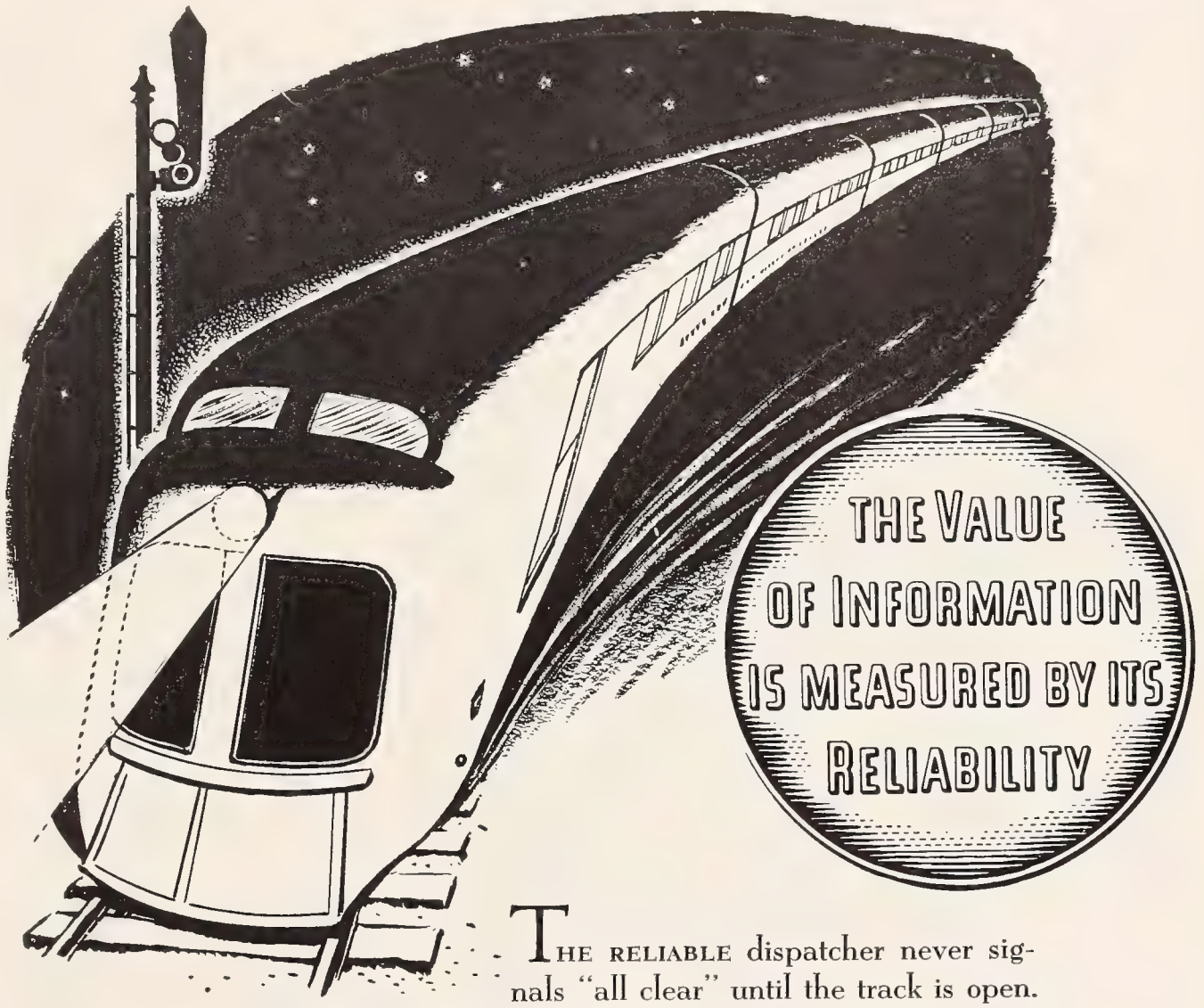
WFIL, Philadelphia, in adding Frank & Seder to its program schedule, now boasts three Philadelphia department stores among its sponsors. The new account has bought a spot announcement campaign in addition to a five-minute newscast five times a week. Strawbridge & Clothier is using announcements while Lit Brothers has an ambitious schedule calling for 6½ hours a week.

W. K. BUCKLEY Ltd., Toronto (proprietary) on Nov. 15, started a campaign of spot announcement and five-minute and quarter hour programs on 24 Canadian stations, to run until April, 1941. Account was placed by Richardson-MacDonald Adv. Service, Toronto.

WASHINGTON STATE Adv. Commission, Yakima, Wash. (apples) recently renewed for four weeks its participation on the Fletcher Wiley *Housewives Protective League* on KNX, Hollywood. Account placed through J. Walter Thompson Co., San Francisco.

GOOD HUMOR ICE CREAM Co., Los Angeles (southern California home delivery service), out of radio for some time, in a two weeks test campaign which ended Nov. 29, used participations five times weekly in the combined *Happy Homes, Eddie Albright* and *Let's Play Bridge* programs on KHJ; *Mirandy's Garden Patch, California Kitchen, Bridge Club* and *Note Book* on KFI; and *Homemaker's Catalogue* on KGB. In addition, the firm sponsored the daily five minute commentary, *Seven Top News Stories*, on KNX. Western Adv. Agency, Los Angeles, has the account.

CHAPMAN ICE CREAM Co., Los Angeles (chain stores), through Ted Dahl Adv. Agency, that city, in an eight-week test campaign ending Jan. 3 is sponsoring participation five times weekly on the juvenile program, *Uncle Harry*, on KMPC, Beverly Hills, Cal. Firm is planning extensive use of Southern California radio time during the winter. Wilson Packing Co., Los Angeles (Tender Made ham), through Brisacher, Davis & Staff, that city, in a 13-week campaign ending Feb. 3 is sponsoring participation five times weekly in the *Chef Milani* program on KMPC.



THE RELIABLE dispatcher never signals "all clear" until the track is open. When we flash the green light for action in any of our markets, we feel certain that conditions justify the advertiser in following our recommendations.

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO	NEW YORK	DETROIT	ST. LOUIS	LOS ANGELES	SAN FRANCISCO
520 N. Michigan Ave.	341 Madison Avenue	New Center Building	455 Paul Brown Building	Chamber of Commerce Bldg.	608 Russ Building
SUPerior 8659	Murray Hill 9-6084	Madison 7889	Chestnut 4154	Prospect 3584	Douglas 3188



ALBERT V. DeFOSSET, who formerly operated his own advertising agency, has been appointed to the advertising staff of Seiberling Rubber Co., Akron, O., to handle the firm's radio advertising, along with newspaper and direct mail. He succeeds D. J. Brady, who is opening an Akron office as manager for a Chicago printing company.

JACK BALENTINE, Long Beach, Cal., sales representative of Los Angeles Pacific Macaroni Co., has been appointed sales manager, with headquarters in Los Angeles.

LOUIS A. HUMAS has been made vice-president and general sales manager of Meyenberg Milk Products Co., San Francisco, and is directing all marketing operations of the firm, including advertising and sales. He was formerly Pacific Coast director of the evaporated milk industry under the Agricultural Adjustment Administration.

MORTON M. SCHWARTZ, former assistant general sales manager of Universal Camera Corp., New York, has been appointed advertising manager of Blackstone Products Co., New York, currently using a test campaign of spot announcements on stations in New York for its household remedies.

EDWIN D. AXTON, 67, chairman of the board of Axton-Fisher Tobacco Co., Louisville, consistent user of radio, has resigned "to take a rest", as he expressed it. Mr. Axton succeeded his brother, the late Wood F. Axton, as president in 1935, and in 1939 became chairman of the board as the last member of the company's original ownership and executive staff.

Educational Survey

"COLONEL BILL" GALLEHER, educational director of WFIL, Philadelphia, who directs the activities of 34,000 members of WFIL's 324 Lone Ranger Clubs and maintains continual contact with Philadelphia and suburban public, parochial and private schools, has announced the result of a post card survey of NBC's *Music Appreciation Hour*. In the Southeastern Conference (Philadelphia and suburbs), 66 schools used the program as against 85 schools which did not during the 1939-40 season. For the current season, 122 schools are using the program, with 22 not using it, an increase of 100% over last year. Of the schools not using the program, 90% are those that close at 2:15 p. m. on Friday afternoon.

This survey, says Galleher, indicates that NBC might consider using an earlier hour for the program.

WEMP
Goes
NBC BLUE
January 1
C. J. LANPHIER, Manager
Empire Building, Milwaukee

Frequency Signal Curtailed by Fire

Bureau of Standards Using New Temporary Service

TEMPORARY curtailment of standard frequency broadcast service of the National Bureau of Standards in Washington was announced by the Radio Section of the Bureau in mid-November, following destruction of its standard frequency station WWV by fire on Nov. 6.

A temporary transmitter has been established in another building on the outskirts of Washington and reduced service already has begun. The restricted service, the Bureau said, will continue for "some months". As rapidly as possible the Bureau proposes to establish a new permanent station to provide more fully than in the past standard frequencies receivable at all times throughout the country. These will include standard radio frequencies, standard seconds pulses, and the standard of musical pitch, 440 cycles per second. During the time in which the temporary transmitter is used, these additional services will not be available.

Accuracy Continues

The temporary transmitter is transmitting the frequency 5 mc. per second (5,000 kc.), every day except Sunday, from 10 a. m. to midnight. The service is continuous-wave only, with telegraphic code announcements of the call letters WWV every 20 minutes. Accuracy of the frequency, used as the national standard, is the same as in the past, or better than one part in 10 million.

A 1-kw. transmitter is being used and is reasonably received at all distances up to 1,000 miles from Washington in the middle of the day. The distance range increases after about 4 p. m. (EST) until at night the broadcast is receivable throughout the United States. The Bureau explained that sometimes at night it may be difficult to receive the signal at distances between 50 and 500 miles, while it is easy to receive it beyond 500 miles. In the spring the daytime distance range will decrease, dropping to about 500 miles in the summer.

Sues CBS, Wrigley

SUIT seeking injunction, accounting of profits and damages for the alleged infringement of Phil Stong's book *Career*, was filed Nov. 15 in New York Federal Court by the writer against CBS and Wm. Wrigley Jr., Chicago. Plaintiff claims that the defendants used parts of his book from July 9, 1939-Oct. 1, 1939, on the Wrigley program *Gateway to Hollywood*.

WFBG
ALTOONA, PA.
• NBC RED
• 250 WATTS
• FULL TIME OPERATION
• RAILROAD SHOPS ON FULL TIME SCHEDULE
WFBG provides the only full coverage of the Altoona trading area.



IN THE SHADOW of a gigantic inflated "baby" erected in a downtown park, E. K. Cargill (center), president and manager of WMAZ, Macon, Ga., interviews Macon's champion cry baby—in real life W. A. (Red) Burkett, president of the Macon Junior Chamber of Commerce. The blackface nurse is Roy Gandy, Jaycee vice-president, who registers solicitude in keeping with the occasion. Mr. Cargill was chairman of the committee which staged the pre-Christmas "Crying Baby" contest for local merchants as a prelude to the annual Christmas parade. The entire affair, which featured the huge inflated figures used on Broadway by Macy's, was broadcast by WMAZ, using both its mobile unit and public address system.

Three Offices Opened By WGN Artist Bureau

OFFICES for the newly-established WGN (Chicago) Concert & Artist Bureau have now been set up in New York at 745 Fifth Ave., in Chicago at 441 N. Michigan Ave., and in Hollywood at the Roosevelt Hotel. The bureau, which will handle concert bookings as well as general radio and stage artists, will not announce its complete list of artists until mid-December. First management deal was the Carnegie concert Nov. 29 for Sascha Gorodnitski, pianist.

Austin Wilder, formerly of Columbia Concerts, is director in charge of the bureau's Chicago office, while Ted Carr, formerly of the American Guild of Musical Artists, is manager in New York. Hollywood director is Victor Kendall. Paul H. Stoes, independent concert manager, will head the sales department in the eastern territory, and Reymond Taylor has charges of sales in Chicago. The bureau, as a division of WGN, MBS affiliate in Chicago, plans to work with Mutual's expansion of concert and opera broadcasts.

Vogt Meat Renewals

F. G. VOGT & SONS, Philadelphia (meat) renewed for another year the Betty Jordon home economy program Fridays for 15 minutes on KYW, Philadelphia, and a live spot campaign on four additional stations in Eastern Pennsylvania and Southern New Jersey. The renewals include thrice-weekly spots on WCAU, Philadelphia, six-weekly on WFIL, Philadelphia, two-weekly on WBAX, Wilkes-Barre, Pa., and weekly on WBAB, Atlantic City. Agency is Clements Co., Philadelphia.

AGENCY *Appointments*

HECKER PRODUCTS Corp., New York, to Maxon Inc., New York, effective Dec. 12, for cereal division, including H-O oats, Cream Farina and Force. Company currently sponsors transcribed serial *Superman* on about 15 stations. Account executive will be Duane Jones.

LEA & PERRINS, New York, consistent user of spot radio, to George Bijur Inc., New York, for advertising of Worcestershire sauce. No plans have been made as yet.

JELSERT Co., Chicago (food products), and Burgess Seed & Plant Co., Galesburg, Mich. (nursery), to Cecil & Presbrey, Chicago. Radio plans not definite at present.

P. LORILLARD & Co., New York (Old Gold cigarettes), to J. Walter Thompson Co., N. Y.; (Beech Nut cigarettes), continues with Lennen & Mitchell, N. Y.

EASTERN AIR LINES, New York, to Campbell-Ewald Co. of New York, effective Dec. 1.

PHILADELPHIA GAS WORKS Co., Philadelphia (burners), to Ivey & Ellington, Philadelphia. The company has used radio in the past.

FAWN SOAP LABS., Philadelphia and New York, to Adrian Bauer Adv. Agency, Philadelphia.

WILBUR-SUCHARD CHOCOLATE Co., Lititz, Pa., to Gray & Rogers, Philadelphia.

ANDERSEN-SMITH MILLING Co., San Francisco (Double Check dog food), to Gerth-Knollin Adv. Agency, that city. Advertising plans now being formulated.

LOMA LINDA FOOD Co., Arlington, Cal. (Ruskets and Kris Bits, dry cereals; Breakfast Cup, coffee substitute; soy bean products), to Gerth-Knollin Adv. Agency, Los Angeles and San Francisco. Currently sponsoring *Bess Bye* on KFRC; participation in *Sunrise Salute* on KNX, and spot announcements on KQW.

KOENIG MEDICINE Co., Chicago (nerve sedative), to Frankel-Rose Co., Chicago. No plans for radio at present.

FAIRYFOOT PRODUCTS Co., Chicago (foot remedies), to Lane, Benson, McClure, Chicago. Radio to be used.

AURORA LABS., Chicago (Clear-Again), to Neisser-Meyerhoff Inc., Chicago.

RICH HEART CHICAGO CO., (flour), to Sehl Adv. Agency, Chicago. Radio will be used.

AMERICAN CYANAMID Co., New York, to J. M. Mathes, New York, for household products department of Calco chemical division. No plans have been made as yet.

MAURY LOWELL, program producer of Benton & Bowles, New York, where he handled such programs as *When a Girl Marries*, *Lincoln Highway* and *Strange As It Seems*, has resigned to organize his own independent production office to handle package shows. According to Mr. Lowell, the address has not yet been selected and no announcement of the programs to be represented will be made until early in December.

KWKH Business BOOMS!!

New programs, both local and network, sustaining and commercial, break all fall records on KWKH. Business is booming and wide awake advertisers are taking advantage of KWKH's powerful 50,000 watts and rich Tri-State market. Make your time reservations now!

50,000 Watts

A SHREVEPORT TIMES STATION

KWKH

Represented by The Branham Co.

CBS

Shreveport Louisiana

FM Auto Tests

(Continued from page 18)

tricity before you hand your dime to the collection officer. This wire usually kicks up a terrific raucus in AM receivers, but the FM receiver betrayed nary a click.

And so back to Manhattan's steel towers and elevated structures with FM pouring in better than ever.

What did our trip prove? With no elaborate measuring devices, no charts, no figures, with only the evidence of our ears, the ears of normal radio listeners, we are satisfied that the service of FM to automobile reception is not only feasible but highly advantageous, especially in congested areas where noise levels are high and where broadcast band signals are shielded from the receiver.

'Clear as a Bell'

In the heaviest traffic, among city skyscrapers, under bridges, in areas where miles of earth stand between transmitter and receiver, FM signals pour in undisturbed by static—clear as a bell. The desirability of FM reception on long-distance cross-country trips remains, however, a matter of reasonable doubt, and will remain so until FM's potentialities for rural coverage have been proved and the charge that FM's service area is so narrow as to make continuous mobile listening impractical has been substantiated or refuted.

Good News!

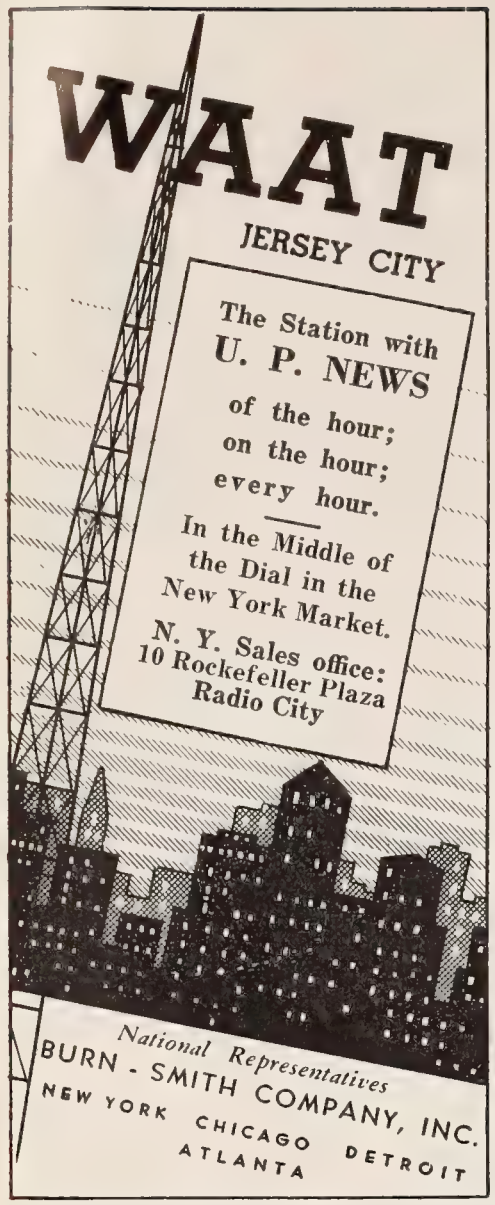
. . . for announcers, news commentators and all others in the radio industry who experience difficulty from time to time in the pronunciation of foreign words. "Key to The Pronunciation of Foreign Words" covers Spanish, Portuguese, French, German, Italian, Hungarian and Russian. Simple phonetics that are easily understood. The International News Service thought so highly of the "Key" that they purchased two hundred copies. In a letter, Mr. George Jones, Jr., of Funk and Wagnalls, says: "This is just about the best thing of its kind we have seen." To get your copy of this indispensable booklet send cash, check or money order for one dollar to Harry W. Pascoe, Radio Station WWNC, Asheville, N. C.

Harry W. Pascoe
Radio Station WWNC
Asheville, No. Carolina

READING TIME
$20.00

It will take you a minute to read this message about Richmond. It can save you $20.00. For a minute on WMBG—the Red Network Station — costs only $15.00—night-time rate. A minute on the other leading Richmond station—night-time rate —costs $35.00—*saving:* $20.00.

WMBG offers you the Red Network audience — 5000 watts daytime — 1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot — other savings in proportion. Before you buy — get the WMBG story. WMBG — NBC Red Outlet — Richmond, Va. ★ National Representative, John Blair Company.



Agencies

MAURICE H. BENT, formerly vice-president and general manager of the Chicago office of Blackett-Sample-Hummert Inc., has been named executive vice-president in charge of operations of the agency's New York office. Creative and production departments of the New York office continue under direction of E. F. Hummert and Mrs. Anne Hummert.

SAMUEL TAUBMAN, who recently purchased the business of Sydney Weiler Adv. Agency, Philadelphia, has leased new offices in the Lewis Tower Bldg. Mr. Taubman was formerly radio director for the agency.

JOE BIGELOW, Hollywood writer of J. Walter Thompson Co., has been shifted to the agency's New York offices for three weeks or more on radio assignments.

HARRY A. BATTEN, president of N. W. Ayer & Son, was appointed to head the public relations committee in Philadelphia for the 1941 United Charities Campaign. John (Jake) Breiel, publicity head for Ayer in Philadelphia, was named executive vice-chairman.

EARL BALDWIN THOMAS, formerly account executive of N. W. Ayer & Son, New York, has been placed in charge of the New York office of McKee & Albright as a vice-president. J. A. McFadden, account executive in the Philadelphia office, has been transferred to New York as vice-president in charge of radio, replacing H. F. Korholz, now doing general executive work for the agency.

GIEZENDANNER Co., Houston, Tex., on Dec. 1 is moving to new and larger quarters in the Southern Standard Bldg.

Mathes Promotes King

WILFRED S. KING, in charge of the radio and motion picture departments of J. M. Mathes Inc., New York, was appointed a vice-president of the agency at a recent meeting of the board of directors. At the same meeting Charles R. Marshall, vice-president, was elected a director of the firm. Mr. King has headed the agency's radio department since 1933 and was formerly radio director of H. W. Kastor & Sons. Mr. Marshall has been with J. M. Mathes Inc. since shortly after its inception in 1933. Prior to that he was with N. W. Ayer & Son.



Mr. King

JOHN B. MORSE, for the last three years an account executive of Blackett-Sample-Hummert, Chicago, on the General Mills account, on Nov. 15 was appointed vice-president of the agency. He is now in full charge of the General Mills business, which was shared by H. M. (Mix) Dancer before his appointment as president of the company on Nov. 1. Continental Illinois National Bank and Trust Co. will also be handled by Mr. Morse.

ARMAND S. DEUTSCH has been named manager of McKee & Albright, Hollywood offices. Ed Gardner is agency producer of the NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp. (Sealtest).

HERBERT A. ROBINSON, formerly account executive of Samson Advertising Service, Baltimore, has opened his own agency, H. A. Robinson & Co., in the Munsey Bldg. in Baltimore.

GEORGE W. S. REED has discontinued Westamerica Co., Los Angeles agency, to become promotional director of the Downtown Business Men's Assn., that city.

D. E. McKELLAR has been named Los Angeles manager of Sweeney & James. He succeeds C. B. Ryan Jr., who resigned to join Firestone Tire & Rubber Co., Akron, as manager of pneumatic tire sales.

J. JOSEPH FURTH, formerly with the J. L. Stewart Co., Chicago, has been appointed account executive of Lane, Benson McClure, Chicago.

FRED EDWARDY, formerly of Loma Linda Food Co., Arlington, Cal., has joined Gerth-Knollin Adv. Agency, Los Angeles, as copy writer.

ROBERT O. DAVIS, for two years manager of the San Francisco office of Allied Adv. Agencies, has been named a partner and vice-president in Rufus Rhoades & Co., San Francisco agency. Mr. Davis was in the advertising departments of Hearst newspapers in San Francisco and New York and more recently was with Hearst Radio in Los Angeles. Patricia Prescott Kleps, home economist for The Emporium, San Francisco department store, has joined Rufus Rhoades. Frank Schlessinger, assistant manager of Allied Adv. Agencies in San Francisco, has been promoted to succeed Davis.

HENRY NATHAN, for the last eight years account executive of Rogers & Smith, Chicago, recently joined Cecil & Presbrey Inc., Chicago, in the same capacity. He will handle Jelsert Co. (food products), and Burgess Seed & Plant Co. Both accounts have used radio.

P. E. (Ted) GAILEY, account executive of Glasser Adv. Agency, Los Angeles, having been made a partner, the firm name has been changed to Glasser-Gailey & Co. Grace Glasser is his associate.

KENNETH MILES, formerly account executive of Philip J. Meany Co., Los Angeles agency, has been appointed general manager of Wm. T. Thompson Co., that city (vitamins). Gerth-Knollin Adv. Agency, Los Angeles, continues to service the account.

LESTER FRIEDMAN, formerly with Sales Development Associates, has joined the San Francisco office of Brisacher, Davis & Staff.

ALMON TARANTO, time buyer of Wm. Esty & Co., New York, on Dec. 13 will resign to join the newly formed Ted Bates agency, New York, as radio time-buyer and assistant in handling other media.

ERNEST N. GEORGE, formerly account executive of KRKD, Los Angeles, and KMTR, Hollywood, has joined the John H. Riordan Co., in the former city, in a similar capacity.

JOEY BENET HANAU, formerly in charge of copy and media of Advertising Counselors Inc., Phoenix, and prior to that head of her own agency in that city, has joined L. Raymond Co., Los Angeles, as copy chief and director of radio production. Brent F. Cahoon has also joined the agency as account executive in charge of industrial accounts. He formerly was associated with O. S. Tyson & Co., New York, and prior to that headed his own agency in Tulsa, Okla.

DICK GREEN has been appointed radio director of the Nat C. Goldstone Agency, Hollywood talent service.

Z. WAYNE GRIFFIN, Hollywood producer of BBDO, is the father of a 7 lb. girl, born Nov. 22.

LEO MEEHAN, Los Angeles radio director of Caples Co., has been named manager of that office. He succeeds W. P. Pearre, resigned.

CRUNDALL & LESTER ADV. Co., Los Angeles, has consolidated with W. J. Jeffries Co., and is headquartered at 816 W. Fifth St., under the latter firm name. Under the consolidation Bechely Crundall is production manager. Norman F. Van Matre continues as account executive.

HARRY TATTELMAN AGENCY, Hollywood talent service, has moved to 7904 Santa Monica Blvd., that city.

WM. A. INGOLDSBY Co., Los Angeles agency, has moved to 124 W. Fourth St., that city.

RUTH HAMILTON ASSOC., Los Angeles agency, has moved to 230 W. Seventh St.

HOWARD RAY ADV. AGENCY, Los Angeles, recently moved offices to 318 W. 9th St., that city.

HAROLD MARSHALL ADV. Co., formerly Embassy Adv. Co., has moved to 565 Fifth Ave., New York, phone Plaza 3-0404.

5000 WATTS
in
BOSTON

WMEX

70 BROOKLINE AVE., BOSTON, MASS.

NATIONAL ASSOCIATION OF BROADCASTERS



BBDO RADIO POST IN N. Y. TO KLEIN

HENRY C. KLEIN, formerly radio director of BBDO, Chicago, has been transferred to the agency's New York Office as a radio director assisting Arthur Pryor Jr. and filling the position left open by the recent resignation of Herbert Sanford, who joined N. W. Ayer & Son, New York. Succeeding Mr. Klein in Chicago is his former assistant, James Cominos.



Mr. Klein

With J. Walter Thompson Co., Chicago, from 1930-33, Mr. Klein did production and script writing, handling such talent as Howard Thurston, Olson & Johnson, and The Stebbins Boys for Swift Co., Angelo Patri for Cream of Wheat, and the "Lone Wolf Tribe" for Wm. Wrigley Jr. In 1933 Mr. Klein joined CBS as continuity director of the western division, handling a series of half-hour sustaining programs, including the well-known *Chicago Aflame* and *The Life & Death of John Dillinger.*

From CBS, he moved to Charles Daniel Frey, Chicago, as radio director, and two years later went to BBDO as radio director and producer. In New York, Mr. Klein will work on new program ideas and talent.

HAVING disposed of his interest in the Los Angeles advertising firm of Logan & Rouse, of which he was president, Eugene F. Rouse has established his own agency under the name of Eugene F. Rouse & Co., with offices at 816 W. Fifth St., that city. Although no radio director has been appointed, the firm will handle radio accounts. Associated with Mr. Rouse are Leslie Baird, production manager, and Allen T. West Jr., account executive. Mr. Rouse sold his interest to Dudley L. Logan, who continues to operate under that firm name.

I. E. Biow in Capital

IRVING E. BIOW, cousin of Milton F. Biow, president of the New York advertising agency, Nov. 18 announced establishment of a sales representation office in Washington, to serve businessmen and manufacturers. Mr. Biow has been associated with the Washington office of the Federal Housing Administration as administrative officer to W. D. Flanders, former assistant administrator, and now president of Lawyers Title Corp. of New York. The new firm, located in the Tower Bldg., will supply to its clients information and assistance pertaining to Government purchasing contracts, business analyses as reflected in Washington and general service relating to Government's relations with business and industry.

Rothschild's Agency

CHARLES L. ROTHSCHILD, former vice-president of Gardner-Rothschild, New York, has organized Consolidated Adv. Agency at 505 Fifth Ave., New York. Telephone is Murray Hill 2-6636. Mr. Rothschild will handle all radio accounts and other officers include William R. Stearns, former president of Stearns-Serwer, New York, as vice-president in charge of copy, and L. C. Lee in charge of media.

E. H. Kastor

E. H. KASTOR, 72, secretary-treasurer of H. W. Kastor & Sons Adv. Co., Chicago, died Nov. 18. In the advertising business for 45 years, Mr. Kastor and his brother, Louis, and father, the late Herman W. Kastor, founded the Kastor agency in St. Louis in 1895. E. H. Kastor established a Chicago office for the agency in 1908. He is survived by his wife and four brothers.

FORT PEARSON, NBC sports announcer, has been chosen announcer for NBC's exclusive coverage of the Sugar Bowl game in New Orleans, which will be sponsored for the second year by Gillette Safety Razor Corp., Boston, through Maxon Inc., New York.

William G. Rambeau Co. Is Named Rep of WHB, Kansas State Network

APPOINTMENT of William G. Rambeau Co., station representatives in New York and Chicago, as exclusive national representatives for the Kansas State Network and for WHB, Kansas City, key station, was announced Nov. 18 by Don Davis, president of WHB and sales manager of the network.

Simultaneously, Kay Pyle, general manager of KFBI, Wichita, was elected to the executive committee of KSN, replacing Herb Hollister, who resigned recently as vice-president and general manager of KFBI to devote his full attentions to KANS, Wichita, of which he is half-owner. Bryan P. Murphy of Kansas City remains regional sales manager of KSN.

Members of KSN, in addition to WHB and KFBI, are KTSW, Emporia; KSAL, Salina, and KVGB, Great Bend. All are served by MBS 18 hours per day. WHB, a daytime station, releases MBS nighttime commercials of KITE, KCKN and WREN.

Mr. Davis explained that a unique feature of KSN is that non-repeater telephone lines are used, enabling any station to originate programs and feed the network with no line reversal charges. This, he said, has proved effective in covering special events throughout Kansas. The network is seven months old.

McDermott to Montreal

A. D. (Andy) McDERMOTT, of the Toronto office of Joseph Hershey McGillvra, station representatives, has been assigned to the Montreal office as manager. The Montreal office has been moved to larger quarters in the Confederation Bldg.; new telephone, Belair 3415. Mr. McDermott joined McGillvra's Toronto office after serving with the *Regina* (Sask.) *Star* and Walsh Adv. Agency, Toronto. He succeeds Lovell Mickles, who has opened a Montreal office in the Keefer Bldg. for Horace N. Stovin, station representative and former station relations supervisor of Canadian Broadcasting Corp.



Mr. McDermott

LLOYD GEORGE VENARD has replaced Roger E. Vernon as KMPC, Beverly Hills, Cal., representative in New York, headquartering at 101 Park Ave. He was formerly with Edward Petry & Co., in New York.

1940

ANOTHER YEAR

ANOTHER STEP

IN OUR FORWARD MARCH TO EVEN GREATER EFFECTIVENESS AS WEST VIRGINIA'S OUTSTANDING RADIO ADVERTISING BUY.

FOR BEST RESULTS IN WEST VA.—SO.W. PENN.—E. OHIO—AND W. MARYLAND, PUT US FIRST ON YOUR LIST.

JOHN BLAIR & CO.

Representatives

A FORT INDUSTRY STATION

5,000 WATTS DAY
1,000 WATTS NIGHT

WMMN

FAIRMONT, W. VA.

BALTIMORE'S *stand-out*

"Participation" Program:

"CLUB 1270"

A DAYTIME, LIVE-TALENT VARIETY SHOW

At 12:45 to 1:30 P. M., daily except Tuesday and Sunday. FEATURING: George Van Dorn and his N B C orchestra; The Plainsmen with Betty Jay; Marion Dawn; Carroll Warrington Singers; and George Fuller, Master of Ceremonies.

RATES:

"LIVE" ANNOUNCEMENTS:
50 words, $12.50; 5 times weekly $50.
100 words, $17.50; 5 times weekly $70.
Regular time and/or weekly discounts apply.
Special 13 week contract; 50 words $570; 100 words $798.

TRANSCRIPTIONS:
1 minute or less, $20.

WFBR
BALTIMORE
National Representatives
EDWARD PETRY & COMPANY

★ ON THE NBC RED NETWORK ★

SURVEY PROBLEMS

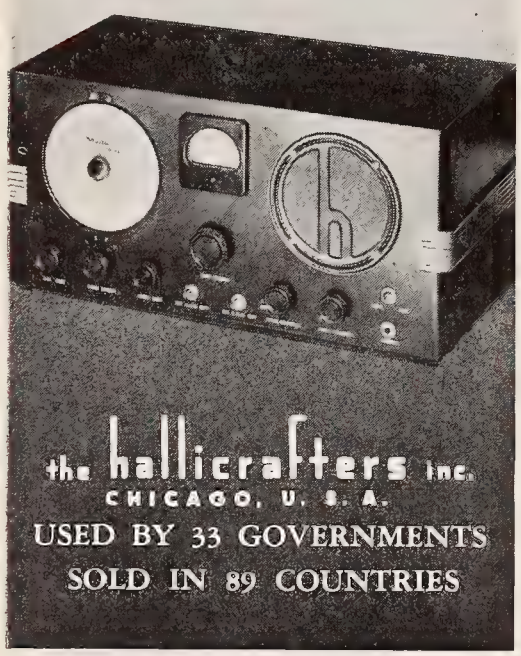
. . . should be given to Hooper-Holmes for solution. We can help you solve almost any problem you may have concerning your audience or your coverage.

THE HOOPER-HOLMES BUREAU, INC.
102 MAIDEN LANE, NEW YORK

New 1941 hallicrafters the Skyrider S-22R

SPECIFICALLY designed for service, in the range from 16.2 to 2150 meters (18.5 mc. to 110 kc.). Improved image rejection at the higher frequencies is achieved through the use of 1600 kc. IF Transformers. The directly calibrated main tuning dial eliminates the use of complicated charts and tables. An efficient mechanical bandspread with separate dial provides easy logging.

BUILT for 110 volt AC-DC operation. Also may be operated from 6 volt battery supply with the addition of a Model No. 301 Electronic Converter. Dimensions 18½" x 9¼" x 8½" high. The SKYRIDER MARINE (Model S-22R) — Complete with tubes and speaker. Shipping weight 31 lbs. .....(SKYCU) $64.50



in the CONTROL ROOM

THOMAS H. PHELAN, audio engineer of NBC in New York, arrived in San Francisco Nov. 20 to assist local architects and contractors in completing plans and details for the new NBC building, to house KGO and KPO, being erected at Taylor and O'Farrell streets. O. B. Hanson, NBC vice-president and chief engineer, also visited San Francisco late in November to work on plans for the building.

JAMES F. MANSHIP, chief engineer of KOME, Tulsa, Okla., has resigned to join the FCC monitoring staff. Leiland Seay, formerly chief engineer of KADA, Ada, Okla., has been named chief engineer of Kome. Melvin Mathew, formerly of Kome, has joined the engineering staff of WBNS, Columbus, O.

SID MINNIKEN and John Tutt, formerly of KMTR, Hollywood, have joined the engineering staff of KIEV, Glendale, Cal.

GERALD MAHONEY, of the WIP, Philadelphia, engineering staff, is father of a boy, born Nov. 21.

LEE BOLEN, KHJ, Los Angeles, engineer, is the father of a girl born Nov. 18.

RICHARD STODDART, onetime NBC New York field engineer, and more recently chief radio engineer of Howard Hughes Enterprises, has been made vice-president and general manager of Lear Avia of California Inc. Hollywood, distributors of aviation radios. Paul J. Holmes is chief radio engineer of that company.

LEROY BREMMER has resigned as radio and television director of National Schools, Los Angeles.

FRANK R. KRULCE, formerly of WBRW, Welch W. Va., has joined the engineering staff of WSTV, Steubenville, O.

LeROY S. WENGER, formerly in radio service work, has joined the engineering staff of WTMA, Charleston, S. C.

HAROLD W. BORELL, formerly chief engineer of KWBG, Hutchinson, Kan., recently joined the FCC engineering personnel. Maxwell Cockley, formerly of KGNO, Dodge City, Kan., succeeds him.

MEL FELDMAN, engineer of WEW, St. Louis, announced his engagement Thanksgiving Day to Miss Ruth Popek, of St. Louis.

WAYNE BERTHOLD, chief engineer of KTRB, Modesto, Cal., is instructor in a radio communications course at the Modesto Junior College evening school.

W. L. EXNER, formerly of KWLK, Longview, Wash., has joined the engineering staff of KOIN-KALE, Portland, Ore.

BILL MILLER, engineer of WOWO-WGL, Fort Wayne, Ind., is the father of a girl born Oct. 29.

DANIEL BARLOW, engineer of WIP, Philadelphia, recently married Winifred Groux, formerly WIP receptionist.

LEWIS E. HILAND and Nicholas V. Pieler, formerly of WCNC, Elizabeth City, N. C., have joined WCBT, Roanoke Rapids, as chief engineer and assistant, respectively.

GENE TWOMBLY, of the CBS Hollywood theatre studio staff, has been made a sound effects engineer.

NEIL MEAD, engineer of KSCJ, Sioux City, Ia., is the father of a girl born early in November.

Prof. Terman Is Elected To Presidency of IRE

PROF. FREDERIC E. TERMAN, dean of the electrical engineering department of Stanford U, Palo Alto, has been elected president of the Institute of Radio Engineers for 1941 as a result of a mail poll just completed. He will be inducted into office during the IRE convention in New York Jan. 9-11, at which time appointive board members will also be selected. Prof. Terman, it is reported, will shortly take a year's leave of absence from the university and will live in the East, thus being available for monthly meetings and active duties with IRE.

The vice-presidency went to A. T. Cosentino, chief of the Argentine Radio Service, who succeeds Prof. Terman in that post.

The three directors elected for three-year terms are Harold T. Friis, Bell Laboratories; O. B. Hanson, NBC engineering vice-president; L. P. Wheeler, FCC research chief.

RAYMOND BROPHY, formerly of KBIX, Muskogee, Okla., has joined the engineering staff of KTOK, Oklahoma City. He is succeeded at KBIX by David Oliphant, formerly of WHOP, Hopkinsville, Ky., and KOAM, Pittsburgh, Kan. William Simpson, formerly relief operator of KBIX, has joined the FCC monitoring staff.

LESLIE WRIGHT, formerly engineer of WMSD, Muscle Shoals, Ala., and KUOA, Siloam Springs, Ark., has joined the instructors' corps of the Army Air Corps at Dayton, O.

JIM BELOUNGY, chief engineer of WBT, Charlotte, recently shot his first deer during the 1940 season in North Carolina.

CHARLES OSTLER, producer and sound effects chief of WLS, Chicago, recently married Della Rynn.

TRUETT KIMZEY, technical director of Texas State Network, on Nov. 9 became the father of a nine-pound boy.

CHARLES RUNYON has joined the engineering staff of WAGA, Atlanta.

FRED BARRY, technician of KOMO-KJR, Seattle, is father of a baby boy, born recently.

GROWING interest in academic circles in FM is indicated by the fact that Prof. Lewis N. Holland, of the U of Michigan engineering faculty, is offering a course in "Frequency Modulation" for eight consecutive Mondays, starting Nov. 25, in the Northern High School auditorium. Detroit.

Akron's only NBC Outlet

WAKR
AKRON
BASIC
N·B·C BLUE
1000 WATTS DAY & NIGHT

REPRESENTED BY INTERNATIONAL RADIO SALES



ONE-MAN SHOW in earnest is Lew Williams, who for 13 years has broadcast his Santa Claus program on WSPD, Toledo, O. Over 70 years, he works out continuity, handles the bulk of the sound effects, essays numerous impersonations each year for the 11-day program series, sponsored by LaSalle & Koch Department Store.

FCC Names Booth

GIVEN an additional appropriation by Congress for telephone regulation, the FCC Nov. 16 began formation of its special telephone regulatory staff with the appointment of Harry Booth, Assistant Attorney General of Illinois, as legal expert. Mr. Booth has been in charge of public utility and rate work in Illinois. In addition a staff of 17 accountants and 11 engineers will be assigned to the telephone work.

IRE Convention Plans

DISCUSSIONS of television and FM together with a radio engineering show will be highlights of the 16th annual convention of the Institute of Radio Engineers, to be held Jan. 9-11, 1941, at the Hotel Pennsylvania, New York. Papers on these and other radio topics are now in preparation. Program and further details will be released in mid-December.



DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course

The MAYFLOWER
WASHINGTON, D. C.
R. L. Pollio, Manager

Equipment

COMPLETE information on RCA phototubes and their applications is presented in simplified form for engineers, servicemen, amateurs and experimenters in a 16-page booklet recently issued by RCA Mfg. Co., Camden. The phototube's use in light-operated relays, color discriminating devices, automatic counters, for light measuring and for film sound reproduction is explained in detail together with characteristic curves and charted data.

UNIVERSAL MICROPHONE CO., Inglewood, Cal., in mid-December starts distributing a new breastplate dynamic microphone for wire music operators. Weighing a half-pound, the "dispatcher" will be made in 12 different models and impedances. It is a combination of Universal's original chest microphone for on-the-spot broadcasts and breastplate model for aviators.

CANADIAN MARCONI Co., Montreal, is constructing a 25% addition to its factory providing more than 25,000 square feet of new floor space. The expansion was ordered to meet rapidly increasing demands for radio communication equipment for war purposes and peace-time uses, according to the company.

RCA MFG. Co., Newark, N. J., has published a catalog giving complete information on RCA Phototubes for light-operated relays, light measurements and sound reproduction.

WITHIN four weeks from the time its tower blew down in Gary, Ind [BROADCASTING, Nov. 15], WIND, will have three new Truscon towers in operation on a 56-acre tract between Gary and Hammond, according to Ralph Atlass, operator. The 357-foot tower which went down has already been installed, and two new 300-foot towers, completing the directional array, will be ready by Dec. 10.

CHARLES MICHELSON, New York transcription firm, has released a new 24-page catalog of *Sneedy-Q Sound Effects* and a transcribed five-minute serial for presentation by stations three or six times weekly on a sustaining or commercial basis. Series *The Adventures of Sonny Tabor*, is built around the character popularized in *Wild West Weekly*, a Street & Smith publication with a weekly circulation of 350,000. As radio director of Street & Smith, Mr. Michelson is offering the series to stations, with a year's supply in preparation.

THE FCC has dismissed an application for purchase of WHEB, Portsmouth, N. H., by R. G. LeTourneau, wealthy manufacturer, who now owns 20% interest in the station and proposed to buy the remaining 80% for $6,000 [BROADCASTING, July 1]. The deal was dropped by mutual agreement.

Quarter-Century Edition Of Amateur's Handbook

AMERICAN Radio Relay League has announced publication of the 1941 edition of *The Radio Amateur's Handbook*, standard manual of amateur high-frequency communication. The 552-page volume includes a topical index and 96-page catalog section of amateur radio equipment, supplemented by about 830 illustrations and 90 charts and tables. Organization of the 32-chapter *Handbook* follows that developed for the 1940 volume. Prices are $1, paper-bound, in continental U. S. A.; $1.50 elsewhere; $2.50, buckram bound; Spanish edition, $1.50.

Celebrating its 25th year of publication, the December, 1940 issue of QST is a colorful Silver Anniversary number. Official organ of the American Radio Relay League and "bible" of the radio hams, QST is America's oldest radio publication. It was founded in 1915 by Hiram Percy Maxim and Clarence D. Tuska. The anniversary issue commemorates a quarter-century of progress in amateur radio, in which the hobby of scattered experimenters grew to a world-respected institution.

New FM Converter

STEWART-WARNER Corp., Chicago, has announced production of an FM conversion attachment, under Armstrong license, to adapt present AM receivers for FM reception. The "Interpreter" unit is housed in an individual cabinet designed to set atop the regular receiver, attached with a jack. The "Interpreter" may be attached to any set equipped with phonograph jack and provides automatic push-button tuning for six FM stations. The unit employs nine tubes, operating on 110 volt-60 cycle current supply. An extra jack is provided for phonograph pickup for use with existing record players.

To Build Video Station

CONSTRUCTION will be started shortly on the television station of Metropolitan Television, subsidiary of Bloomingdale Bros. and Abraham & Straus, New York department stores, according to I. A. Hirschmann, Bloomingdale vice-president. Transmitter will located atop the Hotel Pierre at Fifth Ave. and 57th St., he said, and will broadcast with 1 kw aural and visual power on Channel No. 8 (162,000-168,000 kc). "We are planning to experiment with program techniques in order to offer a broad service in, the field when the public is ready for it," Mr. Hirschmann stated. Studios will eventually be constructed in both stores, he said.

WOL

WASHINGTON'S 1st 24-HOUR STATION!

Affiliated with Mutual Broadcasting System

1000 WATTS

National Representatives

INTERNATIONAL RADIO SALES

WASH., D. C.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Results of recently completed tests reveal a new, improved FM TURNSTILE ANTENNA surpassing all previous designs. Those interested in this newest development in FM antennas are invited to write us immediately for facts available at this time.

JOHN E. LINGO & SON, INC.

Licensed Manufacturers of Patented Turnstile Antennas for FM

DEPT. B-12 CAMDEN, N. J.

Your Gracious Host.. From Coast to Coast



In NEW YORK..

The Gotham



In CHICAGO..

The Drake

The Blackstone



In LOS ANGELES..

The Town House



In BELLEAIR, FLA..

Belleview Biltmore

KIRKEBY HOTELS

Purely PROGRAMS

THE *Chicago Tribune* on Nov. 16 for the second season returned to the air its weekly half-hour series of dramatic programs *Citizens of Tomorrow* on WGN, Chicago. The series, dedicated to the youth of America, is conducted in the WGN mail audience studio before a different Chicago high school group of 600 students each Tuesday. Philip Maxwell, of the *Tribune* editorial staff, is m.c. He takes the part of "The Principal" on each broadcast, while in addition the real principal of the featured school gives a newspaper quiz, with the students from the audience taking part and the winners each receiving $5 cash prizes. Cooperating with the *Tribune* in the presentation of the series is the Chicago Board of Education, the county superintendent of schools, the school board of the Archdiocese of Chicago. After each broadcast the film "Trees to Tribunes" is shown.

* * *

Knowers of News

A NEW TYPE of quiz program, *Do You Know the News*, is being continued by KGKO on a main street of Dallas following a test of the show during the State Fair. Questions are based on information taken from the most recent issue of the *Dallas Morning News*, with the contestant given the opportunity to double his money for each of four questions. One incorrect answer and the accumulated money goes to the Community Chest. Each contestant, regardless of the sum he wins, is given a copy of *The Texas Almanac*. Announcer Dell Gibbs originated the show and handles the microphone.

* * *

Battle of Wits

WHEN MBS starts its *Can You Top This?* half-hour weekly program Dec. 2, the three jokemasters, Ed Ford, Joe Laurie Jr., and Harry Hirshfield, will attempt to "top" the jokes sent in by listeners with a special "laughmeter" to register the laughter of the studio audience. If none of the three tops the listener's joke, the sender gets $5, if one tops the joke the listener gets $3, if two then $2, and if all three top the joke the sender receives a standard jokebook and $2 for his entry.

* * *

Mobile Bucks

OFFERING listeners $1 for each fact about the city, suitable for use on the program, WALA, Mobile, Ala., has started a new show, *Let's Talk About Mobile*, sponsored by Harry's Department Store. The thrice-weekly shows are conducted by Jack Lewis, WALA program director.

Star Time

USING the positions of stars —Beta Lacerti and Zeta Pegasi, to be explicit to determine the starting and finishing time recently gave Phil Underwood a thrill on his *Boy Scout Troop of the Air* feature on WSAI, Cincinnati. Arriving at the U of Cincinnati observatory to conduct a *Scout* program dealing with astronomy, Scoutmaster Underwood found he had no watch to time the program. Dr. Elliott Smith, observatory director and C U astronomy professor, startled both Underwood and Glenn Merriam, who produces the weekly quarter-hour, by volunteering to supply the exact time by using the stars. Adjusting the huge telescope, Dr. Smith gave the "go" signal at exactly 7 o'clock, and the "stop" at 7:13½ p.m. And he hit it right on the nose.

Unusual News

OUT OF THE ordinary news stories collected at random are narrated by Richard Brooks, Los Angeles newspaperman and commentator, during the weekly half-hour program, *The Curious World*, recently inaugurated on NBC-Pacific Blue network stations. Gogo DeLys intersperses vocal selections, with orchestral music directed by Charles Dant. Hal Gibney announces, with Arnold Maguire producing.

* * *

Early Morning

NEW DEPARTURE in early morning programs is *Morning Paper and Coffee* on KRIC, Beaumont, Tex. Aired from 7 to 8 a. m., the program originates partly from breakfast tables in homes of listeners, visited by the KRIC mobile unit, and features actual reading of the *Beaumont Enterprise & Journal*.

* * *

From Fairyland

NEW children's program on KYA, San Francisco, is *Koko, the Storybook Man*, conducted by Fred Briggs of the production staff. It consists of transcribed dramatized nursery rhymes, fairy stories and special music.

* * *

Viewpoint of Youth

CHILDREN from 10 to 16 discuss current problems on the weekly forum program *Listen, America, Now* on WMCA, New York, under the direction of Sabra Holbrook, executive director of Youthbuilders Inc., New York.



WCSC Serving Coastal Carolina

CHARLESTON, S. C. • 1000 watts • CBS

FREE & PETERS, Inc., National Representatives

Shoes for Listeners

DUNN'S Super Shoe Markets, Philadelphia, followed the *Pot o' Gold* pattern in turning to radio on WPEN, Philadelphia, with a nightly quarter-hour *Lucky Shoe Box* show conducted by Joe Dillon, staff announcer. From four to five pair of shoes are given away nightly to any man, woman or child listening to the program when telephoned from the studio. Numbers are pulled out of a shoe box, corresponding to the pages, columns and name order in the column of the city directory. The program started Nov. 25, account placed direct.

* * *

Fun, Drama and Music

A NEW weekly half-hour variety program without an m.c., *This Is the Show*, has been started on NBC-Pacific Blue network stations. Unique setup has John Fraser, announcer, aided by Cliff Nazarro, comedian, and Johnny Johnston, baritone, putting other cast members through their paces. Besides a dramatic skit featuring Mercedes McCambridge and Richard Davis, the weekly program also includes Herb Schriner, comedian and harmonica player. Gordon Jenkins directs the orchestra. Ted Hedigar is producer.

* * *

Uncle Sam at Work

INSIDE workings of the U. S. Government, with each week a discussion of a problem or event uppermost in the public interest, are presented in *Report to the Nation*, series of half-hour programs on CBS, which started Nov. 30 with the story of the training of the Army under the Selective Service Act. Albert Warner and John Charles Daly, both CBS Washington commentators, serve as narrators for the programs, presented in the Wardman Park Hotel auditorium, Washington, with Brewster Morgan as CBS director.

* * *

Our Latin Friends

WFIL, Philadelphia, on Nov. 30, inaugurated a series of weekly programs directed at improving relations with the Central and South American countries by giving North Americans an authentic picture of *Our Southern Neighbors*, which is the title for the new program. Featured on each program will be consular diplomatic officials of Central and South American countries, news of Central and South America, and three minutes of news spoken in Spanish for local students studying that tongue.

* * *

Strictly American

THE *Philadelphia Daily News* has started a *Put & Take* quiz show on WFIL, Philadelphia, with all the questions based on Americanism. In a tie-up made by the newspaper with the American Legion, the competing teams on each broadcast include men from an American Legion post matched against a team of women from the Ladies Auxiliary of another post.

* * *

Painless Thrills

ADVENTURE thriller for children presented without undesirable effect on the emotions will be the format of *King Arthur Jr.*, quarter-hour five times weekly serial on NBC-Blue, to start Dec. 2. Written by Richard Morenus of NBC's script division, the program tells the story of a typical American boy in a typical American setting.



IN AND ON the air is Bob Pollock, special events announcer of WSB, Atlanta, who recently climbed a rope ladder to interview Antoinette Concello in her favorite haunt. Seated astride the trapeze bar he summoned enough self-possession to put some questions to the member of the Flying Concello troupe.

* * *

Safety Crusade

WGN, Chicago, on Nov. 16 started a weekly half-hour program titled *Uncle Harry's Jamboree*, dedicated to a safety crusade for children, and features juvenile talent ranging in age from 5 to 16. In connection with the program, Uncle Harry has organized his A.B.C. (Always Be Careful) Club, which has more than 160,000 school children as members. During the week Uncle Harry visits local schools with his two Shetland ponies which entertain children as he lectures on safety.

* * *

Meet the Elected

FEATURING newly elected State and national officials, WDRC, Hartford, Conn., has started *Views and Interviews*, a series of "human interest" stories about men and government in Connecticut. Each Friday evening one official-elect is interviewed on his career, his hopes and aspirations, why he decided to run for public office, and what he believes are the major issues in the next few years. The feature, designed to acquaint Nutmeg State folk with those whom they have elected to public office, is conducted by Jack Zaiman, Connecticut political writer.

* * *

City on the Air

THE MAYOR SPEAKS, weekly quarter-hour civic program, has been started on KMO, Tacoma, with Mayor Harry P. Cain, from his private office in the City Hall, informally discussing problems of interest to citizens. In addition department heads of the city government are introduced and their functions described. Controversal subjects and issues are also clarified.

WRNL

ALWAYS RINGS THE

BELL

IN RICHMOND, VIRGINIA

NBC BLUE • 1000 WATTS

'Policewoman Christie'

REHABILITATION of women who ran afoul the law is dramatised during the weekly half hour program, *Policewoman Christie*, on KMPC, Beverly Hills, Cal. Minnie Barton, Los Angeles policewoman, supervises the production with prominent civic leaders actively engaged in that type of social service work, as special guests on each broadcast. Series is produced by Grand-Melville Co., Hollywood production unit.

* * *

News About Radio

AS A PUBLIC service, radio news of general interest, including network program schedule changes and gossip about stars and other talent, is currently being sponsored by Bartell Drug Stores, Seattle, on KOMO and KIRO, that city. In addition, Bob Nichols, commentator, during the quarter-hour program discusses special bargains offered by the sponsor and also quotes prices of commodities. Bob Hillis writes the program.

* * *

Second Nights

WEEKLY reviews of current Broadway plays are presented and discussed on *Footlight Forum*, new half-hour program on WMCA, New York, by "The Second Nighters", an organization of professional writers, critics and columnists representing national weekly and monthly publications, so-called because they cover opening performances of the shows on the second instead of the first night.

* * *

Talent by Lit

LIT Brothers, Philadelphia department store, has started a *Store Family Show* on WFIL, Philadelphia, quarter-hour produced by Don Martin, and heard twice weekly. Talent is chosen from the thousands of Lit employes, their offerings presented in variety fashion. The advertising copy used is institutional, emphasizing the "family" character of the store's employes.

* * *

Ingersoll's Series

THE series of 24 articles by Ralph Ingersoll, managing editor of *PM*, which are appearing in the *Dallas Morning News*, were presented daily in condensed form on KGKO, Fort Worth-Dallas, in a program called *Inside England*. Newscaster James Alderman prepared the script and announced the shows, which gave Ingersoll's observations of the fighting front in England.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

FOR 1941

The early bird gets the best availabilities. Right now, there are some good spots open for January, 1941. Write Wm. Malo, Commercial Mgr., WDRC, Hartford.

Basic CBS for Connecticut

Religious News

A DIFFERENT pastor each Thursday evening acts as the *Religious News Reporter* on KOY, Phoenix. Besides giving a resume of religious news of the week, he also stresses tolerance. Series is presented under auspices of the religious conference of the Arizona State Teacher's College of Tempe, and is represented by all denominations.

* * *

Stages of Broadway

CRITICISMS and reviews of Broadway shows are presented weekly on the new *Footlight Forum* of WMCA, New York. The program features commentaries by The Second Nighters, an organization of professional writers, critics and columnists representing national weekly and monthly publications and syndicates.

* * *

Bowling Quiz

SOMETHING new in quiz shows is the new sponsored *Strikes & Spares* on KROC, Rochester, Minn. Contestants first try a "strike" question, and failing this get a "spare" query. Scores are kept just as for bowling, contestants winning the numerical value for strikes and spares in order, highest total winning the prize.

* * *

Fortunate Communities

WITH different communities of the Tri-City area chosen each day, whose residents are entitled to write in for premiums, *Lucky Town* is sponsored daily on WTRY, Troy, N. Y., by Little Crow Milling Co., Warsaw, Ind. The quarter-hour show features birthday and anniversary greetings.



We're In The White

• The 36 counties in North Texas and Southern Oklahoma served by KRRV are IN THE WHITE! The authority is *Nation's Business*. The way to reach the million and a quarter folks who live there is through KRRV's 1,000-watt, full-time, coverage. For more information, write KRRV, Sherman or Denison, Texas.

An Affiliate of the
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

The Sherman-Denison Station
KRRV
880 KC. 1,000 WATTS

Settlements Are Effected In Oberstein Litigation

ALL LITIGATION pending in New York Supreme Court has been settled and stipulation of discontinuance has been filed in the suit of Eli E. Oberstein, president of U. S. Recording Corp., New York, seeking $400,000 damages against Glenn Miller, orchestra leader, and RCA Mfg. Co. [BROADCASTING, July 1]. Settlement of the suit was announced Nov. 22 by David Mackay, attorney for RCA, Mr. Miller and William R. Berkson, attorney for Mr. Oberstein.

Following the filing of the suit June 10 by Mr. Oberstein, RCA sought $173,000 damages based on charges that Oberstein, while employed by RCA, defrauded the company of more than $23,000. Oberstein's suit claimed that Mr. Miller failed to keep an exclusive contract with Oberstein and that RCA, knowing of that contract, got Miller to record for them under a contract dated two months later.

Hollywood Producers Club

RADIO PRODUCERS CLUB, comprising agency and network producers, has been organized in Hollywood for the purpose of meeting weekly at luncheon for an exchange of ideas and to discuss mutual problems. A constitution and by-laws will be adopted and a chairman elected. It is planned to invite visiting New York and Chicago producers to join. Committee appointed to nominate the chairman includes John Swallow, NBC western division program director; Tom Smith, Ruthrauff & Ryan; Paul Rickenbach, J. Walter Thompson Co.; Carol O'Meara, Young & Rubicam, and Wayne Griffin, BBDO.

Attended Radio Birthday Banquet

[*See story on page 14*]

F. W. Albertson, Attorney
Edward L. Anzman, WCAO, Baltimore
C. E. Arney Jr., NAB
A. L. Ashby, NBC, New York
S. L. Bailey, Consulting Engineer
James Baldwin, Attorney
H. R. Baukhage, NBC, Commentator
Frank V. Becker, WTBO, Cumberland, Md.
Donald C. Beelar, Attorney
Robert Berger, Office of Government Reports
K. H. Berkeley, NBC, Washington
Frank Blair, WOL, Washington
H. C. Bonfig, RCA
Arthur W. Brown, WOL, Washington
Thad Brown, former FCC Commissioner
Meade Brunet, RCA
John J. Burns, CBS counsel, New York
Harry C. Butcher, CBS, Washington
Carl H. Butman, Radio Consultant
Louis G. Caldwell, Attorney
Vincent Callahan, former manager, WBZ, Boston
H. K. Carpenter, WHK, Cleveland
Commissioner Norman S. Case, FCC
A. B. Chamberlain, CBS, New York
Arthur Church, KMBC, Kansas City
E. K. Cohan, CBS, New York
Walter Compton, WOL, Washington
Samuel H. Cook, WFBL, Syracuse
William E. Coyle, WMAL, Washington
Commissioner T. A. M. Craven, FCC
Mrs. Madeline Ensign Cronan, WOL, Washington
Harry Crow, WJSV, Washington
Dyke Cullum, WWDC, Washington
John Charles Daly Jr., WJSV, Washington
Francis C. de Wolf, State Department
John M. Dinwiddie, NBC
John Dodge, WRC, Washington
William B. Dolph, WOL, Washington
Ted Dunlap, WOL, Washington
Milton Eisenhower, Assistant to Secretary of Agriculture
Courtland D. Ferguson, Advertising
Mike Fish, CBS
James Fishback, WOL, Washington
Edward Y. Flanigan, WSPD, Toledo, O.
Chairman James L. Fly, FCC
M. M. Garrison, Consulting Engineer
Glenn D. Gillett, Consulting Engineer
George O. Gillingham, FCC
Ann Gillis, CBS, Washington
Theodore Granik
S. D. Gregory, NBC, New York
Frederick Preston Guthrie, RCA
Andrew Haley, Attorney
James H. Hanley, Attorney
Arthur Hanna, NBC, New York
George Harder, Westinghouse
Horton Heath, NBC
William S. Hedges, NBC, New York
Lawrence J. Heller, WINX, Washington
P. J. Hennessey Jr., Attorney
Samuel J. Henry, Jr., NAB
John Holman, KDKA, Pittsburgh
Stanley Horner, WWDC, Washington
Clyde Hunt, WJSV, Washington
C. M. Jansky Jr., Consulting Engineer
E. K. Jett, FCC Chief Engineer
E. D. Johnston, Attorney
G. W. Johnstone, Democratic National Committee
Ray P. Jordan, WDBJ, Roanoke, Va.
Leonard J. Kapner, WCAE, Pittsburgh
Henry J. Kaufman, Advertising
John A. Kennedy, West Virginia Network
Paul Kesten, CBS, New York
E. M. Kirby, NAB
Edward Klauber, CBS, New York
Mrs. Elinor Lee, WJSV, Washington
Dr. Leon Levy, WCAU, Philadelphia
Horace L. Lohnes, Attorney
Philip G. Loucks, Attorney
Lt. Col. R. B. Lovett, Army Press Relations
Henry H. Lyon, WOL, Washington
Richard K. Lyon, WINX, Washington
John V. Lyons, WCAO, Baltimore
Michael MacDermott, State Department
Commander W. N. Mansfield, FCC
Mrs. LeRoy Mark, WOL, Washington
Reggie Martin, WINX, Washington
Frank E. Mason, NBC, New York
Miss Mary Mason, WRC, Washington
Richard H. Mason, WPTF, Raleigh, N. C.
Clair R. McCollough, Mason-Dixon Group
Arch McDonald, WJSV, Washington
James C. McNary, Consulting Engineer
Robert M. Menaugh, House Radio Gallery
Douglas Meservy, NBC, New York
L. Waters Milbourne, WCAO, Baltimore
Robert Moore, Transradio
Clay Morgan, NBC, New York
William D. Murdock, WJSV, Washington
Mrs. Gladys V. Murphy, NBC, Washington
Fanney Neyman, FCC, Attorney
W. J. Norfleet, Chief Accountant, FCC
Morris Novik, WNYC, New York
Ann Page, NAB
E. C. Page, Consulting Engineer
Duke M. Patrick, Attorney
Commissioner George H. Payne, FCC
Paul F. Peter, NAB
Russell P. Place, NAB
Paul Porter, CBS, Washington
Elmer Pratt, Attorney
Mildred Ramsay, NAB
Joseph H. Ream, CBS, New York
Don Riley, WCAO, Baltimore
Frank Roberson, Attorney
W. W. Rogers, Westinghouse
Reed T. Rollo, Attorney
Harold B. Rothrock, Engineer
John F. Royal, NBC, New York
Mefford R. Runyon, CBS, New York
Louis Ruppel, CBS, New York
Frank M. Russell, NBC, Washington
Percy H. Russell Jr., Attorney
Mrs. Helen Schaefer, NAB
Arthur W. Scharfeld, Attorney
A. A. Schechter, NBC, New York
Arthur H. Schroeder, Attorney
Oswald Schuette, RCA
Henry V. Seay, WOL, Washington
John Shepard, 3d, Yankee Network
Lynne Smeby, NAB
Carleton Smith, NBC, Washington
George W. Smith, WWVA, Wheeling, W. Va.
Paul D. P. Spearman, Attorney
Edwin M. Spence, WWDC, Washington
Mrs. Lee Spicer, RCA
David B. Stein, Kal Advertising
Theodore C. Streibert, MBS
Arthur Stringer, NAB
Sidney N. Strotz, NBC, New York
George O. Sutton, Attorney
Judge E. O. Sykes, Attorney
Davidson Taylor, CBS, New York
Edward F. Voelcker, WCAO, Baltimore
Lee B. Wailes, Westinghouse
Charles A. Wakeman, WOL, Washington
Commissioner Paul A. Walker, FCC
Franklyn Waltman, Republican National Committee
Albert Warner, CBS
Edward K. Wheeler, Attorney
L. H. Whitten, Graybar
A. D. Willard Jr., WJSV, Washington
John Willoughby, FCC
Raymond M. Wilmotte, Consulting Engineer
Lewis Windmuller, Engineer



FANCY TROPHY, recognizing the sportsmanship of the WGY softball teams, is received from Frank Jones (left) by Manager Kolin Hager, of WGY, Schenectady, for the WGY softball team's victory over the team representing NBC's New York Athletic Assn. At right is Robert Peare, manager of the General Electric publicity department and director of GE's diversified broadcasting activities.

Lapsus Lingua

PRIZE BULL of the year, perhaps, is attributed to Announcer Ernest Chappell by Tom Fizdale. Announcer Chappell was subbing as commercial commentator on the NBC-Blue Ben Bernie program while Dan Seymour was vacationing in the South. Bernie and Chappell used to work together on CBS, so when Chappell gave the sign-off, he is credited with slipping into: "This is the Columbia Broadcasting System". Immediately control booth phones started ringing, with NBC officials calling from all over. Called to the phone, Chappell apologized to the NBC executives "You know what you just did?" squawk with: "Yes, I just heard about it from Columbia. They're mad as the devil."

Plans for Knoxville Local

PLANS for starting the new WBIR, Knoxville, by the first of the year has been announced by J. W. Birdwell, licensee of the new local, granted by the FCC last Aug. 14 to operate with 250 watt night and 100 day on 1210 kc. Mr. Birdwell, sole owner of the station and formerly operator of WJHL, Johnson City, Tenn., will be station manager as well as commercial manager. B. George Barber Jr. has been appointed program director. Studios, located in the Chamber of Commerce Bldg., and transmitter, in East Knoxville, are RCA-equipped throughout, and an 180-foot Wincharger tower has been erected.

California Sugar Group

CALIFORNIA GROWN SUGAR GROUP, San Francisco (beet sugar), newly organized and also new to radio, as part of its state-wide advertising campaign, on Nov. 25 started for 26 weeks sponsoring participation six times weekly in the *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Firm is also using twice weekly participation in Agnes White's *California Homes* on KFI, Los Angeles. Contract is for 39 weeks, having started Nov. 25. Agency is Botsford, Constantine & Gardner, San Francisco.

KANS, Wichita, and WTAD, Quincy, Ill., have appointed International Radio Sales as national representatives.



IN THE HEART OF THE MOTOR INDUSTRY!

WCAR

1000 *Streamlined* WATTS

LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST

WCAR
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National Representatives
RADIO ADVERTISING CORP.
New York • Chicago • Cleveland

Early in 1941

FULL TIME on 1060 Kilocycles and

50,000 watts

WBAL
means business in Baltimore

Break Foreseen In Federal Case Against ASCAP

(*Continued from page 13*)

ASCAP has announced that WCFL, Chicago, operated by the Chicago Federation of Labor, has signed the new five-year ASCAP license, making a total of 11 such stations which have been announced.

Others Join

That other users of copyrighted music are flocking to BMI with increased momentum was seen in the announcement by the National Council of State Liquor Dealers Associations, meeting in Philadelphia in latter November, that it had passed a resolution belaboring ASCAP's "arbitrary and unreasonable fees" upon users at restaurants, inns and cafes. The association urged makers and distributors of juke boxes used in such establishments to "cooperate to the fullest extent" with BMI and install, wherever possible, BMI recordings. Previously, both the hotel users and motion picture exhibitors had gone on record in favor of BMI.

Following are some of the reports from stations on their non-ASCAP plans:

WCAU, Philadelphia—Bans all ASCAP music on all station programs, sustaining and commercial, effective Dec. 1.

WPEN, Philadelphia—Rules off all ASCAP music from English language programs, sustaining or commercial and recorded or live, effective Dec. 1, with 80% of music on all foreign programs to be public domain and BMI.

WBT, Charlotte — Will feature non-ASCAP music on all live and transcribed programs, effective Dec. 1. Agencies handling transcribed shows notified and are offering complete cooperation.

WDRC, Hartford—All local commercial or sustaining programs will feature non-ASCAP music, effective Dec. 1, coincident with the CBS ban on ASCAP music on all sustaining programs.

WOWO, Fort Wayne—Has begun an all-BMI program on Wednesdays, to test audience reaction.

WOR, Newark — Announced it will remove Irving Caesar's Sunday program *Songs of Safety*, which expires Dec. 8, because majority of music used is ASCAP.

Agencies, Advertisers Cooperate

BMI is getting the utmost cooperation from advertisers and their agencies, according to Preston H. Pumphrey, in charge of BMI's agency contacts. While they naturally are not taking sides in the struggle, they are sympathetic with the broadcasters and with BMI for fighting the advertiser's battle by enabling him to buy music on a competitive basis in the open market and to pay only for music actually used.

Few if any advertisers sponsoring musical programs will follow the networks in switching 100% to non-ASCAP tunes before the end of the year, Mr. Pumphrey said, but theme songs are being changed daily and many agency program directors and artists have taken advantage of BMI's offer to come to its music staff for assistance in planning programs. Standard Brands and Wheeling Steel Co. have recently changed the themes on the *Chase & Sanborn Hour* and *Musical Steelmakers* to a non-ASCAP number. Another important sponsor is seriously considering starting a series of Latin American musical programs, taking advantage of the large repertoire of this type of music BMI has amassed and of its growing popularity with American audiences.

Plenty of Music

Stating that there is plenty of music of every class outside the ASCAP fold and that advertisers are beginning to appreciate the fact after examining the BMI and other catalogs, Mr. Pumphrey said that the only real problem is presented by musical quiz shows and request programs. This problem is only temporary, he stated, as it will rectify itself as soon as the public becomes familiar with non-ASCAP music.

The American Assn. of Advertising Agencies has kept its members informed of the music situation, but beyond that is taking no action whatever in the matter, according to Frederic Gamble, executive secretary. Associations, being groups of individuals and not corporate bodies, have to be particularly careful about taking sides in a controversy as they are always open to charges of conspiracy in restraint of trade which might be brought by non-members. The Assn. of National Advertisers has also kept its membership abreast of ASCAP-radio developments, but like the AAAA has taken no other action.

E. C. Mills, ASCAP administrative chairman, was misquoted by *PM*, New York newspaper, according to Mr. Paine. Story quoted Mr. Mills as answering claims that the new license would cost radio $9,000,000 by saying, "If they will agree to a ceiling of $6,000,000, we'll sign up tomorrow."

ASCAP Denies Statement

"Mr. Mills denies making any such statement," Mr. Paine declared, "and even if he had made it it would have carried no weight as he is not a member of the radio negotiating committee. Furthermore, no one, not even Gene Buck, ASCAP president, is authorized to sell the services of ASCAP for a flat sum of dollars.

"When Neville Miller asked us to give him and his committee the figure ASCAP wanted from radio, so that they could apportion that sum among the broadcasters, we flatly refused. We won't enter into any agreement which would turn our control over to any small group. That really would be asking for trouble if we allowed an NAB committee to decide what each station should pay us."

Radio's concern over ASCAP's method of distributing the money received from broadcasters among the ASCAP membership is not the same thing at all, according to Mr. Paine. "The matter is a highly complex one," he stated, "and the charges made that our methods are unfair are designed to confuse those who don't understand all the ramifications of apportioning such revnue among our membership."

Meanwhile, despite Mr. Paine's objections, BMI continues to talk about ASCAP's method of compensation in contrast to its own plan of payment for use. "The fundamental issue is this says BMI. "Is the amount of money a composer receives to be dictated by the arbitrary whims of a committee, regardless of whether his music is never used or is played all the time, or are his royalties to be determined by the actual popularity of his music?

"BMI pays its composers whenever their music is used; ASCAP pays its composer whatever its self-perpetuating board of directors decrees. Thus, for example, in 1933 one composer who had 45,424 performances—more than the combined number of performances of seven lucky members—was given only $200, while the favored seven composers collected $46,000. According to ASCAP, that's 'Justice for Genius'!"

DEBUT OF DRAFTEES
Networks Cover Training of New Soldiers

TO COVER the arrival Nov. 25 of the first contingent of draftees at Fort Dix, N. J., CBS presented two broadcasts with details of the initiation into military training. John Charles Daly, CBS announcer, described the scene as they arrived at the camp at 9 a.m., and later that evening broadcast a resume of the day's events.

A weekly series featuring soldier talent has been arranged by MBS to start in mid-December, through cooperation of Maj. Gen. Clifford B. Powell, commanding officer of the 44th division at Camp Dix. The programs will include descriptions of the Camp's activities and will be available to the Army staff for special broadcasts.

Arrangements have been completed by NBC for a 13-week series of broadcasts on NBC-Blue, 8-8:30 p.m., from training camps all over the country by means of an NBC mobile unit, which will travel down the East Coast, across the Gulf States to the West Coast. These programs will start Dec. 20, with George Hicks as commentator, Lester O'Keefe in charge of production, and John Larson and Don Whittemore, engineers.

WOV Replacing Recordings

PREPARING for its move to new offices at 730 Fifth Ave. after the first of the year and the dedication of its new 10,000-watt transmitter, WOV, New York, is replacing its recorded programs with live-talent shows, the talent selected from its Artist Bureau. The station's evening time is divided now into four "age" groups, with children's programs filling the early hours, followed by music, dramatic and historical material for the old-age group. The middle-age group comes next on the schedule with shows of "smart" entertainment and the late hours are given over to the younger set with dance music.

SUIT of National Assn. of Performing Artists against KYW, Philadelphia, for broadcasting phonograph records made by NAPA members was discontinued recently after KYW took out a NAPA license.

A SPORTS SCHEDULE *second to none!*

● When you think of selling New York, think of the station that commands the responsive sports audience. Think of the station that perhaps has more sport announcers, more sponsored sports broadcasts than any other station—anywhere.



DICK FISHELL
for Schick Injector Razor

All football games of the New York Giants, play-by-play at home and away.

BERT LEE
for Pabst Blue Ribbon Beer

Complete Madison Sq. Garden hockey schedule of both New York hockey clubs.





CLEM McCARTHY
for Old Gold Cigarettes

Up-to-the-minute sports flashes and race results by the nationally-known expert.

JIMMY POWERS
for Mission Bell Wines, Local Loans

The sports editor of the New York Daily News with his "Powerhouse of the Air."





SAM TAUB
for Adam Hats

His "Hour of Champions" is in its seventh year on the air.

Also **MARTY GLICKMAN,** *Sunday Sports Editor* — for Postal Telegraph

...and all of them are on

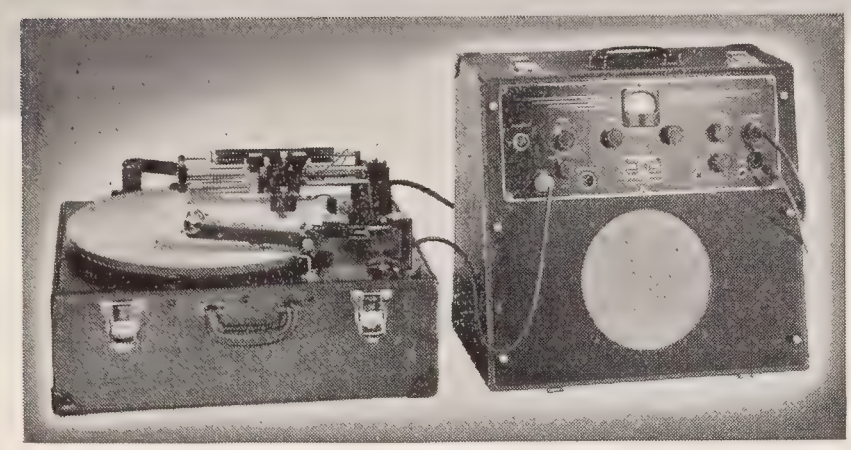
WHN

NEW YORK CITY

Learn about other profitable sports features available now and next season. Call Bryant 9-7800 in N. Y.—or Randolph 5254 in Chicago, our western office at 360 No. Michigan.

HERE'S RUGGED DEPENDABILITY PLUS...

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Studio Notes

WCAU, Philadelphia, started its WCAU Aviation Ground School on Nov. 21, with classes held in the WCAU auditorium under the direction of Dr. J. Lloyd Bohn, professor of physics and aeronautics at Temple U. Some 200 pupils attended the first lecture. Capt. John Quinn, technical director of the school, has arranged three separate 20-week 40-hour courses in aeronautical ground work, using Civil Aeronautical Authority textbooks and operating with the cooperation of 12 Philadelphia district airports, each of which has donated a ten-hour flight scholarship for distribution among the students completing the course.

NEW STUDIOS were opened Nov. 15 by CKOC, Hamilton, Ont., with Mayor William Morrison officiating. Canadian Marconi and RCA equipment was installed. Manager M. V. Chestnut was host to about 500 guests in the new main studio during a 90-minute program, part of which was aired over CBC. Among those present were A. M. Cairns, A. McKim Ltd., Toronto; Harry Sedgwick and Lloyd Moore, CFRB, Toronto; Joseph Sedgwick and Arthur Evans, counsel and secretary-treasurer, Canadian Assn. of Broadcasters; Herb Telfer, E. W. Reynolds & Co., Toronto; G. F. Herbert and Ed Chown, All-Canada and Radio Facilities, Toronto; H. N. Stovin, Toronto; Jack Radford, CBC supervisor station relations department; Dick Claringbull, CBC Ontario regional representative.

EIGHTH anniversary of the *University of the Air* program on WEVD, New York, was celebrated Dec. 1 with a two-hour broadcast as a "Salute to the American Way of Life." Divided into three 40-minute sections, presided over by Herbert Bayard Swope, Hendrik William Van Loon and Dr. Frank Kingdon, the program featured talks by such notables as Dorothy Thompson and Elmer Davis, commentators; Irving Berlin, composer and Luise Rainer, actress.

"HAS Radio Advertising Proved Profitable?" was the general subject of the meeting of the Radio Departmental of the San Francisco Advertising Club, held recently. Ralph Brunton, manager of KJBS-KQW, presided. Speakers were Arthur J. Kemp, sales manager of CBS Western Division; Mervyn McCabe, Don Lee Broadcasting System, and Ray Rhodes, NBC.

KFRU, Columbia, Mo., is running trailers in seven theatres in towns surrounding Columbia to announce its new 1370 kc. frequency. The trailers also list KFRU programs, with full credit for sponsors.

WLW, Cincinnati, for the second successive year, Dec. 1-6, will originate programs from the International Livestock Exposition, using direct lines from Chicago to Cincinnati. WLW programs will provide complete daily coverage of show highlights, including interviews with agricultural leaders and prominent exposition participants and winners.

A TOTAL of nearly 20,000 persons attended WLS, Chicago, *Home Talent* shows in the WLS coverage area during October. The shows were amateur performances for the benefit of sponsoring organizations with WLS directors in charge of production, strictly a community good-will promotion project handled by WLS on a non-profit basis.

WDZ, Tuscola, Ill., on Nov. 18 started three quarter-hour variety programs daily, entitled *Christmas Friendship Quilt Club*, sponsored by 14 local merchants. Each store displays a quilt, with individually hand-embroidered autographs of every member of the staff, in separate blocks. The 14 quilts will be given to persons writing the best letter to WDZ stating why they would like the quilt and name of store where quilt was displayed.

WBZ-WBZA, Boston-Springfield, on Nov. 17 starts for the third consecutive year *Garden Gossip*, conducted by Arnold M. Davis, Massachusetts State College specialist in floriculture, and G. O. Oleson, editor at the college.

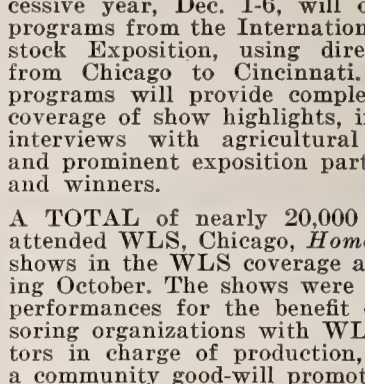
TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

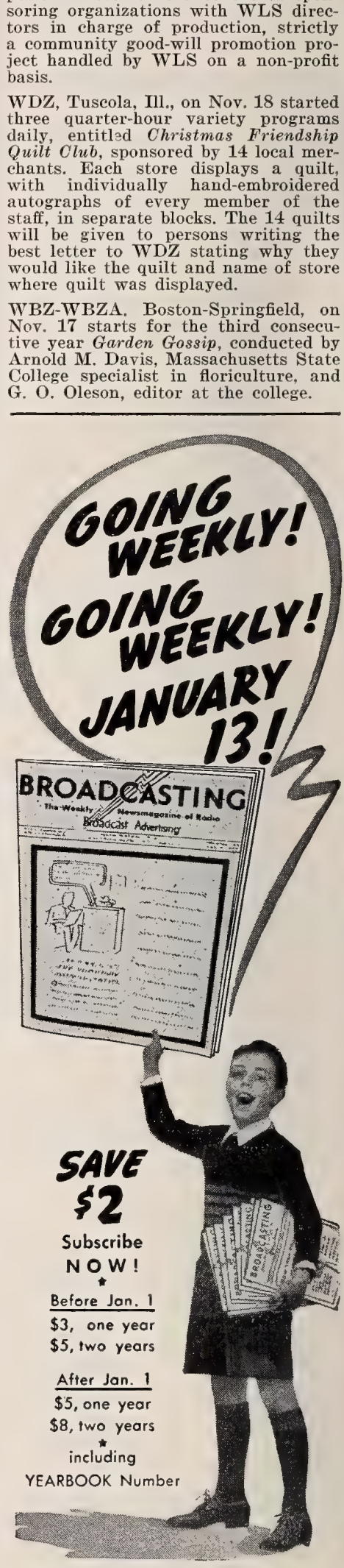
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$5, one year
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including YEARBOOK Number



WELL-KNOWN folk make up this quartet, participating in the early-November premiere of the *Schoolboy Sports Roundup* of WNEW, New York. In jocular mood are (l to r) Barney, famed "Calling All Men to Barney's" sponsor of the new show; Bill Stern and Sam Taub, sports broadcast team heard on NBC; Rod Mitchell, commentator on the new program. Along with the premiere broadcast, Barney and WNEW were hosts to a mob of high school lads at a buffet supper in the studios. The program is heard Tuesdays, Thursdays, and Saturdays, 8:15-8:30 p. m.

EVENING sales on WOR, Newark, after 6 p. m. during October, 1940, accounted for 46.6% of the evening time, a gain of 35% over October 1939 when commercial time consumed 34% of the hours after 6 p. m., according to a recent WOR breakdown. Daytime sales for October this year filled 58.9% of the hours before 6 p. m., or 10% more than October, 1939 when commercial daytime hours accounted for 55%. Total gain for WOR was 18% or 298 hours for 1940 as against 252½ for 1939, part of which time is attributed to political broadcasts for the most part due to new and renewal business.

MORE than 15,000 school children in the community listened in their classrooms to an Education Week address by Hon. Ducan McArthur, Canadian Minister of Education, as part of a special broadcast arranged by CFOS, Owen Sound, Ont. Originally scheduled as a personal appearance address at the Owen Sound high school, the program resulted when it was found space limitations in the high school would prevent many students from hearing the speech. CFOS arranged for lines from a CBC studio in Toronto, and for sets in each of the schools in the community, and then broadcast the address by remote control from Toronto.

AMERICAN Foundation for the blind, New York, has included a documentary transcription produced by Scott Weakley, of KROW, Oakland, Cal., in its famous "Talking Book" series, used throughout the country for the blind. The transcription, made during a visit by Weakley at the California State Industrial Home for the Blind, consists of interviews with blind workers in the Home's sewing shop.

W3XE, Philadelphia. Philco experimental television station, has made arrangements to televise events to be held at the Arena, Philadelphia sports center, including hockey games, the "Ice Follies of 1941," and a roller-skating derby.

WJRD, Tuscaloosa, Ala., on Nov. 21 carried direct from the playing field in St. Louis a play-by-play description of the football game between Tuscaloosa High and St. Louis University High. Driving to St. Louis to handle the broadcast were James R. Doss Jr., station owner; Frank Bruce, sports announcer; Alfred Owens, production manager, and J. E. Reynolds, commercial manager.

RADIO Division of Indiana State Teachers College, Terre Haute, is cooperating with the Indiana State Board of Health in producing a series of transcribed features built around the work of the board of health. The programs are offered to radio stations in the state as a sustaining feature. Plot centers around a typical American family and its possible contacts with the work of the State's health agencies. Director of the project is Dr. Clarence M. Morgan, director of radio education at the college.

WPTF, Raleigh, and the U of North Carolina are cooperating on two weekly WPTF programs dealing with arts, science and culture, *Modern Science* and *The University Hour*. The half-hour broadcasts touch on most phases of curricular activity at the school, from laboratory experiments to symphony concerts.

KSO, Des Moines, for the sixth year is conducting its *Christmas Tree* series, sponsored by about a dozen local merchants. The musical show runs from Thanksgiving to Christmas, with the last two weeks given over to contests. The series is in charge of Marian Schissel, KSO director of women's affairs.

AFTER an absence of seven weeks from the air during the recent political campaign, *Choose Up Sides*, weekly half-hour quiz program, returned to CBS Nov. 21 with Ted Husing, CBS sports reporter, as quiz umpire. Each week different sports celebrities join with captains of opposing teams, Cas Adams, *New York Herald Tribune* boxing expert, and Arthur Mann, magazine sports writer, to answer questions submitted by listeners. The side with the highest score wins a prize.

DURING the *National Farm & Home Hour* programs, Nov. 30-Dec. 6, NBC-Blue is presenting a series of six special broadcasts from the 41st annual International Live Stock Exposition in Chicago, which includes reports from the 22nd International Grain and Hay Show and the 19th National 4-H Club Congress. Announcers roam the exposition describing events and interviewing visitors, and winning exhibitors will be presented at the end of the event. One winner for outstanding dairy work was announced Nov. 25 to be Ann Duncan, 11-year-old daughter of Wallace Duncan, vice-president in charge of sales of WNEW, New York.

FOR the fourth consecutive year, bedridden World War veterans were initiated into membership in the American Legion over the air on a special Nov. 10 broadcast on KUJ, Walla Walla, Wash. The broadcast was held especially for the 300 war veterans in the local veterans' hospital. and included the complete initiation ritual, along with the complete opening and closing of a regular American Legion meeting. The program was produced jointly by H. E. Studebaker, KUJ general manager and Jerry Jensen, KUJ commercial director and vice-commander of the local Legion post.

WOR, Newark, has brought out a modernized rate card, dated Dec. 1, 1940, first change in format since the one issued Oct. 12, 1937. Changes since the last card include a reduction in the minimum length of contracts from 13 to 8 weeks, the offer of weather reports as well as time signals for sponsorship, the offer of 35-word announcements during evening hours, and the addition of United Press to Transradio as news services available for sponsorship.

IN OBSERVANCE of National Art Week, Nov. 25-29, WOR, Newark, invited seven New Jersey artists to move in and begin painting scenes at its transmitter in Carteret, N. J. While the painters were at work, WOR special features men broadcast from the transmitter, describing the activities and interviewing the artists on their reactions to their unusual setting.

CKUA Expansion Suggested

THE Alberta Government plans to spend $30,000 on the expansion of CKUA, Edmonton, Alta., from a 100 watt to a 1,000 watt station, it is reported in the *Toronto Financial Post*. CKUA is a non-commercial station of the U of Alberta, and carries Canadian Broadcasting Corp. sustaining network programs. It is charged in Edmonton political circles that this expansion would enable the Social Credit Government of the province to better use the expanded station as a means of disseminating political propaganda.

PRODUCTION for defense was dramatically presented in a half-hour special events broadcast over the CBS Pacific Network on Nov. 9 during mass delivery of 33 Vultee BT-13 Basic Trainers to the U. S. Army Air Corps from Vultee Field, Cal. Under supervision of Fox Case, CBS western division special events director, Paul Pierce, Dick Joy, Maurie Webster and Henry Flynn, announcers, from various vantage points on the field and control tower, described the flight. They also interviewed executives of Vultee Aircraft Co., Capt. T. J. Meyer, director of the Army Air Corps training program in the western area, and others associated with the event.

KVOE, Santa Ana, Cal., an affiliate of Don Lee Broadcasting System, on Nov. 24 dedicated its new 250-watt transmitter with a special half-hour musical program which was released to the entire network of 32 stations. Besides the staff orchestra directed by Ray Raymon, talent included the Santa Ana Elks Club national champion double quartet, with Ruth Armstrong, accompanist. Ernest L. Spencer is station manager, with Wallace S. Wiggins program director.

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LITTLE ROCK
ONLY COLUMBIA OUTLET IN THE STATE
COMPLETE DAY AND NIGHT COVERAGE IN LITTLE ROCK TRADING AREA.
5000 WATTS DAY & NIGHT
THE KATZ AGENCY
National Representatives



● Last fall, Canadian farmers realized the greatest wheat and combined field crops in eleven years. *Bank Debits rose 19.8 points over 1938.* Then came war orders . . . more work and money for farmers and industries. Prosperity returned. Now, people are *spending* in the Canadian West. *This means greater potential sales for your product.* Command these sales at a low cost by placing your program on—

THE ALL-CANADA FOOTHILLS GROUP
All Basic CBC Stations
First in Listener Preference
Write for Audience Figures

CKCK Regina, Sask.
CJRM Regina, Sask.
CHAB Moose Jaw, Sask.
CJOC Lethbridge, Alta.
CFAC Calgary, Alta.
CJCA Edmonton, Alta.
CJAT Trail, B.C.
CKOV Kelowna, B.C.

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The Northwest's Best Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS TRIBUNE and TIMES TRIBUNE.
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WSYR Syracuse
NBC 570 KC
WTRY Albany-Troy-Schenectady — The Capitol Triangle
WKNE-WNBX-CBS
KEENE, N. H.
REPRESENTED BY RAYMER

10 FOLD INCREASE OF POWER
WIBG
PHILADELPHIA, PA.
NOW
1000 WATTS
970 K.C.
for further information
PAUL F. HARRON, Pres.
Perry Bldg. — Phila., Pa.

LANG-WORTH planned programs
LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave. New York

Monopoly Blast Shakes Radio

(*Continued from page 9*)

since each is allowed a maximum of one hour, it is expected that the full two days will be consumed.

The Commission's decision to proceed on the basis of the Network-Monopoly Committee's report, rather than postpone the oral arguments until proposed regulations could be drafted, came after fiery discussion in executive sessions of the Commission. Commissioners Thompson and Walker, it is understood, were bitterly incensed over the CBS attack on their report, charging the Committee with bias and attacking the "temper and spirit" of the report. It had even been suggested that the CBS brief be rejected, and the discussion at times was extremely emotional.

It was the brief of IRNA, attacking the Committee report, which provoked the now famous telegram of Nov. 15 to 227 affiliated stations, asking that they advise on that day whether they approved the brief. Virtually a 100% reply was received. The FCC, however, did not make public the breakdown of the results. The whole incident was brought to the attention of the White House by Mark Ethridge, vice-president and general manager of the Louisville *Courier-Journal & Times*.

Ethridge Letter

In a letter Nov. 16 addressed to Chairman Fly, a copy of which was directed to the President, Mr. Ethridge characterized the FCC action as "intimidation". He branded the whole procedure as "irresponsible regulation" and as a "form of tyranny" which he did not like in any form [see page 70].

It was evident, too, that the President had been apprised of these developments in other ways and that the White House had looked into the matter. The fact that the President last year sponsored legislation to reorganize the FCC, plus the knowledge that he has not seen fit to fill the vacancy created by the withdrawal of the nomination of Thad H. Brown to serve another term, were regarded as indications that he had no intention of filling that post, at least during this session of Congress.

Whether the Administration will foster new legislation at the next session to completely revamp the FCC is a leading topic in Washington radio circles. Reaction in Congress is in the direction of a far-reaching investigation of the FCC, and probably all radio, at the next session. Presumably this would be undertaken preliminary to the drafting of legislation to revamp the FCC.

It appears now that should the President decide to fill the FCC vacancy Dr. A. G. Crane, president of the University of Wyoming, would stand the best chance. Although an ardent opponent of commercial broadcasting several years ago, Dr. Crane now is understood to be fostering educational cooperation with commercial broadcast stations on a wide scale. Nevertheless, his appointment probably would not be relished by the broadcasting industry, by virtue of his past strong advocacy of more and more time for educational programs. Aside from support of the Senatorial delegation from Wyoming, it is reported that Dr. Crane is being sponsored by such potent political figures as Mayor F. H. La Guardia of New York and Draft Director C. A. Dykstra.

Others Named

A number of other candidates from the West are being supported for the non-Democratic vacancy created by the Brown withdrawal. Among these are former Judge John C. Kendall of Portland, well-known in West Coast radio circles; Ray C. Wakefield, member of the California Radio Commission, and former Governor Phil LaFollette of Wisconsin, now a practicing attorney.

Despite protestations from the FCC that the "suggested regulations" of Nov. 28 relating to chain broadcasting had not been acted upon by the Commission, the notice caused real concern in broadcast circles. Broadcasters naturally regarded it as indicative of the FCC's trend of thought. But individual Commissioners amplified the Commission release even to the extent of observing that if they were called upon to vote on regulations of that nature today, they would register against the proposals.

Neville Miller's Statement

Promptly upon release of the FCC oral arguments agenda, NAB President Neville Miller said it would be unfortunate if the high standards of radio now enjoyed were "jeopardized by restrictions sought to be imposed without warrant of law or need". He said that although the suggested rules "at least show the trend of thinking of some of the commissioners", he nevertheless was confident that "there exists on the Commission sufficient good judgment and restraint as to the exercise of powers, to the end that all of the implications of the proposed rules will be fully realized and brought to light before final adoption."

Agreeing with the contentions of opponents of the Committee's conclusions that the Communications Act gives the Commission only limited power, Mr. Miller referred to the Supreme Court decision in the Sanders "unlimited competition" case, holding that the Commission is given no supervisory control of the program, business management or policy of stations. And he alluded also to the statement of President Roosevelt on Nov. 26 that the Government has no wish to "interfere or hinder the continued development of the American system of broadcasting."

First to present oral argument, under the Commission agenda, will be NBC, which vigorously opposed all of the Committee recommendations as outside its jurisdiction and as confiscatory. Philip J. Hennessey Jr., NBC chief attorney during the hearing in 1938-39, will argue for that network. The CBS case, second to be heard, will be presented by its chief counsel, John J. Burns. Scheduled next is IRNA, represented by Paul M. Segal, Washington attorney, which also opposed virtually every basic recommendation of the Network Monopoly Committee. Don Lee, Pacific Coast regional network, is scheduled fourth, and MBS, which favored substantially all of the basic recommendations of the Committee, is scheduled fifth. The Don Lee attorney is Swagar Sherley, former chairman of the House Appropriations Committee and the elder statesman among Washington radio attorneys. Chief counsel for MBS is Louis G. Caldwell.

Others for whom argument has been scheduled, in their order of appearance, are Roy L. Albertson, WBNY, Buffalo; WHBF, Rock Island; KFRO, Longview, Tex.; World Broadcasting System; Assn. of Radio Transcription Producers of Hollywood; American Federation of Musicians; Independent Artists' Representatives, and Associated Music Publishers.

Whether there will be rebuttal argument by the FCC was not made known. George B. Porter, former FCC assistant general counsel, who was retained early this month on a per diem basis as special counsel on the Network Monopoly case, will handle the rebuttal, if that procedure is decided upon.

The Nov. 15 telegram incident [BROADCASTING, Nov. 15] was followed by a series of developments which had the entire industry on edge. In addition to Mr. Ethridge's sensational letter to Chairman Fly, IRNA Chairman Samuel R. Rosenbaum, and MBS General Manager Fred Weber, loosed broadsides.

Mr. Rosenbaum first sent to all

Voice From Front

A SHEAF of letters from Syracuse, N. Y. is on its way to a British soldier in England because, to their great surprise, a handful of WSYR announcers and engineers heard the voice of an old friend on a shortwave broadcast to Canada from "somewhere in England". The voice was telling about announcing on WSYR, Syracuse, when the boys pricked up their ears. The speaker turned out to be Henri (Chou) Chevrier, who worked at WSYR in 1936. None of his former friends at the station even suspected he was overseas as a Tommy.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!
50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE



PATERNAL PRIDE sticks out all over the place as Clair Shadwell, program director of WSAI, Cincinnati, poses with his husky 17-year-old son, Calvin, star foot-baller of Cincinnati's Withrow High School, just before the youngster's last high school game on Thanksgiving Day. The Shadwells, father and son, can hardly wait for next year and a crack at college football.

affiliates and to the FCC a telegram defending the provocative IRNA brief as a "spirited defense of the right of stations to contract freely for network affiliation within the present structure of American network broadcasting, and vigorously denies the Monopoly Committee's charge that present affiliation relationships interfere with our ability as affiliates to render satisfactory public service under our licenses."

Mr. Weber countered Nov. 20 with a telegram to all MBS affiliates attacking the IRNA brief as favoring NBC and CBS on all issues, regardless of the affiliates' best interests. He also alluded to "intemperate language" in the brief and attacked Mr. Rosenbaum's position.

On Nov. 27 Mr. Rosenbaum sent another letter to affiliates justifying the position taken by IRNA. He added he had been informed that most of the objections which had been expressed to the brief had been "stirred up by officers of Mutual, who feel that the monopoly report, if adopted by the Commission, will help Mutual competitively in its effort to achieve full network status alongside National and Columbia." If this is so, he said, he regarded it as "quite short-sighted."

The whole telegram incident was cited as a striking example of why additional curbs should be placed on regulatory agencies, such as the FCC. For example, David Lawrence, noted Washington columnist, reproduced in text the Ethridge letter in his regular Washington dispatch and described it as striking evidence of the need for legislation such as the Walter-Logan Bill, passed by Congress but likely to be vetoed by President Roosevelt.

The dramatic telegram interlude may go down in FCC history as a blunder of first magnitude. Observers compared it to the situation which developed following the FCC investigation of the AT&T. Commissioner Walker had submitted a drastic report, with recommendations that would subject the Bell Companies to what they regarded as a regulatory straitjacket. Because of the tumult which followed this report, the FCC subsequently issued a sharply revised document. It is felt that in the final analysis, and in view of all of the repercussions, that the Monopoly Committee's report will be toned down almost beyond recognition when the full Commission finishes with it.

WBS Subscribers Get Bonus Christmas Discs

WORLD BROADCASTING SYSTEM on Dec. 9 is sending out to the 220 stations subscribing to its library service two special Christmas transcriptions, titled "A New Wish for Santa Claus" and "The Spirit of Christmas".

The first, a 45-minute dramatic presentation by Merrill Dennison, is a fantasy combining the old-fashioned and modern idea of Christmas. Indirect reference to the war abroad is made through the shortage of materials needed by Santa Claus to make toys, while music is supplied by a children's chorus. The second program is made up of carols by the World Carol Singers, with narration by Bill Adams. Both discs are planned for presentation Christmas Eve and Christmas Day.

Net Educators to Meet

NBC and CBS educational directors will each hold meetings prior to the Fourth Annual School Broadcast Conference Dec. 4-6 in Chicago. Sterling Fisher, CBS director of education and talks, will preside Dec. 3 at a meeting in Congress Hotel. NBC directors will hold their second meeting Dec. 3 in the series of educational forums planned this winter by the network [BROADCASTING, Nov. 15].

CBS Repeats ANA Show

CBS on Nov. 27 gave a repeat performance for New York members of the Assn. of National Advertisers and press representatives of the special production staged by Earl McGill, CBS director, at the ANA convention at White Sulphur Springs Oct. 26 this year [BROADCASTING, Nov. 1]. Produced in Studio 21 of the new CBS building on East 52nd St., the performance was presented as a "rehearsal" of a program dealing with the problem of commodity standards.

BOWEY'S Inc., Chicago (Dari-Rich), sponsor of *News & Rhythm* on CBS each Sunday, has added a new game, *Goofy Headlines* to its show. Listeners choose any two headlines such as "Driver Loses Head," "Car Runs Wild," "Main Street Widened," "Appearance Improved" from a newspaper—then take part of each of these two and make up a third one like "Driver Loses Head—Appearance Improved." Awards are given.

Chain Regulations

(*Continued from page 9*)

cast station shall enter into any contractual arrangement, express or implied, with a network organization which has the effect of or will result in the broadcasting of the programs of one network company by two or more standard broadcast stations rendering adequate primary service to the same city.

6A—After Jan. 1, 1942, no licensee of a standard broadcast station shall, directly or indirectly, own or be owned by, or be under common control with or have any interests in a chain or network organization; *Provided*, that the Commission will grant reasonable extensions of time in the event that the licensee is unable to meet the requirements of this restriction before its effective date.

OR

6B—No person engaged in network broadcasting shall be licensed to operate more than two clear channel stations or more than three standard broadcast stations of all classes.

OR

6C—No person engaged in network broadcasting shall be licensed to operate any standard broadcast station located in a city receiving adequate primary service from less than five fulltime standard broadcast stations.

7—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, which prevents the licensee from rejecting, for reasonable cause, any program offered by the network organization. The contracts between station licensees and network organizations shall expressly guarantee the right of program rejection by the licensee, and the judgment of such licensee shall be *prima facie* evidence of the reasonableness of rejection claims.

CBS Color Television Pickup

APPARATUS for the direct pickup of three-color television pictures is under construction by CBS television engineers who expect to have it completed before the first of the year. Announcement that a direct color pickup had been made with laboratory equipment was made by Dr. Peter C. Goldmark, CBS chief television engineer, at the Rochester fall meeting of the Institute of Radio Engineers [BROADCASTING, Nov. 15]. If the machine now being built works out as expected, demonstrations of the live pickups will be made to the FCC, probably during their Jan. 24 inspection trip, and to the press. The transmission of colored films was demonstrated in August and September.

RAYMOND GRAM SWING, MBS General Cigar news analyst, after his Dec. 23 broadcast will start on a three-week vacation, his first since July, 1939. Four commentators taking his place are Paul Schubert, WOR naval expert; Cy Caldwell, WOR aviation expert, and Major Leonard Nason, MBS military strategist.

THREE FIRMS PLAN SERVICE BENEFITS

SALARY and insurance payments as well as provision for re-employment for employes of CBS, National Union Radio Corp., Newark, and Young & Rubicam, New York, were announced by the three companies, as follows:

The CBS plan provides for the payment of from one to six month's salary for all regular fulltime employes, based upon the term of their employment by the company prior to the date of entering the United States armed forces. The company also will assume the cost of premiums payable by employes under its cooperative insurance program during the required year, and will provide for their subsequent re-employment at the end of the year period. The plan is retroactive to include employes already in service.

Other Plans Similar

Policy of National Union Radio is similar to that of CBS, with employes of one year standing with the company receiving one month's salary, payment of life insurance for a period of one year and 40 days, assurance of re-employment.

Young & Rubicam, which has 59 single men without dependents, and 30 single men with dependents, assures re-employment, barring unforeseen misfortunes, and guarantees one month's salary on entering service, another month's salary at the end of the first half of the training period, plus 1940 Christmas bonuses.

Get on WJHP's new highway to Jacksonville's buyways!

NBC BLUE

WJHP

JACKSONVILLE FLORIDA

H. G. WELLS, JR., General Manager

Represented nationally by JOHN H. PERRY ASSOCIATES

WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY

CHICAGO DETROIT ATLANTA PHILADELPHIA

NYLON

Magic Word of Modern Chemistry

The new duPont Nylon yarn plant, with approximately 1500 employees is one of the newest arrivals in the coverage area of

WBOC

1500 K.C. Salisbury, Md.

Member Maryland Coverage Network

Don't overlook this rich spot. See Babson's monthly sales map.

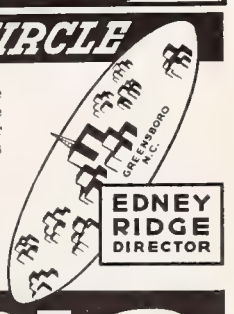
IT'S WBIG!



The MAGIC CIRCLE

More people make more products, earn more wages, and get more for their crops in WBIG's Magic Circle of fifty miles, than any other like area in the southeast.

Columbia Broadcasting System affiliate.



WBIG

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WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
590 On the dial
1000 Watts
COLUMBIA'S EXCLUSIVE FULL TIME OUTLET FOR WESTERN MICHIGAN
Representative: HOWARD H. WILSON CO.

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BALTIMORE, MARYLAND
Affiliated With The
MUTUAL
Broadcasting System
JOHN ELMER, President
GEO. H. ROEDER, Gen. Mgr.
National Representatives
THE
FOREMAN COMPANY
247 Park Ave., New York
Wrigley Building, Chicago

WWNC
ASHEVILLE, N.C.
FULL TIME CBS AFFILIATE 1000 WATTS
sole BLANKET radio COVERAGE of WESTERN NORTH CAROLINA

Sponsored in Cincinnati by
Leuger Furniture Stores!
★
Available on Mutual Stations Coast-to-coast.
★
Jimmy Scribner
The fifty voices on
"The Johnson Family"
★
Write Cincinnati's Network Originating Station
WKRC
For Complete Details

Sequence of Events in Latest FCC Controversy . . .

[See story on page 9]

BECAUSE of the widespread interest in the sequence of events relating to the latest controversy over the FCC Network-Monopoly Committee's report, BROADCASTING *publishes herewith in full text those communications of record dispatched between Nov. 15 and press deadline for the Dec. 1 issue.*

On Nov. 15, the following telegram was sent over the signature of S. J. Slowie, FCC secretary, to 227 network affiliates listed as members of Independent Radio Network Affiliates Inc. during the Network-Monopoly hearing:

"Please advise by telegram today whether brief filed in chain broadcasting investigation by attorney Independent Networks Affiliates was authorized by you, was submitted to you for approval or whether views expressed therein were submitted, and whether brief reflects position your station."

[The wire, it is reported, was ordered sent by Commissioner F. I. Thompson, with the consent of Commissioner Paul A. Walker, but without full FCC approval.]

Telegram to Affiliates

On Nov. 16, Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of the IRNA board, dispatched the following telegram to all affiliates:

"Am sending following wire to all network affiliates: At the San Francisco convention the IRNA officers and board were instructed to file a brief taking exception to the report of the Monopoly Committee and Paul Segal was retained to write the brief. Segal's brief for IRNA does not attempt to express any view on behalf of any individual affiliate, nor does it preclude an expression of such views. It sets forth only an argument on behalf of IRNA as an organized group containing affiliates of every class and description, and therefore is limited to a spirited defense of the right of stations to contract freely for network affiliation within the present structure of American network broadcasting, and vigorously denies the Monopoly Committee's charge that present affiliation relationships interfere with our ability as affiliates to render satisfactory public service under our licenses.

"Before the brief was filed, advance proof was circulated to the IRNA board, and when it was filed, extra copies were ordered for distribution to every affiliate regardless of IRNA membership. These are being mailed today. A copy of this wire is being sent to the secretary of the Commission in answer to his wire. We are informed his wire was intended principally to ascertain for Commission information the number of stations for whom IRNA is qualified to argue, and not to place your individual opinions or views on the record. Would appreciate for our files copy of any reply you send the Commission in this regard, and also your opinion of the brief after you have read it. Copy of the brief is being furnished to every known radio station lawyer in Washington."

Mark Ethridge's Letter

Mark Ethridge, vice president and general manager of the *Louisville Courier-Journal* and *Louisville Times*, which operate WHAS, and a member of the IRNA board, on Nov. 16 dispatched the following letter to FCC Chairman James Lawrence Fly, sending a copy to President Roosevelt:

"I have sent the following wire to Mr. Slowie, in response to his wire of yesterday:

"'WHAS was represented at the San Francisco Convention, which instructed the officers and directors of IRNA to file a brief setting out the attitude of stations toward the Monopoly Committee's report. The brief was submitted to us for approval and we approve.'

"I do want to protest to you, however, as Chairman of the Commission, what I consider to be intimidation. Whether the wire had that purpose, its wording and its preemptory nature will certainly have that effect. I do not know any reason why the stations affiliated with the networks should not make their position known to the full Commission, particularly when a report of a committee of the Commission charges, in effect, that the stations are not fulfilling their public duty.

Should Welcome Viewpoints

"The full Commission, you told me, has not had the opportunity to study the question and has set oral arguments for the purpose of receiving further information and views. It seems to me that the Commission would welcome a statement of the position of affiliates, no matter whether it embraced that position or not.

"If the Commission was interested in knowing whom Mr. Segal represented, it could have required from him written authorization of signatures to the brief; or when he appeared to argue it, could have required him to make a showing of representation; or could have denied him the right to be heard if he could not make a showing. As a lawyer, I know you will recognize that as a fair and just and regular procedure.

"I do not believe the Commission as a whole would ever have authorized such a telegram as was sent out. I must say that it strikes me as a violent departure from any procedure of democratic government.

"I cannot refrain from adding a more personal word. As you may know, I was a New Dealer before anybody in the present administration ever said he was, and all my adult life I have fought the same sort of evils you have. Moreover, I have done all I could in the radio industry to bring it to an acceptance of the necessity and desirability of regulation. But this sort of thing seems to me irresponsible regulation, and, worse than that, a form of tyranny which I do not like in any form."

Weber's Wire to MBS Stations

Fred Weber, general manager of MBS, on Nov. 20 sent the following wire to all MBS affiliates:

"Assume you have received telegram sent by Rosenbaum to all network affiliates. We urge you read Segal brief carefully in light of your own best interests before placing yourself on record as endorsing it, either with FCC or IRNA. IRNA action at San Francisco was not unanimous and cannot be construed as blanket authorization to IRNA officers and attorney to file brief favoring NBC and CBS on all issues regardless of affiliates' best interests, not to mention intemperate language and references to Commission's Monopoly Committee. In many important respects Segal's brief is contrary to or ignores testimony introduced at hearing by IRNA's own representatives, particularly its chairman, for example with reference to Blue network situation and his network contract arrangements as developed in his second appearance before Committee. Wire from Commission Secretary obviously intended to secure more information than Rosenbaum states. Among other things it asks 'whether brief reflects position your station.'"

Rosenbaum to Affiliates

On Nov. 27, IRNA Chairman Rosenbaum dispatched the following letter to all affiliates:

"I have refrained from adding to the turmoil caused by the telegram sent by the secretary of the FCC to affiliates, beyond sending out the telegram to all affiliates the next day. In my telegram, I said,

"'Segal's brief for IRNA does not attempt to express any view on behalf of any individual affiliate, nor does it preclude an expression of such views. It sets forth only an argument on behalf of IRNA as an organized group containing affiliates of every class and description, and therefore is limited to a spirited defense of the right of stations to contract freely for network affiliation within the present structure of American network broadcasting, and vigorously denies the Monopoly Committee's charge that present affiliation relationships interfere with our ability as affiliates to render satisfactory public service under our licenses. Before the brief was filed, advance proof was circulated to the IRNA board, and when it was filed, extra copies were ordered for distribution to every affiliate regardless of IRNA membership. These are being mailed today.'

"It may be that some station owners do not believe the IRNA brief represents their views. It would be practically impossible to write a brief which would exactly express the views of all owners. There are some 400 network-affiliated stations in the country. Each has his individual problems locally, nationally, and competitively. I think one would find that if statement, argument or brief had to be

Rodent Tale

TRANSMITTER engineers of KDYL, Salt Lake City, were puzzled recently when the station went off the air just 30 seconds before the Bing Crosby program was due on the network lines. Searching frantically, they discovered a mouse in the condenser cage, just crouching and staring. As he continued motionless despite their hullabaloo, they found he had shorted two contacts.



A PAIR of champs participated on a home coming broadcast on KOA, Denver, when Jack Dempsey and General Manager Lloyd E. Yoder, formerly Carnegie Tech All-American, met at the microphone recently. This appearance was rated as especially important by Dempsey, since his first broadcast was made on KOA 16 years ago.



MY GOURD! must have been a frequent exclamation by visitors at the Gourd Show held in late October by WHA, Madison, Wis. Here examining a Hercules Club gourd, one of the countless shapes and varieties displayed at the show, is H. A. Engel, director of the U of Wisconsin educational station. The Gourd Show was staged in Radio Hall, on the campus, in conjunction with the Wisconsin Horticultural Society. Plans are under way for a similar show next fall.

approved in full by every station, none would ever be filed or made.

"It was the effort of the IRNA board and attorney to disassociate themselves being rendered by affiliated stations through the very fact of their network affiliation. I think it may fairly be said that the report of the Monopoly Committee attacked the present system of network affiliation from top to bottom as impairing the ability of affiliates to render public service.

"I have been informed that most of the objection which has been expressed to the IRNA brief has been stirred up by officers of Mutual, who fell that the Monopoly Report, if adopted by the Commission, will help Mutual competitively in its efforts to achieve full network status alongside National and Columbia. If this is so, I regard it as quite short-sighted. In my opinion the energy and drive reflected in the growth of Mutual will result eventually in increasing strength and status for Mutual, and it is a mistake for Mutual to bring upon the entire industry detailed Government regulation of network operation which would hamper Mutual stations as much as others, and go far beyond the temporary advantage that Mutual seeks to obtain.

"I think the brief, if fairly read, points out that the Mutual method of operation has many advantages and is entitled to a fair opportunity. What the brief primarily contends is that IRNA is opposed to Government regulation of our business and contracts. We contend that regulation of our licenses does not involve regulation of our business and contracts. We contend that while network-affiliate relationships can be considerably corrected and improved, we are equally sure that Government intervention is the wrong way to accomplish it.

"It is true that Segal's language is colorful and emphatic. However, it is respectful and does not depart from the tone which would be followed in oral argument by many able counsel who have appeared before the highest tribunals. It would be unfortunate if a style of expression were permitted to obscure the substantial merit of the argument, and we refuse to believe that the Commission will be influenced either way by personalities.

"The brief is now in your hands and oral argument will be presented before the Commission in such manner as will be most likely to receive fair and proper consideration. In the meantime we believe the developments reviewed in this letter testify anew to the importance of having an organization which can express the views of affiliates when important crises arise in the industry.

"It is no solution for any affiliate to turn his back and say he has nothing to do with it. On the contrary your own long-range best interest lies in being a member of IRNA and expressing your views and trying to convince others that you are right, so that in the end IRNA will be able fairly and properly to present the views which reflect the best thought of the industry. Otherwise you will get regulation and meet accomplished facts without even having tried to have a hand in shaping them."

American Pins

KTUL, Tulsa, claims to have set some sort of record for results with its *I Am an American* program, sponsored by Brown Dunkin, local department store. The program featured a red-white-and-blue lapel button as a giveaway to store visitors who heard the program. The feature is broadcast 5:15-5:30 p. m., and the store closes at 5:30. On the evening of the first program, before the store's 5:30 closing time, five persons had come in and asked for the lapel pin.

Inauguration in Mexico Is Covered by Networks

INAUGURAL ceremonies for Gen. Manuel Avila Camacho, president-elect of Mexico, over the weekend of Nov. 30, were presented on NBC during two broadcasts and also were transmitted by shortwave to South America. First program covered the actual inauguration Dec. 1, announced by Robert Francis Allen, NBC reporter in Mexico City, and later that evening NBC broadcast the address by Vice-President-elect Henry A. Wallace, special representative of President Roosevelt. Also attending the ceremonies was John F. Royal, NBC vice-president in charge of international relations, who flew to Mexico to arrange shortwaving of the two programs.

CBS scheduled three broadcasts from Mexico, all handled by Eric Sevareid, former CBS correspondent in Paris. First two CBS programs covering the event were Nov. 30 and Dec. 1 during the network's regular *News of the World* program, while a special broadcast summing up the highlights of the ceremonies was presented Dec. 2, 5:30-5:45 p.m.

Campbell Soup's Contract

CAMPBELL SOUP Co., Camden, has revised its CBS *Amos 'n' Andy* contract to a 52-week basis, effective April 1, 1940, inserting a clause for automatic renewal of the program at the end of each week for an additional 52. Ward Wheelock Co., Philadelphia is agency. A similar contract, containing the same dates and clauses, has been signed by Campbell Soup Co. for the CBS *Lanny Ross* program, which promotes Franco-American spaghetti. Ruthrauff & Ryan, New York, represents the sponsor on the latter program.

Seeking Georgia Outlet

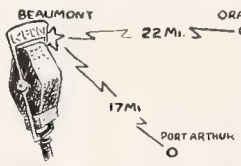
ARTHUR LUCAS and William K. Jenkins, partners in the operation of a chain of Georgia theaters, have applied to the FCC for a new 250-watt station on 1420 kc. in Columbus, Ga. Each now owns one-third interest in WDRW, Augusta, Ga., and both recently acquired by purchase minority interests in WMOG, Brunswick, Ga., as well as part interest in the newly authorized WLAG, LaGrange, Ga. [BROADCASTING, Nov. 15].

Morris Plan in N. Y.

MORRIS PLAN INDUSTRIAL BANK, New York, on Nov. 19 started a ten-week campaign of 50-word announcements six times weekly on the New York stations WHN, WQXR, WINS and WMCA. Agency is Gotham Adv. Agency, New York.



. . . Men with families—and payrolls! $100,000,000 in U. S. Navy Contracts for Orange, alone. Put KFDM on your schedules and effectively cover this booming Gulf Coast industrial market.



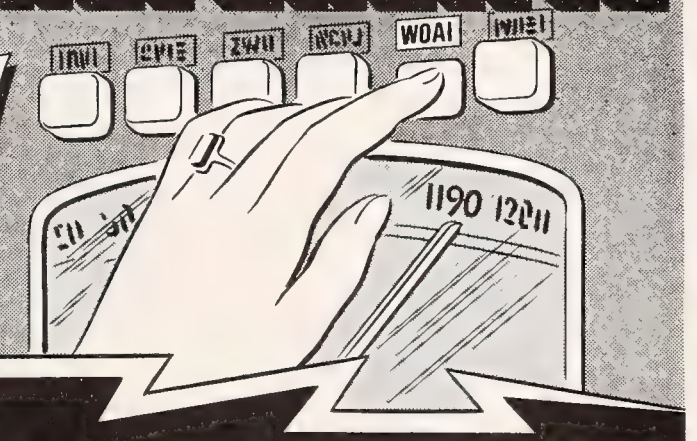
1000 WATTS
560 KC
NBC BLUE
FULL TIME

KFDM
BEAUMONT, TEXAS
Represented by
HOWARD H. WILSON COMPANY

Youngstown mills, operating at capacity, are enlarging to meet the demand. Cover this market of 350,000 best with . . .

WFMJ

LISTENER PREFERENCE



Wise advertisers buy WOAI as a matter of course, because of its proven listener preference in South Texas.

POWER
PRESTIGE
CLEAR CHANNEL
EST. 1922

REPRESENTED BY
EDW. PETRY & CO., INC.

WOAI San Antonio
50,000 WATTS
NBC AFFILIATE—MEMBER TQN

For Sale

Radio Station—only station serving population of 220,000 in primary area located in southeastern state. 250 watt—unlimited time—profitable operation. $60,000 to handle. Box 81, BROADCASTING.

Profitable 250-Watt Station—in eastern seaboard state; $25,000 to $40,000 cash required. Reply in detail giving full evidence of financial responsibility. Box 82, BROADCASTING.

One Western Electric Frequency Monitor—type 1-A, Serial No. 257. Monitor is complete with tubes, minus 700 A Crystal Oscillator. WTSP, St. Petersburg, Fla.

Wanted to Buy

Two RCA Turn Tables—complete with lateral pickups and equalizing equipment. Equipment must be in excellent condition. Will pay cash. Box 62, BROADCASTING.

Used 250-Watt Transmitter—of standard make. Must be in first-class condition. Write to Tams Bixby, Jr., P. O. Box 1512, Muskogee, Oklahoma, giving full description and price asked.

Radio Station—give complete details and price, in care of BROADCASTING, Box 84.

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

All Around Announcer—experienced. Start $20—rapid advancement to right man. Address Box 83, BROADCASTING.

Combination Engineer-Announcer — send numerous personal recordings, complete details, all previous station affiliations, references, hourly salary expected to KPAB, Laredo, Texas.

Announcers, Writers, Salesmen, Operators, Directors—investigate our national placement service. Central Registry, Orpheum Bldg., Wichita, Kansas.

Wanted—Middle-Western representatives for well-established transcription firm. Drawing account and commissions. Edward Sloman Productions, 8782 Sunset Boulevard, Hollywood, California.

ANNOUNCER—Eastern Pennsylvania Network station has opening for experienced newscaster and announcer with MC experience. Apply Box 79, BROADCASTING, enclosing photograph, personal description, experience, education and salary desired.

Station Managers & Employees—we operate nationally! We have made satisfactory placements in nearly every section of this country with clients in 42 states and two U. S. possessions. Let us help you, too! National Radio Employment Bureau, Box 864, Denver, Colorado.

Situations Wanted

Young Experienced Announcer—age 18, at Jersey station, desires new job. Box 74, BROADCASTING.

FREE-LANCE Announcer, Producer, Writer—desires station position. Future more important than salary. Box 64, BROADCASTING.

Staff-Sports Announcer—experienced. Play-by-play all sports. Sports commentary. News editing, presentation. Commercials. Box 59, BROADCASTING.

Station Losing Money?—you need me. Experienced, employed, successful record as Manager. South only. Box 57, BROADCASTING.

Manager!—are you fed-up with transient spielers? Well qualified program director-announcer available. Box 66, BROADCASTING.

First Class Announcer-Program Director—six years' experience. 28 years. A-1 references. Continuity, MC, news, etc. Box 68, BROADCASTING.

Aviation Ground School Course—adapted for radio by Government licensed instructor. Russ Brinkley, WHP, Harrisburg.

Experienced Studio, Control Room Operator—first radiotelephone license Single. Anywhere. Box 77, BROADCASTING.

Experienced Barn Dance Producer—MC available; also handle sports and production. Network experience. South only. Box 58, BROADCASTING.

Announcer-Continuity Writer—five years' radio experience. News, sports, special events. Desires position with progressive station. Box 61, BROADCASTING.

Program Manager — with station outside New York. Experienced as director, writer, business manager in leading advertising agency. Employed but desires a change. Box 65, BROADCASTING.

Salesman—34 years old, married. Desires connection with future. Hard worker. Good sales record. Thorough knowledge of Sales Promotion, Copy Writing and Programming. Real producer. Box 69, BROADCASTING.

Station Owners—successful commercial man with twelve years background wants station. Will lease or consider manager's contract. Best references, proved sales record. Send details first letter. Box 78, BROADCASTING.

Situations Wanted (Continued)

Program Director-Continuity Writer — experienced, references. Commercials, plays, programming that sell! Box 76, BROADCASTING.

Experienced Farm Radio Man—build, write and announce all types rural shows. Early morning MC. Farm reared, agricultural graduate. Now employed, references. Box 80, BROADCASTING.

COMBINATION OPERATOR ANNOUNCER—21, single. Experienced as announcer on 5 Kw. CBS affiliate. New first phone license. Photo, transcription, and excellent references available. Box 85, BROADCASTING.

Manager — experienced all advertising branches of newspaper seeks Radio connection. Creative, natural promoter. Clean habits, appearance very good and gifted with a will to work. Box 73, BROADCASTING.

Newscaster — experienced! Good voice! Forceful style! College education! Thorough background! Rewrite and edit news! Now employed! References, transcription. Box 67, BROADCASTING.

AGGRESSIVE YOUNG MAN—early thirties, with rounded experience with station and network, seeks opportunity to buy all or control of good radio station. Excellent financial backing and character references. Address Box 75, BROADCASTING.

Station Manager or Commercial Manager thoroughly familiar with all phases of successful station operation. Business go-getter. Best references. Box 56, BROADCASTING.

Salesman or Commercial Manager—now employed as branch manager for important station representative. Desire sales connection with a leading station in major market or as commercial manager of smaller local station. Nine years' experience in network and national spot. Best of references. Box 63, BROADCASTING.

Program Director—9 years all around experience. Present employed independent station in New York area. Organist, pianist, transposing accompanist, announcer, through familiarity with World Library. Age 30. Christian, married, conscientious, dependable, desires position in Middle West. Excellent references. Box 71, BROADCASTING.

Manager-Program Director—specializing in building up accounts and programs. Years experience in managing, programming, production, orchestra leading, continuity writing, announcing. College graduate. Will accept position as manager-Program Director for forty weekly. Box 72, BROADCASTING.

OPERATOR-ANNOUNCERS AVAILABLE—experienced graduates in Broadcasting, Television, Frequency Modulation, and Commercial Stations now available. Able to work anywhere. Have successful men in leading stations in all sections of country. List furnished upon request. Contact Graduate Relations Dept., National Schools, 4000 South Figueroa, Los Angeles, California.

Attention Station Managers—ten years of broadcast experience, including program, announcing, selling and technical assignments. Employed past three years technical capacity at eastern 1000 watt station. Desire to confine future efforts to work non-technical in nature, dealing with public. No other reason for leaving present position. References, photograph. Married. Age 29. Box 60, BROADCASTING.

Wanted to Invest

Wants to Invest Capital—in small station with active interest. Box 70, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
7134 Main Street, Kansas City, Mo.
Branch office, Crossroads of the World
Hollywood, Cal.

RWM
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Broadcast Engineering
Special Equipment Designing
Bowen Bldg. • WASH., D. C. • NA. 6718

APPLEBY, Inc.
Radio Consultants & Engineers
Munsey Bldg. Republic 2254
WASHINGTON, D. C.
FCC Applications (Broadcast, FM & Television) Prepared & Filed

Advertise in BROADCASTING for Results!

FM APPLICATIONS
Expert definition and proof of service area under FCC rules. We save you time and expense.
Population Counts and Profiling service to licensed Engineers. Maps, copy, data for all Broadcasters' needs.
WALTER P. BURN & ASSOCIATES, Inc.
7 W 44 ST. NEW YORK

Network Accounts

All time EST unless otherwise indicated.

New Business

COCA-COLA Co., Atlanta (soft drink), on Dec. 1 starts *Pause That Refreshes on the Air* on 95 CBS stations, Sun., 4:30-5 p.m. Agency: D'Arcy Adv. Co., N. Y.

ACME WHITE LEAD & COLOR WORKS, Detroit (paints), on Jan. 11, 1941, starts *Smilin' Ed McConnell* on 27 NBC-Red stations, Sat., 11:45 a.m.-12 noon. Agency: Henri, Hurst & McDonald, Chicago.

Renewal Accounts

QUAKER OATS Co., Chicago (oats, Aunt Jemima Pancake flour), on Dec. 23 renews for 13 weeks *Girl Alone* on 41 NBC-Red stations, Mon. thru Fri., 5-5:15 p.m. Agency: Ruthrauff & Ryan, Chicago.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Dec. 30 renews for 13 weeks *Blondie* on 60 CBS stations, Mon., 7:30-8 p.m. Agency: Wm. Esty & Co., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Nov. 23 renewed for 13 weeks *Luncheon at the Waldorf* on 46 NBC-Blue stations, Sat., 1:30-2 p.m. Agency: Wm. Esty & Co., N. Y.

GEORGE A. HORMEL Co, Austin, Minn. (Spam), on Nov. 27 renewed *Burns & Allen* on 28 NBC-Red stations, Mon., 7:30-8 p.m. (rebroadcast, 10:30-11 p.m. Agency: BBDO, Minneapolis.

F. W. FITCH Co., Des Moines (shampoo), on Jan. 5 renews for 52 weeks the *Fitch Band Wagon* on 111 NBC-Red stations, Sun. 6:30-7 p.m. Agency: L. W. Ramsey Co., Davenport.

GENERAL CIGAR Co., New York (Van Dyck), on Dec. 15 renews for 13 weeks the *Answer Man* on 34 MBS stations, Sun. and Wed. 10-10:15 p.m. Agency: Federal Adv. Agency, N. Y.

Pa. Radio System

REPLACING the previous telephone connection service, the Commonwealth of Pennsylvania now has probably the largest and most complete radio system in the world for forest fire and flood control, as built by RCA Mfg. Co., and designed and installed by the Raymond Rosen Co., Philadelphia distributors for RCA. The low-power, high-frequency equipment provides instantaneous communication for the entire State east of Altoona.

Joins Cornell

WCAU, Philadelphia, emulated Cornell when William B. Caskey, promotion director at WFIL, Philadelphia, singled out several errors in a listener's survey conducted by the Reuben H. Donnelley Corp., which served as a basis for WCAU's latest promotional brochure, "The People's Choice." WCAU promptly sent out a correction on figures concerning its broadcasts on which error was admitted. The caption for the correction read: "Move Over, Cornell."

CONTINENTAL BAKING Co., New York (Wonder Bread and Hostess Cake), on Dec. 7 renews *Marriage Club* on 47 CBS stations, Sat., 8-8:30 p.m. (rebroadcast, 11-11:30 p.m.). Agency: Benton & Bowles, N. Y.

STERLING PRODUCTS, Wheeling, W. Va. (Ironized Yeast), on Jan. 7, 1941, for 52 weeks renews *Court of Missing Heirs* on 74 CBS stations, Tues., 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

Network Changes

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Jan. 5 adds 20 NBC-Red stations to *Information Please*, making a total of 113 NBC-Red stations, Fri., 8:30-9 p.m. Agency: Lord & Thomas, N. Y.

R. B. SEMLER Co., New York (Kreml), on Nov. 20 added 3 MBS stations *Gabriel Heatter* making a total of 12 MBS stations, Wed. and Fri., 9-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

MARS INC., Chicago (candy bars), on Nov. 25 shifted *Dr. I. Q.* to Cincinnati for 6 weeks on 91 NBC-Red stations, Mon., 9-9:30 p.m. Agency: Grant Adv., Chicago.

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on Nov. 16 added 18 NBC-Red stations to *National Barn Dance* making a total of 76 NBC-Red stations, Sat., 9-10 p.m. Agency: Wade Adv. Agency, Chicago.

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on Nov. 20 added 6 NBC-Blue stations to *Quiz Kids* making a total of 51 NBC-Blue stations, Wed., 8-8:30 p.m. Agency: Wade Adv. Agency, Chicago.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Wings king size cigarettes), on Dec. 6 adds 13 NBC-Red stations to *Wings of Destiny*, making a total of 85 NBC-Red stations, Fri., 10-10:30 p.m. Agency: Russell M. Seeds Co., Chicago.

WTAD Joins CBS

WTAD, Quincy, Ill., on Dec. 22 joins the CBS basic supplementary group as the 123d CBS affiliate. The station recently was granted fulltime on 900 kc with 1,000 watts power.

Holiday Book Drive

PHIL COOK, who conducts the daily *Morning Almanac* program on WABC, New York, on Nov. 25 started his third annual Christmas drive for books to be distributed to hospital shut-ins. In 1938 and 1939 listeners sent in 58,000 books in response to Cook's drive, while nearly 150,000 books were contributed by the audiences of all the CBS stations conducting similar drives.

DAVID ROSS, CBS announcer for the *Take It or Leave It* program, sponsored by Eversharp Inc., Chicago, is author of the poem "Passport Beyond Tyranny" in the Nov. 16 issue of *Saturday Review of Literature*.

KEN CARPENTER, Hollywood announcer on the NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., has been cast for a part in the Paramount film, "New York Town".

Olsen Rug Placing

OLSEN RUG Co., Chicago, said to be planning a campaign on over 100 stations, on Jan. 6 starts a thrice-weekly quarter-hour news program featuring Norman Barry on WMAQ, Chicago. Presba, Fellers & Presba, Chicago, handles the account.

WHOM's

(New Western Electric)

1,000 WATT TRANSMITTER NOW ON THE AIR

New York City's Outstanding Foreign Language Station

JOSEPH LANG, Mgr.
New York Office & Studios
29 W. 57th St., N. Y.



HER HEALTH IS IN YOUR HANDS

Before this child reaches maturity, Tuberculosis may be eradicated from the United States.
But remember, she is growing up in a world where Tuberculosis still causes more fatalities between the ages of 15 and 19 than any other disease!
By buying and using Christmas Seals you will enable your Local Tuberculosis Association to continue a year-round fight that has helped to reduce the death rate from Tuberculosis by 75% during the last 33 years!
So protect this child—and every child in your community.



BUY CHRISTMAS SEALS
The National, State and Local Tuberculosis Associations in the United States

DO YOU MAKE THIS $396 MISTAKE IN SENDING TELEGRAMS?

Up until last year, a certain firm (name on request) paid $396 too much for telegrams! Then Postal Telegraph surveyed telegraph costs and provided an easy-to-follow plan that *saved* this amount! Why not let this free cost analysis save money for *you?*

For information about free telegraph cost analysis —wire collect: H. A. Davis, Postal Telegraph, 253 Broadway, N. Y. C. No obligation!

WIRE COLLECT:

Postal Telegraph

Promotion Drive For KXOK Shift

Extensive Campaign Features Change to 630 kc. 5 kw.

ONE OF THE most elaborate exploitation campaigns undertaken by a broadcast station in connection with changed facilities was launched by KXOK, St. Louis, prior to its change-over from 1250 to 630 kc., with newspaper, billboard, trade paper, streetcar and bus cards and other local media used in the all-front campaign.

Culminating several years of effort by Elzey Roberts, president, and John C. Roberts, vice-president of the Star-Times Publishing Co., which operates KXOK, the station shifted frequency, Oct. 26 with 5,000 watts full-time. It is now broadcasting from its new location with a Western Electric 405 B-1 transmitter and three 400-foot Truscon steel towers. The station becomes the NBC Blue outlet on Jan. 1, after independent and supplemental MBS operation on 1250 kc. for two years.

Promotion Drive

The extensive campaign to acquaint listeners, along with the advertising fraternity of the improved facilities was launched about a month before the change-over. Trade paper space, plus a pop-up mailing piece showing two miniature transmitters when opened, were employed. Using the theme "KXOK now 630 on your dial," the station used practically all available open spots on its schedule to advise listeners of the switch-over.

In the St. Louis area, 115 large billboards were spotted to tell this story. Cards were used on about 1,000 cars and buses. The fleet of trucks and motorcycles of the Delmar Delivery Co., *Star-Times* distributors, carried side cards and bumper stripes. Goodwill Industries, private relief organization which has had time on KXOK for two years, used similar cards and bumper stripes on its 30 collection trucks. Daily institutional ads in the *Star-Times* were devoted to the change, beginning about six weeks prior to the date.

Spots on all but one St. Louis station were purchased on the preceding and actual date of the change, limited to the theme phrase. When the change became effective, the *Star-Times* printed a special section crammed with congratulatory ads. Photos of KXOK air personalities and behind the scenes workers were displayed.

A tie-in with a chain of 29 theatres was made, whereby KXOK frequency change ads were displayed in lobbies. On election day, KXOK furnished these theatres election returns, using the frequency shift credit line.

KXOK offered, without charge, to send out servicemen to change KXOK settings on push-button sets.

RECENT sponsors for Dorothy Thompson's weekly *Personalities in the News* series on MBS are Golden Age Ginger Ale Co., Akron, on WJW, and Hoffhimer Shoes, Newport News, Va., on WGH, making a total of 14 sponsors in 15 cities. Miss Thompson will continue on MBS for another 13 weeks, effective Jan. 5, 1941, Sundays, 8:45-9 p.m.



STALL for bull-fiddles is the innovation of George Cranston, assistant general manager of WBAP-KGKO, Fort Worth. Weary of stumbling over the instruments in the studios, the ingenious executive alleges he stayed after hours one night and built the rack himself.

John L. Lewis Asks Amending of Law To Forbid Denial of Labor Programs

REPERCUSSIONS from a recent misunderstanding between the Congress of Industrial Organizations and KYA, San Francisco, resounded at the opening of the CIO convention in Atlantic City Nov. 18 when John L. Lewis, retiring president of the labor organization, attacked the NAB Code and its provision against the sale of station time for discussions of controversial subjects.

Mr. Lewis, in his presidential report, declared the code provision was harmful to the interests of labor and asked that the Federal Communications Act be amended to prohibit broadcasters from denying labor unions the right to purchase time on the air. "This would put the radio broadcasting business in the same class as other public utilities, like railroads, ships and bus lines, which must give equal service to all the public," he commented.

Complains to FCC

Referring specifically to the station in his report, Mr. Lewis charged that KYA had refused to renew the contract under which the *CIO Reporter* program had been broadcast five nights a week for two years, citing as its reason the allegedly "controversial issues" of the feature and the NAB Code provision against selling time for such broadcasts. On Oct. 30 Mr. Lewis had filed a complaint with the FCC, declaring that "the issue raised in this case is of paramount importance to labor" and that "it threatens to make radio communication inaccessible to organized labor for all practical purposes". Although the FCC legal department has been studying the CIO complaint, no official developments have been announced.

Carrying on the protest of the CIO leader against "discriminatory denial of radio facilities to labor", the convention adopted two resolutions dealing with union labor's program relations with broadcast stations. The resolutions urged study of the problem and support of legislation "which would guarantee equal use of radio facilities to the American people" and attacked "the extra-legal code promulgated by the NAB", charging that labor has been denied the right to buy time by many stations on the ground that its point of view is controversial. It was recommended that the CIO publicity department during the coming year publish a leaflet covering the technical questions involved in the business and technical aspects of radio, to serve as a guide to local and international organizations.

On Nov. 22 CBS gave the CIO a quarter-hour on 78 stations for an address by Philip F. Murray, newly-elected president of the union, with WBAB, Atlantic City, handling the pickup. According to Joseph L. Miller, NAB labor relations director, the broadcast marked the first time a network has given free time before 10 p.m. to a labor leader, cutting into a Kay Kyser sustaining pickup at 9:45 p.m. He also said that the allotment of time to Mr. Murray was not motivated by the blast by Mr. Lewis.

Isolated Example

However, Mr. Miller intimated that radio is "hurt" by Mr. Lewis' outburst, remarking that he singled out one remote instance (KYA) as the basis for his complaint. Labor leaders at the convention expressed gratification at the network broadcast, declaring that "radio broadcasters have finally realized the value of labor".

Remarking further on the alleged disparities resulting from enforcement of the NAB Code, particularly as it pertained to the KYA situation, Mr. Lewis declared in his report:

"At the same time large corporations in that area subsidize news and amusement programs which, like the *Ford Hour*, always include a bias in favor of the employer-organization. There have been several similar instances in the past year in which other CIO locals have been denied the right to secure radio time, even when they offered to pay for it."

Declaring that the NAB rule on "controversial issues" was not based upon any law nor that it had any legal authority, Mr. Lewis added:

"It is simply a rule devised by the radio broadcasters through their association. Under this rule, no station is supposed to sell time for controversial subjects. Instead, such subjects are to be handled by giving representatives of both sides equal amount of free time to discuss them.

"At the last convention, I reported that the rule gave considerable time to broadcasters and it would have to be watched with grave concern. As it is now working, the rule seems harmful to labor. Unions are denied the right to purchase time, and they cannot get free time for radio debates, because employers will not give labor the publicity of a public debate. Yet everyone is familiar with the distorted news and propaganda put out by corporations on their commercial programs.

"It is therefore necessary to subject to some control the arbitrary powers of the broadcasters to withhold or grant radio time. This can be done by amendments to the Federal Communications Act which would prohibit discriminations and afford a summary procedure for hearing cases of discrimination with authority to direct that the facilities be made available on non-discriminatory terms."

FUNDS OF PARTIES SLATED FOR PROBE

WITH no definite figures yet available on political time sales during the recently concluded campaign, the expenditures question took a new tack Nov. 26 when Attorney General Robert H. Jackson announced that officials of all national political parties and committees, together with their records of contributions and disbursements, would be examined Dec. 3 before a Federal Grand Jury as part of the investigation of alleged violations of Federal election laws.

The investigation, directed by Maurice M. Milligan, special assistant to the Attorney General, centers on alleged violations of the Hatch Clean Politics Act and the Corrupt Practices Act. A special grand jury has been called in the U. S. District Court for the District of Columbia, to start hearings Dec. 3.

Mr. Jackson stated that the Justice Department had received numerous complaints, both during and after the campaign and Nov. 11 election, that the $3,000,000 limit fixed upon campaign expenditures by the Hatch Act was being violated or evaded. Although the statute places no restriction on the amount of money a political group can spend on campaigning via radio or any other media, so long as these expenditures and other expenses are kept within the $3,000,000 limit, it is certain that the estimated $2,000,000 worth of radio time purchased [BROADCASTING, Nov. 15] will eat up a good share of party expenditures.

Esterbrook Pen's Shortwave

ESTERBROOK STEEL PEN MFG. Co., New York, has signed with NBC's International Division for a series of 16 quarter-hour programs to be shortwaved to South America immediately following the Metropolitan Opera broadcasts, sponsored by Texas Co. on NBC in the United States and shortwaved via NBC's international stations WRCA and WNBL. The Esterbrook programs, starting with the Saturday afternoon opera Dec. 7, will feature Llopis de Olivares, NBC Spanish announcer also handling the opera shortwave broadcasts, who will summarize the following week's opera for South American listeners, together with comments on the highlights of the broadcasts. The company also will offer a pen and pencil set to South American listeners sending in the best letters of 50 words or less on "Why I Like Opera." Agency handling the pen account is National Export Advertising Service, New York.



NO GAG was this purposeful pose by Dick Day, announcer of WDGY, Minneapolis. When the Northwest was visited by one of the worst blizzards in history in mid-November, he hauled out his ski togs and slid to work, with snow shoulder-high and more in many places. Through the storm WDGY announcers stuck to their posts, supplying latest information on highways, missing persons, snowbound towns and weather conditions. Announcer Gregg Donovan, unable to reach his snowbound home, spent several nights at the Hotel Nicollet studios. Engineers Al Lennon and George Jacobson, broadcasting from the transmitter on Wayzata Blvd., supplied the names of persons and families marooned along the thoroughfare in taverns, oil stations and farm homes. Some 500 cars were snowed in along a 12-mile stretch, one of the heaviest blockades in the entire storm area.

SPEED WITH DISCS
Candidate's Platters Shifted Quickly by KMBC

THE ELECTION is a thing of the past, but officials of KMBC, Kansas City, are still talking about the set-up of a last-minute political speech made the night of Nov. 4 in KMBC's studios by Missouri's Senator James Reed.

At 7:30, Reed made a speech which was fed by KMBC to KFEQ, St. Joseph, and KTUL, Tulsa. While he spoke KMBC recorded the half-hour talk on two 15-minute takes. As the first platter was completed, a special messenger rushed it to KCMO, Kansas City, where it was put on the air at once. When the second quarter-hour record was cut it was rushed to KCMO just in time to follow the first part on the air.

As soon as KCMO had aired the speech it sent the transcriptions back to KMBC to feed the speech, by transcription, to KFRU, at Columbia, Mo., at 10 p.m.

The talk was not carried on KMBC.

GENERAL MILLS, Minneapolis, which has been sponsoring the five times weekly serial *By Kathleen Norris* for Wheaties four times daily on both NBC-Red and CBS, on Nov. 29 discontinued the series on NBC. The program continues on 24 CBS stations, Monday through Friday, 10-10:15 a.m. with a rebroadcast 11:45 a.m.-12 noon. Agency handling the account is Knox-Reeves, Minneapolis.

RECENT subscribers to United Press include WREN, Lawrence, Kan.; WCKY, Cincinnati; WAJR, Morgantown, W. Va.; KIDW, Lamar, Col.; KFXJ, Grand Junction, Col.; KIUL, Garden City, Kan.; KODL, The Dalles, Ore.; KMED, Medford, Ore.; KAST, Astoria, Ore.; KFBC, Cheyenne.

Network, Disc Programs Aid Christmas Seal Sale

RADIO again this year is playing an important part in the 34th annual Christmas Seal campaign of the National Tuberculosis Assn. Transcriptions, prepared by WOR Transcription Service, have been sent to local chapters for placement on local stations including spot announcements by Milton Cross, Lowell Thomas and Harry Von Zell, a one-minute trailer with Spencer Tracy, and a quarter-hour feature with Ted Collins and Kate false and misleading.

As a special stunt in connection with the package of tuberculosis stamps sent to King George VI of England via the *Clipper* Nov. 28, WOR's Bob Emory representing the Association's New York division, and June Baker, home economist of WGN, Chicago, in New York at the time, placed the stamps on the plane. With them were two English refugee children, who made the actual presentation of the package to the Clipper captain.

FTC Stipulations

THE Federal Trade Commission on Nov. 28 announced stipulations received from Gooch Feed Mill Co., Lincoln, Neb., agreeing to curb certain advertising claims for chicken feeds; Lane Bryant Inc., New York, for certain wearing apparel fabrics; Lit Bros., Philadelphia, for girdles and corsets. The FTC also announced that Weaver Real Estate Appraisal Training Service, Kansas City, headed by Howard S. Weaver, filed an answer to a recent FTC complaint charging false and misleading advertising, via radio and other media, for its home study courses. The answer admits use of the advertising matter and broadcast material cited, but denies it is false and misleading.

ASSOCIATED MARKET RESEARCH has been organized in Hollywood with offices at 6331 Hollywood Blvd. Charles Jamison, formerly engaged in research in Los Angeles and San Francisco, is president, with James O. Coit as vice-president in charge of statistics. He was formerly associated with International Business Machines Corp. David Mantner, formerly of the American Institute of Public Opinion, is director of personnel and Leonard Blum is secretary.

RADIO AIDS SANTA
Takes Over Annual Parade In Hollywood

VIRTUALLY all NBC Hollywood talent participated in the annual two-mile parade that opened Santa Claus Lane, that city, Nov. 23, in an exclusive promotion tie-in arranged by Hal Bock, western division press manager, and his assistant, Joe Alvin.

The event, witnessed by more than 600,000 persons, signaled beginning of the Christmas season in Southern California. It was covered by newsreels, photo and wire services, as well as fan publications. In addition, much advance publicity was given by local Southern California newspapers who used generous layouts of NBC pictures.

NBC press department took over the entire parade. Irene Rich, star of the weekly NBC program, *Dear John*, sponsored by Welch Grape Juice Co., threw the switch that flooded Hollywood Blvd., and officially opened Santa Claus Lane. Description of the festivities, with interviews, was recorded by Jimmy Vandeveer, KFI-KECA, Los Angeles, special events announcer, and later was released over the NBC-Pacific Blue network.

Grocery Meeting Hears European Commentators

AS A FEATURE of the opening day of the 32d annual convention of the Associated Grocery Mfrs. of America, held Nov. 25-27 at the Waldorf-Astoria Hotel, New York, NBC arranged a three-way Transatlantic hookup with its foreign correspondents in London and Basle, Switzerland, under the supervision of A. A. Schechter, NBC director of news and special events. participating in the conversation were Fred Bate, chief of NBC's London staff, Max Jordan in charge of NBC's Continental staff at Basle, and Mr. Schechter speaking from New York.

At the conclusion of the convention Nov. 27. Paul S. Willis, president of AGMA, gave an address, broadcast on CBS, on the food industry's role in natural defense.

Canada to Allow Sponsored News

THE BOARD OF GOVERNORS of Canadian Broadcasting Corp. settled the long drawn out controversy over sponsored newscasts on private stations in Canada when it announced a new set of regulations to go into effect Jan. 1.

After a two-day meeting in Ottawa, the CBC governing board announced the new policy which provides that newscasts may be sponsored with an institutional phrase such as, "Through the courtesy (name and business of sponsor) and as a service to its listeners, Station - - - - presents the news of the day copyrighted by an authorized news agency." This announcement must be used before and after the news program.

At present the only authorized news agencies are British United Press and Transradio Press [see page 22].

The Canadian Assn. of Broadcasters held a meeting at Montreal Nov. 25 and appeared before the CBC governing board Nov. 26. The CAB has waged a battle for retention of sponsored newscasts and has evidently won a partial victory in its fight over the opposition of the Canadian Press Assn. As interpreted by broadcasters, and unofficially by CBC executives, the new regulations do not eliminate the use of spot announcements before and after newscasts, but require a break of some kind between these spot announcements and institutional newscast announcement.

The new regulations provide for unsponsored newscasts, supplied by the new CBC news department; for local and sports news written by arrangement with CBC for sponsorship; and for world news from any authorized agency or written arrangement with CBC.

A staff to handle the preparation of news for the CBC and affiliated stations of its proposed "basic coverage" group, was expected to be assembled by Dec. 1. It is generally believed the unified news service staff would be headed by Dan McArthur, formerly of the *Toronto Globe* and *McLean's* Magazine and now with CBC.

NOW ON THE AIR!!

"THE GIFT TO CENTRAL WISCONSIN"*

—Things are happening in Radio in Central Wisconsin! WFHR signed on Election Night, Tuesday, November 5, and has commanded tremendous listener-interest in the rich Wisconsin River Valley . . .

—WFHR is doing a good job for SCORES of advertisers. . . . Its public acceptance is best shown by the 1600 telephone calls received in 12 minutes on a single spot announcement.

1310 Kc. 250 Watts Day 100 Watts Night

WFHR

WISCONSIN ★ RAPIDS

BE SURE OF COVERAGE IN CENTRAL WISCONSIN!

Put Your Sales Message on the Air Over

WFHR—WISCONSIN RAPIDS, WIS.

WILLIAM F. HUFFMAN, Owner GEORGE T. FRECHETTE, Manager

For rates and information address inquiries to WFHR, 141 W. Grand Ave., Wisconsin Rapids, Wis.

*Exact words of one of thousands of listeners who have voluntarily sent their opinions to WFHR by mail. They appreciate and listen to this new station.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 16 TO NOVEMBER 29, INCLUSIVE

Decisions . . .

NOVEMBER 15

NEW, Hughes Productions Division of Hughes Tool Co., Los Angeles—Granted CP television No. 2 10 kw.

NEW, Same, San Francisco — Same grant.

NEW, CBS, Los Angeles—Granted CP television No. 8 1 kw.

NEW, Earle C. Anthony Inc., Los Angeles—Granted CP television No. 6 1 kw.

NEW, Leroy's Jewelers, Los Angeles—Granted CP television No. 10 1 kw.

NEW, May Department Stores Co., Los Angeles—Granted CP television No. 12 1 kw.

NEW, Television Productions Inc., Los Angeles—Granted CP relay television No. 13, 14, 250 w visual only.

NEW, Metropolitan Television Inc., New York—Granted CP No. 8 1 kw.

NEW, CBS, Chicago—Granted CP television No. 4 1 kw.

NEW, Kansas State College, Manhattan—Granted CP television No. 1 100 w.

WRUW, Boston—Granted CP increase to 50 kw.

WGST, Atlanta—Continued hearing re renewal applic. to 2-10-41.

WTCM, Traverse City, Mich.—Granted mod. CP new station re antenna, trans.

NOVEMBER 20

NEW, Kokomo Bcstg. Corp., Kokomo, Ind.—Granted CP 1420 kc 250 w unl. IV.

NEW, Travelers Bcstg. Service Corp., Hartford—Granted CP FM 45.3 mc 6,100 sq. miles.

NEW, J. D. Falvey, Ottumwa, Ia.; NEW, L & M Bcstg. Co., Ottumwa—J. D. Falvey granted CP 1210 kc 100 w unl.; L & M Bcstg. Co. denied CP 100-250 w same frequency.

NEW, General Electric Co., Schenectady—Granted CP FM 6,600 sq. miles.

WSBC, Chicago—Granted voluntary assignment license to Gene T. Dyer, Evelyn M. Dyer, John A. Dyer and Elizabeth M. Hinzman d/b Radio Station WSBC.

WALB, Albany, Ga.—Granted mod. CP change to 1530 kc directional N, unl.

WCOV, Montgomery, Ala.—Granted CP increase to 250 w.

WTSP, St. Petersburg, Fla.—Granted CP new trans., change to 1350 kc 500 w-1 kw.

WAIM, Anderson, S. C.—Granted CP new radiator, trans., increase to 250 w.

WDEL, Wilmington, Del.—Granted CP directional N & D, new trans., increase to 5 kw unl. 1120 kc.

WAPO, Chattanooga—Granted mod. CP new trans., increase to 1-5 kw directional N, move trans.

NEW, World Peace Foundation (Abraham Binneweg Jr.), Oakland, Cal.—Denied amended applic. portable station.

WJBO, Baton Rouge, La.—Granted CP increase to 5 kw new equip., directional N.

KSAL, Salina, Kan.—Granted CP increase to 1 kw, change antenna.

WISN, Milwaukee—Granted CP increase to 5 kw new trans., directional.

W2XI, New Scotland, N. Y.—Granted mod. relay television to Channel 8.

WTEL, Philadelphia—CP change to 1500 kc 250 w unl.

MISCELLANEOUS—NEW, George F. Meyer, Medford, Wis., granted reconsideration of decision of 5-28-40 setting applic. CP new station for hearing, and adopted order granting auth. operate on 1500 kc 100 w unl.; WWRL, Woodside, L. I., granted extension temp. license; WBAX, Wilkes-Barre, continued oral argument to 1-9-41; WORL, Boston, granted mod. license increase to 1 kw, D only; WABI, Bangor, Me., granted amendment applic. for CP to 970 kc 5 kw unl., directional N.

NOVEMBER 23

MISCELLANEOUS — License new station granted WAKR, Akron; license new station granted WIZE, Springfield, O.; license new station granted KPHO, Phoenix, Ariz.

NOVEMBER 26

NEW, Tropical Bcstg. Co., DeLand, Fla.—Granted CP 1310 kc 250 w unl.

NEW, Community Bcst. Inc., Wheeling—Granted CP 1370 kc 100 w unl.

WMT, Cedar Rapids, Ia.—Granted CP increase N to 5 kw, change antenna.

WAIR, Winston-Salem, N. C.—Granted mod. license to 1310 kc 250 w unl.

WSJS, Winston-Salem, N. C.—Granted CP change to 600 kc 1 kw, directional N.

KROD, El Paso—Granted CP change to 600 kc 500 w 1 kw LS, new trans.

WREC, Memphis—Granted CP change antenna, increase to 5 kw unl., 600 kc.

WCLS, Joliet, Ill.—Granted auth. transfer control to Walter Ashe.

KGFW, Kearney, Neb.—Granted consent transfer control to Lloyd C. Thomas.

WCOP, Boston—Granted CP directional N, increase to 500 w unl., 1120 kc.

SET FOR HEARING—Syoms Bctg. Co., Ellensburg, Wash., J. C. Kaynor, Ellensburg, Wash., and Mosby's Inc., Anaconda, Mont., to be heard at same time; Park Cities Bcstg. Corp., Dallas, and KRBC, Abilene, to be heard jointly; KMBC, Kansas City, CP change to 690 kc 50 kw directional N, etc.; KFJI, Klamath Falls, Ore., CP new trans., antenna, change to 600 kc, increase to 500 w 1 kw LS.

NOVEMBER 27

NEW, WCAU Bcstg. Co., Philadelphia—Granted CP FM 46.7 mc 9,300 sq. miles.

WMPS, Memphis—Granted auth. transfer control to Memphis Pub. Co.

WMC, Memphis—Granted consent voluntary assign license to Memphis Pub. Co.

SET FOR HEARING — WOOD, Grand Rapids, consent assign license to WOOD Bcstg. Corp.

MISCELLANEOUS—KGIR, Butte, Mont., dismissed rehearing petition against action 9-4-40 granting applic. KDTH, Dubuque, Ia., for modif. CP; WAPI, and Voice of Alabama, Birmingham, granted in part motions to clarify notice of hearing re renewal applic.; WPRA, Mayaguez, P. R., and WSSJ, San Juan, and Puerto Rico Adv. Co., Arecibo, P. R., denied reconsideration of order setting for hearing applic. renewal WPRA, CP for WSSJ and applic. Puerto Rico Adv. Co. new station; WJLS, Beckley, W. Va., set for hearing applic. CP change to 900 kc 1 kw new trans. directional N; WJLS, Beckley, W. Va., and WTAD, Quincy, Ill., adopted decision and order denying WJLS petition for rehearing filed by WJLS directed to order of 9-4-40 granting applic. WSAZ, Huntington, W. Va. change to 900 kc increase power etc., set for hearing applic. WJLS for CP, granted reconsideration of WTAD applic. and modified WSAZ grant of CP to conform to antenna requirements. WLAK, Lakeland, Fla., granted request withdraw applic. transfer control to Fla. West Coast Bcstg. Co.; Lou Poller, Jessup, Pa., denied petition intervene hearing on applic. license for WARM, Scranton, Pa.; WAPI, Birmingham, referred to Commission petition continue proceedings re renewal of license pending litigation concerning transfer; NEW, Worcester Bcstg. Corp., San Diego, adopted final order granting CP 1420 kc 250 w unl.

NOVEMBER 29

MISCELLANEOUS—CPs new transmitters granted WGRM, Greenwood, Miss., WSLS, Roanoke, Va., WDAS, Philadelphia, WDEF, Chattanooga, WERC, Erie, Pa.; WSTV, Steubenville, granted license new station.

Applications . . .

NOVEMBER 18

WTAG, Worcester, Mass.—CP increase to 5 kw N & D, change antenna.

NEW, Thomas J. Watson, Endicott, N. Y.—CP 1240 kc 1 kw unl. directional N, amended for new antenna and asking 1420 kc 250 w unl.

WBEN, Buffalo—Mod. CP directional N, increase power, move trans., re new trans. and change antenna.

WMCA, New York—License for reinstatement of CP, new trans., change antenna, increase power, move trans.

WDAS, Philadelphia—CP new trans.

WSLS, Roanoke, Va.—CP new trans.

NEW, CBS, Chicago—CP FM 44.9 mc 16,100 sq. miles.

KRLC, Lewiston, Id.—CP change equip.

KFXM, San Bernardino, Cal.—CP new trans.

KQW, San Jose, Cal.—CP change to 740 kc II 50 kw, new trans., change directional antenna.

NOVEMBER 20

WABI, Bangor, Me.—CP new trans., directional N, change to 560 kc 1 kw, amended to 970 kc under treaty, 5 kw directional.

WCAO, Baltimore—CP change to 5 kw N & D, new trans., directional N & D.

WFDF, Flint, Mich.—Mod. CP new trans., directional N & D, increase power, to change type of trans.

KTBS, Shreveport, La.—CP change to 1020 kc (1060 under treaty), 50 kw, move trans., amended to new trans., directional N.

NEW, Oscar C. Hirsch, Cairo, Ill.—CP 1500 kc 250 w unl. IV.

KOVO, Provo, Utah—Voluntary assignment license to KOVO Bcstg. Co., amended re agreement of sale etc.

NEW, Arthur Lucas & Wm. K. Jenkins d/b Chattahoochee Bcstg. Co., Columbus, Ga.—CP 1420 kc 250 w unl. IV.

NOVEMBER 25

WQXR, Long Island City—CP move aux trans.

WJDX, Jackson, Miss.—CP change to 5 kw N & D directional N.

NEW, Northwest Ga. Bcstg. Co., Cedartown, Ga.—CP 1310 kc 250 w unl.

WGAU, Athens, Ga.—Voluntary assignment license to J. K. Patrick, Earl B. Braswell, Tate Wright, C. A. Browland db J. K. Patrick & Co.

KTSM, El Paso—Mod. license to 1 kw.

KORN, Fremont, Neb.—Auth. transfer control amended to omit Earl J. Lee.

KOL, Seattle—CP increase to 5 kw N & D directional.

NEW, Wodaam Corp., New York—CP FM 45.3 mc 8,500 sq. miles.

NOVEMBER 27

WBAL, Baltimore—Mod. CP new trans. etc., to change trans., antenna.

WITH, Baltimore—Mod. CP new station re trans.

WATR, Waterbury, Conn.—CP increase to 1 kw new trans.

WPIT, W1XK, WBZA, WEMA, W1XSN, WBZ, WEMB, WEMQ, WHER, KYW, WEMN, KDKA, WAHA, WEMC, WEMO, WEMS—Consent assign licenses to Westinghouse Radio Stations.

NEW, Westinghouse Radio Stations, Boston and Springfield—CPs FM 46.5 and 48.1 mc respectively, 6652 and 2022 sq. miles respectively.

WIP, Philadelphia—License change antenna.

NEW, Westinghouse Radio Stations, Philadelphia and Pittsburgh—CPs FM 45.5 and 47.5 mc respectively, 11,492 and 14,700 sq. miles respectively.

NEW, Chattanooga Bcstg. Corp., Chattanooga—CP 1420 kc 250 w unl., amended re trans.

KWBG, Hutchinson, Kan.—Auth. transfer control to O. L. Taylor, William Wyse and Wesley E. Brown.

NEW, Westinghouse Radio Stations, Fort Wayne—CP FM 44.9 mc 6150 sq. miles.



CARNIVAL ATMOSPHERE marked the inauguration of General Electric's FM broadcast service Nov. 20, when W2XOY started regular program operation on a seven-hour daily schedule, from 3 to 10 p.m. Mrs. Edith Alexanderson Burnham, daughter of E. F. W. Alexanderson, GE scientist, christened the station by smashing a bottle of high vacuum —"a bottle of nothing"—against an antenna tower. As the bottle broke, power was turned on for the first broadcast. With music by Phil Spitalny's orchestra, whose *Hour of Charm* is sponsored by GE on NBC-Red, speakers on the dedicatory broadcast included Charles W. Wilson, GE president; Commissioner George H. Payne, of the FCC; Dr. W. R. G. Baker, manager of the GE radio and television department; Robert S. Peare, manager of GE broadcasting operations. The 3 kw. W2XOY transmitter, operating on 43.2 mc., is located in the Helderberg mountains, at an elevation of 1,500 feet, about 12 miles from Schenectady. Television operations of GE are conducted in the building, along with FM. The FM antenna is at extreme right, television antenna in center, while the antenna at extreme left is used to pick up both television and FM programs transmitted from Schenectady GE studios.

Storm Over Armarillo

WITH the Texas Panhandle swept by a devastating ice storm, KFDA, Amarillo, kept its entire staff on duty from Nov. 24 until 1:30 a.m. Nov. 27 clearing emergency messages and special traffic from Amarillo to the outside world. KGNC also operated under emergency conditions, using a gasoline generator to provide power when power lines went down under the ice load. Working with lanterns and torches much of the time, while the light and power supply was dead, KFDA engineers set up a 100-watt ham transmitter and assembled for temporary operation the stations new mobile unit, which was under construction. Using these facilities, with a gas generator for power, they handled emergency messages before finally returning to the air at 2:15 p.m. Nov. 25. No commercial programs were broadcast, since network lines also were down and emergency traffic had right of way.

FREDERICK FULLER, musical director of WHA, Madison, Wis., during the Armistice Day blizzard in the Midwest piloted his motorboat over Lake Mendota for several hours durthe night in search of a lost hunter, finally found after daylight. The rescued nimrod, Rupert Batz, assistant U. S. meteorologist at Madison, frequently handles weather bureau spots on WHA from the U of Wisconsin campus.

RADIO COUNCIL of the Chicago Public Schools set up a "listening center" for transcriptions of broadcasts of interest to English curriculum at the Stevens Hotel, Chicago, during the 30th Annual Meeting of the National Council of Teachers of English, Nov. 21-23. Recordings were programs sent in by networks, commercial and educational stations and school systems.

FULTON LEWIS, Jr., MBS Washington commentator, on Dec. 3 will broadcast a special talk on MBS from Rockford, Ill., when WROK celebrates its first anniversary as a Mutual affiliate.

LATE *Personal* NOTES

GEORGE P. BUTTERLY, former vice-president of J. W. Pepper, New York, has been elected president of the agency, replacing J. W. Pepper, who becomes chairman of the board. Stuart G. Arnold continues as executive vice-president.

R. H. WRIGHT of the program department of CKMO, Vancouver, has been named acting manager, following resignation of H. M. Cook, manager.

D. W. BUCHANAN, supervisor of public affairs broadcasts in the program department of the Canadian Broadcasting Corp. at Ottawa, has resigned, according to an announcement on Nov. 26.

WILLIAM WINTER, news analyst of WBT, Charlotte, and CBS regional director of education for the South, along with Mrs. Winter was a guest of Dr. Saladrigas, Premier of Cuba, during a Nov. 16 CBS broadcast from Havana. Mr. and Mrs. Winter, vacationing in Havana, were the only American guests admitted to the studio during Dr. Saladrigas' broadcast, attended by Cuban dignitaries.

CY HARRICE, announcer of WLS, Chicago, early in November married Yvonne Morris. Other recent staff marriages include Paul Nettinga, of the entetrainment staff, and Helen Jensen, music arranger; Augie Klein, of the *WLS Rangers*, and Mary Jane DeZurik; Ralph Gill, singer, and Caroline DeZurik.

EARL HOTALING, formerly of WLVA, Lynchburg, Va., has joined WBTM, Danville, Va., as announcer and music librarian.

JOHN HOPKINS, Texas State Network announcer, left Nov. 22 for Camp Bowie, Brownwood, Tex., serving with headquarters company of the 144th Infantry.

ARNOLD B. C. DIBBLE, manager of United Press Bureau of Texas State Network, on Nov. 22 married Louise Cox, formerly of the TSN publicity department and now free lancing.

JERRY DEAN, for the last three years with KATE, Albert Lea, Minn., has resigned to join the announcing and writing staff of the North Central Broadcasting System, with headquarters in St. Paul.

EDWARD K. OATES of the engineering staff of WINS, New York, on Nov. 25 was elected a member of the executive board of the Assn. Broadcast Technicians Union.

KEN DYKE, NBC sales promotion manager, on Dec. 3 will address a sales meeting of the Andrew Jergens Co., Cincinnati, in that city, on "Radio as an Advertising Medium", after which he will leave for Chicago to attend the NBC educational forum meeting scheduled for that evening.

JOHN DONOHUE, formerly salesman for Transamerican Broadcasting & Television Corp., New York, and previously in department store advertising in San Francisco, on Dec. 1 joined NBC as a Blue Network salesman in the Detroit office.

MAYNARD MARQUARDT, manager of WCFL, Chicago, is the father of a daughter, Maya, born Nov. 9. Miles Reed, program director, is the father of a son, Miles Royce, born Nov. 19.

EDWIN HARTRICH Jr., Berlin correspondent of CBS, recently returned to the United States to marry Eileen O'Connor. Hartrich and his bride will return to Berlin.

IRENE SHIELDS, of the NBC Chicago cashier's office, on Dec. 1 was named cashier. She succeeds Rudi Neubauer, who recently joined the NBC spot sales department, Chicago.

JACK NEGLEY, announcer of WINS, New York, will be a member of the cast in the dramatic show presented during the week of Dec. 2 by Armstrong Cork Co. during its annual convention at Lancaster, Pa. This is Negley's second appearance at the company's conventions.

GLADYS CUPISS, formerly secretary to Ed Benedict, media director of McCann-Erickson, Chicago, on Nov. 26 joined Reynolds-Fitzgerald, Chicago, national representative firm, as secretary to Ed Allen. Miss Bergliett Boe, formerly of Weiss and Geller Inc., Chicago, and previous to that secretary to the radio director of J. Stirling Getchell Inc., New York, replaced Miss Cupiss.

GUY WALLACE, formerly of WHK, Cleveland, has joined the announcing staff of WCFL, Chicago.

BILL MASSY, formerly of WGN, Chicago, has joined the announcing staff of KANS, Wichita, Kan.

DAVE CROCKETT has returned to KOMO-KJR, Seattle, after a two-month leave.

TOM HAMILTON, salesman of WOR, Newark, is the father of a boy born Nov. 27.

John W. Bohn

JOHN W. BOHN, St. Louis representative of Radio Sales, division of CBS, and salesman of KMOX, St. Louis, died suddenly of a heart attack Nov. 22 at the age of 52. Mr. Bohn was stricken while bowling with Arthur J. Casey of the KMOX public relations department, and Joel W. Stovall, KMOX musical arranger, and died before reaching the hospital.

WIP Signs Anew With AFM

WIP, Philadelphia, on Nov. 18 signed a new two-year contract with Local 77 of American Federation of Musicians for continuance of the WIP staff orchestra, conducted by Joe Frasetto, WIP musical director.

STAN COE, co-conductor with John Gambling of the *Model Airplane Club* program on WOR, Newark, has registered for a flying course at a New Jersey school and plans to give weekly broadcasts of his progress as a flying student, through the time when he makes his first solo flight.

NBC TECHNICIANS SELECT HORSTMAN

EDWARD C. HORSTMAN, of Chicago, was re-elected president of the Assn. of Technical Employes of NBC for a third term at the ATE convention held in New York Nov. 11-26. Other officers are: Gerald M. Stellar, New York, re-elected vice-president; George Maher, Jr., Chicago, reappointed secretary-treasurer, and F. R. Rojas, New York, reappointed assistant secretary-treasurer.

Wage increases averaging 6% and many improvements in working conditions are included in a new contract secured by the convention for NBC technicians from the network, following negotiations that began Nov. 13 and continued through the evening of Nov. 26, considerably extending the length of the convention which had expected to adjourn on or before Nov. 20. Negotiations were conducted by Messrs. Horstman, Sellars, R. W. Clark of New York and C. F. Rothery of San Francisco for the union. Representing the company were Mark Woods, NBC vice-president and treasurer; O. B. Hanson, vice-president and chief engineer; George McElrath, operating engineer, and Frank Mullen, vice-president and general manager.

The ten delegates to the convention, in addition to those already mentioned, included R. G. Denechaud of Hollywood, R. C. Thompson of Denver, W. C. Pruitt, Cleveland, and A. T. Powley, Washington.

Dorrell Joins Raymer

WARD DORRELL, for the last two years salesman in the Chicago office of John Blair & Co., national representative firm, and for three years previous to that manager of WOWO, Ft. Wayne, Ind., on Nov. 25 joined the Paul H. Raymer Co., Chicago, replacing George W. Diefenderfer who joins the NBC Central Division Red network sales department on Dec. 2. Mr. Diefenderfer was with the Raymer company since December, 1937. Paul Ray, for 14 years with The Katz Agency, Chicago, and for the last five years manager of the Chicago office, on Nov. 11 joined the Blair company and has replaced Mr. Dorrell.

Philippines Stations Sign

KZRH, Manila, and KZRC, Cebu City, Philippine Islands, have appointed International Radio Sales as their United States representative. Both stations are operated by H. E. Heacock and Co., and managed by B. H. Silen. KZRH operates with 10,000 watts on 710 kc., with a 1,000-watt shortwave adjunct on 9640 kc. KZRC operates with 1,000 watts on 1200 kc., with 1,000 watts also on 6110 kc. Negotiations are now in progress for an affiliation via shortwave relay with NBC.

AFTER a two-weeks test, American Tobacco Co., New York, has decided not to continue the recorded rebroadcasts of *Informatin Please* Tuesday nights on WMCA, New York, which were presented Nov. 19 and 26 only. Program is heard live Fridays on NBC-Red, 8:30-9 p.m. No reason for the cancellation of the repeat was given by Lord & Thomas, New York, agency in charge, although it is understood that the rebroadcast was found to split up the audience for the show rather than to increase it.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted .. $30.00

LOW DRIFT - APPROVED BY FCC

Scientific
RADIO SERVICE
124 Jackson Ave.
University Park, Md.

CLARK
for
QUALITY
in
ELECTRICAL TRANSCRIPTION PROCESSING

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.



Clark
Phonograph Record Co.
Newark, N.J.
216 High St.
Humboldt 2-0880
Chicago, Ill.
221 N. La Salle St.
Central 5275

Gillette Razor Sponsors Pro Grid Championship

GILLETTE SAFETY RAZOR Co., Boston, will sponsor the championship playoff in the National Professional Football League over an MBS network, spending a reported $25,000 for time and facilities. Likely to be in the playoff are the Chicago Bears or the Green Bay Packers in the West. Unless the Washington Redskins are defeated in their game with the Philadelphia Eagles, they will definitely represent the East.

In addition to the Gillette sponsorship, WOL, Washington, and WJJD, Chicago, will carry the games locally. Ford Dealers of Washington will sponsor the WOL broadcasts with Russ Hodges describing the game while Jack Drees will do the play-by-play for WJJD. Sponsored by P. Lorillard Co. Gillette also has purchased 15 minutes before the game and the quarter-hour following the game on WOL. The periods will be filled with pre-game description, summary and statistics.

Gillette also will sponsor the Orange Bowl game on CBS, and the Sugar Bowl game on NBC.





Drawn for Broadcasting by Sid Hix

"Operator! Operator! Tell Them at WZAK That Somebody Else'll Have to Cover the Ski Meet!"

DEFYING THE TOP-RANKING SHOWS

CBS Experiment on Coast Will Place Good Programs Opposite Popular Sunday Evening Features

A GOOD radio program will build its own listening audience any time, against any competition, and Sunday should be no exception. This statement was made in mid-November by Arthur J. Kemp, CBS Pacific Coast sales manager, in explaining the decision of the network to inaugurate five weekly sustaining "showcase" programs against the toughest competition in radio—late Sunday afternoon and early evening time.

"Not only do we believe there's always a listening audience for good shows, but Sunday afternoon and evening provide a perfect time for the Columbia Pacific Network to test them," Kemp said. "The periods we have selected enable every station in the Pacific Coast setup to carry all the shows. This would be a mechanical impossibility during other days of the week when each individual station is carrying local commercial commitments."

Defy Competition

Kemp pointed out that CBS tried the same experiment successfully on a nationwide scale with such shows as Orson Welles' *Campbell Playhouse*, Ellery Queen's mystery dramas and *Pursuit of Happiness*. "All these shows," he declared, "were against the highest class competition radio affords, and all built a tremendous listening audience of their own. What CBS has demonstrated nationally can be done on the Pacific Coast."

The sustaining series ranges from a production using the smartest Hollywood children to another on which the best-known thinkers and debaters on the West Coast are asked to air and support their opinions on current subjects. Showcasing the hard way, and picking the most popular time on opposition networks, the first program launched was *I Disagree*, a round-table discussion type, conducted by Lewis Browne, internationally known author and news analyst. Heard at 5:30 p.m. (PST), the weekly program is pitted against the NBC *One Man's Family* serial, sponsored by Standard Brands (Tenderleaf tea). *Hollywood Smarty Party*, a half-hour program with Art Baker as m.c. features six boys and girls who face a barrage of questions. Released at 8:30 p.m., the program is opposite the NBC *Jack Benny Show*, sponsored by General Foods Corp. (Jell-O).

Third in the series is *Hollywood Showcase*, featuring Lud Gluskin's Orchestra and five singers. This half-hour show, heard at 9 p.m., is placed opposite the NBC *Walter Winchell* and *Parker Family* programs, sponsored by Andrew Jergens Co., *Good Afternoon Neighbor*, with Tom Breneman in homespun philosophy, is a quarter-hour feature, pitted against the NBC *Fitch Bandwagon*, sponsored by F. W. Fitch Co., which is released to the West Coast at 4:45 p.m.

Dramatized crime series, *Calling All Cars*, is fifth in the series and is heard at 5 p.m. against the NBC *Chase & Sanborn Show*, sponsored by Standard Brands (coffee).

Baited for sponsorship, the series is being produced under supervision of Charles Vanda, CBS western division program director, and Russ Johnston, the network's Pacific Coast program manager.

Blondex Shampoo Sponsors

SWEDISH LABORATORIES, Chicago, on Nov. 25 started a series of six quarter-hour programs weekly for 13 weeks on WINS, New York, in the interests of Blondex shampoo. Schedule includes news periods Tuesday, Thursday and Saturday, and *Notes to You*, musical program conducted by Harry Kramer, the other three weekdays. Agency is Benton & Dall, Chicago.

LEWIS-HOWE MEDICINE Co., St. Louis, is auditioning orchestras for a program to start after the first of the year, but as yet has reached no decision on network, time or other details, according to Stack-Goble Adv. Agency, New York, agency in charge.

SHOLTZ REVISING FLORIDA PROGRAM

ANNOUNCEMENT was made Nov. 28 by former Gov. Dave Sholtz, of Florida, attorney, an applicant for six new stations in as many communities in that State, that the corporate structure of the enterprise has been altered. He also indicated that consideration is being given to withdrawal of several of the applications and of seeking to expedite the remaining.

Under the revised structure George H. Bowles, former owner and operator of stations in California has left the organization, Gov. Sholtz announced. Mr. Bowles is "in no way identified with the Sholtz radio organization or with any other Sholtz enterprise", the Governor stated. In addition to himself, the Governor declared, others now identified with the venture are his wife, his brother, Carl Sholtz, Miami insurance man, and Mrs. Nelle M. Joyce, of Miami.

While Gov. Scholtz made no definite announcement, it is understood he plans to withdraw several of the applications, notably those for local outlets. It is presumed he plans to press applications for Miami and Tampa, where regional stations are being sought. All of the applications have been designated for hearing.

Last-Minute Shoppers Goal of Ronson Series

ART METAL WORKS, New York, is planning a special promotional radio campaign for Ronson cigarette lighters to run two weeks before Christmas during the period when last-minute Christmas lists are being made up by shoppers. The campaign for the most part will consist of a series of one-minute spot announcements daily in specially selected markets in the United States and Canada.

The announcements will be in French on certain French stations in Canada, and in English on stations in English-speaking sections of that country. The company also plans to use time signals on WQXR, New York, and 50-word participations thrice-weekly on Ed East's program on WJZ, New York. Agency is Cecil & Presbrey, New York, with John P. Kane handling.

WOV Strike Still On

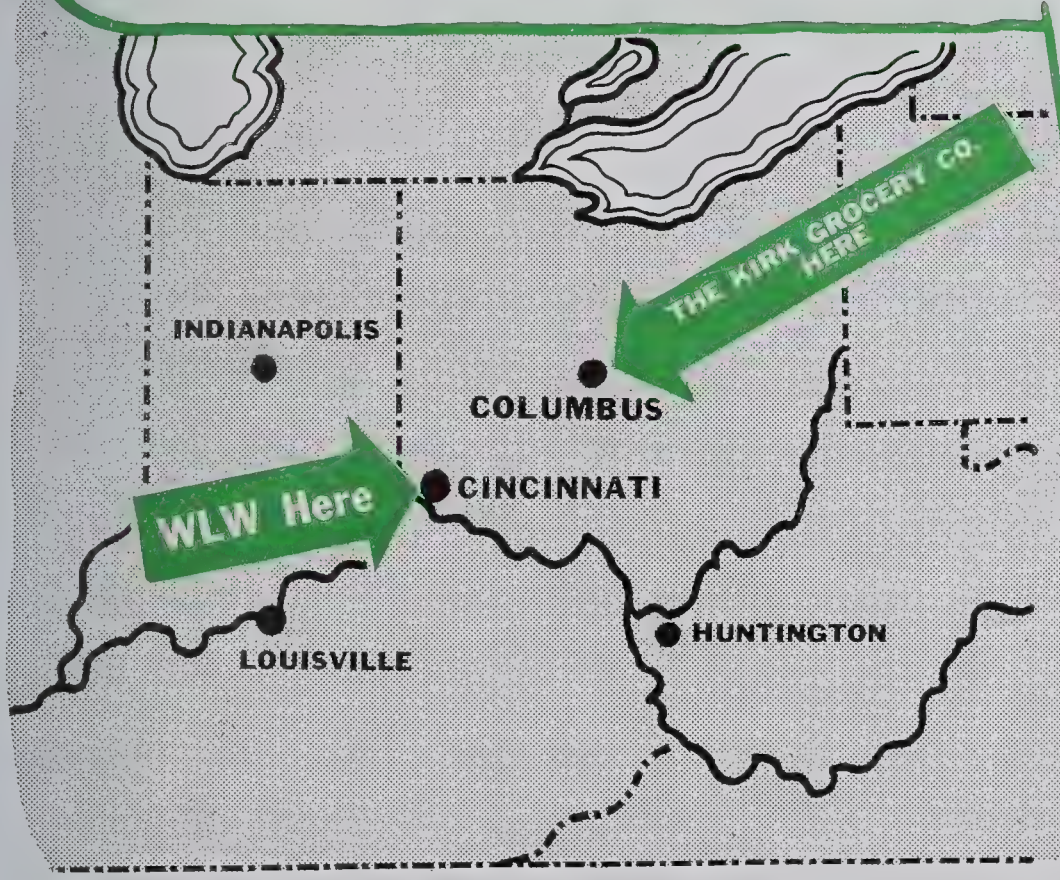
STRIKE of American Communications Assn. against WOV, New York [BROADCASTING, Nov. 15] is still on, with few signs of an early settlement. Station management reports an unchanged situation. Union states that in addition to picketing the station it is now picketing stores selling Bulova watches in an effort to force Mr. Bulova and his management at WOV to recognize ACA as the representative of the station employes and to negotiate with ACA. Edna Kerr, arbitrator of the National Labor Relations Board in New York, who is handling the ACA complaint against WOV, refuses to comment on the status except to say that the board is continuing its investigations.

ANNUAL East-West All-Star football game, to be played New Year's Day in San Francisco, will be broadcast exclusively by MBS from 4:15 p.m. to its conclusion at approximately 7:15 p.m. (EST).

"We realize the importance of WLW as a powerful selling influence in our territory. Therefore, whenever we are notified that a product will be advertised over WLW, we check our stock on that item and advise our salesmen to suggest that the retailer has sufficient merchandise to handle the expected increase in demand."

(Signed) B. F. DAVIS
Operations Manager
The Kirk Grocery Co.
Columbus, Ohio

The Kirk Grocery Company sponsors 60 Clover Farm Stores, 26 of them in Columbus, and travels seven salesmen in 21 Ohio counties.





REPRESENTATIVES: New York — Transamerican Broadcasting & Television Corp. Chicago — WLW, 230 N. Michigan Avenue. San Francisco — International Radio Sales.

WLW THE NATION'S *most Merchandise-able* STATION

DIRECTIONAL COVERAGE



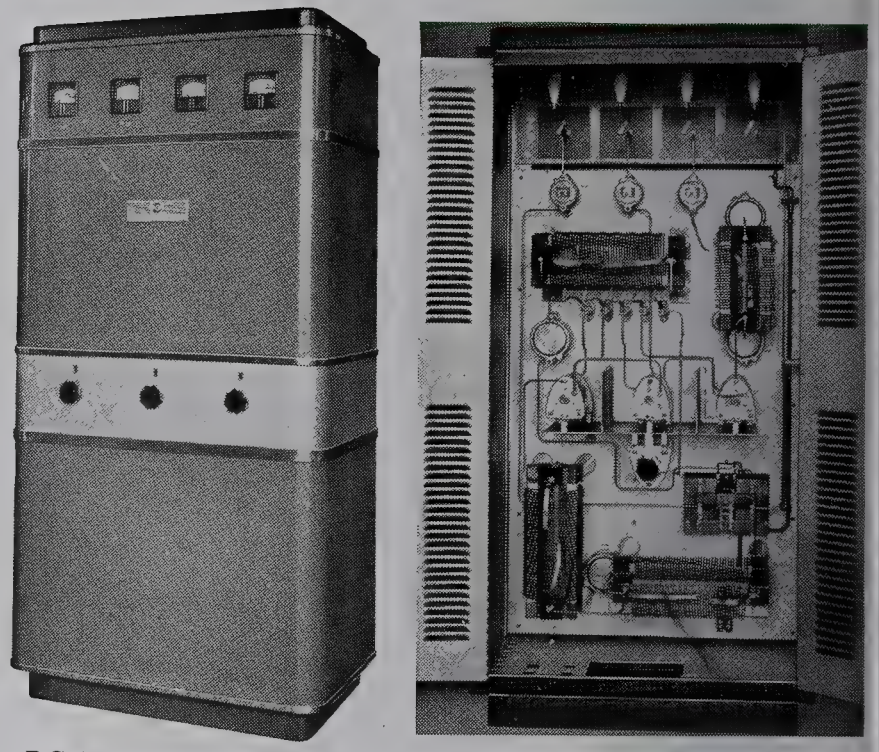


RCA Antenna Phasing Equipment helps keep your signal AWAY from signals of conflicting stations — often justifies POWER-INCREASE!

Increased power to cover *your* territory more effectively...yet without interfering with the signals of other stations in the areas *they* serve! That's the story that often wins a power-increase authorization which otherwise might not be possible.

You can do it economically and efficiently with RCA Antenna Phasing Equipment—hand-tailored to your own specific problems. Such equipment is readily matched to your existing equipment...engineered for maximum efficiency and economy at your existing or anticipated power-level.

Qualified RCA engineers will be glad to discuss your problem, without obligation, at your pleasure. Write for literature.



RCA Antenna Phasing and Branching Equipment at WLAW, Lawrence, Massachusetts

Use RCA Radio Tubes in your Station for Finer Performance

New York: 1270 Sixth Ave. Chicago: 589 E. Illinois St. Atlanta: 530 Citizens & Southern Bank Bldg. Dallas: Santa Fe Bldg. San Francisco: 170 Ninth St. Hollywood: 1016 N. Sycamore Ave.

RCA

Broadcast Equipment

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America



PRINTED IN U.S.A.

BROADCASTING

Broadcast Advertising

Vol. 19 • No. 12

DECEMBER 15, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



"ANY TIME IS A GOOD TIME, CLEMANTHIS!"

● To you who would a-wooing go, for the hearts and hands of Iowa consumers, here's a tip from WHO, the greatest match-maker in the Midwest!—

—do your courting "in the American way, 'twixt dawn and dark," as O'Henry said, and without the aid of moonlight, soft music or other Latin leger-demain!

For *any* time is *effective* time on WHO. WHO is consistently winning Iowa hearts and hands for dozens of advertisers, at hours which some time-buyers would hesitate about (34,217 responses from three fifteen-minute programs at 9:30 a.m.—6,736 responses from one single 3:45 p.m. program, etc., etc., etc.).

WHO can do your speaking for you, John, at *any* hour of *any* day—and get results! Let us tell you more about this rather astonishing *differentness* of WHO. Or just ask Free & Peters!

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

Leadership

ALSO MEANS *Leadership* IN

• *Here is the complete lineup of* **NON-ASCAP** *music now available in whole or in part in the Standard Program Library Service:*

POPULAR MUSIC BY POPULAR DANCE BANDS . . . . . 261 SELECTIONS

BMI and other popular dance music by Henry Busse, Alvino Rey, Anson Weeks, Emery Deutsch, Don Allen, Will Hudson, Stan Myers, Garwood Van, Bill Roberts, Buddy Cole, Billy MacDonald Orchestras, and others.

NOVELTY INSTRUMENTAL . . . . . 409 SELECTIONS

Novachord, pipe organ, piano, string, and other novelty instrumental solos and combinations by Edwin Le Mar, Harry Bluestone, Frank Carle, the Pumpernickel Band, Paul Carson, Rainbow Trio, and others.

CONCERT, SALON and STRING ORCHESTRAS . . . . . 428 SELECTIONS

Public Domain and original compositions by Concert Orchestras under Earl Towner, Josef Franck, Ferdinand Strack and Salvatore Santaella; the John Howard King 50-piece Military Band; Salon and String Orchestras under Hegedus, Martinez, Bluestone and others.

VOCAL SOLOISTS and GROUPS . . . . . 471 SELECTIONS

Popular ballad, old favorites and spirituals by Donald Novis, Gene Austin, Wade Lane, Eddie Dean, Ben Klassen, Ronnie Kemper, Robert Royce, King's Men Chorus, the Charioteers, the Songfellows, Chapel Singers, Choristers, Dreamers, King Cole Trio, and others.

MUSIC OF OTHER LANDS BY NATIVE ORCHESTRAS . . . 250 SELECTIONS

Rhumbas and Tangos by Aaron Gonzalez and Louis Betancourt Orchestras; Hawaiian music by The Islanders and Eddie Bush groups; Russian and Gypsy music by Volodia Katove, Sobolewsky and Rodionoff Orchestras; the Royal Yugo Slav Band, and others.

HILLBILLY, MOUNTAIN and WESTERN . . . . . 227 SELECTIONS

By Al Clauser, Texas Jim Lewis, Rudy Sooter, the Rough Riders, Eddie Dean and Pals of the Golden West.

Total Non-Ascap Music - 2046 SELECTIONS

in Library Service

SERVING THE BROADCASTING INDUSTRY

• *Here is what Standard Radio is doing in the present* MUSIC EMERGENCY:

BASIC LIBRARY OF 2046 taxfree selections, available in full or partial service. Our contribution of BMI "bonus" transcriptions brings this total over 2100 selections.

MONTHLY RELEASE OF 100 new taxfree selections, including all available popular music.

ALL TAXFREE SELECTIONS SEGREGATED from ASCAP music on separate discs for protection against errors at station.

ALL BMI POPULAR MUSIC released to date in striking individualized arrangements for our dance orchestras and novelty units.

BALANCED PROGRAMMING OF MATERIAL; taxfree library effectively covers every needed type of music and is thoroughly diversified.

NO SPECIAL PERFORMING LICENSES needed for any Standard releases. Our licenses on material other than "Public Domain" cover your performances.

NEW NAME TALENT POLICY. Dance orchestras signed for 1941 include Henry Busse, Duke Ellington, Ray Herbeck, MacFarland Twins, and other brilliant names.

NEW "EMERGENCY PLAN" as substitute for popular records, comprises the largest and finest array of taxfree popular music available. Wire for details.

WHEN THE EMERGENCY IS OVER, Standard will resume the release of all forms of copyright music—thus assuring a service which properly fills the needs in future circumstances as well as in the present crisis.

Standard Radio

HOLLYWOOD CHICAGO



For the smaller of our Good Neighbors . . . .

The children are beginning to hear it in Chile . . . in Cuba . . . in El Salvador and Argentina—in city and village schools of Central and South America.

"*Transmite la Cadena Radiodifusora Columbia*".

Soon they will know the phrase well:

"*Transmitted by the Columbia Broadcasting System.*"

For with the new school year, Columbia's eleven-year-old American School of the Air crossed the sea southwards and there became the "*Radio Escuela de las Americas*".

The Americas. Plural.

Thus the Columbia Broadcasting System launches an international educational venture big in design, large in hope for the future of these American hemispheres.

For children who study together, who sing the same songs, have the same heroes and legends, know the same history . . . Such children develop, ineradicably, the ties and links that make all the loyalties and brotherhoods of men.

☆ ☆ ☆

What is the American School of the Air which is now "geographically the world's most extensive educational enterprise"?

Simply, it is text-books given voice, plot and human personality—it is history and natural science and current events dramatized and acted; it is music sung; literature heard. It is daily classroom education over the air.

Over eight million U. S. school children and their 200,000 teachers used the American School of the Air programs during the last school year. Five days a week this classroom radio project, the only educational program of its scope on the air, went out to classrooms in all 48 states and in Hawaii.

And now it will go to classrooms all over the Americas. Thirteen nations in the Western Hemisphere have already accepted the



Argentina *Brazil* *Chile* *Costa Rica* *Dominican Republic* *El Salvador*
Bolivia *Canada* *Colombia* *Cuba* *Ecuador*





invitation to participate: Argentina, Brazil, Chile, Colombia, Panama, Honduras, El Salvador, Cuba, the Dominican Republic, Mexico, Canada, and our own Alaska and Puerto Rico.

The plan for the new International School of the Air is no one-way-street, with our U. S. educators deciding what is going forth to the students. All the nations have been invited to assist in furnishing materials for the new programs. And the same programs will be used in our country and theirs.

☆ ☆ ☆

The boys and girls who hear these programs will one day be the statesmen and voters, the educators and law-makers of their countries. To weave them together more closely by years of shared education in the patterns of free minds, of democracy, may profoundly help in weaving together the future of their nations and ours.

That is the profound purpose of this new international venture.

Secretary of State Cordell Hull has said this of the School of the Air of the Americas:

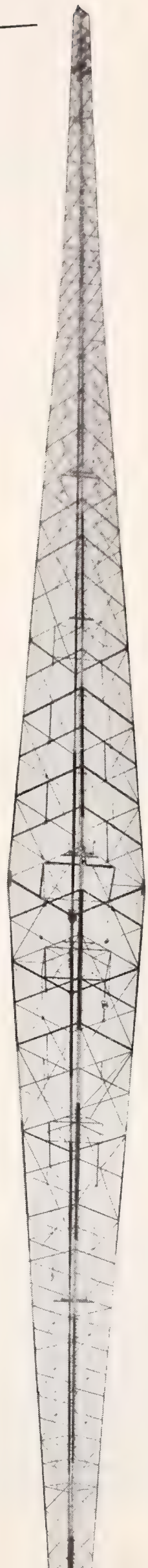
"It would be difficult to devise a form of international cooperation which holds more promise for the deepening and broadening of understanding between the people of the American republics and which may be of more general benefit to these countries."

"*Transmite la Cadena Radiodifusora Columbia.*" To the Americas. Plural.

Already this year 160,000 teachers have sent for the Teacher's Manual of the *School of the Air*, a manual designed to help the teacher make the best use of this classroom project. The 1940-41 issue is now printed in Spanish and Portuguese as well as in English. This 96-page booklet is yours for the asking—in any of the three languages. Columbia Broadcasting System, 485 Madison Ave., N.Y.C.

The Columbia Broadcasting System

Guatemala *Honduras* *Nicaragua* *Peru* *Philippines* *Uruguay*
Haiti *Mexico* *Panama* *Paraguay* *United States* *Venezuela*





DIRECT ROUTE TO THE BEST MARKET IN THE WHOLE UNITED STATES

WTIC offers you a direct route to Connecticut and the rest of Southern New England—the richest market in the whole United States. And that's not just talk. Sales Management in its September 1940 issue gave the cold, hard facts concerning this rich industrial and farming community.

For example, the per family annual effective buying income for Connecticut is estimated at $3,423.00, the highest of any of the United States and 39% above the national average. And all indications point to an even greater figure during the coming year.

What does all this mean? It means 39% more cash response to your advertising.

The impact of 50,000 Watts and the authority of more than 15 years as the favorite station of Southern New England makes WTIC the direct route for your sales message in this rich market.

WTIC 50,000 WATTS

A *"MUST"* FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET

The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network

Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco

send this
COLLECT

CLASS OF SERVICE DESIRED

DOMESTIC		FOREIGN	
TELEGRAM		FULL RATE CABLE	
DAY LETTER		DEFERRED CABLE	
NIGHT MESSAGE		NIGHT CABLE LETTER	
NIGHT LETTER		RADIOGRAM	
SHIP RADIOGRAM			

PATRONS SHOULD CHECK CLASS OF SERVICE DESIRED, OTHERWISE MESSAGE WILL BE TRANSMITTED AS A FULL-RATE COMMUNICATION

Postal Telegraph
THE INTERNATIONAL SYSTEM

Commercial Cables · Mackay · All America Cables · Radio

TELEGRAMS CABLEGRAMS RADIOGRAMS

RECEIVER'S NUMBER

CHECK

TIME FILED

STANDARD TIME

Form 2-C

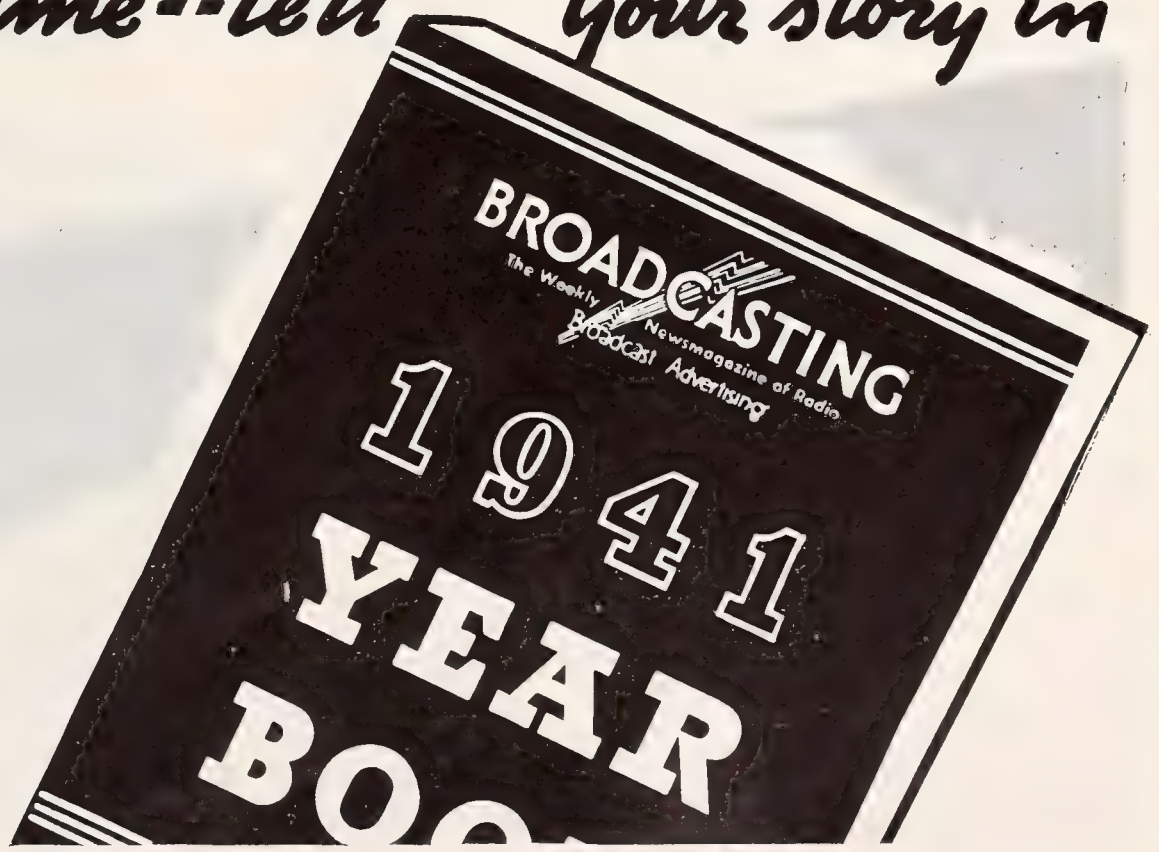
Send the following message, subject to the terms on back hereof, which are hereby agreed to

DEC. 15, 1940.

BROADCASTING PUBLICATIONS INC.,
NATIONAL PRESS BUILDING, WASHINGTON, D. C.

WE WILL USE (FULL) (HALF) (QUARTER) PAGE ADVERTISEMENT IN THE 1941 YEARBOOK NUMBER. COPY WILL REACH YOUR OFFICE BY DECEMBER 23.

There is still time--tell your story in



Full page	$192
Half page	$108
Quarter page	$ 60

frequency discounts apply

WROL moves UP!
UP to 620 kilocycles
UP to 1000 watts

New Directional Beam Antenna Gives Valley-Wide Coverage!



NEW POWER AND FREQUENCY WILL QUADRUPLE PRIMARY SERVICE AREA

Here's important radio news. Effective in December, WROL, Knoxville, quadruples its present power—a power-boost to 1000 watts. Frequency is changed from 1310 kilocycles up to 620 kilocycles.

1000 watts at 620 KC. What a break for WROL. Its primary service area more than quadrupled in size, doubled in population.

What a break for Tennessee Valley listeners. Thousands and thousands of them will now get WROL's outstanding Red and Blue radio programs better than ever before.

And what a break for WROL advertisers. Those now using WROL or placing orders prior to February 1, 1941, have the opportunity to obtain the prevailing low rates. Check at once with the nearest John Blair office for current availabilities, including new AP news broadcasts.

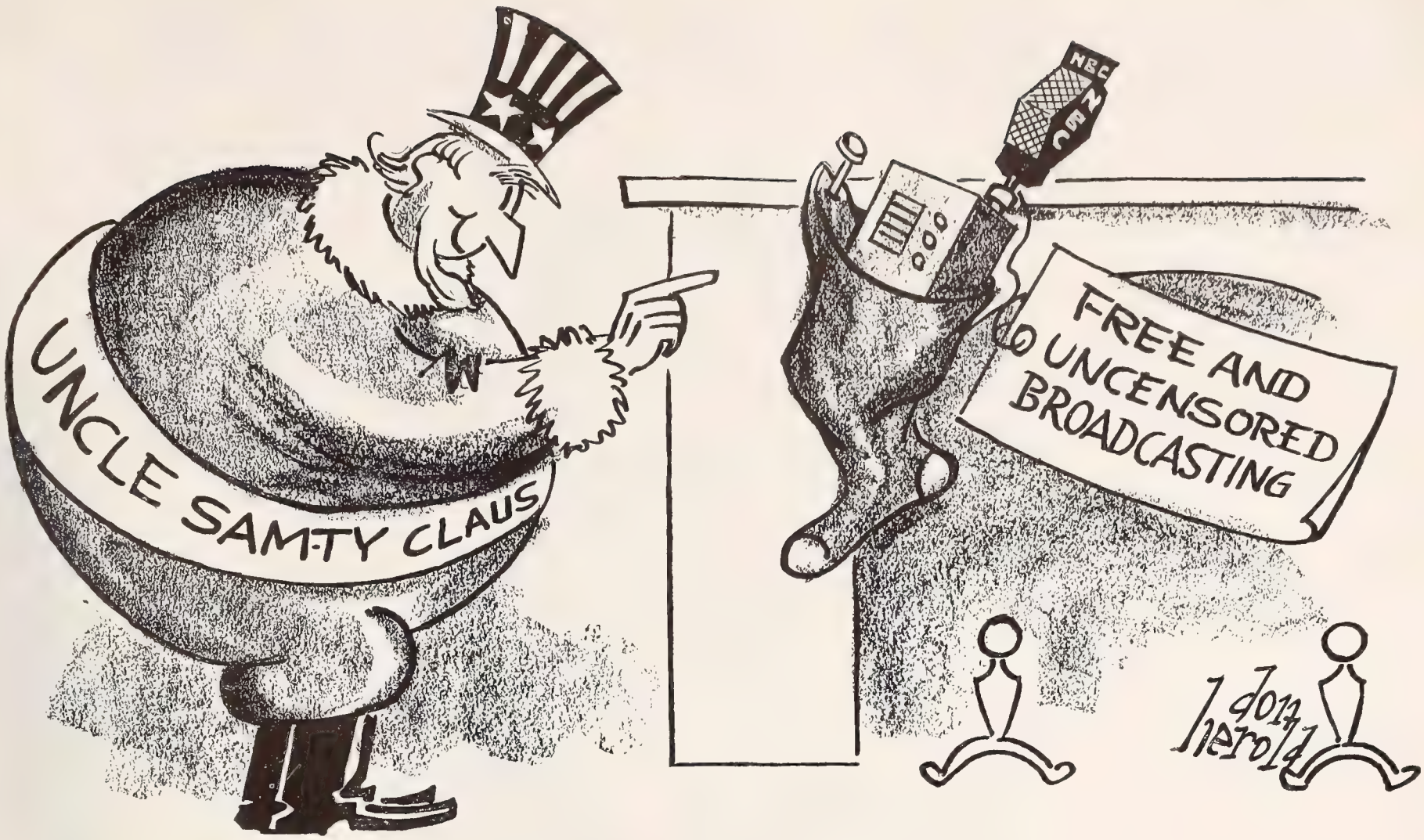
A NEW AND FINER FREQUENCY
WITH 4 TIMES GREATER POWER

WROL
KNOXVILLE
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ONE THING Americans can regard as a gift and be thankful for, this Christmas, is the privilege of listening to and enjoying free and uncensored broadcasting.

How different from the "control at headquarters" in totalitarian countries.

Over there, they're told precisely what the dictators want them told. Over there, they're told specifically what to think. Over there, broadcasting is narrowcasting.

Over here, we can hear all sides, and do our own thinking.

The broadcasting companies in America lean over backwards to keep radio impartial in politics and in everything else—to keep the airways the fairways. The radio companies prize freedom of speech in the air and freedom of the American citizen to dial where he chooseth and to think for himself.

Let this country rejoice, then, that in a world where even the air over enslaved nations is impregnated with ready-made thought, here, almost alone among nations, nobody is dinning only one side of any great issue into our ears.

Free and uncensored radio broadcasting is perhaps the most important and precious thing in national life. Free radio is even greater in some respects than a free press; radio stations might ...but have chosen not to...take sides editorially, as have most newspapers.

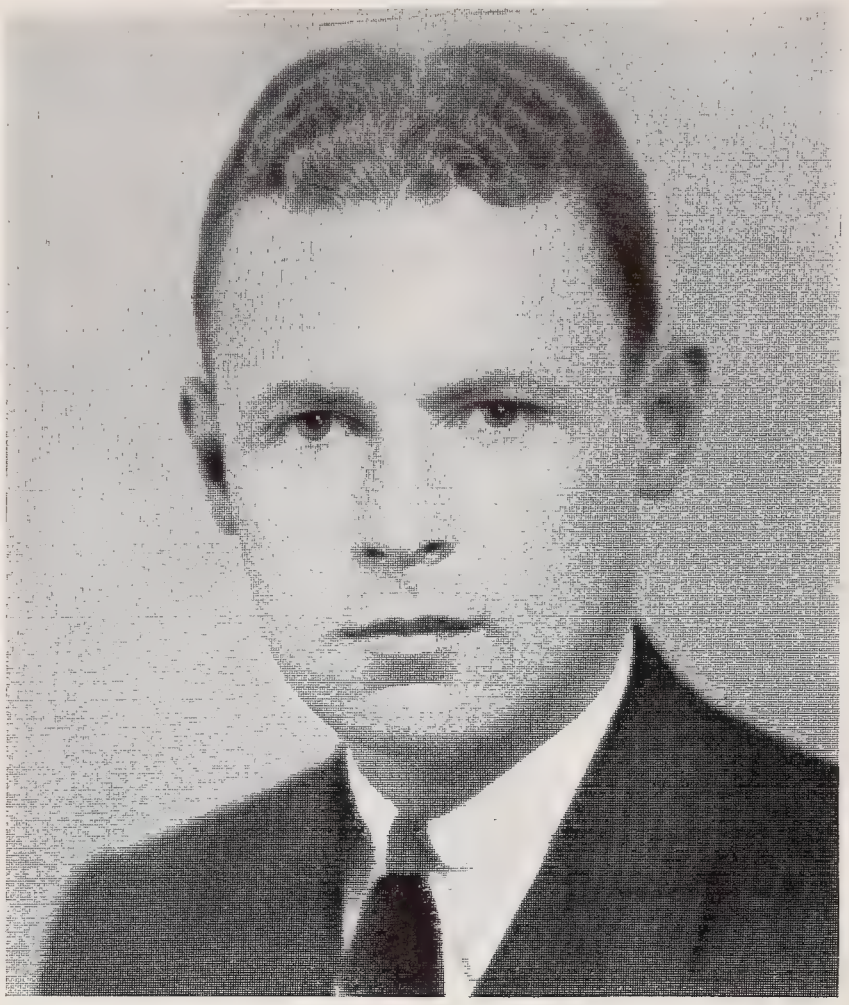
A radio receiving set is, in America, *the very symbol of Democracy.*

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Three years, University of Wisconsin
Five years, Chicago Tribune
Five years, Marshall Field & Co.
Free & Peters since September, 1938

*Hal Hoag became the Manager of our Los Angeles Office, on December 1. He replaces Haan J. Tyler, who has been appointed Sales Manager of Station KSFO, San Francisco. Good luck to you, "Ty"!

Reading from left to right—

HAL W. HOAG!

Hal Hoag cut his advertising teeth with the Chicago Tribune, then decided to learn merchandising with Marshall Field & Company. When we first knew him, he was doing most of the behind-the-scenes work for a hard-driven buyer, and we knew right then that we wanted *him* in our organization, to help us help *you* with your spot radio. . . .

As almost everybody agrees, spot broadcasting is the most economical and most effective technique in radio. But unfortunately, it's not the easiest. It requires *more work*, more time, more thought than other systems. . . . And that's where F&P come in. Our job is to take some of the load off your shoulders — to help you determine your best markets, to furnish you the information by which you can easily select your best stations, to help you discover new program ideas and proper talent, to relieve you of the correspondence and detail of "clearing time", etc. In short, to help you make your use of spot radio as *easy* as it is *resultful*.

That's why Hal Hoag and each of our fourteen top-notch men is more interested in doing something to help you, than in "selling" you. It's the way we work in this pioneer group of radio-station representatives.

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WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
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WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KGKO	FT. WORTH-DALLAS
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Consent Decree Seen Near for ASCAP

Alternative Would Be Criminal Suit by Government; Broadcasters Copyright Crisis May Be Broken

By SOL TAISHOFF

AN ALL-INCLUSIVE consent decree which would terminate the six-year-old Government anti-trust suit against ASCAP, and at the same time bring to an abrupt end the Society's charmed reign as Tin Pan Alley's closest closed corporation, is being considered by ASCAP's board of directors in negotiations with the Anti-Trust Division of the Department of Justice.

If final papers are signed—and this now appears likely—the way would be opened for return of ASCAP music to the air after Jan. 1, but not on the monopolistic blanket license basis, which provoked the present crisis with the broadcasters. If, for some reason, the consent decree is not effectuated, the Attorney General intends promptly to institute new criminal proceedings against ASCAP—probably in Wisconsin.

Publisher Secessions

ASCAP's probable decision to swallow the bitter consent-decree pill apparently is being considered only because it has despaired of all hope of effecting a reconciliation with the broadcasting industry. Development of Broadcast Music Inc. to the point where it commands a library sufficient to tide radio over the Jan. 1 contract deadline, plus secessions of important publishers from ASCAP's ranks, unquestionably is expediting action.

New ASCAP attorneys, headed by Milton Diamond, were closeted with Anti-Trust Division officials up to the time BROADCASTING went to press Dec. 13. Though the sessions were cloaked in secrecy, it was believed that final consent decree papers were being studied. The ASCAP board met in special session in New York Dec. 12, at which time the Government's ultimatum was believed presented.

ASCAP's new legal negotiaing staff, placed on the job several months ago, has been in frequent session with officials of the Anti-Trust Division. Conferees for the Government have included Assistant Attorney General Thurman Arnold, in charge of the Anti-Trust Division; Holmes Baldridge, chief of the trial section of the Division, and Victor O. Waters, Special Assistant Attorney General assigned to the ASCAP litigation just a year ago.

New Licensing Setup

In addition to Mr. Diamond, the ASCAP conferees have included Lieut. Gov. Charles Poletti of New York, Gene Buck, president, and Attorney B. J. Rabin, member of the Diamond-Poletti law firm. Regular ASCAP counsel, associated with the firm of Schwartz & Frohlich, have not been active in the deliberations, which would terminate the 1934 Sherman anti-trust action against ASCAP still pending in the Fedreal court for the Southern District of New York.

By entering into a consent decree, ASCAP in effect would agree to revamping its licensing methods in such fashion as to introduce free competition into the music field. In so doing, the Government would agree to terminate the anti-trust litigation, and ask the Court to promulgate the decree. ASCAP then would forthwith be forced to drop the practices held illegal—and presumably that would automatically terminate all of the existing contracts with broadcast stations and permit operation of the "pay-as-you-play" formula, so long demanded by the industry.

Signing of the decree immediately would alleviate the tension existing in the whole broadcasting field over the expiration of existing ASCAP contracts at the end of the year. But it would promptly pose new problems of great magnitude.

More than likely some sort of armistice would be declared to prevent possible infringement actions in event confusion should exist after the first of the year. BMI, now a going concern, obviously would be continued as a substantial competitor in the field, but it would be forced to revamp drastically its method of operation since the license arrangement is based on the present ASCAP blanket formula—the crux of the Government's suit against the Society on grounds of illegal price-fixing.

Criminal Action Possible

Wary about even hinting the nature of the consent decree proposals lest ASCAP renege at the eleventh hour, the Anti-Trust Division is believed ready to slap new criminal proceedings against ASCAP. In recent days, it is reported, Mr. Waters has been in the field, and apparently has recommended Milwaukee or Madison as the locale for the new criminal proceedings under the Sherman Act.

It seems a certainty that if ASCAP stalls unduly in the consent decree negotiations, the Department will institute the criminal proceedings within a few days. Though its interest is focused on ASCAP, it is not unmindful of the Dec. 31 expiration of broadcasting contracts with the combine. The matter was brought forcibly to the attention of the Attorney General again Dec. 9 in a letter from President Harold A. Lafount of National Independent Broadcasters, making a plea for "relief" before it is "too late".

What Decree Means

If a consent decree is negotiated, it is logically assumed that it will include:

1. Elimination of the existing blanket license, on which stations are required to pay a royalty (now amounting to 5% of gross) on their entire income, which this year is yielding ASCAP about $5,000,000 and which, based on the boosted rates, would command some $9,000,000 in 1941.

2. Specification henceforth of a "per program" basis, presumably along the lines of the newspaper form of contract, under which stations would pay only on *programs using ASCAP music*, and not on non-musical programs or those using non-ASCAP works.

3. Elimination of any sort of minimum guarantee, such as now

(*Continued on page 92*)

St. Louis Convention in May Tentatively Selected by NAB

TENTATIVE selection of St. Louis for the 1941 NAB convention was voted by the NAB board of directors at its year-end meeting in New York Dec. 5-6, with the approximate time early May.

Without definitely deciding the time or place, the board resolved to hold the convention in the Midwest and indicated a preference for St. Louis, if proper arrangements could be made. Chicago was given runner-up position out of 60 invitations considered.

It was emphasized, however, that no arrangements have been concluded and that they will not be until after a "survey" is conducted by a special Convention Committee comprising Howard Lane, McClatchy stations, Sacramento; Clifford M. Chafey, WEEU, Reading; F. M. Russell, NBC Washington vice-president. C. E. Arney Jr., NAB assistant to the president, is secretary.

Resort Considered

Some sentiment also was expressed for a resort locale such as French Lick, Ind. It was agreed that the convention should not go to either Coast since the 1939 session was held in Atlantic City and the 1940 session in San Francisco.

Preponderantly, the board favored an early May date because of the vast activity now currently of interest to the entire industry. By that time, it was thought, there will be sufficient crystallization of developments on the music, regulatory, Congressional and national defense fronts to warrant industry-wide attention.

At its two-day session the board approved several additional memberships, bringing the station total to an all-time high of 503. A number of FM stations, recently awarded construction permits by the FCC, were admitted to membership under revision of membership requirements approved at the last convention. The board also received and approved the NAB budget for 1941—likewise the highest in its history by virtue of increased membership and the upturn in industry revenue. Dues are based on income brackets into which stations fall.

(*Continued on page 102*)

Acquisition of Marks Catalog Adds 15,000 Numbers to BMI

Many Favorites Are Included; Other Catalogs Also Are Secured, Including Latin American Numbers

COMPLETING a major step to date toward its goal of building a source of supply adequate to serve the industry, BMI has announced that, beginning Jan. 1, 1941, performing rights to the catalog of Edward B. Marks Music Corp., one of the country's largest music publishers, will be transferred from ASCAP to BMI.

Founded in 1894, the company has more than 15,000 copyrighted songs in its catalogs, comprising a cross-section of the most familiar songs of the last half-century. Never specializing in any particular type of song, the House of Marks in its 47 years of activity in Tin Pan Alley has built up a library of all classifications.

Lease of the Marks' music to BMI is for a five-year term, according to Julian T. Abeles, attorney for Mr. Marks, who said the annual rental would approximate $250,000, or a total of $1,250,000 for the five years .A first installment of 6,000 of the Marks numbers is being listed by BMI for immediate release to all member stations.

Many Favorites

Included in this list are such old time popular songs as Hot Time in the Old Town Tonight, Where Did You Get That Hat? and Ta Ra Ra Boom Der Ay; novelty numbers like Sipping Cider Through a Straw; South American tunes such as Andalusia, from which Breeze and I was adapted, and Mama Inez; comic songs, including Everybody Works But Father, By Heck and The Three Trees; such patriotic marches as the Marine' Hymn and The American Legion March.

Minstrel songs including Ida, Sweet as Apple Cider; hillbilly ballads like Take Back Your Gold and In the Baggage Coach Ahead; waltzes such as Play, Fiddle Play; Hawaiian songs such as Song of the Island and My Own Iona, and swing numbers like There'll Be Some Changes Made and Let's Dance (Benny Goodman's theme song) are also among the Marks numbers.

In addition the Marks catalogs include standard choral and concert pieces, many special arrangements for piano, organ, strings and for two pianos. Classified into albums of familiar music, such as the American Album, French Album, Hungarian Album, etc., the Marks songs may be used for special programs and the catalogs also provide much background music. As its deal with BMI involves only the transfer of performing rights, the house will continue as an active publsher, developing both popular and standard music.

Other recent acquisitions by BMI include the performing rights to the repertoire of the Institucion Nacional de Autores, Compositors y Editores de Cuba and the Sociedad General de Autores de Cuba, supplementing its already large collection of Latin American music. The transaction makes available to BMI subscribers after Jan. 1 most of the native music currently in Cuba, including many numbers already well-known in the United States.

BMI has also secured performing rights to music in the collections of old favorites published by D. Appleton-Century Co., including Ballads the Whole World Sings, Sacred Music the Whole World Loves, Songs of the Sunny South and Songs Children Love to Sing. This contract gives to BMI subscribers a large supply of familiar arrangements of both old favorites and modern classics, including music by MacDowell, Rachmaninoff, Grieg, as well as Gilbert & Sullivan. Two large organ collections are included.

Other Negotiations

Another important BMI acquisition is the performing rights to some 5,000 hillbilly, race and novelty selections in the catalogs of Southern Music, which like Marks is an ASCAP publisher. The deal also makes available 3,000 phonograph records by leading exponents of the hillbilly school. In addition, BMI also acquires such well-known numbers as It Makes No Difference Now, Barnacle Bill the Sailor, Oh, Monah, Louis Armstrong's Swing That Music, and Archie Bleyer's Business in F.

Completion of the Marks negotiations, which marked the first breaking of the ASCAP ranks by a major publisher member, has given rise to rumors that the M-G-M catalogs may yet wind up on the BMI side of the fence. Negotiations between the motion-picture owned publishing companies and BMI for the outright purchase of their catalogs for a sum reported to be in the neighborhood of $4,000,000 were believed to be nearly complete in the early summer, but certain legal technicalities prevented the consummation of the deal. The owners have not yet, however, signed a new ASCAP contract and it is said that they may make another attempt to get together with the broadcasters before Jan. 1.

Meanwhile, John G. Paine, general manager of ASCAP, declared that in making the Marks deal the broadcasters had gained the allegiance of the publishing company but not of the authors and composers, who "are all remaining loyal to ASCAP". Comparing the situation to one where the captain of a ship had struck his colors with the crew refusing to surrender, Mr. Paine stated: "All works in the Marks catalog written by any writer-members of ASCAP are controlled by ASCAP and no radio station may use them unless it has a license from the Society to do so." He pointed out that broadcasting rights to the music of ASCAP members in the Marks catalog have been vested in ASCAP.

Replying to this announcement, BMI stated that their attorneys had carefully examined the music in the catalog and had certified the 6,000 numbers currently being listed as "unquestionably outside of ASCAP's control". Furthermore, it was added, no broadcaster or advertiser has any cause for worry, as BMI indemnifies them against any infringement actions which might be raised, relieving the users of its music of any risk that may be involved.



EDWARD B. MARKS, president of Edw. B. Marks Music Corp., signs the contract transferring the performing rights to more than 15,000 songs from ASCAP to BMI on Jan. 1. Looking on are (l to r) Merritt E. Tompkins, vice-president and general manager of BMI (seated); Sydney Kaye, BMI general counsel; Max Marks (brother); Herbert Marks (son).

KFBC Joins NBC

KFBC, Cheyenne, Wyo., on Dec. 7 joined the NBC Blue Mountain Group as a bonus outlet, available to advertisers purchasing facilities in the Group, provided the program is available at Denver. This brings the total number of NBC affiliates to 219 as of Dec. 15

Orchestra Group Fails In Mission

Waring Criticizes Miller for Not Attending Conference

FAILURE of the Orchestra Leaders Committee, headed by Fred Waring, to effect a reconciliation between the broadcasting industry and ASCAP was reported Dec. 10 by the band leader at a meeting in New York.

The report, unanimously adopted, described the committee's meeting with NAB and ASCAP officials and charged Neville Miller, NAB president, with "ignoring his promise to our committee to attend the joint conferences as arranged under the conditions imposed by him", to which the committee reported ASCAP had acceded. The conditions related to a "per program" basis of payment.

Claims Sacrifices

Stating that the "recent network edict" requiring orchestras to include non-ASCAP numbers in their broadcasts "provided an economic hardship for the majority of our associates", the report continues that "network control of one of America's most profitable advertising mediums was acquired largely through the use of music as raw material and its presentation by American musicians and interpretive artists . . . Having unselfishly contributed to the construction of this great enterprise, we are now ordered to make economic and professional sacrifices in order to help the radio interests procure eventual ownership and supervision of American music."

The report was signed by Eddie Duchin, Johnny Green, Nathaniel Shilkret, Meyer Davis and Ben Cutler, in addition to Mr. Waring.

Commenting on the report, Mr. Miller said no one regrets more keenly than broadcasters that ASCAP is depriving band leaders of certain of the musical material which has been closely identified with them. Saying he did not question the sincerity of Mr. Waring's statement, he explained, however, that he had misunderstood the issue. He pointed out also that Mr. Waring was a member of ASCAP and that his personal manager, John O'Connor, is an ASCAP director.

He said the NAB proposition was that ASCAP withdraw its present blanket form of contract and make a firm proposal ratified by ASCAP's board, and predicated upon the principle of "per program" compensation. He said no such proposal had come to NAB from ASCAP, despite the fact that the board of directors met in New York Dec. 5-6.

Mr. Miller added that the position of the industry is clear and that broadcasters are willing to pay a percentage of the revenues from all programs which use ASCAP.

Asked by one of the band leaders at the meeting if they should not ask the AFM to step in, Mr. Waring advised "marking time" for the present. He explained that the union is not concerned until the musicians' wages or working conditions were affected and added that the report had been read and approved by Jacob Rosenberg, president of the New York local (802) of the union. "Fulfill your contracts," he stated. "If you do that and then lose your jobs, then is the time to call on your union."

ASCAP's Pleas for Truce Are Ignored

All Groups Ready For Operation With BMI

By BRUCE ROBERTSON

TURNING deaf ears to the eleventh-hour entreaties of Tin Pan Alley-inspired mediators to declare a truce in the war over music, the broadcasting industry entered the last fortnight of 1940 with plans virtually completed to operate henceforth without ASCAP music. Heartened by the acquisition of the basic catalogs of Edward B. Marks Music Corp. by Broadcast Music Inc., the prevailing view was that the industry's offensive, forced by ASCAP's untenable royalty demands, would not and could not be stopped.

BMI and NAB executives looked for a surprise move by ASCAP to bring about a moratorium, but they proposed to do nothing but saw wood. With utmost cooperation being given by advertisers and their agencies, and with no defections of any consequence in the radio ranks, they were determined to begin operation Jan. 1 with no ASCAP music whatever on the air. Every precaution against infringement has been taken by the major networks, and regional copyright checking bureaus are being established on a nationwide basis.

Moratorium Gesture

A feint by ASCAP in the direction of a possible three-month moratorium, during which a new deal might be worked out, is predicted. But the NAB board, 26 strong, at its meetings in New York Dec. 5-6, reappraised the whole situation, approved the Marks catalog acquisition for a record rental price of $250,000 a year for five years, or a guarantee of $1,250,000, and then issued a statement that it was "satisfied" with the progress made.

The directors immediately scattered, and President Neville Miller again hit the "sawdust trail" by making one-day stands at NAB district meetings. There is no plan for another board session until well after the Jan. 1 non-ASCAP deadline is past.

Whatever the ASCAP developments BMI is destined to continue as a going concern, it was made clear. The industry feels it will be able to write its own ticket, in a fully competitive market, once it proves in practice that radio is not dependent upon ASCAP. ASCAP's 1940 take from the broadcasting industry will amount to about $5,000,000. If its proferred contract for 1941 had been accepted, the industry would have been called upon to pay a minimum of about $9,000,000.

There is no denying that both Tin Pan Alley and the broadcasting industry have ears cocked toward Washington and the Department of Justice conversations with ASCAP looking toward either a consent decree or new criminal action. But such developments won't change the industry's movement to rally behind BMI, now boasting some 90% of the industry's dollar volume as full-fledged members.

For the major networks and for many individual stations, the remaining days of 1940 are being utilized as a period of rehearsal for the time when ASCAP music will not be available for their use. CBS on Dec. 1 put every network sustaining program on a completely non-ASCAP basis. NBC, which for some time has used no ASCAP music on sustaining programs produced in its own studios, will put the same requirement on remote musical pickups on Dec. 15. MBS key stations in New York and Chicago have also banned all ASCAP numbers on their sustaining shows, WGN on Dec. 1 and WOR on Dec. 8.

Trammell Letter

NBC, in addition, has notified its clients and their advertising agencies that their programs must be completely non-ASCAP by Dec. 23. In a letter written Dec. 6, Niles Trammell, NBC president, again explained the situation, pointing out that radio would like to continue to use ASCAP music but "we cannot do so under the exorbitant terms ASCAP is trying to compel the industry to accept." The problems arising from the elimination of ASCAP music following the expiration of NBC's license on Dec. 31 "are not as serious as they appear on the surface," Mr. Trammell wrote, continuing:

"This is demonstrated by the fact that the NBC has in its own music library, available for use after Dec. 31, approximately 25,000 numbers of which approximately 16,000 are familiar to the general public. BMI and other publishing houses not controlled by ASCAP have also made amazing progress in the building of catalogs of other music arrangements of public domain compositions, and the drive that has been put on by the broadcasting industry to develop and stimulate new talent—new sources of music—assures us not only of a plentiful supply of music but freedom in the music field whereby no one interest or group of interests will ever control or dominate it again.

"You will be interested to note that all NBC studio-built sustaining programs since Nov. 15 of this year have been using only such music as we will be able to perform after the expiration of our ASCAP license on Dec. 31, and commencing Dec. 15 this will also apply to all remote danceband pickups. As of this writing, a total of forty-five of our outstanding commercial programs are already being broadcast entirely with non-ASCAP music and more are joining each day in preparation for the deadline of Dec. 31, 1940.

"I am sure you will agree that in a situation such as this it is always advisable to anticipate a deadline as much as possible. In spite of all precautions 'last moments' usually develop confusion and mistakes. In a further effort to avoid such difficulties, NBC has adopted a policy of using on programs broadcast over its facilities on and after Dec. 23, 1940, only music which will be legally available after Dec. 31, 1940 and to that end only such music will be approved after that date."

Theme Tunes

Preston H. Pumphrey, in charge of agency contacts for BMI, has reported that conferences with most of the agencies placing business on the air have revealed few problems arising from the threatened withdrawal of ASCAP music. "The BMI catalogs and the other music available for radio have proved to contain an abundant supply of almost every type of music," he stated. "In fact, finding suitable material for the various sponsors and artists who have come to us for assistance has been a much easier job than we had foreseen. In many, if not the majority of cases, the selection of a new theme has been more difficult than collect-

(*Continued on page 98*)

Some 'Don'ts' to Avoid Infringing ASCAP Music...

TO INSURE CBS owned and operated stations against performing any ASCAP works after Jan. 1, the networks' copyright department has sent these stations a detailed letter, outlining exactly which works are considered as ASCAP and the procedure each station must follow in production and program planning. Musical works are considered ASCAP when the composer, lyric writer or publisher is a member of ASCAP or of a foreign society affiliated with ASCAP (except where the publisher is not a member and the composer or lyric writer was not a member at the time of signing the contract with a non-ASCAP publisher), and where the arranger is an ASCAP member.

"The only exceptions to the foregoing," the letter states, "are grand rights performance by ASCAP members. ASCAP controls only the non-dramatic or so-called 'small' performing rights for the works of its members. Accordingly, if proper contractual arrangements have been made with the actual copyright owners, a 'grand rights' performance may be broadcast."

Some 'Musts'

Such broadcasts, the letter continues, would be of a major symphony in its entirety or of a musical comedy, opera, operetta, revue or bonafide musical picture in its entirety or a substantial portion thereof. The station is warned however, that the line of demarcation between grand and small rights may be extremely fine and that each case must be considered individually. This exception is seen as a loophole for motion pictures producing companies which own ASCAP publishing houses to use to secure radio plugs for their musical pictures, which, under this interpretation, might be broadcast as a *Lux Theatre* presentation, for instance [see story on page 20].

The list of "don'ts" follows:

1. The program producer or director must check all music on the conductor's stand against his certified music sheet. No other music may be broadcast. Be particularly careful about your local remotes.

2. The production man or director should keep an accurate log of his program.

3. The production man's two certified music sheets must be signed by the production man and the agency representative, if any.

4. The program producer must have the right to pull the plug on the slightest deviation from a certified music schedule.

5. Watch out for ad libs. Improvisations are out. If it isn't on paper and certified, it is not to be broadcast.

6. As protection against emergency operations, all staff artists, organists and pianists, who might be required to fill in, must clear a sufficient number of work sheets to meet such needs.

7. Organists who perform on dramatic shows should immediately compile a folio of cue music sufficient to meet their ordinary needs. These should be submitted for clearance and no other music played unless it, too, has been cleared.

8. In scheduling on-the-spot special events where you know music may be played although it is incidental to the event itself, such as a baseball game or political rally, the music must be cleared in advance if it is to be picked up. As there is little band music outside ASCAP's control, the chances are we will have to forgo those portions of a special event during which the band is playing, unless you can build and work from a soundproof booth.

9. Recordings kept at the transmitter for emergency use should be cleared.

Stations are also advised to confine their phonograph records to those cleared by BMI, taping sides of records that are not licensed to prevent accidental use. CBS also states that the catalogs of the various transcription library services are being studied and that stations will be advised of doubtful numbers which also are to be taped over. BMI states that there are 3,400 records now available of music it controls.

Advertising Levy Offered in House

Voorhis Bill Hits at Budgets In Excess of $100,000

A BILL to tax all advertising over $100,000 as net income under the income tax and excess profits tax law, allowing no deduction of advertising expense from gross income, was introduced in the House Dec. 9 by Rep. Voorhis (D-Cal). The bill was referred to the Ways & Means Committee. No date has been set for hearings nor are any likely to be held before the next session of Congress.

The preamble of the bill states that the money thus derived would be used for national defense and that the measure is aimed at preventing unlimited investment for goodwill advertising. The bill strikes at all media and it is a foregone conclusion that if the measure reaches the hearing stage it will be vigorously opposed. If the bill became law it would practically abolish the advertising industry as well as cripple radio, newspapers and billboards. While the various trade associations have made no plans, it is known that the NAB, AAAA, ANPA and Traffic Audit Bureau will join in a concerted drive to defeat the legislation.

Under the terms of the Voorhis bill a basic exemption of only $100,000 would be allowed each business. If two or more taxpayers own a business they will be entitled to only one exemption.

The bill contends that "much of the advertising sponsored by the liquor, tobacco and luxury trades is an economic waste not permitted in other countries". The measure defines "advertising" as "all expense incurred which publicizes within the boundaries of the United States a business or its products and is for the purpose of promoting the enterprise. It shall include all radio programs, publications, posters and notices except items of office stationery and expense. It shall also include all legislative and lobbying expense and all attorney's fees directed toward the influencing of legislation."

Guild Sponsor Sought

WHILE no contracts have been signed as yet, NBC is preparing a sales drive for a new dramatic series to be produced in cooperation with the Theatre Guild, and on Dec. 16 will audition *Prelude to Exile*, a Guild presentation of several years ago, for members of the sales and program departments. No details have been announced, but it is understood the plan involves the broadcasting of radio versions of Guild successes, with the stars of the stage productions also featured on the air. Deal is said to be predicated on NBC's success in obtaining a sponsor for the series, as the expense involved would be prohibitive for a sustaining series.

Thorens in the South

THORENS Inc., New York (Swiss harmonicas), is planning a spot campaign on a number of unannounced stations after the first of the year in conjunction with a Southern sales drive. Sponsor is currently running a spot campaign of 5-minute musicals three times a week on 7 New England stations.



ALL THE BOYS gather 'round, flashing their selective service registration cards, as Herbert L. Pettey (seated), director of WHN, New York, inspects the card of Engineer Allan Ferres, first staff member to enter active training. Ferres, guest of honor at this goodbye party in the chief's office, is in the Naval Communications Reserve. Waving their cards (l to r) are Frank Roehrenberk, station manager; Roland Hamel, publicity department; Bob Stephenson, announcer; Al Simon, publicity director; Ted Schneider, program department; Fred Raphael, program manager; Allan Ferres; Bob Patt, sales promotion manager; Ray Katz, program department; Bill Bond, announcer.

New Application Form for FM Drops Many Provisions Held Objectionable

REVISED and clarified to remedy many of the objections of applicants, the FCC on Dec. 7 announced a new Form 319 application for high-frequency (FM) broadcast station construction permits. The revised Form 319, adopted by the FCC following a series of joint committee conferences between industry and Commission representatives, supplants the controversial application form originally adopted by the FCC June 28 shortly after it authorized commercial FM.

Although the new 44-page form actually is two pages longer than the earlier compilation, it is said to qualify as a substantial improvement over the original. Its principal claims for improvement lie in the general simplification and clarification of terms and elimination of individual sections which drew the bulk of critics' fire. In the revised form the application questions generally surrender their infinite detail and all-inclusive basis in favor of definite bounds of time and economic interest [BROADCASTING, July 1, 15].

An Improvement

In announcing the revised Form 319, the FCC noted that the granted revisions satisfied the bulk of operators' protests. Following adoption of the new form, the industry group on the joint committee—composed of representatives of the NAB, NIB and a special FM Broadcasters Inc. committee—issued a statement that they were "well pleased with the results of the conference" in that the new form was a distinct improvement on the old. However, it also has been indicated that the application form still falls short of satisfying operators.

Analyzing the new application blank, the FCC pointed out that of 54 controversial items in the old form noted by industry spokesmen, 40 were remedied by FCC agreement during the joint committee conferences. The Commission also observed that the 14 remaining items, principally involving legal considerations, were not considered of major interest by the broadcasters' representatives.

The FCC indicated that the joint dicussions, apart from resulting in simplification of the application form to stimulate FM development, led to better mutual understanding of FCC and industry problems in presenting and determining facts on which decision must be based. It was recognized that developments in the FM field may at some future time call for further changes in the form.

Principal revised features of the new Form 319 are elimination of objectionable provisions such as a complete record of all suits "or proceedings of any character ever brought againt applicant", presumably including everything from traffic violations upward to corporate suits; restriction and clarification of requirements as to original source of assets of applicant or applicants; reduction of number of persons of whom information is to be furnished, with employes excluded unless they hold "substantial interest"; permission to use narrative statements calling attention to pertinent material on file at the FCC in lieu of repetitive exhibits in respect to source of assets and such; placing of a 10-year limitation on inquiry into past business ventures; general clarification and simplification of language.

Data on Stockholders

A point-by-point analysis of the new form shows typical revision starting with the title itself, changed to "Application for High-Frequency Broadcast Stations Construction Permit" and eliminating "or Modification Thereof", since Form 320 is used for application for modification.

A principal change comes under the questionnaire on "Stockholders" in the applicant corporation. The

(*Continued on page 88*)

Hearing Held by FCC On Joint 50 kw. Plan Of WBBM, KFAB, WBT

HEARING on the joint applications of WBBM, Chicago, KFAB, Lincoln, and WBT, Charlotte, for a shift in frequency assignments, whereby each would be accorded 50,000 watts fulltime, were held before an FCC attorney-examiner, George H. Hill, Dec. 11-13, in the hope of having a final decision prior to the domestic reallocations scheduled for March 29.

WBBM, now operating on 770 kc. with 50,000 watts fulltime, but which synchronizes with KFAB at night on an experimental basis, seeks exclusive use of the channel, ending the synchronized operation. WBT, now operating as a Class I-A clear on 1080 kc., moves to 1110 kc. under the Havana Treaty. KFAB, with 50,000 watts, would operate on 1110 kc. under the plan sponsored by CBS, reducing that channel to I-B status. Both WBBM and WBT are owned by CBS. WJAG, Norfolk, Neb., now operating daytime on 1060 kc. with 1,000 watts, would be shifted to 770 kc. daytime with 1,000 watts.

Joe W. Secrest, vice-president of KFAB and publisher of the *Lincoln Star*, testified on behalf of that station. Other witnesses included William Lodge, CBS engineer, and E. C. Page, consulting engineer of Washington, for KFAB.

Tums in New York

LEWIS HOWE Co., St. Louis (Tums), is considering a New York version of its *Pot o' Gold* network program to be broadcast simultaneously on three New York stations, reported to be WHN, WNEW and WMCA. Tommy Tucker's orchestra will be featured and the program will be presented before an audience, either in the main studio of one of the stations or a theatre. Plans are being prepared by Stack-Goble Adv. Agency, New York, in charge of the Tums account.

Mar-O-Oil on MBS

MARROW'S Inc., Chicago, on Jan. 2 will start *Hollywood Whispers*, featuring George Fisher, Hollywood commentator, on 36 MBS stations, Tuesdays, 11:30-11:45 a.m. (CST), on behalf of Mar-O-Oil shampoo. The series is for 26 weeks, with the program originating at KHJ, Los Angeles. Hays MacFarland & Co., Chicago, handles the account.

CM Scanning Markets

WEST DISINFECTING Co., New York (CM) about April 1 will start a series of thrice-weekly five-minute transcriptions titled *It Takes a Woman* on WABC, New York. Seven other markets, including St. Louis, are to be added. Discs are produced by Basch Radio Productions, New York. Agency is Moser & Cotins, New York.

Mutual Volume Plan

THE MUTUAL Volume Plan, providing for discounts ranging from 15% to 45% for advertisers expending stipulated minimum amounts and using the 63 MBS basic stations, is set forth in full detail for the first time in MBS Rate Card No. 9, dated Dec. 10, 1940. Card lists the gross rates of both basic and supplementary MBS stations, minimum gross expenditures required to earn volume discounts, discounts and minimum dollar volume figures net after discounts.

ASCAP Blackout Won't Knock Out Radio ... *An Editorial*

ZERO HOUR approaches in the war over music. War is hell in any language, and there are hellish days ahead for the adversaries in the conflict precipitated by a hitherto arrogant, brass-knuckled ASCAP that now must know it overplayed its hand.

Before the 1940 calendar runs out, and with it the contracts of broadcasters with ASCAP, there are going to be moves aplenty. ASCAP is still calling names and resorting to powerful press-agentry to set itself right with the public. It is even appealing to religious and racial emotions in its effort to make the issue purely one of dollars that broadcasters "refuse to pay genius".

Broadcasters wisely are ignoring these frenzied tactics. Instead of resorting to counter-propaganda they are building their music reservoir, confident that the battle of principle will be won on the dials of 45,000,000 receivers, and not in self-serving "handouts" and derisive propaganda.

One thing is certain: The public will not suffer because of the absence of ASCAP's music. The transition will hardly be discernible to the average listener. The industry knows that already, for in spite of ASCAP's bellowings the complaint percentage has been nil during the last two weeks—with less and less ASCAP music on the air and none of it on network sustainers. The listener isn't interested in the ASCAP label any more than he is in the manufacturer of his matches. He wants *music*, not ASCAP music. And he will get it without a hitch on Jan. 1, 1941.

ASCAP's reckoning is going to be with Uncle Sam. Having lost its grandiose bluff with radio, it will either capitulate to a consent decree, permitting the application of the anti-trust laws, or it will face new criminal litigation. Unless the wheels of Government jam, this will happen before many days elapse. ASCAP hasn't been playing the shell-game with the Department of Justice as it has with users of its music. For several months, in greatest secrecy, it has been negotiating with the Department on a consent decree, apparently planning that as a last resort in the event a reconciliation with radio failed. It's safe to say it has, and with a dull thud.

The consent decree could be based only upon the opening of competition in music. That would require elimination of the blanket contract by which ASCAP is exacting some $5,000,000 from radio this year, and proposed to get some $9,000,000 next. The logical specified substitute would be the newspaper form of contract, under which stations would pay only on programs in which ASCAP music is used, and presumably with no guarantee. That is precisely what the broadcasters have been asking for lo, these many years.

Irrespective of the outcome, Broadcast Music Inc., which has achieved a miracle, will continue as a going concern. If ASCAP becomes a legal business entity in a competitive field, BMI will function as its competitor. There will be readjustments necessary, but they will not be insurmountable. Then broadcasters and their clients will be able to operate without fear of the Damocles sword which has hung so precariously over their heads since commercial broadcastings first days.

The days ahead are going to be arduous ones for broadcasters. There is bound to be confusion. Every conceivable precaution has been taken to prevent ASCAP infringements. Independent stations particularly must exercise utmost vigilance in performance of recordings or of studio groups. Remote pickups will have to be dropped unless there is absolute assurance against upsets. An infringement, innocent or otherwise, means a $250 statutory fine under the existing outmoded law. Checking bureaus are being established regionally under NAB auspices. They should be used beginning now.

If perchance a break should not come through government intervention before the year ends, it's our guess that many days won't pass before ASCAP throws up the sponge. It is torn with internal dissension. Its members are interested in *dollars*, not turmoil, and there won't be many dollars if radio does not perform ASCAP music.

A year ago, or even six months ago, if ASCAP had sensed the changed tempo, an intermediary like an Aylesworth or even a Claude Mills might have settled the issue amicably. Today it can't be done. But next week or next month it may be different because there probably will be a not-so-little job of ASCAP rehabilitation to be handled.

The rank and file broadcaster is not thinking about an ASCAP deal. Like the Italians, ASCAP attacked with untenable demands. And like the Greeks, the broadcasters are on the march.

NBC to Cancel License With MPPA; WBS to Cut Numbers Stations Desire

IN LINE with its decision to include only non-ASCAP selections in its Thesaurus transcription library service after Jan. 1, 1941, NBC's radio-recording division has notified the Music Publishers Protective Assn. of the cancellation Dec. 31 of its license to record music whose mechanical rights are handled by MPPA.

World Broadcasting System will not follow NBC's example, but will continue as an MPPA licensee, it was stated, while Associated Music Publishers has not decided what course it will follow. It is understood Standard Radio is also planning to withdraw from the MPPA licensing arrangement. Lang-Worth, as a tax-free producer, was not expected to be involved.

Renewal Method

MPPA was organized by a group of music publishers to handle the mechanical rights to their music in the same way that ASCAP handles performance rights. Under the present procedure, each transcription company wishing to use a tune whose copyright is controlled by an MPPA publisher in his library service pays MPPA $15 a year for the privilege. Every month new tunes are added and old ones dropped or renewed, but for each company there is one major renewal month, falling on the anniversary of the service's inception, as all libraries include a large number of standard selections renewed year to year.

For NBC, this renewal date is July 1 and last June, foreseeing that following the end of 1940 it might have no need for MPPA music, the transcription executives arranged with MPPA officials for a six-months' license, which could be cancelled as of Dec. 31 on 15 days prior notice, or extended for another six months if an agreement had been arrived at meanwhile between the broadcasters and ASCAP. All ASCAP tunes (or MPPA tunes, for the terms are practically interchangeable) which NBC has included in its Thesaurus since July 1 have been paid for on the basis of this Jan. 1 deadline. Numbers recorded in July cost $7.50; those recorded in October cost $3.75 and so on.

Asked what the legal status would be if broadcasters subscribing to the Thesaurus service continue after Jan. 1 to broadcast ASCAP numbers previously sent them on Thesaurus discs, NBC explained that its contracts with stations state that the use of these numbers is subject to NBC's continuance of license from MPPA just as the station's right to broadcast such numbers is contingent on its possession of a license from ASCAP. The contract also permits NBC to withdraw certain numbers from time to time, it was further explained, so long as a certain percentage is retained. This clause was originally inserted because of a similar clause in the MPPA license which permits it to withdraw its selections down to a minimum percentage. The contracts between NBC and Thesaurus subscribers say nothing about the selections being ASCAP or not.

NBC's action in confining its library service to non-ASCAP music is predicated on the belief that most of its subscribers will not have ASCAP licenses after the first of the year and that on the democratic principle of majority rule, its first duty is to that majority. It would be unfair, it was explained, to furnish ASCAP music to stations who cannot use it, and unduly expensive to supply a separate service of ASCAP tunes to those few stations with ASCAP licenses after Jan. 1.

Divergent Viewpoints

A different viewpoint has been adopted by World Broadcasting System, which has taken the stand that its duty is to supply subscribers with the best music available, regardless of source. "World will continue to produce the music desired by all of its stations," Charles Gaines, WBS secretary, stated. There is no present plan for dropping the MPPA licenses now held by WBS, he added.

What action will be taken by Associated Music Publishers, whose licenses from MPPA expire Dec. 31, has not yet been decided, according to C. M. Finney, AMP president. A considerable proportion of AMP subscribers have not to date aligned themselves with either BMI or ASCAP, he said, and until they decide for themselves what music they want after Dec. 31 it is difficult for AMP to decide how best to serve them.

Meeting Is Called By Defense Board

A CALL for a general meeting of the 14 committees and subcommittees named recently by the Defense Communications Board, to be held in Washington Jan. 6, was issued by the board Dec. 13. General policies and procedures for the various committees, covering all phases of communications, both wire and radio, will constitute an agenda.

The meeting will be in Hearing Room A, Interstate Commerce Commissison, at 10:30 a.m. Individual meetings of the various committees will be held in the afternoon to elect committee chairmen and secretaries, and also to consider tentative agenda of work, it was announced. The sessions will not be open to the public, and admission will be limited to members and their accredited representatives.

Maj. Gen. Joseph O. Mauborgne, Army Chief Signal Officer, was acting chairman at the board meeting Dec. 13, in the absence of FCC Chairman Fly. Two of the 11 subcommittees deal directly with broadcasting, one covering domestic broadcasting and the other international. NAB President Neville Miller recently was named NAB member on these committees. Companies and organizations prominently identified with broadcasting are to name representatives.

LAND O' LAKES CREAMERIES, Minneapolis, on Jan. 15 will start *Edgar A. Guest* on 19 NBC-Blue stations, Wednesday, Thursday and Friday, 4:45-4:55 p.m. Agency is Campbell-Mithun, Minneapolis.

Industry Lauded by Educators For Aid to Cultural Programs

Networks Hold Separate Meetings to Discuss Plans For Year and Review Educational Broadcasts

By EDWARD CODEL

COMMERCIAL broadcasters were highly praised by the 1,200 educational representatives who attended the fourth annual School Broadcast Conference Dec. 4-6 in Chicago's Congress Hotel. The educators cited the increase in free time and production facilities for educational programs at various meetings of the conference, sponsored by the Radio Council of Chicago's board of education.

Indication of the increased interest in educational broadcast conferences was the fact that 30 manufacturers, publishers and service groups were represented as exhibitors.

Praise for Industry

Harold W. Kent, director of the Chicago Radio Council and chairman of the Conference said: "One significant development of the last year has been the willingness of commercial broadcasters not only to give freely of their time and production facilities but to guarantee blocks of time for educational broadcasts. This is not merely a local development but national in scope. On behalf of the fourth annual School Broadcast Conference I want to thank all the commercial broadcasters, through the medium of BROADCASTING Magazine. My thanks, of course, are extended to the networks as well as to the individual stations.

"The last year has seen the replacement of certain programs for children by adult education programs of outstanding merit. The last year, too, has seen more effective utilization of educational programs in the classroom. Our executive committee has decided to make awards and citations for outstanding examples of utilization for teachers throughout the country during 1941."

Outstanding educators attending the Conference told BROADCASTING they estimated a 10% increase during 1940 in the guaranteed free time given by commercial broadcasting.

So successful was the annual conference, started in 1937 under the auspices of the Chicago Radio Council, that during the last year the possibility of forming a permanent national organization was often discussed. However, it was decided at the conference that this job can best be done by the coordinated efforts of the annual Ohio State U conferences and the School Broadcast conferences, held each December in Chicago. The Ohio State U Conference, held annually each May, has become a national workshop in program planning and production activities, while utilization is the theme of the Chicago conference.

As a prelude to the conference, NBC and CBS representatives met to exchange ideas and formulate plans for the coming year.

NBC Session

The NBC meeting, held Dec. 3, was the second in a series of six NBC Public Service Forum conferences being held during the 1940-41 season. Dr. James Rowland Angell, educational counselor of NBC, presided. Dr. Franklin Dunham, director of religious broadcasts and educational recordings; Lewis Titterton, manager of the script division, and William Kostka, New York director of publicity, made the principal addresses. Others who spoke briefly were William S. Hedges, NBC vice-president in charge of stations; Woody Woods, WHO, Des Moines; Harry Burke, WOW, Omaha; Sherman Dryer, radio director of Chicago U; Ed Kirby and Mrs. Dorothy Lewis, of NAB; Harry Kopf, manager of the NBC Central Division; Jules Herbuveaux, Central Division program manager; Judith Waller, NBC educational director.

Representing stations were: Hal Metzger, WTAM, Cleveland; Ed Bronson, WCOL, Columbus; Ralph Elvin, WLOK, Lima; Miss S. Bernard Berk, WAKR, Akron; Lee Bland, WFMJ, Youngstown; Arch Shawd, WTOL, Toledo; Jack Heintz, WCBS, Springfield, Ill.; Clarence Leich, WGBF, Evansville; Gretchen Smith, WGL, Fort Wayne; Ed Linehan, KSO, Des Moines; Elizabeth Sammons, KSCJ, Sioux City; George Patterson and Harry Lukins, WAVE, Louisville; Robert DeHaven, WTCN, Minneapolis; Thomas D. Rishworth, KSTP, St. Paul; Ralph Foster, KGBX, Springfield; Vernon H. Smith, KOWH, Omaha; K. F. Schmitt, WIBA, Madison; Russ Winnie, WTMJ, Milwaukee; C. C. Moore, KOA, Denver; Joseph Henkin, KSOO-KELO, Sioux Falls; Harold Safford and Harriet Hester, WLS, Chicago; Maynard Marquardt and Miles Reid, WCFL, Chicago; Harry Summers, Kansas State College, Manhattan.

Other NBC representatives included Walter G. Preston Jr., assistant to the vice-president in charge of programs; William Webb, of the institutional promotion division; Jennings Pierce, educational director for the NBC Western Division; June Hynd, assistant director of women's and children's programs; Dr. Frank Monaghan, historical consultant for the *Cavalcade of America* program heard on NBC; and department heads of NBC, Chicago.

CBS Holds Meeting

Attending the CBS conference, held the same day, were directors of education for stations in 10 States and the District of Columbia. Presiding was Sterling Fisher, CBS director of education. Committees were appointed to study various aspects of the *American School of the Air* and the problem of adult education. They will report at a later meeting likely to be held in January. Special guests included Belmont Farley, director of public relations for the National Education Assn., Washington, Mrs. Dorothy Lewis, of the Women's National Radio Council for Children's programs.

Station representatives included Woods O. Dreyfus, WISN, Milwaukee; Robert Kennett, WHAS, Louisville; L. Von Linder, WMT, Cedar Rapids; Lloyd Dennis, WJSV, Washington; Edwin Browne, KMBC, Kansas City; Harriet Edwards, KMOX, St. Louis; Michael R. Hanna, WHCU, Ithaca; Max Karl, WCCO, Minneapolis; Patty Criswell, WKZO, Kalamazoo; Geraldine Elliott, WJR, Detroit; Carl George, WGAR, Cleveland; Gene Trace, WMBD, Peoria; Ann Ford, WBBM, Chicago; Alfred J. Bonomo, WWL, New Orleans; Lavinnia S. Schwartz, WBBM, Chicago.

In addition to classroom demonstrations, group discussions, work study demonstrations at the three-day session of the conference, many stations produced sample broadcasts exemplifying what they consider ideal for various phases of education.

The banquet, which closed the session, featured talks by George Denny, NBC, Lyman Bryson, CBS, and Raymond Gram Swing, MBS.

HONOR FOR JUDITH

Educators Name NBC Director As Award Winner

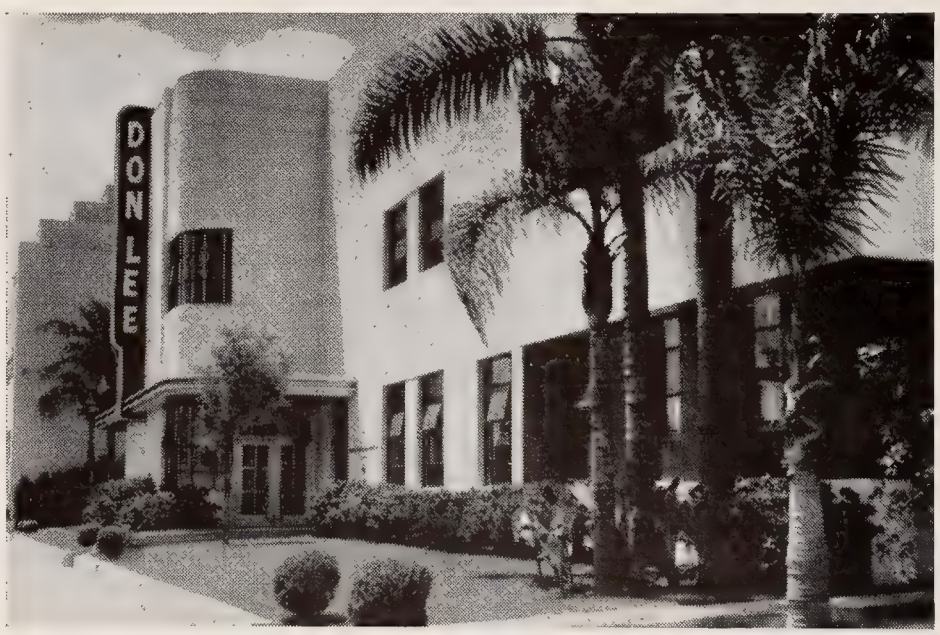
JUDITH WALLER, educational director for the NBC Central Division, Chicago, was chosen winner of the first annual award of merit by the Fourth School Broadcast Conference, Dec. 6 at the Congress Hotel, Chicago. The award, a scroll, was presented for influence and effect upon the cause of radio in education.



Judith Waller

The scroll reads: "To Judith Cary Waller, in recognition of her services to radio education: As a pioneer in educational radio. As an active producer and not a theorist. As a universally sought after member of national committees for practical counsel. As an individual possesston an unusual degree the confidence of competing chains and commercial stations, of educational broadcasts and of school people."

Miss Waller was chosen winner of the award by the advisory committee of the conference, made up of representatives of colleges, universities, magazines and other networks.



NEW HEADQUARTERS of Don Lee Broadcasting System, largest regional network in the world, are now at 5515 Melrose Ave., Hollywood, after being located in downtown Los Angeles for 13 years. With no ceremony, the new studio building and executive quarters of the network opened for business Dec. 2, full personnel of 200 employes moving over the week-end. Formerly NBC western division headquarters, the three-unit plant has been entirely remodelled. Besides the main building, consisting of three audience studios and executive offices, the plant includes a two-story adjoining office building to be utilized by publicity, production and program departments, and a third structure for the music library and storage. Here is the main studio building entrance.

Train Service Spots

CHICAGO, MILWAUKEE, St. Paul & Pacfiic R.R., Chicago, on Dec. 8 started a twice daily series of one-minute transcribed announcements on 18 stations in connection with its new Midwest *Hiawatha* train service. Announcements will run until the first of the year on KGLO KGIR KRBM KPFA KGVO KABR WTAQ WSAU KSO KRNT WMT KFAB WNAX KOIL WKBB KOBH KSOO KELO. Roche, Williams & Cunnyngham Inc., Chicago, placed the business.

Making Movie on Flying

ED LYTLE, announcer of WHIO, Dayton, O., and Lester Spencer, WHIO program director, are handling an Army Air Corps assignment on a motion picture short, "The Flying Cadets". Lytle and Spencer are making the commentaries on the sound track, while Paul Katz, who directs the Dayton Philharmonic Orchestra in its weekly WHIO broadcasts, is in charge of the musical background of the picture.

Congress Action on FCC Powers Seen

Network-Monopoly Hearing Informed MBS Sought to Purchase Blue

CONGRESS, rather than the FCC, may chart the course for Government regulation of business aspects of the broadcasting industry, particularly in connection with future development of networks.

That course seemed evident following the two-day oral argument Dec. 2-3 before the FCC on the highly controverted Network Monopoly Report based on a two-year investigation by a special committee of the FCC.

Running story on oral arguments before FCC on report of its Network-Monopoly Committee appears on pages 62-68.

Senator Wallace H. White Jr. (R-Me.), closest student of radio in Congress and co-author of the existing law, told BROADCASTING Dec. 10 that he is preparing a new resolution for introduction at the outset of the next session, looking toward a redefinition of the existing Communications Act of 1934. He, or possibly Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, will introduce the resolution and it may be accompanied by a bill proposing reorganization of the FCC.

All Was Quiet

If this course is followed, the Senate would intercept any move by the FCC to write regulations covering network-affiliate relationships. It is thought the Commission would not be disposed to act with finality while Congress had under way a legislative study to cover the very same subject. It is apparent at this writing, however, that the Commission's majority is disposed to draft new rules designed to supervise general operations, despite the preponderant industry testimony that it was without jurisdiction and that Congress and the courts have specified that the Commission is limited to regulation of physical aspects of broadcasting.

Senator White himself was an observer during the two days of oral arguments, marked by an almost total absence of acrimony, in sharp contrast to the atmosphere at previous hearings before the FCC en banc. The Senator's presence, plus that of Ed Cooper, one of Senator Wheeler's assistants on the Interstate Commerce Committee, obviously resulted in the unusual decorum.

Appraising the FCC attitude on questions from the bench, observers felt the Commission's majority is inclined toward writing chain regulations, on the theory that the law gives the FCC jurisdiction. It was hardly expected, however, that the Commission would go to the extreme suggested by the Thompson-Walker subcommittee which drafted the report. This in effect urges elimination of exclusive network contracts and option time provisions, along with complete divorcement of NBC Red and Blue networks. How far the FCC would go in the toning down process, however, was open to speculation, although a majority appears to look askance upon dual network operation and upon network forays into such fields as transcription production and artist bureau operation.

All of the major respondents during the hearings maintained their identical positions with respect to the Committee report. NBC, CBS and IRNA criticized it from virtually every angle. MBS alone, among the networks, supported the major conclusions and offered a series of suggested inhibitions against network contractual provisions with affiliates, designed to create a largely non-exclusive structure.

Contractual Relations

The question of FCC jurisdiction to write regulations to control network-affiliate contractual relations became the most bitterly fought issue. After General Counsel Telford Taylor and Assistant General Counsel Joseph L. Rauh, had concluded that the FCC under the public interest clause of the Communications Act had ample authority to regulate monopoly and could draft rules, virtually all of the attorneys representing networks and stations, argued the opposite view with MBS alone subscribing to the FCC attorney's contention.

Because the jurisdictional question had not previously been argued, the Commission authorized filing of supplemental briefs by the parties in interest. When the FCC also asked for arguments on the competitive picture in network operations, in effect reopening the record, parties were given until Dec. 16 to file supplementary briefs. On Dec. 11, however, Commissioner T. A. M. Craven granted extensions to Dec. 24 on petition of NBC and CBS, which had requested postponement to Jan. 2. MBS did not oppose the move.

While the FCC majority appears inclined to proceed with greatest possible speed in drafting the proposed regulations, it was thought it probably could not complete the job before the new Congress convenes on January 2. Moreover, once the White resolution is introduced for a study, which probably would develop into a full-scale investigation, the FCC's hand unquestionably would be stayed.

Sentiment in Congress, it is believed, is sufficiently strong to bring prompt approval by the Senate Interstate Commerce Committee of such a proposal. The industry, it is thought, would welcome such an inquiry, looking toward a redefinition of the law, because of the confusion existing on the FCC itself regarding its jurisdiction and because the temper of the Commission's present majority is definitely of a "crackdown" nature.

Whether Senator White, regarded as the best informed legislator on all phases of communications, will be disposed to introduce actual legislation to revamp the FCC, remains to be decided. Presumably, he would not undertake such a move unless Chairman Wheeler and other influencial Committee members consented. Both Senator Wheeler and Senator White at the last session introduced "ripper" legislation on the theory that its troubles lay mainly in the personnel, rather than in the statute.

Plans Radio Probe



SENATOR WHITE

White Listens In

SENATORIAL interest in the FCC's consideration of the Network-Monopoly issue was manifested in the presence during the oral arguments Dec. 2-3 of Senator Wallace H. White (R. Me.), co-author of the original Radio Act of 1927, and sponsor of a resolution at the last session for a fact-finding inquiry into all phases of radio regulation. Ed Cooper, Senate Interstate Commerce Committee assistant to Senator Wheeler (D. Mont.), also was an observer. All radio legislation must pass through this committee, of which Senator Wheeler is chairman and Senator White ranking minority member. Senator White participated in the drafting of the Radio Act of 1927 as chairman of the old House Merchant Marine & Fisheries Committee.

A New Agency?

Thought has been given to creation of a separate agency to handle broadcasting matters, particularly since some 90% of the time of the FCC now is devoted to broadcasting and related fields, while common carrier matters are left more or less adrift. Another possible development is that for amendment of those provisions of the Communications Act of 1934 dealing with delegation of functions so that a separate division, or possibly a single individual, would be designated to handle all broadcast regulatory matters, and a similar division or individual assigned to public utility common carrier activities. Direct appeals from decisions of these commissioners or administrators might be taken either to a newly created Communications Appellate Board, with quasi-judicial functions, or to the courts direct.

While the oral arguments were somber in contrast with the advance notices and with the violent internal disputes of the FCC immediately preceding them, there nevertheless were significant developments during the arguments. Virtually no mention was made of the IRNA telegram incident, which had caused such an emotional stir within the FCC and which had prompt repercussions both at the White House and in Congress [BROADCASTING, Dec. 1].

Even though the FCC had completed a breakdown of telegraph responses from 227 network affiliate stations, in reply to the query whether they were in sympathy with the brief filed by IRNA, the data was not placed in the record and no questions were asked of IRNA Counsel Paul M. Segal, or of IRNA Chairman Samuel R. Rosenbaum, regarding the preparation of the IRNA brief.

MBS Sought Blue

Most startling of the disclosures during the hearing was that officials of MBS had made overtures regarding acquisition of NBC-Blue network contracts. This came after MBS Counsel Louis G. Caldwell had stated it was generally known that NBC was "peddling" the Blue. Afterward, NBC Counsel Philip J. Hennessey Jr., told the Commission that some time ago (about six months), officials of MBS and the *Chicago Tribune* (WGN), sought to buy selected Blue network outlets with the idea of filling in gaps on MBS. Mr. Hennessey asserted this would have "frozen" network competition at three major networks, since the remainder of the Blue stations would not be sufficient to re-establish a fourth entity.

Another tense situation developed

(*Continued on page 52*)

Hollywood Eyes Grand Rights To Retain Radio Exploitation

Film Colony More Sympathetic to Broadcasters As Music Battle Involves Songs From Films

By DAVID GLICKMAN

WITH the season's output of musical productions running well above previous years, and still others in the planning stage, Hollywood film producers will not be caught napping if the anticipated break between broadcasters and ASCAP occurs after Dec. 31.

The film industry, needing radio to exploit its productions and popularize music, is seeking an "out" in the controversy. Producers are reported as planning to resort to the "grand rights" stratagem, and sell their musical-dramatic shows to the networks or sponsors as packaged production, thereby including ASCAP catalogue numbers without violating copyright laws.

It was explained there is nothing in the ACSAP contract with members that prevents broadcasting a musical dramatic show in its entirety so long as the film producer, or anyone else, controls grand rights. Under such conditions, it was said, no performing rights license is necesary from ASCAP even though the writers are members of that organization.

Loss of Rights

Under the grand rights ruling, a major portion of a musical stage show or film must be broadcast or the right loses its "grand" classification, and thereby results in an infringement. Grand rights, as generally accepted, have applied only to stage plays and operettas.

ASCAP, it was pointed out, does not share in the grand rights purchase, even though the music therein is the copyright property of the Society. Composers and writers receive their royalties under the Society's "small rights" ruling, and therefore unlicensed radio would face infringement charges were it to broadcast individual numbers from musical scores if the authors are ASCAP members.

If a final break comes between broadcasters and ASCAP, the broadcasting of music from motion pictures would be forbidden by law unless packaged as a grand right, it is declared. This pertains to ASCAP music only. Every violation would automatically result in a fine of $250 or more to each station which broadcast the musical number.

Movies Sympathetic

In a counter move to thwart the possible packaging of musical films or operettas, ASCAP is understood to be considering legal means that would vest such rights by its member writers in the organization, operating the same as under the present small rights arrangement. The situation has aroused much speculation on the West Coast as to whether such strategy can be worked out without long court litigation.

Although much of the ASCAP library is owned by publishing identified with the film industry, Hollywood motion picture producers are showing a more sympathetic attitude toward radio for the dual benefits of exploitation and song plugging. Producers are much concerned over the music situation, knowing full well that hit tunes from motion pictures, popularized by radio, are the film industry's biggest asset. With elimination from the air, box office receipts will be hard hit.

Hollywood network executives have been in constant conference with film officials on possible tie-ups with Broadcast Music Inc. They are working on the angle of having BMI writers create title songs for forthcoming motion pictures. This would enable the film to be plugged on the networks even though other music in the picture is the work of ASCAP writers. In keeping with this plan, BMI made its first inroad into exclusive ASCAP territory in early December, with the acceptance of several tunes by RKO Radio Pictures for the film, "Hang Out the Moon."

BMI writers have turned out the title number and three or four other songs to be used in the motion picture, according to Harry Engle, West Cost manager of BMI, who negotiated the deal with Danny Winkler and Dave Brever of RKO.

Negotiations also were concluded for use of BMI music in the 16 mm. short subjects being produced by Edgar Bergen, Hollywood star of the weekly NBC *Chase & Sanborn Show*, sponsored by Standard Brands. Bergen is producing a series of soundie-shorts which will be released for dime-in-the-slot machines. BMI is also negotiating several similar deals which are expected to be closed shortly.



ANOTHER NOVELTY in microphones, as periodically designed by MBS technicians, was this "football mike" used by Red Barber, WOR-MBS sportscaster (left), on his description of the Dec. 8 pro football championship game between the Chicago Bears and the Washington Redskins at Washington's Griffith Stadium. The Barber broadcast, sponsored by Gillette Safety Razor Co., Boston, was carried on more than 100 MBS stations. Here Sportscaster Barber explains structural innovations of the contraption, with the microphone encased in a regulation football suspended from two steel goal posts over a scale model gridiorn, to George Marshall, president of the Redskins. Gillette also has taken an option on the 1941 broadcast of the championship game of the National Professional football league.

Silvers Irked

Meanwhile, drawn into the broadcasters-ASCAP controversy is Lou Silvers, Hollywood musical director and composer of incidental music of the weekly CBS *Lux Radio Theater*, sponsored by Lever Bros. Co. Under ASCAP ruling, Silvers, associated with the dramatic program for six years, will not be permitted to continue in that dual capacity after Dec. 31, as all his creative efforts become the Society's property.

Silvers, who intends to make an issue of the edict, declared that his *Lux Radio Theatre* original compositions have not improved his ASCAP rating. He has been a member since 1923. He further stated that no royalty payments have been received from the restricted music which runs on an average of 25 minutes for each broadcast. It is his contention that he is being made to pay for music that never brought him any financial returns through ASCAP. Silvers insists he is being penalized by the ruling, which would force him personally to hire a non-ASCAP writer to score the *Lux Radio Theater* program.

Silvers pointed out that music for the program cannot be put into the public performance category because J. Walter Thompson Co., agency servicing the Lever account, also holds a copyright on the incidental selections. The music cannot be used on any other program which militates against increased recognition of his efforts by ASCAP, he maintains. Herman Greenberg, assistant general manager of ASCAP, when in Hollywood during early December contended that Silvers, being a member of the Society, has assigned all rights to his *Lux Radio Theater* compositions to that organization and even though they are not used on any other program, the issue is cleancut. It is understood that J. Walter Thompson Co., which holds Silver's contract, is studying the legal aspects of his status in a determined effort to keep him on the show in the present capacity of conductor-composer.

ASCAP STARS TREK TO THE HILLS

Carload of Big Names Hauled to Frederick, Md., To Dramatize Signing of WFMD Contract

MUSIC, or maybe we'd better say ASCAP, hath "charm". For it was only ASCAP that could have gotten a bevy of Broadway bumpkins to Frederick, Md., Dec. 10. The town is on a single-track branch of the B & O and its chief claim to fame is that it was the hometown of Francis Scott Key, author of the national anthem.

The occasion was the celebration of WFMD's grant of unlimited time and "incidentally" the signing of the ASCAP contract by Major Laurence Leonard, owner of the station, and Gene Buck, president of ASCAP.

A two-hour broadcast featured the program for which such stars as George Cohan, Irving Berlin, Oscar Hammerstein, 2d, Otto Harbach, Dr. Sigmund Speath, Ferde Grofe, Arthur Schwartz, Irving Caesar, Peter De Rose, May Singhi Breen, Joe E. Howard and Isham Jones journeyed into the Maryland hinterlands. On the other hand it isn't so strange that Mr. Buck shepherded his flock to Frederick —it's one of the few towns with a radio station that has signed up with ASCAP.

Just before the WFMD-ASCAP papers were signed, according to the *Washington Post*, A. V. Tidmore, general manager of the station, said, "It is our carefully considered opinion that we cannot fulfill our obligations to our listeners by depriving them of music like 'The Old Rugged Cross', 'Happy Birthday to You' and thousands of other compositions of all kinds of classes."

"An official of ASCAP," according to the *Post*, "whispered during the broadcast that the talent represented on tonight's show would have cost a producer $500,000 to bring together. Tin Pan Alley's famous performed tonight without pay because their only desire was to dramatize their fight with the big broadcasting companies over who should pay for the use of copyrighted music—the small independent stations like WFMD or the networks."

ASCAP told the Frederick populace that if the network ban goes into effect Jan. 1 its music will be barred in only two countries—United States and Germany.

TWO LOCAL GRANTS BRING TOTAL TO 74

THE TOTAL of new station grants thus far this year reached 74 when the FCC on Dec. 5 authorized two more locals—one in Harlan, Ky. and the other in Lawton, Okla.

The Harlan station was granted to Blanfox Radio Co. Inc., and will operate with 250 watts on 1420 kc. The principals are Combs Blanford, of Mayfield, Ky., president and 46⅔% stockholder, and John Francke Fox, of Bluefield, W. Va., secretary-treasurer, who holds the same amount of stock. The remaining stock is held by Richard B. Helms, of Bristol, Tenn., vice-president. Mr. Blanford is a radio salesman, and Mr. Fox and Mr. Helms have served as engineers with various stations.

The new station in Lawton was granted to Williard Carver, head of Carver Chiropractic College, and Byrne Ross, insurance man, each 50% stockholder. It will operate with 250 watts on 1120 kc.

THE NEW WBIR, Knoxville, on or about Jan. 1 will join MBS, bringing the network's total affiliates to 165. WBIR operates on 1210 kc. with 100 watts.

NBC Realigns Program Department

New Public and Concert Services Supplant Present Setup

A SWEEPING realignment of the NBC Program Department, entailing also the elimination of the Educational Department and the NBC Artists Service and the creation of a Department of Public Service and an NBC Councert Service, was announced Dec. 10 by Niles Trammell, president. Reorganization had been expected since the appointment of Sidney Strotz, formerly vice-president in charge of the network's Central Division, as vice-president in charge of programs (BROADCASTING, Oct. 15).

Under the new setup, which becomes effective immediately, Dr. James Rowland Angell, formerly educational counsellor, becomes NBC counsellor for public service programs. This new division includes all religious, educational, agricultural and children's programs. The revised artists service work arrangement places George Engles, vice-president who formerly headed NBC Artists Service, in charge of the Concert Service, handling management, sale and promotion of all artists in the concert and operatic fields.

Other Changes

Radio talent formerly included in the Artists Service are now handled in a new division of the Program Department, the program and talent sales division. Bertha Brainard, formerly manager of the commercial program division, heads this division, supervising all booking of artists for radio, motion picture and personal appearances, as well as the building, selling and management of all talent used for both sustaining and commercial programs. Separation is designed to secure closer direction of the artists' activities in the radio and popular entertainment field as distinguished from appearances in the operatic and concert fields, Mr. Trammell stated.

Outlining the other changes in his department, the appointment of separate managers for the two NBC networks was announced. Phillips Carlin, formerly sustaining program manager, now heads the Red Network program organization, while William Hillpot, formerly of the Artists Service, becomes Blue Network program manager. Each will have charge of both commercial and sustaining programs on his network.

A central booking office, to schedule all network programs under the direction of the Red and Blue program managers, has been established under the management of Helen Shervey. Charles A. Wall, of the treasurer's office, has been appointed business manager of the Program Department, a post which has been vacant since the resignation of C. W. Fitch several months ago.

Clarence L. Menser, for nearly ten years production and program manager of NBC's central division and more recently manager of the Chicago office of Gardner Advertising Agency, returns to NBC to fill the newly-created position of national production manager. His duties will be to coordinate production of all network programs, including those originating at division offices and on the M & O stations.

New Music Division

Wilfred Roberts continues as manager of the New York production division, which has been expanded to include continuity, announcing and sounds effects. Lewis Titterton, manager of the continuity section, Patrick Kelly, manager of the announcing section, and N. Ray Kelly, manager of the sound effects section, now report to Mr. Roberts.

Another new division, the music division, has been established, with Samuel Chotzinoff, director of serious music, as manager. He will be responsible for all orchestral activities, coordinating with the other Program Department divisions. Dr. Frank Black, musical director, and Leo Spitalny, contractor of the house orchestra, report to Mr. Chotzinoff. Thomas Belviso continues as manager of the music library as well as the music program preparation section.

Walter Preston Jr., formerly assistant to the vice-president in charge of education, has been appointed manager of the newly-created public service division of the department, supervising women's and children's programs and religious and educational broadcasts. Another new post is that of director of talks, whose duties will be to coordinate with the Red and Blue program managers all forum programs, Governmental talks, programs of controversial nature or political character. This position has not yet been filled, but an appointment will be announced shortly, Mr. Strotz stated.

The new program and talent sales division of the Program Department, under the direction of Miss Brainard, will be responsible for the development, creation and sale of programs for both the Red and Blue networks; will manage and direct all talent on both commercial and sustaining broadcasts; will handle the sale of talent for radio, movies and personal appearances, and will coordinate the operations in this field of the network's divisional offices.

Daniel S. Tuthill, formerly assistant managing director of the Artists Service, will be assistant manager of the division, handling contracts and management. Douglas Meservey, formerly assistant to the commercial program manager, becomes assistant manager in charge of sales.

The news and special events division of the Program Department continues under the direction of A. A. Schechter.

Staff Transfers

Forty members of the Artists Service have been transferred to this new division, including:

New York—Daniel S. Tuthill, Alice L. Stauffacher, Carol Chucknow, George Sax, Edna McClure, Spencer G. McNary, Donald Meissner, Frank Murtha, Jean E. Treacy, John Babb, Rubey Cowan, Ethel Gilbert, Samuel L. Ross, Jack Von Tilzer, Charles Facer, Katherine Bauer, Madge Boyton, John J. Collins, Ellen Egan, Grace H. Hellerson, Ruby Smith, Stella M. Smith.

Chicago—James L. Stirton, Robert M. Kendal, Raymond Neighengen, Kenneth V. Akins, Helen E. Carey, Georgia Fuller, Mary P. Kelly, Fred Klein Jr.

Hollywood—Alex Robb, Wynn Rocamora, Charles B. Smith, W. Carroll Tornboth, Walter C. Baker, Honor Holden, Margaret Kent, Jack Parker, Mae Regan, Norma Reinhart.

FORD BOND, NBC announcer, has turned his 60-foot cruiser over to the U. S. Coast Guard, to be used in active coastal duty.

Figure in NBC Program Shakeup



Mr. Carlin



Mr. Engles



Mr. Hillpot



Mr. Chotzinoff



Mr. Roberts



Mr. Menser



Miss Brainard



Mr. Preston

Advertising Data Collected by FTC

Amount Spent for Advertising Involved in New Surveys

ADDITIONAL data on advertising expenditures of large industry groups are being released periodically by the Federal Trade Commission in line with the project of collecting annual financial reports on a large number of industrial corporations operating principal U. S. industries [BROADCASTING, Nov. 15]. The FTC figures, although not broken down beyond overall expenditures for advertising and other selling and operating expenses, testify to the increasingly important regard for advertising in big business budgets.

Food Concerns

According to the FTC, four of the "most important" concerns in the food specialty manufacturing field, with total net sales in 1939 amounting to $270,797,816, spent 8.97% of this amount, or $24,294,483 for advertising. Four biscuit and cracker manufacturers, reporting consolidated 1939 sales of $154,719,550, were shown to have spent 3.45% of their total sales volume, or $5,328,337 for advertising. Five manufacturers of corn products, with consolidated sales of $109,996,726, spent 2.54%, or $2,791,043, according to the FTC, and five beet sugar refining corporations, aggregating $103,939,719 in sales, spent $95,452, or .09%, for advertising during 1939.

Manufacturers of food and food beverages, into which group these concerns would largely fit, are among the heaviest buyers of radio time, so a good share of those advertising expenditures doubtless went for purchase of radio time. According to the 1940 BROADCASTING *Yearbook*, the "food and food beverage" sponsors during 1939 accounted for $24,649,778 in gross network times sales, plus an estimated $3,162,781 from January to September in national non-network time (139 stations). The BROADCASTING figures are projected on a full-industry basis, rather than a representative basis, as is the case with the FTC data.

In other categories, six manufacturers of rubber products, with total 1939 sales amounting to $552,267,559, spent 3.12% of this amount, or $17,252,504, on advertising, according to the FTC. Eight corporations manufacturing heating and cooking apparatus, from stoves and ranges to oil burners, with sales of $152,478,026, were shown to have spent for advertising $3,314,239, or 2.17% of total sales. Nine of the principal manufacturers of agricultural machinery and tractors, with sales of $529,356,946, spent 1.45% of this amount, $7,701,253, for advertising; six glass manufacturers, with $261,420,053 in sales, spent 1.27%, or $3,328,346; 19 manufacturers of auto parts and accessories, with $460,750,928 in sales, spent .98%, or $4,497,908.

CAMPBELL SOUP Co., Camden, on Dec. 13 replaced *Short Short Story* heard Mondays, Wednesdays, and Fridays on CBS, 11-11:15 a.m., with *Charlie and Jessie*. Program features Donald Cook and Florence Lake, and is written by Wyllis Cooper.

Success Secrets of Colonial Dames

Coast Series Costs Little But Gets Big Results

By GRACE GLASSER

President, Glasser-Gailey & Co.
Los Angeles

HEARD every Friday evening on a seven-station CBS-Pacific Coast network, *Find the Woman* is perhaps the least pretentious network program in the nation. But, paradoxically, its lack of pretentiousness is the chief source of satisfaction to the sponsor and our client, Colonial Dames Inc., Los Angeles, which employes this five-minute narrative program to advertise its whole line of cosmetics.

Mention network radio to the average manufacturer whose budget admits of no high-flown experiments, whose every advertising dollar must produce sizable results immediately, and unless his reaction time is slow, he will cringe perceptibly.

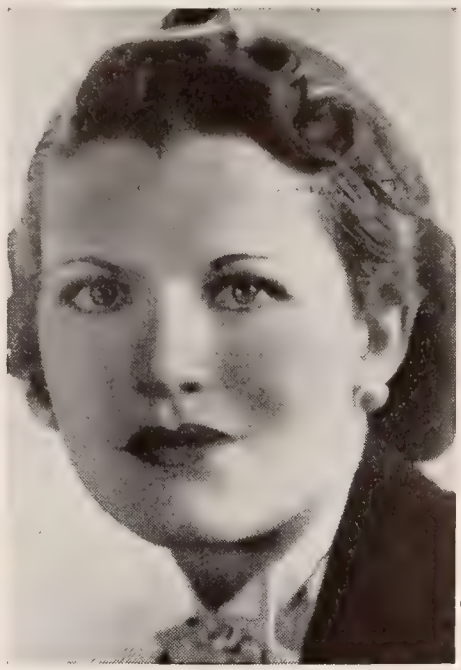
It is unfortunate, but nevertheless a fact that most regional advertisers with limited appropriations, although drawn toward radio by the prospect of bonanza results, are still frightened by another prospect—that of enormous expenditures for time and talent. They realize their inability to match the expenditures of national competitors dollar for dollar on a 52-week basis, and decide to forego network radio's advantages for a more modest effort—probably in another medium.

Money Takes a Back Seat

Some advertisers have sensed the fallacy of this creed during the last two years with the result that their shrewdly and cheaply produced "idea shows" are attracting audiences on the networks comparable to the big-name variety shows. Fortunately, Colonial Dames' executives learned quite some time ago that the talent price of a program need have no direct relationship to the audience the show gets. They learned it in 1932 when they built their first great merchandising success in network radio with a program whose talent cost per week was—nothing.

Against the trend toward elaborate variety programs, H. P. Willats, president of Colonial Dames Inc., began a series of straight-from-the-shoulder beauty talks, a remote ancestor of the present *Beauty Explorer*, on KHJ, Los Angeles. That was in 1932. Subsequently the series was extended to the entire Columbia-Don Lee network on the Pacific Coast, Debunking wild claims made for some cosmetics long before the FTC proclaimed that there is no such thing as a cosmetic which "feeds" the skin, Mr. Willats told his rapidly expanding audience just what powder or creams did to and for the skin.

It is a tribute to this series that almost seven years after its termination, Colonial Dames still receives commendatory letters regularly from its former listeners. From a merchandising viewpoint, it is an even greater tribute that it forced distribution in scores of cities along the Pacific Coast.



GRACE GLASSER

News for FDR

THE WORLD is only as far away as the switch on his radio set for President Roosevelt while he has been on his Caribbean cruise. For in addition to official dispatches radioed from Washington, WIOD, Miami, has been presenting a special news broadcast at 2:30 p.m. daily designed to keep the President and his party informed of world happenings. The special newscast is made up of United Press reports and the announcements directed the program to the President and others aboard the cruiser *Tuscaloosa* and escort vessels. Announcer John Stinson reads the news.

Saturation in West

Other programs carefully planned, economical, and keyed to the basically sound merchandising plan — superseded these beauty talks. *Colonial Miniatures*, a musical program conjuring up visions of minuettes, and *Love Stories of Colonial Women*, a dramatic narrative show, were 15-minute Sunday afternoon productions adhering to the demands of economy while appealing to a far different audience than the beauty talks had. Alternating the appeals of its programs, supplanting a series when it had reached a saturation point, Colonial Dames "won the West". The firm has reached the point where currently it has more than 4,800 drug and department store outlets in the 11 Western states alone—practically universal distribution also.

When we went shopping for a program for our client to broadcast on a nine station CBS Pacific Coast network in December, 1939, CBS suggested *Return to Romance*, narrating the love stories of famous women. We again knew that we had what we wanted. Our client liked it. Both the show's Hooper Rating and Colonial Dames sales were rising satisfactorily when an irresistible opportunity presented itself. The last five minutes of the *Kate Smith Hour*, recaptured by CBS from General Foods Corp. was available for sponsorship on the Pacific Coast, and as, according to the Hooper ratings, there was a ready-made audience of close to a half-million Western radio families, we signed that time. We capitalized, as all regional network advertisers should strive to do, on the audience delivered by this widely popular variety show. The *Return to Romance*, having served its purpose, we selected a new type of program, *Your Hollywood Beauty Explorer*, for this five-minute spot.

Your Hollywood Beauty Explorer was simply a commentary on some aspects of skin beauty which answered questions submitted by listeners. It s success was mirrored in a steady increase in sales of Colonial Dames All-Purpose Cream and Colonial Dames Make-Up Beautifier, and in the enthusiasm of the organization's salesmen and demonstrators.

Sunburn Slant

For instance, as evidence that the dealers are really feeling the program's impact, we talked at great length on a recent program during the commercial, about the sun-screening properties of Colonial Dames Make-Up Base. As result in every city along the Pacific Coast where the program is heard, dealers reported that women came in asking about this make-up base as a guard against sunburn.

With summer fading into fall, and convinced that *Your Hollywood Beauty Explorer*, had made new friends for Colonial Dames Inc. and its products, we suggested a change in program. We suggested one that would fit into the trends of time, and a golden opportunity was presented. We discovered the five-minute narrative program, *Find the Woman*, which is built around women behind current headlines. It suited our purpose, and the dynamic Knox Manning, West Coast commentator, was signed as narrator. That was Aug. 9, and the series has been renewed as of Dec. 20 for one year. Men as well as women like it. And commercials of each program tie in nicely with the story of the moment.

The commercials of our client's program alternate between urging feminine listeners to consult the demonstrators, and getting mail leads, which we do about every third week. On a most recent mail draw Colonial Dames offered a seven-item makeup set for 25 cents. Although the mention was fairly casual, because the sponsor does not believe in high-pressuring mail response, 1,100 quarters were received, and they are still coming in. From the price list and order blanks on regular merchandise, which is always included with the premium when it is mailed to the purchaser, our client is receiving an amazingly high number of repeats.

The response to offers made on *Your Hollywood Beauty Explorer*, the current *Find the Woman*, and other mail response too, is an important part of the ground-work of Colonial Dames merchandising setup. All mail is turned over to us at the agency, and when the labels are typed before being pasted on the merchandise, two carbons are made. One carbon, the permanent record, goes into the Colonial Dames file as a mailing list which regularly receives news of special "deals". The other carbon is forwarded to the Colonial Dames demonstrator in the town from which the mail originally emanated. This carbon has a key on it to indicate what the woman inquired about. For instance, BH stands for blackheads, DS for dry skin. Thus every piece of mail that our client's program brings in is converted into a prospect for the product. During the period Colonial Dames has used radio, a mailing list of 15,000 active customers has been built up by this method.

Success Secret

Just before the *Hollywood Beauty Explorer* went off the air summer make-up problems were stressed. As result, demonstrators report a noticeable upsurge in the number of women consulting them on the subject. Several weeks ago Colonial Dames devoted a program to redheads. Within one week after that broadcast, the firm's demonstrators at Bullock's Inc., one of Los Angeles' largest department stores, reported that 156 redheaded women had called on her at the behest of the program.

Additionally, every woman whose question is answered on the air receives a free package of the Colonial Dames preparation which solves her beauty problem. No, the preparation is not mailed to her. It is available at a Colonial Dames outlet. The store traffic thus created pays dividends in good will.

Thus has Colonial Dames solved its problems of an integrated merchandising campaign through the use of network radio time. And there is no reason why other advertisers should balk because they imagine the cost is excessive. The formula is simple: Be an opportunist. Hitch your wagon to a star. Spot your "unpretentious" show between two "biggies" of known audience (and there are plenty of them on every network schedule that are available to regional advertisers), and results are virtually assured.

Willys Disc Series

WILLYS-OVERLAND MOTORS, Toledo, has cut a series of transcribed announcements to announce its new "Americar" model. Records were cut by NBC Radio Recording Division in Chicago. U. S. Adv. Corp., Toledo, will place the spots.

BAUKHAGE, NBC Washington commentator, has been elected vice-president of the Radio Correspondents Assn. for the term ending in March.

KOY first

FIRST

...ON THE AIR IN ARIZONA—1922

...ON THE DIAL—550 KILOCYCLES.

...TO ORGANIZE A STATE-WIDE NETWORK.

...FIRST—KOY IS ALWAYS FIRST AMONG ARIZONA LISTENERS.

An Accounting of Our Stewardship

IN THE FOUR YEARS KOY has been under the present management of the Salt River Valley Broadcasting Company, it has proved itself as Arizona's station of public service.

In 25,096 hours of broadcasting, KOY has presented 1,500 hours of educational programs, 1,456 hours of community service and 624 hours of agricultural programs, plus 11,658 announcements supporting community enterprises. Also—there have been 250,000 friendly listener letters; 500,000 people assembled in audiences through KOY efforts, and 15,000 people in musical groups have broadcast on KOY.

These are indications of the public acceptance of KOY in Arizona . . . which has made KOY the leader in advertiser acceptance: KOY carries more national spot business than all other stations in Arizona combined; network advertisers choose KOY in Arizona almost two to one; Arizona's pioneer firms choose KOY consistently.

Burridge D. Butler, *Chairman*
Fred Palmer, *Manager*

FIRST

IN MAIL

77,853 letters in 1939—more than one for each radio family.

IN RENEWALS

1938 advertisers renewed 50 quarter hours weekly in 1939—and again in 1940!

FIRST

IN NEWS

KOY leads in sponsored news—has scored beats on 80% of local, national and international news.

IN SPORTS

More hours of sports per week than all other Arizona stations combined.

FIRST

WITH FARMERS

Exclusive radio voice of state Farm Bureau and Arizona Farmer—only farm paper in the state.

IN CIVIC SERVICE

More than 200 civic organizations last year took their messages to the people via KOY.

1000 Watts
550 Kilocycles

KOY
PHOENIX
ARIZONA

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL REPRESENTATIVES
JOHN BLAIR & COMPANY

Key Station, Arizona Network:
KOY—Phoenix KTUC—Tucson KSUN—Bisbee

FCC Starts Drive to Divide Clears

Strong Dissent Filed To WHDH Ruling; Appeals Likely

THE LONG-HINTED putsch toward breakdown of clear channels through East-West Coast duplication officially materialized Dec. 6 with the proposed decision of a majority of the FCC to grant WHDH, Boston, fulltime on 830 kc., a Class I-A channel occupied by KOA, Denver. The action presaged litigation likely to wind up in the Supreme Court.

By a split vote of 3 to 2, with Chairman Fly not participating, the Commission announced its intention to amend existing rules authorizing 26 Class I-A or fully clear-channel stations at night, by deleting the 830 kc. frequency to permit fulltime for WHDH. It is regarded as the forerunner of an all-out crusade by the FCC's present anti-clear channel majority to duplicate clear-channel stations.

A 'Dangerous Precedent'

The action in the KOA case was reported by BROADCASTING in its Oct. 15 issue, following a meeting at which Commissioners Walker, Thompson, and Payne voted for the duplication and Commissioners Craven and Case strongly dissented. Chairman Fly was absent. The same alignment voted for the proposed report announced Dec. 6, but with Chairman Fly not participating. His failure to vote permitted the proposed decision, since his vote with the Craven-Case minority would have resulted in a deadlock. His non-participation was ascribed to insufficient knowledge of the issues, since he had been occupied with national defense and other activities.

Nevertheless, in industry circles there was criticism of the whole issue. First, it was felt the FCC should not vote on so fundamental an issue without full representation, particularly since there is one vacancy. Moreover, by permitting the decision to develop on a 3 to 2 split without an expression from the chairman, the interpretation was that the chairman's failure to vote was as good as a vote in favor of the clear-channel breakdown.

The dissenting opinion of Commissioners Case and Craven minced no words in describing the dangerous precedent which would be created if the FCC finally breaks down the clear channels. It is one of the 26 specified for exclusive use at night in this country under the Havana Treaty, slated to become effective next March 29. If the breakdown of one channel in the group is authorized, it is pointed out that it would be an easy matter to curtail the service of others through duplicate operation.

The Dec. 6 action is a proposed decision, rather than a final decree. Considerable controversy entered in the case because the FCC refused to permit KOA, dominant station on the channel, as well as several other stations on the frequency, stations on adjacent channels, and the Clear Channel Group, to intervene or participate in the case in any way. Commissioner George H. Payne first denied the intervention petitions and was afterward sustained by a split Commission vote.

The anti-clear channel group is known to favor duplicate assignments by placing at least three stations on each clear channel. Their contention, in defiance of recognized engineering opinion, is that through use of directive antennas, minimum interference would be caused and improved service would be provided throughout the country.

Hard on Rural Areas

However, opponents of this thesis bring out that the additional service would come only to adequately programmed metropolitan areas, capable of installing the new facilities, while the rural population, now underserved, would be deprived even of secondary service.

Applications for intrevention had been filed, among others, by KOA; CBS on behalf of WABC, New York, on an adjacent frequency; WMEX, Boston, on competitive grounds; and the Clear Channel Group, representing 13 stations on Class I-A frequencies. The hearing was held Jan. 29-30. WHDH, now using daytime and evening time preceding sunset at Denver, on 830 kc. with 1,000 watts, asked for 5,000 watts fulltime on the channel.

The Thompson-Walker-Payne majority held that issuance of the authorization as applied for would violate Section 325 of the rules, setting up Class I-A channels. Therefore it proposed to amend the rules, deleting the 830 frequency from this select group and reducing the number of clears to 25. Originally there were 40 clear chanels set aside for exclusive use of high-power stations at night, designed to provide rural and remote service. The number, however, was diminished over the years through breakdowns under the guise of special experimental authorizations, until the FCC pegged the allocation at 26 under the Havana Treaty .

The Commission majority held that the fulltime operation of WHDH would not cause any interference to primary service of KOA, but that interference might reasonably be expected to reception in the eastern half of the United States. The granting of the WHDH application, it said, would enable WHDH to deliver service of primary signal quality to an area with 3,093,000 people, or 61,000 more people than are now included within the primary service area of the station. With the increased hours, a new service would be rendered WHDH to 94.9% of the Boston metropolitan area, including a population of 2,185,000. Mention also was made of extension of service to the fishing banks off the New England coast.

A Thorough Dissent

In its conclusions the Commission majority said operation of WHDH as proposed "will not cause interference to the primary service of any station and any interference which such operation may reasonably be expected to cause to station KOA, Denver, will be limited to interference with intermittent reception upon receivers located in the eastern part of th United States, remote from the station."

Whereas the majority opinion covered only four pages, the dissenting opinion of Commissioners

(*Continued on page 94*)



KLASSY KEGLERS from all angles are these five members of the bowling team of KSO-KRNT, Des Moines, now leading the *Register & Tribune* Bowling League with 22 games won out of 33 played. For the last two years the team has won top honors and appears well on the way to a third championship. The quintet includes (l to r) Ruth Raplinger, Esther Sipling, Naomi Achtermann, Virginia Poepping and Mabel Boddicker. All are members of the KRNT-KSO secretarial staff except Miss Sipling, who heads radio continuity.

Free Competition Favored by FCC

'Survival of Fittest' Theory Marks Dubuque Decision

FREE COMPETITION in broadcasting, irrespective of whether stations may "go under" because of the dizzy pace, is the intent of the FCC, it was made clear Dec. 9 in an FCC decision and order involving the much-litigated Sanders Bros. case in Dubuque, Ia. It was this case that resulted in a Supreme Court decision several months ago, establishing the "survival of the fittest" theory.

Denying a petition for rehearing filed by WKBB, Dubuque, operated by Sanders Bros., from the FCC decision of Sept. 4 granting the new KDTH, Dubuque, a modification of license for improved facilities, the FCC used the language of the Supreme Court in that very case as the basis for its action.

It held that under the Communications Act, as interpreted by the courts, a licensee is not entitled to be protected from free competition. On Sept. 4 the FCC had granted the *Telegraph Herald* station, KDTH, a construction permit to increase its power from 500 watts to 1,000 watts and its hours of operation from daytime to unlimited time, on 1340 kc.

Competitive Aspect

WKBB, through its counsel, contended that the granting of the application would adversely affect the public interest because of the competitive situation and that either its station and the proposed *Telegraph Herald* station would go under, or its station and the new station would be compelled to render inadequate service, or that one of the two stations would go under, with the public receiving inadequate service during the period that both continue in operation.

Admonishing WKBB that it "misapprehends the Commission's duty to consider competition" under the law, the FCC said that since the *Telegraph Herald* is financially qualified to operate the proposed station, the Commission believes that public interest will best be served by allowing "free competition between the applicant and the existing station." It reiterated language used in granting the application of WORD, Spartanburg, S. C., last January, in which it said that competition between stations in the same community inures to the public good because only by attracting and holding listeners can a broadcast station successfully compete for advertisers.

Carpet Co. New Sponsor

ALEXANDER SMITH & Sons Carpet Co., Yonkers, N. Y., will use radio for the first time on Feb. 1, 1941, when it starts a 13-week campaign on the six CBS New England stations — WEEI WBRY WDRC WPRO WORC WMAS. Program, heard Mondays, Wednesdays and Fridays, 3:30-3:45 p.m., will feature a woman commentator giving instructive details on the decoration of a New England home. Agency is Anderson, Davis & Platte, New York.

BIG NEWS OF THE DAY IN DETROIT



WXYZ

KEY STATION—MICHIGAN RADIO NETWORK—Basic Detroit Outlet NBC Blue Network
National Sales Representative—PAUL H. RAYMER CO.



HUSK HUSTLERS of WHO, Des Moines, met late in November for a special three-way corn husking match to settle once and for all just who on the staff qualified as WHO's No. 1 bangboard artist. Operating under National Corn Husking Contest rules, Challenger Marion (Fid) Prescott, staff musician (top), nosed out Kenny Gfeller, assistant continuity director (center), and Herb Plambeck, WHO farm news editor and self-acclaimed husking champ. Publicized on WHO, the 20-minute contest, held on the Sylvus Stamm farm near Des Moines, drew several hundred spectators. WHO staff members acting as officials included Manager J. O. Maland, Program Director Harold Fair, Publicity Director Woody Woods, News Editor Jack Shelley, Traffic Manager Robert Harter, Glen Hogan, Alfred Webster, Gene Godt and Max Robinson. Each of the three contestants tossed exactly 275 pounds into his wagon, but gleanings eliminated Plambeck and left Prescott and Gfeller tied. Husks left on the ears gave Prescott the title by a 3/16 ounce margin, claimed as the closest ever in a husking contest. Managers of the three contestants were Mal Hansen, Don Hovey and Glen Parker.

Florida Citrus Spots

FLORIDA CITRUS EXCHANGE, Tampa, on Dec. 16 starts 70-word spot announcements five times weekly on WOV, New York, in the interests of Florigold oranges. Company on Dec. 12 began four participations weekly on the *Alfred McCann Pure Food Hour* on WOR, Newark. Agency is Erwin, Wasey & Co., New York.

FRAN STRIKER, author of the *Lone Ranger* series, has a book coming out in January to be titled *The Lone Ranger Rides* and to be published by Putnam's.

U. S. Population Figures by States

Comparative ranks and totals, 1940-1930, as announced by U. S. Census Bureau, Dec. 4, 1940 *

Division and State	Rank 1940	Rank 1930	Population 1940	Population 1930	% Increase 1930-1940
UNITED STATES TOTAL	..	..	131,669,275	122,775,046	7.2
GEOGRAPHIC DIVISIONS:					
New England	..	..	8,437,290	8,166,341	3.3
Middle Atlantic	..	..	27,539,487	26,260,750	4.9
East North Central	..	..	26,626,342	25,297,185	5.3
West North Central	..	..	13,516,990	13,296,915	1.7
South Atlantic	..	..	17,823,151	15,793,589	12.9
East South Central	..	..	10,778,225	9,887,214	9.0
West South Central	..	..	13,064,525	12,176,830	7.3
Mountain	..	..	4,150,003	3,701,789	12.1
Pacific	..	..	9,733,262	8,194,433	18.8
NEW ENGLAND:					
Maine	35	35	847,226	797,423	6.2
New Hampshire	45	42	491,524	465,293	5.6
Vermont	46	46	359,231	359,611	—0.1
Massachusetts	8	8	4,316,721	4,249,614	1.6
Rhode Island	36	37	713,346	687,497	3.8
Connecticut	31	29	1,709,242	1,606,903	6.4
MIDDLE ATLANTIC:					
New York	1	1	13,479,142	12,588,066	7.1
New Jersey	9	9	4,160,165	4,041,334	2.9
Pennsylvania	2	2	9,900,180	9,631,350	2.8
EAST NORTH CENTRAL:					
Ohio	4	4	6,907,612	6,646,697	3.9
Indiana	12	11	3,427,796	3,238,503	5.8
Illinois	3	3	7,897,241	7,630,654	3.5
Michigan	7	7	5,256,106	4,842,325	8.5
Wisconsin	13	13	3,137,587	2,939,006	6.8
WEST NORTH CENTRAL:					
Minnesota	18	18	2,792,300	2,563,953	8.9
Iowa	20	19	2,538,268	2,470,939	2.7
Missouri	10	10	3,784,664	3,629,367	4.3
North Dakota	39	38	641,935	680,845	—5.7
South Dakota	38	36	642,961	692,849	—7.2
Nebraska	32	32	1,315,834	1,377,963	—4.5
Kansas	29	24	1,801,028	1,880,999	—4.3
SOUTH ATLANTIC:					
Delaware	47	47	266,505	238,380	11.8
Maryland	28	28	1,821,244	1,631,526	11.6
District of Columbia	37	41	663,091	486,869	36.2
Virginia	19	20	2,677,773	2,421,851	10.6
West Virginia	25	27	1,901,974	1,729,205	10.0
North Carolina	11	12	3,571,623	3,170,276	12.7
South Carolina	26	26	1,899,804	1,738,765	9.3
Georgia	14	14	3,123,723	2,908,506	7.4
Florida	27	31	1,897,414	1,468,211	29.2
EAST SOUTH CENTRAL:					
Kentucky	16	17	2,845,627	2,614,589	8.8
Tennessee	15	16	2,915,841	2,616,556	11.4
Alabama	17	15	2,832,961	2,646,248	7.1
Mississippi	23	23	2,183,796	2,009,821	8.7
WEST SOUTH CENTRAL:					
Arkansas	24	25	1,949,387	1,854,482	5.1
Louisiana	21	22	2,363,880	2,101,593	12.5
Oklahoma	22	21	2,336,434	2,396,040	—2.5
Texas	6	5	6,414,824	5,824,715	10.1
MOUNTAIN:					
Montana	40	39	559,456	537,606	4.1
Idaho	43	43	524,873	445,032	17.9
Wyoming	48	48	250,742	225,565	11.2
Colorado	33	33	1,123,296	1,035,791	8.4
New Mexico	42	45	531,818	423,317	25.6
Arizona	44	44	499,261	435,573	14.6
Utah	41	40	550,310	507,847	8.4
Nevada	49	49	110,247	91,058	21.1
PACIFIC:					
Washington	30	30	1,736,191	1,563,396	11.1
Oregon	34	34	1,089,684	953,786	14.2
California	5	6	6,907,387	5,677,251	21.7

* Also see BROADCASTING, Oct. 1. Minus signs indicate decrease.

Union Leader's Farm Test

HENRY HISER, public relations director of the Cleveland Union Stockyards, and editor and publisher of the *Cleveland Livestock News*, will appear on the new *Farm Journal* program to be sponsored on WCLE, Cleveland, by P. Lorillard Co., New York, in the interests of Union Leader Pipe tobacco. The program, starting Jan. 6, will be broadcast five times weekly, 12:15-12:30 p.m., and will be directed to farmers of northeastern Ohio in the form of a newspaper of the air. Possible expansion of such a farm program to other stations is under consideration, according to Lennen & Mitchell, New York, the agency.

Christmas Bonuses at WHO

TWO XMAS bonuses will be given this year to staffmen of WHO, Des Moines, according to Col. B. J. Palmer, president. A cash bonus, payable Dec. 20, will give 10% of annual salary to all employes of five years or more; 9% for four years; 6% for two years; 5% for one year. In addition, the board authorized a special contribution to the profit-sharing fund of 45% of the monthly salary for November. The regular station contribution to the profit-sharing fund each month is usually 10% of the monthly salary of each employe. The bonuses apply only to regular payroll and do not include talent.

Guild Renewed by Gulf For Another 16 Weeks

GULF OIL Corp., Pittsburgh, on Jan. 5 renews for 16 weeks *Gulf Screen Guild Theatre* on 75 CBS stations, Sunday, 7:30-8 p.m. (EST), assuring its continuance through the balance of the 1940-41 season. S. S. Larmon, New York executive of Young & Rubicam, agency servicing the account, was in Hollywood during early December to confer with executives of the Screen Guild and complete negotiations. Under the arrangement, the Motion Picture Relief Fund receives $10,000 weekly from the sponsor, with film talent contributing their services.

With completion of the current series, the Fund will have received a total of $800,000 for construction of a home for indigent film industry workers. Roger Pryor continues to m.c. the show, with Oscar Bradley as musical director. John Heistand announces. Harry Ackerman is agency producer, with Glenn Middleton representing CBS on the show. Maxwell Arnow, agent talent booker for the program, has resigned to join Columbia Pictures Corp. He will continue to be associated with the show in a supervisory capacity, with Huntley Gordon as his assistant.

Chemical Firm on NBC

CONSOLIDATED ROYAL Chemical Corp., Chicago, on Dec. 15 starts a half-hour program on NBC-Blue, featuring Orrin Tucker's Orchestra, Bonnie Baker, and a novel search for new professional radio talent. Show, title *Hidden Stars*, presents each week the outstanding local radio act from some city in the United States listeners in each city are asked to vote for their favorite local act regardless of the connection with a local station, sending in with each vote a carton top from the company's product Vitamized Yeast Foam tablets. Only professional radio talent already broadcasting over a local station is eligible. Program is heard Sundays, 5:30 p.m. Newly-appointed agency handling the account is Stack-Goble Adv. Agency, Chicago.

Carnation Discs

CARNATION Co., Milwaukee, current sponsor of *Arthur Godfrey* thrice-weekly on 10 MBS stations, on Jan. 1, 1941 discontinues the series to place it via transcription on 11 stations. Recorded programs will be quarter-hours thrice-weekly, presented for the most part between 9-10:30 a.m. Stations are: WOR, Newark; WGN, Chicago; WBZ-WBZA, Boston; WBT, Charlotte; WIS, Columbia, S.C.; WFBC, Greenville, S.C.; WTAR, Norfolk; WMBG, Richmond; KGW, Portland, Ore.; KPO San Francisco; WWJ, Detroit. Carnation recently renewed for 52 weeks its Monday through Friday quarter-hour series *The Jewish Philosopher* on WEVD, New York. Agency is Erwin, Wasey & Co., New York.

CANADIAN Government's tourist advertising campaign over the U. S. networks will include appearances of Canadian-born Hollywood stars, among whom are Norma Shearer, Deanna Durbin and Ned Sparks. Plans for the campaign are nearing completion.



Ever hear the one about:



The four WOR mentions which pulled 46,101 letters from listeners—each accompanied by ten cents—during the past three weeks? No? Come, come, sir, awake! Things go on! Or perhaps you heard, accidentally, of course, about the WOR early-morning listeners who sent a sponsor 51,767 jingles because he asked for jingles and now he's so deeply imbedded in jingles he sometimes wonders what odd fate tempted him to ask for them in the first place? Naturally, WOR's 135,000 watts has something to do with this. Whole lot, in fact. More power, you know. And at a very reasonable cost indeed.

Technical Ratings For Operation of FM Are Studied

Equipment, Industry Leaders Meet at FCC Conference

For other FM news, see page 50

MEETING to discuss construction and operating standards of transmitting equipment for high-frequency FM broadcast stations, some 40 manufacturing and industry representatives participated in an informal engineering conference held Dec. 9 by the FCC. Presided over by Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting, the conference focused principal attention on maximum power rating and operating power range of standard high-frequency transmitters and performance chaacteristics of audio amplifying equipment when obtained separately and as a complete unit.

Power Ratings

Following discussion of various proposals in a roundtable forum, the conference agreed upon the following maximum power ratings and operating power ranges for high-frequency transmitting equipment: 250 watts variable from 100 watts, 1,000 watts variable from 250 watts, 3,000 from 1,000, 10,000 from 3,000, and 50,000 from 12,500.

The conference recognized the possibility of a future need for an intermediate power, probably about 25,000 watts, as well as a higher power of 100 kw. Representatives of equipment manufacturers agreed to adhere to manufacture of transmitters on these bases, and further agreed that a company producing another model on a different basis would give six months' notice to other companies. Mr. Ring indicated the FCC would not allow installation of a transmitter in excess of four times the licensed operating power.

The conference considered the problem of power loss on transmission lines at ultra-high frequencies and gain in power from various antennas. Pointing to the desirability of having a set of values which could be used in calculating UHF broadcast coverage, Mr. Ring named Lynne C. Smeby, NAB engineering director, to head a committee to develop a study of these values. Also named to the committee were H. P. Thomas, General Electric Co.; J. F. Morrison, Bell Telephone Labs; R. N. Harmon, Westinghouse; Frank A. Guenther, Radio Engineering Labs; William B. Lodge, CBS; R. D. Duncan, RCA Mfg. Co.; Paul A. deMars, Yankee Network; Andrew Alford, Mackay Radio & Telegraph Co.

Participants in the conference table discussions were C. M. Srebroff, Radio Engineering Labs; Frank Guenther, REL; C. A. Priest, General Electric Co.; John B. Coleman, RCA Mfg. Co.; Raymond F. Guy, NBC; J. E. Young, RCA Mfg. Co.; R. N. Harmon, Westinghouse, Maj. Edwin H. Armstrong, inventor of the Armstrong FM system; J. F. Morrison, Bell Labs; W. A. MacNair, Bell Labs.

During the discussions Mr. Ring emphasized that the FCC engineering department must see that specific audio-response requirements are met. It was brought out that certain difficulties were involved in obtaining the overall requirements of the FCC, although the characteristics of equipment components might indicate that a certain required response could be obtained. Discussion also covered problems of transmitting up to 15,000 cycles over telephone lines and frequencies suited for use of relaying program from studio to transmitter. Participating in the conference for the FCC, in addition to Mr. Ring, were William C. Boese of the FCC engineering department, and William H. Bauer, FCC senior attorney. Other attendants were:

Philip G. Loucks, J. F. Zias, Dick Dorrance, FM Broadcasters Inc.; C. M. Srebroff, Gustavus Reiniger, Joseph L. Dalton, Frank A. Guenther, Radio Engineering Laboratories; C. A. Priest, M. L. Prescott, W. R. David, General Electric Co.; Raymond F. Guy, George M. Nixon, NBC; John B. Coleman, I. R. Baker, J. E. Young, C. M. Lewis, H. C. Vance, RCA Mfg. Co.; Grant Wrathall, McNary & Chambers; James W. Baldwin, Finch Telecommunications; Lewis Windmuller, Fairchild Aviation Corp.; Hector R. Skifter, KSTP, St. Paul; Patrick Simpson, WGNY, Newburgh, N. Y.; F. R. Lack, H. N. Willets, L. F. Bockoven, Western Electric Co.; W. A. McNair, R. H. Lindsay, J. F. Morrison, Bell Telephone Labs.; G. I. Jones, Graybar; William B. Lodge, Howard A. Chinn, CBS; Stuart L. Bailey, Jansky & Bailey; H. McIntosh, Fort Industries Co., Toledo; Frank A. Cowan, AT&T; Frank Marx, WMCA, New York; Lynne C. Smeby, NAB; R. N. Harmon, Westinghouse E. & M. Co.; Maj. Edwin H. Armstrong.

Special Taxes on Broadcast Stations Advocated by Printing Trades Union

AN ATTEMPT to carry its crusade against commercial broadcasting to Congress through the advocacy of special taxes on incomes of broadcast stations will be made by the Allied Printing Trades Council at the next session, according to information from legislative representatives of the union and of the American Federation of Labor, parent union.

A petition, it was learned, now is being drafted by New York attorneys for presentation to the House Ways & Means Committee, when it begins consideration of new general tax legislation early in the next session. The move follows adoption by the union at its convention last month in New Orleans of a legislative program against radio, because of the purported threat to employment in the printing trades, stemming from growth of radio as an advertising medium.

Progressive Taxes

John B. Haggerty, president of the union, launched the crusade several months ago. Michael J. Flynn, legislative representation of AFL and the broadcasting "counselor" for AFL unions, presumably is handling the policy and other proceedings. He has been identified with a number of anti-broadcasting moves in the past.

The franchise tax plan ratified at the New Orleans session is understood to have proposed a 10% levy on gross income of stations doing $25,000 to $100,000 a year; 15% on grosses of $100,000 to $200,000, and 20% on grosses in excess of $200,000.

While union officials would not comment formally on the campaign, beyond the action at the New Orleans meeting, it was indicated that an all-front drive would be made in Congress. The tax plan was only one phase of a four-point program, with the others presumably to be advanced before committees of Congress which consider new radio legislation. The other proposals include recommendations that sale of time be limited to 25% of station hours; that limitations on multiple ownership be applied to all licensees of stations as well as to those engaged in television and FM, and that absentee ownership be banned all down the line.

At the New Orleans session, the Haggerty group contended that even with these franchise taxes and limitations, broadcast stations and networks still would be in a position to make adequate profits, based on invested capital. The drive is premised on the theory that radio has cut deeply into revenues of the printed media, such as newspapers and magazines, with resultant decreased employment for printing trades men. Detailed statistics, based on FCC compilations, were used to impress upon the printing trades delegates the threat to their means of livelihood cropping from the radio "Frankenstein."

The broad-gauged plan is said to call for appointment of anti-radio committees by locals of the various printing trades, including compositors, engravers, pressmen and other union activity identified with printing. The lobbying of members of Congress under the plan, would be carried on through various locals. A committee on radio to direct the campaign is made up of President Haggerty; former Senator George L. Berry, president of the International Printing Pressmen; Edward J. Volz, president of the Photo-Engravers Union.

Alice Persists

AT BEGINNING of the Missouri U football season, Alice Meredith, tiny staff member of KFRU, Columbia, Mo., was given a polite but firm turndown by the athletic department on her application to enter the stadium radio and press box to handle a between-halves color broadcast from the woman's angle. Not to be brushed off, however, 5 foot, 100-pound Alice schemed with Harold Douglas, KFRU sports announcer, to lower a mike from the radio booth to the stands below, where during each of the four home games listeners were treated to her feminine commentaries. Mail indicated quick and impressive acceptance of the stunt, which is now so much demanded that the feature has been added for coming seasons.

WATN, Watertown, Starts Soon

WITH Kirby Ayers as general manager and Dinny Dinsdale as commercial manager, the new WATN, Watertown, N. Y., expects to go on the air sometime in January. Construction permit to operate with 250 watts on 1210 kc. was granted by the FCC last July 30 to the Watertown Broadcasting Corp., consisting of G. Harry Righter, local wholesale food dealer, president, Dean R. Richardson, treasurer, and Ruth Gamage, secretary.

Progress Noted In Treaty Talks

Diplomatic Circles Perk Up As Deadline Approaches

NEW SIGNS of life in diplomatic conversations, aimed at an adjustment of differences between nations of this continent growing out of frequency allocations, which would enable the Havana Treaty reallocations to be effected by the March 29 deadline, are reported in official Washington circles.

While speed is essential if the deadline is to be met, officials of the International Communications Division of the State Department indicated that progress was being made.

A conference may be scheduled within the next ten days with an engineering delegation representing Mexico to adjust conflicts in the proposed treaty allocations beteween the United States and that country. Little difficulty is anticipated in ironing out conflicts with Canada.

Cuba Holds Back

The only new retarding factor is the failure of Cuba to submit its revised allocation lists. Several weeks ago Cuba submitted its proposed allocations but, according to official word, they were in such conflict with engineering standards established under the treaty that a complete revision has been requested.

FCC and State Department officials were not prepared to say that the March 29 deadline would be met, but they were more optimistic than a fortnight ago, when diplomatic conversations were at a virtual standstill [BROADCASTING, Dec. 1].

The FCC, which already has released the projected allocations for next March, is understood to have initiated new moves looking toward swift composure of the technical differences. A number of hearings, based on applications filed for facilities earmarked for particular Class II stations in this country, already have been ordered but no hearing dates yet have been set. The present plan, which may be changed at any time, is to give the applicants quick hearings in order to comply with existing hearing procedure.

CAB at Treaty Sessions

THE Canadian Assn. of Broadcasters has been invited to sit with the technical committee of the Canadian Broadcasting Corp. in connection with reallocations under the Havana Radio Treaty. To this end the CAB at its board of director's meeting in Montreal on Nov. 25 sanctioned a survey of tentative Canadian reallocations [BROADCASTING, Oct. 15], Prof. P. Bayley of the electrical engineering department of the U of Toronto has been asked to make the survey as of Dec. 1, and is expected to have his report ready by Jan. 1. The survey is being made so the CAB can present its views on the reallocations. The work is under the supervision of George Chandler, CJOR, Vancouver, chairman of the CAB technical committee. He and Bayley will sit with the CBC technical committee.

Spotlight on Baltimore

---IN 1941



SOON--- FULL TIME AND 50,000 WATTS

IN 1941—MORE THAN EVER BEFORE **WBAL** *means business in Baltimore*

Paul Oury Head Of New WCFI in Pawtucket, R. I.

FCC Deletes Statements in Original Ruling in June

APPOINTMENT of W. Paul Oury, veteran New England broadcaster and former general manager of WPRO, Providence, as general manager of the new WFCI, Pawtucket, R. I., was announced Dec. 9 by Pawtucket Broadcasting Co., licensee of the station. Holding a construction permit for 1,000 watts fulltime on 1390 kc., the station plans to begin operation about mid-February. Approximately $75,000 is being expended for studios and equipment.



Mr. Oury

The announcement was made immediately following issuance of an order Dec. 7 by the FCC clearing up the status of Mr. Oury in connection with the projected station's operation. In the original decision granting the application last June, certain conditions regarding Mr. Oury's participation in the project were specified. In the order made public Dec. 7, based on action taken Nov. 22, the FCC ordered stricken from the decision all reference to Mr. Oury, giving him a clean bill of health.

Order Amended

The Commission ordered that the original decision be amended by striking out the specifications in the findings of fact that Mr. Oury "does not have and is not to have any interest or any connection with the applicant". In the conclusions, it ordered stricken the language that "capital stock in the corporation formerly held by Paul Oury having been surrendered and the latter having withdrawn from any connection with the application. . . ." In another paragraph in the conclusions, it ordered that there be expunged the language "subject to the condition that Paul Oury shall not have any interest in the proposed station or be associated with it as manager, or in any other capacity. . . ." The order was made immediately effective.

Originally responsible for the filing of the WCFI application, Mr. Oury's new status will be that of general manager, in full supervisory charge of the station's development. Stockholders in the company are Frank Crook, president of Frank Crook Inc., automobile distributors, and Howard W. Thornley, chief engineer, each holding 50%. Mr. Oury originally was a partner in the venture.

The station is installing a Western Electric 1,000-watt transmitter and a Blaw-Knox directional array. Studios are located in a separate building in downtown Pawtucket, adjacent to Providence.

A veteran broadcaster who began in radio as a "brass pounder" in the Navy, Mr. Oury pioneered not only in broadcasting, but in sound engineering in the motion picture industry. He was general manager of WPRO-WPAW, Providence and Pawtucket, from 1932 to 1935, and originally was owner of the Pawtucket outlet, later combined with WPRO.

During the World War, Mr. Oury served as a naval radio operator both here and abroad. From 1924 to 1928 he constructed and operated radio telegraph stations for Tropical Radio Telegraph Co. in Central American republics, handling many SOS calls from ships, including the sinking of the submarine *S-51* by the steamship *City of Rome*. From 1928 to 1929 he was chief sound engineer for RCA Photophone Pictures and Pathe in New York, and supervised construction of the first sound motion picture studios in New York. He made the first talking pictures for a number of studios of that day.

From 1929 to 1932, Mr. Oury was chief engineer and general manager of Paramount in Paris, and supervised construction of the second largest studios in the world at Joinville, France. At this studio, sound pictures were produced.

Rates for S. E. Blue

PACKAGE RATE for the ten Southeastern stations joining NBC this month as the Blue Southeastern Group [BROADCASTING, Dec. 1], has been set by the network at $410 per evening hour. Eight of the stations — WCBT WEED WMFD WMFR WGNC WHKY WCOS WGAC—joined NBC on Dec. 15 and are available to advertiser at the package rate of $250. The two remaining stations, WHIS and WJHL, joining the network later in the month, will be sold at $80 each per evening hour. As a salute to the stations in the newly-formed Southeastern group, NBC will present on Dec. 15, 10-11 a.m., a special broadcast, consisting of guest stars and excerpts from outstanding programs now featured on the Blue.

WGAC Takes the Air, Has NBC-Blue Affiliation

SLATED to become an NBC-Blue affiliate Dec. 15, the new WGAC, Augusta, Ga., started operating Dec. 1 with 65 local advertisers signed, according to J. B. Fuqua, general manager, who formerly was with WIS, Columbia, S. C., and WCSC, Charleston, S. C.

The staff includes: Bernard M. Dabney, sales manager, from WRTD, Richmond; John Watkins, program director, from WHAS, Louisville, and WCSC; William Huck, from NBC, announcer; John Lindsay, from WOAI, San Antonio, and C. P. MacGregor Co., announcer; Wilbur Nungessor, from WPAY, Portsmouth, O., chief engineer; Murrell Prince, from WKBV, Charleston, W. Va., engineer; William Strauss, from WKBV, engineer; Clarence Levy, from WSB, Atlanta, and WGAU, Athens, Ga., salesman-announcer; Margaret Spencer, traffic supervisor.

WGAC is one of two new locals recently authorized by the FCC, and will operate with 250 watts on 1210 kc. [BROADCASTING, Aug. 1]. Its officers and stockholders, each holding one-third, are Glenn Boswell, publisher of the *Augusta Herald;* Milwee Owens, editor of the *Herald;* F. Frederick Kennedy, attorney. The other local, WMWH, which will operate with 250 watts on 1420 kc., was granted last Aug. 27 to W. Montgomery Harison, local realtor. [BROADCASTING, Sept. 1].



SOMETHING NEW in emergency operation setups—a barbed wire power circuit—was devised by KGNC, Amarillo, Tex., when the Texas Panhandle late in November was engulfed by a rip-roaring sleet storm [BROADCASTING, Dec. 1]. After stringing emergency power lines on a seldom-used telephone line, and running a mile-and-a-quarter of copper wire across a shallow prairie lake bed, KGNC engineers found they still had a three-quarter mile gap between the end of the supply line and the antenna doghouse. Taking the most expedient course, Chief Engineer Scott Bledsoe and Engineer Elmo Taylor (shown) tapped the top strand of a barbed wire fence and made connection, although it involved a tedious job of bridging 150 twisted, rusty connections with copper wire. Only incident marring operaton of the novel circuit was an attempt by some kids with commercial aspirations to run off with the long stretch of copper wire. This effort was nipped in the bud, and for three days the unique hookup supplied power to the station, with a cowboy patrolling the line on his horse to insure against further sabotage. In the midst of the storm WBAP, Fort Worth, sent its mobile unit to Amarillo for a remote pickup. Although sunk to its axles in the spongy KGNC lawn, the WBAP unit was used to feed a program to the nearest telephone line, at Clarendon, 60 miles away—claimed as the first on-the-spot record of the storm received in downstate Texas.

Regionals Granted Power Increases

WNAX, WBIG, WFEA Given Boosts to 5,000 Watts

THREE regional stations were given Class III-A status by the FCC Dec. 5, with power increases to 5,000 watts. WNAX, Yankton, S. D., on 570 kc., WBIG, Greensboro, N. C., on 1440 kc. and WFEA, Manchester, N. H., on 1340 kc., were awarded the increases, with construction permits for directional antennas.

KUTA, Salt Lake City, was granted a shift in frequency from 1500 to 570 kc. and an increase in power from 250 watts to 1,000 watts, directional. Action was taken on a petition to reconsider and grant without hearing.

Troy Gets Fulltime

WTRY, Troy, N. Y., was given a construction permit to increase hours of operation from daytime to fulltime on 950 kc., with 1,000 watts, using a directional day and night. KSRO, Santa Rosa, Cal. was authorized to shift from 1310 to 1320 kc. and increase power from 250 to 1,000 watts fulltime, directional day and night.

KGEZ, Kalispell, Mont., was given the alternative of shifting from 1310 to 1430 kc. with 1,000 watts, or retaining its present frequency with an increase in power from 100 to 250 watts. KRLH, Midland, Texas, was granted a power increase from 100 to 250 watts on 1420 kc.

WINN Joins Blue

WINN, Louisville, on Dec. 13 joined NBC as a basic Blue supplementary affiliate. Owned by the Kentucky Broadcasting Corp., headed by D. E. (Plug) Kendrick, the station operates on 1210 kc., with 100 watts night and 250 day. Evening hour rate is $120.

WSPA AFFILIATION WITH CBS JAN. 1

TO TAKE advantage of large-scale industrial and national defense development of the Spartanburg, S. C., area, CBS on Jan. 1 will add WSPA to its network, advancing the originally scheduled date three months. The announcement was made Dec. 6 by Walter J. Brown, vice-president and general manager of WSPA and WORD, also in Spartanburg, following conferences with J. G. Gude and John W. Karol, CBS station relations and research executives, respectively.

Establishment of a 20,000-man Army training camp in Spartanburg, together with related national defense expansion in the area, will entail a Federal expenditure of approximately $50,000,000 in the market, according to Mr. Brown. WSPA, now operating daytime with 1,000 watts, has been granted full time by the FCC. It also is seeking a power increase to 5,000 watts. The station expects to begin full time operation by March. Approximately $50,000 is being expended for the new transmitting equipment and site. Two 275-foot Truscon self-supporting towers are being installed for directional use.

WORD, 250-watt sister station of WSPA, now is the CBS outlet. On Jan. 1, WSPA will carry CBS programs during daytime, with WORD carrying the night schedule. When WSPA begins fulltime operation the entire CBS schedule will be carried over that outlet. Spartanburg Advertising Co., which operates both stations, plans to dispose of control of majority interest in WORD.

KXFJ Joins MBS

KXFJ, Grand Junction, Col., on Dec. 1 joined MBS as the network's 163d affiliate. The station, owned by the Western Slope Broadcasting Co., operates on 1200 kc., 250 watts, unlimited time.

JENNY LIND might have been a radio star

...and sung to <u>every</u> American!



HUNDREDS of enthralled men and women packed New York's Castle Garden on the night of Sept. 11, 1850, and heard Jenny Lind's first American concert. The next morning, the story of her artistry swept the nation, and Jenny Lind became the most famous singer of the century. But only a few thousands actually heard her sing.

Had radio existed in 1850, every American—the clerk in Boston, the planter in Alabama, the farmer in Illinois, the sailor on a clipper bound for California—would have thrilled to the glorious voice of the Swedish Nightingale. Through broadcasting, her concerts would have reached countless American homes. Through Victor Records, her voice would have been preserved to be enjoyed by music lovers for all time.

Today, radio provides more than musical entertainment for Americans. It gives us vital news as soon as it happens; it keeps us the best informed people. Two great nation-wide networks of the National Broadcasting Company, an RCA service, operate 35 hours a day in the aggregate to provide the most interesting radio broadcasting service in the world.

Another vital radio service is performed by R.C.A. Communications, Inc., with its direct transmission to and from foreign countries, and between leading American cities. Radiomarine provides communication with ships at sea. RCA Manufacturing Company designs and builds transmitting equipment, home radio sets and RCA Victrola phonograph-radios, Victor Records, and other radio and sound apparatus. And—that this equipment may constantly be improved—RCA Laboratories continuously pioneer new developments in radio.

RCA RADIO CORPORATION OF AMERICA

Radio City, New York

RCA Manufacturing Company, Inc. National Broadcasting Company Radiomarine Corporation of America
R.C.A. Communications, Inc. RCA Laboratories RCA Institutes, Inc.

Interest in WFIL Is Sold by Store

Lit Brothers to Get Other Half at $126,000 Figure

PENDING FCC approval, Strawbridge & Clothier department store in Philadelphia will sell its 50% interest in WFIL to Lit Brothers, local department store, already half-owner of the station, and the FCC application was filed Dec. 11. The price for the half-interest was given as $126,000. Negotiations for the sale were completed Dec. 9. WFIL Broadcasting Co. issued the following statement:

"Application has been made to FCC for approval of a contract which has been made for the acquisition of Lit Brothers of the entire interest of Strawbridge & Clothier in WFIL Broadcasting Co. so that upon its approval Lit Brothers will be the sole owner of radio station WFIL.

To Retain Staff

"The studios of WFIL will remain in the Widener Bldg. The operation of the station is entirely independent of the department store. No change will be made in the executive and operating personnel of the radio station except for the resignation of officers and directors representing the Strawbridge & Clothier interests. Samuel R. Rosenbaum will continue as president and Roger W. Clipp as general manager of the station under Lit Brothers ownership."

Both department stores operated radio stations independently, sharing time on the same wave length, until 1934, when Mr. Rosenbaum consolidated the two stations as WFIL. Strawbridge & Clothier operated WFI and Lit Brothers operated WLIT.

Upon approval of the sale, the following directors and officers, representing Strawbridge & Clothier interests, will resign from the broadcasting company: Herbert J. Tily, president of the department store and chairman of the board of WFIL; Howard Cooper Johnson, vice-president of the store and vice-president of WFIL; Roy E. Clark, advertising manager of the store and director of WFIL; M. Edna Hurst, secretary to Mr. Johnson and secretary of the WFIL board. The remaining board members, in addition to Mr. Rosenbaum, who is a director of Lit Brothers and WFIL president, representing Lit Brothers, are George H. Johnson, president of the store and director of WFIL; Walter Grosscup, executive vice-president of the store and director of WFIL; Mrs. A. T. Hild, secretary to G. H. Johnson and treasurer of the broadcasting company.

Pinehurst Cigarettes Plan

R .L. SWAIN TOBACCO Co. Inc., Danville, Va. (Pinehurst cigarettes) will use spot radio in a campain for Pinehurst cigarettes, now being outlined by Gotham Advertising Co., New York, which handles the account.

CAPITALIZING on an idea furnished by Broadcast Music Inc., WEW, St. Louis, has signed its first exclusive BMI-public domain music sponsor—local Philco distributor—for *Give Me Music*, presented Sundays, 1-2 p.m.



A SPONSOR on a sustaining show is unusual but not unpleasant, judging by the smiling faces of (l to r) Jack Hartley, assistant to A. A. Schechter, NBC director of news and special events; Lee H. Bristol, vice-president in charge of advertising, Bristol-Myers Co., currently sponsoring Eddie Cantor on NBC-Red, and Graham McNamee, announcer for the *Behind the Mike* series on NBC-Blue series. Mr. Bristol, when he guested on the Dec. 1 broadcast, told listeners how it feels to be a radio sponsor.

Little Likelihood of FCC Appointment Seen as White House Remains Silent

THOUGH NO informative word has been forthcoming from the White House, largely due to the absence of President Roosevelt from Washington, little likelihood is seen of an appointment to fill the Thad Brown vacancy on the FCC until after the new Congress convenes Jan. 2. Despite this, a number of active campaigns are going forward for the vacancy, with Dr. Arthur G. Crane, president of the University of Wyoming, apparently conducting the most active drive.

The possibility exists, according to informed circles, that the vacancy will not be filled at all, since the President may have in mind sponsorship of legislation to reorganize the communications licensing agency. If such a course is followed, the President probably would not be disposed to name a seventh member of the FCC for a temporary appointment.

Other Aspirants

Among those aspiring to the Brown vacancy, in addition to Dr. Crane, are former Judge John C. Kendall, of Portland, Ore., and Judge James B. Kinne, of Seattle. A number of additional names are mentioned as possible appointees, including R. Henry Norweb, Minister to Peru and a member of the American delegation to the North American Regional Broadcast Conference of 1937. Still being supported for the post, it is understood, are Nelson Lee Smith, chairman of the New Hampshire Public Utilities Commission, and Ray C. Wakefield, member of the California Railroad Commissions. All are understood to be Republicans. The vacancy must be filled by a non-Democrat, since the law specifies that not more than four members of the seven-man Commission shall be of the same political party.

Judge Kinne is understood to be the candidate of Senator Homer T. Bone (D-Wash.). Considerable support from Western legislators, it is reported, has been rallied.

Mr. Norweb, highly respected career diplomat, is familiar with communications by virtue of his participation in the 1937 conference. It is reported he is desirous of returning to the United States, but whether he is an active candidate or his name has merely been advanced by friends could not be ascertained.

Appointment of G. W. Johnstone, radio director of the Democratic National Committee and former public relations chief of NBC and of MBS, to the FCC also is being urged. While he could not qualify for the Brown vacancy, because he is a Democrat, a shift of FCC personnel which would open a Democratic place on the FCC also is rumored.

The Crane candidacy is being supported by numerous agricultural colleges, according to word reaching Washington. Chairman of the National Advisory Committee on Education By Radio, Dr. Crane also is head of the National Association of State Universities.

Another Radio Patt

MARGARET PATT, sister of the five "radio" Patt brothers, on Dec. 1 joined RCA Communications in Los Angeles, making it a unanimous setup for the Patt family in the broadcasting business. John Patt is vice-president of WGAR, Cleveland; Ralph general manager of WPAY, Portsmouth; James, in the sales department of WKRC, Cincinnati; Robert, sales promotion manager of WHN, New York.

Carter on NBC-Blue

CARTER MEDICINE Co., New York, extensive user of spot radio for Carter's Little Liver Pills, has contracted with NBC-Blue for the Tuesday 9:35-10 p.m. period, and plans to start sponsorship Jan. 7. According to the agency, Street & Finney, New York, and the network, type of show has not yet been selected and is now under consideration.

Penna. Discusses Music Problems

Miller Spurns Appeasement; Station Checks Reviewed

DETERMINATION of the radio industry to win its fight against ASCAP was the theme of a regional meeting of the Third District of the NAB held Dec. 9 at the Benjamin Franklin Hotel, Philadelphia. Neville Miller, NAB president, set the keynote for the all-day session.

Carl Haverlin, station relations head for BMI; Cy Langlois, of the Langlois & Wentworth, transcription firm; and William Parsons, of the NBC *Thesaraus;* explained the machinery being set up to handle radio's music problem after the first of the year. The annual meeting of the Pennsylvania Assn. of Broadcasters followed in the afternoon.

Music Checking

Any possibility of a last-minute settlement in the ASCAP-radio impasse was dispelled by Mr. Miller. Following his report on the NAB board of directors meeting, he urged broadcasters to "stick together and beat ASCAP".

Mr. Haverlin discussed station procedure in handling music after Jan. 1, urging each station to check its files carefully. He said greatest caution must be exercised in handling the public domain music. He pointed out that while "Ave Maria" was in public domain, there are 158 copyrighted arrangements of the composition. Similar care must be exercised, he cautioned, in programming nursery rhymes and marches. Mr. Haverlin advised that BMI was preparing a master index of all available music to be distributed to all stations shortly after the first of the year which would simplify the checking of music.

Mr. Haverlin further stated that 505 stations had already signed with BMI with 600 expected by the end of the year. He said Florida was the only State which does not have any radio stations signed with BMI, and California coverage has been assured with three stations in Southern California signing.

Apart from the music discussion, the only other speaker was Joseph A. Miller, labor relations director for the NAB, who interpreted the Federal wage and hour laws and the application of the act to the broadcasting industry. Clifford M. Chafey, WEEU, Reading, Pa., NAB district director, presided at the regional meeting, attended by 58 station executives representing 40 stations in Pennsylvania, Southern New Jersey and Delaware.

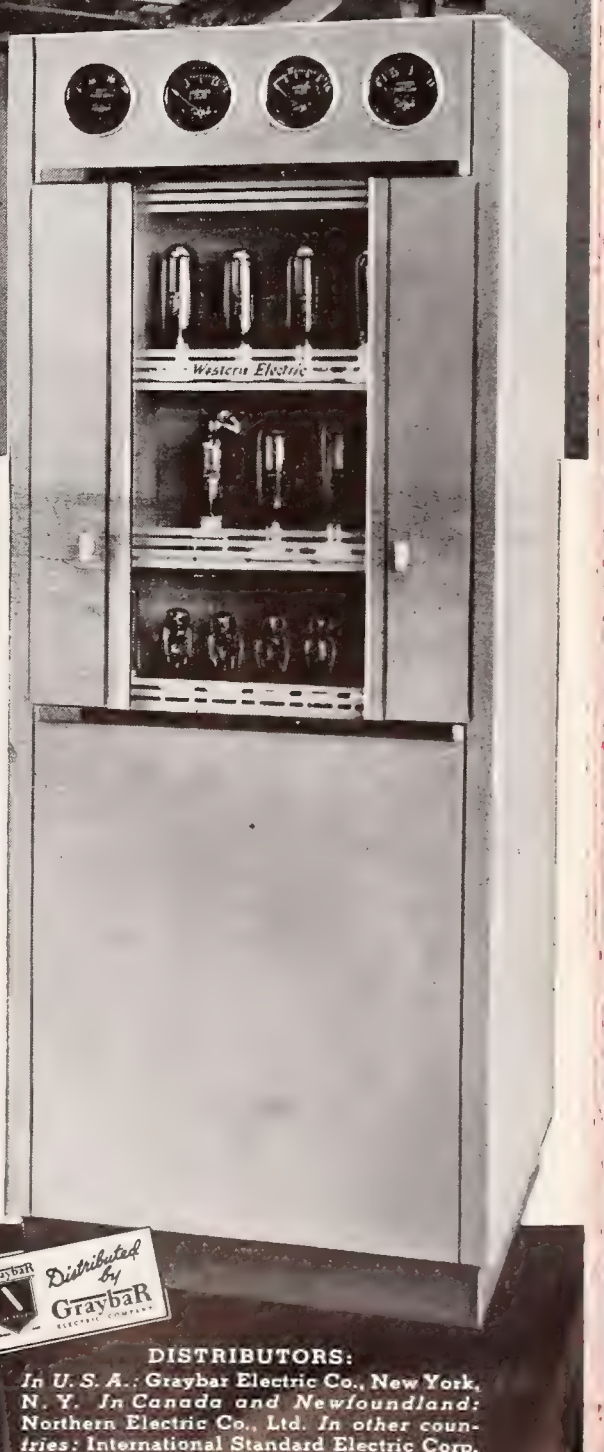
Clair McCollough, WGAL, Lancaster, Pa., president of the Pennsylvania association, presided at the afternoon sesion, the regular annual meeting of that group. A nominating committee was named to select new officers for the association, the committee comprising Mr. McCollough, chairman; Mr. Chafey; Clarence G. Moss, WKBO, Harrisburg; Dr. Leon Levy, WCAU, Philadelphia; Joseph C. Burwell, WMBS, Uniontown; and Roy Thompson, WFBG, Altoona.

NATIONAL BISCUIT CO., New York, which moved the handling of its bread products from McCann-Erickson, New York to Lord & Thomas, New York, some four months ago, has transferred the account back to the former agency.

Ready Now!

NEW 250 WATT TRANSMITTERS . . .

A group of 451A-1 Transmitters on assembly line at Kearny, N. J.



FOR IMMEDIATE DELIVERY!

It's a honey!—this new Western Electric 250 watt transmitter. Engineered by Bell Laboratories for highest signal quality, utmost compactness, accessibility and distinctive styling. Low power consumption, low tube cost, low maintenance cost assure unusual operating economy. Get full details —Ask Graybar for Bulletin T-1752.

Outstanding Features

Frequency Response: **flat within 1.5 db from 30 to 10,000 c. p. s.**

Distortion: **Less than 5% in frequency range of 30 to 7500 c. p. s., less than 3% in range below 5000 c. p. s. at all values of modulation to 100%.**

Noise Level: **r. m. s. noise level is 60 db or better unweighted, 70 db weighted below signal level at 100% single frequency modulation.**

Grid Bias Modulation **of last RF stage.**

Western Electric

Ask your Engineer!

Graybar Distributed by Graybar Electric Company

DISTRIBUTORS:
In U. S. A.: Graybar Electric Co., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Hummert Appeal Rejected by FCC

Fly Suggests Agency Official Meet Interested Parties

ANY HOPE harbored by Tin Pan Alley that the FCC might voluntarily mediate the rupture of relations between ASCAP and the broadcast industry was dispelled Dec. 7 by FCC Chairman James Lawrence Fly.

In a letter to E. Frank Hummert, vice-president of Blackett-Sample-Hummert, responding to a plea for mediation, Chairman Fly suggested that any proposal for mediation "should be made to the parties in interest". He revealed that a letter similar to the one he had received [BROADCASTING, Dec. 1] also had been sent by Mr. Hummert to the FCC and to Commissioner T. A. M. Craven.

Interested Parties

"The existing controversy between ASCAP and the radio broadcast industry has not been presented to the Commission by any of the interested parties," Chairman Fly wrote. "It is accordingly suggested that any proposal for mediation should be made to the parties in interest."

"The information in your letter is appreciated by the Commission, and you may be assured that it has been given thoughtful consideration."

Mr. Hummert had suggested the Commission undertake such action "as may be appropriate to mediate between the broadcasters and ASCAP to the end that the nation's great radio audience may continue, without interruption, to enjoy all of its own American music."

STATE ASCAP LAWS GET COURT REVIEW

THE CONSTITUTIONALITY of State anti-monopoly laws directed against ASCAP, a half-dozen of which have been enacted during the last few years, will be reviewed by the U. S. Supreme Court in the Nebraska test case.

The Court, at its session Dec. 9, without written opinion said there appeared to be "probable jurisdiction" in the Nebraska case and agreed to review it. Argument is expected in February or March.

Simultaneously, the court received appeals in the Florida anti-monopoly case. The State, through the attorney-general, filed an appeal from the opinion of the three-judge court on the jurisdictional issue. A cross appeal was filed by ASCAP in the name of Gene Buck, ASCAP president, against the Attorney General, W. Couper Gibbs. In the Florida case the direct question of monopoly is involved, differing from the Nebraska case.

In the Nebraska appeal, State officials seek a review of the decision holding invalid the State anti-monopoly laws, which held that copyright royalties were paid upon payment of the original purchase price for the music. This involved essentially the "per piece" issue.

GENERAL MILLS (Wheaties) and B. F. Goodrich Rubber Co. again will sponsor 175 games of the San Francisco Seals baseball team during 1941 on KQW, San Jose. Ernie Smith will announce. Agency is Westco Adv. Agency, San Francisco.



THREE GENERATIONS of the Rogers family, owners of WLAW, Lawrence, Mass., operated by the *Lawrence Eagle-Tribune*, took part in the station's switchover Dec. 1 from 1,000 to 5,000 watts fulltime on 680 kc. A number of special programs were aired during the ceremonies which were attended by prominent citizens from Northern New England. Pictured is a scene at the Andover transmitter plant where the actual switch took place. Left to right, rear: George Hinckley, chief engineer; A. H. Rogers, president; John D. Maloy, program director; Irving E. Rogers, vice-president and general manager; David G. Jones, business manager. Front: Irving E., Jr., Allan B. and Alexander H., all sons of Irving Rogers.

Transfer of WMCA, New York, To Noble Involves $850,000

Industrialist Would Acquire Station as Personal Business Venture; Early FCC Action Sought

IN ONE of the biggest radio transactions of recent years WMCA, New York, will be acquired by Edward J. Noble, industrialist and former Government official, for an $850,000 cash consideration, subject to FCC approval. Because the FCC has never denied such a transfer, despite considerable agitation in the past, the transaction is expected to receive early consideration.

Mr. Noble, chairman of the board of Life Savers Corp., Port Chester, N. Y., and a stockholder in Sterling Products, completed his negotiations with Donald Flamm, president of Knickerbocker Broadcasting Co., on Nov. 29 and the application was filed with the FCC Dec. 2. William J. Dempsey and William C. Koplovitz, former general counsel and assistant general counsel, respectively, of the FCC, handled legal aspects for Mr. Noble. Mr. Flamm and William Weisman, attorney, an official of WMCA, handled negotiations for Knickerbocker, licensee of the station.

Personal Venture

Immediately following disclosure of the sale, considerable speculation developed in radio circles. Mr. Noble, it was stated, proposes to acquire WMCA as a personal business venture. It was said he personally would direct its operations and proposes to operate it 'primarily as a public service enterprise."

Mr. Noble was chairman of the Civil Aeronautics Authority, having been appointed by President Roosevelt to that post in 1938. He resigned in 1939 to become Under-Secretary of Commerce, but relinquished that post last Aug. 15 to return to his private business. Immediately after his resignation, he announced his support of the candidacy of Wendell L. Willkie for the presidency and actively participated in the campaign.

Sale of WMCA by Mr. Flamm was not unexpected. Reports have been current for several years that he might dispose of the property. Several years ago the station was leased to a group of New York capitalists, but was re-acquired by Mr. Flamm. It is reported that negotiations recently were in progress for sale of the station to a prominent New York magazine publisher for upwards of $1,000,000.

While it was stated that Mr. Noble intended to operate WMCA as a personal venture, his present stock holdings in Sterling Products gave rise to reports that the station might be used as a test outlet for Sterling and other Blackett-Sample - Hummert accounts. E. Frank Hummert, vice-president of the agency, currently is endeavoring to bring about peace between the broadcast industry and ASCAP. In Mr. Noble's behalf, however, it was said that his holdings in Sterling Products amount to about one percent, and that there is no basis for the reports of B-S-H participation.

In some quarters it was thought likely that, in view of Mr. Hummert's position, WMCA under its new ownership might contract for ASCAP even though the major networks and other major New York stations have indicated they have no intention of renewing contracts to begin next Jan. 1 with the music group. It was stated on behalf of Mr. Noble that all this is pure conjecture.

In industry circles it is estimated that Sterling Products spends in the neighborhood of $4,000,000 per year for radio time, both network and national spot. Among the Sterling Products items are Bayer Aspirin, Danderine, California Syrup of Figs, Dr. Lyons Tooth Powder, Cal-Aspirin, Cal-Acetyl and Pape's Cold Compound.

Mr. Noble's Holdings

The application filed with the FCC brought out that Mr. Noble has been chairman of the board of Life Savers Corp. for 27 years. He is the largest single stockholder in that company. Young & Rubicam handles this account. It is not now a user of radio time.

The application revealed that he holds, in addition, 9,500 shares in Sterling Products, valued at approximately $580,000. His current cash assets were listed as in excess of $1,000,000. The application revealed that $850,000 had been deposited "in a special account to pay for stock involved in application."

A native of New York, Mr. Noble is 58 years old. He was graduated from Yale in 1905 and, according to the application, "has had extensive training and experience in private business, including the advertising business, industrial finance, as well as experience in public life on a Federal regulatory agency."

In response to the question in the application as to the type of service that would be rendered under the new ownership, it was stated:

"Although transferee expects to earn a reasonable return on his investment, the station will be operated primarily as a public service enterprise; every effort will be made to improve the character of program service of the station; the station will be operated in closer cooperation with civic, educational and philanthropic organizations; a larger percentage of the earnings of the station will be devoted to the creation and presentation of sustaining programs, with emphasis upon live talent, programs that will be educational as well as entertaining, civic forums, and other public service programs."

Book Firm Testing

WILLIAM H. WISE, New York publisher, is currently conducting a test campaign on a selected list of stations, featuring various new books. The account is handled by Northwest Radio Adv. Co., Seattle. Stations are KIRO KSL WAAF WJR KLX WCFL KXA KOL WPRO KMPC WCAR KFRC WJJD KQW WRVA KSRO KINY WMMN KGER CKLW WNEW KTSA KYA WHDH WHAS WTAR KGHL WCAE KGMB WDBO WFLA WWL. The principal campaign will start Jan. 7, on approximately 125 stations, according to Edwin A. Kraft, agency manager.

"results ... explain why station KLZ is the choice of more and more local and national advertisers .. the best sales producer we have ever used."

ONE PEARL 4027

PHONE ENGLEWOOD 868

Graham's
Englewood's Big Furniture Store
3417 South Broadway
ENGLEWOOD, COLORADO

December 3, 1940.

Mr. Hugh Terry,
KLZ Broadcasting Company,
Shirley-Savoy Hotel,
Denver, Colorado.

Dear Mr. Terry:

Believe it or not we honestly feel that our daily KLZ radio advertising program played a very prominent part in my recent election as County Commissioner.

So many more people seemed to have a friendly attitude toward me that I am confident the accumulative force of radio definitely influenced the outcome. Of course the satisfactory sales results of our store prove the power of the fifteen minute program featuring Captain "Ozie" with Bob Freed and explain why station KLZ is the choice of more and more local and national advertisers.

The KLZ radio time represents our major advertising investment and the only reason for this is that we have found it to be the best sales producer we have ever used. As you know we have been consistent advertisers over KLZ for about two years and will continue indefinitely.

We enjoy working with you and wish you continued success.

Yours very truly,

GRAHAM FURNITURE COMPANY.

Hugh Graham

Hugh Graham - Proprietor.

HWG:djl



HUGH GRAHAM is the owner of the Graham Furniture Company in suburban Englewood, six miles from downtown Denver. Formerly mayor of Englewood, he was recently elected county commissioner

• The money which local advertisers spend for advertising has to bounce back tomorrow . . . or else! Mr. Graham's letter reproduced here is, of course, only one merchant's opinion. But it is significant that KLZ carries more local business than any other Denver station! There's a reason why . . . and the reason is RESULTS! National advertisers are following the example of Denver's local merchants in ever-increasing numbers . . . for greater results per advertising dollar.

KLZ DENVER

CBS Affiliate—560 Kilocycles

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

SEASON'S

GREETINGS

As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK · CHICAGO · LOS ANGELES
DETROIT · ST. LOUIS · SAN FRANCISCO

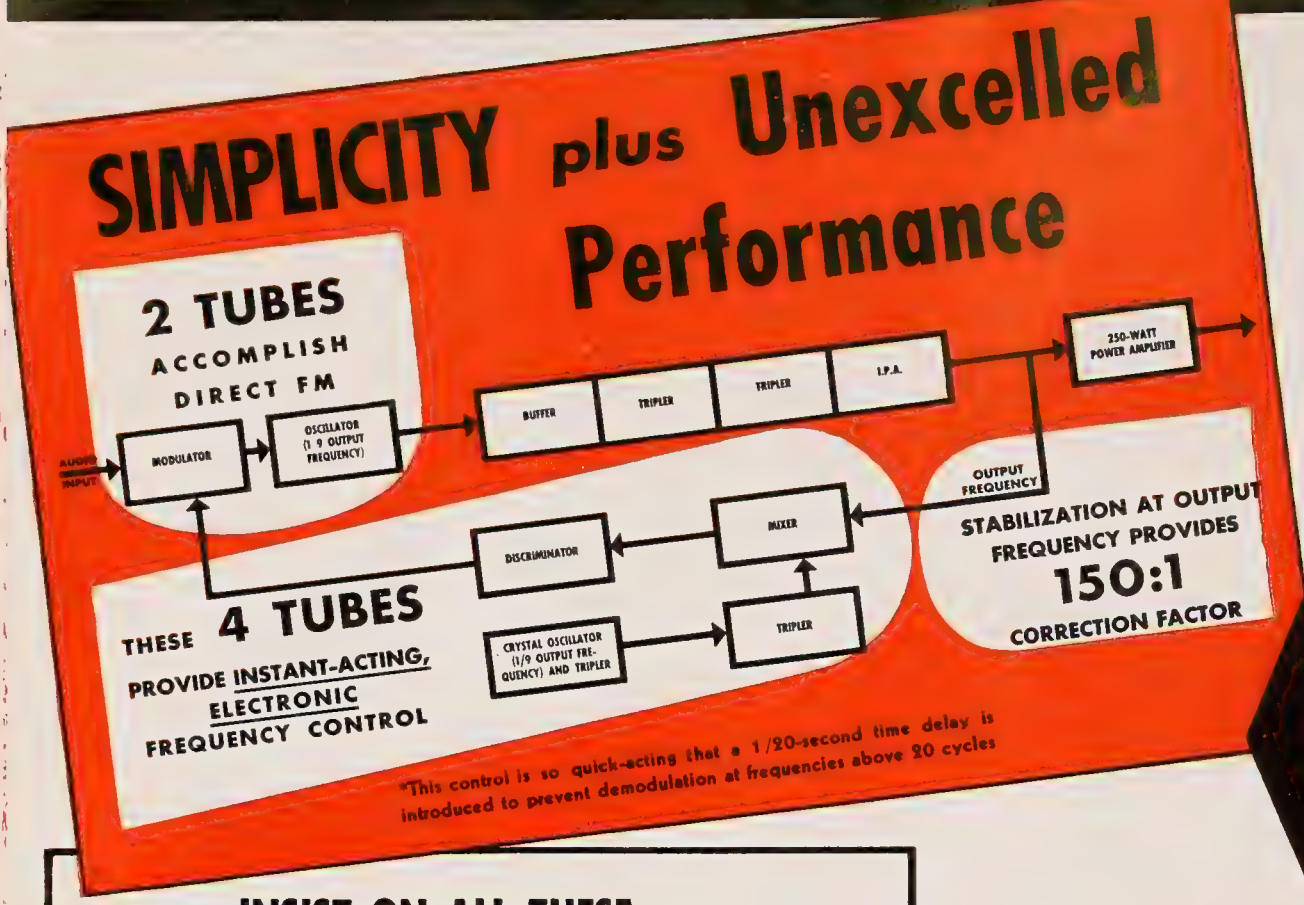
SPOT RADIO LIST

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFAB	Lincoln	CBS
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	CBS
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRNL	Richmond	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KSFO	San Francisco	CBS
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WTAG	Worcester	NBC

THE YANKEE, COLONIAL AND TEXAS QUALITY NETWORKS

Check Before You Choose

SIMPLICITY plus Unexcelled Performance



*This control is so quick-acting that a 1/20-second time delay is introduced to prevent demodulation at frequencies above 20 cycles

And you'll specify

SIMPLIFIED FM CIRCUIT DESIGN

INSIST ON ALL THESE . . .

Continuity of Service

Automatic reclosing overload protection
Instant access to every tube (no shielding to remove)
Complete accessibility without disassembly
Only 2 tubes to produce *direct* FM
Only 4 tubes in stabilizing circuit
Single crystal control

Frequency Control

Instant-acting electronic (no moving parts; no overshoot)
Stabilization at *output* frequency
Temperature control of crystal only
±1000 cycles stability
Voltage regulated power supply
New G-31 crystal unit
Temperature *compensated* oscillator and discriminator circuits

High Fidelity

Frequency response within ±1 db of RMA standard, 30 to 16000 cycles
Full dynamic range—noise level down 70 db
Linearity within 0.25% up to ±150 kc carrier swing
Harmonic distortion less than 1½% (30 to 7500 cycles) up to ±75 kc carrier swing; less than 2% up to ±100 kc swing
Cathode-ray modulation indicator
Square-wave testing of every transmitter

Economy

Based on G-E 1000-watt Transmitter, Type GF-101-B

Tube cost—only $287
Floor space—only 9.3 square feet
Ventilation—natural draft (no blower; quiet operation)
Power consumption only 3.75 kw

FOR CONTINUITY OF SERVICE, G-E design provides a small tube complement, conservatively operated, plus automatic reclosing overload protection and quick accessibility to every part and tube.

The frequency stability of G-E transmitters is maintained at within ±1000 cycles by *instant-acting* electronic control so sensitive that even abnormal line-voltage fluctuations or *sudden detuning of the oscillator tank can have no effect on center frequency.*

The dependability is equal to that of the finest AM broadcast transmitters. *FM could ask no more.* G-E design centralizes frequency modulation and stabilization in one tube (the modulator), without impeding modulation capabilities or linearity. This fact is proved by performance measurements. No temperature control is necessary or used except within the crystal unit itself.

For true high fidelity—frequency response, linearity, freedom from distortion over wide carrier excursions—G-E transmitters are outstanding. These characteristics—inherent in the G-E simplified circuit—are assured by thorough factory adjustment and testing of *every* unit.

For economy, G-E simplicity assures low tube cost, ease of maintenance, and small operating expense. Small size and unit construction make installation easy and hold floor space to the minimum.

G-E simplified circuit design offers an unbeatable combination of advantages. Investigate them thoroughly. Your nearby G-E man has the story. Call him in without delay. General Electric, Schenectady, N. Y.

GENERAL ELECTRIC

160-10

Musical Impasse Brings Progress In Disc Libraries

More and Better Productions From Transcription Firms

By ALEX SHERWOOD
Sales Manager
Standard Radio

TRANSCRIPTION libraries are coming into far greater prominence than ever before in their history as a result of the music emergency. Stations large and small are making new demands and are finding new uses for their plattered music. And from the looks of things, the transcription libraries are all rising to the occasion to fill the bill, and are doing some mighty fine originating on their own.



Mr. Sherwood

It all may result happily in a new and glorified status, and a permanent one at that, for the major libraries; and it certainly has already brought about a wholesale face-lifting in the general character of musical material and talent being released.

Just What They Want

While the transcription library has always been a pretty large spinal section, if not the entire backbone of the small stations' musical needs, the new situation has now forced even the largest broadcasters to look in this direction for support. Network stations whose needs for this type of programming were insignificant, now find that the library producers have been digging out exactly what they want but now cannot get either from phonograph records of their live talent sources.

For the smaller stations whose major concern is the *quantity* of transcribed music, it is reassuring that most services have materially increased the total number of selections in their basic libraries. In our case, this increase in total selections has been about 35% during the past year and there is every indication that this rate of increase will be continued if not bettered during the coming year.

Perhaps the most puzzling problem for many commercial managers has been to work out substitute popular tax-free music for advertisers who have featured name band phonograph records, because practically all the latter discs are copyrighted. While they were helping their program departments comb through their libraries, these same commercial managers in many instances dug out and dusted off some of our age-old arguments as to the superiority of transcriptions over records—such as superior quality and lower surface noise, freedom from special permissions and general ease of handling.

So the ball was pitched to the transcription producers. Stations asked for more popular dance music and more name-bands. By steady and logical development, we all started "giving" with more of the stuff our subscribers wanted. For example, we have just signed top flight bands on an exclusive basis, and we are negotiating for others to supplement our present lineup.

The name-band policy of transcription libraries may have a surprising effect on another aspect of the music situation—the persistent efforts of certain interests to license the use of phonograph records for radio. As we increase the output of top-name orchestras, there will be less and less call for jukebox favorites on the air, and the day will probably come when the popular orchestra leaders currently in the limelight will think first of their recording engagements with transcription libraries.

Listeners to more than one "breakfast special" and other musical clock features probably would be surprised if they realized to what extent the format of their programs has been altered during the last 90 days. Station after station which used the "request" angle has quietly dropped it, so as not to be put on a spot for not playing this or that selection which might not be available. Programs which at one time were solely dance music have been gradually shifted to variety shows, with oldtime popular tunes, military band, light classical favorites and choral numbers diluting the previous diet of straight can-can.

The music emergency has had other salutary effects on transcription library. One of these has been to build up the size of standard orchestral groups. As an example, we now have a 54-piece military band—a jump of 24 men. Our new concert orchestra features 60 men —better than a 100% size increase over former groups.

New Music Uncovered

Many program directors in appraising every source of music have "rediscovered" much beautiful talent in their transcription libraries, and have promptly put it to work. A certain amount of live talent had to be replaced when station producers discovered the act was unwilling to cooperate with the industry objective of tax-free music, and libraries have helped measurably in filling these gaps. On the other hand, many stations have given us the benefit of their reappraisal of their library, in the form of constructive and helpful comments, and these will reappear as dividends to the stations in improved choice of talent and types of music.

As "running blockers" for our broadcasting customers, we of the transcription business have made a direct contribution to new music on our own hook. Searching for good tax-free music since long before the current year and formation of BMI, we have brought to light hundreds of original compositions in every classification. Practically all these selections have been written by working musicians, directors and arrangers not members of ASCAP. In securing clearance on such compositions, we have taken not only a license to record but also to authorize performance by our subscribing stations. Several independent music publishers have consented to a similar licensing arrangement, thus opening a further field.

Uncertainty of copyright status has doomed the majority of foreign-made phonograph records, previously the chief musical source for foreign-language programs. Here we have taken a modest rescue role: first, by supplying a vast fund of international music in the semi-classic field; second, by recording a fair amount of Jugoslav, Gypsy, Bohemian, Russian and other typical music.

This whole development is of such a nature as to place the transcription library in a position of permanent importance for every station in the land. And proper credit is due the stations themselves for creating a demand which the transcription industry is only too happy to meet.



TO ACQUAINT radio executives of midwestern advertising agencies, members of the press and salesmen of WOR's Chicago sales office with Bessie Beatty, conductor of the *Martha Deane* program on the Newark outlet, a luncheon was given Nov. 29 at the Drake Hotel, Chicago, at which Miss Beatty and Eugene S. Thomas, sales manager of WOR, spoke. Present were (l to r) John Shelton, WOR; Strother Carey, Leo Burnett Co.; Evelyn Stark, Hays MacFarland & Co.; H. C. Vogal, Reincke-Ellis-Younggreen & Finn; William Presba, of Presba, Fellers & Presba; Ralph Rosenthal, Neisser-Mayerhoff; Jack North, Aubrey, Moore & Wallace; Buck Gunn, J. Walter Thompson Adv. Corp.; Charles Hotchkiss, Sherman K. Ellis & Co., Inc.; Jack Laemmar, Lord & Thomas; rear (l to r) are Harold Higgins, WOR western manager; Miss Beatty; Eugene Thomas; right inside row (back to front) Mrs. Margaret Lyon, Henri, Hurst & McDonald Inc.; George Duram, H. W. Kastor & Sons Adv. Co. Inc.; Harold David, Lord & Thomas; Helga Wernblad, Benson & Dall; Nate Pumpian, Frank Ferrin, Henri, Hurst & McDonald; outside right, Dan Goldberg, Chicago trade paper man; Margaret Wylie, J. Walter Thompson Adv. Corp.; Bob Wood, WOR; Edward Codel, BROADCASTING; Dawn Anderson, Henri, Hurst & McDonald.

PLANS ANNOUNCED FOR RADIO AWARDS

FURTHER details on the organization of Radio Editors of America, which recently set up New York offices [BROADCASTING, Nov. 15], have been released by Dinty Doyle, secretary of the group to clarify its purpose and to announce its first dinner, to be an annual affair.

According to Mr. Doyle, Philco Distributors, New York, "set up the money for what could be designated as a 'Foundation' but will have nothing whatever to do with either the administration of the organization or any awards made by the radio editors," of which 163 are now members. These editors will select winners by ballot, to be sent out by the organization committee.

An award of $500 and a plaque will be presented annually to: The person responsible for the best new program idea; person writing the best magazine article or news story critical of radio; person doing the best job of spot news reporting; author of the best drama written especially for radio. Plaques also will be awarded in 16 different classifications, such as best entertainer of the year, best international relations program, best radio actor etc. The awards will be announced Feb. 15 at a dinner.

HEARD regularly Monday nights on NBC-Red since Dec. 3, 1928, the *Voice of Firestone* program celebrated its 12th anniversary Dec. 2, under sponsorship of the Firestone Tire & Rubber Co., Akron. Richard Crooks, Metropolitan Opera star, has been heard on the program for the last eight years, longer than any other Metropolitan star has been associated with a network program.

A Study of Uncle Sam's Propaganda

No Compulsion to Use Government Scripts Or Programs

An objective study of 'Propaganda by the Government' was recently undertaken by Charles G. Ross. contributing editor of the St. Louis Post-Dispatch and one of the leading members of the Washington press corps. In the following excerpt from Mr. Ross' article under the above title, the phase dealing with radio is covered. BROADCASTING *believes it should be read by every policy-making radio official.*

By CHARLES G. ROSS
Contributing Editor
St. Louis Post-Dispatch



CELEBRATION marked recent signing of the 12th sponsor on the *Mythical Ballroom* conducted on WAAF, Chicago, by Don Norman, with station members instrumental in success of the show as dinner guests. Among those present were (l to r) Milton Rubel, salesman; Leland Gillette, announcer; Kennedye Nelson, announcer; Estelle Barnes, librarian; Rodney O. Daly, salesman; Florence Folsom, actress; Don Norman, host; Edith Bergdahl, secretary; Barry O'Bryan, assistant to Don Norman; Lillian de St. Aubin, librarian; Emmett Perry, engineer.

POLITIC though they usually are in dealing with the press and radio, officials of the Government occasionally let their temper get the better of their judgment. An incident of this kind, much talked about in Washington, occurred one recent night during the campaign. Lowell Mellett, one of the administrative assistants to the President, became angered at what he considered an unfair slant in a news broadcast by Fulton Lewis jr., of the Mutual system. He called up Lewis from his home immediately after the broadcast and made his views known in sulphurous language.

To understand Mellett's action, one needs to know that he is a zealot in the New Deal cause and that, having long been in newspaper work at the capital before he went into the Government service, he is on free-and-easy terms with the Washington newspaper reporters. The consensus of Mellett's former colleagues doubtless would be that he was excessively tactless in his criticism of Lewis, but that the incident could hardly be taken as evidence of a sinister design against freedom of speech. Mellett says that he was simply blowing off steam in his private capacity.

On Good Terms

Melletts' relationship to the press is about the same as that of Stephen T. Early, of the White House staff. A long-time and popular reporter, Early is "Steve" to nearly all the news men who visit the White House. He and the reporters speak the same language. In this fact, as in the case of Mellett, there is one of those intangible factors that make it so difficult to analyze the system of Government publicity, or to say where proper guidance of a reporter ends and "cracking down" begins.

Uniformly, the relations of the President and the broadcasting companies have been extremely friendly—a fact not to be wondered at, so far as the President is concerned, in view of the effective use that the President is able to make of the air waves. Whereas the President has gone out of his way to criticize the press—specifically the publishers of newspapers—he has on numerous occasions said a good word for radio.

"There has never been anything resembling a crack-down on our system by the White House in this administration," Frank M. Russell, vice-president of NBC in charge of its Washington office, told the writer. "Now and then minor officials sound off, but their attitude is not reflected in the White House. The industry gets along much more smoothly under this administration than it did under President Hoover."

The Best Time

All the broadcasting systems express gratitude to the President and Early for the manner in which Presidential broadcasts are now arranged. Under Hoover, it was the rule for the White House, when the President wanted time, to call up the companies and say flatly that he intended to speak at a particular hour. Whatever the commercial programs scheduled for that hour, they had to be displaced. Under the present practice, according to the local managers, they are called into conference with Early and a time is fixed that will cause the companies the least possible loss of revenue.

Far more difficult are the problems created by the companies' policy of granting free time (except for broadcasts in connection with a political campaign) at the request of any Senator or Representative. When Huey Long was in the Senate, he had the companies at their wits' ends to meet his incessant demands for radio time. Today the champion users of time are Rep. Hamilton Fish (R-N. Y.); Senator Rush Holt (D-W. Va.); Rep. Emanuel Celler (D-N. Y.), and Rep. Martin Dies (D-Tex.). The company managers have learned how to do a little scientific stalling with these men and yet keep them satisfied. Happily for the broadcasting companies—and no doubt also for listening public—there are only a few members of the House and Senate who avail themselves of the privilege of putting their views on the air.

What has been said here suggests that if there is any danger to the public from the Government publicity system, it is not from the suppression of news, either by the newspapers or by the radio, but from the constant pressure of the Government, through its numerous press agents under various titles, to get material favorable to the Government into the papers and the movies and on the air. As the Government grows, this pressure constantly increases.

Publicity Or?

Here again it is impossible to be dogmatic—to say, for example, how much money the Government should spend on publicity, or to what extent it should assist the newspapers in getting the news, or, in many cases, whether a Government handout, to the press, radio or movies, is legitimate "publicity" or "propaganda" for a cause. If there is misuse of the executive power in any of these respects, or others, the remedy is in the hands, first, of Congress, which holds the purse strings, and, second, of the private agencies concerned. None of these is compelled to use a Government handout.

But clearly the second of these corrective measures may be ineffectual through fear on the part of a private agency of offending a strong central Government. Radio, because its broadcasting stations operate under one-year licenses revocable by the FCC, is peculiarly in a position where fear of reprisals might work against the public interest.

The broadcasting companies appear to have achieved a strength and prestige which enables them to deal independently with any requests of the Government for time. The Government programs they are running or have run, say the managers, have been put on the air for their intrinsic value as educational features. Perhaps the best known of these is the *National Farm & Home Hour* of the Department of Agriculture, which has been carried daily over the Blue network of the NBC since 1929. The Office of Education and the Federal Housing Administration are among other Government agencies whose programs have been carried on the national chains and have won public favor.

It is the small local station, without the benefit of a national hookup, that is most likely to put on a Government program through fear of jeopardizing the license which the FCC has granted it to serve the "public interest, convenience and necessity." With these words in mind, a station owner receiving script from a Government agency with a request for its use is likely, if he has the time available, to resolve any doubts in favor of the Government. Or it may be that he will have no hesitation, but will find the script a useful filler on a dull day, like the "boiler plate" of the hard-pressed country editor.

There is well-grounded complaint in the radio industry against the present personnel of the FCC but the testimony of responsible private radio officials in Washington is unanimously to the effect that while licenses have been granted for political reasons under both Democratic and Republican administrations, no station has ever been cut off the air without good cause, for reasons outside of politics. With the court appeals available to stations that may fall foul of the FCC, it's a long and difficult job, in any case, to get a station off the air. The bill of health here given the FCC on the score of cancellation of licenses is on the authority of strong critics of the Commission who are earnestly hoping for its reorganization in the near future.

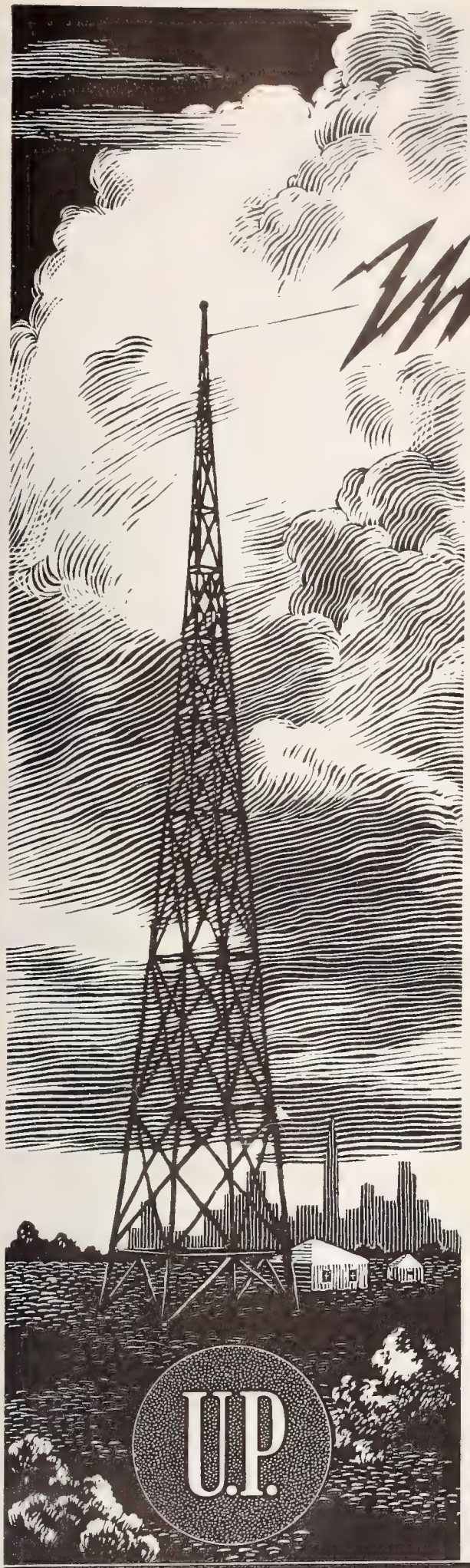
What these critics fear, for the future, is some "fanatical" meddling by the Commission with program content. To date the industry has been able to checkmate all moves, or seeming moves, in that direction. It remains, however, on the alert.

Getting the Breaks

As for the news and features put out by the broadcasting systems, Harry C. Butcher, the local CBS vice-president, sums the matter up in this wise: "Of course the administration in power gets the news 'breaks,' just as it does on the front pages of the newspapers. That is because the administration is creating the news. But the scales are held even on controversial issues through a balancing of time."

Butcher seconded the testimony of Russell, of NBC, that the present Government had not attempted coercion of the broadcasting systems, and noted with gratification that the final executive order by which the President recently created a Defense Communications Board, to study the role of radio in the event of war, provided for no control over radio programs. The board under this order has power to make plans only with respect to physical radio facilities. If war comes, some form of censorship, over both press and radio, will be inevitable, but it is the confident belief of the radio managers in Washington that this will be worked out on a voluntary basis.

TED HUSING, CBS sportscaster, will handle the play-by-play of the Orange Bowl football game in Miami, to be broadcast New Year's Day on CBS under sponsorship of Gillette Safety Razor Co., Boston.

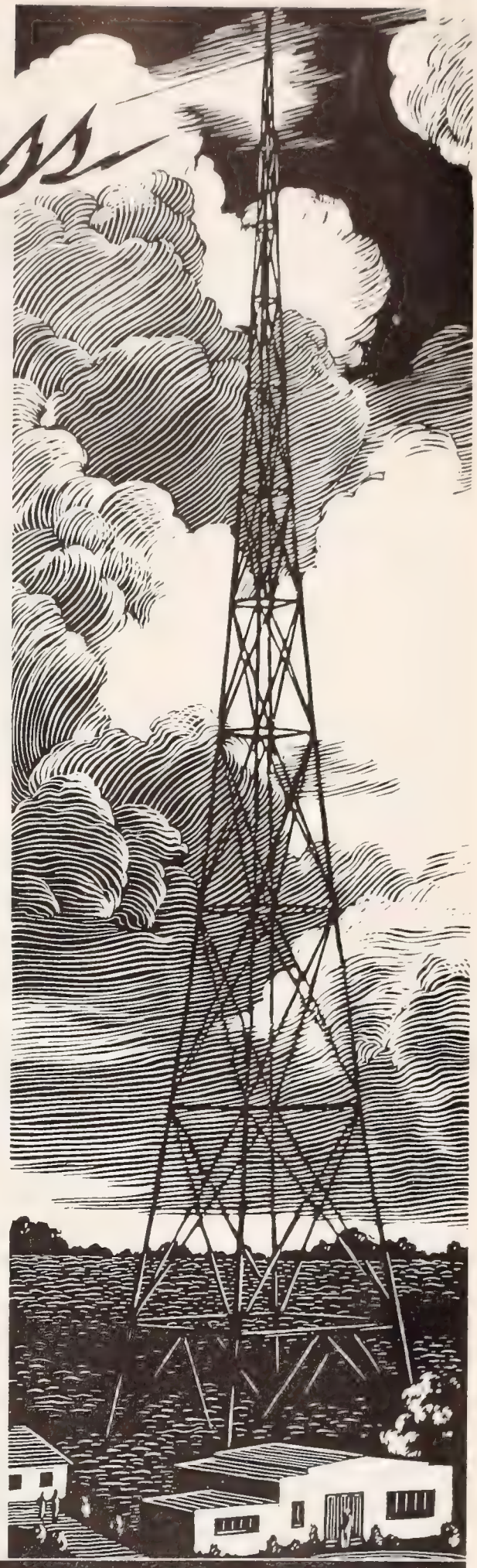


United Press

DURING 1940

the radio industry continued to show its confidence in United Press as the dominant news service. By a greater margin than ever before radio relies on United Press for accurate, impartial news and news features.

United Press is conscious of the fact that this trust is based on service — a leased wire unmatched by any other news agency. And United Press pledges for the year 1941 the same unbeatable speed, accuracy and impartiality which are the trademarks of United Press radio news coverage.



UNITED PRESS

THE DOMINANT NEWS SERVICE





Ten Cooperatives Carried on MBS

Survey for Year Shows Eight Programs Currently on Air

TEN programs cooperatively sponsored by national, regional and local firms, were broadcast on MBS at various times during 1940, an analysis of the network's schedule reveals. Of these programs, eight are still on the air.

Number of stations broadcasting the programs on a sponsored basis varied from time to time, but the new NAB analysis of time sales, covering the month of September, shows that 9,885 program advertising units (unit is one minute of program time) were sponsored on MBS in that month.

The 10 programs, with their regional and national sponsors specified, but not local sponsors, were:

I Want a Divorce—C. F. Mueller Co., Jersey City, Sears, Roebuck & Co., and others, Fridays, 9:30-10 p.m., starting Oct. 18.

Johnson Family—Local sponsors, Mondays through Fridays, 5:15-5:30 p.m.

Keep Fit to Music — Beatrice Creamery, Chicago, Union Pharmaceutical Co., Bloomfield, N. J., and others, Mondays through Fridays, 10:30-10:45 a.m. May 13 to July 3, with new series starting Sept. 16.

Lamplighter—I. J. Fox fur stores and others, Wednesdays, 10:45-11 a.m., Oct. 11, 1939 to Feb. 14, 1940.

Fulton Lewis jr.—Falls City Brewing Co., Morris Plan Bank and others, Mondays through Fridays, 7-7:15 p.m., starting Oct. 17, 1938.

Listen, America — Pontiac Motor Co., Jefferson Federal Savings & Loan Assn., and others, Sundays, 6-6:30 p.m., Oct. 22, 1939 to Jan. 14, 1940.

Lone Ranger — Horlick's Malted Milk Co., Racine, Wis., Supplee-Willis-Jones Milk Co., and others, Mondays, Wednesdays and Fridays, 7:30-8 p.m., starting Jan. 18, 1937.

The Shadow — Walter Johnson Candy Co., Chicago, Kopper's Co. and others, Sundays, 5:30-6 p.m., Sept. 24, 1939 to March 17, 1940, resuming Sept. 29, 1940.

Show of the Week—Coca Cola dealers, Oklahoma Natural Gas Co. and others, Sundays, 6-6:30 p.m., Oct. 1, 1939 to March 24, 1940, resuming Sept. 29, 1940.

Dorothy Thompson — Pilot Radio Corp. New York, Security Mutual Life Insurance Co., and others, Sundays, 8:45-9 p.m., starting Oct. 6.

Bob Hope Is Given Top Rank in Poll Conducted by 'Cleveland Plain Dealer'

THE 1940 *Cleveland Plain Dealer* radio poll, called by Radio Editor Robert S. Stephan the oldest annual readers' poll in the country, follows the season's gridiron motif this year in leading its selections with an All-America Radio Personalities eleven, on which Bob Hope is designated as captain. The poll represents voluntary responses by listeners to questionnaires, with no prize awards offered. Besides Cleveland, responses were received from 94 Ohio cities and towns with scattered votes also from Illinois, Indiana, Minnesota, Missouri, New York, Pennsylvania, West Virginia and a few from Canada.

The results were announced as follows, rankings stated in order:

All America Radio Personalities Eleven—Bob Hope (Captain), Bing Crosby, Charlie McCarthy, Kate Smith, Jack Benny, Alec Templeton, Eddie Cantor, Ezra Stone, Michael Rafetto, Kay Kyser, Al Pearce.

Favorite Program—One Man's Family, Ford Sunday Evening Hour, Information Please, Bob Hope, Metropolitan Opera, Sherlock Holmes, Aldrich Family, Kay Kyser's Kollege of Musical Knowledge, Kraft Music Hall, American Album of Familiar Music, Lux Radio Theater.

Masters of Ceremony—Clifton Fadiman, Bing Crosby, Kay Kyser, Major Bowes, Milton Cross, Dick Powell, Cecil B. DeMille, Bob Hope, Fred Allen, Don McNeil, Conrad Nagel.

Male Singers—Bing Crosby, Richard Crooks, Frank Munn, Kenny Baker, Donald Dickson.

Dance Bands—Guy Lombardo, Glen Miller, Kay Kyser, Fred Waring, Wayne King, Horace Heidt, Sammy Kaye, Vincent Lopez, Tommy Dorsey, Jimmy Dorsey, Phil Harris.

Feminine Voices—Kate Smith, Margaret Speaks, Lucille Manners, Jean Dickson, Francia White, Mary Martin, Virginia Simms.

Comics—Bob Hope, Jack Benny, Charlie McCarthy, Fibber McGee, Fred Allen, Ezra Stone, Eddie Cantor, Rochester, Bob Burns, Fanny Brice, Jerry Colonna.

Variety Shows—Charlie McCarthy, Kraft Music Hall, Good News, Jack Benny, Fibber McGee, Bob Hope, Gene Autry, Major Bowes, Kay Kyser, Fred Allen, Al Pearce.

Commentators—Lowell Thomas, H. V. Kaltenborn, Boake Carter, Raymond Gram Swing, Walter Winchell, Elmer Davis, Gabriel Heatter, Paul Sullivan, Edwin C. Hill.

Quiz Programs—Information Please, Quiz Kids, Take It Or Leave It, Dr. I. Q., Kay Kyser.

Educational—Chicago U Round Table, Damrosch Hour, Wake Up, America, Light of the World, Cavalcade of America, Information Please, Town Meeting, Quiz Kids.

Drama—Lux Radio Theater, One Man's Family, Helen Hayes, Big Town, Aldrich Family, Sherlock Holmes, First Nighter, Dr. Christian, Those We Love, Everyman's Theater, Screen Guild.

The Symphony—Ford Sunday Evening Hour, New York Philharmonic, NBC Symphony, Philadelphia Orchestra, Radio City Music Hall, Chicago Woman's Orchestra.

Light Classical—American Album of Familiar Music, Crooks-Wallenstein, Manners-Black, Hour of Charm, Melton-Voorhees, Faith Ensemble, Musical Americana.

WDEF Starts Jan. 1

WITH a Jan. 1 starting date set for the new WDEF, local in Chattanooga, Tenn. granted Aug. 14 to Joe W. Engel, local baseball magnate, to operate with 250 watts night and 100 day on 1210 kc., Fred Bugg, general manager, has announced staff appointments thus far. Mr. Bugg, formerly with WTSP, St. Petersburg, Fla., will also serve as commercial manager and be in charge of merchandising and promotion. Eugene Wilkey will be program director and J. V. Sanderson, chief engineer. Studios and transmitter, located in the Volunteer Life Bldg., are RCA-equipped throughout and a 180-foot Wincharger tower has been erected.

FOLLOWING the success of its November spot announcement campaign in New York, the metropolitan paper *PM* sponsored a total of 988 announcements Dec. 2-16 on the eight New York stations, WAAT WEVD WHN WINS WMCA WNEW WOR WQXR. Transcribed spots run one-half minute, six to 15 per day. Agency is Compton Adv., New York.

Tongue Trippers

WHEN you do business with KSD, St. Louis, be sure you talk plainly and enunciate clearly in calling for any one of four members of the staff —Chief Engineer Bob Coe, Roy Cole, Max Cole (no relation) and Ray Johle. Any one of them may answer if you don't use their first names.



NEAR the snowy Continental Divide, F. W. (Bill) Meyer, manager of KLZ, Denver, bagged these pheasants in his annual hunting trip with Gov. Ralph L. Carr, of Colorado. In the party was Fred D. Fleming, KLZ news editor.

CAB BUSINESS
In Capital Increases After Spot Campaign

FACED with the necessity of familiarizing its Hobart 1212 phone number to build up telephone "call business" for its new 500-car taxicab fleet, the local Yellow Cab Co. recently concluded a successful two-month trial of spot schedules on four Washington stations—WRC, WMAL, WJSV, WOL. Placing through Henry J. Kaufman Adv., Washington agency, the cab company used 16 spots weekly, divided among the four stations on a staggered schedule designed to give listeners the impression the company was flooding the airwaves.

When the present ownership took over the Yellow Cab franchise in Washington, the fleet consisted of only 18 cabs, and "call business" was being monopolized by firmly established competitors whose telephone numbers were familiar to cab-users. Yellow Cab drivers were refusing to pay much attention to their call boxes, since a better return came from cruising for fares. However, after the first month of the short, telegraphic spot announcements during the early morning, early and late afternoon, calls went up 110%, with a further 230% increase the second month—at a cost of less than $1,200 to the company. Commenting that driver morale has improved, with phone patrons receiving quicker service, the company has arranged for a long-term contract calling for a greater monthly expenditure for radio.





HOLDING THE BAG, these midwest and Mountain region huntsmen survey their quarry. At left is the Terrible Trio of WHO, Des Moines, who braved autumn chill recently during the pheasant season and returned with this brace of ringnecks. Left to right are Max Robinson, WHO announcer; Cousin Herald Goodman, comedy star of WHO's *Iowa Barn Dance Frolic;* Alfred (Buddy) Webster, leader of the Borderland Buckaroos, one of WHO's staff bands. The other pair, Robert H. Owen, assistant manager and chief engineer of KOA, Denver, and Lloyd E. Yoder, KOA general manager (right), tenderly finger the horns of the antelope bagged recently by Mr. Owen in the Colorado-Wyoming One-Shot Antelope Hunt.

Lever Plans Spots

LEVER BROS. Co., Cambridge, Mass., is understood to be planning a spot campaign this spring to introduce a new soap product through Young & Rubicam, New York. No statement was forthcoming from the agency.



Hickville isn't Hickville —*anymore!*

THAT'S BECAUSE there aren't anymore "hicks" in Hickville. For instance in WSM's primary and secondary areas alone there are 4,002,310 modern, up-to-date farmers who earn 410,789,000 dollars a year . . . and that ain't hay.

Call them "corny" if you wish, but last year that corn was worth $344,145,000 for Southern farmers. They raised $468,778,000 worth of cotton but their stockings were made of silk . . . to the tune of $12,000,000.

This is where WSM blasts its 50,000 watts . . . right in the heart of "America's fastest growing market" . . . where agriculture is a 500 million dollar industry . . . where everything grows . . . including sales. Send for facts and figures.

★ ★

HARRY L. STONE, General Mgr.

WHERE SALES MULTIPLY!

Nashville WSM *Tennessee*

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

But, Joe–

What makes you so *sure* NBC RED is the *best* network buy?





"T. W., for years I've been telling you that because NBC RED *has the best programs . . . the best stations . . . it offers us the biggest audience of any advertising medium. Well, now I can prove it! I've just been checking the first all-county census of radio listening habits to stations and networks, ever taken over this whole country.* NBC's RED *Network man is here now . . ."*

Smash-Hit Programs 'Clear Reception .. Give NBC Red 41.7% Preference

NEW YORK, N. Y.—Latest refrain among advertisers, and through offices of their agencies, too, is: "Have you seen the results of the first All-County Census of network listening habits ever made?"

First Nation-wide Survey

This Census recently completed by NBC is meeting a long-felt need because, by size and completeness, it constitutes an unparalleled job in radio research. Never before has every county, in every state, been surveyed. NBC sent out 1,425,000 questionnaires . . . but for simplicity's sake, asked only two questions: (1) What stations do you listen to *regularly?* (2) What *one* station do you listen to *most?*

Sweeping Victory for RED

To avoid any claim of prejudice, NBC had the replies sent to C. E. Hooper, Inc., for tabulation. 166,000 families (one out of every 168) sent in more than 1,000,000 station call-letter votes.

Results brought out some surprising figures. (1) Over the entire country, 89.1% of the listening families tune *regularly* to NBC RED during the evening; 74.7% during the daytime. (2) The network most people listen to most is NBC RED . . . with a preference of 41.7% over any other network.

Shows, Stations, Responsible

Such a preference will not astonish the person who realizes there are only two reasons why listeners choose any given station. The first reason lies in the programs they get. The second lies in the clarity with which that station comes in on their set. Neither factor, alone, is ever sufficient. But *both together* create an appeal that becomes irresistible in any section.

RED Better than Ever Today

NBC RED, from the very start of radio, has been known as the network that opened the airwaves with the world's greatest parade of guest stars and talent. Today, their "parade" is bigger than ever. And the millions who tune in find NBC RED comes in clear-voiced and full-throated . . . thanks to strategic stations . . . expertly built for dependable performance.

Radio time-buyers have long been saying that with such five-star programs and station facilities, NBC RED was *bound* to hold the "network preference." Now NBC's All-County Census figures *prove* NBC RED the most deeply entrenched in the listening habits of America's 28,000,000 radio families.

WEAF's New Giant-Size Vocal Chords Startle Metropolis

New Signal on NBC RED's Key Station Wakes City with Voice Two to Ten Times as Strong

ON THE MORNING of November 8th, numerous astonished metropolitan families — many of whom leave their radios tuned at night, ready to catch the early-morning broadcasts — woke with a start to hear a giant-size voice booming through their apartments.

These families had not known that, during the night, WEAF's "voice had changed" . . . become *twice* as strong in Brooklyn . . . *four times* as strong in Queens . . . *ten times* as strong in the heart of Manhattan and throughout Northern New Jersey.

Naturally, they were amazed. That morning, and practically every day since, NBC has heard constant delighted comments from radio fans, tired of struggling with static, that WEAF now comes in so clear and strong it fairly knocks people out of their chairs . . . stronger than any metropolitan station.

Typical of NBC's science and service is the research that went into this powerful improvement.

First — the distance between the WEAF transmitter site and the center of New York City has been cut almost in half.

Second — WEAF's new signal is now conducted in over the "salt water way" of Long Island Sound . . . and salt water is acknowledged the finest conductor for radio signals in the world.

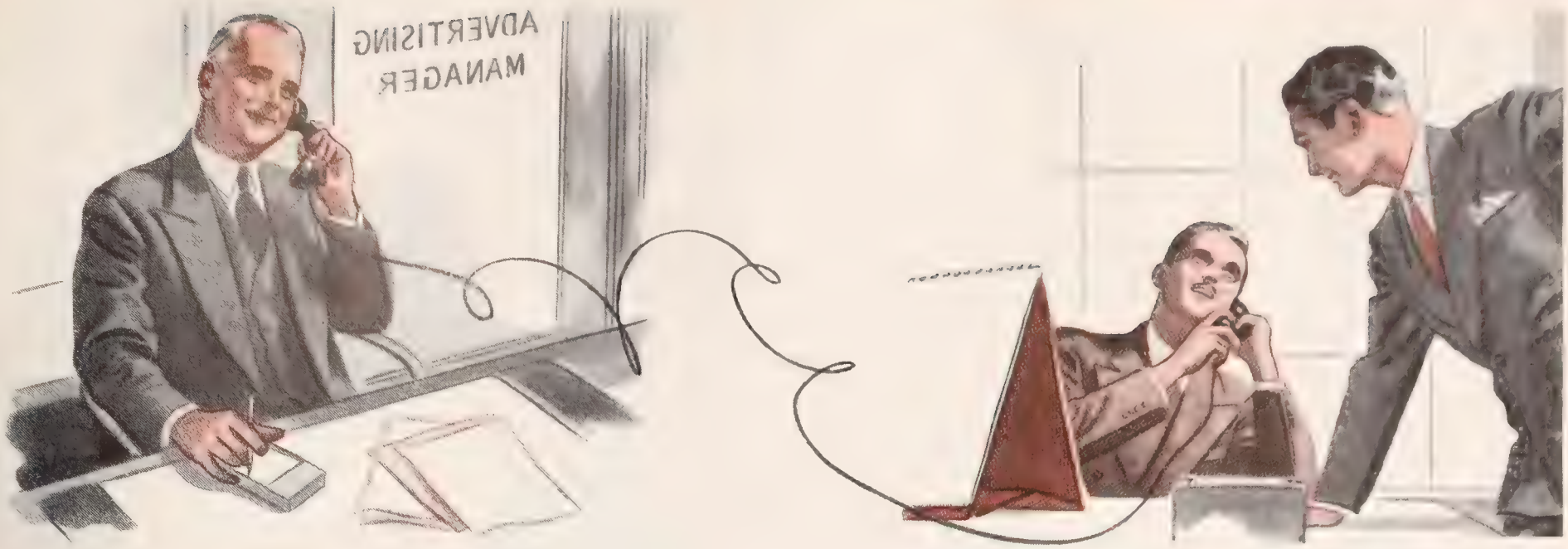
Third—every latest technical improvement developed by RCA and NBC engineers has been incorporated in WEAF's new equipment, giving this 50,000-watt, Class 1A, clear-channel station an efficiency . . . and a reception-appeal . . . unparalleled in radio history.

Again, *NBC RED* gives to all advertisers the clearest, most vital, most forceful voice for telling the public their sales story.

NBC RED NETWORK

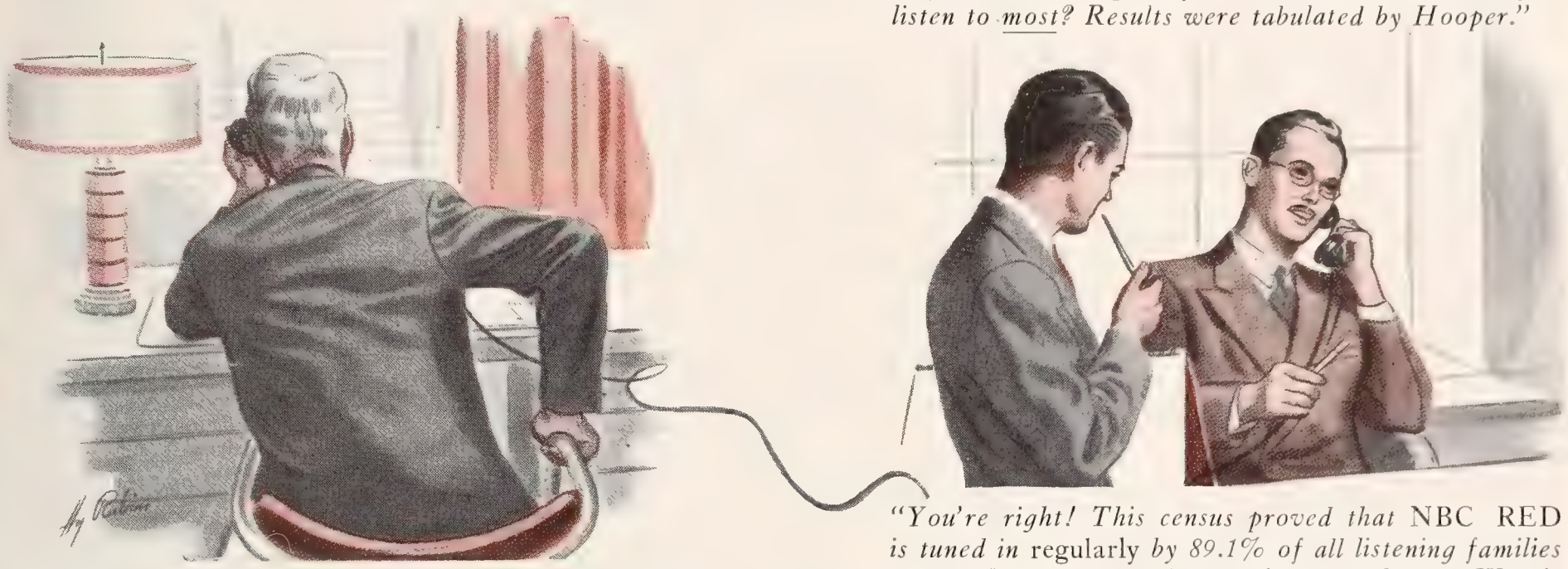
The Network Most People Listen to Most

A Radio Corporation of America Service



"Well, Joe . . . why get excited about another survey? What's so unusual about this one?"

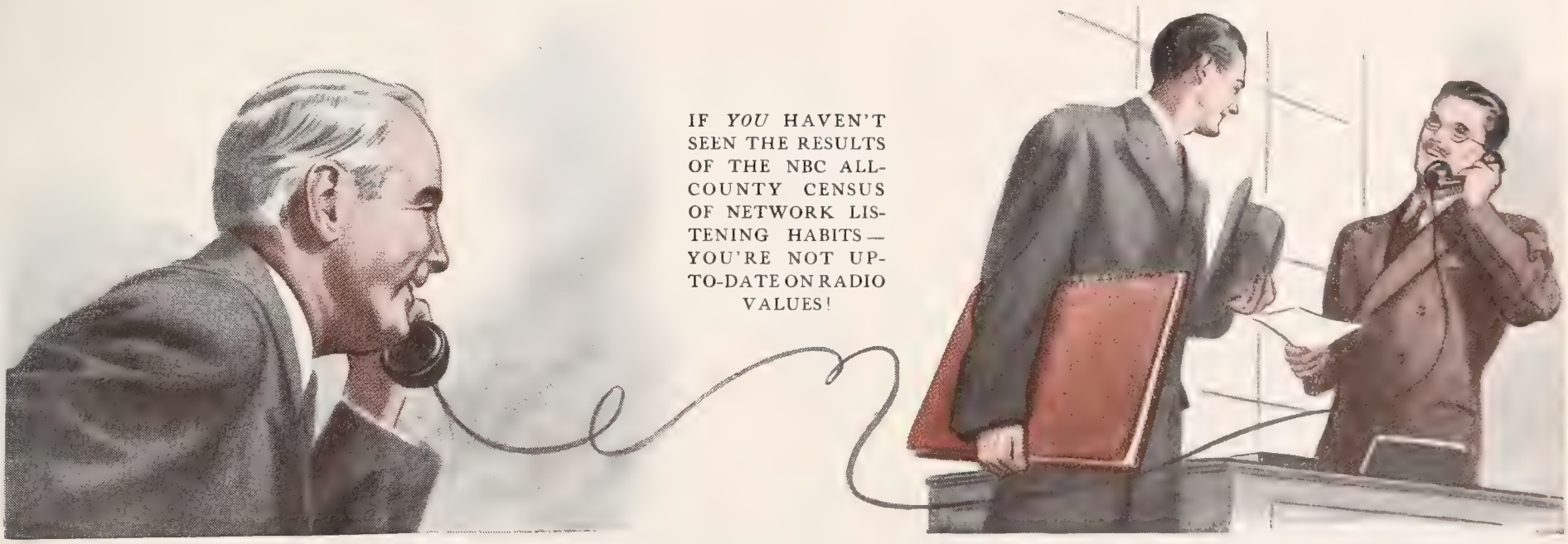
"T. W., this is the first all-county survey ever made! NBC *sent 1,425,000 questionnaires . . . to every county, in every state. They asked two questions: What stations do you listen to* regularly? . . . *What one station do you listen to most? Results were tabulated by Hooper."*



"Okay, what *were* the results? Maybe *this* census does really prove something about relative network values."

"You're right! This census proved that NBC RED *is tuned in* regularly *by 89.1% of all listening families during the evening . . . by 74.7% during the day. What's even more important . . . it proved that* NBC RED *is the network listened to most by 41.7% more U. S. radio families than any other network!"*

IF *YOU* HAVEN'T SEEN THE RESULTS OF THE NBC ALL-COUNTY CENSUS OF NETWORK LISTENING HABITS — YOU'RE NOT UP-TO-DATE ON RADIO VALUES!



"41.7%! Did I get that figure right, Joe? Say . . . it sounds as if you'd been right, from the start! I want to study *that* survey carefully . . ."

"NBC's man is on his way now, to see you. Look over the figures, T. W. When you see them, you'll have to admit that NBC RED *is the network* most *people listen to* most."

Radio Receivers Produced in Year Reach 11 Million

Table Models, Combinations Are Increasingly Popular

ELEVEN million radio receivers were produced during 1940, a record-breaking year for set production, according to an announcement by the Institute of Radio Engineers. During 1939 the production figure was 9,000,000 sets.

Table models continued in favor during 1940, the IRE states, accounting for 52% of the total. An important new trend noted was the increased popularity of radio-phonograph console combinations, which comprised more than 7%. Automobile sets totaled 2,300,000. In all there were approximately 1,000 different models of receivers available.

Industry Totals

The December *Radio Today*, dealer trade journal edited by O. H. Caldwell, former Federal Radio Commissioner, recapitulates the status of the radio business today as of Jan. 1, 1941, showing that:

There are 1,064 radio manufacturers with a total investment of $50,000,000, an annual gross revenue of $300,000,000, with 75,000 employes and an annual payroll of $80,000,000.

There are an uncounted number of radio distributors and dealers with a total investment of $350,000,000, annual gross revenue of $600,000,000, 150,000 employes and an annual payroll of $225,000,000.

There are approximately 880 broadcasting stations in the United States with a total estimated investment of $80,000,000, an estimated annual gross revenue of $185,000,000, with 20,000 regular employes (not counting parttime employes, artists, etc.) and a $50,000,000 annual payroll.

There are an uncounted number of commercial communications stations with a total investment of $35,000,000, annual gross revenues of $20,000,000 with 10,000 employes and $4,000,000 annual payroll.

Mr. Caldwell estimates that there will be 52,000,000 radio sets in use as of Jan. 1, representing a total investment of $3,200,000,000 and an annual cost of operation (tube replacements, electricity, batteries, servicing, etc.) of $220,000,000.

Theatre Assn. Speakers

RADIO session at the annual four-day convention of the American Education Theatre Assn. and National Teachers of Speech in Washington will be held Dec. 31 with Blevins Davis, NBC supervisor of educational programs, as chairman. Among the speakers at the radio forum will be Dr. Franklin Dunham, NBC director of religious broadcasts, who will discuss recorded programs for use in schools; Ted Malone, who will describe some highlights of his two program on NBC, *Between the Bookends* and *American Pilgrimage;* June Hynd, of NBC's women's program division, speaking on "Glamour Behind the Mike."

A. A. SCHECHTER, NBC director of news and special events, in collaboration with Edward Anthony, has written a book titled "I Live on Air," the story of radio reporting during the last ten years. The book will be published Jan. 15, 1941 by Frederick A. Stokes Co., New York.

Network Time Sales So Far This Year Reach 87 Million, 16% Above Last Year

CUMULATIVE gross times sales of the nationwide networks for the 11-month period ended Nov. 30 have surpassed those for the entire year of 1939. The combined cumulative times sales to date are $87,148,758 and compared with $74,987,200 for the same period last year these figures indicate a 16.2% increase. The total figure for 1939 was $83,113,801.

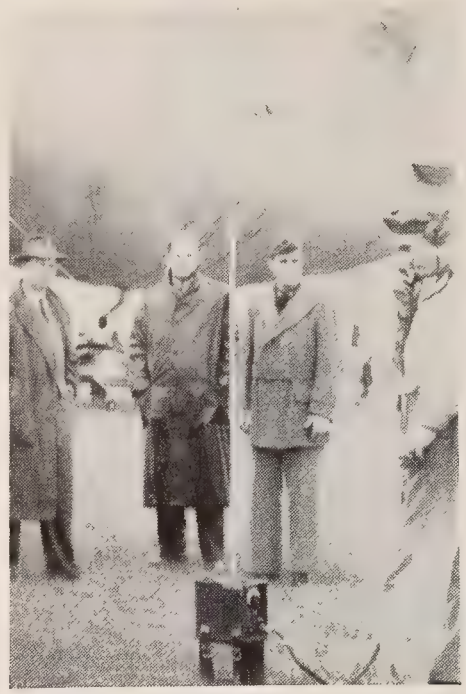
Aided to some extent by last-minute political billings, the total CBS, NBC, and MBS time sales for November were $9,016,418, a gain of 12.1% over November 1939. The largest percentage increase for the month was made by MBS, almost doubling last year's November figure of $327,045, while CBS registered the largest time sales volume. Cumulative MBS figures for the year to date are $4,190,071, a 39.1% increase over the corresponding figures for 1939. Cumulative 1940 CBS sales are $37,205,560, or 20% over the $31,010,511 grossed during the same period last year.

Red Above 1939

NBC-Red has grossed $36,168,421 to date, representing an 8.9% gain over the $33,200,353 billed in the same period last year. The NBC-Blue cumulative gross of $9,584,706 shows a 23.4% increase over the 1939 figure of $7,764,253. Total NBC time sales for the month amounted to $4,699,078, a rise of 11% over last year's corresponding total which was $4,234,984. Combined NBC cumulative totals passed the 45 million-dollar mark with billings of $45,753,127. This is 11.7% higher than the $40,964,606 billed in the same period in 1939.

Gross Monthly Time Sales

	1940	% Gain over 1939	1939
NBC-Red			
Jan.	$3,496,393	8.9%	$3,211,161
Feb.	3,226,983	8.5	2,975,258
March	3,338,440	1.2	3,297,992
April	3,128,685	8.7	2,879,571
May	3,216,940	6.3	3,025.538
June	2,919,405	5.8	2,759,917
July	3,141,902	15.8	2,713,798
August	3,072,338	12.2	2,737,926
Sept.	3,132,005	13.9	2,750,688
Oct.	3,842,195	11.5	3,446,134
Nov.	3,653,135	7.4	3,402,370
NBC-Blue			
Jan.	908,815	10.5	822,730
Feb.	905,101	17.0	773,437
March	965,904	10.7	872,860
April	912,833	34.0	681,413
May	817,682	20.9	676,564
June	722,695	16.1	622,487
July	688,536	20.8	569,757
August	665,924	15.9	574,644
Sept.	747,774	32.4	564,619
Oct.	1,203,499	55.7	773,119
Nov.	1,045,943	25.6	832,614
CBS			
Jan.	3,575,946	34.2	2,674,057
Feb.	3,330,627	31.0	2,541,542
March	3,513,170	20.1	2,925,684
April	3,322,689	16.4	2,854,026
May	3,570,727	15.3	3,097,484
June	3,144,213	9.9	2,860,180
July	3,071,398	32.8	2,311,953
August	2,875,657	22.8	2,341,636
Sept.	3,109,863	21.3	2,563,132
Oct.	4,001,492	18.9	3,366,654
Nov.	3,689,778	6.2	3,474,163
MBS			
Jan.	317,729	0.8	315,078
Feb.	337,649	22.1	276,605
March	390,813	27.3	306,976
April	363,468	38.4	262,626
May	322,186	37.2	234,764
June	299,478	31.2	228,186
July	235,182	8.6	216,853
August	227,865	10.9	205,410
Sept.	283,463	34.6	210,589
Oct.	784,676	83.0	428,221
Nov.	627,562	91.9	327,045



FROM Fort Bragg, WPTF, Raleigh, N. C., is broadcasting a defense program. As final tests for the series were conducted, a survey trip in a blimp was made of the army post. Observing the final check before the blimp took off were Wesley Wallace WPTF announcer; Williard Dean, technician; Capt. Kenny and a post signal officer.

FRED BATE INJURED IN LONDON ATTACK

FRED BATE, manager of NBC's staff in London, was injured in the terrific German bombing attack on the British capital Dec. 8 and 9. Bate's injury was described in reports from London as "not serious."



Mr. Bate

The bombing, called the worst of the war to date, also damaged the offices of NBC and CBS. This was the second time the CBS London headquarters had been struck by Nazi bombs. None of the CBS London staff was injured although the office suffered considerable damage.

NBC's offices, located on Victoria Embankment, were said in a broadcast to be "useless" as a result of the bombing, the front of the building being smashed.

Gardner Nursery on 142

STARTING its tenth consecutive spring campaign, Gardner Nursery Co., Osage, Ia., goes on the air over 142 stations Jan. 13. Transcribed five and fifteen-minute shows will be released daily over most stations until May 15. The account is handled by Northwest Radio Advertising Co., Inc., Seattle.

CENTRAL COPYRIGHT CLEARANCE

Bureau Set Up in Texas; Miller Urges Other Regions to Organize Similar Service

ADOPTION of a plan to establish effective Jan. 1 copyright clearance bureaus in strategic points throughout the country, to aid stations in checking availability of non-ASCAP musical numbers and originated by Texas stations, is expected in the immediate future. Urged by the NAB board of directors at its meeting in New York Dec. 5-6, description of the Texas plan has been sent to all district directors with a view toward setting up similar bureaus in each area.

The Texas plan, adopted last month at a meeting of broadcasters of District 13, involves use of the WFAA-WBAP music library in Fort Worth for checking and clearance of all musical numbers. The bureau is staffed by employes loaned by local broadcasting stations and its expenses are defrayed by Broadcast Music Inc.

Others Advocated

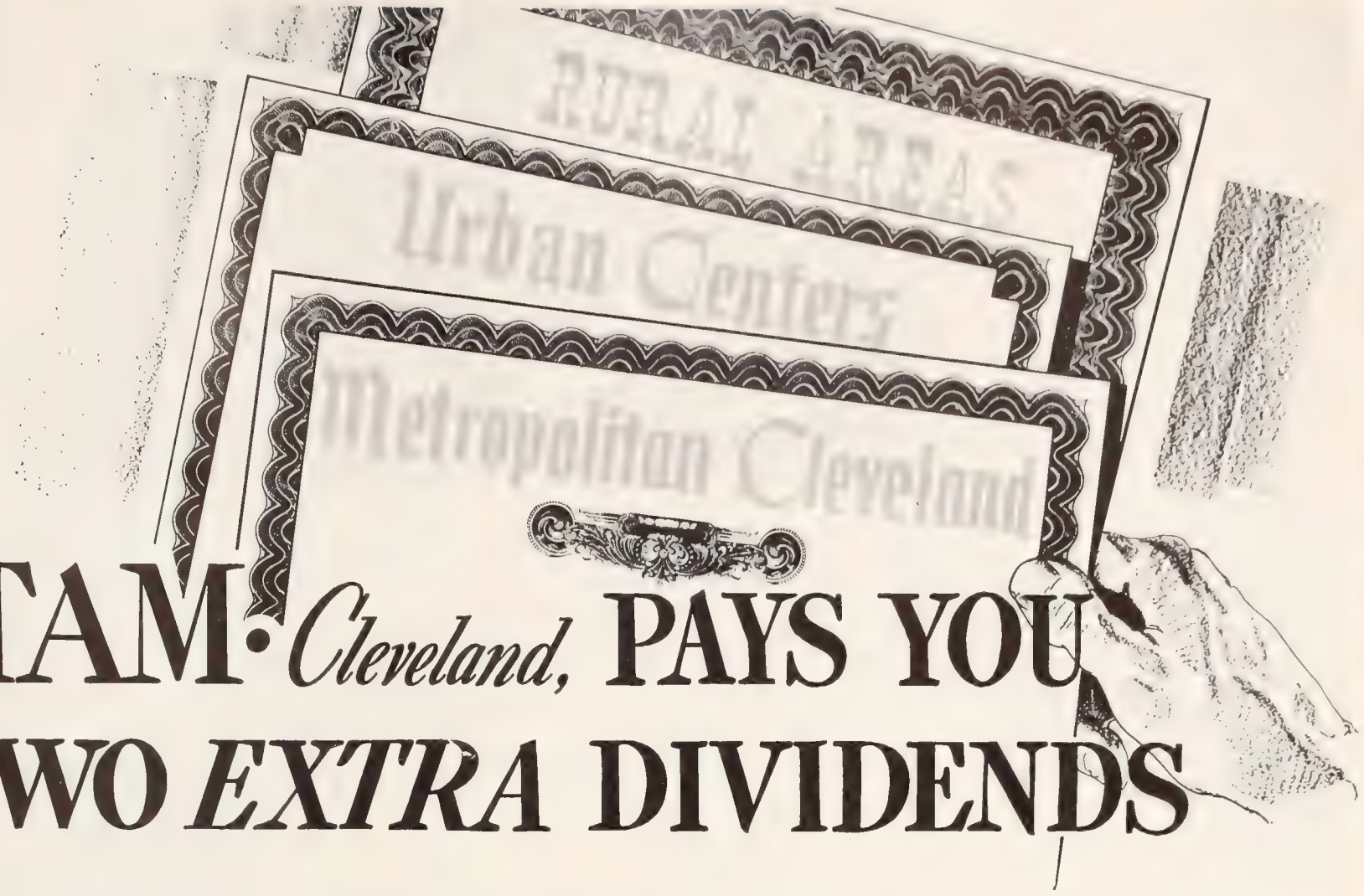
Stations are not indemnified against infringement by bureau clearance, but all available information on copyrights is supplied to stations, upon request. The ASCAP index, first made available in 1937, is an integral part of the checking system.

The form sheet of the bureau, to be used by participating stations, requests listing of the exact title of the composition, its originating source, composer and publisher. The bureau then will seek to provide the name of the performing rights society controlling the copyright on the number. Stations are asked to submit only numbers on which they are in doubt, thereby conserving the bureau's time.

At the various district meetings currently being held, NAB President Neville Miller is urging adoption of a clearance formula similar to that created in Texas. A number of progressive stations, it is pointed out, have maintained elaborate copyright libraries, using the ASCAP index as the nucleus, and are in a position to provide this service. With the personnel donated by participating stations and the expenses defrayed by Broadcast Music Inc., it is pointed out, establishment of the bureau is not a major operating development. There should be no great difficulty in setting up such bureaus in each district, it is believed.

WDGY Hearing

WITH FULLTIME in its grasp, WDGY, Minneapolis, Dec. 5 found itself confronted with a new hearing prior to final action by the FCC. The Commission adopted an order granting the petitions of KWKH, Shreveport, and WOV, New York, for a hearing on the WDGY application to change frequency from 1180 kc. to 1100 kc., used by the protesting stations. WDGY had been granted the fulltime Aug. 14, with 10,000 watts day and 5,000 watts night. In its new order, the Commission set aside the grant and ordered that the construction permit issued on Sept. 5, mailed to Dr. George W. Young, station owner, be recalled and that the application be designated for hearing "upon issues to be determined by the Commission".



WTAM·*Cleveland,* PAYS YOU TWO *EXTRA* DIVIDENDS

In Metropolitan Cleveland

*WTAM has almost as many listeners as all other Cleveland Stations combined. Right here is a substantial dividend in itself. But, in addition, WTAM pays *two extra* dividends that no combination of stations in the area can equal. Here they are:

In the Urban Centers

*†Ten times as many people "listen most" to WTAM as to any combination of Stations in the area « « « « « «

In the Rural Areas

†*Six times as many people "listen most" to WTAM as to any combination of Stations in the area « « « « « «

Yet, you can BUY WTAM at about *half the cost* of any combination of stations in the area.

*Based on four independent coincidental Surveys of Cleveland audiences . . . March, June 1938, January 1939 and April 1940

*†NBC Personal Call Urban Survey 1938

†*NBC Rural Post Card Survey 1939

WTAM
CLEVELAND
50,000 WATTS · 1070 KC.

Represented Nationally by NBC **SPOT Sales Offices**

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · WASHINGTON · CLEVELAND · DENVER · HOLLYWOOD

Commercial Plan Is Proposed for Audimeter Device

Nielsen Firm to Make Survey Data Available Next Year

PLANS to make commercially available early in 1941 the listener survey of the *Nielsen Radio Index* were announced Dec. 5 by Arthur C. Nielsen, head of A. C. Nielsen Co., Chicago. The Nielsen firm, whose mechanical Audimeter experiments have drawn much attention during the last two years, claims that its service will fill many of the gaps in present survey techniques, since it will afford a minute-by-minute check on just when and where Audimeter-equipped receivers were tuned in.

Pointing out that the company will have invested about $1,000,000 in its new system by the time it is offered on a commercial basis, Mr. Nielsen estimated that cost of the service would be about $2,000,000 a year, representing a charge of 1% on a $200,000,000 advertising revenue for the radio industry. Although it has not yet been decided whether the service will be offered on an exclusive or non-exclusive basis, it was pointed out that "it may prove more desirable" to employ an exclusive basis, which would confine service to a limited number of large clients."

Plan to Expand

Following experimental operation of 200 Audimeters in the Midwest, the company has indicated it will start commercial operation with about 1,000 of the instruments, adding additional units of 1,000 at six-month intervals until country-wide coverage is attained. About 4,000 to 5,000 instruments will provide a cross-section of listening on a national basis, Mr. Nielsen estimated. The national coverage basis includes plans for supplying detailed information on all network programs and on local programs in 15 or 20 principal urban markets.

According to Mr. Nielsen, the *Radio Index* will supply statistics on: Total listening, hour by hour, day by day, month by month; number of sets tuned to each program; kinds of people tuning to each program; audience during each minute of the program; audience turnover; audience delivered by each station and each network—analogous to ABC data supplied publications; sales effectiveness of each program.

The Nielsen firm also released some findings on radio listening, based on its experimental operation of Audimeters during 1939 and 1940. One study of winter and summer listening indicated that during the month of December an average of 80% of all radio families turn on the radio at least once during the day (6 a.m. to 6 p.m.) and the same percentage during the night (6 p.m. to 6 a.m.), while during June only 77% of the families use the radio some time during the day, and 66% at night.

They Listen and Listen

Combining both day and night listening, the Nielsen survey showed 91% tune in at least once in 24 hours during December, but only 84% in June. Refuting the contention that many families listen only a few minutes a day, the survey indicated that only about 8% of all radio families listen less than an hour daily.

The effect of baseball broadcasts on a station's audience was shown to be marked. A survey of a station carrying baseball broadcasts indicated a rapid rise in audience from April through September, and a sharp decline, from a September high of 34.4% of all listeners to an October rating of only 12.9%, at conclusion of the baseball season.

Similar tendencies were noted in regard to network affiliation, with one station jumping from a low of 5.7% of all listeners to 25.6% less than a year after joining a network. Another station, after dropping its network affiliation, registered a steady audience decrease from a 27.3% high to a 6.5% low.

Other phases of the survey reported on by the company included audience turnover through listening families gained and lost by successive broadcasts of the same program; phone vs. non-phone listening; urban vs. rural listening; minutes listened per broadcast by families tuning in; duplication of audience between programs.



READERS of 36 Pacific Coast newspapers clipped coupons from the Don Lee-released Dial-O-Logue column to select their favorite children's program. The favorite was *Lone Ranger*, sponsored on Don Lee network by Kilpatrick's Bakery, San Francisco. Bill Pabst (left center) manager of KFRC, San Francisco, presented the Dial-O-Logue trophy to Harold W. Kilpatrick (right center), head of the bakery. Watching are Roy Baker (left), Don Lee representative, and Emil Reinhardt, agency head.

Leading Programs in Various Branches Are Selected in Max Wylie Anthology

SCRIPTS of top-flight radio broadcasts during the last year have been published in *Best Broadcasts of 1939-40*, second volume of a series by Max Wylie, CBS director of script and continuity [McGraw Hill Book Co., New York, $3]. The 368-page volume is the second anthology of broadcast programs selected and edited by Mr. Wylie, and along with the 1939 edition is destined to take its place with the annual drama and short story anthologies of Burns Mantle and Edward O'Brien [BROADCASTING, Jan. 1, 1940].

Different from 1939

The 1939-40 anthology differs from the previous volume chiefly in its inclusion of several programs as the best-turned attractions in a single entertainment field, such as comedy and drama, rather than selecting a single feature as "best" in its field. Each selected broadcast is prefaced with a brief commentary on the program's personalities or history. In making his selections Mr. Wylie had complete cooperation of networks and stations. Emphasis has been placed on comedy programs, news broadcasts and radio dramas in the new volume.

The Book's Choices

Mr. Wylie's selections are:

Best Scripts: "My Client Curley", by Norman Corwin and Lucille Fletcher, heard originally on CBS *Columbia Workshop* March 7, 1940; "In the Fog", by Milton Geiger, heard on the Kellogg *Circle* on NBC-Red; "The Dark Valley", by W. H. Auden, directed by Brewster Morgan, heard on CBS *Columbia Workshop* June 2, 1940; "For Richer— For Richer", by True Boardman, heard on CBS *Silver Theatre* Dec. 10, 1939; "This Lonely Heart", by Arch Oboler, heard on CBS *Screen Guild Theatre* Jan. 14, 1940; "The Clinic", by Ted Key, heard on NBC-Blue *Radio Guild* June 8, 1940.

Best Comedies: *Jello Program*, with Jack Benny, heard on NBC-Red March 3, 1940; *Town Hall Tonight* with Fred Allen, heard on NBC-Red April 24 and May 1, 1940; *Burns & Allen*, for Hinds Honey & Almond Cream, heard on CBS; *The Pepsodent Show*, with Bob Hope, heard on NBC-Red March 12, 1940; *The Aldrich Family*, by Clifford Goldsmith, with Ezra Stone, heard on NBC-Blue Oct. 31, 1939.

Best Variety Show: *The Pursuit of Happiness*, by Erik Barnouw, John Tucker Battle, Carl Carmer, Norman Corwin, heard on CBS Jan. 7, 1940.

Best Educational Broadcasts: *Meet Mr. Weeks*, with Edward Weeks, heard on NBC-Blue; *The Human Adventure*, written and produced cooperatively by the radio department of Chicago U and CBS, heard on CBS June 29, 1940.

Best Western Program: *The Lone Ranger*, by Fran Striker, originated by WXYZ, Detroit, heard on MBS June 30, 1939.

Best Daytime Serial: *Pepper Young's Family*, by Elaine Sterne Carrington, heard on NBC-Red Dec. 25, 1939.

Best Radio Talk: President Roosevelt's address before the American Scientific Congress in Washington, May 10, 1940.

Best Musical continuities: *The Chamber Music Society of Lower Basin Street*, by Welbourn Kelly, heard on NBC-Blue May 26, 1940; *The John Kirby Show* on *Flow Gently, Sweet Rhythm*, by Paul Phillips, heard on CBS May 5, 1940.

Best News Reporting: Major George Fielding Eliot, June 14, 1940; Elmer Davis, June 21, 1940; Edward R. Murrow, June 17, 1940; William L. Shirer, signing of the Franco-German armistice in Compiegne Forest, June 21, 1940; Wythe Williams, June 13, 1940; Raymond Gram Swing, May 10, 1940.

Best Spot News Reporting: *The Graf Spee*, by James Bowen in Montevideo, Uruguay, on NBC Dec. 17, 1939.

Best Sports Report: The Belmont Stakes, by Ted Husing with Bill Corum, on CBS June 8, 1940.

BAR GROUP ELECTS BINGHAM PRESIDENT

HERBERT M. BINGHAM, Washington attorney, was elected president of the Federal Communications Bar Assn. at its annual meeting Dec. 6, succeeding Philip J. Hennessey Jr. Elected first vice-president was John M. Littlepage, of Washington, succeeding Horace M. Lohnes. Second vice-president is Ralph Van Orsdel, Washington counsel for the Chesapeake & Potomac Telephone Co. Percy H. Russell Jr., attorney in the Washington offices of Kirkland, Fleming, Green, Martin & Ellis was elected secretary, succeeding Mr. Bingham. Paul A. Porter, CBS Washington attorney, was unanimously re-elected treasurer without opposition.



Mr. Bingham

Elected to the executive committee were Messrs. Hennessey and Lohnes, replacing Louis G. Caldwell, Washington attorney, and Ralph H. Kimball, counsel for Western Union, whose terms expired. Holdover executive committee members are Duke M. Patrick, Swagar Sherley, former Commissioner E. O. Sykes, and Frank W. Wozencraft of New York.

At its business meeting, the association debated vigorously the recent action of the secretary of the FCC in sending to members of Independent Radio Network Affiliates a telegraphic inquiry regarding their approval of and sympathy with the provocative brief filed in behalf of that organization by its Washington attorney, Paul M. Segal. The committee previously had adopted a resolution condemning the FCC action. The membership first approved a motion holding that the executive committee had jurisdiction to consider matters of this nature. Afterward, however, a motion to approve the executive committee's action was tabled by a narrow margin.

The association's regular annual banquet was held the evening of Dec. 6, with entertainment provided by local stations. Among those at the head table were Commissioners T. A. M. Craven and Norman S. Case.

NBC THESAURUS Answers the Spot and Local Advertiser's Program Problem

Up your sales in whatever territory you wish! Low-cost NBC THESAURUS programs—available on stations listed here—cover every field of musical entertainment! "Name" artists, "big time" direction! And all are amazingly low in cost. The new HOLLYWOOD HEADLINERS with Stella Unger, "Your Hollywood Newsgirl," is also available through these Thesaurus subscriber-stations.

Write any of the local stations listed below for complete details.

Remember too—NBC also offers you complete facilities for producing and recording "custom-built" shows as well as syndicated recorded programs such as The Lone Ranger, Betty and Bob, K-7 and many others—all proved sales-builders.



PROGRAMS FOR PROFITS-IN SELECTED MARKETS

These stations offer you NBC Thesaurus Programs

Alabama
Anniston WHMA
Birmingham WSGN
Huntsville WBHP
Mobile WALA
Montgomery WSFA
Opelika WJHO

Arizona
Phoenix KTAR
Prescott KYCA
Tucson KVOA
Yuma KYUM

Arkansas
Fort Smith KFPW
Hot Springs KWFC
Little Rock KLRA

California
Bakersfield KPMC
Beverly Hills KMPC
Fresno KMJ
Monterey KDON
Sacramento KFBK
San Diego KFSD
San Francisco KGO-KPO
San Jose KQW
Santa Barbara KTMS

Colorado
Colorado Springs KVOR
Denver KOA
Lamar KIDW

Connecticut
Waterbury WBRY

Delaware
Wilmington WILM

District of Columbia
Washington, D. C. WMAL-WRC

Florida
Jacksonville WJAX
Miami WIOD
Orlando WLOF
Tampa WFLA

Georgia
Atlanta WAGA
Augusta WRDW
Macon WBML
Moultrie WMGA

Idaho
Nampa KFXD
Wallace KWAL

Illinois
Aurora WMRO
Chicago WENR-WMAQ
Cicero WHFC

Indiana
Anderson WHBU
Fort Wayne WOWO-WGL
Indianapolis WIBC
Terre Haute WBOW

Iowa
Des Moines WHO
Dubuque WKBB
Mason City KGLO

Kansas
Coffeyville KGGF
Kansas City KCKN
Lawrence WREN
Salina KSAL
Wichita KANS

Kentucky
Bowling Green WLBJ
Louisville WAVE
Owensboro WOMI

Louisiana
Monroe KMLB
New Orleans WSMB
Shreveport KTBS

Maine
Portland WCSH

Maryland
Cumberland WTBO

Massachusetts
Boston WBZ
Boston WBOS
Lawrence WLAW
New Bedford WNBH
Springfield WBZA
Worcester WORC

Michigan
Bay City WBCM
Detroit WXYZ
Flint WFDF
Kalamazoo WKZO
Lansing WJIM
Muskegon WKBZ
Pontiac WCAR

Minnesota
Duluth WEBC
Mankato KYSM
Minn.-St. Paul KSTP

Mississippi
Jackson WJDX

Missouri
Columbia KFRU
St. Joseph KFEQ
St. Louis KSD
Springfield KGBX

Montana
Billings KGHL

Nebraska
Omaha WOW
Scotts Bluff KGKY

Nevada
Las Vegas KENO

New Hampshire
Laconia WLNH
Manchester WFEA
Portsmouth WHEB

New Jersey
Atlantic City WBAB
Jersey City WAAT

New Mexico
Albuquerque KOB
Carlsbad KLAH

New York
Buffalo WBEN-WEBR
Freeport WGBB
New York WEAF-WJZ WMCA
Ogdensburg WSLB
Olean WHDL
Plattsburg WMFF
Poughkeepsie WKIP
Schenectady WGY-WGEA

North Carolina
Charlotte WSOC
Hickory WHKY
Raleigh WPTF
Wilmington WMFD
Winston-Salem WSJS

North Dakota
Fargo WDAY

Ohio
Akron WAKR
Cincinnati WCKY
Cleveland WTAM
Columbus WCOL
Dayton WING
Lima WLOK
Mansfield WMAN
Marion WMRN
Portsmouth WPAY
Toledo WSPD

Oklahoma
Ardmore KVSO
Oklahoma City WKY
Okmulgee KHBG

Oregon
Bend KBND
Medford KMED
Portland KEX-KGW

Pennsylvania
Easton WEST
Hazleton WAZL
Johnstown WJAC
Newcastle WKST
Philadelphia KYW
Pittsburgh KDKA
Reading WEEU
Scranton WARM
Uniontown WMBS

Rhode Island
Providence WPRO

South Carolina
Charleston WCSC
Columbia WIS
Greenville WFBC

South Dakota
Aberdeen KABR
Sioux Falls KSOO

Tennessee
Chattanooga WAPO
Knoxville WROL
Memphis WMC

Texas
Austin KTBC
Beaumont KFDM
Dallas-Fort Worth WFAA KGKO
El Paso KTSM
Houston KPRC
San Antonio WOAI
Sweetwater KXOX

Utah
Provo KOVO
Salt Lake City KDYL

Vermont
Waterbury WDEV

Virginia
Danville WBTM
Lynchburg WLVA
Richmond WMBG
Roanoke WSLS
Suffolk WLPM

Washington
Seattle KJR-KOMO

West Virginia
Beckley WJLS
Huntington WSAZ
Wheeling WWVA

Wisconsin
Janesville WCLO
Madison WIBA
Milwaukee WTMJ

U. S. Possessions
Fairbanks, Alaska KFAR
Honolulu, Hawaii KGU
Manila, P. I. KZEG-KZRM
Manila, P. I. KZRH

Canada
Calgary, Alberta CFAC
Edmonton, Alberta CJCA
Fort William, Ont. CKPR
Fredericton, N. B. CFNB
Halifax, N. S. CHNS
Hamilton, Ont. CKOC
Hull, Quebec CKCH
Kelowna, B. C. CKOV
Kirkland Lake, Ont. CJKL
Lethbridge, Alberta CJOC
London, Ont. CFPL
Montreal, Quebec CFCF
North Bay, Ont. CFCH
Regina, Sask. CKCK
Saskatoon, Sask. CFQC
Sudbury, Ont. CKSO
Sydney, N. S. CJCB
Timmins, Ont. CKGB
Toronto, Ont. CFRB
Trail, B. C. CJAT
Val d'Or, Quebec CKVD
Vancouver, B. C. CJOR
Winnipeg, Man. CKY
St. John's, N. F. VOCM

Foreign
Bogota, Col. HJCF
Caracas, Venez. YV5RS
Colon, Pan. HP5K-HP5O
Mexico City, Mex. XEW
Guatemala City TGW
Georgetown, Br. Guiana VP3BG
Havana, Cuba
Berne, Switz. S.R.
Melbourne, Australia 3DB
Perth, Australia 6ML
Sydney, Australia 2CH
Amalgamated Wireless, Ltd.
New Zealand
Auckland Christchurch
Dunedin Wellington(2)
Capetown So. Africa
Durban So. Africa
Johannesburg So. Africa

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Building, Radio City, New York • Merchandise Mart, Chicago
Trans-Lux Bldg., Washington, D. C. • Sunset and Vine, Hollywood

Seven FM Grants Approved by FCC

Hearings Also Set for Shepard And Worcester Stations

APPROVAL of seven new FM stations, making a total of 25 authorized since the FM experimental restriction was raised preparatory to Jan. 1 commercial opening, was granted Dec. 5 by the FCC. Of the seven grants, five went to present operators of standard broadcast stations, including WDRC, Hartford, Conn.; WOR, Newark; WGN, Chicago; WWSW, Pittsburgh; WSM, Nashville. The remaining two grants went to NBC in Chicago, and Metropolitan Television Inc., New York.

At the same time the FCC designated for joint hearing applications of Yankee Network and the Worcester Telegram Publishing Co. (WTAG, Worcester, Mass.) to provide FM service to an identical widespread area from practically the same site near Worcester, on 44.3 and 43.1 mc., respectively.

FCC to Reconsider

DECISION to reconsider and set for hearing the Yankee Network and *Worcester Telegram* FM applications was reached after a discussion of possible "monopoly" in the New England area, because of the lack of additional desirable sites and of FM frequencies to accommodate the same sort of widespread service proposed. When the applications originally were granted, Commissioners Case and Craven advocated a hearing, emphasizing that all of the facts should be ascertained in advance. The FCC majority, however, voted favorably.

In its new action, the FCC unanimously decided that hearings should be held and a record made. Recognition was given John Shepard 3d, president of Yankee Network and prime mover of FM, for his pioneering work in this field and his willingness to expend large sums on experimentation, contribuing in large measure to the FCC action in opening up FM for commercial operation, effective in January. Nevertheless, it was held that to avoid possible future complaint regarding purported monopoly, a record should be made at a formal hearing.

The Shepard station at Paxton and the WTAG FM outlet near Worcester would be designed to cover a substantial portion of New England, by virtue of advantageous locations atop mountain sites. They seek Class "D" assignments, providing for extensive coverage with high orders of power.

The Paxton application is for 44.3 megacycles, covering an area of 19,230 square miles, with 6,600,000 population. The Worcester application is for 43.1 megacycles, covering 20,437 square miles, with 6,600,000 population. In addition, Yankee Network is building a station at Mt. Washington, N. H., designed to cover the northern portion of New England.

Because of the furor over purported monopoly in the standard broadcast filed, Commissioners Craven and Case urged that the FCC appraise the FM situation before stations become entrenched in it, to avoid possible future complaint. Both were said to be sympathetic toward Mr. Shepard, particularly in the light of his pioneering work, and simply desired to have the record straight in advance.

The grant to WDRC Inc., second made for the Hartford area in a fortnight, is for 46.5 mc. with a coverage of 6,100 square miles and about 1,118,000 population [BROADCASTING, Dec. 1]. The transmitter is to be located on the west peak of Meriden Mountain, near Meriden, Conn.

Some 12,000,000 persons are in the 8,500 square miles of the potential metropolitan service area of Metropolitan Television Inc. (owned by Bloomingdale's and Abraham & Straus) and Bamberger Broadcasting Service (WOR) in New York, holding construction permits for operation on 47.5 mc. and 47.1 mc., respectively. The Metropolitan transmitter is to be located atop the Hotel Pierre. The Bamberger station is located at 444 Madison Ave. WOR at present is operating its FM adjunct, W2XOR, on an experimental basis, with 1,000 watts power on 43.4 mc., and the Dec. 5 grant serves to remove the experimental status and clear the way for commercial operation.

In Chicago an estimated 4,500,000 persons are in the 10,800 square mile area scheduled for service under the NBC and WGN grants. NBC, operating from the Civic Opera House, will transmit on 46.3 mc. WGN's FM transmitter is to be atop a 485-foot downtown office building, and is to operate on 45.9 mc.

About 2,100,000 persons are included in the 8,400 square mile service area projected by Walker-Downing Radio Corp. (WWSW), which will operate from 341 Rising Main St., Pittsburgh, with frequency to be specified. National Life & Accident Insurance Co., Nashville (WSM), plans to serve an 819,000 population in an area of 16,000 square miles with its FM adjunct, operating on 44.7 mc.

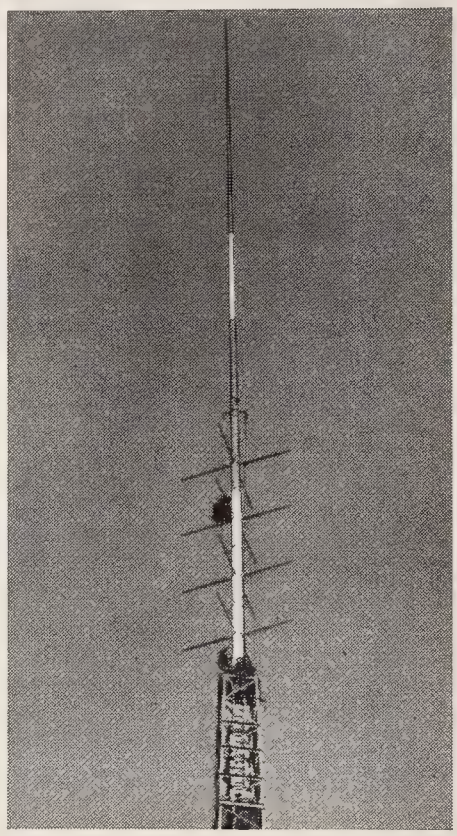


WORK has already begun on the FM station of WGN, Chicago for which construction permit was issued Dec. 6 by the FCC, the first Chicago station to receive an FM authorization. The permit provides for 45.9 mc. Carl J. Meyers, chief engineer of WGN (above) has announced that the transmitter will be located on the 29th floor of Tribune Tower. The antennas will be mounted atop the flagpole on the Tower, about 15 feet below the flag. A new 90-foot flagpole will be constructed to serve the dual role. The antennas will be 575 feet above Michigan Ave. level, and 1,165 feet above mean sea level. Initial outlay for equipment is estimated at $85,000.

First FM Sponsor

FIRST commercial order placed on an FM station is claimed by WOR, Newark, whose sales manager, Eugene S. Thomas, announced Dec. 9 the signing of a contract for time signals through 1941 with Longine-Wittenauer Co., New York (watches). On Jan. 1 the commercial license of WOR's FM adjunct, W2XOR, becomes effective. The contract was signed at the W2XOR transmitter at 444 Madison Ave., New York, on Dec. 9. Present with Mr. Thomas were Theodore C. Streibert, WOR vice-president and general manager, and Fred Cartoun, sales vice-president of the watch company. The account was placed by Arthur S. Rosenburg Co., Longine agency. Robert I. Garver was the salesman. The amount involved was not announced.

WFAS, White Plains, N. Y., on Dec. 10 was granted increased hours of operation by the FCC on 1210 kc. with 250 watts. Now sharing time with WBRB, Red Bank, N. J., and WGBB, Freeport, N. Y., it was authorized to share only with the Red Bank station and operate simultaneously with it.



TO THE MOON, at least almost, shoots the antenna tower of WSM, Nashville, with the recent addition of a four-element turnstile array for the station's FM operations. The tower, 878 feet high, is claimed as America's tallest. The setup embodies several unusual features: Each of the four sets of elements is screwed into a clamping ring fastened to the cap pole topping the tower; each element is made up of a folded dipole rather than a straight half-wave element; several types of line are used in feeding the antenna, a three-inch coaxial cable carrying power from the transmitter to the tower base, thence to a two-wire line supported in the center of the tower, and finally terminating through a length of coaxial line starting 20 feet below the base of the FM antenna. The picture, shot with a telescopic lens from a quarter-mile away, shows steelworkers at work with WSM Chief Engineer Jack DeWitt perched alongside directing operations. WSM holds an FM grant for operation with 20 kw. on 44.7 kc., covering 16,000 square miles.

System of Calls For FM Devised

Designations to Show Both Frequency and Location

A DISTINCTIVE call letter system for frequency-modulated broadcast stations was adopted Dec. 6 by the FCC, permitting identification of frequency and geographical location. The plan is a modification of one suggested to the FCC some weeks ago.

Under this mnemonic scheme, the calls will start with K or W, depending on whether the station is in the East (W) or West (K). Following this letter will come figures ranging from 42 to 50 which specify the frequency, and a final letter or letters symbolic of the city in which the station is located. Such a method is expected to prove popular both with listeners and the industry, says the FCC.

A typical call letter would be W41B. The W indicates that the station is located in the East; the 41 is derived from the second and third digits of the kilocycle assignment (all FM assignments range from 42,000 to 50,000 kc, using odd hundreds) and therefore indicates an assignment of 44,100 kc.; and the B indicates Boston. Stations in New York will end with NY, and so on throughout the country.

E for Education

The new call-letter system for FM follows a suggestion offered to the FCC by FM Broadcasters Inc. [BROADCASTING, Nov. 15, Dec. 1]. The original plan, under which call letters would have consisted of two letters and two digits, was offered by the FCC engineering department. It included a dash between letters and digits.

The letter E will be used to designate educational broadcasting stations employing FM on the five channels between 42,000 and 43,000 kc.

Under international agreement the United States is assigned three call letters,N, K and W, with N reserved for the Navy and Coast Guard.

This new FM call system conforms to treaty requirements and will not disturb the approximately 15,000 remaining four-letter call combinations, now being assigned to older services at the rate of 40 or 50 a week, says the FCC.

Opera On FM

W2XOY, new General Electric FM station at Schenectady, on Dec. 7 broadcast the first of the series of Saturday afternoon Metropolitan Opera programs it will carry during the coming season. The opera concerts also are carried on NBC-Blue, and are broadcast on GE's international shortwave station, WGEO.

Manhattan's New Soap

MANHATTAN SOAP Co., New York, manufacturer of Sweetheart soap, has announced the introduction of a new toilet soap, Garden Bouquet. While radio plans are still undecided by the agency handling the account, they are expected to be pronounced shortly. Franklin Bruck Adv. Corp., New York, is the agency.



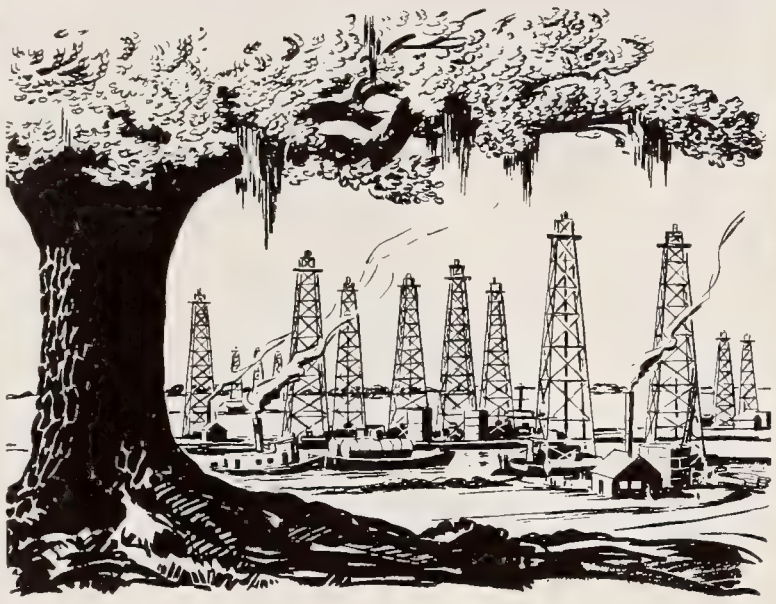
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NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

Congress and FCC

(*Continued from page 19*)

when Mr. Caldwell charged IRNA Chairman Rosenbaum with conflicting testimony regarding network affiliate contracts. This promptly brought rebuttal from Mr. Rosenbaum, in which he disclosed, among other things, that Fred Weber, general manager of MBS, sought to have him discard the contract of WFIL, Philadelphia, with the Blue and sign exclusively with MBS, threatening to pull MBS off the station unless this was done. Then came a denial from Mr. Caldwell on Mr. Weber's behalf.

Messrs. Hennessey, Segal, Rosenbaum and Judge John J. Burns of CBS attacked the whole broad premise of FCC jurisdiction over business aspects of broadcasting, as proposed in suggested regulations of the FCC, released Nov. 28 [BROADCASTING, Dec. 1] to focus attention on the issue. Aside from MBS, representatives of transcription companies and of artists' booking agents supported the jurisdictional philosophy of Assistant General Counsel Rauh.

May Go to Court

It was clear that should the FCC issue a final report preparatory to Congressional action, seeking to interpose regulation of network-affiliate contracts all down the line, the networks will take recourse to the courts. It also appeared abundantly evident that both NBC and CBS, along with a majority of the affiliates, would join in thwarting any such attempt, on the ground that the very economic salvation of the industry would be involved, with rate regulation an inevitable result.

Unlike past situations, where there always has been a disposition to compromise there appeared to be no willingness to submit to regulation of the degree suggested by the Network Monopoly Committee, or in the alternative suggested regulations of Nov. 28.

On the other hand, if the FCC decides to confine its regulatory scope to such matters as dual network program service and the transcription and talent end, there probably would not be a full scale legal offensive by the industry. It is conceivable, for example, that the FCC might decree that the license of WJZ, key station of the Blue network, be not renewed because of failure to serve "public interest, convenience and necessity".

That would be a maneuver in the direction of knocking out dual network operation and it would be NBC's burden, possibly alone, to defend itself. On the other hand, if the attack should be on exclusive contracts, option time, and other avenues of attack of the Network Monopoly Committee, it probably would yield what amounts to a united front, save for MBS.

That IRNA does not propose to recede from its position of unqualified opposition to the FCC Committee Report was made clear at a meeting of that group's executive committee in New York Dec. 4. After Mark Ethridge, vice-president and general manager of WHAS, Louisville, and Mr. Rosenbaum had reported fully on the briefs and arguments presented on behalf of IRNA before the FCC, the Committee unanimously approved and endorsed the brief and the arguments presented by Messrs. Segal and Rosenbaum. Previously, Mr. Ethridge had sent to Chairman Fly a stinging criticism of the FCC procedure on the telegraphic referendum of the Network Monopoly Committee, characterizing it as "intimidation" and a "form of tyranny". A copy of the letter had been sent to President Roosevelt. The whole incident is believed to have resulted in the benign attitude of FCC members during the oral arguments.

Present at the IRNA board meeting in New York were Messrs. Rosenbaum and Ethridge; Edwin W. Craig, WSM, Nashville; Paul W. Morency, WTIC, Hartford; Don S. Elias, WWNC, Asheville, N. C.; I. R. Lounsberry, WGR-WKBW, Buffalo; George W. Norton Jr., WAVE, Louisville, and Martin R. Campbell, WFAA, Dallas.

Porter Quits FCC

GEORGE B. PORTER, former assistant general counsel of the FCC, retained last Nov. 4 as special counsel for the Network Monopoly Investigation, ended his services Dec. 7 to re-enter private practice of radio law in Washington. Mr. Porter had been retained last month on a per diem basis to assist the FCC in handling the final phases of its inquiry, including preparations for the Dec. 2-3 oral arguments. With that task completed, he left the FCC Dec. 7.

CBC NET FOR YEAR TOTALS $253,990

CANADIAN BROADCASTING Corp. in its annual report for the fiscal year ended March 31, 1940, announced late in Nov. at Ottawa income of $3,752,061 and expenditures of $3,498,071, leaving a net operating surplus of $253,990. Annual listener license fees provided $2,906,605; commercial network broadcasting accounted for $700,867; commercial subsidiary hookups in which CBC-owned stations do not participate, but which are placed through the CBC, amounted to $72,653; miscellaneous income was $24,485; and for the Royal Visit last year there was a government grant of $47,449.

Expenditures were listed as: Programs, $1,150,658; stations participating in networks, $685,308; engineering operations, $610,482; administration, $162,939; commercial department, $108,119; press and information, $63,539; interest on loans $23,837; depreciation, $316,274.

During the year CBC presented 29,889 different broadcasts which occupied a period of 10,473 broadcasting hours, or an average of more than 28½ hours of broadcasting a day.

Sponsors Barred On CBC Reports

New Service to Start Jan. 1; Credits Allowed on Others

CANADIAN Broadcasting Corp. has completed arrangements to put into operation its own news service Jan. 1, 1941, for use with its national network of nine CBC-owned and managed stations and 25 privately-owned stations. The service is now undergoing a test following a meeting at Toronto, headquarters of the service, of the bureau chiefs early in December.

The service will use Canadian Press and British United Press news supplied free by these services. The CBC news will not carry credit lines and cannot be sponsored. Private stations may buy BUP and Transradio for sponsorship, in addition to the CBC news which goes on the air at specified times.

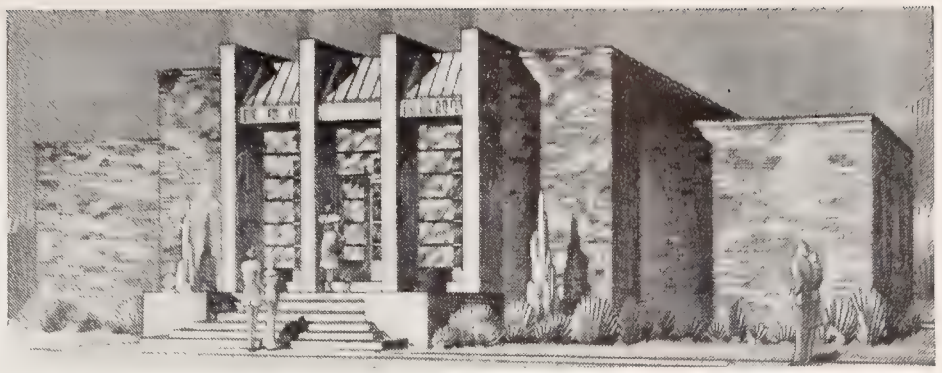
Bureaus Organized

CBS news bureaus have been established at Halifax, Montreal, Toronto, Winnipeg and Vancouver. The central news office is in Toronto, and will provide a certain number of bulletins to the National Network, including the national news summary at 11 p.m. (ESDT), as well as bulletins on Sundays and holidays. The Montreal bureau is staffed with French as well as English editors in order to serve the French network.

D. C. McArthur, formerly Ontario regional representative of the CBC press and information service has been appointed chief editor of the CBC news service. A. E. Powley, formerly telegraph editor of the *Toronto Telegram*, heads the Toronto bureau. The Vancouver bureau chief is J. N. Crandall, formerly news editor of BUP at Montreal. The Winnipeg's bureau is headed by William Metcalfe of the *Winnipeg Free Press*, a U of Wisconsin graduate. Ian M. Sclanders, formerly Parliamentary Press Gallery reporter for the *Ottawa Journal*, heads the Halifax bureau. Marcel Ouimet, of the CBC Montreal announcing staff and formerly of the *Ottawa Le Droit*, is French news editor at Montreal, with Don Brown formerly with the Paris edition of the *New York Herald* as English news editor at Montreal.

* * *

Further changes in sponsored newscast regulations on Canadian stations [BROADCASTING, Dec. 1] allow for one spot announcement before and after each newscast, but such spot announcements may in no way be associated with the sponsorship of such news bulletins. Thus, while one sponsor with an institutional announcement before and after the newscast brings the news to listeners, another advertiser is to be allowed the spot before and after the news under the new regulations. No advertising is permitted in the body of the news.



GROUND has been broken for the $65,000 transmitter building of KRNT, Des Moines. Entirely fireproof, the building will be one story 62x45 feet, with half basement. An observation platform will accomodate visitors in the central transmitter room, with wings housing emergency studios and work rooms. Four monolithic concrete pylons at the entrance give a modernistic touch, in line with the architectural motif.

MORE than 100 stations will carry a series of monthly broadcasts aimed to teach the average citizen how to *Speak Up for Democracy*. The program will be heard on the 11th day of each month and will be the feature of a patriotic educational campaign sponsored by the Veterans of the Foreign Wars.

Five Canadian Stations Get British UP Service

BRITISH UNITED PRESS has announced that five more Canadian stations have signed for service, bringing to 18 the number of BUP Canadian radio clients. Additions are CKCL, Toronto, which began service Nov. 22; CHML and CKOC, Hamilton, Ont., Dec. 1; CFNB, Fredericton, N.B., will change Jan. 1; CJRC, Winnipeg, will switch but no date has been set.

Webb Artz, United Press radio editor, was in Montreal and Toronto early this month helping the Canadian Broadcasting Corp. set up its new department, which will supply national coverage stations with unsponsored news based on the reports of Canadian Press Assn. and BUP. The new service will begin Jan. 1. At a Montreal luncheon in his honor Artz met a number of Canadian advertisers using radio and at Toronto he met with station managers, representatives and agency radio executives.

Fewer Licenses in Canada

THERE were 1,275,806 licensed radio receivers in Canada on Oct. 31, 1940, according to figures released by the Radio Branch, Department of Transport, Ottawa. This compares with 1,345,157 at the end of the fiscal year, March 31, 1940. Last year all radio receivers in a home had to be licensed while this year one license covers all receivers. Ontario by latest figures, has the most licenses, 488,257. Quebec is second with 320,894; British Columbia, 111,402; Saskatchewan, 90,681; Alberta 90,206; Manitoba, 81,567; Nova Scotia 53,595; New Brunswick, 33,877; Prince Edward Island, 5,146.

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Radio's New Main St.

CURRENT disquieting events that plague radio, such as the regulatory threats of the bureaucrats and the war over music, not to mention Europe's war, are not deterring the broadcasting industry from its steady march toward stability as a public service medium. The overall program level is at its all-time peak, and public acceptance never was greater. Business is good and the composite client is happy, getting more return from his radio dollar than he procures from any other advetising medium.

There are marked trends in program development in this down-to-earth trek of radio. Just as radio has made music, ASCAP to the contrary notwithstanding, it is building up more and more personalities in demand for public appearances. That goes particularly for the movies. Now there is a mild revival of vaudeville, with radio as the base.

Which points up a new evolution in show business and in advertising. Radio studios now can be found in penthouses, in hotels, in newspaper plants and in almost every conceivable kind of structure. Many stations, notably in the last few years, have erected their own buildings, designed for broadcasting from cellar to roof. The next step, probably will be the radio theatre—a concert hall ground floor main studio. And it will come by popular demand.

Many radio acts are now on the road. They are the headline boxoffice attractions. Why shouldn't these shows be picked up from the affiliated station's own theatre studio? And why shouldn't the radio sponsors profit from the performances before these local audiences? The *WLS Barn Dance* history, and that of the *Grand Ole Opry* of WSM, and the *WLW Boone County Jamboree* prove the ends to which the rural audience will go to see their favorite radio personalities. They willingly pay at the gate, and boxoffice records constantly are broken by the magic of the radio buildup.

Thus we feel that the radio station of the not-too-distant future will have a marquee out front, and a theatre-type studio on the ground floor. Television, bound eventually to make its commercial debut, is destined to spur that trend. Far-sighted broadcasters already have detected it and are planning new construction accordingly.

Every future Main Street may eventually have as many radio theatres as it has picture houses. Why not?

Let's Ask Congress

IT'S HIGH TIME for a little plain talk about the radio regulatory outlook. Never before have there been so many cross-currents. And never before has the danger been greater to the broadcasting industry.

On just about every basic issue the FCC is divided. The radical, anti-commercial radio element today appears to be in the driver's seat. There is confusion about jurisdiction and about the intent of Congress as to this or that "reform".

We are not referring only to the network-monopoly onslaught of the FCC's present majority, though that development threatens seriously to undermine the existing structure. We have in mind also the project to break down clear channels even before the North American reallocation is an accomplished fact, and under rather dubious legal procedure. We also are conscious of another subsurface effort to scuttle the Havana Treaty allocation itself by default. There are innumerable signs that within the FCC resides a rapidly developing complex to crack those who have been successful in broadcasting as a business venture.

The situation is all the more serious because of the national emergency. In the helter-skelter pace to prepare for defense, the normal surveillance of administrative bodies by the Executive Branch and by Congress is lacking. Many acts ordinarily caught are lost sight of or permitted to drift. And because the FCC, to some extent, is clothed with a national defense function, it probably will seek to justify certain of the actions of its majority because of the tempo of the times.

Again we will be accused of looking under beds—a pet device of those in office seeking to deflect suspicion. But we see, for example, in the 1942 budgetary demands of the FCC more reason for concern. The current fiscal year, an abnormal one due to heavy purchase of monitoring and other equipment for national defense purposes, required an appropriation of something less than $4,000,000 for the FCC. For the 1942 fiscal year, which begins next June, the FCC seeks an increase of some $300,000—most of it for national defense purposes and for staff additions. More engineers, lawyers and accountants are sought. The more personnel, the greater the inclination toward new fields of regulation.

All these things have happened—all this digging in for more and more stringent regulation—without a reappraisal by Congress of the statute and of the FCC's functioning. Actually, the present law has not been changed in any of its substantive provisions since 1927. The leadership, philosophy and outlook on the FCC have shifted several times since its creation. Today the breach over basic considerations that strike at the very lifeblood of radio is wider than ever.

By deciding nearly every important issue through split votes, the FCC confesses it is confused. The rulings are based on legislative guesswork, on surmise as to what Congress intended in this instance or that.

The only way to ascertain what Congress meant is to ask Congress. A new session is coming up next month. It is clear that Senator Wallace White, one of the writers of that original Radio Act of 1927, intends to introduce new legislation to redefine the law.

In Congress there is the willingness to lead the FCC out of the wilderness. The Commission's majority would like to forestall an investigation for obvious reasons. The industry unwittingly has subscribed to that view, and by so doing is up to its neck in trouble.

It's somewhat too late to battle with briefs and other legislative ammunition. It is high time for legislative action for the preservation of radio as a public service. Broadcasting never before has been held in higher esteem by the public and the nation's lawmakers. There is nothing to prevent every broadcaster from discussing with his Senator and his Congressman the bureaucratic and hamstringing trends at the FCC, which bid fair to regulate the existing broadcasting structure into a state of innocuity, if not out of existence.

Again, Mr. President:

SEVERAL high-geared undercover campaigns are going forward for the Thad Brown vacancy on the FCC. No one can speak with authority now about the President's plans regarding that much-maligned agency, and there is some speculation about a new deal in personnel and a possible complete makeover of the FCC. The odds, however, are in favor of naming a successor to the Ohio Republican when the new Congress convenes in January.

Without going into the merits of reorganization, we cannot refrain from another plea for an appointment based on qualifications, not politics. There are at least two candidates being espoused whose backgrounds are entirely in the public utility-common carrier fields. The FCC already has a bumper crop of them, whose minds run only in a rate-regulation, limitation-of-profits groove. There is another campaign, the most potent afoot, for a distinguished educator, on the ground that the "educational viewpoint" should be projected in broadcast regulation. Even the educators will admit they have been treated more than fairly. We say no special interest or group—industry, education, religion or whatnot—has a right to expect an appointment.

The President should name a figure of unimpeachable integrity and proved industriousness, preferably one having a knowledge of radio and of communications, to the vacancy. We would like most to see a merit promotion from the FCC ranks, and we could name a half-dozen eligibles. If that isn't expedient, a practical broadcaster or businessman, an outstanding lawyer, or a qualified engineer should be named. The politicians howl about politics in radio regulation. They can best help out by keeping politics off the FCC.

We Pay Our Respects To —



EDWARD FRANCIS McGRADY WHEN a mimeographed War Department press release announced the other day that Edward F. McGrady had been named a special labor adviser to Secretary of War Stimson, it came as no surprise to the multitude of people all over the United States who know him as "Ed."

It was one of those things that Ed McGrady should be called to aid the Government in solving the labor kinks that are bound to arise from the national defense program. For this tall, erect man, with the sparse black hair and the keen brown eyes, who looks 15 years younger than his 68 years, holds an enviable position. He has the confidence of labor and is held in such high esteem by industry that he is a vice-president and director in charge of labor relations of the Radio Corporation of America.

And it is in that latter position that Mr. McGrady has come to be known throughout the radio industry. Three years ago when RCA was having labor troubles in its various subsidiaries, McGrady was hired by President David Sarnoff to serve as labor adviser and liaison.

During that time there have been no labor disputes among RCA's 24,000 employees that have not been settled amicably over the table. This former pressman has a formula in labor relations. It can be summed up this way: One, force never settles any labor issue; two, if labor leaders and employers must call names, let them call each other by their first names; third, both sides must consider themselves partners in a joint enterprise whose success depends upon mutual effort.

Mr. Sarnoff says that one of the most constructive things he has ever done was to hire Mr. McGrady. And Mr. McGrady thinks highly of his boss. "I've met leaders in every walk of life", he said, "but I have never met a man more socially conscious, more fair or just than David Sarnoff. Because of that my job is easy. He sets the pattern for RCA and the subsidiaries follow suit".

"No industry in the world," says Mr. McGrady speaking of radio, "pays better wages or has better working conditions than radio. Nor has any industry contributed more or cooperated more in national defense than radio."

In describing his job with RCA, Mr. McGrady says he follows the practice of keeping in the background. "Labor and management", he says, "must get together. They work together. It's to their common interest to know each other and know what they want. I never enter the discussion unless it reaches a stalemate."

In his new job Mr. McGrady will work directly under Secretary of War Stimson. However, he will devote part of his time to RCA, probably working early in the morning in his big, modern office in the RCA-NBC building in Washington and then transferring activities to another office in the War Department.

Ed McGrady was born in Jersey City, attending public schools there and later in Boston. After leaving school he became a pressman and soon after his 21st birthday was elected to the Boston Common Council. He served two terms in the Council and then went to the Massachusetts Legislature for a term. It was about this period he was elected to his first union office —president of a web pressmen's local in Boston. While holding this office he met the late Samuel Gompers, then president of the American Federation of Labor, who was favorably impressed by the work of the young Bostonian. Gompers named McGrady to the post of legislative representative of the AFL in Washington. In this position he travelled all over the United States in connection with labor legislation and thus built up his long list of friends. Naturally, he worked closely with members of Congress and the Government while in Washington.

In 1932 he, in company with another prominent labor leader, Daniel Tobin of the International Brotherhood of Teamsters, Chauffeurs & Helpers, lined up the support of organized labor for Presi-

(*Continued on page 75*)

Personal NOTES

STERLING FISHER, CBS director of education and talks, will be in charge of CBS activities at the Pan-American Educational Conference in Havana Dec. 26-28. A *School of the Air of the Americas* program will be broadcast in Spanish from Havana, in addition to the regular CBS *People's Platform* with Lyman Bryson, who will have as his guests well known Cuban and American educators including Dr. Armando Mencia, Director of the Inter-American Radio Office in Havana. Edmund Chester, CBS Director of Latin American relations, will also be present at the conference.

SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, has been elected to alumnus membership of Phi Beta Kappa 30 years after graduation from college. The Pennsylvania chapter of PBK elected him to membership at its November meeting.

SAM M. KERNER, sales manager of Edward Sloman Productions, Hollywood transcription production unit, left the West Coast Dec. 6 on a six weeks business trip and will be headquartered in Chicago.

S. NILES GATES, sales manager of C. P. MacGregor Co., Hollywood transcription concern, and Beth Linthicum, of Beverly Hills, Cal., were married in the latter city Nov. 23.

PHILIP G. LASKY, general manager of KROW, Oakland, Cal., has been elected to the board of directors of the Oakland Advertising Club.

WARD INGRIM, sales manager of KFRC, San Francisco, and Mary Elizabeth Torrey, formerly of Everett, Wash., were married recently in Burlingame, Cal.

HOWARD MARTINEAU, formerly of KLS, Oakland, Cal., has joined KHUB, Watsonville, Cal., as account executive in charge of local sales.

FRANK JAFFE has been named promotion manager of WIOD, Miami. He was formerly promotion manager of KMA, Shenandoah, Ia., and has been associated with the promotion department of the *Des Moines Register & Tribune.*

GORDON V. NORRIS has been named account executive of WEEI, Boston. He replaces Maurice Tompkins who leaves for an Army training camp Jan. 1.

HORACE N. STOVIN, radio station representative at Toronto, is recovering from a tonsillectomy. Taking his place is Tony Messner of the Winnipeg office and commercial manager of CKY, Winnipeg.

FRANCIS P. MURPHY, Governor of New Hampshire, who heads the company which recently acquired a construction permit for the new WMUR, Manchester, N. H., has been appointed by Donald M. Nelson, coordinator of national defense purchases, as special advisor on the purchase of shoes.

JAMES D. SHOUSE, vice-president of Crosley Corp. in charge of broadcasting recently returned to Cincinnati from a duck-hunting expedition to Stuttgart, Ark., with Charles Robertson Jr., of the Ralph H. Jones Agency, and Neil Otterbein, Cincinnati business man.

EDWARD GOLDSMITH, of the sales staff of KMOX, St. Louis, Judd Green, head of the sound effects department, and Wesley Farrell, studio supervisor, will leave Dec. 23 with the 138th Infantry Missouri National Guard for a year's training at Camp Robinson, Ark.

JACK HOWARD, president of Scripps-Howard Radio, and Mrs. Howard are the parents of a 6 lb., 14 oz. baby daughter, Pamela, born Dec. 9.

LOREN WATSON, manager of International Radio Sales, representative firm, on Nov. 5 broke his leg when he slipped on an icy walk. He is confined to the Lawrence Hospital, Bronxville, N. Y.

GLENN W. PAYNE, commercial engineer of NBC in New York has been appointed budget officer of the network, according to Mark Woods, NBC vice-president and treasurer.

C. T. LUCY, general manager of WRVA, Richmond, Va. will act as sponsor of the radio exhibit at the first annual Merit Badge Exposition of the Richmond area Boy Scouts Council. The event will be broadcast by the station.

NORMAN WHITTAKER has been appointed sales manager of WICC, Bridgeport. He succeeds Fred Rowe, who, until his sudden death recently had been sales manager of the station since it opened.

B. A. McDONALD, a member of the sales staff, has been named sales manager of KYW, Philadelphia. He succeeds Griffith I. Thompson, who last July became general sales manager of Westinghouse radio stations. Thompson continued to hold the KYW post until McDonald was named to succeed him.

CHARLES MORIN, San Francisco sales manager of CBS, dislocated several vertebrae when he stumbled and fell while duck hunting recently. He was incapacitated for several weeks.

LINDSAY SPIGHT, Pacific Coast manager of John Blair & Co., station representatives, left San Francisco recently for a three-week business trip in the East.

WENDELL G. OSBORN of the sales staff of WWJ, Detroit, and a lieutenant in the U. S. Naval Reserve, has started active service aboard the *Dubuque* at the Boston Navy Yard.

J. A. MURPHY, manager of KIT, Yakima, Wash., and KMO, Tacoma, has been elected president of the Yakima Kiwanis Club.

TOM HAMILTON, WOR salesman, is the father of a 7½ pound boy, John Caverley, born late in November.

GORDON OWEN, account executive of CBS, San Francisco, was hospitalized early in December as result of a facial infection.

DOUGLAS HOUGHTON has joined the Toronto office of Joseph Hershey McGillvra. He was formerly with the MacLean Publishing Co. at Montreal.

Joel H. Bixby

JOEL H. BIXBY, who with his mother Clara M. Bixby owned control of KBIX, Muskogee, Okla., died Dec. 1 of a heart ailment at his home in Springfield, Mo., where he was editor and general manager of Springfield Newspapers Inc., publishing the *Springfield News* and *Leader & Press.* Mr. Bixby, 52, also was 5% stockholder in KWTO-KGBX, Springfield. He died just eight months after his brother, Edson K. Bixby, who held 20% of the stock in the Springfield stations. Joel Bixby moved to Springfield last May after managing the *Muskogee* (Okla.) *Phoenix & Times-Democrat,* which his brother, Tams Jr., took over.

Myles F. Lasker

MYLES F. LASKER, 47, a former public relations counsel, died recently at his home in New York. He had been associated with the Esquire syndicate and at one time was radio representative for Mrs. Eleanor Roosevelt, the wife of the President.

BEHIND the MIKE

DON BRICE and Marvin Cade have been added to the announcing staff of WKBN, Youngstown. Brice comes from KSAL, Salina, Kan., and Cade from WCHS, Charleston, W. Va. Ruth Boldt has been added to the bookkeeping department while Dwight Merriam has been named musical director in addition to announcing.

ED FITZGERALD, columnist of the air on WOR, Newark, has been named recipient of a decoration from the Far Eastern Republic of Lebanon "in grateful acknowledgment of his services as a roving reporter covering the 1939 and 1940 New York World's Fairs," at which Lebanon had an exhibit.

HARRIET GRAY of the program department of WOR, Newark, has announced her marriage Nov. 8 to James J. Regan.

HELENE BURTON, formerly of the advertising department of *Cue* Magazine and previously in the radio department of Benton & Bowles, New York, has joined the press department of WOR, Newark, replacing Catherine Cunningham, who has joined WIP, Philadelphia, as secretary to Benedict Gimbel Jr., general manager.

FRANK McGIVERN, sports announcer of WJBC, Bloomington, Ill., on Jan. 11 will marry Genevieve Anderson, secretary to Carl Meyers, chief engineer of WGN, Chicago.

BILL RATTIGAN, continuity writer of KOA, Denver, is the father of a seven pound baby girl who has been named Melody Dee.

Johnstone Named

G. W. (Johnny) JOHNSTONE, director of radio for the Democratic National Committee, has been placed in charge of radio for the third inauguration of President Roosevelt. The appointment was made by Joseph Davies, former assistant to the Secretary of State, who is in general charge of arrangements. Johnstone, who is also handling radio for the committee in charge of the President's birthday celebration, was in Washington last week going over preliminary details. Earl Godwin, NBC Washington commentator, has been named to the committee arranging details for the celebration.

CARL E. WIENINGER, for more than three years director of musical programs for NBC networks from Chicago, later musical director of KOA, Denver, has been added to the KPO-KGO staff in San Francisco. He is in charge of the *Thesaurus* and record department.

SAMUEL BICKNELL, of the sales promotion department of WOR, Newark, on Nov. 30 married Mary Elton Roberts of Baltimore in New York.

MARVIN MUELLER, announcer of WGN, Chicago, collaborated in writing a song "Mum's the Word," which was purchased recently by BMI.

JOHN B. HUGHES, KFRC newscaster, is playing a role in the Warner Brothers movie, "Meet John Doe." He originated his Don Lee newscasts from KHJ during his picture work.

ADRIAN GENDOT, radio writer, formerly with KYA, San Francisco, is now writing material for Jack Kirkwood, comedian on the *KFRC Breakfast Club* program.

CARL HANSEN, formerly with KGW, Portland, Ore., and other Pacific Northwest stations, on Dec. 1 became newscaster and editor of KJBS-KQW, San Francisco, succeeding Jim O'Neil, resigned.

JANET KISTEMANN, formerly in the sales department of KYA, San Francisco, on Dec. 1 became traffic manager, succeeding Frances Pike, resigned.

DICK BRAY, sports announcer of WLW-WSAI, Cincinnati, and well known as a football referee, on Nov. 30 married Patricia Sharkey.

MISCHA KOTTLER, musical director of WWJ, Detroit, late in November was piano soloist with the Detroit Symphony Orchestra at one of its regular concerts in Detroit.

MARY JANE DOEBLER, vocalist of WMBD, Peoria, Ill., on Dec. 6 appeared as guest artist on the CBS *Al Pearce & His Gang*, winning an all-expense trip to Hollywood and $100.

WARREN McCLOY, of the continuity department of KOMO-KJR, Seattle, recently married Ruth Glascott, KOMO woman commentator sponsored for the last and coming year by Fisher Flour Mills Co., Seattle.

BILL PHARR, announcer at the New York World's Fair for the past two years, has joined the announcing staff of KRBA, Lufkin, Tex., replacing Ralph Widman, who has resigned to join the Army Air Corps.

HARRY W. PASCOE, formerly continuity director of WWNC, Asheville, N. C., and WMCA, New York, has been appointed director of continuity of WINS, New York, and the New York Broadcasting System. Also joining WINS recently is Al Charles, formerly salesman of WARM, Scranton, Pa., now a member of the WINS sales staff.

JOSEPH AINLEY, producer of WBBM-CBS, Chicago, has returned to his desk following a siege of pneumonia.

JOHN HARRINGTON, WBBM-CBS sports announcer, Chicago, for the second consecutive year has been chosen narrator for the 1940-41 American League annual baseball film. Ted Husing, CBS sports announcer, and Harrington are to only two men to ever do this film narration.

WILLIAM JOLESCH, continuity and publicity editor of KROD, El Paso, Tex., has been named traffic director in addition to his other duties. D. K. Gabbert has joined the KROD continuity staff.

MEL VENTER, of the production staff of KFRC, San Francisco, and formerly with KFBK, Sacramento, has been promoted to KFRC production manager.

JIM MOORE, announcer of KRE, Berkeley, Cal., is recovering from an infected throat, suffered early in December.

EDDIE BAKER, of the musician's staff of WHOM, Jersey City, has been appointed musical director and organist for the *Famous Fathers* transcribed series of quarter-hour programs, produced by Kermit-Raymond Corp., New York, and presented on 39 stations.

B. S. BERCOVICI, news commentator who recently joined WSAY, Rochester, N. Y., on Dec. 9 started a series of five times weekly news commentaries on MBS, broadcasting from WSAY.

LOIS LORRAINE, formerly of the CBS publicity department in New York and previously a reporter and newspaper feature writer, has joined Voices Inc., New York, as an account executive.

DON FISCHER, with WTAD, Quincy, Ill., for the last 2½ years as assistant manager and program director, joined NBC in Washington Sept. 1 as announcer.

Meet the LADIES



MARION KAROL

MILLIONS of words pass under the surveillance of Marion Karol yearly, because it's her job as CBS Hollywood commercial continuity editor to read script of all shows that originate from the network studios in that city. That means spot announcements, too. Miss Karol has the final say on the acceptability of every line of copy that CBS and agency writers produce. That's why her office is referred to as the Script Laundry or Idiot's Delete. She peruses all script to see if the canons of good taste, the policies of CBS and the code of NAB are followed. In addition she supervises the recapitulation of the KNX, Hollywood, program structure in which all sustaining and commercial shows are listed and broken down according to type. And after all this, like the proverbial postman, one of Miss Karol's favorite pastimes is reading.

JUD LA HAYE, New Haven supervisor of WICC, Bridgeport, and Bill Farley, assistant, will start production on the winter "Listener's Theater," Yale School of Drama presentations, to start Dec. 16, 9 p.m., over MBS.

DAVE CROCKETT, announcer, KOMO-KJR, Seattle, is back at the microphone after a two-month leave of absence in California.

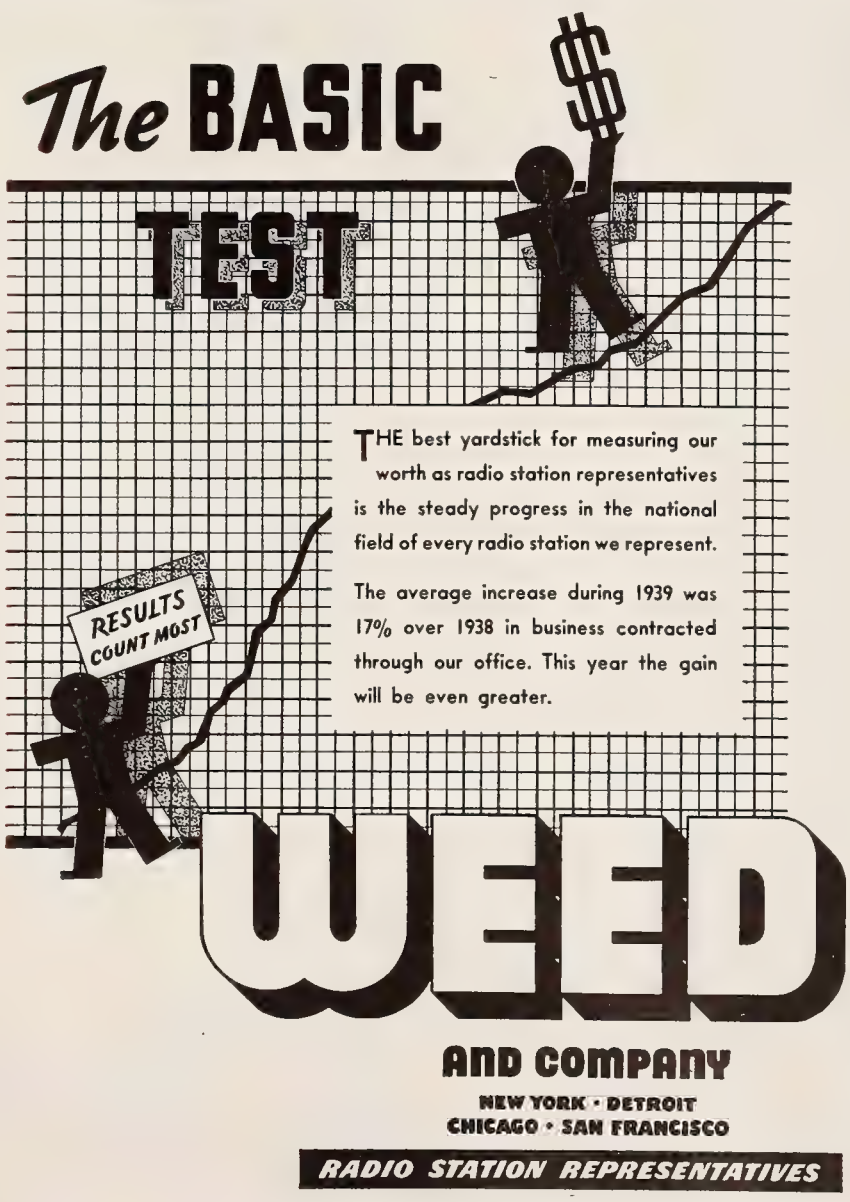
HARWOOD HULL, farm director of WAPI, Birmingham, on Nov. 30 married Josephine Campbell in San Juan, P. R.

TOM SLATER, announcer of WOR, Newark, has been selected as m.c. and producer of the series of Sunday half-hour programs *This is Fort Dix*, which started Dec. 15 on WOR. Purpose of the series, originating in the Hostess House at Fort Dix, N. J., is to give listeners a picture of life in the training camp as well as entertainment by the recruits themselves.

LOIS ENGLEHARDT, secretary to Luther Hill, vice-president and general manager of Iowa Broadcasting Co., on Nov. 28 was married to Robert Jory. Dick Teela, who joined the CBS production department Dec. 2, was given a farewell party by the staff of KSO-KRNT, Des Moines, before leaving the stations.

GEORGE BARBER, formerly of WJHL, Johnson City, Tenn., has joined WIBR, new Knoxville station, as production manager.

CHUCK FOSTER, newscaster of KIT, Yakima, Wash., recently married Betty Secrest.



JOE WEST has been placed in charge of the reception and mail departments at KPO-KGO, San Francisco, replacing Stan Smith, resigned. Harry Mayhorn was transferred from reception department to the continuity department. Bob Gray and Bill Emery shifted from mail to reception department. Jack Ulrich moved into the mail department.

THOMSON BARTLETT, announcer of WBBM, Chicago, appeared in two skits, one of which he wrote, in the annual Junior League Follies at the Pabst Theatre, Milwaukee, Dec. 13-14. Bartlett's father was one of the leading men in the first Milwaukee Junior League Follies 21 years ago.

FRAN BOOTON, announcer of WDZ, Tuscola, Ill., on Dec. 1 was married to Arletta Lashbrook of the WDZ mail department.

EVELYN OVERSTAKE, known as the Melody Maid on WLS, Chicago, has been transferred to KOY, Phoenix, Ariz., effective Dec. 9.

SONYA CHERNIS, formerly in the publicity department of Warner Bros. Studios, Burbank, Cal., is conducting two weekly programs on KGU, Honolulu. One is titled *Women in the News*. The other consists of Hollywood chatter.

TOM McKNIGHT, Hollywood producer of William Esty & Co., on the CBS *Blondie* program, sponsored by R. J. Reynolds Tobacco Co., in addition has been signed to a writers contract by Columbia Pictures.

GAYLORD CARTER, Hollywood organist on the CBS *Amos 'n' Andy* program, sponsored by Campbell Soup Co., has joined the network's Pacific Coast musical staff.

DALE EVANS, vocalist and composer of WBBM-CBS, Chicago, recently had her latest song "For My Own Good" accepted by BMI.

TED BOWER was added to the announcing staff of WPEN, Philadelphia, as a relief announcer, coming in from WBAB, Atlantic City.

MAX SOLOMON, of the sales staff of WFIL, Philadelphia, suffered a broken cheek bone in an auto accident early in the month, but he still continues working.

LeROY MILLER, announcer of the *Musical Clock* early morning shows on KYW, Philadelphia, has been elected a member of Philadelphia Steam Fire Engine Co. No. 1, of Pottstown, Pa., one of the oldest fire companies in the country.

LONNY STARR, announcer of WPEN, Philadelphia, has been selected as Santa Claus for the Masonic Golden Slipper Square Club's crippled children's Christmas party.

COLONIAL Broadcasting Corp., formed by the owners of the *Newport News* (Va.) *Daily Press* and *Times-Herald*, who also own WGH, Newport News, have applied to the FCC for a new 250-watt station on 1200 kc. in Norfolk, Va.

BERT HORSWELL, former station representative, recently manager of KRIC, Beaumont, Tex., is head of a new company seeking a new 1,000-watt station on 1550 kc. in Orange, Tex. He owns 44% of the stock, with Julius M. Gordon, motion pictureman, also owning 44%.

MARGARET ELIZABETH OTTO, formerly with KYA, San Francisco and now in government service in Washington, and Donald Weston Billings, sportscaster of KYA, will be married at Falls Church, Va., Dec. 21.

JIMMY COFFIS, Stanford U graduate and recently a "barker" at Sally Rand's Nude Ranch at the Golden Gate Exposition, has joined the guest relations staff of KPO-KGO, San Francisco.

BETTY ARMSTRONG, recently an advertising executive of John Shillito Co., local department store, has joined WLW, Cincinnati, as assistant to Chick Allison, WLW sales promotion manager.



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to Increase Your Sales

YOU, TOO, can take advantage of the sales possibilities in the rich Shreveport market. KWKH, with 50,000 watts and outstanding CBS and local programs, completely dominates this rich section with over 3,000,000 persons.

MEMBER
SOUTH CENTRAL
QUALITY NETWORK
KWKH—Shreveport
KTBS—Shreveport
KARK—Little Rock
WJDX—Jackson
WMC—Memphis
WSMB—New Orleans

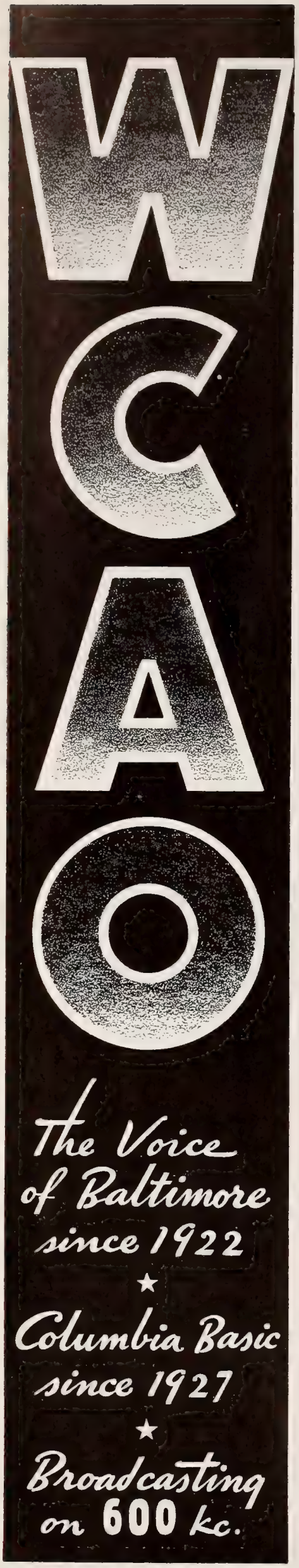
REPRESENTED BY THE BRANHAM CO.

K W K H

A SHREVEPORT TIMES STATION

SHREVEPORT • LOUISIANA

50,000 Watts • C B S



JOHN CHARLES DALY, announcer of WJSV, Washington, is the father of a boy, John Charles Daly IV, born Dec. 2. Tommy Tait, WJSV page, has returned to work after four months active training with the Naval Reserve. Woodward Warrick, WJSV apprentice engineer, has gone on active duty as a reserve lieutenant with the Army Ordnance Department in Washington.

LEE KIRBY, football announcer of WBT, Charlotte, is in the hospital after being stricken while on duty. He is resting comfortably although in a weakened condition from loss of blood.

DOUG MARSHALL has joined the announcing staff at CJKL, Kirkland Lake, Ont. He was formerly newscaster on Toronto stations for the *Toronto Globe & Mail.*

LLOYD MONK has joined CKGB, Timmins, Ont., as music librarian. He was formerly program director at CKCR, Kitchener, Ont. Vernon Carter is now with the sales and promotion staff of CKGB, coming from the announcing staff of CKCL, Toronto.

ROY PEDERSEN, North Dakota Agricultural College student, has joined the announcing staff of WDAY, Fargo, N. D.

KNOX MANNING, CBS Hollywood commentator, has been assigned the role of a radio announcer in two films, "I Want Wings," being produced by Paramount, and "How to Skate," a Warner Bros. short subject.

BERT SYMMES, formerly of KSFO and KFRC, San Francisco, has joined the production and announcing staff of KLS, Oakland, Cal.

HUB JACKSON, former program director and announcer of KABC, San Antonio, on Dec. 4 joined the announcing staff of KFJZ, Fort Worth, and Texas State Network.

DRAKE BINGHAM, formerly of WKY and KOMA, Oklahoma City, and KVOO and KTUL, Tulsa, has joined the news staff of KANS, Wichita, Kan., as night editor. Recently he was city editor of the *Alva* (Okla.) *Review-Courier.*

WYTHE WILLIAMS, MBS war news analyst, was recently appointed vice commander of American Legion Air Service Post 501, New York.

ROBERT TRENDLER, orchestra leader of *Show Boat* and *Wings of Destiny*, NBC, Chicago, is the father of a son, born Dec. 4. The mother is Anne of the Anne, Pat and Judy song team heard on the WLS *Barn Dance.*

EDWARD L. SAFFORD Jr., formerly with several Southwest stations, has joined the announcing staff of KROD, El Paso.

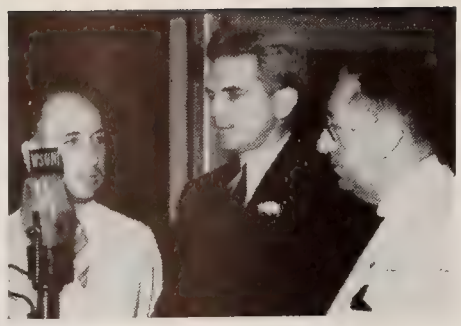
MORRY BERTSCH, formerly of KQW, San Jose, Cal., and KYA, San Francisco, has joined KHUB, Watsonville, Cal. as chief announcer.

CHARLES ARLINGTON has been added to the announcing staff of WFIL, Philadelphia, replacing Fred Temple, resigned. He was formerly news announcer at WWJ, Detroit.

LEWIS LACEY has been appointed head of the music rights department of KTSA, San Antonio.

Mary Mason Honored

MARY MASON, director of the *Home Forum* of WRC, Washington, was honored Dec. 4 at a luncheon in recognition of her fifth anniversary with WRC. Attending were 40 women representing radio, women's clubs and the press. Included were Mrs. LaVerne Beales, president of the General Federation of Women's Clubs; Helen Essary, president of the Women's Press Club; Ruby Black, noted newspaperwoman and author of the biography, *Eleanor Roosevelt;* Frances Northcross, home economist of WOL, Washington, who first presented Miss Mason to the Washington audience. Sanitary Grocery Co., local subsidiary of Safeway Stores, supplied a cake. She also was feted on a special birthday broadcast on WRC Dec. 7.



TRIBUTE at midnight each Saturday is paid to stations, cities and States during the *Sunshine Salute* of WSUN, St. Petersburg, Fla. The opening program of the good-will series featured Governor-elect Spessard L. Holland (center). Watching him at the mike are Louis J. Link (left), station director, and Joe Frohock, publicity director.

HONOLULU PICKUP
KARM to Remote Grid Fame From Hawaiians

A LONG single station remote is scheduled for New Year's Day, when KARM, Fresno, Cal., broadcasts a football game being played in Honolulu. KARM has sent its sportscaster, Dick Wegener, to the Hawaiian Islands to present a play-by-play account of the Hawaii Pineapple Bowl game between Fresno State College and the U. of Hawaii.



Mr. Wegener

Wegener's description will be carried by RCA short wave from Honolulu to the RCA receiving station just north of San Francisco. From San Francisco it will go by special leased line to KARM's transmitter.

Due to the difference in time between Honolulu and the mainland, the game will be on the air beginning at 4:30 p.m. (PST).

Wegener, second place winner in a recent nationwide sportscasters' popularity contest, sailed Dec. 12 on the Lurline with the Fresno State football team from San Francisco.

CBS European Staffmen

WILLIAM L. SHIRER, CBS correspondent in Berlin, will arrive in New York via the Clipper in mid-December for a four to six weeks vacation, after which he will return to Berlin. His assistant, Harry W. Flannery, remains in Berlin. CBS is understood to be sending another man to its London headquarters after Jan. 1 to replace Eric Sevareid, now a regular member of the CBS New York staff. The new correspondent, as yet unselected, would assist Edward Murrow and Larry LeSueur, currently in London.

Coleman Cox

COLEMAN COX, 67, writer and lecturer, whose inspirational radio talks were syndicated to all parts of the English speaking world, died late in November in San Francisco from a heart attack. He was known on the air as "The Philosopher". He wrote scores of books, principally on the philosophical side, including *Take It From Me.*

WAGE bonuses totalling $350,900 will be paid by the *Milwaukee Journal,* operators of WTMJ, to its 1,043 employees as of Dec. 1, 1940.

Fineshriber Appointed CBS Musical Director

WILLIAM FINESHRIBER, CBS script writer for serious music programs and commentator last summer for the CBS Symphony concerts, has been appointed director of the CBS music department, filling the position left vacant since Davidson Taylor became assistant to the vice-president in charge of broadcasts.

A summa cum laude graduate of Princeton, Mr. Fineshriber joined CBS in 1931 as a member of the publicity department, leaving in 1934 for three years as manager of Carnegie Hall, New York. Rejoining CBS in 1937, he edited and produced the music programs of Columbia's *American School of the Air,* in addition to other music publicity work. Succeeding Mr. Fineshriber in the CBS script department, and as program annotator, is Ben Hyams, formerly music editor in the CBS publicity department.

Georgia Time Salesmen Plan Series of Meetings

JOHN M. OUTLER, commercial manager of WSB, Atlanta, and chairman of the commercial committee of the Georgia Assn. of Broadcasters, has called a meeting of radio salesmen of the State to be held Jan. 18 in Macon. Dr. Frank Stanton, director of research of CBS, and Charles C. Caley, commercial manager if WMBD, Peoria, Ill., will speak.

All persons in Georgia connected with the commercial departments of radio stations are invited to the rfist of a series of such meetings to be held by the Georgia association. Plans are under way to bring nationally-known speakers for each session.

Heads CBS Artist Bureau

WILLIAM E. FORBES, in charge of CBS national sales service on the West Coast, has been appointed general manager of Columbia Management of California Inc., Hollywood, by Donald W. Thornburgh, the network's Pacific Coast vice-president. Forbes succeeds Murry Brophy who, because of ill health, resigned the post of executive vice-president and general manager of the network's owned and operated talent service. The position relinquished by Forbes has been taken over by Hal Hudson, KNX, Hollywood, program service manager. Forbes joined CBS four years ago, having previously been associated with KHJ, Los Angeles, and KMPC, Beverly Hills, Cal., as account executive. Before joining KNX a year ago, Hudson was in charge of WBBM, Chicago, continuity. He also was script writer of Neisser-Meyerhoff.

Arrested in Mail Fraud

GORDON R. HIGHAM, 46, of Wilmington, Del., who presented his own program on Philadelphia radio stations in 1938 and 1939 under the name of "Bob White," was arrested Nov. 30 at Woodbury, N. J., and held in $1,000 bail for the Federal grand jury on a charge of allegedly using the mails to defraud. Higham, now a British government inspector at the duPont powder plant near Pennsgrove, N. J., is charged with telling radio listeners he would send them a book of poems for $1. He is said to have received money from 75 persons, but wrote them he could not deliver the books because he had trouble with his printing office and it is charged he never was in a position to deliver the books.

To the radio advertising industry

on another year of meritorious

public service

Congratulations and Season's Greetings



FCC Hears Argument on Net-Monoply

Proposed Rules Are Bitterly Attacked

THE JURISDICTIONAL question of how far the FCC can go, if at all, in regulating the business affairs of networks and their affiliated stations must be decided before that agency undertakes drafting of its final report on the controversial network monopoly investigation of its special committee.

This fact developed after the FCC had listened Dec. 2-3 to oral arguments on the Committee's report. FCC Assistant General Counsel Joseph L. Rauh Jr. argued that the Commission held jurisdiction to regulate contractual relationships all down the line, except actual fixing of rates, and was supported only by MBS among the major networks. NBC, CBS and Independent Radio Network Affiliates, on the other hand, argued that the law clearly denied the FCC any such jurisdiction and predicted dire developments should such a course be followed.

Reopen Record

The upshot was what amounted to a reopening of the voluminous record in the two-year-old investigation, with all respondents given until Dec. 16 to file supplementary briefs on the jurisdictional question and on any other matters related to the hearing. The date for filing briefs was extended to Dec. 24 on petition of NBC and CBS and may be postponed until Jan. 2.

Oral arguments were opened—with an audience of some 200 present—by FCC General Counsel Telford Taylor. In his preliminary statement he brought out that under Section 303 of the Communications Act the FCC is authorized to make special regulations applicable to stations engaged in chain broadcasting. The order upon which the FCC's inquiry was based, he explained, was designed to ascertain whether regulations ought to be drawn. It covers the advisability of making legislative recommendations to Congress on matters not encompassed in the Communications Act.

Mr. Taylor analyzed the draft regulations made public by the FCC Nov. 28 [BROADCASTING, Dec. 1], emphasizing it had been made abundantly clear that these had not been approved by the Commission, but had been presented only so counsel might have specific proposals to support or criticize.

After analyzing the proposed regulations and the positions taken by the respective networks in connection with each basic issue, Mr. Taylor said the report of the FCC Committee endorses the network plan of program distribution, but emphasizes the necessity for each station to provide local service. The report, he said, points out various practices found to be "detrimental to the proper operation of chain broadcasting".

Jurisdictional Issue

The jurisdictional issue was touched off by Assistant General Counsel Rauh in his presentation, following that of General Counsel Taylor.

The question covered, he said, pertains to the issuance of regulations dealing with the network-outlet contract with a view "to furthering free competition in the radio broadcasting industry".

Relying upon the public interest, convenience and necessity clause of the Communications Act, Mr. Rauh argued it was clear that the FCC, through its power to grant or deny licenses or renewals and to make implementing regulations, "has jurisdiction to deal with the contractual relationship between network and affiliate and to that extent these relationships affect the ability of the licensee to operate in the public interest".

He pointed out that Section 303 (i) of the Act confers upon the FCC the power "to make special regulations applicable to radio stations engaged in chain broadcasting". Focusing attention upon purported restrictive clauses in affiliate contracts, such as exclusive contracts, alleged excessive optioning of time and long duration of contracts, Mr. Rauh said the question boils down to whether the Commission could reasonably conclude, as had the Committee, "that these contractual arrangements affect the ability of the network affiliate to operate in the public interest." A further question is whether the conclusion would be reasonable that the program service has suffered as a result of these exclusive arrangements, that communities have been deprived of programs they would otherwise have obtained.

Intent of Congress

After posing another series of questions stemming from the present contractual arrangements, Mr. Rauh held the FCC has ample authority to issue regulations. He said if the Commission determines a licensee is entering into contracts which obstruct the growth of other networks and if it determines the growth of such competing networks would improve service, it could "reasonably conclude that the operation of the station pursuant to such an arrangement was not in the public interest".

The intent of Congress, Mr. Rauh contended, was to give the FCC full jurisdiction to prevent restraints on competition in broadcasting. He alluded to Congressional debates and to the language of the Act itself. He cited the recent Supreme Court opinions in the Sanders and Pottsville cases, asserting that Congress gave the Commission power to deal with chain broadcasting in "clearcut and unequivocal terms".

Referring to the Supreme Court decision in the Sanders case, which held the FCC has no power to regulate the business of radio stations—Mr. Rauh said this was true and that stations are not public utilities "in the strict sense and the Commission has no power to regulate their rates for the protection of purchasers of time". Thus, he said, the Commission would have no power to set the advertising rates of stations simply because it thought such action would be good for business generally.

But, he argued, "it is a wholly different thing to say the Commission has no power to regulate a particular act of a licensee because that act happens to be what might be called the business of the licensee". Concluding, Mr. Rauh said he had sought to demonstrate there are "no legal obstacles to the issuance of some such regulations as have been discussed".

NBC's Argument

Opening argument for respondents, NBC Chief Counsel Hennessey expressed his hearty disagreement with "almost everything that has been said". He flayed the Committee Report, contending it was shot through with errors of fact, and also took issue with the position taken by MBS in support of the report, and with the comments on the suggested special regulations.

Mr. Hennessey branded the Com-



NEARLY 300 miles from its base, the WKY mobile unit covered the recent Amarillo storm. Reports were shortwaved from the truck to amateur operators in Oklahoma City. WKY says its information was used by the Oklahoma City AP bureau as basis for a weather story under a Dallas dateline. Later the WKY transmitter secured lines from Shamrock, Tex., to Oklahoma City. In the midst of the Amarillo debris Bob Eastman (left), WKY news editor, interviewed a newspaper reporter.

FCC Studies Plan to Delete Network Disc, Artist Activity

Regulation and Legislation Considered as Final Network-Monopoly Hearing Report Is Awaited

WHETHER the networks, by regulatory decree or legislative action, should be required to divest themselves of major operations in the transcription and artist booking fields may become focal issues in the network monopoly problem awaiting a final report of the FCC.

After allegations of suppression of competition in both spheres of activity had been made to the FCC during oral arguments on the Network-Monopoly Report Dec. 2-3, questions from the bench indicated deep interest in this phase of the network operations. NBC maintains its own transcription service, along with RCA home recording activities, and also operates an extensive artist and concert bureau. CBS recently invaded the recording field through acquisition of American Record Co. and other recording interests, but has confined its activities to home recording. It likewise maintains an extensive artists service.

Catchings' Plans

Suggestion that networks be excluded from the transcription field and that transcription companies likewise be prevented from engaging in wire network operations was made by Waddill Catchings, chairman of the board of Associated Music Publishers, partner in the banking firm of Lehman Brothers and president of Muzak. World Broadcasting System, leading entity in the transcription field, previously had filed a brief supporting the general conclusions of the FCC Network Committee, but did not present oral arguments. On behalf of the Assn. of Transcription Producers of Hollywood, headed by Gerald King, Standard Radio partner, Ben S. Fisher, Washington attorney, urged the FCC to eliminate the transcription announcement requirement and to draft regulations requiring all stations to meet minimum standards on transcription reproducing equipment. He did not discuss the network competitive aspect as to tailor-made discs, however.

Acting as his own attorney, Mr. Catchings said he not only approved the FCC Committee's "fine constructive work," but felt that it did not go far enough in its recommendations. The Committee might have recommended that steps be taken to protect the public from the "abuse of networks," he declared.

"NBC and CBS are permitted to control and suppress transcription competition," Mr. Catchings charged. Declaring that the art of recording has progressed beyond the art of broadcasting, he maintained that transcriptions can present the artists at their best.

The major networks, by virtue of their contractual relationships with stations, advertisers and artists, have the power to "suppress development of independent com-

(*Continued on page 74*)

mittee report as "inaccurate and distorted", with many "unwarranted conclusions". He charged that the Committee had taken "editorial liberties" with the original evidence. And this promptly precipitated examination from the bench by Messrs. Walker and Thompson, the only remaining members of the Commission who signed the Committee report.

To support his contention of inaccuracies, Mr. Hennessey recited what he termed glaring instances of "distortion", among them the statement that NBC gave no service to "listeners" in New Jersey. The original testimony dealt with NBC outlets in New Jersey, he observed, pointing out that both of NBC's key stations in New York serve the New Jersey area.

Commenting on the brief filed by MBS, he said it dealt not with the virtues of that network but with the shortcomings of NBC and CBS. The record, he declared, is "strangely silent on ownership of MBS", while it lengthily discusses NBC's ownership by RCA. MBS, he said, is controlled by the *Chicago Tribune* and by R. H. Macy & Co., and that if an attempt was being made to show a controversy between a "giant and a pigmy", he desired the record to show who was the "pigmy". He argued that the crux of the MBS effort is to get "more 50 kilowatt stations".

Conflicting Views

The NBC counsel attacked the position taken by MBS that the FCC should "help" it in the formation of a network through enforcement of the anti-trust laws and its licensing powers. He said MBS could improve its position by offering more attractive propositions to stations of the other networks, rather than seek the aid of the Commission.

Mr. Hennessey essayed to show that the position taken by Louis G. Caldwell, chief counsel for MBS, was in conflict with his position as counsel for the Clear Channel Group. Whereas MBS now supports the jurisdiction of the FCC to issue regulations governing contractual relationships between network and affiliate, he said Mr. Caldwell in May, 1939 had argued that the function of the FCC was to regulate broadcasting in a physical way and that it had no jurisdiction to take competitive factors into account.

When Mr. Hennessey attacked that portion of the Network Monopoly Committee's report dealing with duplication of clear channels, Commissioner Thompson quibbled with him about the precise language used. The Commissioner insisted that the Committee used the word "revaluation" and did not advocate a breakdown as such.

New Networks

Asked by Chairman Fly about the possibilities of forming new national networks, Mr. Hennessey said two avenues appear open. One is within the present allocation structure and continuation of the existing policy of private initiative, with sufficient financial backing, and the other through development of FM. He alluded to the Transcontinental effort of last year, and the effect upon MBS outlets. If that venture had been successful, he pointed out, it would have meant not additional network service, but simply a substitution.

He agreed with Chairman Fly that it would be a difficult job to organize one new network and virtually an impossible task to create two, under the existing allocations structure. But the FCC, he pointed out, might decide to duplicate all 26 clear channels placing four or five stations on each in major markets and thereby provide facilities for a "made-to-order" network. If that were done, however, he predicted it would mean loss of service to rural listeners and would constitute an entirely unreasonable price. He said the present allocations structure is the only answer to proper balance between rural and urban service.

Vigorously opposing proposals to eliminate exclusive contracts of networks with their affiliates, as advocated both by the FCC Committee and MBS, Mr. Hennessey said an entirely erroneous notion has been advanced on this score. Citing Louisville as an example, he explained it has one 50,000-watt outlet, one 5,000 watt station and one local. If "free competition" of the order suggested prevailed, networks would become "program brokers", he said, and obviously all of the desirable programs would go to the 50,000-watt outlet. If maximum public service is to be rendered, exclusivity is essential, he insisted. All incentive for development of sustaining programs would evapo-

Tongues Tied

WCOP, Boston, has revamped its schedule of foreign language broadcasts to include them all in a daily 90-minute block, from 10:30 a.m. to 12 noon rather than scattering spots through the day. The station also has consolidated its Sunday foreign language schedule to open up spots for religious, educational and commercial shows.

WFBL
SYRACUSE
LEADS AGAIN!
Now Carrying 33% More Commercial Network Shows Than Any Other Syracuse Station
Choice of advertisers on every score, WFBL again proves its leadership with 240 quarter hours of commercial network shows—compared with 180 quarter hours for the 3 combined networks of the other Syracuse station. For full details, write
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SYRACUSE, N. Y.
or Free & Peters, Inc.
National Representatives

KSD
EXCLUSIVE
NBC RED NETWORK
St. Louis Outlet
First in St. Louis
Since 1935 KSD Has Led All Other St. Louis Broadcasting Stations in "Firsts," in 16 Nation-Wide Radio Star Popularity Polls, voting for listeners' preference.
MORE PIONEERING FIRSTS
During 1940
KSD the first broadcasting station to be given full-time 24-hour Associated Press world-wide news service.
KSD studio put the first facsimile general election returns in the home through the first Radio Daily newspaper, over KSD Auxiliary W9XZY. First in St. Louis, if not first in the world.
KSD is now serving the largest number of sponsors and carrying the greatest volume of sponsored time in the station's history.
The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

rate under the free competition theory, he said.

The problem for network ownership of stations was raised by Chairman Fly. The NBC attorney declared that for program origination purposes, networks should own stations in key talent centers such as New York, Chicago, Hollywood, San Francisco and Washington. That the FCC intends to appraise the necessity for network ownership of stations was evidenced in other questions regarding NBC ownership, management or operation of outlets.

Condemns Them All

Asked by Chairman Fly to comment on the series of suggested regulations of Nov. 28, Mr. Hennessey cited each proposal, with the recommendation that it be eliminated. He argued that the FCC lacks authority to assume any degree of program control; that affiliation contracts must be on an exclusive basis; that the option time clauses are essential to assure advertisers of continuity of service and to avoid loss of business to other media which would mean economic dislocation of radio; that long-term contracts are essential to affiliates and are always contingent upon FCC renewal of the license of the affiliated station; that NBC does not fix or influence rates of affiliates, but procures only a "most favored nation clause" guarantee against reductions for other services, and that NBC effectively and efficiently has operated its dual networks.

Summing up, Mr. Hennessey agued that if the FCC adopts regulations like those proposed "you will have destroyed the American System of Broadcasting".

Judge Burns Opens Up

Launching the second assault upon the jurisdictional position of Mr. Rauh was John J. Burns, chief counsel for CBS, first general counsel of the Securities & Exhange Commission, and former Massachusetts judge. He said he thought Mr. Rauh was guilty of a "fundamental misconception of the functions of a licensing agency". As a licensing agency, Judge Burns declared, the FCC sits in a judicial status, but in the current investigation it sits as a "regulatory body".

Congress, Judge Burns argued, carefully "delimited" the power of the Commission, and even went so far as to use the phrase "finally adjudged guilty" in dealing with the monopoly question. The history of the Congressional action clearly reveals that Congress did not want to repose in the FCC power to regulate business aspects of broadcasting, he argued. The FCC's duty is to refer the monopoly question to the Department of Justice, Judge Burns held, if there is not time enough to go to Congress for redefinition of the statute.

Contending the FCC should not seek to enlarge its powers to regulate the networks, CBS counsel pointed out that when that network was formed in 1927, it introduced spirited competition in the network field. Congress at that time could not have known about the complicated business problems which developed subsequently in broadcasting and therefore could not have implied regulation of contractual relations of networks with their affiliates, he declared.

Calling the FCC Law Department's interpretation a "shocking violation of construction", Judge Burns said there is no suggestion of standards in the law, and that in his view there is a serious question of Constitutional violation in the jurisdictional approach. Moreover, he asserted that Congress did not give the FCC the power to regulate contracts of the AT&T in its special investigation of that company, but confined its task to a "report" on them. The suggested regulations for network operation, he asserted, are not based on a "valid basis of the fact".

Urges Rejection

Judge Burns then urged that the FCC reject the Committee's report in its entirety. Serious errors of fact were made by the Committee, he charged, and he specified such instances in connection with CBS.

Declaring that only certain stations connected with MBS had approved the committee report, Judge Burns said that apparently this network wished to improve its status through FCC fiat at the expense of the other networks. He charged the Committee with a "fundamental failure" by misconceiving its functions. The whole thread of the report is that of improving the status of affiliates. IRNA, he pointed out, declared it wants its share of network revenues but does not want the Government to get it for them.

Describing the exclusivity provisions as "neither good nor bad, but functional", Judge Burns predicted a "revolution in the American broadcasting picture" if such contractual provisions are eliminated. CBS, he said, would not be interested in developing outlets for the exploitation of "time brokers", which he declared would be the case if exclusivity were banned. He called this provision the very essence of responsible permanent station development, and declared that

Boston-NBC 1942 Setup

A SHIFT in NBC-Red and Blue affiliations in Boston is not likely until June 1, 1942, according to information given the FCC Dec. 3 during the oral arguments on the Network - Monopoly Report. Philip J. Hennessey Jr., NBC counsel, stated that the present contract of NBC with the Shepard key station runs until the 1942 date, and that WBZ, Westinghouse - owned outlet now on the Blue, has contracted with NBC for the Red affiliation upon expiration of the WNAC contract.



Farm incomes for the first ten months of 1940 were one-fifth higher than the average for the same period over the previous five years, in the great Northwest, served by KFYR.

Popularity and commercial billings at KFYR are now the highest ever, thanks to top-flight NBC Red *and* Blue shows, and brilliant local showmanship. KFYR is today—more-than-ever—the most potent selling force in this greater-than-ever Northwest.

Join the ever-increasing list of time-buyers who are hitting a new high in sales through KFYR's dominance in the Northwest. Get details from any John Blair man.

KFYR—*Bismarck, N. D.*

5000-1000 WATTS • NBC AFFILIATE • 550 KILOCYCLES



TELEPHONE CALLS from *1180 Club* fans of WDGY, Minneapolis, so deluged the regular telephone girls recently that Dr. George W. Young, WDGY owner, himself was drafted to help take requests, resulting in this stimulating confusion atop his desk. The *1180 Club* feature is a two-hour Saturday afternoon swing session during which likes of listeners' run the show.

the same facts apply to option time clauses. These two features, he said, are "utterly essential" to proper conduct of networks.

Declaring that the proposed regulations are not within the power of the FCC to promulgate, Judge Burns said the whole question of suppression of competition is fallacious. He referred to the arrangements made by MBS to handle the World Series exclusively as an indication of the type of competition now existent. He ascribed as the probable reason for this the ability of MBS to offer a lower rate, asserting that this perhaps was so because it does not operate and maintain "large expensive network services" similar to those of its competitors.

On ownership of stations by networks, Judge Burns argued that there is nothing in the record to show that such ownership is "wrong per se". He said this ownership is vital to broadcasting, as it has developed in this country. Networks, he said, can make a better case for station ownership "than a newspaper or department store".

The IRNA Case

Opening the presentation for IRNA, Paul M. Segal, its counsel, asked and obtained permission to have IRNA Chairman Samuel R. Rosenbaum, also an attorney, argue a portion of the case.

After explaining the functions performed by IRNA and its participation in the present proceedings, Mr. Segal said the organization opposed consideration of the suggested regulations in their entirety, deeming them outside the FCC's jurisdiction. He claimed they deal with the busines of broadcasting as distinguished from allocation and licensing, contrary to Congressional mandate; that the regulation of the broadcasting business is confided to other agencies of Government; that competition between Governmental agencies on such regulation can lead only to confusion, and that regulation of network - affiliate relationships would so weaken the network position as to discourage new network enterprises.

Taking up each suggested regulation separately, IRNA counsel contended that no need is evident for Government intervention. Exclusivity was termed an item of bargaining between affiliate and network. Time options were held not objectionable to affiliates in intention or operation. On term of contract, the FCC was told that no affiliate has ever complained against it unless to assert it is not long enough.

Dealing with the suggested "prohibition of double networks," Mr. Segal said that the elimination proposed is of the Blue network of NBC.

"All members who are affiliated with this network desire it continued and strengthened," he said. On ownership of or by stations of or by networks, IRNA counsel said that insofar as this would reduce ownership of stations by networks it was "without opinion." But the reverse, he pointed out, would prohibit the ownership of networks by stations, and is objectionable. "This would accomplish the extinction of MBS which no one desires," he stated.

On rejection of programs by affiliates, Mr. Segal said this is an accomplished fact regardless of the text of any outstanding network contract and there is no problem requiring any regulation.

Lacks Industry Support

Declaring the Committee report is lacking in industry support, Mr. Segal brought out that approximately 800 stations are silent except as they speak through IRNA or become "involved in telegraphic referenda." He brought out that only three stations (WHBF, Rock Island, WBNY, Buffalo, and KFRO, Longview) filed separate briefs supporting the Committee.

Alluding to the "growth and vitality" of MBS, IRNA counsel stated that the energy and ability exhibited by this network in the few years of its existence are phenomenal. He recalled that several efforts have been made to establish additional networks but collapsed through lack of training, capital or leadership.

While the statistical data in the

MEMPHIS SPOT COTTON SALES SET ALL TIME RECORD FOR MONTH OF OCTOBER!

WEEK ENDING OCTOBER 17th REACHES ALL TIME HIGH OF 226,611 BALES

THIS RECORD ADDITIONAL INCOME IS BEING SPENT IN MEMPHIS

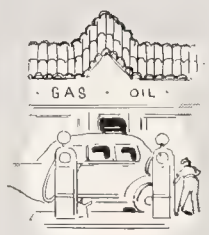
HERE



–AND HERE



–AND HERE



–AND HERE



–SO WHY NOT TELL YOUR STORY OVER MEMPHIS' FAVORITE RADIO STATION AND SHARE IN THESE INCREASED SALES!

5,000 WATTS DAY
1,000 WATTS NIGHT

WMC

MEMPHIS
NBC RED NETWORK

Owned and operated by

THE COMMERCIAL APPEAL

National Representative: THE BRANHAM CO.

MEMBER OF SOUTH CENTRAL QUALITY NETWORK

WMC—MEMPHIS
KARK—LITTLE ROCK
WJDX—JACKSON, MISS.
KWKH-KTBS—SHREVEPORT
WSMB—NEW ORLEANS

THE *Billion Dollar* MARKET



WIS 560 KC

COLUMBIA, S. C. • NBC Red and Blue

FREE & PETERS, Inc., National Representatives

report covers only the year 1938, the true story of MBS' growth and progress is reflected in the advances made during 1939 and 1940, he said. There are innumerable cases where MBS affiliation is more desirable financially than affiliation with one of the other networks, he said, and there is every reason to believe that if left alone MBS will continue to expand and prosper in ever-increasing degree.

IRNA believes, Mr. Segal argued, that it is to the basic interest of MBS affiliates, as well as those of the older networks "to resist the intrusion of detailed Federal regulation of the network-affiliate relationship." Expressing no desire to interfere with the policies of any network, the IRNA attorney suggested to MBS leadership that it is "too soon to call out for Government assistance of a character calculated to weaken all networks in order that for the moment the growth of Mutual may be more rapid, without realizing in the long run the gains of Mutual would be less significant."

While there is much to be said for the MBS profit-sharing method of management, of effecting economies in operation, and of a more generous method of compensating affiliates, IRNA holds there is "very little to be said for that idea which seems to be gaining foothold within the current leadership of Mutual which calls for Federal interposition for the purpose of weakening a competitor through regulation. We do not favor the fashioning of a sword which may turn out to be as sharp at the handle as it is at the blade."

Pointing out there have been 14 years of Commission regulation of broadcasting and that during this time there has been no regulation of the business and contractual aspects, Mr. Segal concluded that if regulation is now to be started, it could only be because certain abuses have appeared. Yet, he said, the report of a comprehensive investigation over a wide subject matter "recites not one complaint from any station in America revealing any state of facts which can even remotely be classified among abusive practices."

Rosenbaum Appears

Making his first of two appearances before the FCC Dec. 2, IRNA Chairman Rosenbaum said that he did not subscribe to the view that by reason of affiliation contracts network outlets have delegated station control to the networks. Affiliates seek to give to their audiences the best in the way of service, he said, and the network method provides that service. He pointed out that national sales representatives sell station time and commit stations in the same fashion as networks, yet no one has raised any question about transfer of control in such instances. Many stations believe that the 15% representative commission is unfair, but the FCC does not seek to "help" affiliates on this problem because it is strictly a business question, he added.

Asserting that IRNA is not seeking "to pull chestnuts out of the fire" for any network, Mr. Rosenbaum said he saw nothing inherently wrong in the present form of network affiliation contracts. The very existence of this method of operation has immeasurably increased the benefits all down the line, he argued.

The only stations that complain about exclusive network contracts, Mr. Rosenbaum declared, are those that do not get enough business out of the networks. Calling the network-affiliate operation a "joint venture", he said that stations hope to procure an increasingly satisfactory measure of the financial benefits through negotiation with the networks.

Bells Toll

THINGS were in a flurry for a while at WJSV, Washington, when on Dec. 4 Louise Hollinger, secretary in the office of CBS Counsel Paul Porter, announced her engagement to Clayton Miller, of the U. S. Department of Agriculture. Since the engagement was the first for an active WJSV feminine staff member in eight years, colleagues held a bridal shower the following night, recording the festivities for broadcast Dec. 6 on the morning *Magic Carpet* housewives' quiz program, sponsored by Continental Baking Co.



BROADCASTING through a gas mask from a tent filled with gas was included in the series of eight programs presented Nov. 20 from Fort Dix, New Jersey, on WOR, Newark, by Dave Driscoll, director of news and special features for the station. Describing his sensations is Lt. Col. Alfred C. Day, Chemical Warfare Service, 44th Division (left), while Dave Driscoll (right) strives nobly to hold the microphone and breathe at the same time.

Opening the Dec. 3 hearing, Chairman Fly asked that respondents in their supplementary briefs give attention to the question of competition in network radio. He asked that areas of "practical competition" be defined, and how best can the public get most out of the industry in terms of "healthy competition." In back of that question, of course, he pointed out, is the thought that in any given locality there are limited facilities, and that therefore there can be no "utterly free competition."

Case for Mutual

On the network field, Mr. Fly pointed out there is a severe limitation of supply. It is doubtful, he said, whether there can be four nationwide networks and it appears it would be extremely difficult to have any more. The question resolves itself down to whether "we shall stay put," he declared. The Chairman said the briefs on this subject need not be strictly limited to the record, and that additional material would be acceptable. He set the date for new briefs as Dec. 16.

Presenting the case in chief for MBS, Counsel Louis G. Caldwell declared that most of the suggested regulations proposed by the FCC in its Nov. 28 statement were supported by his network, though several were "too severe." He pre-

WAJR

MORGANTOWN, W. VA.

ON THE AIR

DECEMBER 8

SERVING 300,000 PEOPLE
IN NORTHERN WEST VIRGINIA
AND SOUTHERN PENNSYLVANIA

LOCATION OF NEW DUPONT
$15,000,000 CHEMICAL PLANT

HOME OF THE UNIVERSITY
OF WEST VIRGINIA

WAJR — THE STATION FOR SALES
IN CULTURAL AND INDUSTRIAL W. VA.

WAJR

MORGANTOWN, W. VA.

WEST VIRGINIA RADIO CORPORATION

National Defense Program brings 25,000 new people and millions of dollars to Savannah area. We sell this market . . . at the lowest per person cost of any medium.

RED NBC BLUE

WSAV

SAVANNAH

National Representatives

GEORGE P. HOLLINGBERY CO.

sented for the record his own set of suggested special regulations to be applicable to network broadcasting, after arguing the merits and provoking a discussion that proved the most dramatic of the proceedings.

Mr. Caldwell charged that the NBC brief was "very unfair" to MBS operation go to the stations, operation. He said that profits of MBS operation go to the stations, and not to "big corporations in New York." Money also goes back into improved programs and salaries, he said, with stations themselves contributing the sustaining material, resulting in greater incentive to them.

MBS, Mr. Caldwell declared, is responsible for other stations asking and receiving more from the other networks, and is also responsible for the development of the exclusivity clause, to prevent stations from joining MBS. At the time the hearing opened in 1938, MBS had no exclusive affiliate contracts, he said, except with Don Lee. Since then, however, he asserted, the network was forced to enter such contracts with both member and affiliated stations, prompted mainly by the "raid" on MBS by the now defunct Transcontinental project.

MBS, Mr. Caldwell said, is in "general agreement with the Committee's report," and he did not see how it could have "reached any other conclusion." NBC Counsel Hennessey, he charged, was "unfair" in inferring that MBS is in favor of breakdowns of clear channels.

Some 'Too Drastic'

Asserting that some of the proposed regulations are "too drastic," the former Radio Commission general counsel declared MBS has no desire to "harm network service," and charged that NBC and CBS were building up "straw men to be knocked down." Alleging that competition is being suppressed by the two major networks with their "vast industrial empires," he said they have built "barbed wire entanglements" through their affiliation contracts and make "half of the profits" shown for the 800 stations in the country.

Mr. Caldwell also concurred in the Rauh argument on the FCC's jurisdiction. He said the public interest, convenience and necessity clause is no broader than the licensing power. The Communications Act, he said, "breathes with the spirit" of preservation of competition. He argued there should be regulations to impose additional restraints and keep open the avenues of competition.

In aligning outlets, Mr. Caldwell said, MBS encounters no trouble in the larger markets, having a multiplicity of outlets, but the difficulty arises in cities having three stations or less. In Cleveland, the fifth largest market, he said NBC had purchased WTAM and had "tied up" the market. By the manner in which other networks sell time, he said, advertisers are forced to buy outlets they do not require in order to get the service they want.

An attack upon Mr. Rosenbaum for his "remarkable change in philosophy" in connection with network relations was made by Mr. Caldwell, and drew not only questions from the bench but a subsequent request by the IRNA Chairman to answer the allegations. The development brought disclosure of the purported effort of MBS to buy certain desirable contracts with outlets on the NBC-Blue.

Charges Inconsistencies

In seeking to define Mr. Rosenbaum's purported change in attitude, Mr. Caldwell said it may have been a "coincidence" that the IRNA head procured "a better contract with NBC" for WFIL, Philadelphia, of which he is president, "before he testified before the Committee." In September, 1938, he charged, Mr. Rosenbaum had complained about the control of station time by networks.

Mr. Caldwell challenged the IRNA chairman to show that he had accomplished anything to change the status of network-affiliate relations, asserting that so far as he knew, "nothing has been done," and the networks "refused to talk it over." He said Mr. Rosenbaum had testified that NBC optioned six times as many hours as were sold commercially over WFIL on the Blue network, and that he made more money for less hours from MBS than NBC. After alleging other inconsistent positions, Mr. Caldwell asked that the Commission compare "Mr. Rosenbaum, the witness, against Mr. Rosenbaum, the lawyer.

When Mr. Caldwell attacked the operation of two networks by NBC, Chairman Fly inquired whether there was any doubt as to the authority of the FCC to "change that" and how it might be accomplished. The FCC, Mr. Caldwell said, could accomplish it by refusing to renew the licenses of stations affected, or through a ban on exclusive contracts. He argued that it was unsound to have two networks under one roof.

Out of a total of four networks, of which one is not "overly complete," he said it was obvious that one company should not have two. NBC-Red, he recited, carried more daytime commercials than the Blue at night, according to the hearing record. He attacked the "heavy discounts" on the Blue, charging they



HAM in spare moments is Herb Studebaker, owner and manager of KUJ, Walla Walla, Wash., and KRLC, Lewiston, Ida. His W7HYP uses "about" 500 watts input on 7222 kc. continuous wave telegraph. He enjoys his QSO sessions with other hams in broadcasting.



were devised to destroy other network ventures, and were only possible through the joint ownership of the Red and the Blue.

Asked by Chairman Fly where the Blue network would go, should it "go out," Mr. Caldwell said he thought a new fourth network would start, and he hoped MBS would improve its own position.

Mr. Caldwell concluded by placing in the record a series of suggested special regulations. These in a general way coincided with the suggestions made in behalf of MBS in that network's brief [BROADCASTING, Dec. 1].

Following the MBS presentation, oral arguments on behalf of the transcription companies were presented by Ben S. Fisher, counsel for the Assn. of Transcription Producers of Hollywood, and Waddill Catchings, chairman of the board of Associated Music Publishers Inc. Martin Gang, attorney, entered his protest in behalf of independent talent agents, against purported encroachment of the networks in that field. [See separate story on page 62].

Rosenbaum Replies

Mr. Caldwell's argument brought vigorous rebuttal from NBC, CBS and IRNA, the latter through Mr. Rosenbaum who branded certain of Mr. Caldwell's assertions not only "highly improper" but "probably actionable."

Mr. Hennessey challenged several of MBS counsel's statements, particularly in connection with NBC's treatment of affiliates. Answering the inference by Mr. Caldwell that NBC is "peddling" its Blue network, he said that some time ago "some of Mr. Caldwell's people" attempted to buy certain Blue station contracts to "complete its network."

When questions flew from the bench, Mr. Hennessey said the effort was to bring about a consolidation of the better stations on MBS and on the Blue, with the result that the "situation would have been frozen to three networks." No mention was made of price or of the precise time, though afterward it was indicated in NBC sources that high officials of the *Chicago Tribune* and of WGN made the overtures to RCA-NBC executives about six months ago.

Snapping back at the Caldwell allegations against Mr. Rosenbaum, Mr. Hennessey explained in detail the factors involved in the transaction that resulted in a revision of contract for WFIL, and laid the responsibility squarely upon NBC for its failure to effect the removal of WJZ from Bound Brook, N. J., to a new location, which would have eliminated overlap in the WJZ-WFIL coverage.

Fewer CBS Stations

CBS Counsel Burns inquired why Mr. Caldwell should "cry out in alarm" when the facts show that since the hearings began the number of stations on CBS has diminished rather than increased. Arguing against the MBS plea for temporary relief, to prevent long-term affiliation contracts until after the FCC decides the monopoly issue, Judge Burns said that if the FCC does not have the power to issue permanent regulations dealing with business aspects of broadcasting, it does not possess the power for temporary action.

Asserting that control of broadcasting in all its aspects is not the "exclusive function of this commission," Judge Burns said that matters complained of during the proceedings trespass upon functions of the Labor Relations Board, the Department of Justice and the Securities & Exchange Commission.

Given opportunity to answer the Caldwell aspersions, Mr. Rosenbaum recounted developments which led to the consolidation of WFI and WLIT, Philadelphia time-sharing stations, as WFIL in 1934 and the conversations with NBC regarding Blue network affiliation and a commitment that WJZ be moved northeast of New York from its present New Jersey location.

NBC, he said, had made several offers regarding contract rates which he had rejected and in 1938, rather than have the dispute outstanding, he accepted an offer considerably less than he thought should have been made. The IRNA board was cognizant of this development, he said, and throughout the existence of the organization all actions have been authorized by its board.

Mr. Rosenbaum recounted functions of IRNA from its formation to negotiate contracts with American Federation of Musicians in 1937, through the NAB reorganization of 1938 and to the present. IRNA has been responsible for many contributions to the industry, including development of the self-regulation code and reformation of many network commercial practices, he said. It was through IRNA that the industry was reunited after a split, he added.

Called Consistent

Reviewing his testimony before the FCC Committee, Mr. Rosenbaum said all of it was consistent. He said there are plenty of things with which affiliates are not satisfied in their relations with networks, but that IRNA believed it is in the best interest of American broadcasting that the industry should solve those problems without seeking Government intervention.

The only disapproval of his testimony as IRNA chairman came from "my friend Mr. Weber (Fred Weber, MBS general manager), who did not feel that I went to bat strong enough" Mr. Rosenbaum asserted. He charged that MBS wanted WFIL to abandon the Blue network and go exclusively MBS, and that Weber is "punishing us" by withdrawing his network's service.

In his own rebuttal Mr. Caldwell said Mr. Weber had advised him that the Rosenbaum statement on abandonment of the Blue was "incorrect." He said also there were "misleading statements" on sale of the Blue, declaring that a year or two ago inquiry was made on its purchase, but that it did not originate with MBS but "within its board of directors."

Regarding the allegations that MBS is "crying on the shoulders of the FCC for relief," Mr. Caldwell said that in 1927 and 1928 CBS also was looking for "this favor or that favor" against NBC. This brought Judge Burns to his feet to observe, "CBS asked for favors within the law and did not come down to ask the Government to regulate the business of NBC."

WE CAN'T SELL HARPS IN PARADISE (Ky.)!

Nope! We don't claim to carry your sales story to Paradise (Ky.)! The good folks of this tiny town may possibly tune us in, but, if so, our advertisers don't pay a penny for the "coverage"! Our market is the MILLION-*plus* buyers in and around Louisville who constitute the most important purchasing power in Kentucky. To this affluent area we bring the best of N. B. C., both Red and Blue, in addition to *listenable* local entertainment. Does this give you an idea?

LOUISVILLE'S WAVE

5000 WATTS 940 K. C. N. B. C.

FREE & PETERS, INC., NAT'L REPRESENTATIVES



COMMITTEE DRAFTS CONTRACT BLANKS

HAVING completed its draft of a proposed standard order blank for use in radio time contracts, the NAB Conference Committee will meet Dec. 20 with a similar committee representing the American Assn. of Advertising Agencies, in the hope of completing its work promptly. The joint committees also are seeking to develop a standard invoice form and the NAB group has submitted its suggested form to the full Accounting Committee.

Approval was given the standard order blank and contract at a meeting in New York Dec. 4 of the Conference Committee, headed by Harry C. Wilder, WSYR, Syracuse. Other members were Roy L. Harlow, WAAB, Boston; Richard H. Mason, WPTF, Raleigh; Edward Petry, Edward Petry & Co., station representatives; Dale Taylor, WENY, Elmira; Lee H. Wailes, Westinghouse; Emanuel Dannett, MBS; Paul F. Peter and Russell P. Place, NAB. The form was submitted by Mr. Harlow, as chairman of the order blank subcommittee and the full committee adopted the draft for submission to the NAB Executive Committee.

Members of the AAAA Committee to meet with the NAB group Dec. 20 in New York are C. E. Midgley, BBDO; C. T. Ayres, Ruthrauff & Ryan; Carlos Franco, Young & Rubicam; John Hymes, Lord & Thomas; William Maillefert, Compton Adv.; Linnea Nelson, J. Walter Thompson Co., and W. A. Fricke, Richard Turnbull and Frederick Gamble, AAAA.

Plagiarism Alleged

NORMAN A. ROSE, Hollywood radio writer, has named Universal Pictures Co. as defendant in a $75,000 plagiarism suit filed in the U. S. District Court at Los Angeles. Complaint charges piracy of an original story in the Universal film "Zanzibar." Rose alleges that an original and fictional twist of an historical fact, used in a commentary series, *The Globe Trotter*, on KECA, Los Angeles, was incorporated in the picture. The story is built around an odd and little known proviso in the Versailles Treaty, in which the German government was requested to return to the British a skull of an East African chieftain. Suit is believed to be the first of its kind filed in the California courts, in that it charges plagiarism by a motion picture production unit of a radio story.

Maxwell House Changes

WITH Mary Martin having been released from her contract on the NBC *Maxwell House Coffee Time* program, sponsored by General Foods Corp., (coffee), she is to be replaced by a new singer following the Dec. 19 broadcast. Miss Martin requested the release and will concentrate on film work. It is expected that Frank Morgan, M-G-M film actor, will also be added to the program by Jan. 2. Negotiations have been underway for some time to bring him back to the show with Fannie Brice and Meredith Willson, musical director. The latter two are the only remaining members of the original program cast which started under Maxwell House sponsorship with M-G-M producing.

NASH MOTORS division of Nash-Kelvinator Corp., Kenosha, Wis., on Jan. 4 is discontinuing its sponsorship of John B. Kennedy's AP news period, currently on 67 NBC-Blue Stations, Monday through Saturday, 9:30-9:35 p. m. Agency is Geyer, Cornell & Newell, New York.



A DOZEN unsung football heroes from six New England colleges were honored Dec. 9 at the first annual "John Shepard 3d Dinner for Unsung New England Football Heroes." Present were leading coaches, officials and sports writers. Among those seated around this miniature gridiron were (l to r) Pat Healey, Boston U coach; Ed McKeever, Boston College backfield coach; Mr. Shepard; Joe Sheeketski, Holy Cross coach.

TURKEYS GOBBLED

By Eager Public as Farm Uses Radio Exclusively

HOW a California turkey farm doubled its business this year over last by using radio exclusively, is reported by KROW, Oakland, which currently is carrying an announcement campaign for the account.

The advertiser is the Krum Turkey Farm, Castro Valley, Cal. The turkeys are sold direct from farm to consumer. The firm had always used newspapers in the past, but this year allocated its entire appropriation for announcements on KROW. Radio had the added task of instructing the public how to reach the farm, an out-of-the-way location 15 miles from Oakland.

The differential in price between these turkeys and those sold in stores is only five cents a pound but the oral description of the benefits of buying directly from the producer brought customers from as far away as San Francisco,

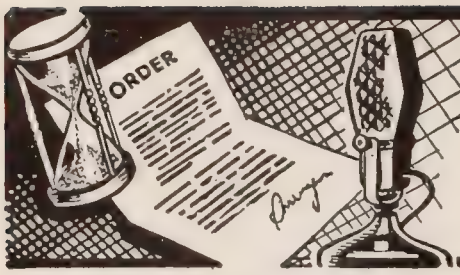


At millions of American firesides, the miracle of Christmas has a new meaning in this troubled year of 1940. Somewhere in the hearts of us all is a sure rekindling of those spiritual forces which have the power to return to a disabled world the truths of faith, freedom and peace.

As families over all our land commemorate the greatest event of all ages, may the messages of Tiny Tim and Adeste Fidelis, which they grasp from the farthest reaches of the air, give impetus to the rebirth of toleration and good will to mankind.

To you and yours, a warm wish for a Merry, Merry Christmas.

WOAI
San Antonio
Texas



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO, Des Moines

D. L. Clark Co., Pittsburgh (candy), 10 *ta*, thru Albert P. Hill Co., Pittsburgh.
Western Grocer Co., Marshalltown, Ia. (Jack Sprat food), 312 *sp*, thru Coolidge Adv. Co., Des Moines.
Folger Coffee Co., Kansas City, 260 *t*, thru Lord & Thomas, Chicago.
Compagnie Parisienne, San Antonio (perfume), 8 *ta*, thru Northwest Radio Adv. Co., Seattle.
Skelly Oil Co., Kansas City, 6 *t*, weekly, thru Henri, Hurst & McDonald, Chicago.
Bayer-Semasen Co., Wilmington (seed treatment), 26 *sa*, thru Thompson-Koch, Cincinnati.
General Cigar Co., New York (Van Dyck), 26 *t* thru Federal Adv. Agency N. Y.
Murphy Products Co., Burlington, Wis. (stock feed), 13 *t*, thru Critchfield & Co., Chicago.
Grocers Wholesale Cooperative, Des Moines, weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Industrial Training Corp., Chicago, weekly *t*, thru James R. Lunke & Associates, Chicago.
Standard Oil Co. of Indiana, Chicago, 156 *ta* thru McCann-Erickson, Chicago.

KROW, Oakland, Cal.

Hale Bros., Oakland (department store chain), 26 *ta* weekly, thru Theo. H. Segall, San Francisco.
Gardner Nursery Co., Osage, Ia., 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.
Krum Turkey Ranch, Hayward, Cal. (turkeys), 6 *sa* weekly, direct.
Household Magazine, Topeka, Kansas, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Compagnie Parisienne, San Antonio, Tex. (perfume), 6 *t* weekly, thru Northwest Radio Adv. Agency, Seattle.
North American Accident Insurance Co., Newark, 3 *t* weekly, thru Franklin Bruck Agency, N. Y.
Dr. Ross Dog & Cat Food, Los Alamitos, Cal. (pet food), 6 *sa* weekly, direct.
Tidewater Associated Oil Co., San Francisco, *sp*, thru Lord & Thomas, San Francisco.

WINS, New York

Commerce Insurance Agency, New York (policies), 6 *sp weekly*, 13 weeks, thru Lew King Agency, N. Y.
Morris Plan Industrial Bank, New York, 6 *sa* weekly, 10 weeks, thru Gotham Adv. Agency, N. Y.
Ex-Lax Inc., Brooklyn (Jests), 10 *sa* weekly, 4 weeks, thru Joseph Katz Co., N. Y.
K. Arakelian, New York (Mission Bell wines), 60 *sa* weekly, 51 weeks, thru Firestone Adv. Service, N. Y.
Madison Long Island Personal Loan Co., New York, 21 *sa* weekly, 13 weeks, thru Klinger Adv. Corp., N. Y.
Christian Reformed Church, Chicago, weekly *sp*, 26 weeks, direct.

WOR, Newark

New Jersey Bell Telephone Co., Newark, *sp* Dec. 24 only, direct.
R. B. Davis Sales Co., Hoboken, N. J. (Cut-Rite wax paper), 5 *sp* weekly, thru Charles Dallas Reach, Dallas.

WICC, Bridgeport

Reid Murdoch & Co., Chicago (Monarch food), 24 *sa* weekly, thru Rogers & Smith, Chicago.
Roxy Custom Clothes New York, 6 *sa* weekly, thru Peck Adv. Agency, N. Y.
Phila. & Reading Coal & Iron Co., Reading, 6 *sa* weekly, thru McKee & Albright, Phila.
Paton Corp., New York (Yuban coffee), 13 *sa*, direct.
Penick & Ford, New York (My-T-Fine dessert), 7 *ta* weekly, thru J. Walter Thompson Co., N. Y.
Lewis Clothes, New York, 6 *sa* weekly, thru Sawdon Agency, N. Y.
Hub Clothes, New York, 10 *sa* weekly, thru Sawdon Agency, N. Y.
Hudson Motor Car Co., Detroit, 12 *sa* weekly, thru Brenallen Agency, N. Y.
Church & Dwight, New York (Cow Brand soda), 3 *sa*, thru Brooke, Smith, French & Dorrance N. Y.
Marlin Firearms Co., New Haven (razor blades), 1 *ta*, thru Craven & Hedrick, N. Y.
Metro-Goldwyn-Mayer, Hollywood ("Escape"), 12 *sa*, thru Donahue & Co., N. Y.

KHJ, Los Angeles

Ex-Lax Mfg. Co., Brooklyn (laxative), 5 *ta* weekly, thru Joseph Katz Co., New York.
John Morrell & Co., Ottumwa, Ia. (E-Z Serve loaves), 3 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
Union Pacific Railroad, Omaha, 13 *sa*, thru Caples Co., Los Angeles.
Helms Bakeries, Los Angeles (home service), 3 *sp* weekly, thru Martin Allen Adv., Los Angeles.
Roma Wines Co., Lodi, Cal. (wines), weekly *sa*, thru Cesana & Assoc., San Francisco.

WQXR, New York

Joseph Martinson & Co., New York (coffee), 5 *sp* weekly, 5 weeks, thru Al Paul Lefton Co., N. Y.
Witty Bros., New York (men's clothes), 2 *sp* weekly, 4 weeks, thru Norman D. Waters & Assoc., N. Y.
PM, New York (newspaper), 186 *sa*, 2 weeks, thru Compton Adv., N. Y.
Schrafft's Stores, New York (restaurants), 6 *sp*, 6 *sa* weekly, direct.

KOA, Denver

P. Lorillard Co., New York (Sensation), 2 *t* weekly, thru Lennen & Mitchell, N. Y.
Red Dot Oil Co., Denver (Seiberling tires), 4 *sa* weekly, thru Ted Levy Adv. Agency, Denver.

WGAR, Cleveland

Walgreen Co., Chicago, 15 *sa* weekly, thru Schwimmer & Scott, Chicago.
Vick Chemical Co., New York (inhaler, cough drops), 9 *sa* weekly, thru Morse International, N. Y.
Toledo Plate & Window Glass Co., Cleveland, weekly *sa*, direct.
Tip Top Brewing Co., Cleveland, 9 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Texas Distributing Co., New York (gasoline), 14 *sa* weekly, thru Lang, Fisher & Kirk, Cleveland.
Pierce's Medicines Inc., Chicago. 5 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Beaumont Labs., St. Louis (4-Way), 10 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Bathasweet Corp., New York, 3 *sa* weekly, thru H. M. Kiesewetter Adv. Agency, N. Y.
Fels & Co., Philadelphia, 6 *sp* weekly, thru S. E. Roberts Inc., Philadelphia.
E. I. DuPont de Nemours Co., Wilmington (anti-freeze), 3 *sa* weekly, thru BBDO, N. Y.

WINX, Washington, D. C.

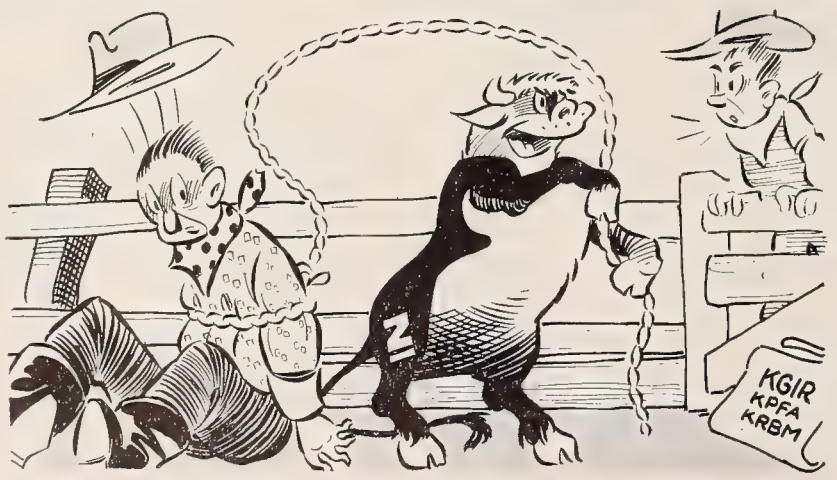
Gambarelli & Davitto, New York (wine), 6 *sp* weekly, thru DeBiasi Adv. Agency, N. Y.
Stanback Medicine Co., Salisbury, N. C. (proprietary), 6 *ta* weekly direct.
National Brewing Co., Baltimore, 6 *sp* weekly, thru D. Stuart Webb Adv. Services, Baltimore.
Christian Heurich Brewing Co., Washington, 48 *sa* weekly, thru Romer Adv. Service, Washington.
Dr. Pepper Bottling Co., Washington (soft drink), 10 *sa* weekly, thru Romer Adv. Service, Washington.

WBT, Charlotte, N. C.

Merchants Fertilizer Co., Charleston, S. C., 3 *sp* weekly, thru Nachman-Rhodes, Augusta.
Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Wis., 2 *sa* weekly, thru Campbell-Ewald, Detroit.
Wesson Oil & Snowdrift Sales Co., New Orleans, 28 *sa*, thru Fitzgerald Adv. Agency, New Orleans.

WOWO-WGL, Fort Wayne

Standard Oil Co. of Indiana, 156 *ta*, thru McCann-Erickson, Chicago.
P. Lorillard Co., New York (Sensation), 26 *t*, thru Lennen & Mitchell, N. Y.
Smith Bros., Poughkeepsie, N. Y. (cough drops), 69 *sa*, thru Brown & Tarcher, N. Y.



"This is a little unusual . . . but then, getting two extra stations for the price of one is unusual, too!"

Montana Broadcasters, Box 1956, Butte, Montana Pd. Adv.

WGN, Chicago

Tunis Johnson Cigar Co., Grand Rapids, Mich. (Van Dam), 6 *sa* weekly, thru Spector-Goodman Adv., Chicago.
Wieboldt Stores, Chicago (department stores), 5 *sp* weekly, thru Needham, Louis & Brorby, Chicago.
Charles A. Stevens Co., Chicago (department store), weekly *sp*, direct.
San Alto Cigar Co., Chicago, 2 *sa* weekly thru Spector-Goodman Adv., Chicago.
Salerno-Megown Biscuit Co., Chicago, 4 *sa* daily, thru Schwimmer & Scott, Chicago.
Coca Cola Bottling Co., Chicago, 12 *sa* weekly, for 52 weeks, thru William B. Wisdom Inc., New Orleans.
Rubber Mfrs. Assn., N. Y., 6 *sa* weekly, thru Simpers Co., N. Y.
Citrus Concentrates Co., Dunedin, Fla. (orange juice), 7 *sa* weekly, thru Newby, Peron & Flitcraft, Chicago.

WPTF, Raleigh

Yager Liniment Co., Baltimore, *sa* series, thru Harvey-Massengale, Durham, N. C.
Carolina Baking Co., Greensboro, N. C. (Oh Boy bread), 297 *sa*, thru Freitag Adv. Agency, Atlanta.
Armour Fertilizer Works, Atlanta, *sa* series, 13 *t*, thru Gottschaldt-Humphrey, Atlanta.
Chilean Nitrate Educational Bureau, New York (fertilizer), 22 *t*, thru O'Dea, Sheldon & Canaday, N. Y.
Manhattan Soap Co., New York (Sweetheart), 39 *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Smith Douglas Co., Norfolk (fertilizer), 102 *sp*, thru Lawrence Fertig Co., N. Y.
Robertson Chemical Corp., Norfolk (fertilizer), 78 *sp*, direct.
BC Remedy Co., Durham, N. C. (proprietary), daily *sp*, thru Harvey-Massengale, Durham.

KPO, San Francisco

California Grown Sugar Group, San Francisco, 2 *sp* weekly, thru Botsford, Constantine & Gardner, San Francisco.
Standard Oil Co. of Cal., San Francisco, 14 *sa* weekly, thru McCann-Erickson, San Francisco.
Potter Drug & Chemical Corp., Malden, Mass. (Cuticura), 12 *sa* weekly, thru Atherton & Currier, N. Y.
Pacquin Inc., New York (hand cream), 5 *sa* weekly, thru Wm. Esty & Co., N. Y.
Mission Packing Co., Los Angeles (fruit), 6 *sa* weekly, thru Dana Jones Co., Los Angeles.
Campbell Cereal Co., Northfield, Minn. (Malto-Meal), 5 *sa*, thru H. W. Kastor & Sons, Chicago.
Southern Pacific Co., San Francisco, 4 *t*, thru Lord & Thomas, San Francisco.

KDYL, Salt Lake City

U. S. Playing Card Co., Cincinnati, 78 *sa*, thru J. Walter Thompson Co., New York.
Wesson Oil & Snowdrift Sales Corp., New Orleans, 312 *sa*, thru Fitzgerald Adv. Agency, New Orleans.

WIND, Gary, Ind.

National Remedy Co., New York (En-Ar-Co.), 5 *sa* weekly, thru Kleppner Co., N. Y.
Gruen Watch Co., Cincinnati, 21 *sa* weekly, 52 weeks, thru McCann-Erickson, N. Y.

WDZ, Tuscola, Ill.

Ace Photo Locket Co., Lincoln, Neb. (mail order jewelers), 26 *sa*, thru Allen & Reynolds, Omaha.
Western Stationery Co., Topeka, 6 *sa* weekly, 13 weeks, thru Shaffer Brennan Margulis Adv. Co., St. Louis.

KGO, San Francisco

California Grown Sugar Group, San Francisco, *sp* weekly, thru Botsford, Constantine & Gardner, San Francisco.

WHN, New York

Adam Hat Stores, New York, 17 *sa* weekly, thru Glicksman Adv., N. Y.

Radio Advertisers

AUTO CRAFT TRAINING CO., Chicago (technical school), on Nov. 27 started a 26-time thrice-weekly five-minute program, *Country Gentlemen*, on WDZ, Tuscola, Ill. In addition in mid-November the firm started a thrice-weekly quarter-hour transcribed program on KMA, Shenandoah, Ia., and a thrice-weekly five-minute program on KPIC, Sharon, Pa. First United Broadcasters, Chicago, placed the account.

MORRIS PLAN BANK, Fort Wayne, Ind., is using a total of 300 thrice-daily spots on WGL, Fort Wayne, running until March 7, 1941, when the bank resumes sponsorship of the *WGL Spelling Bee*, broadcast in co-operation with Allen County schools.

JOY CANDY SHOPS, Chicago (chain), is using a varied schedule of spot announcements on WJJD and WAAF, Chicago, WIND, Gary, Ind., and WROK, Rockford, Ill. Malcolm-Howard Adv. Agency, Chicago, placed the business.

LITTLE CROW MILLING Co., Warsaw, Ind. (Coco-Wheats), recently started six weekly quarter-hour programs featuring *Dusty Miller and His Hillbilly Band* on WTRY, Troy, N. Y. Agency is Rogers & Smith, Chicago.

F. L. KLEIN NOODLE Co., Chicago (Egg Noodle soup), on Dec. 2 started a daily spot campaign on WCFL and WAAF, Chicago, and WIND, Gary, Ind. Martin A. Pokrass, Chicago, placed the business.

HAMILTON CARHARTT Ltd., Toronto, is currently testing broadcasting with an exclusive series on CKNX, Wingham, Ont., using the *CKNX Saturday Night Barn Dance*. Account is placed by the Tandy Adv. Agency Ltd.

MOORE'S Inc., San Francisco (men's clothing store chain) conducted a concentrated radio campaign on four San Francisco and Berkeley stations for two weeks ending Dec. 14 on its wide variety of Christmas merchandise. Spot announcements were used on KGO KJBS KSFO KRE. Account was placed by Long Adv. Service, San Francisco.

HALE BROS., Northern California's largest department store chain, when it recently changed the name of its Oakland store, previously known as Whitthorne & Swan, to Hale Bros., it conducted a heavy two-week radio campaign on six San Francisco and Oakland stations — KROW KLX KFRC KGO KSFO KPO—to acquaint the public with the change. Several chain-break spot announcements or one-minute transcribed spots were used daily on each station The account was placed through the Theodore H. Segall Adv. Agency, San Francisco.

SOUTHERN PACIFIC Co., San Francisco (transportation), in a special pre-holiday radio campaign in latter November, stressed the comforts of rail travel when traveling home for Christmas and New Year's, when it purchased a large series of one-minute transcribed announcements on five San Francisco stations —KPO KSFO KFRC KJBS KYA. Account was placed through Lord & Thomas, San Francisco.

HIRSCH & KAYE, San Francisco (opticians), conducted a concentrated Christmas sales spot radio campaign to push motion picture cameras and equipment from Nov. 30 through Dec. 15 on five San Francisco stations—KSFO KGO KPO KJBS KYA. Account was placed through Long Adv. Service, San Francisco.

WALGREEN DRUG STORES, Chicago, (chain) consistent users of local radio, for the week of Dec. 18 will run a special Christmas campaign of 204 spot announcements on WGN and WJJD, Chicago, and WIND, Gary, Ind. Schwimmer & Scott, Chicago, is agency.

CADILLAC MOTOR CAR Division, Chicago, on Dec. 2 started five weekly 5-minute news periods *Fact and Fancy*, featuring John Harrington, on WBBM, Chicago. On same date firm started a varying schedule of spot announcements on WJJD, Chicago, and WIND, Gary, Ind. Account was placed direct.

ORGILL BROS., Memphis distributor for Philco radios, is sponsoring five news programs daily, six days a week, on WMPS, Memphis, described as one of the largest contracts in Memphis history. Negotiations were handled by S. H. Shobe, of Orgill, and Harold Krelstein, WMPS commercial manager.

GENERAL SEAFOODS, Halifax, N. S. (40 Fathom Fish), has started musical announcements for 26 weeks on CBL, Toronto; CKSO, Sudbury, Ont.; CFRC, Kingston, Ont.; CKLW, Windsor, Ont. Account placed by Alley & Richards Co., Boston.

Perfume Using 32

A SHORT pre-Christmas campaign has been released for Compagnie Parisienne Inc., San Antonio (perfume) by Northwest Radio Advertising Co., Seattle, according to Edwin A. Kraft, agency president. The campaign calls for 12 five-minute periods on these 82 stations:

WJR, WHO, WBBO, WAAF, WAAT, WIBC, KMPC, KQW, KIRO, WMMN, WORL, KWJJ, WNEW, KINY, WRVA, KLX, WCFL, WJJD, KROW, WCAR, KSL, KSFO, KOH, KMA, KGER, WGR, WMIN, WEW, KFBK, KXA, KHQ, KFBI, WISN, KFEL, WOWO, WELI, KTRC, KMTR, KYA, KVOR, KFNF, KSRO, KFEQ, KGHL, WPEN, KSAL, WWL, KJBS, KGGF, KOAM, KOWH, KSEI, KSOO, KTFI, KWKH, KXOK, WADC, WAGA, WAKR, WBCM, WCAE, WCPO, WDEL, WDGY, WDOD, WFBL, WFBM, WFEA, WFIL, WGAN, WHB, WHIO, WINN, WLAC, WSB, WTAQ, WTAR, WTCN, WWVA, CKLW, WPTF, WSPR.

FLAG PET FOOD Corp., New York, on Dec. 8 started 52-week sponsorship on WMCA, New York, of a Sunday noon program featuring the De Marco Quins, a group of sisters aged 6 to 15, three of whom have been guest vocalists on various programs for the past five years. Agency is Sternfield-Godley, New York.

R. B. CLOTHING Co., Chicago (wearing apparel), on Dec. 26 starts for 52 weeks a daily quarter-hour participation on *Eddie Chase Off the Record*, transcribed musical show on WIND, Gary, Ind. In addition, firm is currently sponsoring six-weekly quarter-hour programs on *Mythical Ballroom* on WAAF, Chicago, and a thrice-weekly quarter-hour program on *Make Believe Ballroom* on WGN, Chicago. Auspitz & Lee, Chicago, handles the account.

EDWIN L. MORRIS, sales promotion vice-president of Pabst Brewing Co., Chicago, has been named vice-president in charge of advertising and sales promotion. Clifford H. Wolfe, assistant advertising manager of Swift & Co., has joined Pabst to assist Mr. Morris.

PARISIAN TAILORS, Philadelphia (men's clothing), sponsoring a weekly half-hour children's program on WPEN, Philadelphia, adds six additional hours weekly to its schedule in taking over sponsorship of the nightly *Night Club of the Air* conducted by Joe Dillon. Account is handled direct.

FLAMINGO SALES Co., Hollywood (finger nail polish), through Milton Weinberg Adv. Co., Los Angeles, is planning an extensive West Coast spot announcement campaign to start in early January.



THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

WITH YOUR SAFETY at stake, the reliable mechanic is careful about the condition of your car. With the success of marketing plans at stake, we take particular pains in delivering information on which you can rely.

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO	NEW YORK	DETROIT	ST. LOUIS	LOS ANGELES	SAN FRANCISCO
520 N. Michigan Ave.	341 Madison Avenue	New Center Building	455 Paul Brown Building	Chamber of Commerce Bldg.	608 Russ Building
SUPerior 8659	Murray Hill 9-6084	Madison 7889	Chestnut 4154	Prospect 3584	Douglas 3188

PAN-PACIFIC ICE ARENA, Los Angeles (ice skating), sponsors a nightly quarter-hour remote program from the rink on KMPC. In addition five similar broadcasts are sponsored weekly on KFAC, with three afternoon remotes each week on KFWB. Spot announcements are also being used on KFAC and KFWB. Allied Adv. Agencies, Los Angeles, has the account.

WEST PICO FURNITURE Co., Los Angeles (retail), in a southern California winter campaign, is currently using a total of 132 spot announcements weekly on KFAC, KGFJ, KFWB, KFOX. Allied Adv. Agencies, Los Angeles, has the account.

NELSON FURNITURE Co., Los Angeles (retail), through Allied Adv. Agencies, that city, is currently using 21 spot announcements weekly on KMPC, Beverly Hills, Cal., and a similar number on KFOX, Long Beach, Cal.

CALIFORNIA FEDERAL SAVINGS & LOAN Assn., Los Angeles, was to start participation thrice-weekly in *Norma Young's Happy Homes* and twice a week in the Eddie Albright program on KHJ beginning Dec. 16. In addition the firm will sponsor a daily quarter-hour newscast on KGFJ, with spot announcements on KFAC and KMPC. Elwood J. Robinson Adv. Agency, Los Angeles, has the account.

PATTEN-BLINN LUMBER Co., Los Angeles, (largest lumber dealers in the world), new to radio, is sponsoring a thrice-weekly quarter-hour commentary program, *That's My Idea*, on KMPC, Beverly Hills. Contract is for 13 weeks, starting Dec. 2. Program, featuring Helen Sawyer as commentator, is designed to exploit services of the sponsor's property improvement plan. Wesley H. Porter Agency, Los Angeles, has the account.

Station Break

WCOP, Boston, listeners, heard something new in the way of station breaks the other morning. At the conclusion of the *Studebaker Champions* show, sponsored by Harry B. Liggett, local distributor, Announcer Russell Offhaus opened the mike and announced in all seriousness, although quite unintentionally, "This is Station WCOP, with Studebakers in the Copley Plaza Hotel, in Boston."

SLAVICK JEWELRY Co., Los Angeles, consistent users of Southern California radio, is sponsoring a thrice-weekly quarter-hour of recorded music on KECA. Contract is for 13 weeks, starting Dec. 9. Firm in addition sponsors a weekly quarter-hour newscast on KECA; two announcements weekly, as well as daily participation in *Art's Baker's Note Book* on KFI, and 21 spot announcements each week on KMPC. Adv. Arts Agency, Los Angeles, has the account.

REGINALD RUMWELL of the sales staff of International Business Machines Corp. in San Francisco and manager of the company's exhibit at the Golden Gate Exposition 1939-40, has been promoted to advertising manager of the company, succeeding Arch Davis, now IBM executive secretary.

MAURICE BALL, Los Angeles (furriers), seasonal users of radio, in a three months campaign ending Feb. 28, is using one and three spot announcements weekly on KECA and KHJ, respectively. Other Southern California stations will be added Nellie Walsh Adv. Service, Los Angeles, has the account.

AUSTIN STUDIOS, Los Angeles (Pacific Coast photographic service) in a five weeks pre-Christmas campaign ending Dec. 20, is using six spot announcements weekly on KGO, San Francisco and KNX, Hollywood. Chet Petersen Adv., Los Angeles, has the account.

SEAL-COTE Co., Hollywood (finger nail polish preserver), newly organized, in a California campaign, on Jan. 1 starts for 26 weeks live spot announcements thrice weekly on KFI, KECA, KSFO, KGO, KPO. As markets are established, other stations will be added. Milton Weinberg Adv. Co., Los Angeles, has the account.

MID-CONTINENT PETROLEUM Corp., Tulsa, Okla. (Diamond D-X Gasoline and Oil), on Dec. 8 started for 52 weeks seven weekly quarter-hour news periods on WDZ, Tuscola, Ill. R. J. Potts & Co., Kansas City, placed the business.



WLS SALESMAN A. N. (Pete) Cooke is congratulated on his 25 years of service with *Prairie Farmer-WLS*, Chicago, organization by William Cline, WLS commercial manager. Cooke joined *Prairie Farmer*, America's oldest farm paper (100 years) as a space salesman in 1916, and was transferred to WLS sales when the radio station was acquired in 1928 by Burridge Butler, publisher. Pete celebrated his silver anniversary Thanksgiving Day.

BANK'S BIG DRIVE

Buys All Available Sustaining Time on KFWB

COAST FEDERAL SAVINGS & Loan Assn., Los Angeles, during the annual re-investment period, will sponsor all available sustaining time on KFWB, Hollywood for 30 days starting Dec. 23. Firm on that date also starts sponsoring the five-weekly quarter-hour commentary program, *Newsreel of the Air*, on KMPC, Beverly Hills, remoting it from a specially built studio in Downtown Newsreel Theatre, Los Angeles.

On a scattered schedule, participation is to be used in *Art Baker's Notebook*, *Agnes White's California Homes*, *Bridge Club* and *Mirandy* programs on KFI. Participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, has been contracted for three weeks. In addition, spot announcements will be used on KHJ KFI and KHJ, with other radio planned. Agency is Robert F. Dennis Inc., Los Angeles.

ARCH OBOLER, Hollywood writer, has been given blanket permission to adapt any of the Somerset Maugham stories to radio. First adaptation is to be *Of Human Bondage*.



IRRESISTIBLE FORCE!

Yes, and down here in Roanoke and western Virginia, where folks spend better than $400,000,000 at retail each year—there's something irresistible about WDBJ, too! Partly it's because we're the outstanding station in the territory. *Mostly* it's because we give our listeners what they like to hear. But *whatever* the reason, the fact remains that *only* WDBJ completely covers this free-spending market! May we tell you *all?*

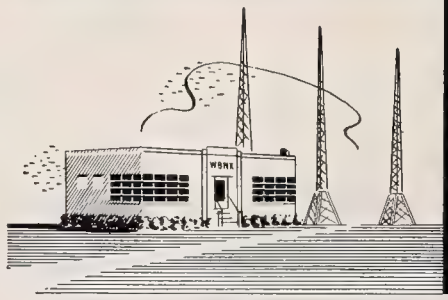
WDBJ ROANOKE, VIRGINIA

FREE & PETERS, INC.
Exclusive National Representatives

***Owned and Operated by the* TIMES-WORLD CORP.**

CBS Affiliate • 5000 Watts Day • 1000 Watts Night • 930 Kc.

Directional over New York



Now! 5000 WATTS DAY *and* NIGHT

WBNX YOUR BEST NATIONAL SPOT BUY

A NEW APPROACH TO THE NEW YORK MARKET

AGENCY Appointments

MINNEAPOLIS BREWING Co. (Grain Belt Beer), to BBDO, Minneapolis. Using spot announcements and several programs.

MANY, BLANC & Co., Chicago (DuBouchett cordials), to W. L. Black Adv. Agency, Reading, Pa., to handle all advertising for cordials in monopoly States.

GILBERT FOOD Corp., New York, to Erwin, Wasey & Co., New York, for Natural Apple Juice. Started Dec. 12 on WOR, Newark, with four times weekly participations on the Alfred McCann *Pure Food Hour*.

COMMERCIAL SOLVENTS Corp., New York, to Geare-Marston, Philadelphia, for Norway Anti-Freeze. Company uses transcribed spot announcements on large list of stations every fall.

BAUER & BLACK, Chicago, for all products except Blue Jay corn plasters and Velure hand lotion, to J. Walter Thompson Co., Chicago.

KIRSTEN Co., Seattle, Wash. (Kirsten pipes and ladies cigarette holders), to Pacific National Adv. Agency, Seattle.

GRIESEDIECK WESTERN Brewery Co., Belleville, Ill. (Stag beer), to Gardner Adv. Co., St. Louis. Radio to be used.

VALIANT DISTRIBUTING Co., Los Angeles (books), to Chet Petersen Adv. Agency, that city. Radio to be used along with other media.

FELTMAN & CURME STORES Co., Chicago (shoes), to Advertising Arts Agency, Los Angeles, for Southern California territory only. Currently sponsoring 7 participations weekly in *Rise & Shine* on KHJ, Los Angeles, in a test campaign.

SERTA ASSOCIATES Inc., Chicago (mattresses), to Weiss & Geller Inc., Chicago. No radio plans at present.

CULINART PRODUCTS Inc., Chicago (Royal Lemon Cleanser), new to radio, to Martin A. Pokrass, Chicago. On Dec. 2 started varying schedule of spot announcements on WCFL WJJD WAAF.

ACACIA MUTUAL LIFE, mortgage loan division, Washington, to Henry J. Kaufman, Washington, for promotional campaign on mortgage loans. Campaign will be confined to Washington and vicinity.

CAPITOL BRAND MATTRESS, Washington, to Henry J. Kaufman, Washington, using newspapers and local radio.

WHALEN STORES, Washington division of Kay Jewelry (women's wear) to Henry J. Kaufman, Washington.

BENSON & HEDGES, New York, to Maxon Inc., New York, for Virginia Rounds, Debs and Parliament cigarettes. No media plans have been announced.

TOWER BRAND YARN Corp., New York (Plyon crochet yarn) to S. Duane Lyon Inc., N. Y., said to be using radio.

LIEBMANN BREWERIES, Brooklyn, to Young & Rubicam, N. Y.

DEARBORN PRODUCTS Inc., Chicago (drug manufacturer), to Neal Adv. Agency, Chicago. Radio contemplated.

ECKHARDT & BECK BREWING Co., Detroit (E & B Beer and Ale), to BBDO, Chicago. No definite radio plans at present.

DIADEM Inc., Leominster, Mass. (hair retainers), to Badger & Browning, Boston. Radio considered.

WM. T. THOMPSON Co., Los Angeles (All Vitamins) to Gerth-Knollin Adv. Agency, Los Angeles. Radio used.

HECKER PRODUCTS Corp., New York to Maxon Inc., New York, for H-O Oats, Hecker's Farina, Force cereals; Leo Burnett Co., Chicago, for Ceresota, Heckers, Aristos and Presto flours.

BEMAX LABS, Bloomfield, N. J. (Vitamins, sold thru Ritchie & Janvier), to Atherton & Currier, N. Y. Radio used.

MICHIGAN MUSHROOM Co., Niles, Mich., to Mitchell-Faust Adv. Co., Chicago. Radio used.

WARWICK CLUB Ginger Ale Co., West Warwick, R. I., to Lanpher & Schonfarber, Providence, R. I. Radio used.

B. F. GOODRICH Tire & Rubber Co., Akron (tires), to BBDO, N. Y., effective Feb. 1, 1941. Radio plans are undecided.

CONTINENTAL BRIAR PIPE Co. Inc., Brooklyn (Royal Duke Pipes), to Maxon Inc., New York. Radio plans have not been announced.

More Cal. Sugar Spots

CALIFORNIA Grown Sugar Group, San Francisco (sugar products) a newly-formed group using radio for the first time [BROADCASTING, Dec. 1], has added seven California stations to its educational and institutional campaign. Besides KNX and KFI, it is using KPO KGO KMJ KERN KSFO KTMS KFXM. The campaign is for 52 weeks. Participating sponsorship on home economics programs has been purchased on all stations except KFXM, where announcements are used. Account is handled by Botsford, Constantine & Gardner, San Francisco.

Raleigh Test on WJZ

BROWN-WILLIAMSON Tobacco Corp., Louisville, will start on Jan. 3 a 13-week test series on WJZ, New York, for Raleigh cigarettes. Titled *Discoveries of 1941*, and heard Tuesdays 7—7:30 p.m., the program will feature Bobby Byrne's orchestra and guest artists. Also included will be a Name-a-tune contest, in which each week a new untitled BMI tune will be played. The listener submitting the best title will receive $50. in cash; a share of the royalties, and name on the sheet music as author of the title. If the test series is successful, the show will go network. BBDO, New York, is the agency.

New Shortwave Account

J. B. WILLIAMS Co., Glastonbury, Conn. (Aqua-Velva, Williams Shaving Cream), after a 13-week test has signed a one-year contract covering 1941 with WLWO, shortwave adjunct of WLW, Cincinnati, to broadcast Spanish news Mondays thru Fridays, 8:15-8:30 p.m. (EST), with Jorge Mayoral as commentator. Wilfred Guenther, WLWO general manager, also announces that the Crosley international station is carrying the Cincinnati Symphony concerts, with Hanley C. Hill as Spanish and Portuguese commentator.

Iron Fireman Queries Dealers

IRON FIREMAN Mfg. Co., Cleveland (heating equipment) in the December issue of its house organ, *The Iron Fireman*, announced that application blanks for the winter-quarter advertising expenditures, including radio, have been sent out to dealers. Costs on acceptable promotions during the winter advertising drive will be evenly divided between dealer and manufacturer.

FRIENDS IN NEED!

WAIR wins in the popularity election. They listen! They believe! They are WAIR's friends in need of your product. They'll BUY!

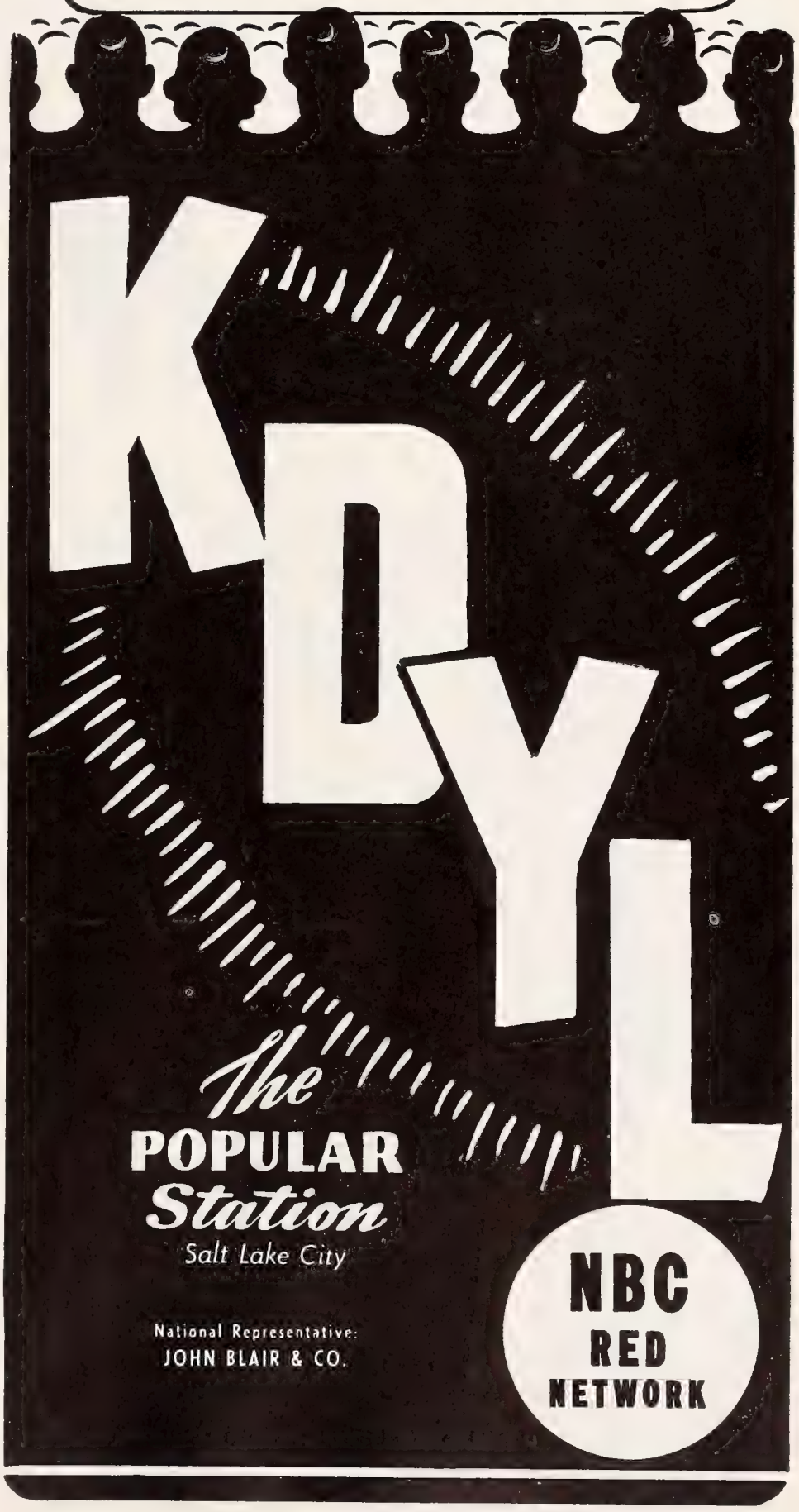
WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

Showmanship THAT *Sells* IN THE **INTERMOUNTAIN** *Market*



BLACKSTONE ADDING AS TEST SUCCEEDS

AS A RESULT of successful test campaigns on 50,000-watt stations in various parts of the country, Blackstone Products, New York, has added ten more stations to the group already carrying quarter-hour and five-minute programs for its household remedies.

Among the programs currently sponsored are *Grand Ole Opry* on WSM, Nashville; *Brush Creek Follies*, KMBC, Kansas City; *John B. Hughes*, KHJ, Los Angeles, KFRC, San Francisco, and KGB, San Diego; *Guy Savage* news, WGN, Chicago. More stations will be added after the first of the year, according to Raymond Spector Co., New York, agency in charge.

Plan Hits Network Discs, Artists

(*Continued from page 62*)

ing to permit them on their facilities. Stations are compelled to use "inferior transcriptions," he alleged, by virtue of the network hold.

Pursuing his argument that the networks "suppress and restrain" development of spot broadcasting via transcription, Mr. Catchings charged that they supply discs at cut prices and otherwise employ tactics designed to discredit the medium. In the case of NBC, he said, advertisers desiring to record programs are required to use NBC-RCA recording facilities. CBS, on the other hand, permits programs to be taken off the line by independent transcribers.

The only deviation from the NBC policy, Mr. Catchings said, came when G. W. Hill, president of American Tobacco Co., insisted upon the right to record certain of his NBC programs and made the arrangement with David Sarnoff, RCA president and NBC board chairman. When transcription companies sought similar privileges for other accounts, NBC was quoted as having stated that the American Tobacco incident was not a precedent but was simply a matter "between Hill and Sarnoff."

Asked what type of regulation he would like to see, Mr. Catchings said that he thought the FCC should draft regulations preventing any network from entering the transcription business and that transcription companies likewise could be blocked from entering the network field. Under such a process, he contended, competition would develop, programs would improve and local stations would be strengthened.

Mr. Catchings also advocated modification of option-time contracts now enjoyed by networks, so that when time is sold for a transcription series, the network cannot exercise its option. He suggested a "first come, first served" formula.

There's a Difference

In urging elimination of the announcement requirement before each recorded transcription, Mr. Fisher said a definite "stigma" attaches to use of the words "mechanical reproduction." Phonograph records of inferior quality, as distinguished from transcriptions made exclusively for broadcast purposes, are thrown into the same category, he argued.

Chairman Fly, however, held that while he had the greatest respect for the transcription business, he saw no reason why the public "should not be let in" on the type of rendition. Commissioner Case observed that the problem of the transcription industry was to sell the quality of transcriptions to the public as equal to or superior to those of live renditions.

Martin Gang, New York and Hollywood attorney, was the only advocate to argue regulatory restrictions against network participation in the artist booking field. He proposed special regulations which would prevent licensees of stations or networks, or any persons associated with them, from entering into contracts with performers and establish an exclusive affiliation relating to their employment in the broadcasting of commercial programs and which would prevent them from acting as agent or representative for other bookings. His proposed regulations would not prevent licensees or networks from entering into employment contracts relating to sustaining programs.

Declaring he represented independent artists' representatives in the principal talent centers, Mr. Gang asserted that the networks have used their economic power and weight to set up bureaus to compete with independent artists' services. He said his group did not like this development because the networks "are in a position to put us out of business," purportedly acquiring that power by virtue of their Government licenses. Government franchises, he argued, should not be employed to procure control of the talent supply.

Claims a Monopoly

Alleging that NBC and CBS "absolutely control the concert situation in the United States," he said these organizations recently discovered that it is possible to get management contracts so that artists pay, instead of get paid, for employment. He said the networks entered the field through absorption of original companies and have procured practical monopoly of announcers as well as concert performers.

WOR and WGN, key outlets of MBS, also were described as participants in this talent activity. He charged that the networks even resorted to pressure on night clubs to employ their managed talent if broadcast pickups were to be made. He argued that the conflict of interest between the network as a user of talent and the network's artists bureau as a booker of talent was fundamental and that artists "cannot serve two masters."

Philip J. Hennessey, chief counsel for NBC, in his rebuttal disagreed with the contentions of the representatives of the transcription companies and of the artists. Apropos the Catchings arguments,

NBC STATION

WTCN

ST. PAUL MINNEAPOLIS

Offers Advertisers

MERCHANDISING HELP

Assistance of 28 men and women of the combined merchandising departments of the St. Paul Dispatch-Pioneer Press and Minneapolis Tribune and Times-Tribune.

Standard Market Data . . . WTCN coverage areas, number of families, number of radios, annual retail sales, etc.

Route lists of Trades for Salesmen.

Mail Notification to Trade of Spot Campaigns — Postage at advertisers' expense.

Special Surveys.

Distribution of Posters, Counter Cards, etc.

Audition facilities at disposal of advertiser to acquaint trade with new campaigns.

Printing of Broadsides, Inserts, etc., at advertisers' expense.

FREE & PETERS, Inc.
National Representatives

NEW YORK
CHICAGO
DETROIT
LOS ANGELES
SAN FRANCISCO
ATLANTA

WTCN is owned and operated by the St. Paul Dispatch-Pioneer Press and the Minneapolis Tribune and Times-Tribune.

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

BEAUMONT'S
KFDM
NBC BLUE
FULL TIME—560 KC
1000 WATTS
CENTERED IN THE VERY HEART OF
TEXAS' BOOMING GULF COAST INDUSTRIAL AREA
REPRESENTED BY HOWARD H. WILSON COMPANY

he declared that AMP's concern is involved in the music problem precipitated by ASCAP—one in which the FCC has no business. He described it as a matter for the Department of Justice, declaring that so long as network service complies with standards of public interest the FCC has no authority under the Act "to punish anyone."

Extent of Contracts

A. L. Ashby, vice-president and general counsel of NBC, after a colloquy with Chairman Fly on the transcription regulation aspect, asserted that the main reason NBC does not permit other transcription companies to make off-the-line recordings was that "we do not know why we should give our facilities to a competitor." He disagreed with the contention that NBC deliberately sought to undermine the transcription market as to price. Asked by Chairman Fly why the sponsor, who buys the network's facilities, cannot do what he likes about recording his talent for other use, Judge Ashby asserted that the sponsor's contract covers only network time.

In the artist field, Mr. Hennessey said that of some $100,000,000 a year spent by radio for artists, only about 4% has gone to NBC's artists service, with the remainder to independent talent agents. He said there are some 200 other agents from whom to choose, many of them with more clients than NBC. Of all talent used on NBC, about 67% comes from the "outside," 5% from other agents and 28% from NBC's own artists service. He insisted the artists themselves have been responsible for the development of the NBC service and that they have solicited management by that network.

WNBH Ready to Open New Harbor Transmitter

LOCATED right in the harbor at New Bedford, Mass., the new transmitter of WNBH will be dedicated Dec. 18. The plant, built at a cost of $12,000, includes a 375-foot half-wave Blaw-Knox self-supporting antenna, with 250-watt RCA transmitter. The dedication program includes local and Yankee Network talent.

Submarine cables carry impulses from studio to transmitter. Cables are laid more than 1,000 feet in trenches on the harbor bottom. Two motor launches will provide transportation for operators. Ground connections terminate in salt water. An expansion amplifier in the transmitter can take care of possible FM operation in the future, with radiator atop the tower. The plant also contains transmitters for both the New Bedford and Fairhaven police.



FOR THE SECOND year WGAR, Cleveland, is conducting a Christmas promotion designed to stimulate purchase of new sets by collecting used receivers for repair and distribution to welfare institutions and needy families. Under the cooperative plan, the local chapter of Radio Servicemen of America makes the repairs, with Goodwill Industries picking up the old sets donated by listeners and the Cleveland Welfare Federation handling distribution just before Christmas. As radios start pouring into Goodwill Industries headquarters, WGAR Manager John F. Patt (center) examines a set held by Rev. Warren Baker, head of Goodwill Industries, while Edward Lynde, secretary of the Welfare Federation, looks on.

Edward F. McGrady

(*Continued from page 57*)

dent Roosevelt. After the election of Mr. Roosevelt, Mr. McGrady became one of Gen. Hugh Johnson's assistants in the now defunct NRA. While holding this position he was named Assistant Secretary of Labor, in which position he gained nationwide recognition for his clear-headed handling of several delicate strike situations.

While Assistant Secretary of Labor Mr. McGrady became known as the Government's trouble shooter whenever a big strike occurred. He was on the scene at every big strike during that three-year period. These included the general strike in San Francisco, the building service strike in New York City, and the various strikes in the Toledo district.

And it was an outgrowth of the latter that McGrady gained what many of his friends term his most deserved recognition. It was popularly termed "The Toledo Plan".

During 1934 and the first part of 1935 Toledo experienced a flurry of strikes. The labor disputes were widely publicized and many citizens became alarmed over the reputation their city was acquiring as a result. They asked McGrady if he could do something about it. He suggested the plan which has become a model for many other cities.

Briefly it consists of a board composed of representatives of the community-at-large rather than any faction or group, with no authority to order anyone to do anything, but which meets with labor and employer in an effort to iron out their differences.

When it was announced that McGrady was to take this new advisory position with the Government it was generally acclaimed in the press. His office was swamped with congratulatory messages. The *Washington Daily News*, a Scripps-Howard paper had this to say editorially:

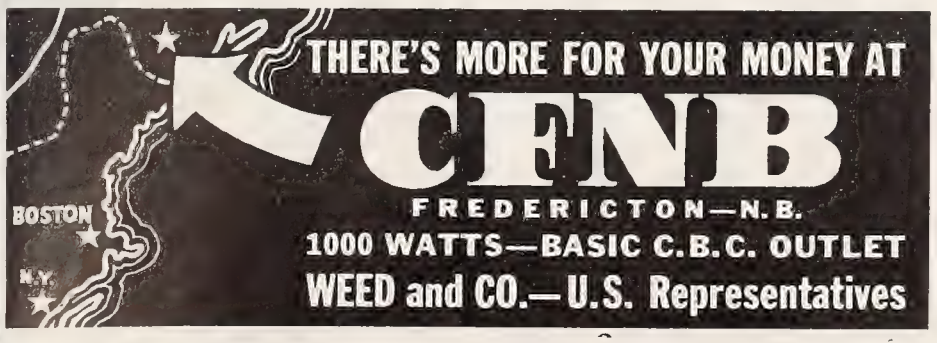
". . . When labor disputes threaten defense production, it will be a satisfaction to know that this veteran trouble shooter, domestic diplomat and practical philosopher, who has served labor, industry and Government with equal success, is on hand. If Industry and labor will both subscribe to the philosophy of this shrewd and resourceful veteran, no swinging of Governmental big sticks will be needed to see this country thru the change over from a normal peace time operation to a hurry up preparedness regime."

Naturally, radio is proud that it is able to claim Ed McGrady as one of its own, prouder still that he can serve the Government in this critical time. In this connection, few have caught the spirit of an industry faster than he has with radio. He quickly grasped the fundamentals and is conversant with all the intricate problems that stem from its operation.

Mr. McGrady has little time for much beside his work and family, which now consists of two daughters and three grandsons . . . his pride and joy. One grandson will graduate this year from a premedical course while the others are still in grammar school. From now on he will even have to cut short the happy hours he usually spends with them. For holding down the two jobs that will be his can hardly be called a one man task.

Mr. McGrady is a member of the National Press Club in Washington.





Agencies

TOM LYNCH, formerly a member of both the radio and the research departments of Wm. Esty & Co., New York, has been appointed time buyer of the agency, succeeding Al Taranto, who has resigned to become time buyer of Ted Bates Inc., New York.

J. H. NORTH, time buyer of Aubrey, Moore & Wallace Inc., Chicago, is the father of a boy, John Duncan, born Nov. 18.

EDNA ERICKSON, for the last five years space buyer of Campbell-Mithun Inc., Minneapolis, and previous to that space buyer for BBDO in Minneapolis, on Nov. 15 joined the contract department of BBDO, Chicago.

S. R. GORDON, formerly of W. Horn & Co., accountants, has joined Ward Wheelock Co. as manager of the New York office. Diana Bourbon continues as the executive in charge of radio in New York.

T. PARK HAY, formerly account executive of Federal Adv. Agency, New York, has joined Campbell-Ewald Co., New York, in a similar capacity.

DAVID C. THOMAS, president of Husband & Thomas Co., New York, advertising agency which was discontinued in 1939, has reorganized the company with new offices at 350 Madison Ave. Associated with him as vice-president is H. L. Kneeland, former vice-president in the original agency. Radio accounts, none of which has yet been announced, will be handled by Mr. Thomas.

A. O. DILLENBECK has resigned as executive vice-president and director of Buchanan & Co. Inc., New York. After a vacation he is expected to announce future plans.

WILLIAM DIAGE, account executive of Glasser-Gailey & Co., Los Angeles agency, has taken a leave of absence to join the Marines. Robert Smith, also an account executive of that agency, has joined the Army Air Corps.

CHET PETERSEN, formerly account executive of KFOX, Long Beach, Cal., and KRKD, Los Angeles, has established his own advertising agency, under the firm name of Chet Petersen Adv., with offices at 815 S. Hill St., in the latter city.

LEO E. COUTT, formerly production manager of Milton Weinberg Adv. Co., Los Angeles, has joined the Sidney Garfinkel Adv. Agency, that city, in a similar capacity. In addition, he has taken on the duties of time buyer.

Longstreth to C-P-P

EDWARD LONGSTRETH, freelance script writer and previously in the radio departments of N. W. Ayer & Son and Pedlar & Ryan, New York, has been appointed to the newly-created position of radio director of Colgate-Palmolive-Peet Co., Jersey City. He will supervise and coordinate the company's broadcasting activities currently embracing nine network programs, seven of which are on CBS and two on NBC-Red. Well known as an author and magazine writer, Mr. Longstreth entered radio in 1929 as a free lance script writer, handling continuity and interviews for such programs as *Ipana Troubadours, Cavalcade of America,* the Thomas Edison series and *The Answer Man.*

MARJORIE SOUDERS, formerly a copywriter of McCann-Erickson, New York, and Jameson Campaigne, formerly with the Southwestern sales division of the Yardley Co., New York, have joined the radio department of Compton Adv., New York, as copywriters.

NORMAN STROUSE of the J. Walter Thompson Co., San Francisco, recently was elected president of the Advertising Golf Assn. of San Francisco.

LESTER A. LOEB ADV. Agency has moved its New York offices to 14 W. 40th St. New telephone is Bryant 9-8911.

H. C. VOGEL, for the last three years vice-president and radio director of Beaumont & Hohman advertising agency, Chicago, on Nov. 20 joined Reincke-Ellis-Younggreen & Finn Inc., Chicago, as account executive.

SIDNEY A. WELLS, art director of McCann-Erickson, Chicago, recently was awarded first, second and third prizes for his railroad miniatures which he entered in the Model Railroad Exhibit in Springfield, Ill.

FREDERICK P. BASSETT Jr., for the last two years writer for the National Syndicate Service, and previous to that with the William R. Harshe organization, Chicago, on Dec. 2 joined the publicity department of Hays MacFarland & Co., Chicago.

HAROLD S. SCHWARZ, for the last seven years president of the Van Patten Pharmaceutical Co., Chicago, has been appointed account executive of the Neal Advertising Agency, Chicago.

W. B. (Doc) GEISSINGER, formerly advertising manager of California Fruit Growers Exchange, Los Angeles, has joined the Hollywood staff of BBDO in an executive capacity. He is in charge of the new business division. Jack Smally continues as BBDO Hollywood manager.

DON FRANCISCO, recently resigned as president of Lord & Thomas, is planning to leave about mid-December for South America on a radio survey for the Latin American Commercial and Cultural Relations agency of the National Defense Council, of which Nelson Rockefeller is coordinator and Mr. Francisco a member of the four-man Committee on Communications.

CLINT FERRIS, formerly a vice-president and copywriter of H. W. Kastor & Sons, Chicago, has joined the copy department of Ted Bates Inc., New York.

GEORGE JELLENIK Jr., formerly assistant to Ira Hirschman, vice-president in charge of advertising and publicity for Bloomingdale's, New York department store, has joined H. W. Fairfax Adv. Agency, New York, in an executive capacity and will specialize in the programming of special television programs.

RAYMOND D. PARKER, formerly manager of the insurance advertising department of Cowan & Dengler, New York, and F. Kenneth Allston, formerly of Allston-Depew, New York art production company, have formed Parker-Allston Associates at 18 E. 48th St., New York. Company, although specializing in insurance accounts, also will handle general advertising. No radio department is planned.

LEO P. BOTT Jr. has announced his resignation, effective Dec. 31, as advertising and sales promotion manager of Filmack Trailer Co., Chicago, a firm producing moving picture announcement films. Mr. Bott formerly operated his own agency in Little Rock, Ark., and was associated with Harvey-Massengale Co., Atlanta, and Donahue & Coe, New York.

RUDOLPH BLOCK & ASSOCIATES, Los Angeles public relations service, has been appointed to handle Pacific Coast publicity of BMI.

Forms New Agency

DOROTHY LINDNER OMANSKY, widow of Jacob Omansky, one-time general manager of the *New York Post* and the *Philadelphia Record,* and herself for many years in media advertising, has opened The Lindner Agency at 280 Madison Ave., New York. Miss Lindner was formerly with Hearst Publications and previously assistant circulation manager of *Time* Magazine. She also worked for CBS. With Miss Lindner are L. V. Eastman, lawyer, as treasurer, and Theodore Peckham, founder of the New York Escort Service, as secretary. Full list of accounts will be announced after Jan. 1, 1941.

Gibbons Forms Agency

GIBBONS ADV. AGENCY, Tulsa, was established Dec. 1 by J. Burr Gibbons, vice-president and a major owner of Rogers, Gano & Gibbons. Leslie E. Brooks is vice-president, with Mrs. W. F. Cody as secretary. The agency will specialize in industrial accounts, though handling consumer goods business.



IN America's Money Belt people like to ride. But it's not "Old Dobbin" they're hitched to. They hurry behind sleek horses of steel! And what appetites *these* horses have, as they roam the cities, towns and farms, harnessed in the engines of more than two million cars, trucks and tractors. What's more, they won't go off to market or into fields without first receiving a satisfying meal of gasoline and oil, plus plenty of grease to keep their joints limber.

And that's not all — they require gear lubricants, tires, anti-freeze, batteries, spark plugs and other accessories. What a market for anyone who sells such things! You can figure out how many hundreds of millions of dollars the check runs to, if you wish—making the cash registers ring for our advertisers who feed these horses keeps us too busy to total this up.

And it's easy to let the Money Belt folks know what *you* sell. You can reach every nook and cranny of this rich area with The Cowles Stations—radio's four-way voice of America's Money Belt.

WHICH OF THESE DO YOU SELL?

Estimated Annual Retail Sales in "America's Money Belt"

Gasoline Gallons	1,465,659,825
Lubricating Oil Gallons	36,846,830
Tires (pass. cars)	2,660,915
Tubes (pass. cars)	2,850,980
Batteries (cars and trucks)	1,140,917

In "America's Money Belt" there are:

Passenger autos	1,583,878
Trucks (on farm)	127,497
Tractors	414,479

The Cowles Stations
WMT · KRNT · KSO · WNAX
CEDAR RAPIDS WATERLOO · DES MOINES · DES MOINES · YANKTON SIOUX CITY
Affiliated with THE REGISTER AND TRIBUNE, Des Moines, Iowa

Represented Nationally by THE KATZ AGENCY

WCBM
BALTIMORE, MARYLAND
Affiliated With The
MUTUAL
Broadcasting System
JOHN ELMER, *President*
GEO. H. ROEDER, *Gen. Mgr.*
National Representatives
THE FOREMAN COMPANY
247 Park Ave., New York
Wrigley Building, Chicago

1. Fibber McGee and Mollie
2. Jack Benny
3. Information Please
4. Musical Americana
5. Fred Waring's Pleasure Time
6. Pot O' Gold
7. Ma Perkins
8. Vic and Sade
9. John B. Kennedy
10. Fitch Band Wagon and many others

Now ON KTSM
N. B. C.
EL PASO

Why Not Your Show, Too?
May We Send Complete Information?
Geo. P. Hollingbery Co. National Reps.



WHEN the 3,000th *Richfield Reporter* program was broadcast over 6 NBC-Pacific Red stations, sponsor executives, those of the agency handling the account and network representatives celebrated with a banquet. Event was also saluted by NBC with a half-hour program. At the banquet, among others, were (seated l to r), R. W. Raglund, chief counsel of Richfield Oil Co.; A. M. Kelly, vice-president in charge of manufacturing; Charles S. Jones, Richfield president; Don E. Gilman, NBC western division vice-president and F. A. Morgan, vice-president in charge of development for Richfield. Standing (l to r), are Julian O'Donnell, vice-president of Hixson-O'Donnell Adv., Los Angeles agency; Sydney Dixon, NBC Pacific Red sales manager; G. K. Breitenstein and Robert Hixson, president and vice-president, respectively of the agency.

Mace Reorganizes

MACE ADV. AGENCY, Peoria, Ill., will continue operating under direction of its present personnel, in compliance with a wish expressed by M. J. Matusak, founder and president, who died Dec. 1. Four members of the firm have purchased the agency from the founder's estate and will operate it as "a fitting memorial to the founder". Under the new setup John F. Fellay, president, will continue in charge of art and production; Robert J. Rice, vice-president, copy and radio; Olga Rummel, secretary, auditing and office management; Jay J. Keith, treasurer, client relations and space buying. Mr. Mace had been ill for a year. The agency has operated under his direction for 27 years.

Marketing Assn. Meeting

NATIONAL convention of the American Marketing Assn., to be held at the Stevens Hotel, Chicago, Dec. 26-28, has selected "How to Get More For Your Advertising Dollar" as its theme. Vernon B. Beatty, advertising manager of Swift & Co., Chicago, has been named chairman of the advertising sessions, which will feature discussions on radio, newspaper, magazine and outdoor display. Frank Stanton, research director of CBS, New York, will talk on the subject "Put More in Radio". Fred Dickenson, head of the Bureau of Advertising of ANPA, will discuss newspapers. Frank Braucher, of the Periodical Publications Assn., will speak on magazines, and F. N. McGehee, of Outdoor Advertising Inc., will talk on outdoor display.

Carroll S. Dejong

CARROLL S. DEJONG, 49, for the last 11 years account executive of the Phil Gordon Agency, Chicago, was killed Nov. 30 and his bride of a month critically injured in a collision when their car was struck by a freight train near Fowler, Ind.

Edith M. Lloyd

EDITH MARGUERITE LLOYD, 46, copy writer for Mitchell-Faust Adv. Co., Chicago, died Dec. 4 following a short illness. Before joining Mitchell-Faust Miss Lloyd was with Blackett-Sample-Hummert, and Roche, Williams & Cunnyingham, Chicago.

KXA, Seattle and KGY, Olympia, Wash., have appointed Burn-Smith Co. as national representatives.

Flu Tips

WITH the worst flu epidemic in the history of California since 1918 raging during early December, radio was again called into the emergency. Practically every station in the State was called upon by public health authorities to issue bulletins advising persons how to check colds and offer other precautionary measures to aid in eliminating the epidemic. To minimize and avoid possible panic, the information was issued during news periods, with the word epidemic eliminated from most copy.

KRSC-WINX Appoint

RADIO ADVERTISING Corp., station representative, has announced its appointment as national representatives of KRSC, Seattle, and WINX, new local outlet in Washington, D. C. In addition, Radio Advertising represents WHK and WCLE, Cleveland; WHKC, Columbus; WKBN, Youngstown; WIP, Philadelphia; WTOL, Toledo; WCAR, Pontiac, Mich.; KPAC, Port Arthur, Tex.; WOLF, Syracuse; WTSP, St. Petersburg; WJHL, Johnson City, Tenn.

Youngstown mills, operating at capacity, are enlarging to meet the demand. Cover this market of 350,000 best with . . .

WFMJ

FORMULA FOR STORES

WOR Survey Yields Tips on How to Use Radio

SURVEY of the use of radio made by department stores conducted in 14 cities by John P. Nell, retail account executive at WOR, Newark [co-author with Joseph Creamer, WOR promotion director, of "A Radio Formula for Department Stores", BROADCASTING, Aug. 1, 1940], has been issued by WOR as a 24-page booklet, written and illustrated with the light touch typical of Mr. Creamer's promotion pieces.

In addition to the 3,000 advertisers and agencies to whom WOR sent the booklet, the National Retail Dry Goods Assn. is sending copies to some 4,000 department stores, according to WOR, which says this piece is the first on the subject ever issued by a station. Brochure's five-point conclusion follows:

"Radio, properly administered by a department store, sells goods, stimulates store traffic, creates goodwill and extends the store's trading area.

"The majority of successful department store radio programs are on the air daily.

"The majority of successful department stores using radio are buying time on moderate or high-power stations.

"Radio must be given a fair trial Short term contracts are unfair to both the store and radio.

"Radio cuts the cost of other media by upping the effectiveness of those media."

MCA Radio Promotion Tieups

MUSIC CORP. of America, along with the usual advance publicity brochures it sends to local agents or theatre managers when it books an engagement for its talent, is sending out a separate press manual of six half-hour radio scripts as promotion for the Benny Goodman band. The manual was originated by Hal Davis and Les Lieber, publicity agents for Goodman, and is titled *Words About Music*, also the name of the agents' radio program recently on WOV, New York. The manager or agent upon a receipt of the scripts places them on a local station in conjunction with Goodman recordings, which the station would normally have on hand, a week or several days prior to the band's appearance.



WHEELING
A Fort Industry Market

We're in the RED!

Right smack on the front cover, Business Week (Nov. 23) published a map of the United States showing by states, the percentage gain in income for the first nine months of 1940.

Fourteen of the 48 states were shown in brilliant red to indicate the top gain for the nation of over 8%. Right smack in the center of these brilliant red states is the WWVA service area which shows the highest income gain bracket of 9.2% as against 6.7% average gain for the entire nation.

Income represents purchasing power, and we're located in that thriving Steel and Coal Belt of the Nation, where folks say it with pay envelopes. Sales can be no better than those envelopes and WWVA listeners offer you the fattest of them all.

—C. B. S.—

BLAIR Represents Us

A FORT INDUSTRY STATION

5,000 WATTS

WWVA

WHEELING, W. VA.



From all of US to all of YOU

A Merry Christmas

KMBC
OF KANSAS CITY

Purely PROGRAMS

A UNIQUE 15-minute news drama, *Stop That Story* has started on WCCO, Minneapolis, in a time-space exchange with the *St. Paul Dispatch-Pioneer Press*. Idea of Editor Russell Wiggins, the program is built around stories the newspaper was asked not to print. Roundtable discussions by civic leaders from towns around the Twin Cities on whether the story should or should not have been printed follows the drama. Publisher then explains the reasons for the newspaper's final decision.

* * *

Stumping the Imitators

NEW comedy quiz show, *Stumping the Imitators*, is getting a big play on KOMO, Seattle. Sponsored by the Seattle Bowling & Recreation Center, the show brings bowlers off the alleys to imitate anything from a coyote howling an obligato to "Home on the Range" to an opera singer handling "Beat Me, Daddy, Eight to the Bar". Listeners are offered cash prices for usable imitation situations. The bowling audience decides by its applause if an imitation is good enough to merit a cash prize for the imitator.

* * *

Dramatize Case Histories

KPO and KGO, San Francisco, are dramatizing case histories taken from the files of the *San Francisco Chronicle* in connection with that newspaper's annual "Neediest Families" campaign. The effort is designed to rehabilitate needy families rather than to give them relief. Families are recommended by Community Chest agencies and then investigated. The programs are released by KGO at 7:30 p.m. (PST) Wednesdays, and KPO, Fridays, 8:15 p.m.

* * *

Health and Time

DEVOTED to a dicussion of the health aspects of the daylight saving plan, now under consideration in Wisconsin, WTMJ, Milwaukee, has started a new series, *Daylight Saving and Health*, produced in cooperation with the Wisconsin State Medical Society. Queries on the plan, solicited from listeners, are read on the program by James Kelley, executive secretary of the Milwaukee County Medical Society, and answered by "The Friendly Doctor", an anonymous local physician.

School Days

LISTENERS to WBOW, Terre Haute, Ind., recently had a chance many of them had probably yearned for since they were in school. As part of a three-hour final examination in radio production at Indiana State Teachers College a 15-minute broadcast was presented. Students drew their exam questions from a box and answered them on the air. The listeners were instructed in methods of grading and marking and were asked to grade the participants and mail these grades to Clarence M. Morgan, the director of the college radio division. The final mark was withheld until the listeners turned in their grades.

Clubs and Such

GIVING a new twist to an old idea, activities of clubs and civic organizations are publicized during the daily early morning *Insomnia Club Breakfast Hour* recently started on KFAC, Los Angeles, under participation sponsorship. Besides organization news, the program, conducted by Pauline Holden and Dick Westerly, includes music, guest interviews and information on food problems. Current sponsors are Marco Dog Food Co.; Turco Products Inc. (canned food products); Los Angeles Saratoga Chip & Pretzel Co. (potato chips); Coffee Products Co. of America (coffee and spices); Los Angeles Soap Co. (White King), and R. M. Westmore Co. (evaporated apples).

* * *

Musical Lore

LISTENERS are asked to select the title for a program of popular music started Dec. 9, on WNEW, New York, and heard 11:30-11:45 a.m., Monday through Saturdays. A portable radio and recording albums are given away as prizes to persons suggesting winning title. The series features Dick Gilbert, editor of *Metronome*, relating sidelights about well known songs, and Merle Pitt's orchestra.



BOOKS AND PRESENTS reach staggering heights during Christmas drives by WSB, Atlanta, and WCKY, Cincinnati. Above is part of a stack of 1,141 books sent in by listeners during the first week of WSB's Christmas Book Fund campaign to secure books for Georgia's public libraries, figuring in a broadcast discussion by (l to r) Virginia McJenkins, Fulton County School librarian, Roy McMillan, WSB program director, and Beverly Wheatcroft, State library commission director. And below is Helen Gwen Rees, conductor of the WCKY *Woman's Hour*, sitting in the midst of the "mountain of toys" she is gathering for distribution to underprivileged children at a big party on Christmas morning.

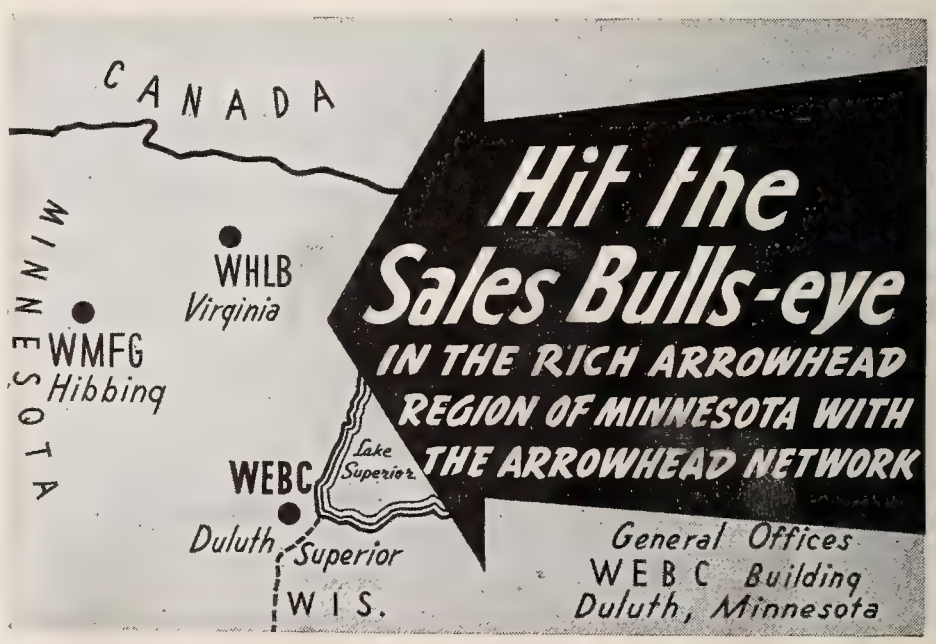
* * *

How Gardens Grow

WITH most of California a year-round perennial garden, interest is growing in a new garden program on KYA, San Francisco. Mary Ashe Miller, newspaperwoman and gardening expert, presides over the weekly program, presenting horticulturalists and home gardeners for informative interviews. She also gives tips about the newest garden gadgets and tells where they may be seen.

WOW

590 Kilocycles
John J. Gillin, Jr., Mgr.
★ On the NBC Red Net ★
OMAHA, NEBRASKA



Building a Drama

WHEN the *Listeners' Theatre*, produced by the Yale department of drama, starts its third season on the Colonial Network Dec. 16, a new format for the series will include discussions of each production by Prof. Walter Eaton and a group of student playwrights. Designed to add to the interest and academic background of this extra-curricular project of the drama department, listeners will hear the various reasons for the playrights' choice of what constitutes dramatic worth as well as a discussion of the problems faced in each production.

* * *

Quiz By Phone

KRE, Berkeley, Cal., recently started a new program titled *The Telephone Rings*. Questions are asked over the air. Listeners are invited to phone in answers. Prizes by sponsors are sealed until the correct answer is phoned in. Then the correct answer, the winner's name and the prize are announced. Don Hambly and Emily West, of the KRE staff, work the show.

* * *

Man in Kitchen

HOUSEHOLD hints from the man's point of view are offered during the five weekly quarter-hour commentary program, *Homer Griffith and His Radio Scrapbook*, recently started on KECA, Los Angeles. Broadcast includes a hodgepodge of poetry, essays and short stories, with listeners invited to send in suggestions and contributions.

* * *

Sassiety Stuff

GOSSIP and news, fashions, etiquette and other phases of society doings furnish the material for *The Social Whirl*, new weekly series on KPO, San Francisco. The programs feature Mildred Brown Robbins, society editor of the *San Francisco Chronicle* and Ruth Dunbar Burke, prominent junior leaguer.

* * *

Housing Tips

TAKING advantage of current housing interest, KXOK, St Louis. has started *Yours for Better Living*, a series of informal talks by prominent realtors giving small landowners inside tips on property management and financing. The program is a three-way cooperation between the station, the St. Louis Real Estate Exchange and the *St. Louis Star-Times*.

* * *

Snow Use

NEW SERIES, *Let's Go To the Snow*, presented on KPO, San Francisco, Thursdays at 8:15 p.m. (PST), covers reports of snow fall, snow sport conditions in Washington, Oregon, Idaho and California, prepared with cooperation of the U. S. Weather Bureau, Department of Commerce. Ira Blue is narrator.

* * *

News For Bands

NEW oddity show, including unusual human interest stories from public prints and original reporting, is *It Could Have Been You* on WSB, Atlanta. The show, heard Wednesdays at 11:05 p.m., breaks up the usual dance band schedule Douglas Edwards, of the WSB news staff, narrates the program.

Good Night Nurse–Presto! Free Verse

The following from Maj. Edney Ridge, director, WBIG, Greensboro, N. C.:

Ordered to bed with laryngitis
It's great to have BROADCASTING greet us . . .
My copy came to me early today
So I read what the broadcasters have to say.
We always seem in a helluva mess . . . but
Its' never as bad as they say, I guess.
There's just one thing to remember, and never forget . . .
John Q. Public's the boss, and he owns the set.
If wily, and clever men try to deceive
There'll be no one at that end to receive.

We hear about long fights and bitter . . .
Where to locate or place a transmitter.
It don't seem to bother much . . . one way or another
For it's the public that counts . . . not you, brother!

Radio's famed for the way it speeds . . .
Rules, regulations, codes and creeds.
Everything done points to some prevention . . .
If you don't believe it, attend a convention.
Maybe broadcasters are wrong in taking their view
They've been doing a good job, I think. Don't you?
So whatever is done in the way of solving . . .
We've had enough of meeting and resolving.
They are pretty fair fellows, down at the Commission
And most of our faults are sins of omission.

This is a great country—the only one we are safe in
So let's all get together and quit this strafin'!

Care For Sets

KLS, Oakland, Cal., recently launched a thrice weekly program in which tips on the care of receiving sets use of gadgets, placement and other things touching on reception are given. It is heard Tuesday, Thursday and Saturday, 3:30 p.m.

* * *

Silver Screen Dope

INSIDE of the motion picture industry, news about the stars, directors, writers and producers and humorous happenings in filmdom's glamor city are revealed on the new *Hollywood Roundup*, on KYA, San Francisco. Lenn Curley conducts the thrice-weekly feature.

* * *

Around the Tree

SHOPPERS' guide to Christmas buying is the new *Around the Christmas Tree* series, heard mornings Monday through Friday on KGO, San Francisco. The feature is conducted by Virginia Lee, acting as the Christmas Shopper.

* * *

Old West Adventures

YARNS of the past and present, centering around the development of transportation, are narrated Sundays on the new *Trails, Rails and Waterways* on KLS, Oakland.

LOS ANGELES COUNTY
RETAIL SALES
United States $33,161,276,000
★Los Angeles County . $939,409,000
Source: U. S. Census 1935
KHJ ★ 1/36 TOTAL U. S.
Covers this Vital Market-plus

Wage-Hour Law Explained

THE NAB Labor Relations Department, headed by Joseph L. Miller, has published a pocket-size pamphlet, *The Wage & Hour Act*, explaining application of the Fair Labor Standards Act to the broadcasting industry. The pamphlet incorporates under one cover the various interpretations applying to specific industry situations, as advanced by the Wage & Hour Division of the Labor Department, and the text of the Wage-Hour Act itself.

Line Troubles in Mexico Mar Inaugural Coverage

ALTHOUGH the three major networks had planned full coverage of the Mexican presidential inaugural ceremonies Dec. 1 from Mexico City, each ran into such confusion that the broadcasts resulted in utter bedlam. At NBC the lines from Mexico were crossed in some inexplicable way so the English translation of President Avila Camancho's talk was transmitted to South America, while the speech itself was fed to the United States audience for the entire half-hour from 12-12.30 noon.

CBS reported a line failure due to the collapse of a telephone pole, and its broadcast scheduled for 12 noon was cut off at 12:16 p.m. Jack Starr Hunt, Mutual representative covering the event, reported to MBS headquarters in New York that the broadcast was halted by saboteurs at 12:16 p.m. His message read: "All telephones cut somewhere near Tampiro by unknown party believed followers of Almazan" (opposing candidate for the election).

Knox Sponsoring Cotton Bowl

KNOX GELATINE Co., Johnstown, N. Y., has signed with MBS to sponsor the exclusive play-by-play description of the eighth annual Cotton Bowl football game on New Year's Day at Dallas. Sportscasters for the game between Texas A. & M. and Fordham have not yet been selected. At the conclusion of the game, approximately 4:45 p.m., Mutual will shift to the West Coast for exclusive broadcast of the annual East-West All-Star game in San Francisco, to be sponsored by Gillette Safety Razor Co., Boston.

ALLIED
RADIODISC
Since 1934
In a position of
NATIONAL PROMINENCE
In the field of
PROCESSING and PRESSING
Electrical Transcriptions
and
Phonograph Records
ALLIED RECORD MFG. CO.
1041 No. Las Palmas Avenue
HOLLYWOOD, CALIF.

Broadcasters in Canada To Discuss Copyrights

THE SEVENTH annual convention of the Canadian Assn. of Broadcasters will be held at the Mount Royal Hotel, Montreal, Jan. 20-23, according to T. Arthur Evans, secretary-treasurer. Main topics will be the interpretation of the sponsored newscast ruling which goes into effect on Jan. 1, 1941 [BROADCASTING, Dec. 1]; the copyright problem which may or may not be settled at that time, depending on the Copyright Appeal Board at Ottawa; recognition of advertising agencies; the Havana Treaty changes, and annual elections.

The copyright problem is up again this year with the Canadian Performing Rights Society asking broadcasting stations for 14 cents per licensed receiver, amounting to $178,321.98 for 1941, and the formation of BMI Canada Ltd.

CBC Votes Premiums

PREMIUM merchandising offers, which were on an experimental basis in Canada, have been made permanent by a resolution of the Canadian Broadcasting Corp. board of governors. The CBC has found that the regulation permitting premium merchandising offers up to a limited value serves a useful purpose and has been endorsed by the broadcasting industry. Only one change was made in the regulation—elimination of a clause which made it impossible for the advertiser to name the manufacturer of the premium.

Extensive Music Index Being Compiled By ASCAP Has Few Broadcast Users

WITH THE MUSIC controversy between ASCAP and the broadcasters at white heat, at least one executive of ASCAP is bemoaning the failure of the broadcasters to take advantage of the availability of ASCAP's music title index. E. C. Mills, chairman of ASCAP's Administrative Committee and the originator of the ASCAP index, focused attention on this situation.

The index, originally offered in 1937, was favorably received by the broadcasting industry and in many quarters was labeled one of the few constructive tasks ever undertaken by the Society on behalf of its users.

In the more than three years that have elapsed since the original proffer of the index, only 78 stations have asked ASCAP to send all instalments as available, according to Mr. Mills, and only 237 stations of the roster of more than 800 have asked for any part of it. The index was offered to stations entirely free of charge, except the cost of transportation and files.

To Include All Catalogs

When the index originally was instituted, Mr. Mills said, he thought regardless of any future developments as to differences between broadcasters and music copyright owners, such a service would be useful to the program building departments of stations. After careful studies and research to ascertain the most practical method of indexing musical titles, Mr. Mills evolved the plan of printing the titles on perforated gummed sheets, to be torn apart and each title pasted on a separate index card.

The index was presented in instalments, the first of which was made available in November 1937. Since that date 11 instalments in all have been offered. To date the index includes 126,650 of the titles most used, until now, in broadcasting. It is stated on ASCAP's behalf that the index is a complete one, as far as the broadcasters average use is concerned.

The ASCAP official stated that it has been and is the plan to continue preparation of additional instalments until finally the index would embrace practically all music, copyright and non-copyright, of which any reliable record could be found anywhere, in any catalogs, listings or indexes throughout the world. The index is not limited to compositions by ASCAP members, or controlled by affiliated societies, but is all-inclusive of each musical composition, copyright and non-copyright, of which ASCAP can find a record regardless of ownership. This is stated formally by ASCAP.

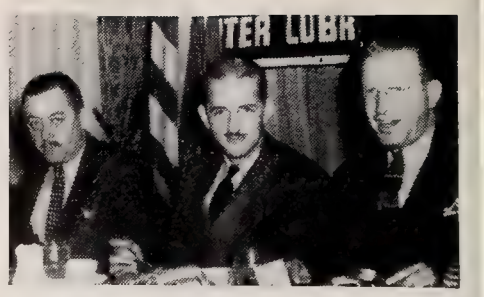
Further explaining the comprehensive character of the index, it was said that it is not only of the ASCAP repertoire but is intended to be an all-inclusive, accurate and informative index of all musical compositions, showing the title of the composition, the name of the author and/or composer, and of the publisher. It also shows, if ASCAP has the information, the owner of the small performing rights.

Still Available

Mr. Mills explained that since BMI completed its organization and began producing music, he had invited it to send lists of works for inclusion in the index and it complied. He also advised that from its inception, the index has been offered to and accepted by the NAB. The index has been offered to Canadian as well as American stations.

Considered entirely apart from the current controversy between ASCAP and the industry, many broadcasters are understood to have found the ASCAP index of great value and have equipped themselves with it. A number of the projects for creation of copyright clearance bureaus, on a cooperative basis, plan to use the ASCAP index as a guide.

The index, despite strained relationship between ASCAP and the industry, is still available to all stations on the original basis, according to Mr. Mills. A brochure issued by ASCAP describing in detail the scope of its index, is available for distribution. An estimate of the cost of complete installation of the index is given as approximately $700, including clerical cost of placing cards in the index in alphabetical order. ASCAP makes no charge for the material. The newest brochure, available by inquiry to ASCAP at 30 Rockefeller Plaza, New York, bears date of July 10, 1939.



GUEST OF HONOR at a recent Omaha dinner meeting attended by several hundred Skelly Oil Co. dealers was Capt. E. D. C. Herne (left), Skelly news commentator featured on the oil company's early morning NBC-Red news broadcasts. Seated with Capt. Herne at the speakers' table are Frank Ferrin (center), vice-president of Henri, Hurst & McDonald, Chicago agency handling the Skelly account, and Art Taylor, Skelly advertising manager. An interesting sidelight developed around Capt. Herne's program during the Thanksgiving season when a holiday commentary delivered Nov. 21 stirred up such a demand for copies of the address that several thousand were sent to listeners and the program repeated the following Thursday, when part of the country was observing the second Thanksgiving. During his Omaha visit, Capt. Herne was entertained by WOW, Omaha.

AFTER just 27 days of operation WSTV, Stubenville, O. had secured 80 local accounts exclusive of national spot business. Manager John J. Laux announced late in November that the station had joined the MBS, carrying a complete daily schedule of network programs.



THE PACIFIC NORTHWEST

Where everybody listens—and everybody buys

IMPARTIAL SURVEYS have repeatedly verified the fact that people of the Pacific Northwest own more radios and listen to them longer each day than other comparable sections of the country.

Official U. S. census figures, just issued, again emphasize the increasing importance of the Pacific Northwest *as a market.* Since 1930 the Pacific Coast has made the nation's greatest gain in population. Oregon's own gain of 14.2% in population is exceeded by only six states.

Most recent U. S. Department of Commerce figures show that per capita income in the Pacific Northwest is well above the national average.

And so, in this great Oregon and Southwestern Washington market, served so adequately by KGW and KEX, they *listen* more . . . they *earn* more . . . and they *buy* more. That's a combination to keep in mind for your 1941 advertising budget!

KGW
620 KC
5000 WATTS DAYS
1000 WATTS NIGHTS
NBC RED

RADIO STATIONS OF THE
OREGONIAN
PORTLAND • OREGON

KEX
1160 KC
5000 WATTS
CONTINUOUS
NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

NBC BLUE PROGRAMS

Brought to Milwaukee

via

WEMP

Commencing January 1

Get on WJHP's new highway to Jacksonville's buyways!

NBC BLUE
WJHP
JACKSONVILLE
FLORIDA

H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA

FCC Seeks Increase in Fund To $4,250,000 for Next Year

Boost of $300,000, Despite Swelled Budget for Defense, Is Sought; Hearings to Be Held

A SUBSTANTIAL increase in appropriation for the 1942 fiscal year, which begins next June, is being sought by the FCC, evidently portending a broadening of the entire radio regulatory base.

While details regarding appropriations for Governmental agencies are not revealed until the actual appropriation bills are introduced in Congress, it is learned authoritatively that the FCC is seeking upwards of $4,250,000 for overall activities from July 1, 1941 through June 30, 1942. Base appropriations for the current fiscal year amounted to approximately $2,200,000. The Commission, however, received $1,600,000 from the President's national defense fund for widely expanded monitoring operations necessitated by the European War and subsequently got $175,000 for the relocation of monitoring stations.

Personnel Increase

The new budgetary requests also are understood to include nearly $2,000,000 for national defense activities. However, it was recalled that a substantial portion of the national defense budget for the current year was for equipment and, therefore, is not a recurring expense.

It is expected the FCC will appear before the House Appropriations Committee, headed by Rep. Woodrum (D-Va.), during the week of Dec. 16, to justify the budget demand. The overall increase asked runs about $300,000 ahead of the current fiscal year's funds, including the special appropriations made after the original allocation. Increase for salaries and expenses of approximately $150,000 indicates the FCC proposes to expand its personnel base—perhaps in all essential departments.

With television and FM forging ahead, it is presumed the Commission will seek to retain an expert television engineer in the higher salary brackets. Presumably, the broadcast engineering staff also would be augmented with the retention of FM experts and equipment specialists.

With field operations for surveillance of propaganda activity vastly increased during recent months, signs point to a substantial increase in personnel in that field. All told, some 500 additional engineers, clerks and other functionaries have been retained by the FCC since procurement of the special defense fund early this year.

In the surveillance of propaganda originating abroad, the FCC has made elaborate plans. It is recording, translating and transcribing foreign programs. It also has taken steps to record domestic foreign language programs to ferret out "fifth column" and other activities viewed as inimical to the national defense. Beyond that, the work entailed has to do with intercepting high-speed code transmission.

Running down of unlicensed stations also falls in this sphere of activity. A staff of translators and of other specialized personnel for this work has been established and will be augmented if the funds are forthcoming. Moreover, the recent establishment by the President of the Defense Communications Board, for which no special appropriation has been made, probably will entail the time of a number of clerks and other assistants. The heavy policy work is handled by the FCC staff, or by experts of other Governmental departments having membership on this Board.

Primarily in the public utility common carrier field the FCC proposes to add to its Accounting Department. Additional attorneys and investigators are expected to be named to delve into qualifications of applicants for stations and to handle verification of citizenship and other matters. Special attorneys, specializing in investigation work, would be sent to the field, with a staff also maintained in Washington in the special investigation section created during the last year.

34,770 TIME SIGNALS

Navy Report Reviews Work in Communications

A TOTAL of 34,770 time signals were broadcast by the U. S. Naval Observatory in Washington and the Manila Central Observatory from July 1, 1939 to June 30, 1940, according to a Dec. 1 announcement in the annual report of the Secretary of Navy for the 1940 fiscal year. By means of radio control and a crystal clock at Mare Island, Cal., the Naval Observatory controls the broadcast of time from naval radio stations at Washington, San Francisco, Oahu, T. H., and Balboa, P. I., providing time signals available for use by U. S. broadcast stations.

The Navy Department's report also declared that "naval communication operations and materiel have continued at high efficiency" and that communication facilities are adequate for the existing naval establishment. This is regarded as a notable commendation, from both the then Acting Secretary of Navy Lewis Compton and Admiral Harold R. Stark, Chief of Naval Operations, for the Division of Naval Communications and its head, Rear Admiral Leigh Noyes, who is also a member of the Defense Communications Board.

Noting that 36 naval radio traffic stations have been in active commission during the last year, with five such stations maintained in an inactive status, the report indicated that additional communication facilities will be made available for the Navy to meet the increased requirements occasioned by the limited emergency and the naval expansion program.



WHEN PRETTY 18-year-old Evelyn Asay, of Carrol County, Ill., walked away with top honors at the International Livestock Exposition in Chicago recently, WLW, Cincinnati, was there for an on-the-spot remoted interview. Admiring her prize-winning steer, Sargo, which brought a sale price of $3,498 from Firestone Tire & Rubber Co., are (l to r) Charles Grisham, of the WLW agricultural department, Miss Asay, and Ed Mason, WLW farm program director. WLW broadcast a daily program direct from the exposition and a special broadcast in Spanish, for Latin American audiences, on WLWO, Crosley international shortwave outlet.

PAUL SCHULZ, chief engineer of KYA, San Francisco, took a bead on a hawk while hunting recently. When the hawk plummeted to earth, Schulz found that he had downed two birds with a single shot. A quail, wounded but alive, fluttered out of the dead hawk's mouth. He was caught and killed.

Season's Greetings

WCBA - WSAN

LEHIGH VALLEY BROADCASTING COMPANY

ALLENTOWN, PA.



SALES CHARTS

in the Detroit market are going up and advertisers on CKLW, in particular, are looking at rosy sales figures these days! If you're planning big things in this area, wrap up your radio buy in one big value - package . . . CKLW! Complete coverage! Results! Thrifty on the budget!

IN THE DETROIT AREA-IT'S

CKLW

5,000 Watts Day and Night

CLEAR CHANNEL

Joseph Hershey McGillvra—Representative

MUTUAL BROADCASTING SYSTEM

Native Tongue Programs Enjoy Wide Following, Survey by FCC Reveals

AN ANALYSIS of answers to a recent FCC questionnaire reveals that a total of 199 domestic stations now schedule broadcasts in one or more foreign languages and 57 additional stations, while not now broadcasting in any foreign language, have done so in the past six months. There are 43 stations which broadcast 10 or more hours weekly in one or more foreign languages.

The information contained in answers to the questionnaire reveal that 31 foreign languages are represented on 1,721 current weekly programs, which amount to nearly 1,330 hours of broadcast time. Approximately three-fourths of this is in Italian, Spanish, Yiddish, and German — the proportion decreasing in the order listed.

The FCC says smaller stations appear to predominate in the foreign language field, 108 of the 199 stations having power not in excess of 250 watts. However, the Commission points out, a substantial number of stations which devote a large amount of time to foreign language programs have greater power.

The FCC said the answers revealed that the preponderance of stations using foreign languages are located in areas with large foreign born populations, and the stations assert that broadcasts in native tongues are popular with their listeners and their advertisers.

The Other Fellow's VIEWPOINT

EDITOR BROADCASTING:

There is an error in your story on page 89 of your Nov. 15 issue on "Time For The Fair".

Your story states: "Regarded as a new high in continued promotional activity . . ." This amazing report of how much free time radio gave the New York World's Fair should be headed "Regarded as a new high in continued *chiseling* activity. . . ."

I am sure my sentiment on the chisel practices of the New York and San Francisco Fairs are echoed by many other station managers as well as the newspapers of this country which also got not a cent from either one of these projects. This fact is recalled most vividly when one considers that the New York World's Fair would charge as high as 40c for a bottle of beer as well as all the other systems of extortion and high prices that drew so much unfavorable publicity everywhere.

I think it is also high time that your good magazine went after the chisel practices of movie companies which continue to try and flood the networks with premieres and other such tripe on a free basis.

S. A. CISLER,
General Manager,
Nov. 27. WGRC, Louisville.

BUDDY ARNOLD of the Betty and Buddy song team on WOR, Newark, has completed three songs just released by BMI and published by Pro-Art. They are "There's a New Moon in Honolulu," "My Old Man," and "Then I Love You."



JOHN M. TIFFANY, chief engineer of WKRC, Cincinnati, is shown making a final adjustment on the new type of microphone built by Lee Bernhardt, a member of his engineering staff. The idea for the new mike was conceived by Jimmy Scribner, whose *Johnson Family* broadcasts are aired on MBS from the *Times-Star* station studios. It is used to simulate different voices in the script (all of which are done by Scribner), and for fades. The microphone stand is for a Western Electric 639B and is made to rotate by hand over 180 degrees, noiselessly. It is mounted on ball bearings both top and bottom with felt cushions to break the motion and to insulate it from bearing noises.

Fame for Singer

HAILED as another Marian Anderson, Virginia Lewis, young Negro soprano of Philadelphia, saw her career take a Cinderella turn Dec. 9 when she sang at the White House for Mrs. Eleanor Roosevelt and guests. A WPA music teacher in Philadelphia, the 26-year-old singer is a protege of Samuel R. Rosenbaum, president of WFIL and chairman of Independent Radio Nework Affiliates. Mr. Rosenbaum is well-known as a music patron and is president of the Philadelphia Robin Hood Dell summer concerts. Through the White House musicale appearance, Miss Lewis gained enough recognition to be assured tutelage under an outstanding voice instructor.

TRANSCRIPTIONS

STANDARD PROGRAM Library Service announced the addition of 23 new subscribers. These include all NBC managed and owned stations and WKBH, La Crosse, Wis.; KOIL, Omaha; KFAB-KFOR, Lincoln, Neb.; KYW, Philadelphia; KDKA, Pittsburgh; WBZ-WBZA, Boston-Springfield; WDEF, Chattanooga, Tenn.; KGKC, Scottsbluff, Neb.; WAAF, Chicago; KPAC, Port Arthur, Tex.; WAKR, Akron; KGFI, Brownsville, Tex.; WMFF, Plattsburg, N. Y.

IN ANSWER to requests from stations subscribing to NBC *Thesaurus*, the NBC Radio-Recording Division is releasing a special script of 13 quarter-hour participation programs titled *The Christmas Calendar* for use during the Christmas shopping season. Program is timed to include three minutes of copy, 8½ minutes of Christmas music by *Thesaurus* artists, and three one-minute commercials.

ROYAL RECORDING Co., Berkeley, Cal., recently was purchased by Arthur Westlund, general manager of KRE, Berkeley, who has moved it to the KRE Bldg., where he is operating it as a separate personal enterprise.

JAMES THORPE, Indian star known as the world's greatest athlete, has signed with Fred Mertens & Associates, Hollywood transcription firm, to make a series of quarter-hour recordings. Mertens is also producing the *Squared Circle* with Jim Jefferies, formerly world's heavyweight champion, as m.c., which is being sponsored by individual Florsheim Shoe Co. dealers on approximately 160 stations.

AS A special Christmas promotion, RCA Mfg. Co., Camden, is distributing to RCA dealers transcribed announcements of movie and record artists endorsing the new RCA Personal Radio. Recorded at 78 rpm on a 10-inch disc, they can be used in dealers stores or as radio spots.

FTC Actions

SCHOLL MFG Co., Chicago, on Dec. 8 were ordered by the Federal Trade Commission to stop certain advertising misrepresentations for Dr. Scholl's Zino-Pads and Kurotex Foot Plasters. The FTC also has ordered Bauer & Black, Chicago, to cease certain representations for Blue Jay foot remedies. Chocolate Products Co., Chicago, has filed an answer to a recent FTC complaint charging misrepresentation in the sale of Stillicious Vitamix chololate syrup. The answer denied that the company misrepresented the value of the Vitamin A content claimed for the product. Burry Biscuit Co., Elizabeth, N. J. also has filed an answer to a recent FTC complaint. The FTC also has announced acceptance of stipulations from F. A. Stuart Co., Marshall, Mich., and Benson & Dall, Chicago agency, to cease certain advertising representations for Stuart's Tablets, antacid medicinal preparation.

"Sure, I've been hearing about Philco radios over WMBD! I bought one just the other day!"



There are thousands of business executives in the 16 prosperous counties of Peoriarea who RESPOND to WMBD advertisers!

Potential coverage? . . . yes, we have that! We speak to more than 610,000 people daily. But we have something more! . . . a 50-50 balance between two kinds of listeners who buy! Representing **industry** and **agriculture**, they have over $640 per capita to spend annually . . . and they spend it! WMBD is the ONLY radio station in Peoriarea that reaches the ears of ALL Peoriarea. Yes, it's an ideal spot to test ANY radio sales campaign effectively!

FREE & PETERS, INC.
Exclusive National Representatives

TEST SPOT of the MIDDLEWEST
THE HEART OF ILLINOIS

MEMBER CBS NETWORK
WMBD
PEORIA, ILLINOIS

10 FOLD INCREASE OF POWER
WIBG
PHILADELPHIA, PA.
NOW
1000 WATTS
970 K.C.
for further information
PAUL F. HARRON, Pres.
Perry Bldg. — Phila., Pa.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!
50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

in the CONTROL ROOM



PAUL LEE, transmitter engineer of WSYR, Syracuse, has been appointed chief engineer of WWNY, new 500 watt daytime station at Watertown, N. Y. He is a graduate of Syracuse U.

ROBERT HENDERSON, formerly with the Canadian Broadcasting Corp. network engineering staff at Toronto, joined the engineering staff of CKLW, Windsor, on Dec. 16.

JULIUS HETLAND, chief engineer of WDAY, Fargo, N. D., is the father of a boy born recently.

JOHN BERNINGER, engineer of WWSW, Pittsburgh, recently bagged a 100-pound buck during his annual deer hunting trip.

PAUL DANIELS, chief engineer of KTSW, Emporia, Kan., also holds the supervisory post at KQUJ, the city's police radio station.

MYRON KLUGE, engineer of KFSG, Los Angeles, is recovering from an operation and siege in the hospital.

ROBERT F. TSCHANNEN, graduate of the U of Colorado Engineering School, has joined the Kansas City staff of Commercial Radio Equipment Co., engineering consultants.

ED DUTY has returned to his post as chief engineer of KHUB, Watsonville, Cal., after deferring his application for active duty in the Naval Reserve.

HAROLD DURHAM has joined the engineering staff of KOCY, Oklahoma City.

ERNIE UNDERWOOD, chief engineer of KFRC, San Francisco, recently was called for active duty in the Navy. During his absence the KFRC technical staff will be under the direction of J. J. McArdle.

KEN MEIER, technician formerly with KXA, Seattle, has joined KPQ, Wenatchee, Wash., replacing Bill Apple, who joined KVOS, Bellingham, Wash.

W. L. EXNER, formerly of KWLK, Longview, Wash., has joined the engineering staff of KOIN-KALE, Portland, Ore.

MORRIS BERTSCH, technician, who did vacation relief at KYA, San Francisco, has joined the engineering staff of KHUB, Watsonville, Cal.

THOMAS RAZOVICH, technician formerly with the radio division of the Golden Gate Exposition, has been added to the staff of KSFO, San Francisco.

RICHARD KELLY, engineer of WICC, Bridgeport, is the father of a daughter, Marilyn Jane.

FRED BARRY, new technician of KOL-O-KJR, Seattle, is the father of a 7 pound, 12 ounce boy, Richard Frederick.

JACK BRYNE, engineer of WOR, is the father of a nine pound eight ounce son, John, born Dec. 4. This is his second son.

JOHN L. ROBERTS, KIT, Yakima, Wash., news reporter, was on hand when a natural gas explosion at nearby Toppenish destroyed a warehouse, killing and injuring several persons. Besides rendering first aid service, he also scooped the news for his station.

NEW subscribers to United Press news service include: WMRN, Marion, O.; WGBR, Goldsboro, N. C.; WCBT, Roanoke Rapids, N. C.; KWSC, Pullman, Wash.

Man of Hobbies

THERE is nothing prosaic about Herman Berger of the WOR, Newark, engineering staff. For hobbies Berger (1) Collects eyes—he has wide collection of animal optics; (2) has a home machine shop; (3) grows roses; (4) collects stamps. Berger was in the investment business before he became a radio engineer in 1933.

Hams Called to Service Get Renewal Exemption

THE FCC has suspended its regulations requiring proof of satisfactory service in connection with renewal of commercial and amateur radio operators licenses for persons called to military service. The blanket exemption will affect nearly 100,000 operators of both classes and will continue until Jan. 1, 1942.

General waiver of the provisions was considered at a conference of Commission officials with representatives of interested labor organizations, including the International Brotherhood of Electrical Workers, Commercial Telegraphers Union of North America, American Communications Assn., Maritime Committee of the CIO, National Federation of Telephone Workers, Federation of Long Line Telephone Workers and the Assn. of Technical Employes of NBC.

Reason for the waiver was a desire on the part of the Commission and the labor organizations to relieve those called to the colors of routine details.

In announcing the exemption, it was stated:

"The Commission is aware of the importance of maintaining the present high standards of proficiency of licensed operators, and also guarding against a shortage of such skilled workers. It will, accordingly, continue to give these problems careful attention, and should experience indicate the need for change the Commission will act accordingly."

No FCC Quorum

WITH THE absence from Washington during the week of Dec. 9 of three of its members, the FCC functioned without a quorum during that week. Chairman James Lawrence Fly and Commissioners Paul A. Walker and George H. Payne attended the annual convention of the National Assn. of Utility Commissioners at Miami Dec. 10-12. Also in the group was Chief Accountant William J. Norfleet.

Six Named RCAC V-Ps

SIX executives of RCA Communications Inc. were elected vice-presidents at an RCAC board of directors meeting Dec. 6, according to W. A. Winterbottom, vice-president and general manager. They are: John B. Rostron, vice-president and traffic manager; C. W. Latimer, vice-president and chief operations engineer; H. H. Beverage, vice-president in charge of research and development; F. W. Wozencraft, vice-president and general counsel; L. G. Hills, vice-president and controller; A. B. Tuttle, vice-president and treasurer.

CHARLES F. HELLMAN, 67, retired radio electrical engineer, died in Los Angeles, on Nov. 28.



ACTUALLY, she is *one* lovely girl, with *one* lovely voice. But thanks to broadcasting networks, she becomes twins, or triplets, or hundreds—bringing songs to the corners of the country.

Bell Telephone engineers co-operated in making the first radio network. And since then, they have worked faithfully to anticipate the needs of radio. Today, the country is webbed with special telephone lines — designed to carry programs from one station to another. A well-trained corps of telephone people stands ready to guard and guide the network programs of the nation. . . . And back of them stand the telephone engineers in Bell Telephone Laboratories still working on network problems of the years to come.

Merchandising & Promotion

National Sport—Virginia Spots and Buttons—Letters—Price Tags for Retailers—Florida Nuts

SOME 200 talks and demonstrations of baseball technique are being given by Gabby Street and Ray Schmidt, baseball announcers of KXOK, St. Louis, in the area serviced by the station and the seven-station network it keys. A portable diamond is used to illustrate fine points and booklets are distributed. Street, former big league manager and player, made his radio debut on KXOX last summer.

* * *

All for a Cent

IN CONNECTION with its sixth anniversary in January, KFRO, Longview, has announced its third annual One Cent Sale. The sale offer is available only to national advertisers who purchase time during January to run not more than 13 weeks. Advertisers purchasing one unit of broadcast service may secure an additional broadcast unit for one cent.

Jingle Prizes

AS A GIVEAWAY prize for listeners to the *Where Are You From?* program, sponsored on WOR, Newark, by Rex Cole, distributor of General Electric refrigerators and appliances, G-E automatic coffee makers are awarded each week to the five persons sending in the best guesses on what locale the mystery guest introduced on each program is from and why. An additional prize is offered for the best jingle of 125 words sent in including the test words used by Dr. Henry Lee Smith on the program such as "merry, marry, Mary, greasy, etc." Agency is Maxon Inc., New York.

* * *

Egofoam Letters

EGOFOAM PRODUCTS Co., New York, is sponsoring a letter contest on Ida Bailey Allen's *Homemaker's Hour* on WMCA, New York, daily at 11 a.m. with prizes of $50 in cash and Christmas gift merchandise given for the best letters on Egofoam Shampoo and Hair Groom. Bob Wheaton Productions, New York, handles the account.

* * *

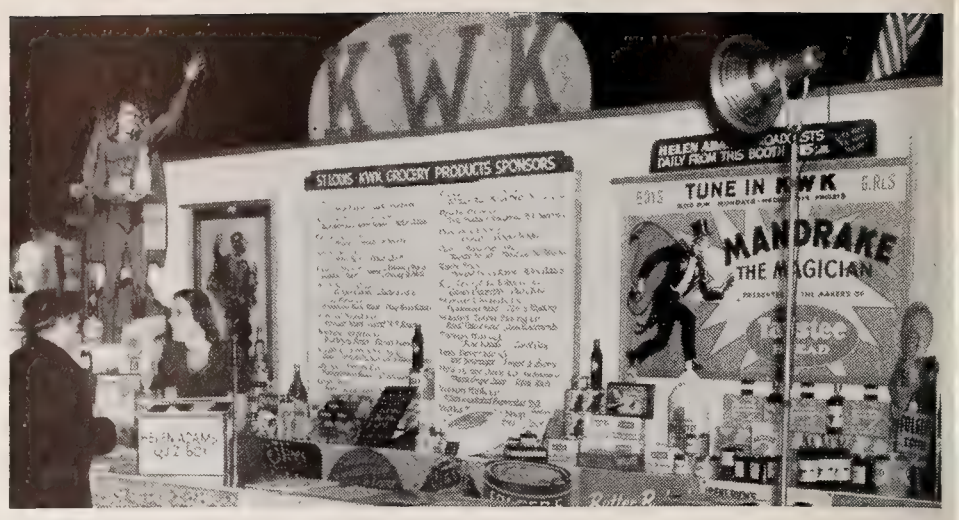
Tags for Stores

PRICE tags with the message "Advertised on WFBL" are distributed among retailers by the Syracuse station. They are made up in sheets of eight tags easily cut apart with shears. Convenient in size, they have a tab that holds the tag in place in a mass display or slips easily under a can in a shelf display.

* * *

Tickets for Tuners

KFXM, San Bernardino, Cal., printed and mailed to listeners several thousand "admission" tickets to the MBS program *Wake Up America*, sponsored by the American Economic Foundation. The ticket urges listeners to tune in the program.



ENSCONSED PRIMLY behind the counter, Helen Adams, home economist of KWK, St. Louis, answers questions on food problems posed by a regular listener to her *Let's Help You Keep House* program visiting the KWK booth at the Food Show held Dec. 1-7 in the St. Louis Municipal Auditorium. The KWK booth featured displays of 29 food sponsors of the station. More than 4,000 sheets of Miss Adams' recipes were given to visitors at the booth.

How to Sell Spots

SEEKING to set up its schedule of Christmas shopping spot announcements quickly and economically, WLVA, Lynchburg, Va., late in October started a five-week campaign built around a single mimeographed "business conditions" letter and five penny postal follow-ups. The letter and cartoon postals, mailed at weekly intervals, served their purpose as door-openers for the WLVA sales staff, and five weeks before Christmas 98% of available spots during the 18-hour broadcast day had been reserved under contract and were on the air, according to the station. The campaign was particularly successful, from the viewpoint of the station management, since it allowed the program department to prepare December schedules in time to correlate the spots with the MBS network features which started on WLVA in November.

* * *

Virginia Buttons

WLVA, Lynchburg, Va., key outlet of the Tri-City Stations, to mark its 10th anniversary under direction of Edward and Philip Allen, has presented gold lapel buttons to all executives and personnel of WLVA, WBTM, Danville, and WSLS, Roanoke. The buttons, designed as an equilateral triangle containing the call letters of the three stations and respective cities on a black enamel background, identify staff members for both advertisers and personnel of the individual stations.

Holiday Kits

RETAIL food markets throughout the Midwest were supplied with Christmas display kits to facilitate their cooperation with WLW, Cincinnati, in a campaign to popularize foods as Christmas gifts. Along with the special displays a merchandising plan was distributed, giving suggestions to merchants for making up baskets of food gifts, assorted appropriately for mothers, fathers, brothers, sisters, employes, employers, etc. Baskets cover a price range of $2 to $5, with WLW-advertised foods featured.

* * *

Likers of Chocolate

GHIRARDELLI CO., San Francisco (ground chocolate), which has a participating sponsorship on *Show of the Week*, Don Lee-MBS feature, is conducting a letter-writing contest. Winners will be judged on the most satisfactory answer, in 50 words or less, to the statement, "The thing I like best about Ghirardelli Ground Chocolate is. . . ." Prizes will be five radio phonograph combinations, five shoulder strap portable radios and 92 $1 prizes—a total of 101 prizes. Dealer prizes will also be given. Contest closes Dec. 18 and winners will be announced Dec. 22.

* * *

Now in Print

AFTER more than a year as a weekly multigraph publication, the *1430* house organ of WBNS, Columbus, has been transformed into a tri-weekly printed paper. The publication, with schedules of sponsored programs, both on CBS and locally, includes sketches of program and studio personalities, and sponsors.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
Double Header
Let's shake hands on two festive occasions—for it's both a Merry Christmas and a Happy Birthday! We're now celebrating our 18th Anniversary as Connecticut's Pioneer Broadcaster. WDRC, Hartford.
Basic CBS for Connecticut

A NEW VOICE FOR AN OLD FRIEND
WKNE
KEENE, N. H.
5000 W.
Same CBS, – Same U.P.– Still 1260 K.C.
A WILDER STATION
PAUL H. RAYMER CO. Representatives
WSYR Syracuse, N.Y. NBC
WTRY Troy, N.Y.
WKNE The Heart of New England

Clicking in Cincinnati for
Leuger Furniture Stores!
★
Available on Mutual Stations Coast-to-coast.
★
Jimmy Scribner
The fifty voices on
"The Johnson Family"
★
Write Cincinnati's Network Originating Station
WKRC
For Complete Details

EL Paso
A "natural monopoly" $118,786,000 market is best reached by
KROD
the Southwest's newest station-the only
Columbia Outlet
serving the REAL SOUTHWEST

Mellowed Gags

AS PROMOTION for the *Can You Top This?* program, which started Dec. 9 on WOR, Newark, the station is mailing to radio editors a booklet of "stage jokes", published way back in 1910 by Wehman Bros., New York. "Old joke books aren't needed," WOR says, by Harry Hershfield, Joe Laurie Jr., and Senator Ford, stars of the program, "as each of the boys knows thousands of gags".

* * *

Free Publicity

NATIONAL accounts using KFAR, Fairbanks, Alaska, receive free advertising space and stories in a monthly radio supplement to the *Fairbanks Daily News-Miner*. The paper is owned by the same interests that operate KFAR. The radio section consists of four pages. simulating style of the regular section of the *News-Miner*.

* * *

Pensacola Pecans

AGENCY radio executives have received letters from WCOA, Pensacola, asking for their home address so the station may ship bags of pecans before Christmas. A postcript adds that "It's as easy to crack the Northwest Florida market through WCOA as it is to crack one of these paper-shell pecans."

* * *

Port Support

TO PROMOTE its two five-minute programs on WOR, Newark, the Port of New York Authority is distributing match boxes and map folders containing references to WOR, its position on the dial and the time of the PA programs. Tie-in also calls for signs plugging the programs placed at the entrances of the Holland Tunnel.

BROCHURES

NBC-Blue Pacific Coast—Folder on "The Five Edwards," radio family with thrice weekly program available for sponsorship.

NBC-Blue—Folder, "Alma Kitchell's Streamline Journal," promoting program of the same name.

NBC-Blue—Large, illustrated, blue and white folder, explaining a series of recent innovations and behind-the-scenes procedure in the *Metropolitan Opera* Saturday afternoon broadcasts from New York sponsored by the Texas Co. (Texaco products.)

WIRE, Indianapolis — 42-page brochure complete with pictures of staff, local and network programs and personalities. Booklet being distributed through the station's sponsors.

THREE figures of the radio industry broke into the public prints in a novel way Dec. 8 when the Sunday comic page, "Joe Palooka," by Ham Fisher, worked into its continuity John F. Royal, NBC vice-president in charge of new activities and developments; William S. Paley, CBS president, and Donald Flamm, owner of WMCA, New York. The cartoon strip also pictured an interview between Mr. Flamm and Knobby Walsh, ubiquitous manager of Hero Palooka.

NATIONAL Youth Administration for New York City has begun the development of a Radio Communications Unit at 422 Eleventh Ave. as a part of the NYA national defense activities. The Unit will house the transmitter of W2NKY, a link in the chain of more than 46 NYA-operated shortwave transmitters throughout the country.

PROMOTING RADIO 'MOVING DAY'

RCA to Use Broadcast Campaign and Other Types Of Promotion Prior to Reallocation

PREPARATION for the radio serviceman's red letter day (March 29, 1941, when all U. S. radio frequencies above 730 kc. are due to be reallocated, is well under way at RCA's Tube and Equipment Division, whence comes a booklet being supplied to 100,000 radio servicemen and dealers.

Entitled *Radio's Moving Day*, the booklet outlines what RCA is doing to assist radio servicemen to take full advantage of the opportunity to get into 10,000,000 homes to re-set automatic pushbutton receiver controls—and to sell such other things as complete checkup, alignment, new tubes, new antenna, a second receiver, and many other accessories and services they are in a position to offer. RCA will make available special test instruments to make pushbutton realignment easier — instruments which may be checked against local stations so that the resetting job can be done quickly whether the stations are on the air or not.

Also announced is a booklet showing the frequency ranges of push-button on many popular receivers, and containing information available at no other single source. There is a direct-mail campaign to be provided to sell the services of the individual service dealer. Finally, it is revealed that RCA is considering plans to place consumer advertising on the radio and in national magazines directing attention to the necessity of having the resetting service performed by a competent service man.

IT'S SAFETY FIRST

And Fort Wayne Is Beneficiary From Program

BUILT around cooperation between the station, the advertisers and local educational and safety officials, *Safety Swap Shop* on WGL, Fort Wayne, Ind., is bringing benefits to all concerned. Sponsored for the last year by Holsum Bakery Co., the program is conducted by Jay Gould and offers varied entertainment by school kids, along with safety hints and conversations between Gould and the children, three afternoons weekly.

The program is set up against a solid merchandising background. Holsum Bakery Co. has formed a "Safety Crusaders" club, complete with membership badges and large banners carrying the club emblem. The banners have been distributed to about 100 Allen County schools. Individual club memberships are secured by children for obtaining pledge cards from three motorists stating they will drive carefully. The kids take these cards to their grocer and receive their membership badges from him. In the first nine months of the program some 2,200 memberships were obtained.

Occasional visitors on the program are Deputy Sheriff Robert Bledsoe and Traffic Lieutenant Custer Dunifon, safety supervisors of Allen County and Fort Wayne, respectively. In turn, these officers present Jay Gould at school assemblies, playing up the program and even the sponsor. Although no sales disclosures have been made, Al Forks, Holsum sales manager, has repeatedly expressed satisfaction with results from *Safety Swap Shop*, and renewal of the sponsorship for the 1940-41 school season indicates the program is giving commercial results.

MERIDITH WILLSON, Hollywood musical director of the NBC *Maxwell House Coffee Time*, sponsored by General Foods Corp., has written two new songs which have been accepted for publication. First, titled "Falling Star," was written in collaboration with Charlie Chaplin, and has been accepted by Irving Berlin. The second number, is "Rock-a-Bye Your Baby With a Long Underwear Tune," which is to be used in a forthcoming M-G-M musical film.

Sues Irving Berlin

ALFRED H. AARONS, 80-year-old Hollywood songwriter, through his attorney, Harold David Geffen, has filed suit in the U. S. District Court at Los Angeles, charging Irving Berlin with plagiarism in connection with authorship and publication of the song, *God Bless America*. Named as co-defendants are Irving Berlin Inc., MBC, CBS, ASCAP, Kate Smith, and 1,000 John Does. Aarons is asking the court to fix damages. The plaintiff declares that *God Bless America* was plagiarized from his song, *America, My Home So Fair*, which he claims he wrote and copyrighted in 1918.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
,000 N



N.B.C.

MISSISSIPPI OFFERS NEW POSSIBILITIES!

1940 census reports show a population gain of 28.3% in Jackson . . . an overall increase of nearly 10% in WJDX primary coverage areas.

Two U. S. Army Training Divisions at Camp Shelby, Mississippi, bring 60,000 extra listeners within scope of WJDX coverage.

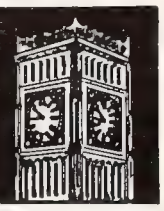
Put WJDX—Mississippi's Dominant Radio Station, on your 1941 schedule.

Note: WJDX, WFOR and WAML offer a new possibility for Spot Advertisers. Rates on request.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI



5000 WATTS
in
BOSTON
WMEX

70 BROOKLINE AVE., BOSTON, MASS.

NATIONAL ASSOCIATION OF BROADCASTERS

Your Gracious Host.. From Coast to Coast



In NEW YORK..

The Gotham



In CHICAGO..

The Drake

The Blackstone



In LOS ANGELES..

The Town House



In BELLEAIR, FLA..

Belleview Biltmore

KIRKEBY HOTELS

KWOS Studios Burn

STUDIOS of KWOS, Jefferson City, Mo., were destroyed Dec. 4 by fire of undetermined origin. However, there was no interruption in service, programs being fed through an emergency setup at the station's transmitter, west of the city. No announcement has been made as yet of the amount of damage nor of future plans for rebuilding the studios. The fire was discovered by a night watchman shortly after midnight and firemen worked until 5:30 a.m. to extinguish the flames. The studios were housed in a remodeled mansion built in 1884.

Deluxe Disc Recorder Designed for Radio Use

A DELUXE disc recorder, incorporating nearly a score of features new to equipment of this type, has been announced by the RCA Mfg. Co. It is built to provide the highest quality instantaneous recordings for broadcast purposes, and is designated as Type 73-A.

A precision device which meets the most exacting requirements of the recording art, the new unit is unusually versatile. It records at 33 1-3 or 78 r.p.m., and from either the outside in or the inside out without changing leadscrews or gears. It will cut 96, 112, 120, 136 or 154 grooves per inch.

The recording head has a frequency response of from 30 to 10,000 cycles, and operates with higher amplitude and lower distortion than ordinary types of heads. A newly developed stabilizer prevents modulation resulting from "flutter" in the cutting head.

The speed and groove adjustments are easily and quickly made by turning a knob, there being no bothersome gears or belts to change. An improved cutter head lowering mechanism is operated by one hand, and is designed to protect against damaging stylus or record.

LEADING figures of public life, stars of screen, stage, and radio were present at the fourth annual dinner of the McCosker-Hershfield Cardiac Foundation in the grand ballroom of the Plaza Hotel, New York, Dec. 7 and broadcast over WMCA, New York, 10-10:30 p.m. The Foundation, founded by Alfred J. McCosker, president of WOR, Newark, and chairman of the board of MBS, and Harry Hershfield, cartoonist and radio humorist, gives cardiac aid to adult convelescents.

Equipment

WITH loss placed at $600,000, Gilfillan Bros. Inc., Los Angeles, manufacturers of radio and television sets and equipment, has started to rebuild its plant at 1815 Venice Blvd., destroyed by fire Nov. 30. The two-story brick factory building, covering a city block, was completely destroyed, halting work on several large government orders for airplane radios etc. No evidence of arson or sabotage was found. Temporary headquarters have been established at 1609 South Western Ave.

WIND, Gary, Ind., has awarded Collins Radio Co., Cedar Rapids, Ia., the contract to build its new 5,000-watt transmitter, according to R. L. Atlass, president. Additional land has been purchased for the new towers, with work on both towers and equipment scheduled to be completed by Feb. 1, 1941.

RCA MFG. Co., Camden, N. J., has published catalog descriptions of 73-A professional type recording equipment, OP-6 remote amplifier, 86-A limiting amplifier, 76-B2 speech input equipment, antenna phasing equipment for directional antenna arrays, and 308-A broadcast field intensity meter.

DELTA BROADCASTING Co., Escanaba, Mich., which goes on the air as WDBC Jan. 15, has purchased a complete 250-A transmitter, limiting amplifier, SIE-27 speech input equipment and vertical radiator from Gates Radio and Supply Co., Quincy, Ill. Same company has sold S 251 transmitters to the Nueces Broadcasting Co., Corpus Christi, Tex. for KEYS, recently authorized, and WGRM, Greenwood, Miss.

RCA MFG. Co., Camden, N. J., has announced the following transmitter sales: WDSU, New Orleans, WMUR, Manchester, N. H., 5-DX; KLS, Oakland, Cal., 1-K; WDAS, Philadelphia, WBIR, Knoxville, WDEF, Chattanooga, WATN, Watertown, N. Y., 250-K.

WFMD, Frederick, Md., recently concluded a demonstration of electrical transcription technique to some 4,000 high school students in 11 schools in six counties and three States. Carrying portable recording equipment, Program Director Bob Longstreet, during the 445-mile tour, exhibited the WBS movie, "On the Air with World" and cut a record of each student body singing school songs.

WOV, New York, has arranged to broadcast a transcribed series of 26 patriotic dramas titled, *Lest We Forget*, produced by Jean Paul King, and released through the Radio Committee of the Institute of Oral and Visual Education in cooperation with the Boston U Radio Institute.

$241 IDEA FREE TO TELEGRAM USERS!

Just by having Postal Telegraph survey telegraph costs, one firm (name on request) saved $241 on telegrams last year! Ask for this free telegraph cost analysis and see how *you* save! It uncovers huge waste and provides easy-to-follow plan to *stop* it!

For information about free telegraph cost analysis —wire collect: C. B. Allsopp, Postal Telegraph, 253 Broadway, N. Y. C. No obligation.

WIRE COLLECT:

Postal Telegraph

Studio Notes

LAURA MAY STUART, women's commentator of WCAU, Philadelphia, was hostess to a group of 50 women, wives of Canada Dry salesmen in the Philadelphia area, at a studio party in the WCAU Bldg. Dec. 6, to launch that account's participation in her *For Women Only* program. The party was arranged after plans for a sales meeting fell through when the Canada Dry salesmen decided that the 9:30 a.m. broadcast would disrupt a working day. It was then decided to use the wives as stand-ins. The visiting Canada Dry women saw Miss Stuart broadcast, listened to a brief talk and toured the station building.

PASSON'S, Philadelphia sporting goods and men's clothing store, has added a *Pot O' Gold* type of feature to its nightly news-and-sport periods on WFIL, Philadelphia. In spite of the late hour, the broadcast carried for a quarter-hour at 11 p.m., telephone calls are made to listeners. Only five calls are made during the program, and with $25 in the opening pot, the first answered call receives half of that sum, the second completed call half of the remainder etc.

WCAU, Philadelphia, was visited by its third largest throng of visitors in a single month during November, an attendance recapitulation revealing that the 30-day total reached 22,311 persons touring the studio building. Previous record crowds at WCAU in a single month were 37,000 during the month following the opening of the studios in 1934, and 52,000 during the Open House Week in April, 1938. Maj. Bowes auditions, election programs, the WCAU Aviation Ground School and more live talent programs all contributed to a general swing in activity and accounted for the increase, studio officials believe.

A NEW weekly musical, The *Chicagoland Concert Hour*, with Henry Weber's orchestra and soloist Marion Claire, will replace the Chicago Opera series on MBS starting Monday, Dec. 16, 11-11:15 p.m. Col. Robert R. McCormick, publisher of the *Chicago Tribune*, will speak on each broadcast.

WDRC, Hartford, celebrated its 18th birthday anniversary Dec. 10. The station is the oldest in Connecticut and one of the oldest in the country. The entire week of Dec. 8 was set aside for the celebration which featured special programs.

MEMBERS of the cast of Oxydol's *Own Ma Perkins* program celebrated the seventh birthday of the show on NBC Dec. 4, when executives of Blackett - Sample - Hummert, agency handling the program, entertained at a dinner in the Racquet Club, Chicago. Broadcast is sponsored by Procter & Gamble Co., Cincinnati, on 75 NBC-Red stations.

THROUGH a special tieup of six North Central Broadcasting System stations, Midwest listeners are receiving a unique morning weather service. Starting at 10:05 a.m. each day except Sunday, KVOX, Moorhead, Minn., opens the broadcast with a 90-second review of temperature, wind velocity, road conditions, followed by switches to the five other stations for weather data at these points. The entire hookup reports in less than 10 minutes on the daily feature. Other participating stations are KABR, Aberdeen, S. D.; KRMC, Jamestown, N.D.; KDLR, Devils Lake, N.D..; KGCU, Mandan, N.D.; KLPM, Minot, N.D.

WHOM, Jersey City, has been added to the list of 17 stations carrying the Sunday afternoon religious program *Father Justyn's Rosary Hour*, one of the oldest foreign language programs on the air, presented in Polish from Buffalo.

At Army Camps

A REGULAR portion of *Your Hit Parade* on CBS will originate from various Army training camps starting in January. Jerry Lester as m.c., a name band of the week, dancer Floria Vestoff, vocalist, Dean Janis and magician Gali Gali will compose the "insert" portion of the program coming from the training camps. The current cast of the *Hit Parade* will continue to be heard with the ten top songs of the week from New York. Lester will act as host for the programs from the training camps. Frederick A. (Ted) Long, formerly of the CBS staff will produce the new portion of the show.

WJHL, Johnson City, Tenn., expects to complete construction of its new 1,000-watt transmitter and begin operation on 880 kc. about Dec. 20. Operating fulltime, with directional antennas at night, the station is RCA-equipped and uses three 250-foot towers. W. Hanes Lancaster is owner. Construction was directed by O. K. Garland, chief engineer.

WNAX, Yankton, S. D., has started construction to enlarge studios and office facilities by 3,500 square feet. Plans include enlargement of the auditorium studio, which now seats 250. General offices of the station will surround a central lobby which will feature merchandising displays for the station's sponsored shows, according to an announcement by Robert R. Tincher, WNAX manager.

KXOK, St. Louis, recently carried one of its most unusual sponsored programs, a description of the unveiling of a commercial billboard. A large baking concern recently started a billboard campaign tying in with the "safety first" campaign sponsored by Mayor Dickmann, and the firm sponsored a broadcast of public acknowledgement of the civic gesture by the mayor. Program included a speech by the mayor, music by a drum and bugle corps and a description of the unveiling itself.

WNAX, Yankton, S. D., on Dec. 2 announced conclusion of the third annual essay contest sponsored cooperatively by the station and the South Dakota Tuberculosis Assn. The essay contest, open to all high school students in the State, carries a first prize of tuition scholarship in any State school or $70 cash, a second prize of $50 and a third of $30. Winning essays on tuberculosis and its control are read by their writers on a special broadcast during which prizes are awarded.

ON THE MBS broadcast Dec. 3 when WROK, Rockford, Ill., celebrated its first anniversary as a Mutual affiliate, Fulton Lewis, jr., MBS Washington commentator, who was guest of honor, received a plaque from the local Chamber of Commerce "in appreciation of his truthful and timely analysis of the nation's news."

WINS, New York, is presenting three of its programs each week from its recently finished studio in the penthouse of the Mayflower Hotel, New York, which includes seven rooms in duplex style. Programs are the *Mayflower Guest Book*, the *Know Your Government* series, and the *Collegiate Debates* broadcasts.

WPID, Petersburg, Va., has been running a series of programs in conjunction with county agents of the Triple-A. Agents and farmers air their view on cotton and tobacco.

WPIC, Sharon, Pa., has lengthened its daily schedule by going on the air at 4 a.m. with a new two-hour show, *Four O'Clock Special.*

BOOKS RECEIVED in response to Phil Cook's annual Christmas Book Drive on his *Morning Almanac* program on WABC, New York, are to be sent this year to the various Army camps as well as to shut-ins in hospitals. Arrangements were made through the War Department to turn over a portion of the contributions, now arriving from listeners at CBS headquarters in New York, to the libraries established in the camps.

WHP, Harrisburg, Pa., is mailing regular listeners of its *Sunrise Roundup* program copies of the new *Baer Farm Almanac*, standard rural handbook for the last 115 years. The program, rounding out its first year, is produced by Russ Brinkley under supervision of John H. Light, Pennsylvania State Secretary of Agriculture, who along with other officials appear on the 6:30-7 a.m. feature.

GENE CLARK, sales promotion manager of KPO-KGO, San Francisco, has assigned editorial duties for *The Loud Speaker*, semi-monthly house organ of the stations, to the mail and guest relations staff. Jack McDermott is editor, assisted by Jack Ulrich, Neil Shaver, Bill Emery, Joe West, Bob Gray and Harry Mayhorn.

WMJM, Cordele, Ga., has opened additional studios in Americus. Programs originate from the Americus studios three hours daily.

KSCJ, Sioux City, Ia., expects to occupy new studios within the next few months. Station is now operating from temporary studios pending completion of the new setup.

WCKY, Cincinnati, has signed a contract with United Press for news. Service begins immediately, according to Ford Billings, sales manager.

WSB, Atlanta, on Dec. 2 started a new dramatic series, *The Face on the Clock*, featuring original plays by Elmo Ellis, of the continuity staff. The program is carried at 11:15 p.m. Saturday nights to vary the usual dance band routine.

KSTP, St. Paul, cooperating with the State Highway Department, has started a road service series for early morning listeners. Special bulletins on the condition of all roads in the state are broadcast at 6:15, 6:50 and 7:30 a.m., with further bulletins later in the morning.

STUDENT FORUM on current events, *Bull Session*, heard locally in Chicago during the fall, on Dec. 7 returned to CBS with a discussion by six Northwestern U students on "How to Be a Good Neighbor," based on relations between the Americas.

ROBERT T. CONVEY, president of KWK, St. Louis, recently presented a silk guidon to Capt. John Cassey, commanding officer of Battery A 128th Field Artillery of the National Guard, on behalf of the station. KWK broadcast the presentation ceremonies.

WEAF, New York, key outlet of NBC-Red, was forced off the air for seven minutes Nov. 30 when a current transformer in its new transmitter at Port Washington, L. I. began to burn out.

WLS, Chicago, on Nov. 25 started a weekly quarter-hour educational series under the direction of Harriet Hester, educational director, featuring choral groups of Chicago high schools.

WOR, Newark, is broadcasting holiday-season announcements calling attention to the fact that the Radio Servicemen of America will gladly call for old unused radios, and recondition and deliver them without charge to charitable institutions.

REVENUE OF WENR and WMAQ, NBC Chicago outlets, continued upward during November, with WENR billings up 34% and WMAQ showing a 15% increase over the same month a year ago, according to the report of M. M. Boyd, NBC Central Division spot sales manager. Central Division spot bookings on all NBC-represented stations increased 50% over November, 1939.

MAUBORGNE INVENTS
Defense Official First to Send 2-Way Plane Radio

MAJOR - GENERAL Joseph O. Mauborgne, Army Chief Signal Officer, and a member of the Defense Communications Board, was revealed as a radio inventor in his own right during the meeting of the National Inventors' Council in Washington Dec. 3. Designated the Army representative on the Council, which is evaluating inventions of a national defense character, Gen. Mauborgne was disclosed as the inventor of the first radio apparatus to communicate between airplane and ground. He has produced many radio inventions and now holds 21 U. S. patents.

The first apparatus to provide air-to-ground communication was developed by Gen. Mauborgne in 1912 when he was a lieutenant. The plane in which the equipment was installed was piloted by Maj. Gen. H. H. Arnold, Deputy Chief of Staff for Air, also a lieutenant at the time. In 1914 Gen. Mauborgne constructed the first apparatus to provide two-way communication between plane and ground.

MORE THAN 40% of all adult Americans listen three or four times a month to the CBS *Major Bowes Original Amateur Hour*, according to a survey conducted by Elmo Roper, in charge of *Fortune* magazine surveys. Mr. Roper estimated that the weekly audience of Major Bowes, sponsored by the Chrysler Corp., Detroit, is in excess of 37,000,000 persons.



New York, L. A. Agents Accept New AFRA Code

CODE of the American Federation of Radio Artists for talent agencies has been accepted by both the New York and Hollywood agents' associations. Notices have been sent out to all agents and applications for franchises are coming in rapidly, Mrs. Emily Holt, executive secretary of AFRA, stated Dec. 12. Deadline for applications, she said, was Dec. 15, with terms of the franchise retroactive to Nov. 15. With this problem out of the way, the next major piece of AFRA business will be the negotiation of a code covering the transcription industry, with discussions expected to be resumed at the turn of the year, she said.

AFRA has chartered two new locals, one at Washington, D. C. and the other at Dallas, she stated, and has signed contracts with WLS, Chicago, WWJ, Detroit, and a renewal with KMOX, St. Louis. The WLS contract places that station on a parity with the network-owned stations in Chicago, Mrs. Holt explained, while the others are standard AFRA station contracts.



Central American Pickups of Programs On CBS Arranged by Akerberg on Tour

HERBERT V. AKERBERG, CBS vice-president in charge of station relations who is currently in Mexico following a flying visit to Central America, has negotiated agreements with a number of stations in Nicaragua, Guatemala, Costa Rica and San Salvador for the rebroadcasting of CBS shortwave programs, according to CBS officials in New York. Exact details of the arrangements will not be known until Mr. Akerberg's return to New York shortly after Dec. 15.

Before leaving Mexico City for his Southern swing, Mr. Akerberg arranged for the transmission of the Sunday afternoon broadcasts of the New York Philharmonic Symphony Orchestra to XEQ, Mexico City, via land wire, and these programs have been sent to XEQ each Sunday since Dec. 1 for broadcast in the Mexican capital. Programs are also broadcast on the shortwave transmitter, XEQQ. Both XEQ and XEQQ are owned by Emilio Azcarraga, president of the Mexican Assn. of Broadcasters.

Sustaining To XEQ

These Philharmonic broadcasts are probably the forerunner of a more extensive sustaining program service by CBS to XEQ and XEQQ, it was explained. CBS has already obtained FCC permission to feed these programs to the Mexican outlets on a temporary basis and has filed an application for permanent authorization for such service. The inclusion of commercial programs in this schedule is a possibility, it was admitted, but not a likelihood within the near future.

Reports from Mexico that Mr. Akerberg signed up a number of Mexican stations as exclusive CBS affiliates to receive both sustaining and commercial service from the network, which would act as their sales representative in the United States, were neither confirmed nor denied at CBS headquarters, where it was said no comment would be made until they had heard from Mr. Akenberg, who has not himself reported any such negotiations and whose trip was planned as a purely exploratory visit.

A report from Bogota, Colombia, that HJCS, 50 kw. station belonging to Radio Continente and said to be the most powerful transmitter between Mexico and Buenos Aires, had signed a five-year affiliation contract with CBS, negotiated by William S. Paley, president of the network, was likewise received without comment by New York officials. Mr. Paley, with Mrs. Paley, Paul White, CBS director of public affairs, and Edmund Chester, director of international broadcasts, is making an aerial tour of South America, also described as "purely exploratory".

According to the information from Bogota, CBS will send new broadcasting equipment to HJCS, accompanied by network engineers who will supervise its installation and early operation. The contract, becoming effective Sept. 1, 1941, approximate date set by CBS for the completion of its new 50 kw. shortwave station, runs for five years and calls for the rebroadcasting of a portion of the CBS shortwave schedule, the letter stated. HJCS is represented in the United States by Pan American Broadcasting Co.

Expanded Service

With the greatly increased interest in Latin America on the part of the United States as a result of the hemisphere solidarity plan, it is expected that CBS will eventually establish a program service for the audience of the South and Central American countries, with programs originating in New York and beamed via shortwave to the south will be picked up and rebroadcast by a number of local stations. Such a service has already been announced by NBC [BROADCASTING, Dec. 1]. But CBS executives disclaim any knowledge at this time of the extent of this program service or of its commercialization.

John F. Royal, NBC vice-president in charge of international broadcasting, was expected to return to New York Dec. 15 from a visit to Mexico and Guatemala, during which he arranged for another Azcarraga station, XEW, Mexico City, to broadcast the weekly concerts of the NBC Symphony Orchestra, which it receives by land wire.

It's a Myth

SALUTED for its outstanding exploitation of the NAB-sponsored 20th Birthday of Radio, WHEC, Rochester, recently received a mythical loving cup from Arthur Stringer, of the NAB Washington headquarters staff. After Mr. Stringer had dispatched by express an empty box, containing the mythical cup, insured for $25, along with inscription instructions, WHEC formally acknowledged receipt of the award. The station's letter of acknowledgement to Mr. Stringer noted that WHEC executives and staff had met in a mythical conference and passed a mythical resolution of thanks, appropriately set forth in the letter by a long blank line between two quotation marks.

New FM Forms

(*Continued from page 16*)

new form requires the number of stockholders of record, and if there are not more than 20, the name business and home address and citizenship of each, the number of each class shares held, and percentage of total outstanding voting stock held by each. If more than 20, this information is required for any person owning, controlling or voting 3% or more of the voting stock. The original form required detailed information for up to 100 stockholders rather than 20.

Apart from elimination of the section calling for a record of all suits or proceedings, this division of the application form was further modified to allow general narrative information on any suit in Federal court involving the applicant. Instead of being required to supply certified copies of pleadings and proceedings, he may now simply identify the court and indicate where records may be obtained.

The financial section of the application form has been modified to require bank references only of persons owning 25% or more of the capital stock, rather than all shareholders. As in the previous form, information on yearly income for each of the preceding four years, along with detailed estimates of initial costs of installing the proposed station, is required. Under "funds on deposit" is required a statement of bank balances at the end of each of the four preceding years, as well a month-end balances for the preceding 12 months, and a statement of who may draw on the account and for what purpose.

Applicant's Careers

Instead of a full-career account of the business or financial enterprises engaged in by parties to the application, only a review of the last 10 years is required, with only a general statement of their activities required for persons furnishing not more than 25% of the financing. Also required is a narrative statement summarizing provisions of contracts or agreements relating to financing the station, along with the substance of and parties involved in correspondence, negotiations and discussions relating to financing the station. Copies of all pertinent contracts are required.

In the "applicant's interests" section, the required disclosure of individual holdings in the radio field is limited to those holding a "substantial interest", defined as 10% or more, within the last 10 years. This applies to partners, officers, members of the governing board, directors, principal stockholders, supervisory employes and members of the immediate family who have such holdings. Formerly this extended to "any relatives, present or former associates of applicant, or other parties", and constituted an endless problem of research.

More specific information on equipment and technical operation of the proposed station also is required in the new form, although terminology has been simplified to some extent.

Some WOV Strikers Back

SOME of the announcers who struck against WOV, New York, when the American Communications Assn., CIO union, ordered its members at the station out on Nov. 3 [BROADCASTING, Nov. 15, Dec. 1], have returned to work and others have requested their old jobs back, WOV officials stated Dec. 12. No signs of settlement of the differences between station management and union have appeared, however, and the New York office of the National Labor Relations Board, with whom ACA lodged a complaint against the station, reports merely that it is "still investigating."

Canada Candy Sponsor

HAMBLIN & METCALFE Ltd., Kitchener, Ont. (candy) has started a live spot announcement campaign of interesting facts six times weekly on CFRB, Toronto; CKCL, Toronto; CKGB, Timmins, Ont.; CKSO, Sudbury, Ont.; CKCO, Ottawa; CFPL, London, Ont.; CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CFRC, Kingston, Ont.; CKOC, Hamilton, Ont.; CHNS, Halifax; CKY, Winnipeg. Account was placed by Dickson & Ford Ltd., Toronto.

Holiday Features Mark Station and Network Programs

Music, Drama, and Charitable Broadcasts Are Arranged

WITH the approach of Christmas and New Year, the three national networks are planning their annual holiday programs of Christmas music and drama and international broadcasts of goodwill. Individual stations, along with the NAB, also are conducting special program and promotional features for the holiday season.

CBS, in its "Christmas Caravan" of programs, announces coverage of the annual ceremony of lighting the White House Christmas tree in Washington; the return of Lionel Barrymore in Dickens' *Christmas Carol,* an annual feature of the *Campbell Playhouse* program Dec. 20; a repeat on the *Columbia Workshop* program Dec. 22 of Norman Corwin's "Plot to Overthrow Christmas"; carols by the Salt Lake City Tabernacle Choir, the Bach Choir and the Madrigal Singers. *Professor Quiz,* whose program falls on Christmas Eve, has scheduled persons unable to go home for the holidays as participants. And on Dec. 25, a CBS broadcast on *Christmas in the Americas* is planned, including music from Canada and Latin America.

Little Diplomats

In addition to numerous special broadcasts during Christmas week, NBC on Dec. 20 will carry on the Blue and via shortwave the ninth annual International Children's Christmas Party, presenting 43 children of diplomats from Washington. On Dec. 24 NBC will feature an exchange program between NBC in New York and the network's foreign correspondents all over the world. Christmas Day, NBC-Blue from 1-3 p.m. will present "Christmas Greetings to England" from Hollywood, New York and Chicago, with 75 leading stars of screen and radio participating. The morning of Dec. 25, NBC-Red will broadcast an exchange of greetings between refugee children in the United States and Canada and their parents in England, and in the afternoon a Vatican Christmas program with a description of the celebrations in Rome.

An annual feature of NBC's year-end coverage will be the Dec. 29 broadcast of the ten biggest news stories of the year 1940, as selected by NBC representatives under the direction of A. A. Schechter, NBC director of news and special events.

Also on Dec. 29 MBS will broadcast an hour review of the news events of 1940, recreating the stories by the use of recordings made at the actual time of the news break or of speeches by such noted persons as President Roosevelt, Churchill, Chamberlain, Daladier, Hitler, and Mussolini.

Other special MBS programs scheduled are a dramatization of Dickens' *Christmas Carol* Dec. 19; lighting of the White House tree Dec. 24; King George VI's speech on the "Christmas Under Fire" broadcast from England on Dec. 25, and the same day a musical program from the Santa Barbara Mission, with music by the Padre Choristers.

Drive to Sell Sets

The NAB reports that stations all over the country are pushing its radio-promoting drive, "50,000,000 Radio Sets by Christmas", using special announcements furnished by the NAB to emphasize radio sets as Christmas gifts. Cited as typical of the interest in the drive is participation of four Washington stations—WRC, WMAL, WOL, WJSV—each of which has scheduled the announcements several times daily straight through Christmas.

Individual stations also are carrying various special Christmas features. The holiday schedule of WMCA, New York, includes a Christmas Day party for refugee children, with Bob Emory as m.c., which will be shortwaved to England. On Dec. 15 college students from foreign countries, some of them war refugees, were to broadcast their personal Christmas messages to their families in Europe and South America on WGEA and WGEO, General Electric shortwave stations in Schenectady.

WROK, Rockford, Ill., under sponsorship of W. T. Grant Co., is carrying a series of Saturday morning half-hours on which youngsters visiting the sponsor's store talk to Santa Claus at the North Pole via radio. WGL, Fort Wayne, Ind., again this year is broadcasting Christmas carols from atop the local Lincoln Tower, claimed the highest point in Indiana, featuring local church choirs and carol groups.

Four Washington stations are conducting special Christmas drives to obtain food, clothing and toys for needy children and families—WRC, with Gordon Hittenmark's Doll House; WMAL and the Washington Star, Christmas House; WJSV, They Need Shoes; WOL, Art Brown's Country Store. WOR, Newark, on Dec. 21 will hold its 12th annual Christmas party for children of staff members.

Case histories of the county's most needy families are carried on the holiday *Good Neighbor* series of KFRU, Columbia, Mo. KVOO, Tulsa, Okla., on Dec. 5 started its seventh annual *Poor Kids' Christmas* campaign to secure broken and discarded toys to be repaired by the WPA toy project and distributed by United Family Service, a Community Fund agency. Departing from the usual Santa Claus appearance, KLZ, Denver, is presenting *Skipper Jim,* a one-man show in which the Skipper acts as personal representative for St. Nicholas, tells stories.

A recent issue of *Buy Way,* WLW merchandising paper, devoted a full page to the Christmas displays of WLW-advertised food products and methods for their use, part of a food promotion campaign. In a number of cities local trade associations are distributing display material, with WLW field representatives handling the job elsewhere. A special quarter-hour WLW program, *No Greater Gift,* has been arranged for Monday nights to push food gifts.

KALE, Portland, Ore., is conducting its *Kid's Quiz* as a daily feature under sponsorship of a local department store. Santa Claus, impersonated by Clarence Talbot of the KALE staff, hands out gifts to all participants.

BENJAMIN MOORE & Co., New York (paint) on March 1 starts its annual spring campaign, resuming its *Betty Moore* series in 41 NBC-Red stations, Saturdays, 10:30-10:45 a.m. Account is placed direct.

WMCA Seeks Harmon

Gridiron Star Refuses to Act Before Graduation

TOM HARMON, U of Michigan football luminary who was recently a guest star on Eddie Cantor's program, may become a radio sportscaster with his own program on WMCA, New York, if a tentative deal drawn up by Donald Flamm, president of WMCA, goes through. The plan was suggested by Douglas Hertz, owner of the New York Yankees pro football team, and submitted to Harmon.

Hertz brought Harmon to New York to discuss a pro football contract, but the latter declared he would rather get into radio, whereupon the conversations with Flamm were arranged. While Hertz is not acting in the capacity of Harmon's manager, his interest in the Michigan star's radio aspirations centers around the fact that a New York radio contract would bring Harmon to New York, during which time he might reconsider pro football in addition to his radio duties.

Harmon also conferred with CBS and NBC officials while in New York, but intimated that action on any decision he might make would have to wait until graduation next June.



Galbraith in Trenton Times

"Would you mind turning off that quiz program while Uncle Sam asks you a few questions?"

Cake Eaters

KILLING two birds with one cake—Christmas and the station's 10th anniversary on Dec. 15—John F. Patt, general manager of WGAR, Cleveland, dispatched a large number of chocolate-iced white cakes to the trade. Wrapped in cellophane and boxed for safe shipping, the cakes were inscribed in three colors. In addition to the icing inscription, an accompanying card combined an invitation to partake of the pastry with a Christmas greeting, an invitation to visit the studios and an appreciation of the American Way.

IN BALTIMORE IT'S WFBR

NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

ON THE NBC RED NETWORK

CHNS

HALIFAX
NOVA SCOTIA
The Busiest Commercial Radio Station of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

In Chicagoland 300,000 Lithuanians Listen and Respond to

THE LITHUANIAN HOUR

Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily

• • •

A few facts:

1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.

• • •

for participation details, write

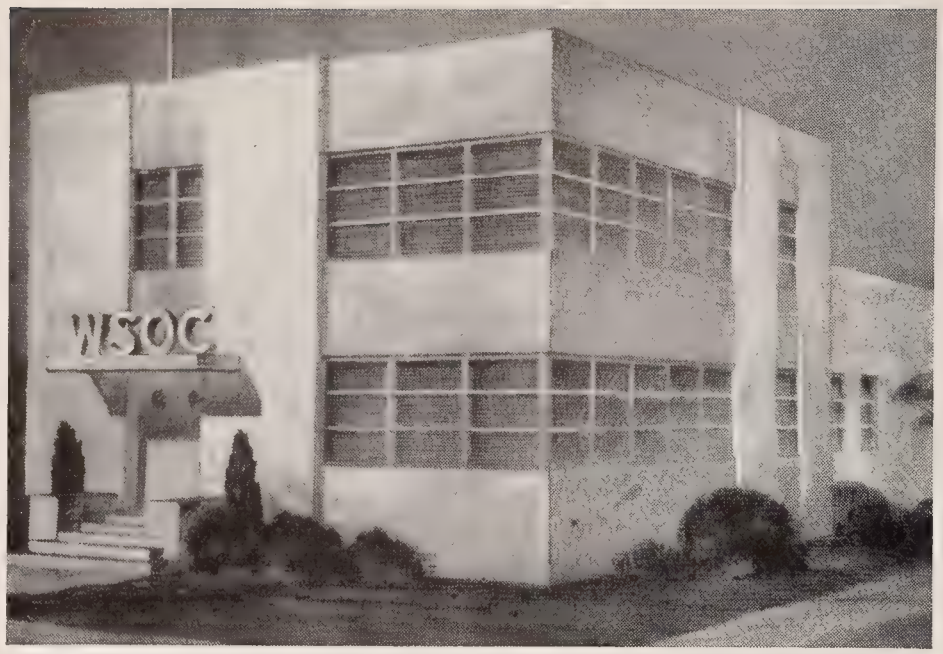
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CHICAGO, ILL.

WAJR Starts Operating

THE NEW WAJR, Morgantown, W. Va., home of the U of West Virginia and site of a new $15,000,000 DuPont chemical plant, went into operation Dec. 8 with C. H. Murphey as manager and commercial manager. Mr. Murphey formerly was commercial manager of WJLS, Beckley, W. Va., and before that was with WHIS, Bluefield, W. Va. His staff includes John Goerss, formerly announcer of WJLS and program director of WSLB, Ogdensburg, N. Y., program director; Roy C. Spence, formerly with WJLS and WPAR, Parkersburg, W. Va., chief engineer; James Pryor, from WHIS, sales and special events; Bob Provence, from WMMN, Fairmont, W. Va., and Frank Shaffer, announcers; Olan Christopher and Tom Moore, engineers. Station is RCA-equipped throughout with a 203-foot Lingo tower. Its owner is H. C. Greer, West Virginia industrialist and publisher.



Mr. Murphey



GROUND has been broken and actual construction started for the new home of WSOC, Charlotte, N. C., to house new studios, transmitter plant and offices. About five acres of ground were purchased and a new 400-foot antenna is to be erected.



Department Stores' Public Contacts Offer Aid for Radio, Says Hirschmann

INTIMATE acquaintance of large department stores with the needs and desires of the general public places them in a position to aid materially in the development of the broadcasting art, according to I. A. Hirschmann, vice-president of Bloomingdale Bros., New York department store, who is also vice-president and general manager of Metropolitan Television Inc., jointly owned by Bloomingdale's and by Abraham & Straus, Brooklyn store. Metropolitan Television has recently been granted licenses for both television and FM station.

"We are now chiefly concerned with technical problems which must be solved before our stations, to be located atop the Pierre Hotel, in mid-Manhattan, can begin operation," Mr. Hirschmann stated, "but we have already made program studies which have proved to our own satisfaction, at least, that we can make a definite cultural contribution to the public as well as utilizing the tremendous merchandising powers of sight and sound broadcasting for our stores."

Prior Experience

"Our experiments with an interstore wired television system showed that with the cooperation of the trained personnel of the stores we could easily create and produce programs on child care, the proper selection of clothes, the culinary art and similar topics of interest and importance to housewives and mothers. Approximately 100,000 persons a day visit each store, and through our contact with them we have had a great deal of experience in finding out what the public wants."

A member of the Board of Higher Education of New York, Mr. Hirschmann has a practical knowledge of modern educational methods which he is planning to apply to his programs of television, FM and eventually, he hopes, fascimile. He is also planning to provide extensive musical fare for his stations' audiences, aimed at educating while they entertain. Television, he believes, can show people how music is made and how good music differs from bad in a way that would be impossible with either sight or sound alone. And here, too, he has a practical background, for he is founder and president of the New Friends of Music, a non-profit organization designed to advance the scope of musical knowledge in America. This organization has made extensive use of broadcasting in its work and its Sunday evening concerts are a regular feature of the Blue Network.

Mr. Hirschmann's own acquaintance with radio goes back to the early days of broadcasting when he was instrumental in putting the first symphony orchestra on the air on WOR, himself acting as program commentator. To maintain its successful position as a medium for merchandising and advertising radio must always remember that this success is based on its broad public service, he declared, and that any defalcation in the field of public service will inevitably be reflected in the medium's commercial value to advertisers.

Stating that they want to start broadcasting as soon as possible, Mr. Hirschmann said that Dr. Frank G. Kear, chief of the broadcast division of Washington Institute of Technology, and Allen B. Du Mont, president of Allen B. Du Mont Laboratories, for research and manufacturing in the television field, have been acting as advisors, and that the company was ready to begin engaging its own technical staff. There is a lot of experimental work to do in connection with Channel 8, 162,000-168,000 kc., developing proper tubes etc., he said.

Video Station Returns

NBC's television station, W2XBS, New York, resumed operations Dec. 11 after an eight-day shutdown, during which engineers put the transmitter back into normal operating condition following several weeks of tests in cooperation with the National Television Systems Committee. During the recess technicians installed a filter which allows use of the antenna for FM transmission as well as television. Formerly the FM station W2XWG used a separate antenna on the east side of the Empire State Bldg. transmitter site for both FM and television.

WINX, Washington, D.C. Has Friday 13th Debut

FRIDAY, Dec. 13, was deliberately chosen by Lawrence J. Heller, Washington attorney, as the inaugural date for his new radio station, WINX, operating with 250 watts on 1310 kc. He chose the date, he said, because 13 has always been his lucky number. His law office is located on 13th St., the WINX frequency is 1310, and the FCC authorized WINX last Feb. 13.

Associated with Mr. Heller as general manager of WINX is Reggie Martin, former general manager of WJNO, West Palm Beach. Mrs. Helen K. Mobberley, formerly with NBC Washington stations, is commercial manager, and Ralph Cannon is chief engineer. WINX's first broadcast was *Wake Up With WINX*, a new early morning feature with a new personality, Francis C. Owen.

Reynolds May Quit FCC For W. Va. Station Post

POSSIBILITY that John B. Reynolds, veteran assistant secretary of the FCC, will resign shortly to become manager of a West Virginia station, was reported Dec. 13 in FCC circles. No immediate confirmation could be obtained, however, and his resignation has not been submitted.

Mr. Reynolds previously had received several offers to manage broadcast stations or enter the industry. He has been with the FCC since its creation in 1934 as assistant secretary and budget officer, and before that was assistant secretary of the Radio Commission under James W. Baldwin.

A native of Minneapolis, Mr. Reynolds has been in Washington since 1919. At that time he joined the Department of Justice as assistant chief clerk, when Mr. Baldwin was chief clerk. Shortly after Mr. Baldwin took over the secretaryship of the Radio Commission, Mr. Reynolds joined him.

Stag to Gardner

GRIESEDIECK WESTERN Brewery Co., Belleville, Ill (Stag beer), planning development of new territories, has named Gardner Adv. Co., St. Louis, as agency, effective Jan. 1. A. W. Neally, Gardner vice-president, is account executive. Radio, newspaper and outdoor advertising are to be used.



IBEW Claims Progress on West Coast In Campaign to Organize Technicians

INTERNATIONAL Brotherhood of Electrical Workers in the West has been active in the past two months organizing engineering staffs in California, Oregon, Washington and Nevada, and securing contracts from stations.

IBEW reported an agreement with KLX, Oakland, Cal., carrying pay increases of about $50 a month retroactive to Sept. 1. Negotiations at KHUB, Watsonville, Cal., under way several months, were concluded with increases of $40 per month and hiring through the union. The management at KQW, San Jose, agreed to eliminate combination operation at the transmitter as of Dec. 1.

IBEW announced it has signed a contract with the McClatchy stations — KFBK, KMJ, KWG, KERN and KOH. At KFBK the technical staff received an increase of $2.50 per week, retroactive to Aug. 25, bringing the base to $47.50 per week. KMJ, Fresno, and KOH, Reno, signed similar contracts, calling for the same increase. KERN engineers received an increase of $3.50 per week retroactive to Aug. 25 and another increase of $2.50 in about six months. KWG, Stockton, Cal., received an increase of $3.50 per week to bring the base pay up to $45 a week.

Complaint Filed

The union reports difficulty in negotiating an agreement with KPMC, Bakersfield, Cal., claiming the management refused to recognize the union. A complaint has been filed with the National Labor Relations Board and KPMC has been placed on the unfair list of the IBEW.

Organization of the Los Angeles area has been progressing, IBEW reported, with KMTR and KGFJ technicians signed 100%. In Oregon IBEW reports signing KEX-KGW, Portland, with an increase of $2.50 per week retroactive to Aug. 1 and a further increase of $2.50 per week in about six months. A contract was signed with KWJJ, calling for an increase of $2.50 per week. A more recent agreement calls for a $5 per week increase and another raise of $2.50 in about six months. KXL is now organized and negotiations will start soon. KALE-KOIN were organized some time ago and are now working under signed agreement. When KXL negotiations are concluded Portland will be operating 100% under IBEW agreements.

At Seattle the IBEW recently celebrated its first anniversary in the Northwest. The union stated that KOMO-KJR are to be approached when their present contract expires Dec. 31. A new contract for KRSC has been negotiated and is now waiting signatures. Negotiations are under way with the management of KEVR.

A Broadcast Division of the Northern California Electrical Workers, auxiliary of IBEW, was formed in San Francisco recently at a meeting of the joint executive conference of the Electrical Workers.

Merwin Jones, KFBK, Sacramento, was named chairman; Donald Cameron, KFRC, San Francisco, vice-chairman; James Whitney, KMJ, Fresno, secretary. The next quarterly meeting will be held in Stockton Jan. 4.

At a meeting of the Broadcast Unit of Local 340 of the IBEW at Sacramento, formal organization was completed. Officers elected were Winston Bull, KROY, president; Earle Boone, KFBK, vice-president; Everett Davis, secretary.

Groundwork for the Radio Technicians Division of the Washington State Electrical Workers Assn., affiliated with IBEW, was laid recently at the Washington State convention of Electrical Workers at Coulee Dam. The primary objects are better service and closer contacts for the technicians in the outlying districts; centralization of employment; consolidation and standardization of wages, hours and working conditions and to expedite the amicable settlement of differences between employe and employer as they arise.

Buys One-Time Period

CRAWFORD CLOTHES, New York, which in 1938 broadcast a series of half-hour Monday night programs on WABC, New York, on Dec. 12 sponsored a half-hour variety program on WABC, 10:15-10:45 p. m., on behalf of its men's clothing. Program, presented on that date only from the Hotel Commodore, featured Al Bernie, impersonator, and Sammy Kaye's Orchestra. Agency is Al Paul Lefton, New York.

WFAA-KGKO, Dallas-Fort Worth, have contracted for the United Press radio wire, at the same time moving their news department from the *Dallas News* building to the WFAA studios in the Baker Hotel.

Wherever Lump Capacitance is needed . .

LAPP GAS FILLED CONDENSERS WILL SAVE SPACE, SAVE POWER, SAVE MONEY

In any transmitting system, there are numerous places where installation of Lapp gas-filled condensers will improve transmission efficiency with economy of space and security of operation.

Installations now in service include: plate tuning circuits — fixed condensers for coil tuning, variable condensers for condenser tuning; antenna coupling circuits; tuning circuits for directional antenna arrays; filter networks—tuned circuits to eliminate harmonics.

To every application the Lapp condenser brings notable mechanical and electrical advantages: practically zero loss, minimum space requirement, non-failing, puncture-proof design, constant capacitance under varying temperature conditions. Fixed, adjustable and variable types in three voltage ratings and capacitances, 100 to 2000 mmf—54 models in all, price $75 to $500. ***Descriptive literature is available on request. Want to see it?***

LAPP

INSULATOR CO., INC.

LEROY, N. Y., U. S. A.



ASCAP Consent Decree Believed Near

Would Break Radio Impasse, Create New Setup

(*Continued from page 13*)

contained in the newspapers' form of contract whereby they agree to a minimum of four times the arbitrary sustaining fee.

Clearance at the Source

4. Clearance at the source for all music performed over the networks, with similar provisions for eventual clearance of transcriptions.

5. Prohibition against discrimination by ASCAP as between stations in the same general category.

6. Requirement that, in addition to the "per program" basis of royalty payment, ASCAP have non-exclusive agreements with its publishers and composers, so that any user would be in a position to make a "per piece" or "per job" arrangement with a copyright owner, thus making for utmost freedom of competition.

7. Full-scale reorganization of ASCAP to eliminate its self-perpetuating board of 12 publisher and 12 composer members.

8. Requirement that ASCAP open its doors to all comers, without the "fifth hit" eligibility requirement for membership, and adopt equitable practices for distribution of royalties.

9. Place ASCAP in the category of a music clearing house, perhaps collecting a service fee from the publishers and writers it represents.

Music Pool Seen

Such a broad-gauged plan as envisaged by the decree might lead to a general music pool, corresponding to the patent pools in the automotive and aeronautics fields. These definitely embrace the "pay-as-you use" formula.

The consent decree would be based on the anti-trust suit filed against ASCAP on Aug. 30, 1934 by the Department of Justice, prior to the 1935 contract renewals at which the present 5% basis was foisted upon the industry, except for the discriminatory arrangements on "per program" made with newspaper - owned stations. The case went to trial June 11, 1935 before Federal Judge Henry W. Goddard, and after 10 days was adjourned to permit the parties to stipulate the facts. It has been dormant since, except for a grand jury action several weeks ago instituted by the Department to subpoena ASCAP files. ASCAP later supplied the files voluntarily and shortly afterward the "peace" conversations with the Department began.

Assuming the consent decree is forthcoming, BMI probably will be swiftly reorganized so that stations, beginning in 1941, will pay on a "per piece" basis. The only serious industry objection to BMI, coming from the camp headed by Ed Craney, KGIR, Butte, Mont., was that it was based on the ASCAP "blanket license" formula, which the Government was attacking as illegal and to which the industry most violently objected in its dealings with ASCAP.

Outlawing of the practice in the case of ASCAP would make the terms automatically applicable to BMI. Unless it adjusted its pay base, the Government presumably would have grounds for action against it—a consideration that unquestionably has given ASCAP some solace in these dark days.

Lafount's Letter

The latest blast against ASCAP came in Mr. Lafount's letter of Nov. 9 to Attorney General Robert H. Jackson. He reviewed negotiations during the last few weeks with ASCAP General Manager John G. Paine on a projected "per program" basis of payment for independent non-network stations, and told of their futility. He said that, while the ASCAP official insisted his organization was interested in some new workable method other than the blanket license when the "per program" basis was broached, he said this would not be "satisfactory."

Describing the plight of the independent stations which are largely dependent upon recorded music, Mr. Lafount said that under the circumstances it seems inevitable that, on the expiration of the existing licenses, many small stations will be compelled to continue payment of a percentage of their gross to ASCAP. This, he explained, is regardless of the fact that a very substantial portion of the income is derived from programs which make no use whatsoever of music controlled by ASCAP members.

Counsel in Case

"The question of the illegality of the Society's demand for a percentage of the gross income derived by broadcasting stations", Mr. Lafount concluded, "has been before the Department of Justice for some years, and it is hoped relief may be obtained before it is too late."

General counsel of NIB is Andrew W. Bennett, Washington attorney and special assistant to the Attorney General in 1934, when the anti-trust suit against ASCAP was filed. Mr. Bennett also has been identified with several of the state anti-ASCAP suits as special counsel for NAB and for the states themselves. The Nebraska law, overturned by the Federal courts, now is before the U. S. Supreme Court on appeal, which was granted Dec. 9 The Florida anti-monopoly case, considered the strongest against ASCAP, has been appealed to the highest tribunal also, but the court has not yet accepted jurisdiction.

Mr. Waters, the special assistant Attorney General handling the ASCAP case, was assigned to it just a year ago. While he has not devoted his full attentions to this litigation, he did intensify his activities several months ago. He has been assisted by Warren Cunningham, special attorney, during the last few months.

Sunkist's Campaign

CALIFORNIA Fruit Growers Exchange, Los Angeles (Sunkist oranges and lemons), in a two weeks or more campaign which started Dec. 9 is using nightly one-minute spot announcements on 10 California stations stressing the value of citrus fruit juices and hot lemonade as an aid in curing colds and influenza. Stations include KNX KHJ KPO KSFO, as well as others in San Diego, Santa Barbara and Sacramento. Agency is Lord & Thomas, Los Angeles.

Fourth NAB District Endorses BMI, Hears Report of Music Group Activity

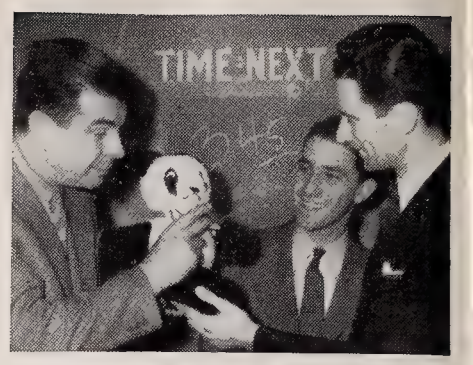
ENTHUSIASM over the prospect of a running start on Jan. 1 for BMI music was registered by broadcasters of NAB District 4, meeting in Washington Dec. 13. With copyright the theme of discussion, the full-day meeting featured an appearance by Carl Haverlin, station relations director of Broadcast Music Inc., during which he explained the latest BMI developments and answered questions in a two-hour discussion of problems growing out of the BMI-ASCAP situation.

Other speakers included C. O. Langlois, manager of Langlois & Wentworth, New York transcription firm and NAB President Miller. John A. Kennedy, president of West Virginia Network and chairman of District 4, presided.

Mr. Haverlin produced a telegram from BMI headquarters in New York stating that recent additions to BMI have boosted the membership to 535 as of Dec. 13, with independent stations constituting 50% of the membership. Mr. Haverlin noted that two BMI tunes already have sold in excess of 150,000 over the counter. He also described the new BMI index being sent to subscribers and explained the method of clearing selections.

Reviews Negotiations

Mr. Miller, who opened the meeting, reviewed highlights of the BMI-ASCAP situation. He stated that BMI has acquired 100 new members since Dec. 9. John Elmer, owner of WCBM, Baltimore, described the situation in 1939 when an attempt was made to get a statement regarding the copyright problem from ASCAP prior to the NAB convention in Atlantic City. He also explained the physical organization of BMI. Following a pep-talk luncheon, Mr. Haverlin answered questions from the floor during a two-hour open forum in the afternoon. His query, "Are you convinced now that BMI is your best buy?" drew a concerted "Yes" from participants. He received a rising vote of thanks at conclusion of the meeting.



BACKSTAGE at Baltimore's Hippodrome Theatre the ball started rolling for WFBR's annual drive for Christmas toys when Ken Murray (left), radio and stage comedian, handed over this toy panda bear as the first contribution of the campaign. Each year Ralph Powers (right) on his early morning broadcasts conducts the toy drive, used toys being repaired by the local Goodwill Industries organization and distributed by the police department to needy children. In center stands Wall Matthews, WFBR merchandising manager.

Clear Channel Meeting

A SPECIAL meeting of the Clear Channel Group, comprising some 14 Class I-A stations, will be held in Nashville Dec. 16 at the call of E. W. Craig, WSM, chairman. The stations will consider the recent proposed decision of the FCC majority [see page 24] under which the 830 kc. clear channel, occupied by KOA, Denver, would be broken down through a fulltime grant to WHDH, Boston. The proposed action is viewed as a threat to all clear channel stations and to rural service. The Group, through Attorney L. G. Caldwell, will fille a petition with the FCC seeking to intervene in the 830 kc. case through a rehearing.

WCLE Asks Fulltime

WCLE, Cleveland, sister station of WHK, on Dec. 13 filed with the FCC an application for fulltime on 600 kc. with 1,000 watts, directional day and night. The station now operates daytime only.

RKO Shortwave Series

RKO RADIO Pictures, New York will broadcast three shortwave programs to South America, Jan. 7, 14, 21, 9:15-9:30 p.m. over NBC stations WRCA and WNBI. Desi Arnaz, Cuban stage and screen star, will handle the program, which was arranged by L. P. Yandell, director of NBC's international division, ond Phil Reisman, RKO vice-president and export manager.

Union Oil's New Show

UNION OIL Co., Los Angeles (petroleum products), after sponsoring musical and variety shows for several years, on Dec. 16 replaces the weekly half hour program, *Where and When* on 14 NBC-Pacific Red stations, Monday, 8:30-9 p.m. (PST), with a dramatic-comedy serial, titled *Point Sublime*, which features Cliff Arquette and Jane Morgan. Robert L. Redd is author-director of the serial, with Ben Alexander signed as announcer-narrator. Charles Dant is musical director. Agency is Lord & Thomas, Los Angeles.

CHAS. MARCHAND Co., New York (Golden Hairwash) on Jan. 1 starts a series of 70 half-minute announcements weekly for 52 weeks on WINS, New York. Agency is M. H. Hackett Inc., New York.

A Radio Formula For Department Stores

Selling Their Merchandise by Radio Requires Time, Care, Staff

By JOSEPH CREAMER and JOHN P. NELL

TIME AND AGAIN department store executives say, "Yes, we've used radio. It doesn't work."

The trouble with this statement is that it rarely, if ever, is followed by the reasons why.

Perhaps the unsuccessful user really doesn't know, anyway. For, after carefully questioning the executives and buyers of 15 leading stores located in as many major cities in the East and Middle West, one automatically discovered that those who had used, or were using, radio successfully [illegible] day to day [illegible] basic and

should, in time, add greatly to this basic list.

The four classifications are: (a) The Shopping Show; (b) [illegible] Musical Clock; [illegible] ticipati[illegible]

reason for thi[illegible] parati[illegible]

Fox's had some wicker furniture which it had not been able to dispose of for years. Finally, after exhausting all other media, the store asked Hawthorne to do best with it.

How Hawthorne Does It

wthorne talked about the fur- pretty much as follows with oraning listeners, "These of wicker furniture I'm at are probably the worst f furniture that have ever lt. Furthermore, if you sit on your lawn on a windy are apt to get seasick,

Fox's cleaned out its movable wicker in three

Hawthorne's technique, Williard Campbell point that it can be . It must be handled t, variance and dis- horne, it might be listeners and knows nd what he cannot

iences, in greater can be cited for "greater" and the epending entirely and popularity involved.

ities Rate

ven department personalities lock outstand- . One might can be taken Some ex- partment mparatively g to avail- ssful ones

ow which Kansas ween 45 and was op day- 38 *Bill-* d, reg- 75%, very

ent ted he on io

The Right

A careful study used by the depart radio station execut indicated that succ ment store prog groove themselves i types. These four are not to be accepted they *are* shows which their value by moving store merchandise in time and increasing s from 14 to 43%. Furth mentation by radio sta stores throughout the

[illegible] he makes

[illegible]rtment directly. Kaufmann, Pittsburgh, and Sibley, Rochester, charge general expense. Taylor's

(*Continued on page 150*)

WOR

BAMBERGER BROADCASTING SERVICE, INC. • NEWARK, NEW JERSEY
NEW YORK BUSINESS OFFICE • 1440 BROADWAY, NEW YORK, N. Y.

October 3, 1940

Mr. Martin Codel
Broadcasting Magazine
National Press Building
Washington, D.C.

Dear Martin:

If you've ever entertained a doubt about your "reader response", this ought to give you a lift or two ...

About six days after my department store article appeared in your August issue the country began to stir.

First - Fox's, in Hartford, which was mentioned in the piece, phoned to report that it had received approximately 100 letters from radio stations, department stores and others asking for further information. Second - Taylor's, Kansas City, pulled about 76 letters and Edward's, Syracuse, received 6 inquiries regarding their radio work. Letters also straggled into WOR from Dallas, Rochester, San Francisco and Seattle.

Maybe this isn't unusual. I don't know. But if your book makes a habit of doing this, you ought to tell people about it.

As always,

Joseph Creamer
Promotion Director

thanks Joe...
they're Radio-Minded when
they read Broadcasting!
M.C.

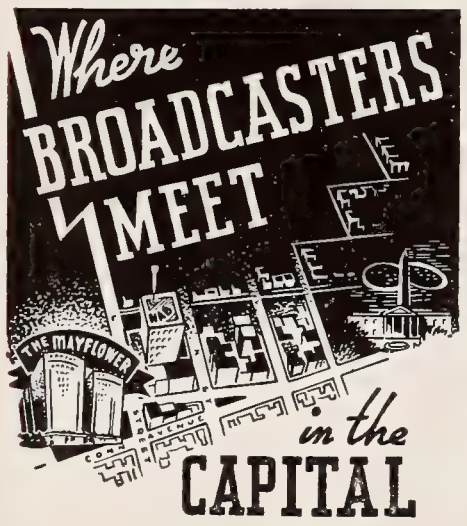
NITRATE CAMPAIGN MEETS LEGAL SNAG

CHILEAN NITRATE SALES Corp., New York, which on Nov. 24 started its annual fall campaign of half-hour transcriptions on a small group of Southern stations, is seeking a declaratory judgment in New York Supreme Court to restrain Grombach Productions, New York, from filing suit against the stations carrying the series.

Grombach sent a letter and a wire to the stations prior to the opening of the campaign warning them that injunction proceedings would be brought against them, claiming that Chilean Nitrate in transferring the recording contract this year from Grombach to Trans-American Broadcasting & Television Corp. had violated Grombach's property rights to the series titled *Uncle Natchel.*

Chilean Nitrate also claims that it created the character of "Uncle Natchel". Transamerican is understood to have advised the stations, which total about 18, that it will assume the obligation of defending the threatened injunction cases brought by Grombach in various southern courts. First hearing of Chilean's application for the declaratory judgment was held Dec. 11 in the New York Supreme Court. Agency handling the Chilean account is O'Dea, Sheldon & Canaday, New York.

JOHN J. ANTHONY, director of the *Good Will Hour* on WMCA, New York, is writing a sociological book titled *Orphans Inc.*, material for which is based on problems which have been discussed on the program and his experiences in the Marital Relations Institute, of which he is director.



DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course

The MAYFLOWER
WASHINGTON, D. C.
R. L. Pollio, Manager

Drive on Clear Channels

(Continued from Page 24)

Case and Craven ran ten pages. They attacked the majority conclusions on all scores. They said the application was inconsistent with Sections 3.22 and 3.25 of the regulations, dealing with clear channels.

A frontal attack on the Commission's denial of petitions from KOA and other stations on 830 kc. to participate in the hearing was made by the minority. Changing a basic rule of the Commission in a specific case while at the same time denying parties who may be affected adversely the right to participate in the hearing, the dissenting opinion said, "is questionable legal procedure".

Furthermore, it said, such a procedure cannot safeguard the interests of the public, when all evidence which may have a bearing on the important phases of this national problem cannot be available in the record of the hearings.

The contention of WHDH that its nighttime operation would not cause interference with KOA was challenged as not in agreement with the testimony. The dissenting opinion analyzed testimony of the consulting engineer and the FCC engineering expert, to dispute this claim. It said there was disagreement in the testimony with respect to the effect of operation of stations on adjacent channels. It concluded that upon the consideration of all of the evidence, the operation of WHDH as proposed "would cause interference to the reception of service rendered by KOA in its extended service area".

Clears Are Vital

Pointing out that many listeners must not only rely upon secondary service from clear-channel stations for the only broadcast service available to them, but also that millions of listeners now rely upon a low grade of secondary service in order to enjoy any broadcasting whatever, Messrs. Craven and Case declared the most important problem confronting the Commission is to provide an improved service to rural listeners. They added that in any successful solution of this problem, the Commission must rely primarily upon clear channel-stations operating in accord with the existing rules.

Recalling that the FCC, before it adopted the present engineering standards, held a public hearing on engineering phases, the dissenting opinion declared that all of the 26 channels now provided for I-A service for the rural areas of the country at night". Any reduction in the number of either Class I-A or I-B channels would handicap the Commission in providing the much needed improvement in rural service, it held. Any action which handicaps the future ability of the Commission to equalize quality of service between cities and rural areas would be classed as discrimination against the rural population, they held, and a reduction of the number of clear channels "may easily result in real discrimination against rural listeners, in favor of the population living in metropolitan areas".

The danger of the clear-channel breakdown to the future radio service available to this country, under the terms of the Havana Treaty, was stressed. The opinion pointed out that if the United States should degrade the service of a particular class of radio channel on which it now has prior rights, this country would lose its right to protest against the use of that channel in a like manner by other nations. By duplicating clear channels, the United States would be severely handicapped in its future solution of "its most important national radio technical problem".

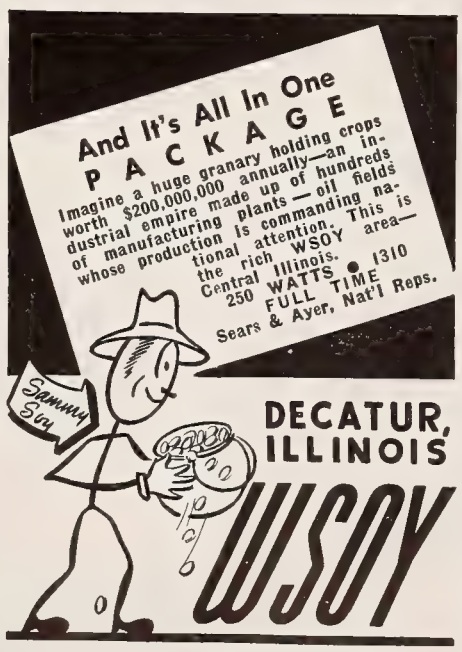
An 'Unsound Policy'

While fulltime for WHDH might enable the station to survive with less effort under the strenuous competitive conditions in Boston, Messrs. Case and Craven stated, the FCC should not fail to consider the paramount issues affecting the public of the nation as a whole. The dissent held that a substantial improvement in technical quality of service rendered by WHDH to Boston listeners could be obtained by granting only that portion of the application requesting an increase in power.

"The issue thus may be narrowed to the question of whether rural listeners of the nation shall be handicapped in obtaining an improved broadcast service or whether the listeners of metropolitan districts of Boston, already enjoying radio service from many stations, shall have an opportunity to listen, on an average throughout the year, for four hours a day longer to the service of WHDH," it was stated.

Aside from the technical dangers precipitated by the clear-channel breakdown, the minority held that favorable action in the WHDH case would constitute a situation resulting ultimately in the establishment of an "unsound policy for the nation as a whole". Such a policy obviously would not benefit the listening public, they warned, and furthermore, "this deterioration of radio service is bound to result in repercussions against the entire broadcasting industry".

If the Commission desires to "degrade" any or all of the few clear channels left, Messrs. Case and Craven argued, it would be far better to do so in a way which benefits some of the underserved rural population, rather than any metropolitan center "already surfeited with radio service".



Boom Is Indicated In National Spot

McConnell Sees Banner Year As Upward Trend Continues

NATIONAL spot sales for the 17 stations in 11 major markets represented by the NBC Spot and Local Sales Department has gone well over $5,000,000 during the last year, according to James V. McConnell, manager of the department, who has just returned from a swing of the network's spot sales offices from coast to coast.


Mr. McConnell

He said this represents a 29% increase over last year. He added that this, plus the consistent upward trend and commitments already booked well into the new year, suggests that 1941 will be a banner year for spot broadcasting.

Selected Markets

"In the beginning spot broadcasting 'just grew' but now it is carefully applied to given situations," Mr. McConnell stated. "Of course, the primary purpose of spot broadcasting is to provide broadcasting service to sectional and semi-national advertisers, as well as a selected market broadcasting service to national advertisers whose sales problems require special attention in individual markets.

"Network broadcasting and all other advertising media have benefited by the intelligent use of spot radio. The problems now being solved by spot broadcasting are innumerable. For example, consider the sales manager who wants to capitalize still further on his company's network campaign in selected markets where competition is particularly strong. He may support local drives with messages designed to introduce special sale offers, contests, etc. Again the sales manager may have established a new distributor or transferred his line to another. Spot broadcasting will aid greatly in quickly establishing such a change or a new identity in a given market.

"An interesting example of the use of spot broadcasting to meet an emergency and, incidentally, to overcome an embarrassing situation, is that of a national advertiser operating a chain of retail stores. A special sale event was scheduled; a throw-away was printed and distributed, when to the dismay of the advertiser it was found that the printer had not included the sale date on the piece distributed in one of their western cities. The management decided to use spot announcements giving the correct date of the sale and thus hoped to repair the damage as far as possible. The store enjoyed one of biggest sales in its history."

WHEELOCK ENTERS COLGATE ACCOUNT

WARD WHEELOCK Co., Philadelphia, has been appointed to handle advertising for Palmolive soap, according to an announcement Dec. 12 by E. H. Little, president of Colgate-Palmolive-Peet Co., Jersey City. This appointment completes the new division of the C-P-P advertising among three agencies. Ted Bates Inc., New York, and Sherman & Marquette, Chicago, are the others, following C-P-P's withdrawal from Benton & Bowles, New York [BROADCASTING, Nov. 1]. All appointments become effective Jan. 1, 1941.

Carroll Rheinstrom, vice-president of the Wheelock agency, will act as account executive on the Palmolive soap account. The Bates accounts include Colgate dental cream, Palmolive shave cream and Palmolive brushless shave cream, Octagon soap products and Klek package soap. Sherman & Marquette handles Cashmere Bouquet soaps and toiletries, Super-Suds, Halo shampoo, Colgate tooth powder and Colgate shave creams.

The company expends approximately 50% of its $6,000,000 annual advertising budget for radio. Currently it is sponsoring *Ellen Randolph* on NBC-Red; *Sports Newsreel of the Air* on NBC-Blue; and seven CBS programs: *Colgate Ask-It-Basket, Strange as It Seems, Woman of Courage, Myrt & Marge, Hilltop House, Wayne King's Orchestra* and *Stepmother.*

White Tube Is Developed For Du Mont Television

REFINEMENTS in the Du Mont delay-screen television tube, which retains the image and makes feasible halving the number of frames per second from 30 to 15, thereby permitting 625-line screen scanning instead of the 441-line RMA standard, have resulted in the production of a white tube in place of the former orange one, the Allen B. Du Mont Laboratories reports. The new tube, said to minimize flicker, has recently been demonstrated to engineers studying various systems of television transmission and reception for recommendations to the FCC.

Construction and installation of transmitting apparatus for the Du Mont television station atop 515 Madison Ave., New York, is reported to be progressing satisfactorily, with its completion expected shortly after Jan. 1. The 50-watt experimental transmitter made a program test Dec. 8 when it telecast an animated chart of the pro football game between the Washington Redskins and the Chicago Bears. A miniature football moved across a scale football field in accordance with the plays of the game, the board also indicating the type of play, downs, players involved and score.

Code for Nets and RWG

FOLLOWING preliminary conversations between network executives and officials of the Radio Writers Guild concerning a code of standard practices governing the employment of radio writers, the RWG is drafting its demands in writing for submission to attorneys of NBC and CBS. It is understood that the conversations produced a general agreement and that as soon as the legal language can be settled, contracts will be signed by the networks and the guild.



NOT EXACTLY a uniform but the newest craze among the women folk at WHK-WCLE, Cleveland, are the jumper suits so effectively displayed here. Manager H. K. Carpenter rubbed his eyes and registered bewilderment when one day recently six feminine employes came to work wearing variations of the same theme. Cuddled on a studio divan are (l to r) Edith Fitch, service department secretary; Lenore Steppke, sales department secretary; Eleanor Daniels, continuity writer; Mrs. Virginia Baker, program department secretary; Elma Kendall, music department secretary; Carol Decker, service department supervisor.

NAB Resumes Monthly Time Sale Data With Breakdowns of Industry Business

MONTHLY analysis of broadcasting industry time sales was resumed by the NAB in its Dec. 6 issue of the *NAB Reports.* First data collected and analyzed in several years, the new report is based on "advertising units" instead of the dollar volume basis formerly used.

With a one-page explanation and nine pages of tables, the report represents a stopgap effort to carry out instructions of the NAB convention in San Francisco last August. The data are based on September figures from 206 reporting stations, 10 stations having submitted data too late for inclusion.

Committee to Scan

Appraisal of the new research undertaking will be undertaken Jan. 10 at a meeting of the NAB research committee, Paul F. Peter, NAB research director, will explain the problems involved in compiling the report and outline plans for its expansion and improvement. He expects to have a second report, covering October time sales, ready by that time.

Two main classifications of business are analyzed—retail and general. The retail analysis, including time placed by businesses selling direct to consumers, covers various types of retail lines. The general classification, it is explained, is primarily an anlysis of products advertised by businesses engaged in selling to others for resale rather than direct to the consumer.

The general groups, each of which is broken down into several items, are: Agriculture, alcoholic beverages, amusements, automotive, building materials, confections, educational, financial, groceries, hotels and resorts, housing equipment and supplies, industrial, insurance, jewelry and silverware, medical, miscellaneous, political, professional and service, public utilities, publications, religion, radio, sporting goods, tobacco, toilet requisites, transportation, wearing apparel, watches, and MBS locally sponsored, with totals.

Retail items are: Amusements, automotive, bakeries, book stores, boots and shoes, building supplies and contractors, clothing stores, dairies, department and dry goods stores, drug stores, educational, electric and gas appliances and supply, furniture and home furnishings, grocers and food stores, heating and plumbing, hotels and restaurants, jewelers, merchandized chains, miscellaneous, musical instruments, office equipment, radio, real estate, sporting goods, stationers, toilet goods and beauty shops, with totals.

What Is a Unit?

Four tables are included in the opening report. Table I is a brief analysis of national network, regional network, national non-network and local sales, broken down by retail and general groups, with each of these split into program units and announcement units. A program unit is defined as one minute of program time. An announcement unit equals one minute unless the annoucement is a minute-and-a-half or longer, when it is counted to the nearest full minute.

Table II is a breakdown of retail advertising units by the four types of industry operation, split into program and announcement groups, along with a similar breakdown of general advertising units. Table III covers station broadcast advertising (other than national network) by type of sponsoring business and by class of station, for retail and for general advertising units. Table IV analyzes advertising units by type of sponsoring business and by station metropolitan district or city population. A list of stations which supplied data accompanies the report.

The total number of units carried by 206 stations in September was 3,326,486, the report shows, of which national networks carried 1,938,928 units, regional networks 100,652, national network 354,139 and local 932,767 units.

The first report naturally includes no comparisons with past months or years, but these figures will become available in future months. It is also planned to project the figures to show industry totals instead of totals based on the reporting stations. Comparisons with other media also are planned.

An explanation of how to use the data is given. It tells how to obtain helpful conclusions from the tables. These conclusions involve tips on how to seek "missing business" and hints on competitive advertiser accounts.

Sponsors Supply Programs to GE

Latin-American Beams Carry Mere Mention of Concerns

THE United States moved ahead another step last week in improving its shortwave radio service to South and Central America when the General Electric Co. announced a series of Spanish and Portuguese programs over WGEO and WGEA, Schenectady. The Schenectady transmitters are now carrying Spanish and Portuguese programs provided by Republic Steel, Tidewater Associated Oil Co., American Express and Mohawk Carpet Mills.

The new setup evolved from a desire on the part of John Sheehan, manager of GE's shortwave and FM stations, to improve program service to Latin America. He contacted firms doing business in Central and South America and worked out a plan whereby these companies would furnish the programs while GE would transmit them. An institutional announcement is made before and after the program calling attention to the company products.

Trade Angles

The value of trade between the Americas is emphasized in the monthly Mohawk Carpet program, with speakers listing briefly materials imported from South America for carpet making and similar manufacturing. However, the bulk of the program is devoted to music.

Both Tidewater and Republic Steel have purchased newspaper space in South America to announce their Spanish language programs and are paying a number of South American longwave stations to pickup and rebroadcast them.

The Tidewater programs, heard Sundays and Wednesdays at 8:45 p.m. and arranged by Henry R. Webel, manager of the export division of the G. M. Basford Agency, New York, up to now have consisted of music only, but beginning Dec. 18 the Wednesday period will be devoted to a news summary, prepared by the editors of *News Week.* Republic's programs are devoted to the stories of American industrialists. This program has been extended from 13 to 26 weeks. American Express programs consist of travelogues calling attention to tourists attractions in the United States.

Satevepost on Swing

THE life and times of Raymond Gram Swing, MBS commentator, are excerpted in an article, "Radio's Best Bedside Manner", by Jack Alexander and Frank Odell, in the Dec. 14 *Saturday Evening Post*. Observing that Radio Commentator Swing "today reaches more listeners than any other person in the world who speaks over the radio", the article explains that this vast audience comes as a composite from his listeners on MBS, the international shortwave station WRUL, his *American Commentary* series carried monthly by British Broadcasting Corp. and various rebroadcasts. Chronicling his rise in radio after an outstanding career as a foreign newspaper correspondent, the writers observed, "Swing has the sharpened patriotism of the American who, having lived abroad a long time, has rather wide-eyedly rediscovered his country and found it to be good."

AP Tests New York

ASSOCIATED PRESS has started serving an experimental radio report, prepared from the full AP news report, to two New York stations, WXQR and WNEW. If the tests continue satisfactorily for the next few weeks, the report will probably be extended to stations outside the metropolitan area about the first of the year. Increased radio activities are expected to follow the meeting of the AP board of directors, to be held in New York Jan. 7.

Dr. Sommers Joins NBC

DR. HARRY B. SOMMERS, of the public speaking and broadcasting department of Kansas State College, early in January will join NBC in New York as program director of the newly-organized public service division of the program department. Dr. Sommers, well known for his radio surveys in Iowa and the midwest, will handle educational programs in the eastern division of the department.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
7134 Main Street, Kansas City, Mo.
Branch office, Crossroads of the World
Hollywood, Cal.

RWM
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Broadcast Engineering
Special Equipment Designing
Bowen Bldg. • WASH., D. C. • NA. 6718

APPLEBY, Inc.
Radio Consultants & Engineers
Munsey Bldg. Republic 5452
WASHINGTON, D. C.
FCC Applications (Broadcast, FM & Television) Prepared & Filed

Advertise in BROADCASTING for Results!

FM APPLICATIONS
Expert definition and proof of service area under FCC rules. We save you time and expense.
Population Counts and Profiling service to licensed Engineers. Maps, copy, data for all Broadcasters' needs.
WALTER P. BURN & ASSOCIATES, Inc.
7 W 44 ST. NEW YORK

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Announcer—excellent opportunity for conscientious man at young alert eastern station. Send full particulars including transcription. Box 94, BROADCASTING.

Announcers, Writers, Salesmen, Operators, Directors—investigate our national placement service. Central Registry, Orpheum Bldg., Wichita, Kansas.

Announcer — experienced. In position to forward transcription or arrange personal interview in Detroit. Give complete facts concerning yourself and salary expected. Box 107, BROADCASTING.

Register With Recognized Employment Bureau—we need salesmen, transradio press operators, combination announcer-operators, others except talent. National Radio Employment Bureau, Box 864, Denver, Colorado.

ANNOUNCER—Eastern Pennsylvania Network station has opening for experienced newscaster and announcer with MC experience. Apply Box 86, BROADCASTING, enclosing photograph, personal description, experience, education and salary desired.

Program Director—for well established Regional station in fine southern city. Desire man with ideas, experience and above all character and executive ability in handling men and department. Box 109, BROADCASTING.

Situations Wanted

Control Room-Transmitter Engineer—desires change. Now employed. $30 weekly. Box 97, BROADCASTING.

Sports Announcer—play by play all sports. Sports commentary, references, recording. Box 105, BROADCASTING.

Station or Sales Manager—by thoroughly experienced station executive. Agency and network references. Box 106, BROADCASTING.

Young Experienced Announcer-Salesman—will invest services plus capital, if necessary, in radio station. Box 91, BROADCASTING.

Announcer-Newscaster—thoroughly experienced. Distinctive voice. Musical background. Reasonable, go anywhere. Box 92, BROADCASTING.

News Editor, Processor, Newscaster—formerly with Washington staff of Transradio. Ten years experience. 27, draft exempt. Highest references. Box 103, BROADCASTING.

Experienced Barn Dance Producer—MC available; also handle sports and production. Network experience. South only. Box 87, BROADCASTING.

Station Losing Money?—you need me. Experienced, employed, successful record as Manager. South only. Box 88, BROADCASTING.

Engineer—experienced in all phases of broadcasting, studio transmitter, remotes, formerly with WNYC. R.C.A. Institutes, licensed, married, reasonable salary. Box 102, BROADCASTING.

Situations Wanted (Continued)

ATTENTION WEST COAST—Good Announcer licensed. Good voice, delivery, diction. Experienced, versatile, diversified. News, sports, sales. Employed West Coast. Married, Sober. Box 101, BROADCASTING.

Fine Announcer-Operator—7 years. Continuity; perfect Transradio. Reliable; references; personality; family. Now available. $175. Trial. Box 96, BROADCASTING.

Sales, Promotion, Production, Publicity, Public Relations, Artist Bureau Manager. Top flight money making programs. Experienced all phases on 250-50 Kw. Box 90, BROADCASTING.

Promotion and Educational Director—nine years experience in radio-newspaper promotion, five years with WSB and The Atlanta Journal. Thorough knowledge of radio sales with newspaper background. Best of references. Available now. Box 104, BROADCASTING.

Chief Engineer—established as such for 15 years. Now employed—licensed—married—settled—reliable. Exceptional reasons for seeking change. Not a starter, but a finished product. Box 100, BROADCASTING.

Announcer-Operator — desires connection Pacific Coast station, but go anywhere. 12 years experience (announcing, operating, writing, contacting, producing). Employed network outlet. First class telephone. Move two weeks notice. Box 108, BROADCASTING.

Station Or Sales Manager—young man under 40 desires position preferably West Coast station; modest salary plus commission. Fully experienced all phases of business; metropolitan and rural stations. References supplied. Box 98, BROADCASTING.

CHIEF ENGINEER — will consider substantial investment in progressive established or new regional station. University graduate and licensed professional engineer. Unusual experience that can be extremely valuable. Box 95, BROADCASTING.

Station Manager or Commercial Manager thoroughly familiar with all phases of successful station operation. Business go-getter. Best references. Box 89, BROADCASTING.

Chief Engineer—now employed network station desires change. Held present position 4 years. Excellent record and references. Twelve years engineering experience. College graduate. Invite correspondence anyone desiring chief engineer, who knows radio from ground up. Box 93, BROADCASTING.

OPERATOR-ANNOUNCERS AVAILABLE—experienced graduates in Broadcasting. Television, Frequency Modulation, and Commercial Stations now available. Able to work anywhere. Have successful men in leading stations in all sections of country. List furnished upon request. Contact Graduate Relations Dept., National Schools, 4000 South Figueroa, Los Angeles, California.

Wanted to Buy

Small Station—in market of not less than 25,000 population. Include all details of present financial condition, date of beginning operation, etc. Box 99, BROADCASTING.

Network Accounts

All time EST unless otherwise indicated.

New Business

MARROW'S Inc., Chicago (Mar-O-Oil shampoo), on Jan. 2 starts for 26 weeks *Hollywood Whispers*, featuring George Fisher, commentator, on 36 MBS stations, Tues., 11:30-11:45 a.m. Agency: Hays McFarland & Co., Chicago.

WEEKLY PUBLICATIONS Inc., New York (Newsweek) on Jan. 2 starts *Ahead of the Headlines* on 23 NBC-Blue stations, Thurs., 10:30-10:45 p.m. (Knapp-Monarch drops its NBC-Blue sponsorship Dec. 22). Agency: Tracy-Locke-Dawson, N. Y.

P. LORILLARD Co., New York (Sensation cigarettes), on Jan. 8 starts *Talk Your Way Out of This One* and *Don't Be Personal* on 7 CBS Pacific Coast stations, Wed. and Fri., 6-6:15 p.m. (PST). Agency: Lennen & Mitchell, N. Y.

CONSOLIDATED ROYAL CHEMICAL Corp., Chicago (Vitamized Yeast Foam tablets) on Dec. 15 starts *Hidden Stars* on 52 NBC-Blue stations, Sun., 5:30-6 p.m. Agency: Stack-Goble Adv. Agency, Chicago.

RICHFIELD OIL Co., Los Angeles, on Jan. 13 starts for 52 weeks *Richfield Reporter* on 4 NBC Arizona stations (KTAR KVOA KGLU KYUM), Mon. thru Fri., 10-10:15 p.m. (MST); Sun., 9-9:15 p.m. (MST). Program will continue on 6 NBC-Pacific Red stations, Sun. thru Fri., 10-10:15 p.m. (PST). Agency: Hixson-O'Donnell Adv., Los Angeles.

ANDREW JERGENS Co., Cincinnati (Woodbury soap, cosmetics), on Jan. 1 replaces *Hollywood Playhouse*, on 64 NBC-Red stations, Wed., 8-8:30 p.m. (rebroadcast, 11-11:30 p.m.), with Tony Martin, singer, 8-8:15 p.m., and *How Did You Meet?*, audience participation show, 8:15-8:30 p.m. Agency: Lennen & Mitchell, N. Y.

Renewal Accounts

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield) on Dec. 31 renews *Glenn Miller* on 95 CBS stations, Tues., Wed., Thurs., 10-10:15 p.m. Agency: Newell-Emmett Co., N.Y.

SKELLY OIL Co., Kansas City, Mo., on Dec. 16 renews for 52 weeks *Captain Herne Speaking* on 16 NBC-Red stations, Mon. thru Fri., 7:45-8 a.m. Agency: Henri, Hurst & McDonald, Chicago.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), on Jan. 6, 1941, renews for 52 weeks *True or False* on 23 NBC-Blue stations, Mon., 8:30-9 p.m. Agency: J. Walter Thompson Co., N. Y.

BETTER SPEECH INSTITUTE of America, Chicago, on Dec. 29 renews for 13 weeks *Speak Up, America* and adds 5 NBC-Blue stations making a total of 49 NBC-Blue stations, Sun. 6:30-7 p.m. Agency: McJunkin Adv. Co., Chicago.



Drawn for BROADCASTING by Warmuth
"Tell Me About Your Unusual Occupation!"

PRUDENTIAL INSURANCE Co., of AMERICA, New York, on Dec. 16 renews *When a Girl Marries* on 51 CBS stations, Mon. thru Fri., 12:15-12:30 p.m. Agency: Benton & Bowles.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on Jan. 3, 1941, renews *Al Pearce & His Gang* on 84 CBS stations, Fri., 7:30-8 p.m. Agency: Wm. Esty & Co., N. Y.

STANDARD BRANDS, New York (Fleischmann's Yeast), on Jan. 6 renews for 52 weeks, *I Love a Mystery*, on 44 NBC-Blue stations, Mon., 8-8:30 p.m. (EST), with West Coast repeat, 8:30-9 p.m. (PST). Agency: Kenyon & Eckhardt, N. Y.

COLONIAL DAMES Inc., Los Angeles (cosmetics), on Dec. 20 renews for 52 weeks, *Find the Woman*, commentary series, on 7 CBS Pacific Coast stations, Fri., 9:55-10 p.m. (PST). Agency: Glasser-Gailey Adv., Los Angeles.

ANDREW JERGENS Co., Cincinnati (Jergens lotion, Woodbury soap), on Dec. 29 renews for 13 weeks *Walter Winchell* and *The Parker Family* on 68 NBC-Blue stations, Sun., 9-9:30 p.m. Agency: Lennen & Mitchell.

F. W. FITCH Co., Des Moines (shampoo), on Jan. 5, 1941, renews for 52 weeks *Fitch Bandwagon* on 111 NBC-Red stations, Sun., 7:30-8 p.m. Agency: L. W. Ramsey Co., Davenport, Ia.

PAUL F. BEICH Co., Bloomington, Ill. (candy), on Jan. 5 renews for 13 weeks *Crimson Whizard* on 9 MBS stations, Sun., 3-3:30 p.m. Agency: N. W. Ayer & Son, Chicago.

R. B. SEMLER Inc., New York (Kreml), on Dec. 18 renews for 52 weeks *Gabriel Heatter* on 7 MBS stations, Fri., 9-9:15 p.m. and 13 Wed., 9-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

Purepac Spots

PUREPAC Corp., New York (Flemex) on Dec. 10 started 20 announcements weekly for 13 weeks on WHN and WMCA, New York, and WAAT, Jersey City, and plans to add foreign language stations. Agency is Klinger Adv. Corp., New York.

STANDARD BRANDS, New York (Chase & Sanborn coffee and Tender Leaf Tea), on Jan. 5, 1941, renews for 52 weeks *Chase & Sanborn Hour* and *One Man's Family* on 69 NBC-Red stations, Sun., 8-9 p.m. Agency: J. Walter Thompson Co., N. Y.

MACFADDEN PUBLICATIONS, PUBLICATIONS, New York (Liberty), on Dec. 19 renews for 52 weeks *Voice of Liberty* on 13 MBS stations, Thurs. and Sat., split times. Agency: Erwin, Wasey & Co., N. Y

SEALTEST INC., New York (milk and ice cream), on Jan. 2, 1941, renews for 52 weeks *Rudy Vallee* on 65 NBC-Red stations, Thurs., 10-10:30 p.m. Agency: McKee & Albright, Philadelphia.

COLGATE-PALMOLIVE-PEET Co., Toronto (Cashmere Bouquet soap), on Jan. 4 renews *Sweet and Swing* on 32 Canadian Broadcasting Corp. stations, Sat. 8-8:30 p.m. (EDST). Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Cue and Palmolive shave cream) on Jan. 4 renews *Share the Wealth* on 32 Canadian Broadcasting Corp. stations, Sat. 8.30-9 p.m. (EDST). Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Palmolive) on Jan. 1 renews *Happy Gang* on 32 Canadian Broadcasting Corp. stations, Mon. thru Fri., 2-2.30 p.m. (EDST). Agency: Lord & Thomas of Canada, Toronto.

'Newsweek' Will Sponsor NBC 'Headlines' Series

WEEKLY PUBLICATIONS Inc., New York (*Newsweek* Magazine) on Jan. 2 takes over the *Ahead of the Headlines* program now sponsored by Knapp-Monarch Co., St. Louis (shavers). Knapp-Monarch drops the program Dec. 22 from a 47-station NBC-Blue network, Sundays, 11:45-12 noon. *Newsweek*, which has provided program material for the series, has decided to assume sponsorship on its own behalf, using 23 Blue stations, Thursdays, 10:30-10:45 p.m. Cramer-Krasselt, Milwaukee, is the Knapp-Monarch agency, with Tracy-Locke-Dawson, New York, handling the *Newsweek* account.

New Lever Campaign

LEVER BROS. Co., Cambridge, will start a 48-week campaign of one-minute announcements on Dec. 26, using three a day, Monday through Friday, on WHN, New York. An extensive list of stations is to be used eventually. Announcements will promote Lipton's tea and other Lever products. Lever controls Thomas H. Lipton Inc. Young & Rubicam is agency.

WOL
WASHINGTON'S 1st 24-HOUR STATION!
Affiliated with Mutual Broadcasting System
1000 WATTS
National Representatives
INTERNATIONAL RADIO SALES
WASH., D. C.

LANG-WORTH planned programs
LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave. New York

PRINTED, ILLUSTRATED COMMERCIALS . . .
while you speak



MULTIPLEX VIA FM . . .
Both oral and facsimile programs can be sent over one wave-band simultaneously. Facsimile advertising has sensational advantages. Write for particulars.
Finch Telecommunications, Inc.
1819 Broadway, New York City
finch facsimile

GOING WEEKLY! GOING WEEKLY! JANUARY 13!



SAVE $2
Subscribe NOW!
Before Jan. 1
$3, one year
$5, two years
After Jan. 1
$5, one year
$8, two years
including YEARBOOK Number

ASCAP Pleas for Truce Are Ignored

All Groups in Industry Ready to Operate Under BMI

(*Continued from Page* 15)

ing music for several months programs.

"Even with themes there is no particular lack of suitable material,' 'he continued, "but the difficulty has been in convincing the advertiser who want a new tune that sounds just like his present theme that he can't have it without inviting infringement suits. Usually the old theme has no particular tie-up with either the company or its products and it is not hard to create a more appropriate theme and moreover one which will become the permanent property of the advertiser in the same way that his trade mark is, and not subject to call by ASCAP or any other group or person."

The programs in which a dance orchestra supplies all or part of the entertainment present no particular problem, Mr. Pumphrey said, as there is a reasonable amount of new popular music and an unlimited amount of public domain numbers which can be given modern treatment. "Orchestra leaders with musical knowledge and imagination will have no trouble in preparing their programs," he declared.

"Only a few days ago Glenn Miller included in one of his Chesterfield broadcasts a swing arrangement of 'The Anvil Chorus' that might easily become one of the top favorites with swing addicts. Fred Waring, Guy Lombardo, Wayne King and almost all of the well-known orchestra leaders have the talent to produce enjoyable, even outstanding performances, of any basically sound melody, regardless of when it was written.

Plenty for All

"It is the leader with no imagination, who can get by only by playing the tunes which the better bands have made popular, who will have trouble when the ASCAP catalogs are withdrawn at the first of the year. Fortunately, there are few such on the air at all, and practically none on commercial programs."

Discussing artists and programs requiring a particular type of material, Mr. Pumphrey said that all but a very few were finding an ample supply of the kind of songs they like outside the ASCAP realm. Lanny Ross, for example, has consistently used a large proportion of public domain numbers on his programs.

Gene Autry has available all of his own numbers written before 1939 (when he joined ASCAP) in the Cole catalog which is now licensed by BMI, which also has a large repertoire of cowboy songs written by Smiley Burnett and others; *Renfro Valley Folks, National Barn Dance, Pipe Smoking Time* and other programs of that type, featuring hillbilly and folk songs, use little ASCAP material even now; programs like the *Telephone Hour* and the *Ford Sunday Evening Hour* find their material largely in the field of public domain.

Religious programs, such as *Hymns of All Churches,* will find most of their music outside of ASCAP, Mr. Pumphrey continued. Most church music is in the public domain and BMI is in the process of issuing a hymnal of available numbers. BMI has also secured rights to the American Catholic Hymnal and to that of the American Conference of Jewish Rabbis.

Among the few programs which have presented problems as yet unsolved are *Waltz Time* and *American Album of Familiar Music,* produced by Frank Hummert of Blackett-Sample-Hummert, who asked the FCC to intervene so that the radio audience may continue to enjoy "all of its own American music." Approximately half of the selections used on the *American Album* during the past two years will be available for broadcasting after Jan. 1.

A Few Problems

The Alka-Seltzer program featuring Alec Templeton presents a different type of problem. Templeton's improvisations and his variations on familiar themes are more than arrangements and might be considered to be original compositions in which case their broadcasting rights would be under the control of ASCAP, of which Templeton is a writer member. Since these numbers comprise his main radio contribution, it is possible that this program may be forced off the air after Jan. 1.

A lesser problem will be faced by Major Bowes in selecting talent for his *Amateur Hour.* Many of the musicians are one-tune people whose one tune is usually one of the current popular songs. This may mean that for the first few weeks some of the amateurs will want to play ASCAP numbers, which they could not do on the air.

Thomas Belviso, manager of NBC's music library division and in charge of all arranging and composing, music program advisors, music rights, music reference and research as well, told BROADCASTING that by and large the withdrawal of ASCAP music was presenting few real problems, but a great deal of confusion. "The chief difficulty," he said, "is that so many people are involved—advertising managers of companies sponsoring programs, members of their departments, agency radio executives and their staffs, independent programs, singers and orchestra leaders and their agents and managers. Whenever I can get together with one man in authority we can usually solve his particular trouble in short order."

Mr. Belviso related the story of an out-of-town client for whom NBC had prepared and recorded three numbers for his consideration as themes. All three came back with an explanation from the contact man that the advertiser didn't like them at all. Finally he came to NBC and in less than a half-hour he had approved one of the themes, played with a different treatment than had been given on the record.

Easily Solved

"That illustrates my point," Mr. Belviso declared, "that when the problems are clearly understood they are easily solved. We thought a certain musical quiz show would be tough to work out, but when we got into it with the producers it proved relatively easy. The conductor of a program of semi-classical music came to us in a frenzy of excitement, but when we examined the actual content of his past programs we found that a majority of the tunes he had been using were non-ASCAP and that it would not be at all difficult to make his programs completely so.

Lack of complaints is no fault of the ASCAP publicity force, which is bombarding editors with daily mailings on letter heads printed in red, white and blue and decorated with the covers of 22 of ASCAP's best-known songs, ranging from "God Bless America" to "Sweet Adeline',' which, says the standing captions are being "Blacklisted and Boycotted" by "the Broadcasting Barons who control CBS, NBC and MBS". A recent release pictured a group of religious songs, with the caption "Sacred music banned from the air." Another, headed "Watch the Irish get their Irish Up," showed a collection of ASCAP Irish songs with a story stating that "under the BMI system Irish music will be replaced by Nazi and Fascist songs through recent deals 'not disapproved' by the Hitler and Mussolini propaganda ministries, which regard music as their most subtle weapon."



HAWKER of newspapers was William B. Way (left), general manager of KVOO, Tulsa, as one of a group of successful businessmen, formerly newspaper boys, who dispensed special copies of a paper for the Community Fund. Here he receives a substantial sum from an eager buyer. Prices ran as high as $10 per paper.

They Stoop To

A number of broadcasters have expressed mixed reactions to these attempts to inject religious and racial feelings into the issue, a natural indignation being blended with pleasure at the realization that, as one broadcasting executive put it, "When ASCAP is so desperate that has to stoop to tactics like this, it is practically conceding victory to the broadcasters."

Another ASCAP release that backfired was the announcement that 44 new members had been admitted to ASCAP, raising the total membership to an all-time high of 1,306, including 1,166 composers and authors and 140 publishers, listing Aaron Copland as outstanding among the new members. Day before the release appeared in the press, Mr. Copland, who is head of the American Composers Alliance, wired the ASCAP president, Gene Buck, that if the announcement of his name as an ASCAP member were made "under the present circumstances I shall of course repudiate such membership and would consider the announcement an unethical attempt to embarrass me with the hundreds of serious musicians whom I represent."

Copland Socks ASCAP

When the announcement appeared, Mr. Copland again wired Mr. Buck, repudiating the membership and charging that "your announcement was designed to obscure the real attitude of ASCAP towards the serious musicians and the serious music of America. The American Composers Alliance which I head has tried in vain for over two years to obtain from you and your organization a genuine consideration of the needs and problems of composers of serious music. Neither you nor the ASCAP committee which is nominally supposed to be considering this prob-

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1000 WATTS DAY & NIGHT
REPRESENTED BY INTERNATIONAL RADIO SALES

WRNL
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BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

lem has been interested enough even to respond to our telegrams, no less to arrange an appointment for discussion. This latest attempt to isolate me from the composers I represent must be born of a desperation which I hope gives promise of a change in the governing policies of ASCAP. I look forward to such a change and to the recognition by ASCAP that serious music should have its place in our culture. Meanwhile I demand that you retract at once in every paper in which it appeared the statement that I have been elected to ASCAP membership and forward to me immediately a list of the papers so that I can check."

More Join BMI

Of the 140 publishers currently members of ASCAP, 135 have signed renewal contracts, with only five still unsigned for after Dec. 31, ASCAP announced, adding that three of the five are expected to sign shortly. A new publisher is Georgia Music Corp.

BMI meanwhile has announced the addition of 21 stations to its membership roster in the past two weeks, with an even more accelerated flow of last-minute members expected before the end of the year. New BMI stations are: WAIR, Winston-Salem; WEED, Rocky Mount, N. C.; KINY, Juneau, Alaska; WKEU, Griffin, Ga.; KFBC, Cheyenne; KTRI, Sioux City; WDOD, Chattanooga; WNBZ, Saranac Lake, N. Y.; WCBT, Roanoke Rapids, N. C.; WSLS, Roanoke, Va.; KEUB, Price, Utah; KVGB, Great Bend, Kan.; WCOV, Montgomery, Ala.; KORN, Freemont, Nebr.; WAYX, Waycross, Ga.; WAGA, Atlanta; WORD, Spartanburg, S. C.; Toledo; KWFC, Hot Springs, Ark.; WMFF, Plattsburg, N. Y.; WGBI, Scranton, Pa.

Reports that the AFM intended to intervene in the controversy were denied to BROADCASTING by James C. Petrillo, president of the national union. "The AFM has no plans for intervening," he declared, "and so far no one has approached me for any suggestions regarding the situation." He added that developments would be carefully watched, however, to see that the interests of AFM members were not affected.

A plan for picketing broadcasting stations in retaliation for their "boycott" of ASCAP music has been announced by Irving Caesar, president of the Songwriters Protective Assn. SPA members will sing and play their songs from sound trucks stationed outside radio studios in major cities, he said, following the entertainment with a speech on the injustice of radio's treatment of the composers of American music.

Picket Plan

Estimating a total of 1,000 such picketing units, Mr. Caesar said that about 100 would operate in New York, 50 in Chicago and in Hollywood, and the remainder distributed among the larger United States cities. He anticipates no trouble in securing permits from the city officials, he declared. He also reiterated previous statements that BMI is unfair to songwriters by failing to accept the standard SPA contracts his organization has with other publishing companies.

Walter Socolow, formerly attorney for Music Publishers Protective Assn. and for National Assn. of Performing Artists, and author of *Law of Radio Broadcasting*, has been engaged by BMI to work on coypright clearance of phonograph record catalogs regarding availability of records after Jan. 1. Society of European Stage Autors & Composers (SESAC) has also sent to all NAB stations a partial list of phonograph records of compositions licensed by SESAC. List includes most of the works of Edward MacDowell and a number of compositions of Rudolph Friml, Victor Herbert, Carrie Jacobs Bond and other ASCAP members, published and copyrighted by SESAC publishers before the composers joined ASCAP.

Thesaurus Plan

C. Lloyd Egner, NBC vice-president in charge of the radio-recording division, has announced to Thesaurus subscribers a plan for helping them meet the copyright crisis, featuring a group of "anticipated releases" to give subscribers with their regular Dec. 15 and Jan. 1 releases some 75 tax-free selections, comprising all types of music. Public domain, BMI, SESAC and other music which can be broadcast without obtaining additional performance licenses is included. With present tax free Thesaurus selections, subscribers to this service will have more than 2,000 such musical works by Jan. 1, the announcement stated.

With its continuity revamped to include only tax-free members for broadcasting after Dec. 31, the service is adding several new program series and increasing the hours-per-week of continuity from 21¼ to 24¼ hours. Stations are also receiving lists of Thesaurus records and selections which can and which cannot be broadcast after Dec. 31, together with a new card file for tax-free music with two sets of cards for filing by both title and talent.

The Sociedad Argentina de Autores y Compositores de Musica of Buenos Aires has assigned its performing rights to BMI as of Jan. 1, giving to radio some 30,000 selections including the best of the Argentinian tango music. Announcement states that the Sociedad is "listed by ASCAP as its first affiliate" and that this acquisition, with those already made, insure that most of the best Cuban, Mexican and South American music written during the past 25 years will be available for broadcasting after Jan. 1.

BMI MUSIC POPULAR
WCCO Program Gets No Kicks In ASCAPless Month

MORE THAN 1,400 Night Owls have been hearing nothing but BMI music over WCCO's midnight *Night Owl Club* for six weeks, and there's been nary a squawk to date.

When the station started staying on the air an extra hour, midnight to 1 a.m., Announcer Bill Wigginton filled the time by playing popular recordings, and called the show *Swing at Midnight*. He played mainly hot tunes, because he thought they'd have the most appeal for the college students listening at that hour.

Before a month had passed, from letters and telephone calls, he concluded that scores of persons besides college students were late listeners, and most of them wanted quantities of sweet and semi-classical music as well as swing.

To give the program broader scope, he changed the title on Nov. 1 to *Night Owl Club*. Since that time not an ASCAP tune has been played over WCCO between midnight and 1 a.m. A letter addressed to Wigginton automatically enrolls the writer as a member of the Ancient, Amalgamated, Super-Nocturnal, Completely Omniscient Order of Night Owls. Special membership cards duly signed by The Great Horned Owl, Bill Wigginton, are sent members.

In the first five weeks of the *Night Owl Club*, 1,414 members were enrolled in 43 States, all the Canadian provinces except Prince Edward Island, Alaska and Hawaii. Janitors, physicians, engineers, students, school teachers, night nurses, invalids and night watchmen are only a few of the occupations represented.

They write asking for lots of light music and classic, and saying how much they like Wigginton's selection of recordings. Only three requests for ASCAP songs have come in, and they added, "if you don't have this one, play whatever you have."

There it is — evidence showing that BMI is pleasing listeners!

Opera Quiz

AN ADDED feature of the NBC Saturday afternoon Metropolitan Opera Broadcasts sponsored by Texaco Co., New York, will be an Opera Question Forum in which each week Milton Cross, commentator, and three guest opera stars or music critics will discuss operatic questions sent in by listeners, with a copy of Victor's Stars of the Metropolitan record album to be awarded to each person whose question is used.

War Unlikely to Upset Radio System, Says Fly

FCC CHAIRMAN James Lawrence Fly said in an interview, printed in the *Miami Daily News* Dec. 10, that broadcasting companies are doing their part so well during the present national emergency that he does not believe they would be taken over in event of war. In Miami to attend the National Assn. of Railroad & Utilities Commissioners convention, he said that radio is contributing materially to success of the U. S. defense program by keeping the public informed on the state of the nation.

The FCC chairman commended broadcasters for the accurate and reserved manner in which they are handling news of the war. He said: "Radio was ahead of the public demand in moderating the dramatizing of war news. At the outset there was a tendency towards flash news interruptions of programs but now the broadcasters have settled down to a thorough, yet interesting coverage of the war."

Chairman Fly revealed that any early decision is expected in the monopoly investigation.

MBS in Latin America

MBS has announced the appointment of Roberto Stiglich, journalist of Lima-Peru, and former Peruvian representative of the Pan-American Airways, as its South American representative. Mr. Stiglich, who is now on tour of Latin American, will complete a survey of Latin American broadcast facilities, conferring with Government officials and sounding out broadcasters on exchange programs.





ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 30 TO DECEMBER 13, INCLUSIVE

Decisions . . .

DECEMBER 5

WTEL, Philadelphia—Applic. CP change to 1500 kc 250 w unl. etc., set for hearing (incorrectly listed in the Dec. 1 BROADCASTING).

NEW, Williard Carver and Byrne Ross, Lawton, Okla.—Granted CP 1120 kc 250 w D only.

NEW, Blanfox Radio Co., Harlan, Ky.—Granted CP 1420 kc 250 w unl.

WTOC, Savannah—Granted CP directional N.

KRLH, Midland, Tex.—Granted CP in part for increase to 250 w on 1420 kc.

KSRO, Santa Rosa, Cal.—Granted CP new trans., change to 1320 kc 1 kw directional.

WFEA, Manchester, N. H.—Granted CP new trans., increase to 5 kw directional.

WBIG, Greensboro, N. C.—Granted CP increase to 5 kw directional N.

WNAX, Yankton, S. D.—Granted CP increase N to 5 kw directional.

WTRY, Troy, N. Y.—Granted CP directional, increase to unl., 950 kc 1 kw.

KGEZ, Kalispell, Mont.—Granted CP change to 1430 kc 1 kw new transmitter directional, or alternative choice to increase to 250 w on 1310 kc.

KUTA, Salt Lake City—Granted petition to reconsider and grant without hearing applic. KUTA for CP change to 570 kc 1 kw unl. directional.

WAPI, Birmingham—Hearing on renewal continued to 1-15-41.

SET FOR HEARING—NEW, J. Leslie Doss, Bessemer, Ala., CP 1370 kc 250 w unl.; WSAN, Allentown, Pa., CP increase to 5 kw 1440 kc new trans. directional, to be heard with WCBA applic.; WCBA, Allentown, Pa., CP increase to 5 kw on 1440 kc, to be heard with WSAN; WCNC, Elizabeth City, N. C., consent voluntary assignment license to Albermarle Bcstg. Co.

DECEMBER 6

WDRC, Hartford—Granted CP FM 46.5 mc. 6,100 sq. miles, 1,118,000 pop.

NEW, Metropolitan Television Inc., New York—Granted CP FM 47.5 mc. 8,500 sq. miles, 12,000,000 pop.

NEW, Bamberger Bcstg. Service, New York—Granted CP FM 47.1 mc. 8,500 sq. 12,000,000 pop.

NEW, WGN, Chicago—Granted CP FM 45.9 mc. or other freq. 10,800 sq. miles, 4,500,000 pop.

NEW, NBC, Chicago—Granted CP FM 46.3 mc. or other freq. 10,800 sq. miles, 4,500,000 pop.

NEW, Walker-Downing Radio Corp., Pittsburgh—Granted CP FM 8,400 sq. miles, 2,100,000 pop.

NEW, Natl. Life & Accident Ins. Co., Nashville—Granted CP FM 44.7 mc. 16,000 sq. miles, 819,000 pop.

SET FOR HEARING—Yankee Network, Paxton, Mass., CP FM 44.3 mc; NEW, Worcester Telegram Pub. Co., Worcester, Mass., CP FM 43.1 mc; KWKH, Shreveport, La., granted petitions of KWKH and WOV, New York, for rehearing in action of 8-14-40 granting WDGY change to 1100 kc increase power etc.; W1XTG, Worcester, Mass., granted extension license 60 days from 1-1-41; NEW, Metropolitan Television Inc., New York, approved minute entry re grant of CP 11-15-40 to show aural and visual power as 250 w instead of 1 kw; WBT, WFAB, WBBM, WJAG, denied joint petition to reconsider action setting for hearing and to grant without hearing applications for changes in facilities.

MISCELLANEOUS—KFXM, San Bernardino, Cal., granted CP new trans.; WCAU, Philadelphia, same; WFHR, Wisconsin Rapids, Wis., granted license new station; WQBC, Vicksburg, Miss., granted CP change equip.; KODL, The Dalles, Ore., granted license new station; W1XK, Boston, granted license new station 42.6 mc. FM; denied as in default applications new stations filed by Keys Broadcasting Co., Key West, Central Bcstg. Corp., Miami, Carl Sholtz, Miami, Atlantic Bcstg. Corp., Miami.

DECEMBER 7

WHDH, Boston—Proposing to increase power to 5 kw on 830 kc. directional N.

WKBB, Dubuque—Denied rehearing directed against action of 9-4-40 granting KDTH mod. CP to 1 kw unl. directional N.

DECEMBER 9

WDGY, Minneapolis — Rehearing petitions of KWKH and WOV granted re grant of 1100 kc 5-10 kw unl. directional.

DECEMBER 10

WFAS, White Plains, N. Y.—Granted mod. license to Sh.-WGBB, Simul.—WBRB, 1210 kc 250 w.

W2XOY, New Scotland, N. Y.—Granted mod. FM license to 2,500 watts.

WRCA, Bound Brook, N. J.—Granted extension exp. auth. use added 35 kw.

W8XAL, Mason, O.—Granted extension exp. auth. special emissions.

WCAB, Philadelphia—Granted mod. international license to add 9650 and 11830 kc Sh.-WCBX.

WNBI, Bound Brook, N. J.—Granted temp. exp. auth. add 11890 and 15150 kc and delete 17780 kc.

WRCA, Bound Brook, N. J.—Granted mod. international license to add 17780 kc Sh.-WPIT, operate with effective power of 70 kw on 9670 kc.

MISCELLANEOUS—Thomas J. Watson and Hampden-Hampshire Corp., dismissed joint petition asking dismissal of application of Citizens Bcstg. Corp. for new station in Schenectady, which was denied 12-30-38 and no petition for rehearing or appeal has been filed.

NEW, Pawtucket Bcstg. Co., Pawtucket, R. I.—CP order of 6-26-40 granting new station amended to delete certain references to interest of Paul Oury in applicant.

DECEMBER 13

WHYN, Holyoke, Mass.—Granted mod. CP re trans.

WIOD, Miami—Granted mod. CP re trans.

WIND, Gary, Ind.—Granted mod. CP re trans.

WITH, Baltimore—Granted mod. CP re trans.

WBAL, Baltimore—Granted mod. CP re trans., antenna.

WQXR, New York—Granted license increase power etc.

Applications . . .

DECEMBER 3

WKAQ, San Juan, P. R.—Mod. CP increase power etc. re trans. site.

NEW, CBS, New York—CP FM station amended re trans.

NEW, Mercer Bcstg. Co., Ewing Twp., N. J.—CP FM 44.7 mc 3,700 sq. miles.

NEW, Wodaam Corp., New York—CP FM 45.3 mc 8,500 sq. miles.

NEW, N. J. Bcstg. Corp., New York—CP FM 47.9 mc 8,900 sq. miles.

WAKR, Akron—CP increase to 5 kw directional N & D, new trans.

NEW, Colonial Bcstg. Corp., Norfolk, Va.—CP 1200 kc 250 w unl. IV.

WCLE, Cleveland—CP new trans. directional N & D, change to 640 kc 1 kw, change hours, amended re directional antenna N & D.

WHIO, Dayton—Mod. CP increase power re trans.

NEW, Penna. Bcstg. Co., Philadelphia—CP FM 44.7 mc 9,585 sq. miles.

NEW, Nashville Radio Corp., Nashville—CP 1380 kc 1 kw unl. directional N & D. III.

WKPT, Kingsport, Tenn.—Voluntary assignment license to Kingsport Bstg. Co. Inc.

WIOD, Miami—Mod. CP increase power, re trans.

WQBC, Vicksburg, Miss.—Mod. license to 500 w 1 kw D, unl., asks WTJS facilities.

KDRO, Sedalia, Mo.—CP change to 800 kc under treaty, change hours from unl. to D, 1 kw, change antenna and trans.

WIND, Gary, Ind.—Mod. CP increase power re trans.

NEW, Midland Bcstg. Co., Kansas City—CP 46.5 mc 1500 w FM.

KVOD, Denver—CP new trans., increase to 5 kw directional, amended re antenna.

NEW, Cherry & Webb Bcstg. Co., Providence—CP FM 47.5 mc 6,207 sq. miles.

DECEMBER 4

WMCA, New York—Transfer control from Donald J. Flamm to Edward J. Noble.

WIXER, Sargents Purchase, N. H.—CP change to 43.9 mc 1 kw FM, change trans.

WBKY, Beattyville, Ky.—Reinstatement CP change to 42.9 mc.

WMAZ, Macon, Ga.—CP change to 940 kc under treaty, increase to 5 kw N & D, directional.

NEW, Orange Bcstg. Corp., Orange, Tex.—CP 1550 kc 1 kw unl. III.

DECEMBER 6

WATN, Watertown, N. Y.—Mod. CP re trans.

NEW, Pittsburgh Radio Supply House, Pittsburgh—CP FM 43.9 mc 11,488 sq. miles.

NEW, Hunt Bcstg. Assn., Greenville, Tex.—CP 1200 kc 100 w unl., amended to 1370 kc 250 w, change to partnership.

NEW, Alexandria Bcstg. Co., Alexandria, La.—CP FM 43.3 mc 3,025 sq. miles, amended to 44.7 mc.

WMIN, St. Paul—CP change 1370 to 630 kc III-A, increase to 5 kw, new trans. directional.

NEW, West Allis Bcstg. Co., West Allis, Wis.—CP 1450 kc 250 w D.

NEW, Star-Times Pub. Co., St. Louis—CP FM 43.1 mc 9,900 sq. miles, amended to 44.7 mc 12,480 sq. miles, change trans.

KGEI, San Francisco—CP move trans. to near Belmont, Cal.

KNOW, Austin, Tex.—CO new trans., directional N, change to 740 kc under treaty, increase to 10 kw.

DECEMBER 10

NEW, Marcus Loew Booking Agency, New York—Mod. CP high-freq. station for approval of trans., antenna, change coverage to 8200 sq. miles, 12,074,192 pop.

NEW, Bremer Bcstg. Corp., New York—CP high-freq. station 47.1 mc 8,500 sq. miles 11,325,000 pop.

NEW, Butler Bcstg. Co., Butler, Pa.—CP 680 kc 250 w D II.

KRIS, Corpus Christi, Tex.—Mod. CP increase power etc., re trans., antenna.

KYOS, Merced, Cal.—CP new trans. etc., amended re trans.

NEW, KOIN Inc., Portland, Ore.—CP 44.5 mc 8,175 sq. miles 608,611 pop.

DECEMBER 12

WEEU, Reading, Pa.—CP directional N, change to unl., 1 kw.

WFIL, Philadelphia—CP FM 45.3 mc 10,900 sq. miles 4,760,200 pop.

WMC, Memphis—CP increase to 5 kw N & D, amended to change name to Memphis Pub. Co

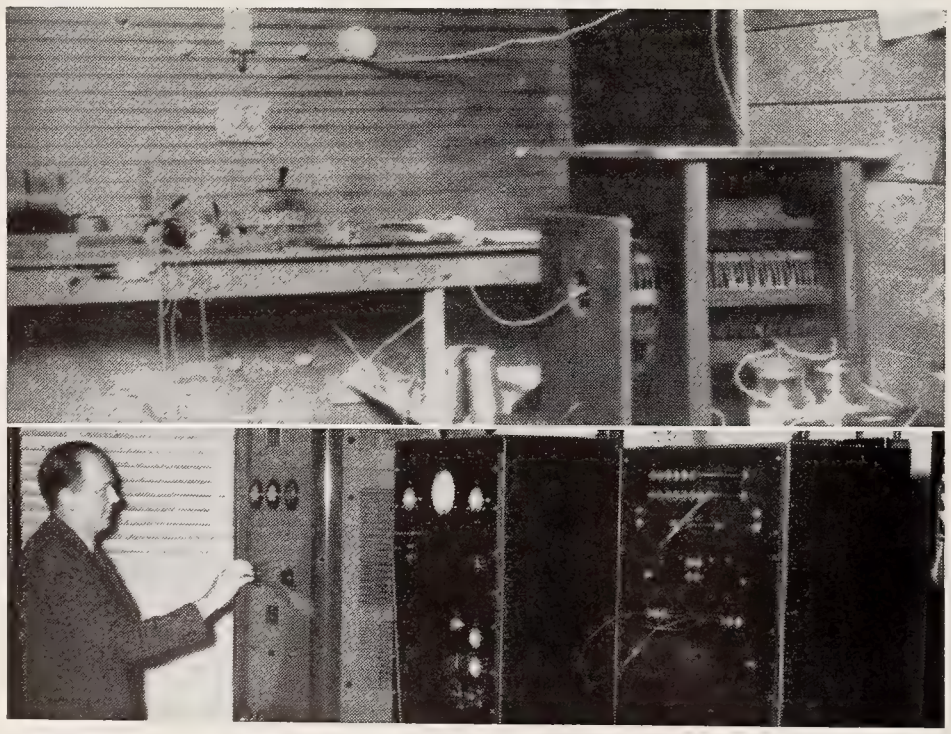
WSPA, Spartanburg, S. C.—Mod. CP directional N, change to 1 kw unl., move trans., asking new trans., increase to 1-5 kw, move trans.

WSOC, Charlotte, N. C.—Mod. CP new antenna etc. to increase power, asking new trans.

KLRA, Little Rock, Ark.—CP change to 1010 kc 50 kw new trans., change antenna.

WHFC, Cicero, Ill.—CP FM 47.5 mc 2,885 sq. miles 3,835,000 pop., amended to 46.7 mc 11,100 sq. miles 4,868,500 sq. miles.

NEW, Capital City Bcstg. Co., Topeka—CP 1170 kc 5 kw D II.



WHAT the well-dressed wireless station looked like in 1912 (above) is indicated in this old snapshot of the spark outfit operated at that time by W. Wright Esch, owner and manager of WMFJ, Daytona Beach, Fla. What the modern WMFJ looks like is shown in lower photo of Mr. Esch at his current transmitter, including RCA and General Radio equipment.

Defense Board Advisors Are Named by Amateurs

RESPONDING to the request of James L. Fly, chairman of the Defense Communications Board, that it appoint a representative and six regional advisors to the Amateur Radio Committee of the board, the American Radio Relay League has announced the following appointments:

As representative: George W. Bailey, Weston, Mass., president of the League. As alternate and exper adviser: Kenneth B. Warner, West Hartford, Conn., secretary of the league.

As regional advisors: H. L. Caveness, Raleigh, N. C.; William A. Green, Abilene, Tex.; Kenneth T. Hill, Douglaston, N. Y.; J. L. McCargar, Oakland, Cal.; Fred H. Schnell, Chicago; Dr. Burton T. Simpson, Buffalo.

Courses in Radio

SIXTY-FOUR engineering colleges in 35 states, the District of Columbia and Puerto Rico have announced 250 short courses, including radio engineering, designed to fill the shortage of engineers for service as designers, inspectors, and supervisors in industry and government agencies engaged in the National Defense Program. Prospective students must have the required technical training and experience to understand the subject well enough to be employable in defense work.

AAAA Hears About FM

MAJ. E. H. ARMSTRONG, inventor of FM, described and demonstrated this system of broadcasting to the radio session of the regional meeting of the AAAA, held in New York, Dec. 3. A discussion of the differences between the results obtained in measuring radio listening by the coincidental and recall methods was given by C. E. Hooper, head of the research organization of that name, and his technical director, Mathew N. Chappell. Meeting was conducted by A. K. Spencer, of J. Walter Thompson Co., acting for C. E. Midgley, BBDO, chairman.

LATE *Personal* NOTES

WILLIAM H. LEWIS, has resigned as contact man with Lord & Thomas, New York, to join the staff of Biow Co., New York, in a similar capacity.

ADDISON SMITH, director at Benton & Bowles, New York, of the *Ask-It-Basket* program, sponsored on CBS by Colgate-Palmolive-Peet Co., Jersey City, will continue to handle the program with Ted Bates Inc., New York, when Colgate shifts its account to that agency after the first of the year.

GEORGE RICHARDSON, former account executive of Lord & Thomas, New York, has joined the staff of J. Walter Thompson Co., New York.

JAMES F. BURKE in charge of new ideas in the CBS program department for several years, has been made assistant director of the CBS program department to work with Francis C. Barton Jr., director of the division, creating, servicing and selling programs.

ROBERT C. DURHAM, former general manager of Lady Esther cosmetics, Evanston, and Donald deLisser, formerly with Benton & Bowles, New York, and Livermore & Dillingham, New York, have formed the firm of Robert Donald, Inc. to handle radio publicity and production. Offices are located at 18 E. 50th St., New York.

GORDON B. EWING, former Boston sales manager for the Westinghouse stations, has joined the advertising sales staff of the *National Sportsman*, Boston.

LEE POTTER Jr,. formerly a salesman for Foreman, Ford & Co., Minneapolis, has been added to the sales staff of WCCO, Minneapolis, replacing Tom Dawson, transferred to the Chicago office of the Radio Sales Division of CBS after four years at WCCO.

LEWIS BUDDY, in charge of Paramount Pictures news in Europe until a few months ago, has been named manager of the television station to be operated next spring in Los Angeles by Television Productions Inc.

HARRY FINDLEY, formerly merchandising head of WIS, Columbia, S. C., has resigned to join the Army Air Corps. Robert Ellison new to radio, succeeds him at WIS.

CALDWELL CLINE, formerly of WBT, Charlotte, has joined the announcing staff of WIS, Columbia, S. C. Patty Roof, formerly WIS receptionist, has been promoted to the continuity department. Miriam Anderson has been named new receptionist.

ART HILL, formerly in Southern California radio, has joined the sales staff of KOY, Phoenix, Ariz. Les Mawhinney, associate editor of *Arizona Farmer* and farm program director of KOY, has been named supervisor of the Arizona Network news department. Vic Clarke has joined the news department. Margaret Morehead has succeeded Lu Grove on the KOY business staff. Dave Karbach, formerly of KSUN, Bisbee, Ariz., has joined the KOY engineering staff.

BILL KARN, formerly of KPDN, Pampa, Tex., KOMA, Oklahoma City, and WFAA, Dallas, on Dec. 16 is to join the announcing staff of WLW, Cincinnati.

MARY JEANETTE BACHTOLD, heard as Dorothy Day on KSAL, Salina, Kan., who broke her kneecap recently, is conducting her twice-daily shopping news broadcasts on the station from her bedside.

JULIUS COLBY, drama critic of WMCA, New York, on Dec. 16 takes over the chairmanship of the *Footlight Forum* program, featuring opinions on current Broadway plays.

HAROLD KAMPAINEN, page boy at WCCO, Minneapolis, has volunteered for a year's service in the Army. Jim Harris has been added to the page boy staff to fill the vacancy.

STANLEY J. QUINN Jr., radio production man of J. Walter Thompson Co. in Hollywood and New York, is on his way to Sydney, Australia, where he will have an executive position in the radio division of the agency's Sydney branch. With him is his bride, the former Roberta Thorburn Stockton. They were married shortly before sailing.

KENNETH W. SPARROW has been named manager of the Hannibal, Mo. studios of WTAD, Quincy, Ill. Bob Lee, former manager of the Hannibal studios, has been shifted to the Quincy studios.

STERLING FISHER, CBS director of education and radio talks, has been inducted into membership in the Philosophical Society of Texas.

ROBERT BERGER of the Executive Office of the White House will assist in handling radio details for President Roosevelt's inauguration Jan. 20 although a contrary report [page 58] had been made public earlier.

EDWARD HEATON, formerly manager of WINN, Louisville, and prior to that commercial manager of KITE, Kansas City, has joined Russel M. Seeds Co. Inc., Chicago agency.

FRED MEARS, assistant to Lester Gottlieb, MBS publicity director, will resign in January to enlist in the Naval Air Reserve.

BUTCHER SCALPED

Loses $83 Redskins Bet to Senate Budgeteer

IT'S AN EVEN bet that henceforth Harry C. Butcher, Washington vice-president of CBS will stick to radio in his wagering. A loyal rooter for Washington's Redskins football team, Harry exacted from Senator Pat Harrison, the big budget man of Congress, a dollar-a-point bet on the Dec. 8 championship game between the Redskins and the Chicago Bears, and backed it with a $10 even bet on the game. He was just 83 fish out when the game wound up by a 73-0 score.

In an obvious effort to recoup, Butcher became embroiled in a discussion with Earl H. Gammons, manager of WCCO, Minneapolis, and John E. Fetzer, owner of WKZO, Kalamazoo, about the radio antecedents of one Campbell Arnoux, manager of WTAR, Norfolk. The Midwesterners insisted he was formerly with a station in Hot Springs, *Va.*, while Butcher had dough to prove that it was Hot Springs, *Ark.* Ten dollars per each was the wager. Arnoux settled it Dec. 11 by revealing that Butcher was right. Then Butcher confessed it was a lead-pipe cinch, since he had talked CBS affiliation with Arnoux years ago.

Still $63 dollars out, Harry is prepared to bet anyone even money Christmas will fall on Dec. 25 this year.

RICHARD E. SMITH, 55, executive assistant of the Southern California Edison Co., Los Angeles, died Dec. 8 after a prolonged illness. Associated with that firm since 1917, Mr. Smith was advertising manager from 1922 to 1932 when he was made executive assistant. Surviving is his widow, Mrs. Rhoda Smith.

CBS Shifts Sill

JERRY SILL, formerly in charge of sales promotion for the CBS owned and operated stations, has been appointed to a newly created position in the network's station relations department. The exact functions of the new post have not yet been exactly determined, but in general Mr. Sill will henceforth assist the CBS affiliates in the solution of their advertising problems. Move transfers him from the sales promotion staff, reporting to Victor Ratner, to station relations, reporting to Herbert Akerberg, station relations vice-president, and will probably entail considerable traveling. He has been with CBS for several years.



Mr. Sill

AAAA-NAB Meeting

MEETING between the subcommittees of the Radio Committee of the AAAA and the AAAA Conference Committee of the NAB to discuss standard order blanks, originally scheduled for Dec. 4 but postponed by the AAAA, will be held Dec. 20 at the Ritz Tower, New York. Agency committee will be guests of NAB at the luncheon meeting.

A NEW monthly advertising trade publication, *Midwest Media*, featuring activities in Minnesota, Iowa, Nebraska, Wisconsin, North Dakota and South Dakota, will be published starting Jan. 1 on a monthly basis by Robert W. Harris, Loeb Arcade, Minneapolis, with Benson F. Gallob as editor.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency **$17.50**
2. NEW CRYSTAL (less holder) **$22.50**
3. NEW CRYSTAL fully mounted . . **$30.00**

LOW DRIFT - APPROVED BY FCC

Scientific
RADIO SERVICE
124 Jackson Ave.
University Park, Md.

• Resolution for a Happy New Year

- *". . . to equip myself with the aid of CREI advanced technical training for a better radio job!"*
- The pace of Radio is so great that last year's outlook is this year's history. To meet these changes you **must** possess the ability to keep in step with this surging industry. The CREI men in over 350 broadcasting stations prove that CREI home-study courses in Practical Radio Engineering are of definite value. It will pay you to investigate, and read our free booklet sent on request.

CAPITOL RADIO ENGINEERING INSTITUTE
Dept. B-12 3224-16th St., N.W., Washington, D.C.

Quartz crystals for broadcast frequency reallocation . . . . .

The Bliley Electric Company, manufacturer of well-known Bliley Quartz Crystals, is prepared to supply new crystals for standard broadcast stations at temporarily reduced prices.

Naturally, Bliley low temperature-coefficient plates are approved by the F.C.C. Beyond the requirements for approval, however, correct engineering and precision manufacturing facilities guarantee fully reliable operating characteristics.

Take this opportunity to install precision-made crystals in your transmitter. Get ready for your change-over early and select your crystals as carefully as you would any other component vital to the operation of your station.

For information concerning recommendations and costs, see your local Bliley Distributor or write direct.

BLILEY ELECTRIC CO. . . ERIE, PA.

Regulatory Bill Slated for Veto

Presidential Kill Is Expected For Logan-Walter Plan

PROSPECTS continue slight, at least so far as the 76th Congress is concerned, for any statutory control restricting abuses of Federal regulatory agencies, including the FCC. Despite final passage of the Logan-Walter Bill by the House and Senate, it appeared increasingly certain that the measure, designed to facilitate judicial appeal from actions of Federal agencies, would be vetoed in its present form by President Roosevelt. Even proponents of the bill indicated scant hope of obtaining the necessary two-thirds support to pass the measure over the veto in the closing days of the session.

Next Session, Perhaps

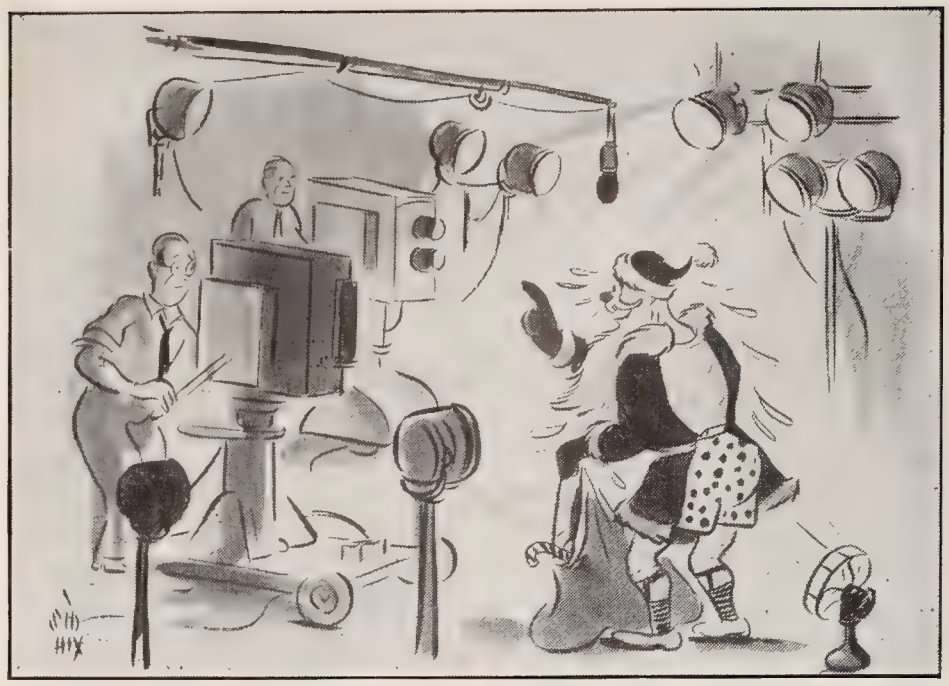
After the Senate on Nov. 26 had passed the Logan-Walter proposal, 27 to 25, the House concurred in Senate amendments Dec. 2, climaxing the bill's stormy existence in the 76th Congress. Although the 10-day veto period expires Dec. 18, it was expected that President Roosevelt would return from his Caribbean cruise in time to deliver the expected veto message. The action of Administration leaders in Congress, who led opposition to the measure, in allowing unexpectedly fast action once the bill gained the floor, indicated their reliance on a Presidential veto to kill the proposal.

However, it is expected that legislation along this line will be taken up at the coming 77th Congress, but under Administration auspices. Administration opposition had succeeded in bottling up the legislation since its 297-79 passage in the House last April [BROADCASTING, May 1] by promising action along similar lines, premised on a study of administrative agencies conducted by the Attorney General's Committee on Administrative Procedure headed by Dean Acheson.

Early in 1940 this committee published a number of monographs, including one on the FCC, covering procedural shortcomings of various Federal agencies [BROADCASTING, Feb. 15.] Recommendations based on these findings were advanced for the individual agencies at that time.

Meanwhile the Acheson committee has been attempting to reach some sort of agreement on legislative recommendations to remedy the situation attacked by proponents of the Logan-Walter Bill. Continued delay of the committee's report covering such legislative recommendations has been taken as an indication that membership is split on just what form these recommendations should take. According to present reports, the recommendations are expected about mid-December, and probably will constitute the backbone of such legislation to be considered at the coming session.

THE EMPIRE STATE TOWN MEETING, weekly half-hour forum conducted at the Union College Chapel in Schenectady, is broadcast via transcription on WEVD, New York, Fridays, 10-10:30 p.m. Programs are made available to one station in each broadcast area by the Committee on Adult Civic Education.



Drawn for Broadcasting by Sid Hix

"This Is Your Old Friend Kris Kringle Speaking From the Frozen North!"

WGN CRASH SCOOP

Mobile Unit Brings News From Airliner Crash

WGN, Chicago, through alert use of its mobile unit, scored a scoop Dec. 4 when an airliner crashed at Chicago airport. Ten persons died as a result of the crash and six were injured. Coverage of the accident by WGN began when the first bulletin was received shortly after 6 p. m. A flash announcement was put on Capt. E. D. C. Herne's news show. Meanwhile, the mobile unit sped to the scene of the crash. Hampered by thousands of onlookers, police cordons, fire trucks, and ambulances milling about the wrecked plane, the mobile unit was ready for action at 8:45 p. m.

With Guy Savage at the microphone, a 10-minute recording, including descriptive details, statements of eyewitnesses, and a complete list of dead and injured, was made. At 9 p. m., an additional five minutes was recorded. WGN listeners heard the broadcast at the first available open spot on the schedule, 9:15-9:30 p. m.

Tom Foy, director of special events of WGN, supervised the broadcast, assisted by Bob Hibbard. Jack Pearce, engineer, was at the controls of the mobile unit transmitter. WGN was the only Chicago station to cover the tragedy at the scene of the accident.

Aspinwall Makes Discs

HUGH M. ASPINWALL, new director of farm programs of KGKO, Fort Worth, will fly to Chicago Dec. 20 to make a series of transcriptions of *Checkerboard Time* following its 1941 renewal by Ralston Purina Mills, St. Louis. Aspinwall, who plays the part of Chick Martin in the show, will make the transcriptions at the WBS studios. He left KMOX, St. Louis, to join KGKO.

BEECHNUT PACKING Co., Canojoharie, N. Y., understood to be planning thrice-weekly sponsorship of NBC-Red's *Newsroom of the Air*, has temporarily shelved the idea until after the first of the year. Agency is Newell-Emmett Co., New York.

NAB Convention

(*Continued from page 13*)

Since the NAB reorganization in 1938, the annual budget has averaged between $180,000 and $230,000.

Because of the intense interest in the music situation, the board authorized NAB headquarters to issue daily copyright bulletins from Washington. The first of these went out Dec. 9, and presumably will continue until current contracts with ASCAP expire at the end of the year.

On the heels of the board sessions, a number of district directors immediately arranged district meetings to gear station operation to ASCAP-less performance effective Jan. 1. The board devoted virtually all of its time during the two-day sessions to music. District meetings were called in Philadelphia, Dec. 9; in Orlando, Fla., Dec. 10; in Worcester, Mass., Dec. 12; in Washington (4th District), Dec. 13. All were attended by NAB President Neville Miller.

Miller on Defense Board

Other district meetings scheduled include the 8th in Detroit Dec. 19, with the adjacent 7th planning to join the session in Detroit. On Dec. 20 the 2d District, comprising stations in New York State, plans to meet in Syracuse.

The board authorized President Miller to represent the NAB on the domestic broadcasting and international broadcasting committees of the Defense Communications Board. The DCB, composed of high Government officials to plan national defense operations in relation to communications, invited various companies and entities in the broadcasting field to designate their members. It is presumed Mr. Miller will serve as chairman of both committees. The entire board membership of 26, save Gene O'Fallon, KFEL, Denver, was present at the sessions. Niles Trammell, NBC president, and Edward Klauber, CBS executive vice-president, also participated.

RUFUS C. MADDUX HEADS WOR SALES

SUCCEEDING Frank Braucher, who resignued Dec. 1 to become president of the Periodical Publishers Assn., WOR, Newark, has appointed Rufus C. Maddux as vice-president in charge of sales. Mr. Maddux, now managing director of the New Jersey Council, a State promotion agency with headquarters in Trenton. His home is in Princeton, and he will assume his duties Dec. 23.



Mr. Maddux

Mr. Maddux is 35 and a native of Chase City, Va. He was graduated from Washington & Lee U and the Harvard Graduate School of Business Administration. Before joining the New Jersey Council he was successively assistant sales manager of the Vacuum Oil Co. of New England, sales manager of the Pan American Petroleum Co., New England, and director of Advertising of the New England Council, official promotional and development organization for the six New England States.

WOR also announced appointment of a sales committee consisting of Gene Thomas, sales manager; Joe Creamer, sales promotion manager; Otis Williams and George Schmidt, salesmen, to meet with heads of various departments each Friday for discussion of commercial problems.

Four Stations Honored For Armour Campaigns

DUE TO THE exceptional promotional activities of four stations carrying its thice-weekly transcribed *Your Treat* series, Armour & Co., Chicago, on Dec. 15 announced that bronze engraved plaques would be awarded to four stations instead of three stations as originally planned. The station merchandising contest was conducted in conjunction with the Mink Coat Contest for listeners in which five $1,000 mink coats and 250 cash prizes were awarded.

Winning stations were WLW, Cincinnati; KMOX, St. Louis; KTUL, Tulsa; WNAX, Yankton, S. D. Ten stations won certificates of honorable mentions. They were: KGNO, Amarillo; WCSC, Charleston, S. C.; KLZ, Denver; KDAL, Duluth; KTRH, Houston; WIRE, Indianapolis; WMBR, Jacksonville, Fla.; WMBG, Richmond, Va.; KTSA, San Antonio; WSYR, Syracuse.

The complete list of stations carrying the program, in behalf of Treet, totalled 54 at the time of the contest. Lord & Thomas, Chicago, handled the account.

Socony's Newscasts

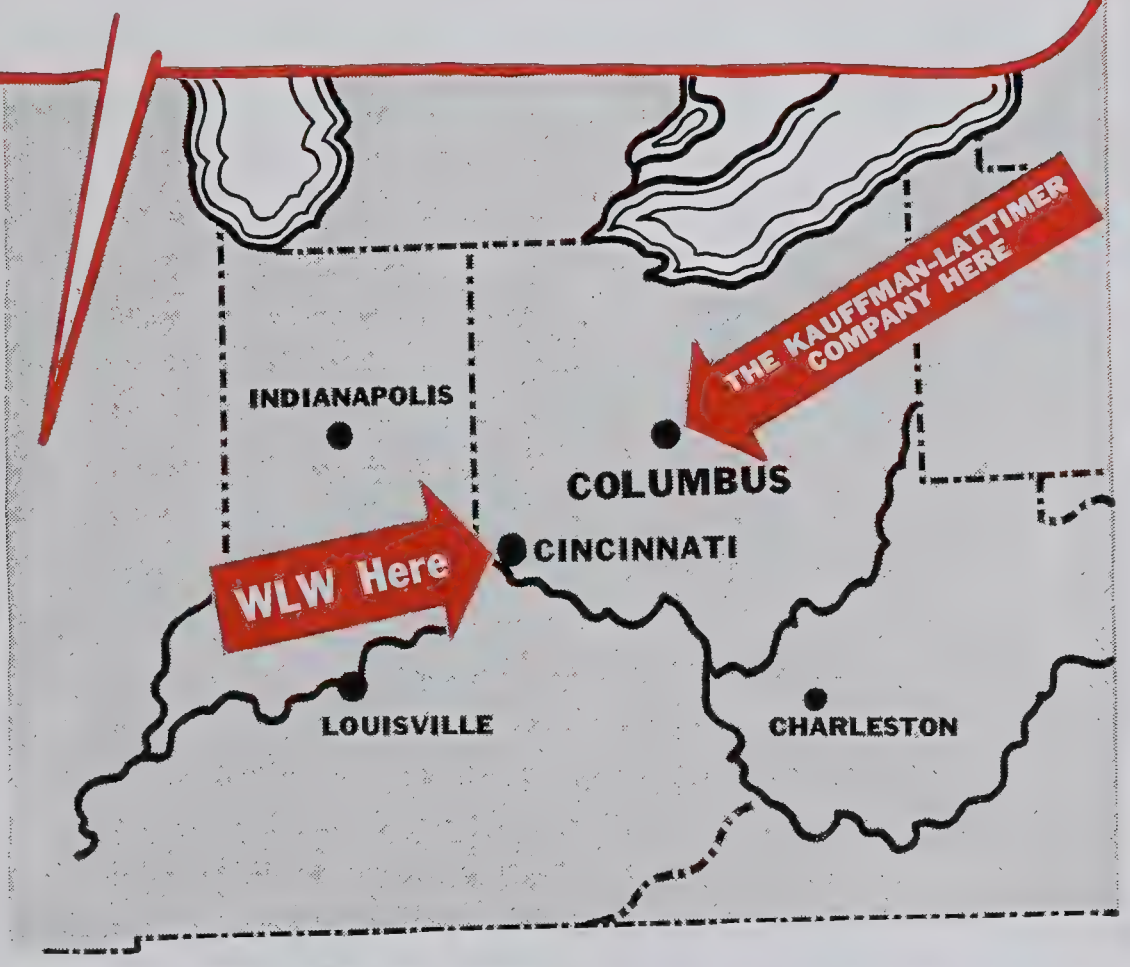
SOCONY-VACUUM OIL Co., New York, is sponsoring on WCAU, Philadelphia, starting Dec. 16, six ten-minute daily newscasts, two spot announcements daily, and two five-minute news spots, Sundays, 11 a.m. and 2:30 p.m. Sponsor also has renewed on WFBL, Syracuse, four five-minute and one quarter-hour news periods daily. J. Stirling Getchell, New York, is the agency.

WLW is a most powerful sales-stimulator in our territory. We have noticed that the demand for a product will increase very substantially as soon as it is broadcast over WLW. Consequently, whenever we receive notice that a product will be advertised over WLW, we make it a point to increase our supply of it and notify our salesmen to see that the retailer is well-stocked.

The Kauffman-Lattimer Co. travels nine salesmen in 55 counties.

GEO. H. KAUFFMAN, ***Pres. & Sales Manager,***
KAUFFMAN-LATTIMER CO., ***Wholesale Druggists,***
Columbus, Ohio





REPRESENTATIVES: New York — Transamerican Broadcasting & Television Corp. Chicago — WLW, 230 N. Michigan Avenue. San Francisco — International Radio Sales.

WLW THE NATION'S *most Merchandise-able* STATION

PRINTED IN U.S.A.

for SOUND ECONOMY



...RCA AIR-RADIATOR TRANSMITTING TRIODES

Hundreds of RCA-891-R's and 892-R's in daily service in leading broadcast stations testify to the sound economy of operation made possible by these popular RCA Air-Radiator Transmitting Triodes. Lower first cost—simplified installation—no water-cooling worries—ample output for general broadcast requirements!

Similar in construction to water-cooled units, these tubes are equipped with highly efficient air radiators which provide great cooling areas in a minimum of space. Anode heat is dissipated quickly and efficiently.

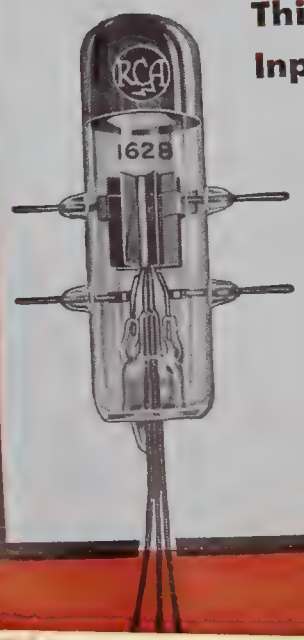
Double-unit filaments permit operation from two-phase a.c., thus minimizing hum. Filaments used in these types operate at lower-than-ordinary temperatures and contribute materially to exceptionally long tube life. Ask the station that uses these tubes!

Both the RCA-891-R and 892-R are designed for class B and class C services. The 891-R may also be used in class A. Amplification factor of the 891-R is 8; the 892-R, 50. Maximum ratings of the 891-R for plate modulated class C telephone service are: d-c plate voltage, 8500 volts; d-c plate current, 1 ampere; plate input, 8 kw; plate dissipation, 2.5 kw. Typical power output is 3.5 kw. Net replacement costs compare favorably with water-cooled tubes of equal size.

Complete technical information gladly sent upon request. Write to RCA Mfg. Co., Commercial Engineering Section, RCA Manufacturing Company, Inc., Harrison, N. J.

NEW!

This Triode Takes its Full Rated Input of 50 Watts up to 500 Mc.



Outstanding engineering features make the new RCA-1628 Transmitting Triode unexcelled in its class. A double-helical filament has a center-tap lead that is brought out of the bulb through a separate seal. By connecting the three filament leads in parallel through r-f by-pass condensers, it is *now* practical to minimize the effect of filament lead inductance at ultra-high frequencies. Double grid and plate leads, also brought out through separate seals, simplify neutralization in r-f amplifier service at the ultra highs by eliminating common impedances between tank and neutralizing circuits *within* the tube. Close spacing of grid and plate decreases electron transit time, thereby improving efficiency at high frequencies.

Data bulletin on request

No Experiments Here!

As essential to the operation of A Radiator tubes as good tube co struction itself, is the design of t finned radiator with which they a equipped. Pioneered and perfecte by RCA, each radiator supplied wi RCA-891-R's and 892-R's carri the fine reputation which has bee established through more tha four years of extensive use in man of the country's leading high power broadcasting station Exceptionally low operating tem peratures are assured at all time

For real economy, it pays to inves in experience—not experiment

RCA Radio Tubes

FIRST IN METAL—FOREMOST IN CLASS—FINEST IN PERFORMAN

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